THE POP-UP STORE MARVEL: AN EXPLORATION OF CONTEMPORARY POP-UP STORES AND WHAT MOTIVATES CONSUMERS TO SEEK OUT THESE STORES

A Thesis

Presented to the

Faculty of

California State Polytechnic University, Pomona

In Partial Fulfillment

Of the Requirements for the Degree

Master of Science

In

International Apparel Management

By

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2023
SIGNATURE PAGE

THESIS:  THE POP-UP STORE MARVEL: AN EXPLORATION OF CONTEMPORARY POP-UP STORES AND WHAT MOTIVATES CONSUMERS TO SEEK OUT THESE STORES

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Foremost, I would like to express my deep and sincere gratitude to my committee members, Dr. Claire Whang, Dr. Seoha Min, and Professor Nicole L. Dwyer. I sincerely appreciate all of your feedback, insightful comments, and hard questions throughout this process. I would like to especially thank my committee chair, Dr. Claire Whang, for her patience, encouragement, motivation, enthusiasm, and immense knowledge throughout this process. I would not have been able to get through this research process without her support.

Last but not least, I could not have undertaken this journey without the support of my parents, siblings, family, and friends. I am extremely grateful to them for always believing in me, supporting me, and for always encouraging me to pursue my dreams and goals. Their support and encouragement mean the world to me and without their support and encouragement, I would not have been able to get through the challenges I encountered throughout the past two years.
ABSTRACT

As e-commerce growth continues to surpass that of brick-and-mortar retail, temporary retail spaces, also known as pop-up shops, are becoming an important promotional strategy, especially for online retailers and services providers. This paper’s goal is to understand the motivators that influence consumers to visit contemporary pop-up and post their pop-up shop experience on social media. Using hedonism theory, commodity theory, and theory of uniqueness as an underlying logic, this study conducted an online survey to get insight into consumers’ pop-up shop behavior.

Two studies were conducted for this study. Study 1, conducted on MTurk, recruited 114 participants and Study 2, conducted on Prolific, recruited 122 participants. Findings showed that Pleasure and Need for Uniqueness positively predicted consumers to visit for both Study 1 and Study 2. For intention to post their contemporary pop-up shop experience on social media, Pleasure was consistently found to be an important predictor for both Study 1 and Study 2. Additionally, Need for Uniqueness positively influenced intention to visit in Study 1 and Fear of Missing Out, and Scarcity positively influenced consumers' intention to post their contemporary pop-up shop experience in Study 2. Results show that managers and brands should focus on delivering a pleasurable contemporary pop-up shop experience with a unique aspect (e.g., limited-edition product, unique location) in order to attract consumers.

Keywords: Contemporary pop-up shop, materialism, need for uniqueness, scarcity, pleasure, and fear of missing out
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CHAPTER I
INTRODUCTION

1.1 Background

Individual pop-up shops come and go, but the pop-up trend is here to stay (Verdon, 2019). Pop-up shops are expected to become part of the new normal. Cities that are currently seeing the most pop-up activities are London, New York, Los Angeles, Tokyo, and San Francisco; and Manhattan alone hosted at least 300 notable pop-up shops (Verdon, 2019). The strategy of opening a temporary store appears to be working, as 80% of global retail companies that have opened a pop-up store said it was successful and 58% are likely to use the tactic again (Keyes, 2019). According to a recent study, pop-up shops collectively bring in between $45 billion and $50 billion in revenues annually (Novellino, 2015).

The term pop-up originated in 1999; however, in recent years, pop-up shops took off after the financial crisis when vacant store fronts became available for short-term rents and permanent retail ventures were associated with risk (Novellino, 2015). A contributing factor to the rise in pop-up shops is online retail. Online retailers are realizing that their customers still want that touch and feel experience (Novellino, 2015). Due to the ‘fear of missing out’ and to the limited time in which Pop-up stores are open, the pop-up shop experience is especially appealing to millennials (Novellino, 2015).

The success of a firm depends largely on its capability to attract consumers towards its brands (Mellens et al., 1996). In today’s market, companies are constantly changing their business strategies and are finding new ways to not only attract new consumers, but also keep their existing consumers still interested in their products.
Rosenbaum et al. (2021) states that success in today’s retail environment means being able to create and maintain brand communities, to generate instant and measurable hype, and to deliver personalized consumer experiences - all of which can be readily achieved through a strategically placed physical business presence, such as pop-ups. Pop-up shops are an effective tool that brands can use to build awareness and interest in their brand and their products. From a retailer’s perspective, pop-up shops allow them to improve market visibility (grow buzz and awareness), increase sales, connect with customers, increase social media engagement, and effectively introduce a new product or brand (Keyes, 2019).

Given that, in recent years, consumers are responding better to pop-up shops that offer memorable shopping experiences, current pop-up shops are focused on delivering exceptional experiences. Rosenbaum et al. (2021) research shows that retail activations are successful when customers and the public (including the media) experience a product or brand through a combination of personalization, interactivity, education, and excitement. That said, more recent pop-ups have focused on using design elements that are visually appealing, on creating a sense of curiosity, offering details about the company or brand, and on evoking a sense of urgency by encouraging potential customers to quickly respond via a purchase or a connection through social media postings and conversations. These type of pop-up shops are called contemporary pop-up shops.

1.2 Problem Statement

There have been studies related to the topic of pop-up shops, however, academic coverage of the topic is still scarce (Alexander et al., 2018). Existing research on pop-up
shops have mainly focused only from the retailer’s perspective (Rosembaum et al., 2021) or on social media intention (Lim, 2018). However, consumers behavior in regards to pop-up shops is limited. Specifically, little is known about what motives drive consumers to attend the pop-up shops, specifically contemporary pop-up shops, and what also motivates them to share their experiences online. Further, existing research discuss pop-up shops in general instead of focusing on a specific type of pop-up shop, such as contemporary pop-up shops. This research will briefly provide context in regard to the different types of pop-up shops that focus on providing an “experience” in a “limited time” frame. Furthermore, this research will provide a better understanding of concept pop-up shops and how it has evolved to contemporary pop-up shops.

1.3 Research Purpose

The purpose of this paper is to understand the motivators behind attending the contemporary pop-up shops. This paper aims to explore the effect of different motivators (need for pleasure, scarcity, materialism, ‘fear of missing out,’ and need for uniqueness) on consumers' behavior. Furthermore, this paper will also analyze what drives consumers to post their pop-up shop experiences on social media.

1.4 Significance of the Study

This research provides insights to retailers that are interested in the concept of pop-up shops, specifically those interested in contemporary pop-up shops. This research will fill in the gap of how contemporary pop-up shops help fulfill different consumer needs and as a result how all these factors not only influence consumers’ intention to visit these types of shops but also influences their intention to post their experience at these shops on social media.
This paper helps define what a contemporary pop-up shop is. It helps establish a better understanding of what a contemporary pop-up shop is by comparing it to different types of pop-up shops and distinguishing the differences between the types of shops. Furthermore, examples of contemporary pop-up shops were described in detail to further explain what a contemporary pop-up shop is.

It also provides insight to retailers, managers, and brands on different motivation that influence consumers to visit and post their experiences at these shops. This paper also compares intention to visit and intention to post. Lastly, hedonic motivation theory, commodity theory, and need for uniqueness theory are bridged together to get a full understanding on the consumer behavior towards contemporary pop-up shops.
2.1 Pop-up shops

2.1.1 Background

Even though the term pop-up shop can be traced back to 1999, pop-up shops have become more popular and quite a phenomenon in the fashion industry since 2003 (Pomodorro, 2013). Pop-up shops are defined as “a temporary shop, stall or brand experience used to sell goods and services for a limited period of time;” and “are in some way exclusive, distinct, or special” (Jones et al., 2017). Alexander et al. (2018) further defines pop-up shops as a nonpermanent retail selling environments that create an engaging experiential space. That being said, pop-up shops focus on delivering an “experience” within a “limited timeframe”.

A pop-up shop setting is designed to involve the consumer in a series of memorable, hedonistic, theatrical experiences (Pine & Gilmore, 1999; Pomodorro, 2013). Pop-up stores have emerged as new experiential marketing tool whose purpose is to engage the consumer (Niehm et al., 2007; Pomodorro, 2013). For global fashion brands, the pop-up store can be used to increase brand awareness, improve brand image, promote new lines and collections, and test new international and strategic markets by offering something limited.

Specifically, pop-up shops are known to emphasize the sense of novelty and exclusivity (Pomodorro, 2013). This type of shop lies on the concept of “here and now” (Pomodorro, 2013). Pop-up shops tend to cause customers anxiety over potentially being left out from the event, of missing the opportunity to visit something that is unique/one-
of-a-kind, momentary, and un reproducible (Catalano & Zorzetto, 2010). The important thing about these shops is to provide an exciting and memorable experience. Pop-up shops fit in with the consumer demand for immediate gratifications (Pomodorro, 2013).

2.1.2 Types of Pop-up shops

There are various forms of pop-up shops such as flea markets, farmers’ markets, night markets, vending machines, food trucks, mall kiosks, and illicit retailing, which are all forms of pop-up shops because they operate for only a limited time (Rudkowski et al., 2019). While these pop-up shops may differ in what they sell and how they sell, categorizing them into specific types of pop-up shops is very challenging due to the ever-changing nature of pop-up shops. Among the various names and forms that exist, three types of pop-up shops that focus on offering “experience” in “a limited time” were identified based on the existing literature: guerilla, nomad, and concept (Surchi, 2011; Pomodorro, 2013; Alexander et al., 2018).

2.1.2.1 Guerilla Store. A guerilla store is a store that’s sole purpose is to raise brand awareness, novelty, generate surprise, to promote, and to amplify exclusivity (Alexander et al., 2018). The location for guerilla stores is mostly innovative, beyond more traditional formats. For example, a pop-up store will be set up in a corner inside a shopping mall, a former church, in an art gallery, in a container ship, or even in an apartment flat. Guerilla stores are typically found in the suburbs of the great world capitals, and in places that have no connection with the fashion world (Surchi, 20011). Their openings don’t have costly advertising campaigns; curious passers-by experience them as they are and where they are, with their own aesthetic and architectural character.
(Surchi, 2011). These types of shops display the brand’s latest collections and exclusive lines, along with those from previous years, old and new (Surchi, 2011).

One example of Guerilla store is the Comme des Garcon’s “Guerilla Stores.” Comme Des Garcon opened a store in a city for a specific duration of time and then would close them down, forever (Team, 2008). The “Guerilla Store” offered exclusive Comme Des Garcon items that you wouldn’t be able to find elsewhere (Team, 2008). The Comme Des Garcon “Guerilla Store” in Los Angeles was hosted in a flat that was accessible through an alleyway. The clothes were displayed on unique fixtures such as a tower of shopping carts, laid out on furniture, and even on clothing racks that were connected to a drum set (Team, 2008).

2.1.2.2. Nomad Store. A nomad store is defined as a mobile store, that being via a van, truck, test market, or a go to market (Alexander, 2018). This form of shop allows brands to broaden their customer reach, or to make contact with similar customers living in different districts of a city, or in different towns; and cities across a region or country (Surchi, 2011). A difference between a guerilla store and a nomad store is that nomad stores are mobile, in some sort of truck format, and are constantly moving location whereas guerilla stores are found in the suburbs and set in a certain location for a certain time period.

One example is Uniqlo’s truck shop. In 2013, Uniqlo presented their UT Truck shop to celebrate their UT T-shirt launch. The truck was a specialized Uniqlo Dekotora-inspired truck store that traveled New York City. The truck featured a UT t-shirt shop, live performances on top of the truck, and the shop included a series of online Uniqlo
videos. It was not a brick-and-mortar shop but a van that transported a single brand display from location to location, to reach the target market (Surchi, 2011).

2.1.2.3. Concept Store. A concept pop-up store is defined as a store whose purpose is not only to help raise brand awareness/image, but also is experiential (Alexander et al., 2018). A “concept brand store” is a strategic tool used to launch a new brand collection, often in limited edition, to reinforce the brand in a particular market or consumer target, to improve brand image and awareness (Pomodorro, 2013). These types of shops are highly spectacular, themed, and multisensory spaces (Pomodorro, 2013).

The elements of retail design (layout, furniture, materials, colors, etc.) for concept brand stores, are created to communicate a coherent visual brand identity (Pomodorro, 2013). They are built around the brand’s concept and are designed to create a multisensory and interactive brand experiences. A major difference between a concept brand store/shop and a nomad store is that a concept store is set in a certain place for limited time whereas a nomad store moves more often. Also, neither a nomad store or a guerilla store offers a multisensory and interactive brand experiences.

