

WHEN ONLINE FASHION RETAILERS “POP-UP” INTO THE REAL WORLD

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Management Summary

The purpose of this research paper was to find out whether and how online fashion retailers can improve the brand experience of their customers by integrating the experiential marketing tool pop-up retail into their marketing strategies. Characteristics and prospects of pop-up shops were studied and tested in order to identify the most relevant benefits they can bring to online sellers. In the end, recommendations for best practices and further research were presented.

The first step of the research was collecting qualitative data from journalistic and academic literature sources. The analysis of literature helped determine the key benefits of pop-up retail in regards to improving the brand experience with online fashion retailers. The online and offline shopping experience were compared to outline the advantages of the latter. It was decided that adding a physical retail channel has both practical and experiential (hedonic) benefits for the consumer.

The practical solutions consisted of removing consumer’s uncertainties about product size, colours, fabrics, quality and fitting. On an experiential level, the advantages of pop-up retail resembled emotional engagement with the brand and its products. Most of the examined literature hold to the same idea that pop-up shops are exciting, fun, can create a sense of exclusivity, time urgency and facilitate social interactions.

Furthermore, quantitative research was applied in the form of an online survey of 17 questions. The sample population consisted of 102 respondents, males and females, within age groups between 18 and 50. The questionnaire was disseminated in Facebook and LinkedIn groups and results were statistically analysed using SPSS. Frequencies and statistical relations of results were observed.

Key findings from the quantitative analysis showed that the larger part of the sample population thinks shopping for fashion apparel should be a pleasurable experience, rather than a practical task to fulfil. However, women were more likely than men to perceive shopping as a hedonistic activity. Pleasure was framed as an enriching shopping experience which allows discovering products with all senses, fosters face-to-face interactions and evokes emotions of exclusivity and excitement. The most prominent results confirmed that respondents would prefer if online fashion brands offered them a chance to try on items in real shops, as shopping online imposes limitations to the product discovery.

The final conclusions of the research confirmed that pop-up shops, used as an experiential marketing tool bring a handful of advantages for online fashion retailers and their customers. On the side of benefits for the retailers, pop-up shops can help raise sales and/or brand awareness in a short time period; test the waters of new market, product, and idea; get real time marketing data from customers. On the other hand, launching a pop-up shop increases the emotional involvement of the customers and makes shopping a pleasurable experience. The highly experiential environments pop-up retail entails creates space for social interactions and product discovery with sight, hearing, smell and touch.

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Chapter 1: Introduction

This research paper will focus on pop-up retail and its potential to help online fashion retailers improve their brand experience. It will attempt to establish recommendations for improvement of the marketing strategies of fashion retailers selling on the internet.

1.1 Introduction to the problem

The retail landscape has significantly altered in the past couple of decades. The widespread of the internet, along with social media, portable media devices and smartphone applications, just to name a few, have largely accommodated the upturn of electronic commerce. However, the socio-economic changes have brought not only new opportunities for online retailers, but new challenges too. This research paper focuses on the current prospects and postulates for online fashion retailers who seek to improve their customer engagement and brand experience.

E-commerce certainly brings a handful of advantages for the consumer, such as an access to a wider range of products, time saving and global connectivity. Yet, 92% of consumer spending still takes place in real shops (A. T. Kearney, 2013). Despite the convenience of online shopping, consumer behaviour statistics point that the internet is a medium mostly preferred for product searching and not for making actual purchases. The explanation is simple: e-commerce can never replicate the physical exposure of products, and the social and experiential aspects of brick-and mortar retail.

The major problem of online fashion retailers, then, is that the customer experience they provide is rather limited, as the internet platform has little to offer in regards to social, multisensory and physical interactions. This research paper suggests that temporary (pop-up) shops are an effective marketing tool that adds a physical dimension to online retail, and thus can bridge the gap between the virtual and real brand experience.

In today's omnichannel world, providing multiple touch points through multiple channels is “the norm” for creating satisfactory brand experiences (Vend, 2014). Omnichannel retailing is the future of commerce, meaning that if a customer wants to browse products online, purchase using their smartphone, or return the items by dropping by the shop, he/she could do so in an easy and seamless way. Even though online and mobile sales appear to rule in today's omnichannel world, physical shops remain the heart of retailers' relationship with customers. (A. T. Kearney, 2013)

Moreover, as the power of consumers in selecting products that meet their needs the most continues to grow, thanks to digital technologies like the internet, competition between brands now lies in creating remarkable experiences for consumers (Urban, 2004). The new consumer, emerging from the experience economy, demands more than functional products that satisfy rational needs. In the last couple of decades, shopping has been largely perceived as a form of entertainment, rather than a practical task to fulfil. As a result, experiential marketing has evolved as a new, irrational approach to consumers that aims to satisfy consumer’s hedonic shopping motivations. Pop-up retail is a form of experiential marketing that has lately become a very powerful tool for enriching customer experiences.

So far, it becomes clear that the future of retail lies in using omnichannel to stage memorable experiences for consumers. What about online-only fashion retailers then? How can they adapt to these new standards for customer satisfaction?

