Impacting of Pop-up Store Experience on Consumption Intention: Evidence from Investigation in Chinese Market

Yuyang Gao

International Department of Jinling High School Hexi Campus, Nanjing, Jiangsu Province, China
Email: happyava66@126.com (Y.Y.G)

Abstract—With the rise of pop-up stores and a new consumption model, the factors influencing consumer purchasing behavior in pop-up stores have become an important focus of research. This paper created a TAM-based research model on pop-up store consumption intention and conducted reliability and validity tests, descriptive statistics, and empirical regression analysis on the questionnaire data using SPSS 27.0. Research has found that pop-up stores have a significant positive impact on consumption intention in five dimensions: social value, functional value, emotional value, cognitive value, and scarcity value, while social value has not been found to have a significant impact. Meanwhile, there are differences in the influencing factors of consumption decisions among different income groups. The research results of this article expand the application scope of the TAM model and enrich the literature on consumption intention. The research conclusion provides multi-dimensional suggestions for the marketing focus and strategies of pop-up stores, which is beneficial for not only improving customers' consumption experience in pop-up stores but also promoting pop-up stores' sustainable development.

Keywords—pop-up store, consumption willingness, TAM model, purchasing behavior

I. INTRODUCTION

As consumer demand tends to diversify, various new forms of consumption are also emerging one after another. As a representative of fast and convenient consumption mode, pop-up stores have occupied an important position in economic development in terms of industry transaction scale and industry growth rate. This type of pop-up store mainly aims to promote brand and product market share through brand exposure, product sales, store location selection, and offline customer acquisition Among them, in 2021, the per capita traffic contribution of pop-up stores in China ranged from 5000 to 11000 people, and their market transaction volume reached 401.53 billion yuan, which had a year-on-year increase of 26.1%. It is expected that by 2025, the overall scale of the pop-up store industry will exceed 800 billion yuan. Therefore, pop-up stores have become an important means of profit and customer acquisition during commercial operations.

Pop-up stores have gained the love of broad masses of consumers due to their unique business philosophy and consumption mode. However, the reasons behind the success of pop-up stores and the motivation mechanism for consumers to make consumption decisions still need to be explored (Lunardo & Mouangue, 2019; Ryu, 2011). Therefore, this article raises the following questions: (1) What dimensions of factors affect consumers' consumption decisions in pop-up stores? (2) Is there heterogeneity in consumer decisions among populations with different characteristics?

The Section III of this paper covers the related theoretical background and provides a review of prior literature in this area, as well as proposes the theoretical framework and develops hypotheses. In Section IV, it introduces the empirical data, examines the main experiment, and checks the robustness of the results. Moreover, this paper examines the differences in consumption decisions among different income groups. Section V summarizes and analyzes the empirical results, and proposes the theoretical and practical implications of the research.

II. LITERATURE REVIEW AND HYPOTHESIS

A. Pop-up Stores

Pop-up stores are a popular new format of omnichannel retail, referring to short-term, temporary, and new sales models that do not require large-scale pre-promotion (Henkel & Toporowski, 2022). Pop-up stores, with their unique marketing model, beautiful environment, and innovative products, provide consumers with a novel shopping experience model (Henkel *et al.,* 2022; Henkel & Toporowski, 2021; Lunardo & Mouangue, 2019), often quickly gaining the attention of consumers within a few months. Scholars have conducted extensive research on its operational characteristics and marketing models.

In terms of operational characteristics, existing literature mainly studies the operational characteristics of limited supply and non-traditional sales space in pop-up stores. Spitzkat and Fuentes (2019) Explored the emotional consumption behavior of pop-up stores due to consumer preferences, studied the differences between this type of emotionally intensive shopping and traditional sales models, and concluded that short-term business characteristics have an incentive effect on consumer consumption behavior. Some scholars have focused their research on the exquisite operating environment of pop-up stores, considering the impact of the luxury level of the shopping environment on consumer psychology. Based on consumer psychology theory, it is concluded that the luxury level of the environment negatively affects consumers' willingness to purchase products Lunardo and Mouangue (2019). In addition, at the convenience level, scholars have proposed that the primary factor affecting consumer behavior is location selection. Choosing a location with convenient transportation and well-equipped facilities can better attract consumers, thereby promoting the consumption and advertisement of pop-up stores (Henkel & Toporowski, 2022).