One example of a concept pop-up store is the adidas & Gucci pop-up store. Adidas and Gucci joined forces to introduce a new limited edition brand collection that included sartorial streetwear creations with a spectrum of sport-inspired pieces (e.g., elevated track dresses, tailored suits, handbags in sporty canvas, sneakers, clogs, pumps, duffle bags, and more). The collection was sold through dedicated pop-up shops worldwide. However, in these pop-up shops, adidas and Gucci did not just focus on selling products, they also made sure to provide an immersive pop-up store experience to their consumers. For example, the pop-up store included an outdoor experience complete
with bleachers, a basketball court, and “adidas x Gucci” wrapped picnic tables. The bleachers were a perfect photo-op that could be used as a backdrop to pose for selfies. Guests could make use of the basketball court to not only take pictures but also, they can shoot some hoops.

Given that the more prominent type of pop-up shops found in the fashion field in recent years has been a concept brand shop (Maguire, 2021; Alexander et al., 2018), this study will focus on the concept store. While the original form of concept pop-up shops focused more on simply raising brand awareness and launching a new, limited-edition, brand collection, the newer format of concept pop-up shops goes above and beyond to offer a once in a lifetime experience. These new concept brand shops are one-time only and are held only in one location. These shops are not replicated and can stimulate a sense of exclusivity. Lastly, they are shops that are highly focused on providing a very experiential experience and are very instagrammable through their implementation of photo-ops throughout their shops. These pop-up shops are referred to as “contemporary concept pop-up shops” or “contemporary pop-up shops.”

2.1.3. Contemporary Pop-up Shops

Contemporary pop-up shops represent strategically planned, temporary, physical retail operations that are open for a limited time, ranging from a few days to several months (Rosenbaum et al., 2021). However, they offer more than the typical concept pop-up shops. These types of shops often include unique interactive experiences, activities, art installations, and/or have photo-opp setups. Thus, the purpose of this type of shop is no longer just to sell a product and promote an image but also offer an entire one time only memorable experience. It now involves generating word-of-mouth and
providing an “Instagrammable” experience. They are also likely to be located in major cities around the globe to increase attraction. A few current examples of contemporary pop-up shops are explained below (the summary of the case studies is in Table 1).

2.1.3.1 Dior’s pop-up in Los Angeles, USA. For one week only, from March 21 to March 27, 2022, the House of Dior introduced their Miss Dior Millefiori Garden Pop-up in Los Angeles. Through the implementation of an endless field of flowers and using the Miss Dior fragrance throughout the store, Dior provided an immersive/experiential pop-up shop experience. The pop-up shop was prepared to promote their new fragrance collection, floral eau de parfum (an amber floral bouquet with notes of springy lush peony and powdery iris). Visitors at the pop-up were able to not only test the new product, but also experience the full package related to the brand and the product. For example, the flower arrangements set throughout the pop-up shop, gave the visitors a sensory experience that matched the new fragrance (Valenti, 2022). These Instagram worthy floral arrangements were great photo ops. Furthermore, the immersive floral infinity room installation allowed visitors to snap mirror selfies in the pop-up shop (Valenti, 2022). The shop also featured a Parisian-style café. The pop-up shop also had artworks by female artists, such as French sculptor Ingrid Donat and Chinese ceramist Huan Wang, etc.; they had been commissioned by Dior for their “Miss Dior: 12 Women Artists” to interpret and immortalize their fragrance in original works of art (Valenti, 2022). The row of vanity-style beauty stations was also prepared for consumers to touch-up and experience using the products.

2.1.3.2. Glossier’s pop-up in London, United Kingdom. The Glossier London pop-up caused mass hysteria when it first opened for a limited period in November of
2020 (Coates, 2020). The purpose of the pop-up was to strengthen customer relationships with the London/UK consumer. While Glossier is a cosmetic brand, Glossier’s pop-up was designed to offer a full shopping experience that went above and beyond their products. Glossier’s creative team created areas intended to spark conversation between consumers’ (mirrors that faced one another on a make-up stand) but also ensured that the pop-up shop had taken its cues from London (Coates, 2020). The shop’s design was inspired by Britain’s traditional social clubs, it embraced the idiosyncrasies of British architecture and interiors; the whole place was decked in William Morris-style wallpaper and carpets that were hand drawn by the Glossier in-house creative team (Coates, 2020). The different types of colored wallpapers used throughout the pop-up shop were the perfect backdrops for selfies. Each room had a particular color scheme, but most excitedly, the pop-up shop had quirky secret doors that gave guests access to different areas of the pop-up shop (Coates, 2020).

2.1.3.3. Chanel’s pop-up in Seoul, South Korea. In 2021, Chanel celebrated their Chanel No. 5 perfume in Seoul, South Korea by means of establishing a temporary pop-up shop. The pop-up shop included an ice rink, which guests needed to go online to get tickets in order to have access to use the ice-skating rink. The pop-up shop was only held in Seoul for a limited time and there was a limited quantity of tickets that were made available online that guests needed in order to have access to use the ice rink; however, the tickets ran out in minutes. The shop implemented a beautiful/enormous Christmas tree at the center of ice-skating rink which made a great photo op for taking selfies and posting on social media. The pop-up shop also had a photo op section full of white lit Christmas trees and white Chanel luggage trunks with products displayed.
2.1.3.4. Dior’s pop-up in Seoul, South Korea. To celebrate Dior’s first fashion show in South Korea, the French luxury house opened a large pop-up store in South Korea, that is scheduled to run for several years (Muret, 2022). It is a stratospherically large pop-up shop made of lit glass windows resembling a multi-story building surrounded by French gardens (Muret, 2022). The metal mesh structure covered by a glass roof resembles the façade of an old Parisian building inspired by French house's newly renovated historic headquarters (Muret, 2022). The store contains multiple rooms inside and each one is dedicated to a specific segment of their ready-to-wear line. The wooden unit at the center of the shop houses the Pre-Fall collection, which was the fashion show's focal point. There is a shoe section, another area is dedicated to handbags, another to small leather goods, a display case showcases the Dior Chez Moi homewear capsule collection, and a designated room allows clients to customize their Dior Book Totes. The pop-up shop also housed a café, which requires a reservation, complete with a giant screen that reproduces a beautiful digital trompe l'oeil garden as a backdrop, which is a replica of the gardens of Christian Dior's childhood home in Grandville, Normandy. As you enter the shop, there is a sales associate that accompanies each guest to solely assist the customer in taking the perfect picture and they guide you to the perfect photo spots in the pop-up store.

2.1.3.5 Netflix’s Pop-up in Los Angeles, USA. With so many successful shows being released on Netflix, Netflix opened a pop-up store at The Grove, it’s merch madness. The pop-up shop offered limited-edition merch on hugely successful and binge worthy shows such as Stranger Things, Squid Game, Bridgerton, etc. (Aghadjanian et al., 2022). The shop had colorful-photo-ready vignettes that brought fan-favorite Netflix
characters to life (e.g., Vecna from *Stranger Things*; the iconic Young-Hee doll from *Squid Games*; Queen Charlotte’s throne; etc.), which were the perfect photo- opps to take pictures (Aghadjanian et al., 2022). The shop offered exclusive products like the *Hellfire Club* t-shirt and *Squid Game* uniform, *Bridgerton* make-up collection, and Funko Pop collectible figures from *Stranger Things* and *Squid Game*. The shop also included interactive and social-media ready moments from these TV shows perfect for taking pictures.

**Table 1**

*Examples of Contemporary Pop-up shops*

<table>
<thead>
<tr>
<th>Brand</th>
<th>Purpose (sell/promotion)</th>
<th>City (Location)</th>
<th>Photo-opp (=Social media)</th>
<th>Influencers / Celebrity</th>
<th>Experience</th>
<th>Limited Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dior</td>
<td>Promote Miss Dior perfume</td>
<td>Los Angeles, USA</td>
<td>Floral arrangements, art pieces</td>
<td>Ambassadors, Celebrity, influencers</td>
<td>Infinity mirror room</td>
<td>Limited reservation slots</td>
</tr>
<tr>
<td>Glossier</td>
<td>Connect with UK customers</td>
<td>London, UK</td>
<td>Wallpapers</td>
<td>Public</td>
<td>Secret doors</td>
<td>Limited time</td>
</tr>
<tr>
<td>Chanel</td>
<td>Promote Chanel No. 5 perfume</td>
<td>Seoul, South Korea</td>
<td>Christmas tree, photo op section, luggage trunks, white lit Christmas trees</td>
<td>Celebrities, public</td>
<td>Ice rink</td>
<td>Limited online tickets</td>
</tr>
<tr>
<td>Dior</td>
<td>Celebrate first fashion show</td>
<td>Seoul, South Korea</td>
<td>Glass structure building, gardens, art pieces</td>
<td>Ambassadors, celebrities, public</td>
<td>Virtual garden in cafe</td>
<td>Must make reservation to access cafe</td>
</tr>
<tr>
<td>Netflix</td>
<td>Connect with TV shows’ fanbase</td>
<td>Los Angeles, USA</td>
<td>Colorful photo-ready vignettes; interactive, social media-</td>
<td>Public</td>
<td>Social media ready moments from TV shows</td>
<td>Open to public.</td>
</tr>
</tbody>
</table>
2.1.4. The effect of pop-up shops

So, what is so attractive about pop-up shops that consumers like them? Studies have found that pop-up shops provide an unreproducible, one-of-a-kind experiential pop-up shop experience. For example, Bolton et al. (2018) research shows that consumers respond favorably to experiences they encounter while shopping or browsing in brick-and-mortar settings because they can enjoy sensory stimulation and social interactions that cannot be experienced through mobile phones, iPads, or desktop devices. Similarly, Alexander et al. (2018) research reveals that many consumers find shopping in pop-up shops a pleasurable experience because these temporary settings arouse their curiosity, help them attribute tangible qualities to previously unknown or online retail brands, and facilitate deeper engagement than is possible when browsing e-commerce sites. Further, Rosenbaum et al. (2021) found that contemporary types of pop stores enabled brands to gain great social coverage, secure press interest, tell a brand story and to communicate excitement online and to the press, drive buzz and excitement, and create word of mouth. The limited availability also attracts consumers to pop-ups because customers don’t want to miss the buzz and excitement tied to temporary pop-ups (Rosenbaum et al., 2021). Lastly, the innovative and experiential aspect of pop-up shops also attract customers to visit pop-up stores as well. Pop-up shops can be a creative customer engagement option,
which can be used to host product and fashion shows, providing consumers with product samples, and putting on in-store special events that offer temporal originality.

2.2. Theoretical Background

2.2.1. Hedonic Motivation

Hedonic motivation is defined as consumers' who have motivations based on hedonic needs are more likely to engage in shopping-related activities include emotional multisensory, and fantasy experiences (Solomon, 2007; Chang et al., 2011). Murray (1964) states that hedonism emphasizes the basic philosophy of taking pleasure in life and avoiding sadness and sorrow. Hedonism identifies the good life with the pleasurable life (Heathwood, 2006). Sheth et al. (1991) described hedonism as the state in which consumer seek products for their intrinsically appealing properties and subjective emotional benefits.

Hedonic motives could lead an individual to buy goods or services for pleasure and/or enjoyment. esthetic beauty, excitement, arousing feelings (Gultekin, 2012; Subawa et al., 2020) and affective states receiving personal rewards and fulfillment (Schade et al., 2016; Subawa et al., 2020). For example, consumers' go shopping for a variety of reasons such as: they want to spend time with friends, follow new trends and discounts, need sensory arousal and gratification; and engage in physical activities, etc. (i.e., for personal and social motives) (Gultekin, 2012).

Given that contemporary pop-up shops are designed to maximize the experience in the shops, customers are likely to experience hedonism. Therefore, in this study, pleasure is used to capture the hedonism associated with contemporary pop-up shops, and how this variable influences consumer behavior.
2.2.2 Commodity Theory

Brock’s (1967) discussion of commodity theory suggests that a commodity is valued to the extent that it is unavailable and also deals with the psychological effects of scarcity (pg. 246; Lynn, 1991). In order to completely understand this principle, it requires also to understand three of its concepts – i.e., commodity, value, and unavailability (Lynn, 1991).