This research paper examines the potential of pop-up retail as a form of experiential marketing in improving the brand experience of customers with online fashion retailers. Generally speaking, pop-up shops are temporary shops used to generate buzz and establish a face-to-face interaction in highly experiential environments, while creating brand exposure. Pop-up shops have been mostly associated with Christmas markets and other seasonal shops. However, as retail is evolving, more and more online businesses have started using pop-up shops as a new channel for brand exposure and direct communication with customers.

1.2 Problem Definition

After examining the current problem-situation the following policy question was formulated:

How can pop-up retail help online fashion retailers improve the brand experience of their customers?

In order to make the practical issue researchable, the following research question was developed:

Why should online fashion retailers use pop-up retail as means of experiential marketing, in order to improve their customer’s brand experience?

The following sub-questions were subtracted from the main research question to make it more feasible to answer:

- *What experiential aspects of pop-up retail can be utilized by online fashion retailers, in order to improve customer’s brand experience?*
- *In the context of experience economy, why is the utilization of experiential marketing tools, such as pop-up shops, a reasonable marketing strategy for online fashion retailers?*
- *What additional advantages, apart from improving the brand experience of customers, make pop-up retail a suitable marketing strategy for online fashion retailer?*

1.3 Operationalization

Defining the concepts contained in the research questions was needed in order to set boundaries and make the actual research more feasible.

1.3.1 Brand experience

Within this research paper, brand experience relates to the “*sensations, feelings, cognitions and behavioural responses*” that brand-related stimuli, such as *shopping environment* and *brand communications* evoke in the consumer (Brakus, Schmitt, & Zarantonello, 2009). “Sensations” stand for multisensory stimuli like visuals, scents, sounds and materials that emerge from the contact (either physical or virtual) with brand’s products and the shopping environment. “Feelings” stand for emotive responses, such as pleasure, excitement, joy, urgency and exclusivity. “Cognitions” is the knowledge and information a customer has about a brand and its products. Finally, “behavioural responses”, such as spontaneous purchases, worth-of-mouth and brand advocacy are discussed. A focus is placed on the sensory (sensations) and affective (feelings) aspects of the brand experience. Furthermore, brand experiences are studied as events that occur in the stages of product search, shopping and service, and consumption experience. A further explanation to the concept can be found later on in Chapter 2: Theoretical Framework.

1.3.2 Experiential marketing

Experiential marketing, as observed in this research work, stands for the irrational approach to consumers, which engages them emotionally with remarkable brand experiences. Such forms of marketing include pop-up retail, guerrilla marketing and other unconventional customer approaches. While traditional marketing sees consumers as rational decision-makers who seek for functionality of products, experiential marketing regards the consumer as both a rational and emotional human being with hedonic shopping motivations. Therefore, experiential marketers view shopping is an activity consumers should get pleasure from. Furthermore, the experiential strategy takes a holistic perspective on consumption, which means that the socio-cultural context is taken into account. For instance, what does it mean to eat a McDonald's hamburger when nutrition facts are warning and eco products are excessively promoted in society? How should such product be positioned regarding the broader space of meaning customers give to it? (Schmitt B. H., 1999)

1.3.3 Pop-up retail

Within this research pop-up retail is considered an efficient experiential marketing tool that can help online fashion retailers get physical exposure and achieve an emotional impact on customers. Pop-up retail entails highly experiential temporary shops that appear unannounced for a short time period, create buzz, excitement, brand exposure and foster face-to-face communication with customers. Examples of such shops are food and fashion trucks, Christmas and flea markets, seasonal shops, kiosks, temporary outlets, shops that exist from one day to up until one year, etc. Pop-up shops can take the form of anything imaginable, as they enable executing creative concepts. They can stay at one place, or travel around (shops on wheels). Pop-up shops can be places to make actual purchases, but they can also function as galleries for brand exposure. They can appear on the high street, in malls, neighbourhoods, other shops, buildings, offices, and virtually anywhere where temporary space is rented out. They are broadly defined, since how the concept is incorporated into the marketing strategy of an online fashion retailer and executed is strongly individual for each brand.

1.3.4 Online fashion retailers

Online fashion retailers are online-only businesses who profit from selling fashion apparel, as well as accessories and/or shoes. Any-sized companies fall within the observation of this research. They can be sole sellers, producers and wholesalers.

1.3.5 Omnichannel retailing

Omnichannel is the evolution of multichannel retailing, as it incorporates all channels and touch-points with customers in a smooth and consistent way. While multichannel offers multiple separate channels for interaction, in omnichannel all channels are “connected (digital), continuous (consistent across devices, channels, and time) and contextual (relevant) no matter how many times a customer may transition from one channel to another for one task or during an entire journey.” (Mitchell, 2013). Omnichannel selling means that at-home, in-store and online brand experience are merged in a seamless way for the greater customer satisfaction (Satell, 2013).

1.3.6 Hedonic shopping

The concept of hedonic shopping corresponds to the act of shopping for pleasure, rather than for practical purposes. Hedonic shopping motivations are controlled by the irrational part of the brain and involve seeking of emotive and multisensory arousal. Hedonic shoppers want to experience entertainment, fun, excitement, fantasies and social, shared feelings.

1.3.7 Experience economy

Experience economy is referred as the current socio-economic situation in which marketers are challenged to stage memorable experiences for consumers. In the context of experience economy, shopping is perceived as a form of entertainment and consumers are emotionally, rather than rationally driven to purchasing. This research paper shares the definition that J. Pine and J. Gilmore have given to experience economy, namely a stage in economy from commodities to goods to services to experiences. A more detailed definition of the concept can be found in Chapter 2: Theoretical Framework.