In terms of marketing models, Zhang *et al.* (2019)

explored the spillover effects of pop-up store marketing on brand retail based on the way customers' online behavior is tracked and explored the theoretical mechanisms behind the impact on consumer behavior. Liu *et al.* (2023) used an empirical method of exploring causal effects to study the dependence of different well-known brands on pop-up store retail. At the same time, there are differences in the promotional needs of different types of products for pop-up store retail. The role of pop-up stores has not only gained attention in the commercial field but also gained recognition in medical research and application. Demeke *et al.* (2023) collected unique data on COVID-19 vaccine injection among Latinos in the United States and analyzed the unique role of pop-up shop style convenience clinics in promoting vaccine injection. Henkel and Toporowski (2021) studied the impact of the transience and timeliness of pop-up stores on consumer behavior and found that the higher the demand for uniqueness, the stronger the impact on consumers.

In terms of product characteristics, Henkel *et al.,* (2022) conducted in-depth research on the products of pop-up stores and found that although the current products of pop-up stores focus on exclusive products, the brand of pop-up stores may provide standard products as a supplement to exclusive products and profit from it. Rosenbaum, Edwards, and Ramirez (2021) studied the important role of pop-up stores in launching new products and systematically reviewed the role of pop-up stores in brand promotion and customer relationship management.

As the popularity of pop-up stores gradually increases, scholars in different fields are also increasing their research enthusiasm year by year. Fig. 1 shows the literature analysis results of the Web of Science search topic keyword Pop-up store, and commercial economy and humanities are still the key research issues of pop-up stores. However, there is still a need for in-depth research on the innovative value and social value of pop-up stores themselves, and the understanding of the impact mechanism of pop-up stores on consumer behavior is still insufficient.
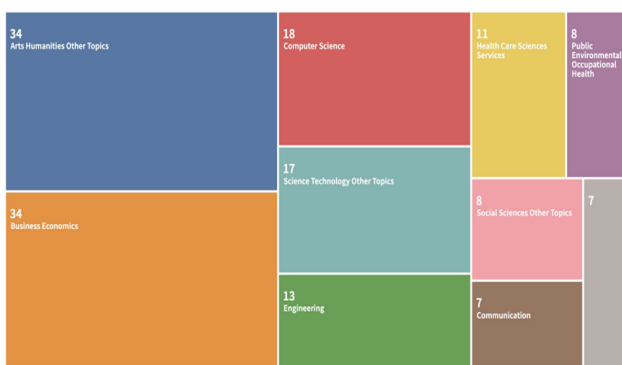

Fig. 1. Research hotspots of pop-up stores.

B. Consumer Behavior

Consumer behavior refers to the various actions taken by consumers to obtain, use, and dispose of consumer goods, as well as the decision-making process that precedes and determines these actions (Petcharat *et al.,* 2023; Vidal-Ayuso *et al.,* 2023; Zhao *et al.,* 2023). The influencing factors are roughly divided into five levels: social, functional, emotional, cognitive, and scarcity (Holbrook & Hirschman, 1982; Ryu, 2011). Scholars have explored the development of new retail

formats such as pop-up stores around the influencing factors of consumer behavior.

At the level of social value, Liu *et al.* (2022) conducted a behavioral analysis of consumers' online purchase and gift behavior and studied the impact of the social relationship between anchors and viewers on consumer behavior in live streaming platforms. Some scholars have also explored the relationship between green product consumption behavior and social pressure from the perspective of social pressure (Sun *et al.,* 2022). It can be seen that the social value of a product has an impact on consumer behavior.