Commodity is defined as something that not only can be owned, but also, something that is useful to the owner and can be passed on from one person to another (Lynn, 1991). Conversely, commodities would apply to most exclusive goods, and the idea that a product is “unavailable,” at least in a limited sense, is embedded in the idea of exclusivity (Upshaw, 2017). All marketable goods and services are commodities by definition (Lynn, 1991). Value refers to a commodity’s potential in affecting attitudes and behavior (Brock, 1967). Furthermore, since commodities have a positive utility, any enhancement of a commodity’s value will increase its perceived utility and will make the commodity more desirable and sought after (Lynn, 1991). Therefore, value can be equated with utility, or desire-ability (Lynn, 1991). Lynn (1991) states that commodity theory’s predictions about scarcity effects on value have some relevance to their goals due to marketers being interested in making their products and services more desirable and sought after. Unavailability refers to scarcity and other limits on availability (Lynn, 1991). Producing limited editions of products, having exclusive distribution outlets for products, prestige pricing of products, and restricting maximum order size for products are all common practices that make products unavailable (Lynn, 1991).
People may desire scarce commodities more than comparable available commodities because the possession of scarce commodities conveys feelings of personal distinctiveness or uniqueness (Brock, 1967). Therefore, this possibility would justify commodity theory’s boundary conditions because scarce commodities are likely to produce positive anticipated feelings of distinctiveness only if they are desirable and have the potential of being possessed (Lynn, 1991).

Therefore, given that contemporary pop-up shops are one-time only, in one location, one of a kind/cannot be replicated, exclusive, instagrammable, and experiential, customers are likely influenced by the commodity that pop-up shops are. Therefore, in this study, scarcity, materialism, and fear of missing out are used to capture the commodity aspect associated with contemporary pop-up shops and how these variables ultimately influence consumers to attend these types of shops and will also influence consumers' intention to post their experience on social media.

2.2.3 Theory of Uniqueness

Consumers' need for uniqueness derives from theory of uniqueness (Snyder & Fromkin, 1977). The theory of uniqueness is defined as the need to see oneself as being different from other people is aroused and competes with other motives in situations that threaten the self-perception of uniqueness (i.e., situations in which individual's see themselves as highly similar to others in their social environment) (Snyder & Fromkin, 1977; Tian et al., 2001). Tian et al. (2001) states that individual's attempt to reclaim their self-esteem and reduce negative affect through self-distinguishing behaviors. Furthermore, these expressions of uniqueness are sought in different forms and outlets where the social penalties for being different are not severe (Tian et al., 2001). Material
expressions of one’s differentness from others are particularly valued because they satisfy the need for uniqueness without the risking severe social penalties (Snyder, 1992). Therefore, in accordance with theory of uniqueness, consumers’ need for uniqueness should reflect individual differences in consumer counter conformity motivation – a motivation for differentiating the self via consumer goods and the visual display of these goods that involves the volitional or willful pursuit of differentness relative to others as an end goal (Tian et al., 2001).

Snyder and Fromkin (1977) recognized that individuals have different degrees of uniqueness motivation. Because individuals may fulfill their desire to be unique in a variety of ways such as through possession displays (Belk, 1988); style of interpersonal interaction (Maslach, Stapp, & Santee, 1985); or the domains of knowledge in which they establish expertise (Holt, 1995); they are likely to differ in their tendency to satisfy their uniqueness motivation through consumer behaviors and possessions. Consumers' need for uniqueness should reflect both self-image and social image enhancement processes (Tian et al., 2001). Tian et al. (2001), states that a unique product may be sought out to restore a person’s self-view as one who is different from others. A unique product can be used to gain desired evaluations from others (i.e., a social image as one who is different) that further enhances self-image (Tian et al., 2001).

Consequently, given that contemporary pop-up shops are one of a kind, cannot be replicated, exclusive; instagammable, and experiential, are likely to experience uniqueness. Therefore, in this study, need for uniqueness is used to capture the uniqueness associated with contemporary pop-up shops and how this variable ultimately
influences consumers to attend these types of shops and will also influence consumers' intention to post their experience on social media.

2.3. Hypothesis Development

2.3.1. The effect of need for pleasure on consumers’ behaviors

Pleasure refers to the degree to which a person feels good, joyful, happy, or satisfied in a situation (Kao et al., 2007). According to the hedonism theory, having material objects or experiences help an individual attain pleasure (Waterman et al., 2008). Consumers acquire some emotional values such as pleasure and happiness through some types of products, such as luxury products, which can offer hedonic related emotional experiences and values. Customers value pleasure and indulgence through objects or experiences that are more ostentatious than necessary, and thus, brands that can fulfill this desire are likely to succeed (Okonkwo, 2010; Hennings et al., 2015). Consumers are likely to find shopping in pop-up shops a pleasurable experience (Alexander et al., 2018) due to their limited availability in temporary locations.

Consumers who seek such pleasure are likely to have intention to visit the pop-up shops. Ajzen (2005) defined re-patronage intentions (or also intention to visit) as sign of a consumer’s desire to repurchase a product or service that the consumer once used or received. The intention to visit is widely researched and found in the tourism research. For example, in sport research, pleasure gained by fans from football games/minor baseball games strongly influenced re-patronage intentions (Wakefield et al., 1996). Similarly, in tourism research, virtual visits to the destination (e.g., “destination brand experience”) are found to increase consumer’s intention to visit the real destination (Chung et al., 2015; Marasco et al., 2018). Since contemporary pop-up shops are known
to be pleasurable experiences, it is expected that customers with need for pleasure are likely to visit contemporary pop-up shops.

Further, customers with need for pleasure is likely to engage in sharing their pop-up experiences with other people. Social engagement is defined as people sharing their individual or social information online with their close acquaintances, such as family and friends, using social media sites (such as Instagram, Facebook, Twitter, WhatsApp) (Alt, 2015). Social media is a new way of participation and communication that is based on collaboration, variety of texts, and self-publishing (Lankshear & Knobel, 2011; Alt, 2015). Social media platforms allow people to actively communicate with one another and access new information through different forms of acquaintances (Burke et al., 2010; Alt, 2015). That said, people can share their stories with hundreds of their contacts (Alt, 2015). Thus, with the increasing importance of understanding consumers’ social media usage and the spread of information, researchers have started investigating consumers’ intention to post their experience on social media (Malik et al., 2016; Kim, 2016). Thus, based on existing literature, intention to post is defined as an individual sharing/publishing their experience on social media sites through a story(short video) or post.

Existing studies have shown different motives affect individual’s intention to post on social media, and pleasure is one of them. For example, the value of social, entertaining media, relies in its ability to fulfil the users' needs for escapism, hedonistic pleasure, aesthetic enjoyment, and emotional release (McQuail, 1983; Dolan et al., 2016). Similarly, Keyes (2019) states that pop-up shops help brands connect with their
customers and they help increase social media engagement. Therefore, the following hypotheses are posited:

H1a: The need for pleasure is positively related to customers intention to attend contemporary pop-up shops.

H1b: The need for pleasure is positively related to customers intention to post their contemporary pop-up shop experience on social media.

2.3.2 The effect of fear of missing out on consumers' behaviors.

Fear of missing out (FOMO) refers to the anxiety social media users feel when they perceive their peers are doing, experiencing, or possessing something rewarding while they are not (Gil et al., 2015; Przybylski et al., 2013; Zhang et al., 2020). FOMO is related to a growing consumer trend toward experiential consumption and an increase in social media usage (Zhang et al., 2020). A recent study found that 74% of Americans prioritize experiences over products or things (Morgan, 2015; Harris Group, 2015; Zhang et al., 2020). Furthermore, social media intensifies the feeling of FOMO by allowing consumers to see the wide range of experiences that other people enjoy; consequently, this results in consumers' constantly checking their social media to avoid being “left out” of a potential rewarding experience (Zhang et al., 2020). FOMO could be a powerful consumer motivation (Herman, 2019). Zhang et al (2020) state that consumers not only fear missing out on experiences other people enjoy (social FOMO), but also fear missing out on experiences they had wished for themselves (personal FOMO). According to Novellino (2015) pop-up shops appeal to customers because of the limited time they are open and the FOMO.
Commodity theory states that the enhancement of a commodity makes it desirable and sought after. Due to the limited availability of contemporary pop-up shops, immersive experience, and their unique, one-of-a-kind shops that are not replicated, they are highly popular and are sought after. Therefore, those with high FOMO are likely to be more inclined to visit contemporary pop-up shops that offer the limited, unique experience.

Similarly, those who have high FOMO are likely to engage more in sharing their experiences to the others on social media. Studies have shown people have experienced FOMO on enjoyable activities experienced by others, specifically experiences that are shared on social media (Przybylski et al., 2013; Roberts & David, 2020). Therefore, I predict that people will be more inclined to share their experience at pop-up shops on social media. Consequently, the following hypotheses are posited:

H2a: Fear of missing out is positively related to customers intention to attend contemporary pop-up shops.

H2b: Fear of missing out is positively related to customers intention to post their contemporary pop-up shop experience on social media.

2.3.3 The effect of scarcity on consumers' behavior

Hamilton et al. (2019) defines scarcity as something that is real or assumed to be and is a threat to consumers' ability to meet their needs and desires as a result of a lack of having access to those goods, services, or resources. Marketing studies have shown that implementing the usage of scarcity messages on product promotion results in customers feeling that limited products are special and valuable; therefore, it positively affects their evaluation of the product and ultimately influences their purchase intention (Goldsmith et
al., 2020; Gupta and Gentry, 2019; Hamilton et al., 2019; Wu & Lee, 2016; Park et al., 2022). The increase in the consumer perception of a product being scarce is achieved by marketers either restricting the available quantity of products (e.g., limited edition) or by restricting the time available for purchasing the products (e.g., only available until…) (Aggarwal et al., 2011; Gierl et al., 2008; Jang et al., 2015; Park et al., 2022).

Furthermore, the thought of a product being scarce make consumers' feel that the product is somehow special and valuable (Aggarwal et al., 2011; Hamilton et al., 2019; Park et al., 2022).

Brock (1967) states that people desire scarce commodities because possessing gives them a feeling of uniqueness or personal distinctiveness. This coincides with commodity theory’s boundary conditions because scarce commodities are likely to produce positive anticipated feelings of distinctiveness only if they are desirable and have the potential of being possessed (Lynn, 1991). Due to contemporary pop-up shops being one-of-a kind, available for a limited time, and are not replicated, this is likely to drive the sense of scarcity. Therefore, based on this literature, this study assumes that those that perceive pop-ups to be scarcer will motivate consumer’s intention to visit contemporary pop-up shops.

Similarly, studies have shown that consumers are likely to share their acquisition of limited experiences or products to others (Li et al., 2019). Possession of high scarcity products generate envy and respect from others (Gierl & Huettl, 2010). For example, since sharing “word of mouth” on social media networks is a great way to increase public visibility of a product or service, people tend to prefer to show off their high-scarcity
products over their low-scarcity products (Li et al., 2019). Therefore, the following hypotheses are posited:

H3a. Scarcity is positively related to customers intention to attend contemporary pop-up shops.

H3b. Scarcity is positively related to customers intention to post their contemporary pop-up shop experience on social media.

2.3.4 The effect of materialism on consumers’ behavior (pop-up)

Materialism is defined as “the importance a consumer attaches to worldly possessions” (Belk, 1984). Furthermore, materialism refers to label a person who values material objects highly (Larsen et al., 1999; Srikant, 2013). In other words, individuals who value materialism pursue material possessions and the accumulation of income and wealth (Richins & Dawson, 1992; Srikant, 2013). Belk (1988) states that materialism puts great value on material things, and materialistic consumers believe that possessions are an important aspect in determining satisfaction and dissatisfaction in life. Furthermore, consumers with high materialism believe that acquiring material things is associated with happiness or success and using them means enhanced individual social status and success (Richins & Dawson, 1992; Lim et al., 2020; Wang, 2016; Lee, 2020). Consumer’s materialism helps in shaping and maintaining self-identity (Shrum et al., 2013). In other words, experiences or relationships can be included as factors to determine materialistic tendencies if they provide desirable symbolic values or satisfy the motivation to enhance identity (Shrum et al., 2013). Materialistic consumers believe that owning possessions is the source of happiness and purchasing expensive products, such
as luxury brand products, is a symbol of wealth, success, and social status (Richins & Dawson, 1992; Sharda & Bhat, 2018; Lee, 2020).

According to commodity theory, any enhancement of a commodity’s value will increase its perceived utility and will make the commodity more desirable and sought after (Lynn, 1991). Marketers are interested in making their products and services more desirable and sought after. Furthermore, consumers' have a greater desire for scarce goods and services and regard them as more valuable (Lynn, 1991). Those with high materialism are more likely to attend contemporary pop-up shops because they offer limited edition products that are one of a kind and offered in a limited quantity. Acquiring the limited, valued products is likely to satisfy the individuals with the need of such materialistic needs. Similarly, those with high materialism are likely to post their experience on social media. For example, social media users have higher levels of materialism and have higher levels of social media usage; and have favorable attitudes toward social media advertising (Kamal et al., 2013). Therefore, the following hypotheses are posited:

H4a: Materialism is positively related to customers intention to attend contemporary pop-up shops.