1.4 Restrictions

The purpose of this research is to give recommendation to online-only fashion retailers on how to most successfully implement pop-up retail into their marketing strategies. Therefore, brands that have both virtual and brick-and-mortar shops are not a subject to this research, nor are brands that sell products other than fashion apparel, accessories and shoes. The reason why these restrictions were imposed is that the positive relationship between adopting pop-up retail and improved brand experience can be best distinguished if the current brand does not provide any form of physical retail. Furthermore, the positive impact of pop-up shops as a tool for creating physical contact with brands and products

can be best traced with fashion apparel products, as most of the time consumers want to test and feel the clothes before they make a purchase.

Another restriction of the research suggests that it is pop-up shops and not traditional, brick-and-mortar shops that can solve the problem-situation. The reason why pop-up shops are conceptually and practically separated from traditional shops is that they serve quite different marketing purposes and can produce greater experiential impact. Moreover, these shops are short-term solutions, which give more freedom for testing markets and locations and require less financial investment than the traditional brick-and-mortar shops do.

1.5 Purpose and Rationale

This research intends to give a professional advice to online-only fashion retailers on how to improve their brand experience, which in turn will create higher brand awareness and recognition, better brand attitude and, ultimately, a sales increase. To achieve this goal, the research provides qualitative and quantitative data analysis on consumer behaviour, as well as information about the current market situation and the general direction of retail evolution. Main concepts are introduced, explained and finally measured in order to produce a high quality, relevant piece of advice.

1.6 Justification

Since it was not until recently when pop-up retail started to gain power and evolve into a tool for experiential marketing, there has not been much academic literature on the topic. What is more, the gap of information for this type of retail is huge, as most information about pop-up retail is present only in journalistic publications. There are plenty of descriptive articles discussing the possibilities of pop-up retail but none of them is based on scientific research. What is more, futurists, business and marketing professionals very often refer to pop-up retail as a way of selling that will be ever more popular in future. However, there is yet not enough academic or scientific evidence supporting the latter statement. Therefore, this research aims to make a contribution to the field of marketing by theoretically and practically investigating, and analysing the prospects of pop-up retail.

Furthermore, there still has not been enough, and maybe even any, research that examines the specific relationship between the experiential nature of pop-up retail and the ways to

improve the brand experience with online fashion retailers. That is why this research will shed a light on the possibilities a pop-up shop can open for online apparel merchants. It will convince them that it is more worth for their businesses to invest into a physical retail channel that enables direct customer interaction, instead of spending their budget on more online marketing.

1.7 Structure

This research paper has a total of seven chapters. The current introduction chapter served to introduce and defined the problem, present the operationalized concepts, and discuss the restrictions, purpose and rationale, and justification of the research. The following, second chapter presents the theoretical framework that set the conceptual and scientific basis for carrying out the actual research. Chapter 3 of this report shows the methodology and research design chosen for the research. Next, Chapter 4 presents the qualitative literature research, followed by Chapter 5 in which the outcomes of the quantitative survey results are discussed. Chapter 6 summarizes the findings and conclusions of this research paper. Recommendations for online fashion retailers and for further research can be found in Chapter 7. Additionally, a copy of the actual online questionnaire and results from the statistical SPSS analysis can be found in appendices. The full set of tables and graphs from the survey can be found in Appendix 2. Finally, a management summary preceding the current chapter provides a summary of the research for those who do not have time to read the whole research paper.

Chapter 2: Theoretical Framework

This chapter will present theories relevant to the problem-situation examined in this research paper. The theoretical framework first introduces key concepts separately. Each of the concepts is explained using various theories. As a next step, a more detailed definition is given to the most significant theories and models found in the explanation of concepts.

2.1 Brand experience

In order to provide accurate basis for answering the central research question of this research paper, a conceptualization of the term “brand experience” was needed.

Brakus et al. conceptualize the brand experience as the “*sensations, feelings, cognitions and behavioural responses evoked by brand-related stimuli that are part of a brand’s design and identity, packaging, communications, and environments*” (Brakus, Schmitt, & Zarantonello, 2009). The authors distinguish four types of brand experiences – *sensory, affective, intellectual and behavioural*. According to this theory, brand experiences can occur even when customers do not show personal interest or affiliation to a brand. Yet, over time such experiences might create emotional bonds with customers. On the long term, how customers experience a brand appears to be crucial for the overall brand performance, as such experiences occur throughout the whole shopping journey – from product search, shopping and service experience to product consumption. The multiple stages of a brand experience are determined as follows:

- Product experiences occur whenever a customer interacts with products directly - in a physical contact, or indirectly- when the product is presented virtually or in an advertisement. (Hui & Bateson, 1991) (Kempf & Smith, 1998).
- Shopping and service experiences occur whenever a consumer interacts with a store’s physical environment, its personnel, and its policies and practices (Hui & John, 1991).
- Consumption experiences are multidimensional and occur when customers consume and use the products. An important dimension of consumption is the hedonic one of feelings, fantasies and fun -the three F’s (Hirschman & Holbrook, 1982).

For the purpose of this report all components of a brand experience (product, shopping and consumption experiences) will be examined with a major focus on their sensory and affective dimensions.

