Table 1 Retail popup stores, an analysis of characteristics

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Author | Experiential Store | Hedonic Shopping Value | Uniqueness Value | Store Atmosphere | Findings |
|  |  |  |  |  |  |
| (Kozinets et al., 2004) | Themed flagship brand stores | × | × | × | Spectacular themed stores offering unique consumption experiences |
|  |  |  |  |  |  |
| (H. Kim et al., 2010) | Popup retail stores | × | × | × | Popup stores offer excitement, exclusivity, surprise, and engaging experiences. |
| (Dolbec & Chebat, 2013) | Flagships vs Brand stores |  |  | × | Store atmosphere is instrumental in creating an appropriate brand experience for the consumers with flagship stores providing more “anchoring points” as compared to brand stores. |
| (Haas & Schmidt, 2016) | Popup Retail stores | × | × | × | Popup stores create unique customer experiences by converting stores into art galleries. |
| (Overdiek, 2018) | Temporary Slow Fashion retail stores | × | × | × | Slow fashion temporary stores offering an immersive store environment which is unique, exciting and sustainable |
| (Yu et al., 2018) | Popups in Omni Chanel Retail | × | × | × | Consumers psychographic characteristics such as innovativeness, market mavenism and shopping enjoyment create the ultimate popup experience. |
|  |  |  |  |  |  |

Table 2 Confirmatory Factor Analysis for Fashion and Lifestyle Popup Store Values

|  |  |  |  |
| --- | --- | --- | --- |
| Construct | Items | Factor Loadings | Cronbach’s Alpha |
| Popup store Hedonic shopping Value | Popup store shopping is Fun | 0.78 | 0.83 |
|  | Popup store shopping is Exciting | 0.88 |  |
|  | Popup store Shopping is Thrilling | 0.75 |  |
| Popup store Uniqueness Value | Popup stores are Unique | - | - |
|  |  |  |  |
| Popup store Atmosphere | Popup store atmosphere is Attractive | 0.71 | 0.64 |
|  | Popup store atmosphere is Pleasant | 0.66 |  |
|  |  |  |  |
| Popup store Brand Experience | Popup stores induce feelings and sentiments in me | 0.80 | 0.74 |
|  | I have strong emotions for Popup stores | 0.72 |  |
|  | Popup store brands are emotional brands | 0.57 |  |
| WOM intentions for Popup stores | I will spread positive WOM about my favorite lifestyle & accessory brands | 0.73 | 0.80 |
|  | I will happily recommend my favorite lifestyle and accessory brand to my friends. | 0.78 |  |
|  | If my friends were looking for an a lifestyle or accessory brand I would recommend a brand to them | 0.73 |  |
| Brand Familiarity for Popup brand stores | I’m familiar with my lifestyle and accessory brand. | - |  |
|  |  |  |  |
|  |  |  |  |

Table 3 Confirmatory Factor Analysis, Average Variance Extracted and Shared Variance.