H4b: Materialism is positively related to customers intention to post their contemporary pop-up shop experience on social media.

2.3.5 The effect of need for uniqueness on consumers’ behavior (pop-up)

Consumers’ need for uniqueness is defined as the trait of pursuing differentness relative to others through the acquisition, utilization, and disposition of consumer goods for the purpose of developing and enhancing one’s self-image and social image (Tian et
al., 2001). Snyder and Fromkin (1977) found it is logical to speculate that different people exhibit different degrees of need for uniqueness in similar circumstances and this can have a significant impact on their purchase decisions. Individuals with a high need for uniqueness tend to adopt new products and brands quicker which is pertinent to the fashion industry where trends and styles are ever changing (Bertrandias & Goldsmith, 2006).

According to the theory of need for uniqueness perspective, an individual seeks differentiation (Clark, Zboja, & Goldsmith, 2006) and intentionally disregards prescribed social norms in order to distinguish themselves from the group (Snyder & Fromkin, 1977). Those with higher need for uniqueness are more likely to attend contemporary pop-up shops because pop-up shops give customers the opportunity to visit something that is unique/one-of-a-kind, momentary, and unreproducible (Catalano & Zorzetto, 2010). Therefore, attending these types of shops are likely to allow individuals to feel different from other groups.

Similarly, those with higher need for uniqueness is more likely to post their pop-up experiences on social media because they need to show that they are unique. For example, the main reasons why people post selfies on social media network sites is to attract attention from their peers/followers, be acknowledged by others, and gain self-confidence from others’ reaction (Sung et al., 2016). Therefore, since contemporary pop-up shops are unique in the sense that they are one of a kind and cannot be replicated, the following hypotheses are posed:

H5a: Need for uniqueness is positively related to customers intention to attend contemporary pop-up shops.
H5b: Need for uniqueness is positively related to customers intention to post their contemporary pop-up shop experience on social media.

The conceptual framework of this study is presented below (Figure 1).

Figure 1

Conceptual Model
CHAPTER III

METHODOLOGY

This chapter will cover the following sections: research design, measures development, data collection, and procedure of the study. The goal of this study is to find out what motivates consumers to visit contemporary pop-up shops and post their experiences on social media. The survey will include questions about Materialism, Pleasure, Scarcity, FOMO, and Need for Uniqueness, Intention to Visit, Intention to Post, as well as gathered demographic data of participants.

3.1 Research Design

To test the hypotheses, a quantitative method was implemented for this study. This study utilized a self-administered online survey composed from existing questionnaires found in literature.

An online survey method was used due to the fact that online surveys tend to target populations that have regular access to the Internet (Best et al., 2001; Borkan, 2010; Couper et al., 2001; Sax et al., 2003; de Bernardo & Curtis, 2013). An advantage of using an online survey as a research method is that the Internet provides access to groups or individuals who would be difficult to reach through other channels (Garton et al., 1999; Wellman, 1997; Wright, 2005). Furthermore, using an online survey as a research method helps save time for researchers and it allows researchers to collect data while they work on other tasks (Llieva et al., 2022; Wright, 2005). It also allows the researcher to conduct preliminary data analysis on the collected data, if they so desire, while they wait for their needed number of responses to collect (Llieva et al., 2022; Wright, 2005). Lastly, the use of online survey helps save money because the survey is conducted via an
electronic form rather than a paper format (Bachmann & Elfrink, 1996; Couper, 2000; Llieva et al., 2002; Yun & Trumbo, 2000; Wright, 2005).

3.2 Measurements

The independent variables in this study are Pleasure, FOMO, Materialism, Scarcity, and Need for Uniqueness. The dependent variables are Intention to Visit and Intention to Post. Established scales from existing literature were used to measure the constructs of this study. For all the variables posed in this study, a 7-point Likert scale ranging from strongly disagree (1) to strongly agree (7) was used to measure all the variables (Table 2).

**Need for Pleasure.** Please is defined as the degree to which a person feels good, joyful, happy, or satisfied in a situation (Kao et al., 2007). Pleasure was measured using a scale developed by Ki et al., (2017), using 5 items.

**Need for Uniqueness.** Consumers’ need for uniqueness is defined as the trait of pursuing differentness relative to others through the acquisition, utilization, and disposition of consumer goods for the purpose of developing and enhancing one’s self-image and social image (Tian et al., 2001). Need for Uniqueness was measured using a short scale developed by Chan et al. (2015) from Tian & Hunter (2001) scale, using 6 items.

**Materialism.** Materialism is defined as “the importance a consumer attaches to worldly possessions” (Belk, 1984, p. 291); those who value materialism seek to own material possessions and pursue to income and wealth (Richins & Dawson, 1992; Srikant, 2013). To measure Materialism, 6 items were adopted from Chan et al. (2015) which was the shortened version of the existing scale from Richins and Dawson (1992).
Fear of missing out (FOMO). FOMO refers to the anxiety users, such as social media users, feel when they perceive their peers are doing, experiencing, or possessing something rewarding while they are not (Gil et al., 2015; Przybylski et al., 2013; Zhang et al., 2020). To measure whether FOMO is a motivation to visit contemporary pop-up shops and if it influenced them to also post their pop-up experience on social media, an existing scale developed by Zhang et al., (2020) was used, using 5 items.

Scarcity. Scarcity is defined as something that is real or assumed to be and is a threat to consumers’ ability to meet their needs and desires as a result of a lack of having access to those goods, services, or resources (Hamilton et al., 2019). People desire scarce commodities because possessing gives them a feeling of uniqueness or personal distinctiveness (Brock, 1967). To measure whether Scarcity is a motivator to visit contemporary pop-up shops and post their experience, a scale developed by Brock (1967) was used, using 4 items.

Intention to visit. Intention to visit, re-patronage, is defined as sign of a consumer’s desire to repurchase a product or service that the consumer once used or received (Ajzen, 2005). To measure this variable, a scale developed by Cunningham & Kwon (2003) was used, using 3 items.

Intention to post. Based on existing literature, intention to post is defined as an individual sharing/publishing their experience on social media sites through a story(short video) or post. People enjoy expressing their daily life experiences, such as their emotions, their values, and what they are looking for via social media platforms such as Instagram, Facebook, and Twitter (Lim, 2018). For example, more than 70% of posts found on social media sites are about the self or of one’s own immediate experiences.
(Naaman et al., 2010; Duan & Dholakia, 2018). To measure intention to post variable, a scale developed by Saenger et al., (2013) will be used, using 6 items.

Table 2

*Instruments used for survey*

<table>
<thead>
<tr>
<th>Scale Name</th>
<th>Items</th>
<th>Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Materialism</td>
<td>1. I try to keep my life simple, as far as possessions are concerned (Reversed scale item).</td>
<td>Richins and Dawson, 1992; Chan et al., 2015.</td>
</tr>
<tr>
<td></td>
<td>2. I like a lot of luxury in my life.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. I admire people who own expensive cars, homes, and clothes.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. I do not place much emphasis on the amount of material objects people own as a sign of success (Reversed scale item).</td>
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<td></td>
<td>5. My life could be better if I owned certain things I do not have.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>6. It sometimes bothers me quite a bit that I cannot afford to buy all the things I like.</td>
<td></td>
</tr>
<tr>
<td>Need for uniqueness</td>
<td><em>Unique consumption behavior</em></td>
<td>Tian &amp; Hunter, 2001; Chan et al., 2015.</td>
</tr>
<tr>
<td></td>
<td>1. Having an eye for products that are interesting and unusual assists me in establishing a distinctive image.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. I’m often on the lookout for new products or brands that will add to my personal uniqueness.</td>
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<tr>
<td></td>
<td>3. When dressing, I have sometimes dared to be different in ways that others are likely to disapprove.</td>
<td></td>
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<tr>
<td></td>
<td>4. I have often violated the understood rules of my social group regarding what to buy or own.</td>
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<tr>
<td></td>
<td>5. I often try to avoid products or brands that I know are bought by the general population.</td>
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<tr>
<td></td>
<td>6. The more commonplace a product or brand is among the general population, the less interested I am in buying it.</td>
<td></td>
</tr>
<tr>
<td>Pleasure</td>
<td>1. Buying this {brand} {product} made me feel good.</td>
<td>De Wulf et al., 2006; Donovan et al., 1994; Ki et al., 2017.</td>
</tr>
<tr>
<td></td>
<td>2. Buying this {brand} {product} made me feel happy.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. Buying this {brand} {product} gave me pleasure.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. Buying this {brand} {product} made me feel satisfied</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5. Buying this {brand} {product} made me feel contented</td>
<td></td>
</tr>
<tr>
<td>Scarcity</td>
<td>1. When I do shopping in social commerce, I thought deadline</td>
<td>Brock, 1967</td>
</tr>
<tr>
<td></td>
<td>2. When I do shopping in social commerce, I worried about limited time</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. When I do shopping in social commerce, I concerned about limited quantity</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. When I do shopping in social commerce, I was anxious about sold out sign</td>
<td></td>
</tr>
</tbody>
</table>
### Fear of Missing out, “FOMO.”

<table>
<thead>
<tr>
<th>Fear of Missing out, “FOMO.”</th>
<th>Shortened scale</th>
<th>Zhang et al., 2020.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1. I feel anxious when I do not experience events/opportunities</td>
<td></td>
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<tr>
<td></td>
<td>2. I believe I am falling behind compared with others when I miss events/opportunities</td>
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<td></td>
<td>3. I feel anxious because I know something important, or fun must happen when I miss events opportunities</td>
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<tr>
<td></td>
<td>4. I feel sad if I am not capable of participating in events due to constraints of other things</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5. I feel regretful of missing events/opportunities</td>
<td></td>
</tr>
</tbody>
</table>

### Visit Intentions

<table>
<thead>
<tr>
<th>Visit Intentions</th>
<th>1. I intend to attend a ___ men’s hockey game during the season.</th>
<th>Cunningham &amp; Kwon (2003)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2. Attending a ___ men’s hockey game this season is something I plan to do.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. I will try to attend a ___ men’s hockey game during the season.</td>
<td></td>
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</tbody>
</table>

### Intention to Post

<table>
<thead>
<tr>
<th>Intention to Post</th>
<th>1. I like to talk about what products and services I use so people can get to know me better.</th>
<th>Saenger et al., 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2. I like the attention I get when I talk to people about the products and services I use</td>
<td></td>
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<tr>
<td></td>
<td>3. I talk to people about my consumption activities to let them know more about me</td>
<td></td>
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<tr>
<td></td>
<td>4. I like to communicate consumption activities to people who are interested in knowing about me</td>
<td></td>
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<tr>
<td></td>
<td>5. I like the idea that people want to learn more about me through the products and services I use</td>
<td></td>
</tr>
<tr>
<td></td>
<td>6. I like it when people pay attention to what I say about my consumption activities</td>
<td></td>
</tr>
</tbody>
</table>

### 3.3 Data Collection

This study recruited those aged 18 years old and older for this study. Participants must had prior experience attending contemporary pop-up shops. Those with prior contemporary pop-up shop experience and knowledge were recruited because participants needed to have contemporary pop-up shop experience in order to analyze the consumer behavior behind the contemporary pop-up shop phenomenon.

The survey was distributed online via online platforms such as MTurks and Prolific. Participation in this study was voluntary. The targeted participant for this study were those with experience and acknowledge of contemporary pop-up shops. All participants had to meet the demographic requirement of 18 years and older.
Furthermore, using the Internet as a tool to collect data is becoming more common (Couper et al., 2007; de Bernardo & Curtis, 2013). For example, many academic fields, such as the social sciences, medicine, and education use web surveys (Lefever et al., 2007; Shih & Fan, 2008; de Bernardo & Curtis, 2013).

3.4 Procedure

A structured survey was developed and coded on survey platform Qualtrics, for online data collection. Before data collection was initiated, the survey and method of data collection were approved by the Institutional Review Board (IRB) at California State Polytechnic University, Pomona. Once the study was approved by the IRB board, a pilot study was conducted with a small sample size to identify any potential issues, such as coding errors or unclear wording. After the pilot study, final data was collected via two online platforms, MTurks and Prolific. MTurk, a service that is available through Amazon Web Services, is an online platform designed by Amazon to recruit individuals to complete assignments for business and research purposes (Follmer et al., 2017).