2.2 Experiential marketing

For decades now market and consumer researchers have been exploring the concept and strategic implementations of experiential marketing. The experiential marketing perspective, as opposed to the traditional one, views the consumers as both rational and emotional human beings, rather than solely task-oriented, rational decision-makers (Batra & Ahtola, 1991). Within this holistic view, the consumer's primary concern is to obtain hedonic experiences through the act of product consumption and purchasing (Arnold & Reynolds, 2003; Hirschman & Holbrook, 1982; Schmitt B. , 1999). According to Schmitt (1999), this shift from traditional "features-and-benefits" marketing toward a multisensory, emotive and irrational approach to consumers is the result of some major changes in the business environment, such as *“the omnipresence of information technology”*, *“supremacy of the brand”* and the *“ubiquity of communication and entertainment”*. These three phenomena will be discussed one by one later in this chapter. Furthermore, the author argues that such changes in the business landscape call for and have recently resulted in an entirely new approach to marketing (Schmitt B. H., 1999). Schmitt claims that they represent and correspond to a greater metamorphose of the whole type of economy. "As services, like goods before them, increasingly become commoditized (...) experiences have emerged as the next step in what we call the *progression of economic value*. From now on, leading-edge companies - whether they sell to consumers or businesses-will find that the next competitive battlefield lies in staging experiences." (Pine II & Gilmore, 1998). The experience economy upraise have created a new type of consumer who demands brands to provide him with more than utilitarian products, reduced prices and board assortments (Ridderstrale and Nordstrom, 2005). In fact, as market researchers argue, today's consumer are more and more triggered by hedonic experiences, such as fantasy and multisensory stimulations of consumption (Hirschman & Holbrook, 1982), and entertaining retail environments while shopping (Wakerfield & Baker, 1998).

2.3 Hedonic consumption

As stated above, within the experiential marketing paradigm, consumer behaviour is directed by hedonic motives, and thereby brand experiences should provide a degree of sensual, emotive and social fulfilment. (Arnold & Reynolds, 2003). Consumption is a

substantial part of the brand experience, which occurs during the product test and/or usage. In the theoretical history there have been various controversial statements regarding consumption; from Marshall’s extremely utilitarian viewpoint: “Just as man can produce only utilities, so he can consume nothing more” to rather hedonistic ones: “What people really desire are not products but satisfying experiences. Experiences are attained through activities” (Abbott, 1955). Yet, a major contribution to the understanding of the hedonic consumption construct, used theoretical basis for this research work has been made by Hirschman and Holbrook (1982). The authors describe the concept as follows: “*hedonic consumption designates those facets of consumer behavior that relate to the multisensory, fantasy and emotive aspects of one's experience with products.*” (Holbrook & Hirschman, 1982). They support the vision that consumption is multidimensional, and thereof, in some cases “emotional desires dominate utilitarian motives in the choice of products” (Maslow, 1968). According to them, different product classes can determine whether consumption is more hedonic than utilitarian. Similar is the idea of Westbrook and Black (1985) who note that some motivations are more hedonic by nature than other. Such product classes require a higher level of emotional involvement, and they include high culture products within popular culture (movies, rock concerts, fashion apparel) (Holbrook & Hirschman, 1982). Thus, fashion apparel is viewed as a commodity that consumers discover and evaluate through their senses (taste, sound, scent, tactile impression and visuals), and to which they respond emotionally. Other studies suggest that hedonistic brand experiences more feasible in multisensory, engaging environments where consumers can indulge into different dimensions of pleasure – emotional, intellectual, physical and social. (Dewey, Dube and LeBel 2003). In a conclusion, since the hedonic perspective includes the psychological experiences that come together with product usage, the hedonic responses can be regarded as the essence of usage experience. The dynamic interaction between product and consumer is fundamental within this general framework of hedonic consumption.

2.4 Hedonic shopping

Furthermore, Arnold and Reynolds look into another aspect of the brand experience – they examine the shopping process as one that involves various hedonic motivations. As a result of their exploratory qualitative and quantitative studies, a six-factor scale has been developed to identify the following five hedonic shopping motivations: *adventure, gratification, role, value, social, and idea shopping*. The task orientation of hedonic shopping is, therefore, concerned with acquiring fulfilment from fun experiences, fantasy and sensory stimulation (Hirschman and Holbrook, 1982). Hedonic shopping is seen not

only as a matter of obtaining utility-producing products (e.g., Sargent, 1987), but also of the intrinsic enjoyment derived from shopping (Guiry and Lutz, 2000). In another widely cited study on shopping motivations- “*Why do people shop*” (1972), Edward Tauber classifies shopping motivations into two categories: personal (e.g. role playing, diversion, self-gratification, learning about new trends) and social (e.g. social experiences, communication with others, peer group attractions, status and authority, and pleasure of bargaining) (Arnold & Reynolds, 2003). Therefore, except for the need of obtaining a desired product, reason for a consumers to go shopping include their need for “attention”, wish to be with peers, the desire to meet more people, or the possession of leisure time.