At the level of functional value, Ryu (2011) explored the impact of product innovation on consumer behavior and found that the fashion of pop-up stores did not have a significant impact on consumer behavior attitudes. However, Kim (2008) found that product quality is an important intrinsic clue in determining consumer behavior. It can be seen that consumer behavior responds differently to product quality in different contexts.

In terms of emotional value, Ryu (2011) found that consumers' hedonic needs have a positive impact on their impulsive purchasing behavior and attitude towards pop-up stores. Some scholars have also found that the more emotional interactions between brands and consumers, the more they can stimulate their emotional reactions to the brand, and consumers are more willing to engage in word-of-mouth communication (Kim & Gupta, 2012; Lai & Wong, 2022).

At the level of cognitive value, scholars have explored the role of setting up pop-up stores in brand awareness and product sales from the perspective of consumer shopping experience. They have found the interaction between pop-up stores and product sales, but have not found any significant effects on brand awareness (Zogaj *et al.,* 2019). However, as a promotional tool, pop-up stores are widely believed by scholars to have a positive effect on brand promotion (Kaswengi *et al.,* 2020; Manzur *et al.,* 2011). Therefore, further explanation is urgently needed for the role of pop-up stores in brand promotion in different business scenarios.

At the level of scarce value, Song *et al.* (2019) explored the impact of tourism resource scarcity on tourists' booking behavior and explained tourists' rush buying behavior in resource-tight scenarios from the perspective of risk avoidance, providing theoretical and practical guidance for enterprises to choose marketing methods. From the perspective of competition, Song *et al.* (2021) investigate the enhancing effect of perceived competition among consumers on their final consumption behavior. The sense of resource scarcity generated by perceived competition positively motivates consumers' purchase intention. As a temporary and temporary retail method, the application of pop-up stores in scarce value may be one of the important reasons for their success.

In summary, scholars have made significant efforts to explore the influencing factors of consumer behavior at the social, functional, emotional, cognitive, and scarcity levels. However, there is still controversy over the impact of cognitive and functional factors on consumer behavior. Pop-up stores are an emerging and important form of business, and understanding the impact mechanism of consumer behavior in the context of pop-up stores is important in both academia and business.

C. Technology Acceptance Model and Hypothesis

There is a diversity of measurement scales for predicting user behavior, and scholars are attempting to explore dimensions and methods that can objectively and effectively measure the influencing factors of individual behavior. Davis (1989) proposed the TAM model, as shown in Fig. 2. The TAM model believes that individuals' cognitive usefulness and cognitive ease of use are independent of each other, and together affect their attitudes or behavioral intentions towards using corresponding things. Meanwhile, Sheth *et al.* (1991) limited the study of individuals to consumers and proposed five measurement dimensions from the perspective of influencing factors of consumer behavior, including functional, situational, social, emotional, and cognitive dimensions. Chen *et al.* (2017) also proposed measurement dimensions such as social, emotional, and functional dimensions based on influencing factors such as consumer decision-making. With the emergence of emerging markets, scarcity has become an important reference factor for consumer decision-making. Some scholars have studied the impact of after-sales service convenience on consumer behavior.
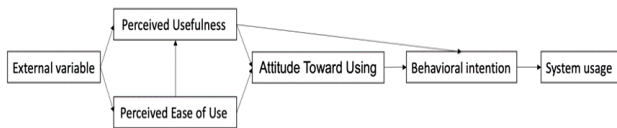

Fig. 2. Technology acceptance TAM model.