An advantage of using MTurks is that it advertises access to more than 500,000 unique workers, represents approximately 190 countries, and can be used by anyone who has access to a computer and internet connection (Follmer et al., 2017). Furthermore, MTurk participants have demonstrated having better attention to studies, as shown by a lower rate of failing attention check questions (14%) versus other online platform participants (50% to 75%) (Follmer et al., 2017). Lastly, a major advantage associated with sampling from MTurk is the capability to obtain samples more diverse than those obtained if sampling was conducted on undergraduate students; it also provides the capability to collect large amounts of data quickly (Follmer et al., 2017).
An advantage of using Prolific over other platforms is that researchers can pre-screen participants based on pre-screening questions used in earlier studies and researchers can choose to only invite participants who have answered some pre-screening questions (Palan & Schitter, 2018). Another advantage is that Prolific does not allow participants to submit more than one submission per study and there is a screener that allows you to exclude participants who participated in specified previous studies (Palan & Schitter, 2018). Furthermore, since Prolific provides their participants with unique IDs specific to Prolific that do not change over time, you can create a blacklist, containing a list of participant IDs, which these two options offer simple but effective tools to control participation in an experiment that best fits your study (Palan & Schitter, 2018). Lastly, with Prolific, researchers have higher transparency about the subject pool that on other platforms (Palan & Schitter, 2018).

Prospective participants voluntarily clicked on the survey link that directed them to the survey and subsequent instructions. Before commencing the survey, in order to ensure voluntary participation, participants had to review and agree to the consent form. Next, in order to ensure participants, have experience attending contemporary pop-up shops, a screening question: “Do you have experience attending a contemporary pop-up shop? If so, name the shop,” was asked to ensure participants had experience attending contemporary pop-up shops. Since this survey was posted on online platforms, this question was essential to ensure participants indeed have contemporary pop-up shop experience. This would help ensure we have more accurate data results. For those participants that answered “No” to having contemporary pop-up shop experience, the survey would end, and they were thanked for their participation. Those participants who
had contemporary pop-up shop experience were asked to answer questions related to intention to visit contemporary pop-up shops and their intention to post their experience on social media, in relation to Scarcity, Pleasure, Fear of Missing Out, Materialism, and Need for Uniqueness. Lastly, demographic questions such as: age, gender, highest level of education, and ethnicity were asked.

3.5 Data Analysis

Once data collection was completed from both platforms, the data was downloaded from Qualtrics and was analyzed using SPSS software. Before the data was analyzed, the data was cleaned. After, different statistical analysis procedures were employed to analyze the survey data. On both sets of data, descriptive statistics was performed on participants demographic characteristics. Second, an Exploratory Factory Analysis (EFA) was conducted to calculate the factor loading and percentage of variance for each scale. Third, to test the reliability of scales, Cronbach’s Alpha (α) coefficient was conducted. Lastly, multiple linear regression analyses were conducted to test all hypotheses.
CHAPTER IV

RESULTS

4.1 Study 1

4.1.1 Demographics

Participants were recruited through the survey platform, MTurk. Since the study’s target group were people that had contemporary pop-up shop experience, to ensure that participants met this criteria, data screening through an attention check question and through filter questions were implemented in the study to make sure they had contemporary pop-up shop experience. Data screening resulted in a usable sample of 114 US participants for the data analysis. Respondents’ demographic characteristics are depicted in Table 3.

The majority of participants were male (66.7%), followed by female participants (33.3%). The highest number of respondents (n=89, 78.4%) fell into the Millennial (e.g., age range 27-42) cohort, between 25-39 years of age. Gen Z cohort accounted for 5.3% of the sample (n=6). The majority of participants reported their ethnicity as White or Caucasian (76.3%), followed by Asian/Pacific Islander (10.5%) and Black or African American (7.0%). The remaining were either Hispanic (3.5%) or American Indian or Alaskan Native (2.6%).

In terms of levels of education, a total of 99 respondents had some level of college education or had obtained a high education degree (i.e., Bachelor, Master’s, Ph.D.), indicating that the sample included individuals with a higher level of education than the average U.S. population.
Table 3

Demographic characteristics of Participants (n=114)

<table>
<thead>
<tr>
<th>Participants Characteristics</th>
<th>Frequency</th>
<th>Percent%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>76</td>
<td>66.7%</td>
</tr>
<tr>
<td>Female</td>
<td>38</td>
<td>33.3%</td>
</tr>
<tr>
<td>Transgender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-binary/non-conforming</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prefer not to respond</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-24</td>
<td>6</td>
<td>5.3%</td>
</tr>
<tr>
<td>25-29</td>
<td>34</td>
<td>30.0%</td>
</tr>
<tr>
<td>30-34</td>
<td>23</td>
<td>20.2%</td>
</tr>
<tr>
<td>35-39</td>
<td>27</td>
<td>23.7%</td>
</tr>
<tr>
<td>40-44</td>
<td>5</td>
<td>4.5%</td>
</tr>
<tr>
<td>45-49</td>
<td>14</td>
<td>12.4%</td>
</tr>
<tr>
<td>50 years +</td>
<td>5</td>
<td>4.5%</td>
</tr>
<tr>
<td>Ethnicity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>American Indian or Alaskan Native</td>
<td>3</td>
<td>2.6%</td>
</tr>
<tr>
<td>Asian / Pacific Islander</td>
<td>12</td>
<td>10.5%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>8</td>
<td>7.0%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>4</td>
<td>3.5%</td>
</tr>
<tr>
<td>White/Caucasian</td>
<td>87</td>
<td>76.3%</td>
</tr>
<tr>
<td>Multiple ethnicity / other</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education Level</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than a high school diploma</td>
<td>1</td>
<td>0.9%</td>
</tr>
<tr>
<td>High school degree or equivalent (e.g., GED)</td>
<td>14</td>
<td>12.3%</td>
</tr>
<tr>
<td>Some college but no degree</td>
<td>1</td>
<td>0.9%</td>
</tr>
<tr>
<td>Bachelor's degree (e.g., BA, BS)</td>
<td>79</td>
<td>69.3%</td>
</tr>
<tr>
<td>Master's degree (e.g., MA, MS, Med)</td>
<td>19</td>
<td>16.7%</td>
</tr>
<tr>
<td>Doctorate</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4.1.2 Exploratory Factor Analysis & Cronbach’s Alpha

Exploratory Factor Analysis (EFA) was performed using principal axis factoring with Varimax rotation to facilitate data reduction. Factor rotation allows the
transformation of initial factor loadings of the items to present a clear and simple structure (Nunnally, 1978).

The measurement model presented in Table 4 indicates that the factor loadings for each construct were statistically significant, with almost all factor loadings to be above 0.50 (Sharma, 1996). With regards to Materialism, two items were dropped due to relatively low factor loadings, which were reversed questionnaires. There was one factor loading at 0.46 (i.e., all others ranging from 0.59 to 0.83); however, after running the Cronbach’s alpha for this measure, the Cronbach’s alpha was above 0.7, therefore, it was decided to include it in the analysis.

The internal consistency reliabilities (Cronbach’s alpha) ranged from 0.52 to 0.84. Almost all Cronbach alpha coefficient scores were well above the minimum acceptable reliability level of 0.70 (Netemeyer, Bearden, & Sharma, 2003). Only one Cronbach alpha coefficient was at 0.52, which is still considered an acceptable reliability coefficient (Nunnally, 1978), thus all measures indicated reliability. The variance extracted by the items measuring a construct was greater than 1.54%. Thus, this result indicates an adequate level of convergent validity (Bagozzi & Yi, 1988).

**Table 4**

*Factor Analysis Measurement Model Results*

<table>
<thead>
<tr>
<th>Constructs and Indicators</th>
<th>Factor Loadings</th>
<th>Cronbach's (CR)</th>
<th>Variance Extracted</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Intention to Visit</em></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attending a contemporary pop-up shop this year is something I plan to do.</td>
<td>0.751</td>
<td>0.521</td>
<td>1.54</td>
</tr>
<tr>
<td>I intend to attend a contemporary-pop-up shop this year.</td>
<td>0.646</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I will try to attend a contemporary pop-up shop this year.</td>
<td>0.746</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Intention to Post
I would like to post about my contemporary pop-up shop experience so people can get to know me better. 0.798 3.04
I like the attention I get when I post about contemporary pop-up shops. 0.741 0.592
I post about my contemporary pop-up shop experience to let people know more about me. 0.658 0.661
I like to post about contemporary pop-up shop experience to people who are interested in knowing about me. 0.786 0.786
I like the idea that people want to learn more about me through my contemporary pop-up shop posts. 0.786
I like it when people pay attention to what I say about my contemporary pop-up shop posts. 0.807 0.807

Pleasure
"Visiting contemporary pop-up shops makes me feel good." 0.739 2.48
"Visiting contemporary pop-up shops makes me feel happy." 0.461
"Visiting contemporary pop-up shops makes me feel pleasurable." 0.635
"Visiting contemporary pop-up shops makes me feel satisfied." 0.635
"Visiting contemporary pop-up shops makes me feel contented." 0.811

Scarcity
"When I shop at contemporary pop-up shops, I think about the deadline." 0.803 2.52
"When I shop at contemporary pop-up shops, I worry about the limited time." 0.774
"When I shop at contemporary pop-up shops, I am concerned about the limited quantity." 0.775
"When I shop at contemporary pop-up shops, I am anxious about sold out sign." 0.836

Fear of missing out
I feel anxious when I do not experience pop-up events/opportunities. 0.840 3.06

0.823
I believe I am falling behind compared with others when I miss pop-up events/opportunities. 0.736
I feel anxious because I know something important, or fun must happen when I miss pop-up events opportunities. 0.735
I feel sad if I am not capable of participating in pop-up events due to constraints of other things. 0.797
I feel regretful of missing pop-up events/opportunities. 0.816

**Need for uniqueness** 0.836 3.31
Having an eye for products that are interesting and unusual assists me in establishing a distinctive image. 0.651
I'm often on the lookout for new products or brands that will add to my personal uniqueness. 0.749
When dressing, I have sometimes dared to be different in ways that others are likely to disapprove. 0.743
I have often violated the understood rules of my social group regarding what to buy or own. 0.813
I often try to avoid products or brands that I know are bought by the general population. 0.698
The more commonplace a product or brand is among the general population, the less interested I am in buying it. 0.790

**Materialism** 0.792 2.47
I like a lot of luxury in my life. 0.730
I admire people who own expensive cars, homes, and clothes. 0.782
My life could be better if I owned certain things I do not have. 0.805
It sometimes bothers me quite a bit that I cannot afford to buy all the things I like. 0.823

4.1.3 Correlation Matrix

Significant correlation was found between the independent variables. Therefore, since there was correlation among the variables, a multi-regression analysis was ran with
all the Independent Variables. The correlations, means, and standard deviations for the scales are provided in Table 5.

**Table 5**

*Correlation Matrix and Descriptive Statistics*

<table>
<thead>
<tr>
<th></th>
<th>IV</th>
<th>IP</th>
<th>P</th>
<th>S</th>
<th>FOMO</th>
<th>NU</th>
<th>M</th>
<th>MEAN</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intention to Visit (IV)</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5.72</td>
<td>0.71</td>
</tr>
<tr>
<td>Intention to Post (IP)</td>
<td>0.76**</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5.73</td>
<td>0.78</td>
</tr>
<tr>
<td>Pleasure (P)</td>
<td>0.64**</td>
<td>0.84**</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5.93</td>
<td>0.73</td>
</tr>
<tr>
<td>Scarcity (S)</td>
<td>0.55**</td>
<td>0.57**</td>
<td>0.44**</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td>5.65</td>
<td>0.99</td>
</tr>
<tr>
<td>Fear of Missing out (FOMO)</td>
<td>0.55**</td>
<td>0.56**</td>
<td>0.50**</td>
<td>0.61**</td>
<td>1</td>
<td></td>
<td></td>
<td>5.64</td>
<td>0.93</td>
</tr>
<tr>
<td>Need for Uniqueness (NU)</td>
<td>0.76**</td>
<td>0.79**</td>
<td>0.69**</td>
<td>0.73**</td>
<td>0.74**</td>
<td>1</td>
<td></td>
<td>5.68</td>
<td>0.80</td>
</tr>
<tr>
<td>Materialism (M)</td>
<td>0.71**</td>
<td>0.77**</td>
<td>0.70**</td>
<td>0.71**</td>
<td>0.65**</td>
<td>0.90**</td>
<td>1</td>
<td>5.77</td>
<td>0.83</td>
</tr>
</tbody>
</table>

Note: **. Correlation is significant at the 0.01 level (2-tailed).  