Other research suggests that, even though shopping motives cause the behaviour that brings shoppers into the marketplace, the emotive experiences in the store affect preference and choice behaviours. Research on the relationship between consumer behaviour and in-store environments suggests that a store’s tangible characteristics create affective states of pleasure and arousal (Baker et.al., 1992). Arnold and Reynolds introduce the concept of *subjective arousal* as a type of response to shopping environments that is conceptually similar to the *emotive arousal* aspect of consumption suggested by Hirschman and Holbrook (1982). Subjective arousal is an affective dimension ranging from *sleep to frantic excitement* which consumers experience as either pleasant or unpleasant. In the case of adopting pop-up shops as an experiential marketing tool offering a multisensory environment for selling fashion apparel, the researcher assumes that stimuli from the pop-up shop should evoke a pleasant subjective response among recreational shoppers. Recreational shoppers are consumers with a non-work mentality whose shopping motivations are based on getting hedonic experiences. Such shoppers desire rich experiences in “high-arousal” environments (bright lights, loud music, running marketing activities, etc.). Thus, recreational shopper, driven by a larger set of hedonic motivations is very likely to get influenced by the merchandising atmosphere and attributes (decorations, colours, lights, furniture, scents, design, etc.) (Arnold & Reynolds, 2003). Arnold and Reynolds (2003) further argue that, because of the emergence and fast growth of e-commerce, traditional retail has been challenged to offer new, exciting and entertaining retail environments in order to compete with the unparalleled convenience of internet shopping. However, even though e-commerce is extremely powerful on its own, research has shown it can never replace brick-and-mortar retail, because it cannot replicate the hedonic and emotional experiences that emerge in real shopping environments. (Cox, Cox, & Anderson, 2005). This is especially true about shopping for fashion apparel, as still 90% of purchases are made offline.

2.5 Experiential Marketing by Schmitt

One of the major contributions to the theoretical and practical study of experiential marketing was made by Schmitt. In order to define the letter, Schmitt makes a comparison between the experiential and the traditional approach to marketing. According to his analysis, the consumption motives of today’s consumers are largely irrational, as the functionality of the product is not a major priority anymore; getting pleasant and memorable experiences out of shopping has value on its own in the current economy of experience. (Schmitt B. , 1999) Furthermore, Schmitt proposes there are five types of experiences a brand and/or its products can create for customers. The so called Experiential Marketing Modules (SEMs) – SENSE, FEEL, THINK, ACT and RELATE – represent the different experiential appeals and motivations of consumers that would determine their brand/product preferences and purchase decisions. Moreover, the author gives a suggestion to how such experiential effects can be achieved by developing the concept of experience providers (ExPros). ExPros, include marketing communications, spatial environments, visual and verbal identities, electronic media and the products themselves.

2.5.1 Experience economy

According to Schmitt there are three major developments in the business environment that has led to the necessity of a new approach to consumers and marketing. Since “features-and-benefits” products can no longer meet the customer’s shopping demands, brands need to think of ways to engage their customers on a rather emotional and sensual level.

The first major development discussed by the author- “*omnipresence of information technology*”, has created ever-connected powerful consumers, and enabled with an access to myriad information sources, anytime and anywhere. As the power of consumers in selecting products that meet their needs the most continues to grow, thanks to digital technologies like the internet, brands are now challenged in creating remarkable experiences to win the customers’ attention (Urban, 2004). Such an achievement, however, requires a real connection with consumers, as 81% of them test and try on products in physical shops (Brown, Farmer, & Ganenthiran, 2013).

Next to the omnipresence of information technologies, another factor, causing a shift from the functional towards the hedonic marketing view, Schmitt calls “*the supremacy of the brand*”. In his book *The Cycle of Innovation* (1997), Tom Peters exclaims “Brand!

Brand!! Brand!!! That’s the message... for the late 90’s and beyond.” Indeed, today, even things that are not traditionally viewed as brands can be treated and marketed as such. Schmitt provides a whole array of examples, such as TV programs and stations, and prestigious universities that are nowadays marketed as brands. Moreover, established companies can now afford to brand and sell literally anything. Using fashion brands Schmitt gives examples of successful brand extensions, such as: DKNY bottled water, Calvin Klein pop-corn boxes, Gucci dog carriers, and more. In an era when brands rule, products are seen as tools that not only sell functional features, but mostly enrich the brand experiences.

Furthermore, the “*ubiquity of communications and entertainment*” has challenged marketing practitioners into further efforts in building experiential values for consumers. Communications have advanced so much that brands are no longer superior to consumers in terms of knowledge and information. Consumers have become content creators themselves and viral marketing has become an extremely powerful tool for creating brand awareness. Today consumers, together with brands are a part of an open network where all information is shared. Therefore, brands need to make their communications as engaging as possible, so that consumers can enjoy participating actively as individuals in this shared communication network, regardless the kind of a channel used.