With the transformation of market consumption patterns, the factors that affect consumer behavior are gradually evolving. As a new retail model, pop-up stores play an important role in the market economy (Klein *et al.,* 2016; Ye *et al.,* 2023), and their consumption patterns and target consumer groups are different from traditional consumption patterns. Firstly, in terms of social attributes, pop-up stores are not only a novel sales model but also a brand new entertainment venue. The shopping experience at pop-up stores can serve as a social conversation topic and promote personal communication among consumers. Secondly, in terms of functional attributes, the unique products of pop-up stores can serve as creative gifts in social interactions. Compared to traditional products or shopping models, the unique attributes of pop-up store products are their unique advantages in attracting consumers. Thirdly, in terms of emotional attributes, consumers make store choices based on their personal emotional preferences. A unique shopping environment will further enhance consumers' positive emotions or alleviate their negative emotions (Hu & Dang-Van, 2023; Shaw *et al.,* 2023). Therefore, novel shopping experiences may provide emotional support for consumers. Fourthly, in terms of cognitive attributes, pop-up stores, as a sales model, are permanently located in bustling neighborhoods. Frequent brand exposure may increase the brand's recognition in the minds of consumers (Klein *et al.,* 2016; Ye *et al.,* 2023), forming a spillover effect and enhancing the brand's effectiveness in promotion. Fifthly, in terms of scarcity attributes, temporary and temporary are the unique operating characteristics of pop-up stores, and the uncertainty of sales time may bring about a sense of resource scarcity for consumers, which may drive the generation of

purchasing decision-making behavior (Cengiz & Senel, 2023; Cheng *et al.,* 2023; Zhang *et al.,* 2023). In summary, based on the existing research on the TAM model and influencing factors of consumer behavior, this study designed a research model for pop-up store consumption intention based on the TAM model, which includes five dimensions: social value, functional value, emotional value, cognitive value, and scarcity value. And proposed the research model (Fig. 3) and the following five assumptions:

H1: Customers' perception of social value in pop-up stores positively affects their consumption willingness

H2: Customers' perception of functional value in pop-up stores positively affects their consumption willingness

H3: Customers' perception of emotional value in pop-up stores positively affects their consumption willingness

H4: Customers' perception of cognitive value in pop-up stores positively affects their consumption willingness

H5: Customers' perception of scarcity value in pop-up stores positively affects their consumption willingness
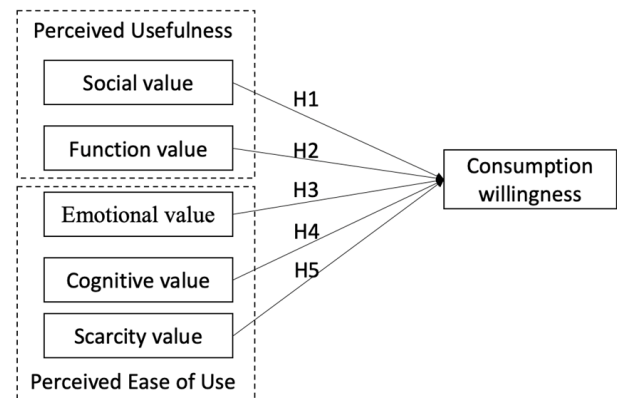

Fig. 3. Model of consumption willingness in pop-up stores based on TAM.

III. DATA COLLECTION AND ANALYSIS

A. Research Method

This research uses the survey questionnaire method for data collection, and the research questionnaire items refer to relevant design methods from existing literature. To ensure the validity of the survey questionnaire data through reliability analysis, validity analysis, and correlation analysis, the OLS regression method in econometrics was used for variable significance testing. Based on the experimental results of empirical methods, the hypotheses were analyzed and discussed. Furthermore, based on the sub-sample regression method, the differences and similarities in the influencing factors of pop-up store consumption behavior among different income groups were discussed.

B. Research Design and Data Collection

Based on the TAM model and the summary and organization of existing relevant literature, this research ultimately established a total of 6 key variables for this study. The independent variables are the social value, functional value, cognitive value, emotional value, and scarcity value of pop-up stores. The dependent variable dimension considers consumers' willingness to consume. Both the dependent variable and the independent variable use the Likert 5-point system (Islam *et al.,* 2022), with 1–5 representing strongly disagree, disagree, agree, and strongly agree, respectively.

The specific indicator measurement issues and references in the model are shown in Table 1.