4.1.4 Multicollinearity Testing

There are several methods to examine multicollinearity. First, a correlation coefficient of less than .80 between independent variables indicated that the variables were not highly correlated with each other. In the present study, the correlation coefficients were in between 0.44 to 0.73 except the correlation between Materialism and Need for Uniqueness (Table 5). Second, the tolerance and Variance Inflation Factor (VIF) were also used to test multicollinearity (Ho, 2006). In general, unless the VIF (1/tolerance) is greater than 10, it is not problematic. Although the correlation coefficient between Materialism and Need for Uniqueness was above 0.80, after reviewing the VIF, which was below 10; hence, it was decided to proceed to include it in the analysis. The VIF values in the present study were all between 2.00 and 7.60 and the tolerance values were all smaller than 10. Therefore, the multicollinearity assumption was not violated.
4.1.5 Hypotheses testing

Two multiple regressions were conducted to test the hypotheses. First, a multiple regression was conducted to predict (Intention to Visit) using (Pleasure, Scarcity, Fear of missing out, Need for uniqueness, and Materialism). The Multi-regression analysis revealed that consumer characteristics significantly contributed to the regression model and accounted for 60.8% of the variation in consumer attitude toward intention to visit ($R^2 = .608, F(5, 108) = 33.49, p < .001$).

Both Pleasure ($\beta = 0.21, p < 0.05$) and Need for Uniqueness ($\beta = 0.61, p < 0.001$) significantly predicted Intention to Visit. Therefore, Pleasure and the Need for uniqueness positively predicted Intention to Visit contemporary pop-up shops (Table 6).

Thus, H1a and H5a were supported. However, Scarcity ($\beta = -0.00, p > 0.05$), Fear of missing out ($\beta = -0.02, p > 0.05$), and Materialism ($\beta = 0.03, p > 0.05$) did not statistically significantly influence Intention to visit contemporary pop-up shops. Therefore, H2a, H3a, and H4a were not supported.

Table 6

*Multiple Regression with Pleasure, Scarcity, Fear of missing out, Need for Uniqueness, and Materialism as Independent Variables and Intention to Visit as the Dependent Variable*

<table>
<thead>
<tr>
<th>Independent variable</th>
<th>$B$</th>
<th>$SE$</th>
<th>$\beta$</th>
<th>$t$</th>
<th>$p$-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>1.40</td>
<td>0.37</td>
<td></td>
<td>3.75</td>
<td></td>
</tr>
<tr>
<td>Pleasure</td>
<td>0.21</td>
<td>0.09</td>
<td>0.21</td>
<td>2.46</td>
<td>$p &lt; 0.05$</td>
</tr>
<tr>
<td>Scarcity</td>
<td>-0.00</td>
<td>0.07</td>
<td>-0.00</td>
<td>-0.01</td>
<td>$p &gt; 0.10$</td>
</tr>
<tr>
<td>Fear of missing out</td>
<td>-0.02</td>
<td>0.07</td>
<td>-0.02</td>
<td>-0.26</td>
<td>$p &gt; 0.10$</td>
</tr>
<tr>
<td>Need for Uniqueness</td>
<td>0.54</td>
<td>0.14</td>
<td>0.61</td>
<td>3.79</td>
<td>$p &lt; 0.001$</td>
</tr>
<tr>
<td>Materialism</td>
<td>0.02</td>
<td>0.12</td>
<td>0.03</td>
<td>0.17</td>
<td>$p &gt; 0.10$</td>
</tr>
</tbody>
</table>
A second multiple regression was conducted to predict Intention to Post using Pleasure, Scarcity, Fear of missing out, Need for uniqueness, and Materialism. The Multi-regression analysis revealed that consumer characteristics significantly contributed to the regression model and accounted for 78.9% of the variation in consumer attitude toward Intention to Visit ($R^2 = .789$, $F(5, 108) = 80.93$, $p < .001$).

Pleasure ($\beta = 0.56$, $p < .001$) and Need for Uniqueness ($\beta = 0.29$, $p < .05$) significantly predicted Intention to Post. Therefore, Pleasure and Need for Uniqueness positively influenced Intention to Post their contemporary pop-up shop experience on social media (Table 7). Thus, H1b and H5b were supported. However, Materialism ($\beta = 0.11$, $p = 0.316$), Fear of missing out ($\beta = 0.03$, $p = 0.692$), and Scarcity ($\beta = 0.06$, $p =
.417) did not statistically significantly influence Intention to Post their contemporary pop-up shop experience. Therefore, H2b, H3b, and H4b were not supported.

Table 7

*Multiple Regression with Pleasure, Scarcity, Fear of missing out, Need for Uniqueness, and Materialism as Independent Variables and Intention to Post as the Dependent Variable*

<table>
<thead>
<tr>
<th>Independent variable</th>
<th>B</th>
<th>SE</th>
<th>β</th>
<th>t</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>-0.09</td>
<td>0.30</td>
<td>-0.30</td>
<td>-</td>
<td>p&lt;0.001</td>
</tr>
<tr>
<td>Pleasure</td>
<td>0.60</td>
<td>0.07</td>
<td>0.56</td>
<td>8.70</td>
<td>p&lt;0.001</td>
</tr>
<tr>
<td>Scarcity</td>
<td>0.04</td>
<td>0.05</td>
<td>0.06</td>
<td>0.81</td>
<td>p&gt;0.10</td>
</tr>
<tr>
<td>Fear of missing out</td>
<td>-0.02</td>
<td>0.06</td>
<td>-0.03</td>
<td>-0.40</td>
<td>p&gt;0.10</td>
</tr>
<tr>
<td>Need for Uniqueness</td>
<td>0.28</td>
<td>0.12</td>
<td>0.29</td>
<td>2.41</td>
<td>p&lt;0.05</td>
</tr>
<tr>
<td>Materialism</td>
<td>0.10</td>
<td>0.10</td>
<td>0.11</td>
<td>1.01</td>
<td>p&gt;0.10</td>
</tr>
</tbody>
</table>

Figure 3

*Regression Analysis results*

Note: Multiple regression analysis results. *p < .05; **p < .01; ***p < .001 (one-tailed).
4.2 Study 2

4.2.1 Demographics

Another pool of participants was recruited through the survey platform, Prolific. Given that a few construct’s validity and reliability could be questioned from the MTurk data, a second study was conducted on a different online platform, Prolific to validate Study 1 results. Similarly, as Study 1, since the study’s target group were people that had contemporary pop-up shop experience and to ensure that participants met this criteria, data screening through an attention check question and through filter questions were implemented in the study to make sure they had contemporary pop-up shop experience. Data screening resulted in a usable sample of 122 US participants for the data analysis. Respondents’ demographic characteristics are depicted in Table 8.

The majority of participants were male (50.4%), followed by female participants (44.7%). The highest number of respondents (n=29, 23.7%) fell into the Millennial (e.g., age range 27-42) cohort, between 30-34 years of age. Gen Z cohort accounted for 14.6% of the sample (n=18). The majority of participants reported their ethnicity as White or Caucasian (65.6%), followed by Black or African American (13.8%), and Hispanic (9.8%). The remaining were either Asian or Pacific Islander (8.9%), or Multiple ethnicities or other (1.6%).

In terms of levels of education, a total of 107 respondents had some level of college education or had obtained a high education degree (i.e., Bachelor, Master’s, PhD), indicating that the sample included individuals with a higher level of education than the average U.S. population.
Table 8

Demographic characteristics of Participants (n=122)

<table>
<thead>
<tr>
<th>Participants Characteristics</th>
<th>Frequency</th>
<th>Percent%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>62</td>
<td>50.8%</td>
</tr>
<tr>
<td>Female</td>
<td>55</td>
<td>45.1%</td>
</tr>
<tr>
<td>Transgender</td>
<td>1</td>
<td>0.8%</td>
</tr>
<tr>
<td>Non-binary/non-conforming</td>
<td>3</td>
<td>2.5%</td>
</tr>
<tr>
<td>Prefer not to respond</td>
<td>1</td>
<td>0.8%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-24</td>
<td>18</td>
<td>14.7%</td>
</tr>
<tr>
<td>25-29</td>
<td>17</td>
<td>14.0%</td>
</tr>
<tr>
<td>30-34</td>
<td>29</td>
<td>23.8%</td>
</tr>
<tr>
<td>35-39</td>
<td>20</td>
<td>16.4%</td>
</tr>
<tr>
<td>40-44</td>
<td>14</td>
<td>11.4%</td>
</tr>
<tr>
<td>45-49</td>
<td>3</td>
<td>2.4%</td>
</tr>
<tr>
<td>50 years +</td>
<td>21</td>
<td>17.1%</td>
</tr>
<tr>
<td><strong>Ethnicity</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Asian / Pacific Islander</td>
<td>11</td>
<td>9.0%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>17</td>
<td>13.9%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>12</td>
<td>9.8%</td>
</tr>
<tr>
<td>White/Caucasian</td>
<td>80</td>
<td>65.6%</td>
</tr>
<tr>
<td>Multiple ethnicity / other</td>
<td>2</td>
<td>1.6%</td>
</tr>
<tr>
<td><strong>Education Level</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than a high school diploma</td>
<td>1</td>
<td>0.8%</td>
</tr>
<tr>
<td>High school degree or equivalent</td>
<td>14</td>
<td>11.5%</td>
</tr>
<tr>
<td>Some college but no degree</td>
<td>33</td>
<td>27.0%</td>
</tr>
<tr>
<td>Bachelor's degree (e.g., BA, BS)</td>
<td>50</td>
<td>41.0%</td>
</tr>
<tr>
<td>Master's degree (e.g., MA, MS, Med)</td>
<td>19</td>
<td>15.6%</td>
</tr>
<tr>
<td>Doctorate</td>
<td>5</td>
<td>4.1%</td>
</tr>
</tbody>
</table>

4.2.2 Exploratory Factor Analysis & Cronbach’s Alpha

Exploratory Factor Analysis (EFA) was performed using principal axis factoring with Varimax rotation to facilitate data reduction. Factor rotation allows the transformation of initial factor loadings of the items to present a clear and simple structure (Nunnally, 1978).
The measurement model presented in Table 9 indicates that the factor loadings for each construct were statistically significant and were greater than 0.60 (i.e., ranging from 0.66 to 0.96). Items were retained if they loaded above 0.50 (Sharma, 1996). The internal consistency reliabilities (Cronbach’s alpha) ranged from 0.75 to 0.97, above the minimum acceptable reliability level of 0.70 (Netemeyer, Bearden, & Sharma, 2003). With regards to Need for Uniqueness, two items were dropped due to low factor loadings. Similarly, four items were dropped from Materialism due to low factor loadings. The variance extracted by the items measuring a construct was greater than 1.61%. Thus, this result indicates an adequate level of convergent validity (Bagozzi & Yi, 1988).

Table 9

*Factor Analysis: Measurement Model Results*

<table>
<thead>
<tr>
<th>Constructs and Indicators</th>
<th>Factor Loadings</th>
<th>Cronbach's (CR)</th>
<th>Variance Extracted</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Intention to Visit</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attending a contemporary pop-up shop this year is something I plan to do.</td>
<td>0.954</td>
<td>2.75</td>
<td></td>
</tr>
<tr>
<td>I intend to attend a contemporary-pop-up shop this year.</td>
<td>0.962</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I will try to attend a contemporary pop-up shop this year.</td>
<td>0.956</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Intention to Post</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would like to post about my contemporary pop-up shop experience so people can get to know me better.</td>
<td>0.971</td>
<td>5.25</td>
<td></td>
</tr>
<tr>
<td>I like the attention I get when I post about contemporary pop-up shops.</td>
<td>0.910</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I post about my contemporary pop-up shop experience to let people know more about me.</td>
<td>0.898</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I like to post about contemporary pop-up shop experience to people who are interested in knowing about me.</td>
<td>0.961</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>0.952</td>
</tr>
</tbody>
</table>
I like the idea that people want to learn more about me through my contemporary pop-up shop posts. 0.952
I like it when people pay attention to what I say about my contemporary pop-up shop posts. 0.935

**Pleasure**

"Visiting contemporary pop-up shops makes me feel good." 0.942
"Visiting contemporary pop-up shops makes me feel happy." 0.935
"Visiting contemporary pop-up shops makes me feel pleasurable." 0.945
"Visiting contemporary pop-up shops makes me feel satisfied." 0.926
"Visiting contemporary pop-up shops makes me feel contented." 0.929

**Scarcity**

"When I shop at contemporary pop-up shops, I think about the deadline." 0.867
"When I shop at contemporary pop-up shops, I worry about the limited time." 0.937
"When I shop at contemporary pop-up shops, I am concerned about the limited quantity." 0.913
"When I shop at contemporary pop-up shops, I am anxious about sold out sign." 0.894

**Fear of missing out**

I feel anxious when I do not experience pop-up events/opportunities. 0.871
I believe I am falling behind compared with others when I miss pop-up events/opportunities. 0.891
I feel anxious because I know something important, or fun must happen when I miss pop-up events opportunities. 0.907
I feel sad if I am not capable of participating in pop-up events due to constraints of other things. 0.754
I feel regretful of missing pop-up events/opportunities. 0.813

**Need for uniqueness**

0.789 2.49
Having an eye for products that are interesting and unusual assists me in establishing a distinctive image.