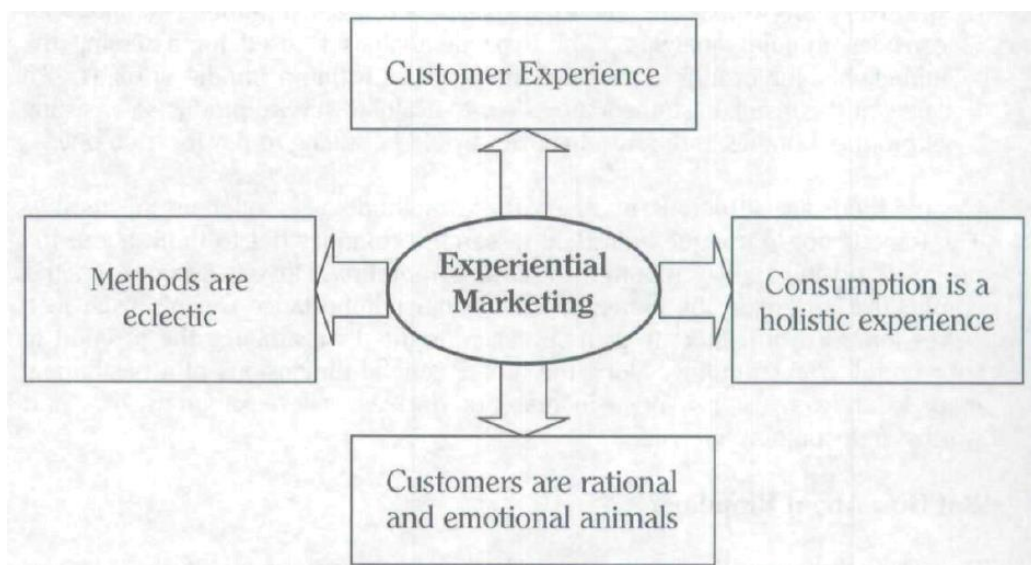
The three trends in business discussed above have their origins in the more comprising evolution of economy. In order to show the roots of the experiential concept and enable a deeper understanding of the socio-economic context of events, Schmitt refers to the work of Joseph Pine and James Gilmore - *The Experience Economy* (1999). Pine and Gilmore view of commerce, regarding economic progress, is a succession of stages from commodities to goods to services to experiences. In this progression sequence the nature of the offerings and their major attributes evolves from fungible and natural (commodities) to tangible and standardized (goods) to intangible and customized (services) to memorable and personal (experiences) (Holbrook, 2000). Despite the severe critique received from Holbrook (2000) in one of his works, discussing Pine and Gilmore’s conceptualization of “progress” as one that neglects the experiential side of consumption in the economic stages preceding the (experiential) current one, their work has still served as guidance for many marketers aiming to move a step further from the traditional marketing. *The Experience Economy* (1999) has been cited by marketing academicians and has certainly drawn much attention on the necessity for an experiential approach to marketing. As Schmitt sums up, the traditional marketing perspective is too

narrow, focusing only on the functional side of products, and omitting the essential hedonic motives that drive people to product purchases. Such an engineering-driven, rational and analytical view on consumers, products and competition is not capable of accommodating the emerging experiential economy. Thereof, there is a need for a new set of principles, methodologies and concepts to help marketing practitioners adapt to the current marketplace.

2.5.2 Four key characteristics of experiential marketing

In the quest to provide marketers with a more up-to-date conceptual framework to follow and apply into practice, Schmitt has outlined four key characteristics that distinguish the experiential from the traditional marketing perspective. Figure1. shows the key concepts of experiential marketing; however it does not show their relationships.

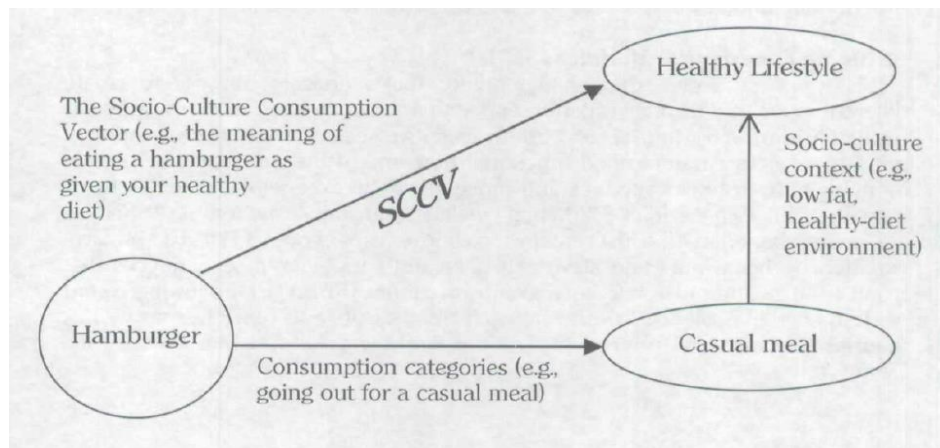
Figure1. Characteristics of Experiential Marketing



- A focus on customer experiences - “Experiences occur as a result of encountering, undergoing or living through things.” (Schmitt B., 1999) In the experience economy the functional values of products get replaced by *sensory, emotional, cognitive, behavioural* and *relative* values.
- A Focus on Consumption as a Holistic Experience – Here the author argues that in the economy of experience the competition goes beyond product categories. Within this holistic consumption perspective, product categories (e.g. burgers) “move over” and their competition expands to categories of consumption (e. g. casual meal). Further, the same category of consumption needs to “move up” to

be estimated in the broader socio-cultural context (e.g. healthy lifestyle). This concept model (Figure 2.) of product positioning is called Socio-Culture Consumption Vector (SCCV).