Table 1. Questionnaire dimension division and item design

Dimension	Question items	Supported References
Social value (X1)	X1-1: Most of my friends like to visit pop-up stores.	Sweeney and Soutar (2001)
	X1-2: The experience of visiting pop-up stores can be used as a topic for chatting with friends.	
	X1-3: The products of the pop-up store are very suitable as gifts for others.	
Functional value (X2)	X2-1: The products of the pop-up store are very practical.	Sweeney and Soutar (2001)
	X2-2: The quality of the products in the pop-up store is very good.	
	X2-3: The design of pop-up store products has novelty.	
Emotional value (X3)	X3-1: The products of the pop-up store are very practical.	Brakus, Schmitt, and Zarantonello (2009) Sweeney and Soutar (2001)
	X3-2: The quality of pop-up store products is very good.	
	X3-3: The design of pop-up store products has novelty.	
Cognitive value (X4)	X4-1: Pop-up stores can provide convenience for my life.	Brakus, Schmitt, and Zarantonello (2009)
	X4-2: Most pop-up stores are located in easily accessible locations.	
	X4-3: The pop-up store meets my pursuit of diverse consumer needs.	
Scarcity value (X5)	X5-1: I may develop curiosity about pop-up stores due to limited-time sales.	Zogaj *et al.* (2019)
	X5-2: The limited-time sales strategy of pop-up stores has increased my purchasing desire.	
	X5-3: The current time limit of the pop-up store meets my consumption needs.	
Consumption willingness (Y)	Y-1: I am willing to purchase products from pop-up stores.	Chen, Lu and Wang (2017) Hansen (2008)
	Y-2: I am willing to follow the promotional activities of the pop-up store.	
	Y-3: I am willing to increase the frequency of consumption at pop-up stores.	
	Y-4: I am willing to follow the activities and products of the corresponding brand in the pop-up store.	

Questionnaire research is conducted through the commonly used platform "Wenjuanxing" in the academic community for questionnaire distribution and collection (Guo *et al.,* 2021; Niu *et al.,* 2021; Wang *et al.,* 2021). A total of 186 questionnaires were collected in this survey. After excluding invalid questionnaires such as consistent options and short response time, a total of 182 samples were obtained for the experiment. According to statistics, the distribution of men and women in the sample is relatively balanced, and respondents from all age and income groups participated in this survey, ensuring the validity and scientificity of the study sample. From the frequency of monthly visits to pop-up stores by respondents, it can be seen that new consumption models such as pop-up stores have not yet gained widespread acceptance among consumers. In daily life, they mainly appear in the form of auxiliary consumption in consumer decision-making.

Table 2. Descriptive statistics of samples

Category	Options	Frequency	Ratio
Gender	Man	72	39.6%
	Woman	110	60.4%
Age	0–17	63	34.6%
	18–30	45	24.7%
	31–40	17	9.3%
	41–50	37	20.3%
	50	20	11.0%
Monthly disposable consumption amount	¥0–¥1000	60	33.0%
	¥1001–¥3000	40	22.0%
	¥3001–¥6000	27	14.8%
	¥6001–¥10000	24	13.2%
	¥10000-	31	17.0%
Times of visit	0	85	46.7%
	1–2	81	44.5%
	3–5	14	7.7%
	6–9	1	0.5%
	10	1	0.5%

C. Reliability Analysis

Reliability analysis is a test of the consistency and stability of a questionnaire scale. This article conducts Cronbach's Alpha analysis of customer-perceived social value, functional value, emotional value, cognitive value, scarcity value, and consumption intention based on SPSS 27.0 software, as shown in Table 3. When Cronbach's Alpha > 0.7, it indicates that the dimension item reflects the target problem well, and the scale problem has consistency. The data obtained from this survey have all passed this test, providing supporting evidence for data quality for subsequent data analysis.