I'm often on the lookout for new products or brands that will add to my personal uniqueness.

When dressing, I have sometimes dared to be different in ways that others are likely to disapprove.

I have often violated the understood rules of my social group regarding what to buy or own.

Materialism

I like a lot of luxury in my life.

I admire people who own expensive cars, homes, and clothes.

4.2.3 Correlation Matrix

Significant correlation was found between the independent variables. Therefore, since there was correlation among the variables, a multi-regression analysis was ran with all the Independent Variables. The correlations, means, and standard deviations for the scales are provided in Table 10.

Table 10

<table>
<thead>
<tr>
<th></th>
<th>IV</th>
<th>IP</th>
<th>P</th>
<th>S</th>
<th>FOMO</th>
<th>NU</th>
<th>M</th>
<th>MEAN</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intention to Visit (IV)</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4.48</td>
<td>1.54</td>
</tr>
<tr>
<td>Intention to Post (IP)</td>
<td></td>
<td>0.51*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3.39</td>
<td>1.64</td>
</tr>
<tr>
<td>Pleasure (P)</td>
<td>0.54*</td>
<td></td>
<td>0.46*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5.19</td>
<td>1.06</td>
</tr>
<tr>
<td>Scarcity (S)</td>
<td>0.27*</td>
<td>0.24*</td>
<td></td>
<td>0.28*</td>
<td></td>
<td></td>
<td></td>
<td>3.59</td>
<td>1.65</td>
</tr>
<tr>
<td>Fear of Missing out (FOMO)</td>
<td>0.30*</td>
<td>0.47*</td>
<td>0.27*</td>
<td></td>
<td>0.67**</td>
<td>1</td>
<td></td>
<td>2.87</td>
<td>1.36</td>
</tr>
<tr>
<td>Need for Uniqueness (NU)</td>
<td>0.40*</td>
<td>0.41*</td>
<td>0.36*</td>
<td>0.29*</td>
<td></td>
<td>0.45**</td>
<td>1</td>
<td>4.06</td>
<td>1.25</td>
</tr>
<tr>
<td>Materialism (M)</td>
<td>0.16</td>
<td>0.21*</td>
<td>0.32*</td>
<td>0.27*</td>
<td>0.20*</td>
<td>0.29**</td>
<td>1</td>
<td>3.67</td>
<td>1.50</td>
</tr>
</tbody>
</table>

Note: **. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).
4.2.4 Multicollinearity Testing

There are several methods to examine multicollinearity. First, a correlation coefficient of less than .80 between independent variables indicated that the variables were not highly correlated with each other. In the present study, the maximum correlation value was .67 (Table 10). Therefore, no multicollinearity was detected among the independent variables. Second, the tolerance and in general, unless the VIF (1/tolerance) is greater than 10, it is not problematic. The VIF values in the present study were all between 1.00 and 2.20 and the tolerance values were all greater than 0.47. Therefore, the multicollinearity assumption was not violated.

4.2.5 Hypothesis testing

Two multiple regressions were conducted to test the hypotheses. First, a multiple regression was conducted to predict (Intention to Visit) using (Pleasure, Scarcity, Fear of missing out, Need for uniqueness, and Materialism). The Multi regression analysis revealed that consumer characteristics significantly contributed to the regression model and accounted for 34.5% of the variation in consumer attitude toward fast fashion retailers ($R^2 = .345, F(5, 116)=12.23, p<.001$).

Both Pleasure ($\beta = 0.45, p < .001$) and Need for Uniqueness ($\beta = 0.21, p = .019$) significantly predicted Intention to Visit. Therefore, Pleasure and the Need for uniqueness positively predicted Intention to Visit contemporary pop-up shops (Table 11). Thus, H1a and H5a were supported. However, Scarcity ($\beta = .07, p = .46$), Fear of missing out ($\beta = -.04, p = .69$), and Materialism ($\beta = -.07, p = .39$) did not statistically significantly influence Intention to visit contemporary pop-up shops. Therefore, H2a, H3a, and H4a were not supported.
Table 11

Multiple Regression with Pleasure, Scarcity, Fear of missing out, Need for Uniqueness, and Materialism as Independent Variables

<table>
<thead>
<tr>
<th>Independent variable</th>
<th>B</th>
<th>SE</th>
<th>β</th>
<th>t</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>-0.09</td>
<td>0.61</td>
<td>-0.14</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pleasure</td>
<td>0.65</td>
<td>0.12</td>
<td>0.45</td>
<td>5.32</td>
<td>p&lt;.001</td>
</tr>
<tr>
<td>Scarcity</td>
<td>0.07</td>
<td>0.10</td>
<td>0.08</td>
<td>0.74</td>
<td>p&gt;0.05</td>
</tr>
<tr>
<td>Fear of missing out</td>
<td>0.05</td>
<td>0.12</td>
<td>0.04</td>
<td>0.40</td>
<td>p&gt;0.05</td>
</tr>
<tr>
<td>Need for Uniqueness</td>
<td>0.26</td>
<td>0.11</td>
<td>0.21</td>
<td>2.38</td>
<td>p&lt;0.05</td>
</tr>
<tr>
<td>Materialism</td>
<td>-0.07</td>
<td>0.09</td>
<td>-0.07</td>
<td>-0.87</td>
<td>p&gt;0.05</td>
</tr>
</tbody>
</table>

Figure 4

Regression Analysis results

Note: Multiple regression analysis results. *p < .05; **p < .01; ***p < .001 (one-tailed).

A second multiple regression was conducted to predict Intention to Post using Pleasure, Scarcity, Fear of missing out, Need for uniqueness, and Materialism. The
Multi-regression analysis revealed that consumer characteristics significantly contributed to the regression model and accounted for 37.5% of the variation in consumer attitude toward fast fashion retailers ($R^2 = .375$, $F(5, 116) = 13.95, p <.001$).

Pleasure ($\beta = 0.33, p < .001$), Fear of missing out ($\beta = 0.45, p < .001$), and Scarcity ($\beta = -0.20, p = .048$) significantly predicted Intention to Post. Therefore, Pleasure, Fear of missing out, and Scarcity were positively related to Intention to post their contemporary pop-up shop experience on social media (**Table 12**). Thus, H1b, H2B, H3b was supported. However, Need for uniqueness ($\beta = 0.14, p = 0.109$) and Materialism ($\beta = 0.03, p = 0.743$) did not statistically significantly influence Intention to Post contemporary pop-up shops. Therefore, H4b and H5b were not supported.

**Table 12**

*Multiple Regression with Pleasure, Scarcity, Fear of missing out, Need for Uniqueness, and Materialism as Independent Variables*

<table>
<thead>
<tr>
<th>Independent variable</th>
<th>$B$</th>
<th>$SE$</th>
<th>$\beta$</th>
<th>$t$</th>
<th>$p$-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>-0.94</td>
<td>0.64</td>
<td>-1.48</td>
<td></td>
<td>p&lt;.001</td>
</tr>
<tr>
<td>Pleasure</td>
<td>0.51</td>
<td>0.13</td>
<td>0.33</td>
<td>4.05</td>
<td>p&lt;.001</td>
</tr>
<tr>
<td>Scarcity</td>
<td>-0.20</td>
<td>0.10</td>
<td>-0.20</td>
<td>-2.00</td>
<td>p&lt;0.05</td>
</tr>
<tr>
<td>Fear of missing out</td>
<td>0.54</td>
<td>0.13</td>
<td>0.45</td>
<td>4.18</td>
<td>p&lt;.001</td>
</tr>
<tr>
<td>Need for Uniqueness</td>
<td>0.19</td>
<td>0.11</td>
<td>0.14</td>
<td>1.62</td>
<td>p&gt;.05</td>
</tr>
<tr>
<td>Materialism</td>
<td>0.03</td>
<td>0.09</td>
<td>0.03</td>
<td>0.33</td>
<td>p&gt;.05</td>
</tr>
</tbody>
</table>
Figure 5

*Regression Analysis results*

Note: Multiple regression analysis results. *p < .05; **p < .01; ***P < .001 (one-tailed).
CHAPTER V
CONCLUSION

5.1 Discussion

This research started with a simple question: What motivates consumers to visit contemporary pop-up shops and what motivates them to post their pop-up shop experience on social media. To investigate what motivates consumers' in regards to contemporary pop-up shops, this study turned to hedonic motivation, commodity theory, and theory of uniqueness to determine which variable would influence the consumers’ behavior towards contemporary pop-up shops.

This study predicted that those with a need for Pleasure, Scarcity, Fear of Missing Out, Need for Uniqueness, and Materialism would positively influence consumers' intention to visit contemporary pop-up shops and would influence their intention to post their pop-up shop experience on social media. However, not all variables influenced Intention to Visit and/or Intention to Post.

Pleasure predicted both Intention to Visit (H1a) and Intention to Post (H1b) on both Study 1 and Study 2. These results coincide with existing literature that having material objects or experiences help an individual attain pleasure (Waterman et al., 2008). Furthermore, customers value pleasure and indulgence through objects or experiences that are more ostentatious than necessary (Okonkwo, 2010; Hennings et al., 2015). Furthermore, posting on social media gives users' the ability to fulfill their needs of hedonistic pleasure (McQuail, 1983; Dolan et al., 2016). Lastly, consumers are likely to find shopping in pop-up shops a pleasurable experience (Alexander et al., 2018) due to their limited availability in temporary locations. All this literature supports the results.
People attending these types of shops fulfill their need for pleasure through the shops unique, impressive, and one-of-a-kind shops.

Need for Uniqueness predicted Intention to Visit (H5a) in both Study 1 and Study 2, and further predicted Intention to Post (H5b) in Study 1. These results coincide with existing literature that consumers pursue differentness relative to others through the acquisition, utilization, and disposition of consumer goods for the purpose of developing their self-image and social image (Tian et al., 2001). Therefore, visiting contemporary pop-up shops helps fulfill consumers' need for uniqueness because pop-up shops give customers the opportunity to visit something that is unique, one-of-a-kind, momentary, and unreproducible (Catalano & Zorzetto, 2010). Furthermore, the results proved that those with higher need for uniqueness is more likely to post their pop-up experiences on social media because they need to show that they are unique, since one of the main reasons why people use social media network sites is for self-presentation (Sung et al., 2016).

Fear of missing out and Scarcity significantly predicted consumers' Intention to Post their contemporary pop-up shop experience on social media in Study 2. The influence of Fear of missing out on consumers' Intention to Post their contemporary pop-up shop experience on social media coincides with existing literature that Fear of missing out is a growing consumer trend toward experiential consumption and an increase in social media usage (Zhang et al., 2020). Furthermore, social media helps intensify the feeling of Fear of missing out and by consumers' posting their experience on social media, it demonstrates to their peers that they are part of the “in crowd” and they are not being “left out.” Contemporary pop-up shops are therefore appealing to customers
because of the limited time they are open and because they drive that sense of Fear of missing out. Similarly, the influence of Scarcity on consumers' Intention to Post on social media coincides with existing literature that people desire scarce commodities because possessing them gives them a feeling of uniqueness or personal distinctiveness (Brock, 1967). Due to contemporary pop-up shops being one-of-a kind, available for a limited time, and are not replicated, people posting their experience on social media demonstrates to their peers that they have experienced a scarce commodity. Similarly, studies have shown that consumers are likely to share their acquisition of limited experiences or products to others (Li et al., 2019). Possession of high scarcity products generates envy and respect from others (Gierl & Huettl, 2010).

Materialism (H4a & H4b) was not a significant predictor in Intention to Visit nor Intention to Post in either Study 1 or Study 2. This can be due to the scale used, which was a shorter version. Therefore, a different scale can be used to test whether Materialism indeed affects or not Intention to Visit/Post with regards to contemporary pop-up shops.