Figure2. Socio-Culture Consumption Vector (SCCV)



- Customers are Rational and Emotional Animals – A key aspect underlying the experiential facet of marketing is the understanding of consumers as both rational and motional decision-makers. While they are frequently engaged with rational shopping decisions (e.g. choosing a product for its utilitarian functionalities), they are as frequently driven to purchases in “the pursuit of fantasies, feelings, and fun.” (Holbrook and Hirschman 1982).
- Methods and Tools are Eclectic – Experiential methods and tools may be analytical and quantitative, such as the technologies estimating the sensory impact in eye movements. In other cases they can be traditional verbal methods, like in-depth interviews or questionnaires, or they can be visual. There is no dogma in collecting and analysing data, it all depends on the objective of the research.

To sum up, experiential marketing has four key characteristics that differentiate it from traditional marketing. It focuses on the consumer experiences with the brand, consumption is holistic, consumers are driven by both rational and irrational motives of consumption, and the methodologies are eclectic.

2.5.3 Strategic Experiential Modules (SEMs)

As customer experiences are at the heart of experiential marketing, Schmitt has developed a set of five experiential modules that can help marketing practitioners create and manage such experiences. The modules include: sensory experiences (SENSE), emotional experiences (FEEL), creative cognitive experiences (THINK), physical experiences, behaviours and lifestyles (ACT) and social-identity experiences that occur within peer groups and culture (RELATE). Each module has its own objectives, structure and principles (Schmitt, 1999).

- SENSE – This module creates sensory experiences for consumers through sight, touch, sound, taste and smell. Most of them require a real world retail environment in order to be applied to a marketing strategy. Therefore, online fashion retailers can appeal only to a limited number of their customers’ perceptions.
- FEEL – This module appeals to the inner world of feelings and emotions of consumers. In the case of product like fashion apparel where customer involvement is higher (Holbrook & Hirschman, 1982), feel marketing can cause strong emotions, such as joy and pride.
- THINK – This module appeals to the intellectual side of shoppers and its objective is to create problem-solving experiences that evoke creativity.
- ACT – This module calls for behavioural and lifestyle changes by showing the alternative way of doing things. An example of such form of marketing is Nike’s “Just do it” slogan.
- RELATE – This module appeals to the individual’s desire for self-improvement and social approval. When a person anticipates to be perceived positively, the most suitable marketing to target him would be relate marketing.

2.6 Hedonic Consumption – Hirschman and Holbrook

"People buy products not only for what they can do, but also for what they mean" (Levy, 1959).

From a hedonic consumption perspective, products are seen as subjective symbols more than as objective entities. It is more important what the product represents rather than what the product actually is. While the traditional perspective the semantic learning is a key criterion in hedonic consumption it is the emotive response that shows the outcomes.

Thereby, the hedonic perspective seeks not to replace the traditional consumption theories but to extend and enhance their applicability (Holbrook & Hirschman, 1982).

Similarly to Schmitt's (1999) approach in conceptualizing experiential marketing, Holbrook and Hirschman also use the method of comparison between the traditional understanding of consumption and the hedonic one in order to explain the latter. As previously mentioned, hedonic consumption represents those aspects of consumer behaviour that are related to multisensory, fantasy and emotive sides of product consumption.

By the term “multisensory” Hirschman and Holbrook mean receiving experience through the sight, sound, taste, smell and touch of the product. From the traditional perspective consumption is an afferent process (responding to multisensory stimuli by encoding them- e.g. smelling a perfume), but the authors argue that hedonic consumption has an efferent (internally generating multisensory fantasy images) aspect. For instance, smelling a particular scent might cause the consumer to generate internal images that include sight, tactile and taste sensations. Thus, the scent sprayed on a piece of fashion clothing can enforce the customer's imagination causing him to produce fantasy images within himself. However, Holbrook and Hirschman note that those fantasy reproductions are always based on reality and past experiences.

In addition to the development of multisensory images, another type of a consumer's response is called emotive arousal. As discussed earlier, emotive arousal is a combination of a psychological and physiological reaction of the consumer to external stimuli. Thus, emotive arousal contains experiential and expressive elements in consumer behaviour. Emotions related to hedonic consumption should be pleasant, such as joy, excitement and fun.

Hirschman and Holbrook make several behavioural propositions derived from the theoretical background and discussion on the differences between hedonic and traditional aspects of consumption.

One of the propositions concerns the mental constructs of consumers involved in hedonic consumption. Namely, that in some cases the emotional desires, rather than the utilitarian needs serve as a motivation for purchase. Another key proposition in this work regards the Product Classes observed by traditional and experiential marketers. While the traditional marketing perspective takes account on products that possess functionality above all, such as washing machines, the hedonic marketing perspective as one

underlined by the subjectivity of consumers, investigates emotionally-experienced products in the spheres of art and entertainment. According to Hirschman and Holbrook, fashion apparel falls within the category of emotionally- experienced products, and more specifically “high culture products within popular culture.”