Table 3. Reliability analysis results

Dimension	Cronbach's Alpha	Number of Items
Social value (X1)	0.854	3
Functional value (X2)	0.850	3
Emotional value (X3)	0.933	3
Cognitive value (X4)	0.937	3
Scarcity value (X5)	0.924	3
Consumption willingness (Y)	0.944	4
Total	0.711	16

D. Validity Analysis

Validity analysis is a test of the validity of a questionnaire scale. This article uses SPSS 27.0 software to conduct factor analysis on the questionnaire scale, and the results are shown in Table 4. Among them, the KMO value is 0.952 > 0.6 and

has passed the Bartlett test, indicating that the data can be used for validity analysis. Meanwhile, the cumulative variance interpretation rate after rotation is 87.350% > 50%, indicating that the information content of the research item can be effectively extracted.

Table 4. KMO and Bartlett's test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.952
Bartlett's Test of Sphericity	Approx. Chi-Square	3672.580
	df	153
	Sig.	0.000

The rotated component analysis can determine the discriminant validity and internal validity of the scale items. The analysis results are shown in Table 5. It can be seen that each question item has been aggregated into the same category, and the component scores are all greater than 0.6, once again proving the scientific nature of this questionnaire design. It is worth noting that I have removed the third item in the emotional value section to ensure consistency between the items and dimensions. In the subsequent verification process, this paper will check this operation to ensure the robustness of the results.

Table 5. Rotated component matrix

	1	2	3	4	5	6
Y-4	0.744	-	-	-	-	-
Y-3	0.718	-	-	-	-	-
Y-2	0.665	-	-	-	-	-
Y-1	0.606	-	-	-	-	-
X4-2	-	0.791	-	-	-	-
X4-1	-	0.788	-	-	-	-
X4-3	-	0.709	-	-	-	-
X1-1	-	-	0.818	-	-	-
X1-3	-	-	0.652	-	-	-
X1-2	-	-	0.639	-	-	-
X5-2	-	-	-	0.676	-	-
X5-3	-	-	-	0.673	-	-
X5-1	-	-	-	0.664	-	-
X2-2	-	-	-	-	0.710	-
X2-3	-	-	-	-	0.662	-
X2-1	-	-	-	-	0.602	-
X3-1	-	-	-	-	-	0.777
X3-2	-	-	-	-	-	0.629

E. Measurement and Statistics

After the reliability and validity tests of the questionnaire data, the accuracy and consistency of the data are ensured, and further data analysis can be conducted. I calculated the average value of each dimension's items, as shown in Eq. (1).

$$X_j = \frac{\sum_i^n (Score\,of\,item_{ij})}{n_j} \qquad (1)$$

Where $Score\,of\,item_{ij}$ represents the i-th item of the j-th variable, and j represents the different values that can be taken [1,2,3,4,5]. In this research, the value of i is 3 or 4. Therefore, X_j can represent social value, functional value, emotional value, cognitive value, and scarcity value.

Similarly, the dependent variable Y was obtained using the same mean method, and the descriptive statistics of the variable are shown in Table 6.

Table 6. Descriptive statistics of variable

	Mean	N	Std.	Min	Max
X1	3.28	182	0.93	1.00	5.00
X2	3.36	182	0.93	1.00	5.00
X3	3.20	182	0.81	1.00	5.00
X4	3.58	182	0.86	1.00	5.00
X5	3.36	182	0.92	1.00	5.00
Y	3.33	182	0.90	1.00	5.00

F. Empirical Testing and Result Analysis

The main purpose of this research is to explore the impact of different customer perception dimensions on the willingness to consume in pop-up stores. This section will use SPSS 27.0 as a tool to validate the hypothesis based on the OLS regression method. Model (1) only considers the impact of control variables on the willingness to consume in pop-up stores. Model (2) adds the main research variables of this article to model (1). Model (3) reintroduces the items removed during validity testing into calculations and measurements to test the robustness of the processing and results of this research.

Table 7. Experimental and robust results of research

	(1) +control	(2) +main	(3) Robust test
Independent variables			
X1	-	0.083	0.062
X2	-	0.163**	0.141**
X3	-	0.256***	0.366***
X4	-	0.168***	0.113*
X5	-	0.337***	0.339***
Control variables			
Gender	√	√	√
Age	√	√	√
Times of visit	√	√	√
Constant	3.017***	−0.439**	−0.509***
N	182	182	182
Adjusted R^2	0.192	0.792	0.797
F	2.134	87.175	90.043

Notes: ***$p < 0.001$, **$p < 0.01$, *$p < 0.05$, †$p < 0.1$.