While MTurks and Prolific did not show much of a difference between the data sets, some differences were still observed. In terms of similarity, Pleasure and Need for Uniqueness significantly predicted Intention to Visit and Intention to Post on social media on both studies. Fear of missing out, Scarcity, and Materialism did not significantly influence Intention to Visit on both studies. However, predictors for Intention to Post differed between both studies. In Study 1, Need for Uniqueness significantly influenced Intention to Post; on the other hand, Fear of missing out and Scarcity significantly influenced Intention to Post in Study 2.
These differences may exist because of the differences in demographic pools between MTurk and Prolific. For example, the demographics between MTurk and Prolific were different. While MTurk had a younger demographic, Prolific had an older demographic, suggesting that age may be an important factor related to the social media posting behavior. Compared to younger demographic group, older demographic group displayed stronger significant levels. While not reported in the analysis, additional analysis was conducted to compare the results between the “younger” age group (<35 years old) and the “older” age group (35+ years). The results showed that “older” consumers were driven to post their experience more on social media due to Fear of Missing Out and Scarcity. Furthermore, the older demographic in Prolific showed significant levels of Fear of missing out and Scarcity with Intention to Post. Therefore, Prolific, with older demographic, had a stronger effect of Fear of missing out and Scarcity with Intention to Post.

5.2 Implications

The results show that brands who plan to open a contemporary pop-up shop should focus on delivering a pleasurable and unique pop-up shop experience. Data shows that contemporary pop-up shops that delivery a pleasurable experience drives consumers to visit these shops and post their experiences on social media which in turn can help brands build a stronger brand presence and connect more with their consumers'. Furthermore, these social media posts can generate extensive social media buzz for their brand.

Additionally, the study also indicates that consumers’ need for uniqueness plays an important role in leading users to not only visit, but also, post their experience on
social media. Therefore, brands should focus on delivery unique aspects in their contemporary pop-up shops to attract consumers. They can accomplish this by selling limited-edition products, hold the pop-up in unique locations, offering collections related to the location (e.g., LA apparel, Tokyo collection, etc.), etc.

This study also offers some theoretical implications. First, this study helped establish and define what a contemporary pop-up shop is. Furthermore, extensive literature background was provided on pop-up shops, how pop-up shops have evolved, and what features/focus are of the different types of shops. It helped establish a better understanding of what a contemporary pop-up shop is by comparing it to the different types of pop-up shops and distinguishing the differences between the types of shops. Furthermore, examples of contemporary pop-up shops were described in extensive detail (e.g., features, interactive experiences, art installations, etc.) to further explain what a contemporary pop-up shop is.

Further, this study compared data sets between MTurk and Prolific. The study was launched on two different online platforms to see if the results would change among the selection of pool participants. The data showed that there was only a slight difference in the results; therefore, platforms are useful to conduct online studies.

5.3 Limitations and further research

Even though this study provides significant contributions, it also has some limitations requiring further study. First, this study recruited participants through online platforms such as MTurk and Prolific. Given that everyone’s experience on contemporary pop-up shops can vary from some recalling their experience more in detail than others; and some have had recent contemporary pop-up shop experiences versus others it has
been a while; this can impact their responses with regards to their experience at these shops. Therefore, future research can adopt qualitative method, such as interviews at contemporary pop-up shop locations, which can get more vivid and detailed experiences of consumers' experiences at these shops. Conducting interviews can provide a more in-depth understanding of the contemporary pop-up shop phenomena.

Furthermore, this study just focused on contemporary pop-up shops as a whole. Further research can be done by instead of focusing on contemporary pop-up shops as a whole, different pop-up shops can be compared to provide more insights. For example, future study can instead compare luxury versus commercial brand contemporary pop-up shops. This will provide insight to the difference between the two and will provide insight into how these brands may design their shops differently due to their difference in consumer base/needs. Additionally, a comparison can be done between a domestic contemporary pop-up shop and an abroad pop-up shop to see how differences in cultural norms/values may play a role in how brands design their contemporary pop-up shops to meet the needs of their customers.

As mentioned earlier, age can play a critical role; therefore, future studies can focus on comparing age groups to see what their motivations are to visit these shops. Which can be beneficial to brands to further understand different demographic segments.
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APPENDIX A

Consent form

California State Polytechnic University, Pomona
Informed Consent Form for Research Involving Human Subjects

You are being invited to participate in a research study, which the Cal Poly Pomona Institutional Review Board (IRB) has reviewed and approved for conduct by the investigators named here. This form is designed to provide you - as a human subject/participant - with information about this study. The investigator or his/her representative will describe this study to you and answer any of your question; you are entitled to a copy of this form. If you have any questions about your rights as a subject or participant, complaints about the informed consent process of this research study or experience an adverse event (something goes wrong), please contact the Research Compliance Office within Cal Poly Pomona’s Office of Research at 909.869.4215. More information is available at the IRB website, http://www.cpp.edu/~research/irb/index.shtml

Project Title: The pop-up store marvel: an exploration of contemporary pop-up stores and what motivates consumers to seek out these stores.

Protocol Number: IRB-22-257

Principal Investigator: Jeanette Luna (jluna@cpp.edu)

This study involves research into contemporary pop-up shops. You will first be asked to answer whether you have prior experience attending contemporary pop-up shops. You will then be given a series of questions to answer in the survey. You may work at your own pace. Our experience has been that these procedures have taken people between 10
to 15 minutes to complete. We do not anticipate you experiencing any discomfort or other negative feelings when responding to items in this study.

Your participation in this study is completely voluntary. Should you decide to discontinue participation, you may do so without penalty. You may also skip any item you do not wish to complete. Your participation in this study may help you understand the nature of psychological inquiry. We are not asking you to place your name anywhere on the survey, so your participation is anonymous. None of your answers can be directly traced back to you. After you complete the survey, please click submit to submit the survey.

Should you have any further questions, please feel free to contact the study’s principal investigator, Jeanette Luna, a graduate student in Department of Apparel Merchandising and Management. Her e-mail address is jluna@cpp.edu.

Do you agree to the consent form?

○ Yes

○ No

Are you 18 years or older of age?

○ Yes

○ No
APPENDIX B

Online Survey

Contemporary pop-up shop - Definition

Contemporary pop-up shops are strategically planned, temporary, one of a kind, unreproducible, physical retail operations that are open for a limited time, ranging from a few days to several months.

They have unique interactive experiences (e.g., ice rink, infinite mirror room, café with VR, etc.) activities, art installations, and/or have photo-opp setups.

It's main goal is to provide a once in a lifetime memorable experience.

Contemporary pop-up shops are not the types of shops that only have merchandise being sold. They are NOT flea markets, night markets, or any type of shop at a festival.
Screening Questions

1. Have you ever visited a contemporary pop-up shop, as described above?

2. What was the fashion/cosmetic brand that organized the contemporary pop-up shop?

3. When did you attend this contemporary pop-up shop? It can be approximate (e.g., August 2022).

4. Name the location of where the contemporary pop-up shop was held (e.g., city, state, country).

5. Did you need to reserve a ticket to enter the contemporary pop-up shop?

6. What was the interactive experience available at the contemporary pop-up shop (e.g., virtual mirrors, roller skating, etc.)? Please describe the interactive experience as much as you can.

7. Were there any art installations at the contemporary pop-up shop you attended?

8. What was the limited-edition product sold at the contemporary pop-up shop?

9. Were there any photo-opp setups at the contemporary pop-up shop where you could take pictures?

10. Did you take any pictures at the contemporary pop-up shop?

11. Was the pop-up shop part of a flea market?

12. Was the pop-up shop open for more than a year?

Intention to Visit

The following questions are related to your intention to attend contemporary pop-up shops. Please select one that best reflects your opinion.
Intention to Post

The following questions are related to your intention to post your contemporary pop-up shop experience on social media. Please select one that best reflects your opinion.

<table>
<thead>
<tr>
<th>Intention to Post</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Somewhat disagree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat agree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attending a contemporary pop-up shop this year is something I plan to do.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>I intend to attend a contemporary pop-up shop this year.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>I will try to attend a contemporary pop-up shop this year.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>

Limited-edition

The following questions are on your thoughts of limited-edition products. Please select one that best reflects your opinion.

<table>
<thead>
<tr>
<th>Limited-edition</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Somewhat disagree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat agree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would like to post about my contemporary pop-up shop experience so people can get to know me better.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>I like the attention I get when I post about contemporary pop-up shops.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>I like the idea that people want to learn more about me through my contemporary pop-up shop posts.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>I like the attention to what I say about my contemporary pop-up shop posts.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>
Pleasure

The following questions are related to your evaluation of contemporary pop-up shops.

Please select one that best reflects your opinion.

"Visiting contemporary pop-up shops makes me...."

<table>
<thead>
<tr>
<th>...feel good.</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Somewhat disagree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat agree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>...feel happy.</td>
<td></td>
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<td>... feel pleasurable.</td>
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<td>... feel satisfied.</td>
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<tr>
<td>... feel contented.</td>
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</tbody>
</table>

Scarcity

The following questions are related to your thoughts on contemporary pop-up shops.

Please select one that best reflects your opinion.

"When I shop at contemporary pop-up shops, I ..."

<table>
<thead>
<tr>
<th>... think about the deadline.</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Somewhat disagree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat agree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>... worry about the limited time.</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>... am concerned about the limited quantity.</td>
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<tr>
<td>... am anxious about sold out sign.</td>
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<td></td>
</tr>
</tbody>
</table>
Fear of missing out

The following questions are related to how you feel about visiting contemporary pop-up shops. Please select one that best reflects your opinion.

<table>
<thead>
<tr>
<th></th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Somewhat disagree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat agree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel anxious when I do not experience pop-up events/opportunities.</td>
<td></td>
<td></td>
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<tr>
<td>I believe I am falling behind compared with others when I miss pop-up events/opportunities.</td>
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</tr>
<tr>
<td>I feel anxious because I know something important or fun must happen when I miss pop-up events opportunities.</td>
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<tr>
<td>Please select Somewhat disagree. This is an attention check.</td>
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</tr>
<tr>
<td>I feel sad if I am not capable of participating in pop-up events due to constraints of other things.</td>
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<tr>
<td>I feel regretful of missing pop-up events/opportunities.</td>
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</tr>
</tbody>
</table>

Need for uniqueness

The following questions are related to your shopping tendencies at contemporary pop-up shops. Please select one that best reflects your opinion.

<table>
<thead>
<tr>
<th></th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Somewhat disagree</th>
<th>Neither agree or disagree</th>
<th>Somewhat agree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Having an eye for products that are interesting and unusual assists me in establishing a distinctive image.</td>
<td></td>
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<tr>
<td>I'm often on the lookout for new products or brands that will add to my personal uniqueness.</td>
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<tr>
<td>When dressing, I have sometimes dared to be different in ways that others are likely to disapprove.</td>
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<tr>
<td>I have often violated the understood rules of my social group regarding what to buy or own.</td>
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<tr>
<td>I often try to avoid products or brands that I know are bought by the general population.</td>
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</tr>
<tr>
<td>The more commonplace a product or brand is among the general population, the less interested I am in buying it.</td>
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<td></td>
</tr>
</tbody>
</table>
Materialism

The following questions are related to your shopping style. Please select one that best reflects your opinion.

<table>
<thead>
<tr>
<th>I try to keep my life simple, as far as possessions are concerned.</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Somewhat disagree</th>
<th>Neither agree or disagree</th>
<th>Somewhat agree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I like a lot of luxury in my life.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>I admire people who own expensive cars, homes, and clothes.</td>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>I do not place much emphasis on the amount of material objects people own as a sign of success.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>My life could be better if I owned certain things I do not have.</td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>It sometimes bothers me quite a bit that I cannot afford to buy all the things I like.</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

Demographics

1. What is your age?

2. What is your gender?
   - Male
   - Female
   - Transgender
   - Non-binary/non-conforming
   - Prefer not to respond

3. What is your ethnicity background?
   - American Indian or Alaskan Native
   - Asian / Pacific Islander
   - Black or African American
o Hispanic
o White / Caucasian
o Multiple ethnicity / other

4. What is the highest level of school you have completed or the highest degree you have received?

o Less than a high school diploma
o High school degree or equivalent (e.g., GED)
o Some college but no degree
o Bachelor's degree (e.g., BA, BS)
o Master's degree (e.g., MA, MS, MEd)
o Doctorate (e.g., PhD, EdD)