From the experimental results, it can be seen that the explanatory of the model is relatively high (F=87.175). Adding the key variables of this study to the control variables improved the explanation of the model, and the Adjusted R2 value increased significantly. In terms of significance, customer-perceived social value has no significant impact on consumption willingness ($\beta = 0.083$), this may be because with the continuous development of the economy, the demand for personalized consumption continues to rise, and the consumption habits of friends and relatives gradually show differences. Therefore, the function of products in social value has been weakened, and they no longer become an important reference dimension that affects consumption decisions (Kim & Lee, 2015; Park & Reisinger, 2009; Zhang *et al.,* 2020). Meanwhile, the other four dimensions of customer perception have a significant positive impact on

consumer decision-making. Overall, the research results do not support H1, and H2–H5 receives significant data support.

Table 8. Hypothesis testing results

Hypothesis	Coefficient	t	Sig.	results
H1 Social value→Consumption willingness in pop-up stores	0.083	1.368	0.173	Not supported
H2 Functional value→Consumption willingness in pop-up stores	0.163**	2.300	0.023**	Supported
H3 Emotional value→Consumption willingness in pop-up stores	0.256***	3.876	0.000***	Supported
H4 Cognitive value→Consumption willingness in pop-up stores	0.168***	2.687	0.008***	Supported
H5 Scarcity value→Consumption willingness in pop-up stores	0.337***	5.286	0.000***	Supported

Notes: ***$p < 0.001$, **$p < 0.01$, *$p < 0.05$, †$p < 0.1$.

G. Heterogeneity Analysis

Consumption willingness is influenced by individual purchasing power (Mukherjee *et al.,* 2023; Neto & Vieira, 2023), and there may be differences in consumption decisions among different income groups. Therefore, I further analyze the differences in consumption willingness between high and low-income groups in pop-up stores based on existing research. According to statistics, the average monthly income of the Chinese population is around ￥8000 (Gu *et al.,* 2023; Huo & Chen, 2023). According to the questionnaire design, I define people with a monthly income of over 10000 yuan as high-income groups, to explore whether there are differences in the willingness to consume between high and low income groups. Model (4) only selected samples with a monthly income below ￥10000, while Model (5) only selected samples with a monthly income above ￥10000. The research results are shown in Table 9.

Table 9. Heterogeneity analysis of high and low-income population

	(4) Group of low-income	(5) Group of high-income
Independent variables		
X1	0.082	0.148
X2	0.162**	0.227
X3	0.271***	−0.0166
X4	0.129*	0.374**
X5	0.353***	0.376**
Control variables		
Gender	√	√
Age	√	√
Times of visit	√	√
Constant	−0.467**	0.222
N	151	31
Adjusted R^2	0.784	0.815
F	68.991	17.497

Notes: ***$p < 0.001$, **$p < 0.01$, *$p < 0.05$, †$p < 0.1$.

The experiment found that the willingness of high-income groups to consume in pop-up stores is not affected by functional and emotional values, but the impact of cognitive value is more significant for high-income groups. This may be related to the brand value and rarity that high-income groups value consumption, such as luxury goods, which have such attributes. Therefore, the product's usage functions, emotional incentives, and other aspects are no longer important reference information for high-income groups. On the contrary, low-income groups are more likely to be motivated by-product functions, emotional incentives, and other aspects. Finding cost-effective consumption methods is a common way of daily consumption.

IV. CONCLUSION

A. Theoretical Implications

This paper has developed the application scope of the TAM model and discovered the unique consumption behavior of consumers in the field of new consumption patterns. The findings have important theoretical significance for the development of traditional theories and research on consumption behavior.

Firstly, this paper expanded the scope of use of the TAM model and introduced it to a new consumption model represented by the "pop-up store." The applicability of the model in the new context is verified using first-hand data, and the impact of independent factors on individual consumption behavior is explored based on various dimensions. This paper summarized the influencing factors from the perspectives of perceived usefulness and perceived ease of use, enriching and improving the theoretical research value and dimensions.

Secondly, this paper enriched the research literature in the field of pop-up stores. Based on the summary of existing literature, this study summarizes the influencing factors of five dimensions: social value, functional value, emotional value, cognitive value, and scarcity value, and studies their impact on consumption intention.

Finally, based on the empirical results of sub-sample regression, this paper discovered the different influencing factors of purchase intention between high and low-income groups and made inferences about their reasons. And further discovering the impact of income differences on consumer decision-making, and the results enriched the differences in consumption willingness manifested by population heterogeneity, laying the foundation for further exploring the influencing factors of consumer decision-making behavior.

B. Practical Implications

Based on the existing research on the TAM model and influencing factors of consumer behavior, this study designed a research model of pop-up store consumption intention. It explored the behaviors and strategies that should be paid attention to during the operation of pop-up stores from five dimensions: social value, functional value, emotional value, cognitive value, and scarcity value.

Firstly, pop-up stores should produce high-quality products. When choosing products to sell in pop-up stores, they should pay attention to both practicality and innovation. Novel and high-quality products are not only the key to promoting consumers' purchasing desires but also can leave customers with a trendy and reliable impression of the brand. For example, the latest pop-up shop of French luxury brand CL has attracted a large number of consumers with

high-beauty cosmetics such as diamond powder air cushions with girlish hearts and new color code Bobo milk tea lipstick.

Secondly, brands should pay attention to the transmission and expression of brand personality in the design of pop-up stores. Brand personality is an important factor that affects consumers' brand attitudes and purchasing decisions. Brands should design pop-up store activities based on their personality and image, emphasizing the communication of personality when interacting with consumers. For example, the beer brand Heineken's pop-up store event not only adopts strong colors in visual design but also adds technological elements such as "VR visit" and "black technology bar experience" in interactive and display links, creating a brand image with sense of technology and luxury.

Thirdly, brands should attach importance to emotional interaction, stimulate consumers' emotional reactions to the brand, establish emotional connections with consumers, and make them more willing to engage in online word-of-mouth communication. For example, the anti-cold drug "999" launched a pop-up store activity with the theme of emotional healing and inner thinking, which not only established the brand image of "warming the heart," but also stimulated consumers' emotional resonance through the pop-up store experience. At the same time, brands can conduct market research during pop-up store activities, obtain immediate feedback from consumers on their perception of brand personality and emotional integration, and make subsequent strategic adjustments based on this.

Fourthly, pop-up stores should adhere to short-term business operations. By maintaining a limited-time sales strategy, increasing publicity efforts, emphasizing the scarcity of pop-up stores, and fully capturing consumers' curiosity and curiosity, I can quickly optimize their brand image and attitude while enhancing their purchasing desire.

Fifth, pop-up stores should pay attention to the application of differentiated competitive strategies. There are differences in the degree of dependence of high and low-income groups on different product attributes. High-income groups tend to prioritize the rarity and popularity of products, while low-income groups' willingness to consume is influenced by product functional and emotional attributes. Therefore, in product development, more effort should be invested in improving the response to product attributes based on different target groups.

In summary, brands should adopt appropriate strategies to improve consumer experience when carrying out pop-up store activities. When carrying out pop-up store activities, brands should focus on how to improve consumers' sensory, emotional, knowledge, behavior, and related experiences in pop-up stores. For example, the black belt space pop-up store of a women's personal care brand in the seventh-degree space uses giant devices of torn black tote bags to express the brand slogan of "women should have lived with confidence and elegance," which is closely related to the brand image, bringing visual shock to consumers and triggering self-identification thinking. The store has also set up a tearful music activity, which enhances the fun of shopping through behavioral experience and effectively increases consumer desire.

CONFLICT OF INTEREST

The author claims that no conflict of interest exists.

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