2.7 Hedonic shopping motivations – Arnold and Reynolds

In an attempt to fill the gap of recent comprehensive academic research on shopping motivations in literature, Arnold and Reynolds have conducted an explorative study that resulted in the development of a six-factor scale for measurement of hedonic shopping motivations (*adventure, gratification, role, value, social, and idea shopping*). Adventure shopping refers to “shopping for stimulation, adventure, and the feeling” (Arnold & Reynolds, 2003). This shopping category refers to the strong impact multisensory stimuli from products and/or shopping environments have on the consumers’ perceptions and decision-making process (Cox, Cox, & Anderson, 2005; Hirschman & Holbrook, 1982). A second and very important aspect of hedonic shopping is the *social* one. It refers to the fulfillment of shopping together with friends and family, socializing and bonding with other people while shopping. According to the qualitative data Arnold and Reynolds acquired from their research, quite often people see shopping as a way to spend some time with their close people, or see it as an opportunity to socialize with other people shopping at the same places. The roots of social shopping are to be found in motivation theories (McGuire, 1974) examining human affiliation. Tauber (1972) recognized that shoppers desire to socialize with people with similar interests out of their homes, and to affiliate with reference groups. Cox et al. also acknowledge “*mingling with others*” to be a major shopping motivation. The third category, *gratification shopping* is therapy shopping to relieve stress. Furthermore, *idea shopping* occurs when consumers want to know about the latest trends, products and places. The concept of idea shopping is very close to the concept of *market mavenism, which is all about innovativeness, brand uniqueness* (Williams and Slama, 1995), and social interactions. A report suggests that mavenism is positively associated with fashion seeking (Wiedmann et al. 2001), and with involvement with four product categories: wine, clothing, cars, and cameras (Stokburger-Sauer and Hoyer, 2009). The next shopping category, *role shopping* refers to the enjoyment of shopping for others, and the last category – *value shopping*- represents the consumers’ desire for to buy products on sale, bargain and search for discounts. The six-factor scale is evidence that hedonic shopping motivations are very often prevail the

utilitarian need to acquire functional products. Especially, the adventure, social and idea shopping categories demonstrate very well the fundamental obstacles online fashion retailers have in connecting with their target audiences. At the same time these six dimensions of hedonic shopping prove the value of pop-up shops as multisensory experiential environments where shoppers can fulfil various hedonic needs.

2.8 Conclusion

The theories and concepts discussed above were carefully selected in order to cover as many aspects of the problem-situation as possible. They have shed a light on some fundamental problems related to selling fashion apparel over the internet- missing hedonic, multisensory, emotive and social aspects of the brand experience. As research has shown, shopping and consumption experiences can be both utilitarian and hedonic in nature, depending on what types of products and experiences consumers want to get. “Sensing” and “feeling” the products is an essential part of the brand experience with fashion apparel, as purchase motivations for such products are predominantly hedonistic in nature (Hirschman & Holbrook, 1982). Fashion retailers selling solely online, thereby cannot satisfy the hedonic desires which drive shoppers to purchasing clothes. Therefore, it can be concluded that online fashion retailers can provide only a limited amount of sensory input consisting of visual and/or audio stimuli, which is not enough stimulation for recreational shoppers, and more generally, for people looking to purchase clothes. Analogically, online retailers’ freedom in creating brand e product exposure is limited in the virtual space. It is retailers in physical shops who can take the full advantage of customizing the environment in a way that appeal to the senses of shoppers. Physical shops do not only sell fashion apparel better, they are a better branding tool too, as the disseminated brand-related stimuli can make a higher impact only in a real shop. Moreover, theories on consumer behaviour which have proved shopping for fashion apparel is perceived as a social experience for many consumers who see it as a way to spend time with friends and family, as well as meet new people, or receive social approval. The pitfall of e-commerce, then, is that it cannot engage consumers in social activities and purchasing is rather associated with task performance than a pleasure. In an economy of experience brands should be conscious about the need for fun and excitement consumers have in all aspects of their social lives. While online fashion retailers cannot do much about engaging their customers in a memorable experience on the internet, those who adopt pop-up shops as a new experiential channel have much higher chances to fulfil contemporary consumers’ desires for exclusivity and entertainment.

Chapter 3: Research Design

3.1 Preliminary Research

Preliminary research was carried out in order to gather problem-specific information for the main research. The sources used in this stage of research consisted of articles and literature from the web and the deep web, such as databases of Hogeschool Utrecht. The relevance and reliability of the sources needed to be tested first in order to be considered valid for the research. Many of the articles found on the web contained similar themes and ideas which supported the initial presumptions of the researcher. The information sources often included case studies that were later on used in the literature analysis stage. Search with EBSCOhost search engine provided mostly information published in periodicals and journals. There was not any discrepancy between the data found using the web and the deep web, since they all confirmed researchers' assumptions. The concepts and themes found through preliminary research helped formulate the sub-questions of the main research.

3.2 Theoretical framework

The theoretical framework was the solid foundation of the actual research. The main source of information at this stage of research were Hogeschool Utrecht databases from the Lucas portal and the web. Academic and scientific literature was systematically selected and comprehended to in order to extract relevant theories and concepts from it. Existing theories were examined, compared and applied to the research topic to build a solid argumentation for the final research proposal. Their relevance was constantly tested and they were adapted to the problem-situation toward covering the major aspects of it. The theoretical framework helped to scientifically explain the attitudinal and behavioural variables associated with the researched group of consumers. Moreover, this stage of research assisted in formulating the main terminology used throughout the actual research and analysis.

3.3 Research

The main research consisted of two parts – literature research and an online questionnaire. The operationalization of concepts helped the researcher formulate the hypothesis statements.

3.3.1 Literature Research

The preliminary research was naturally followed by a more in-depth and extensive literature research and analysis. The literature research was the qualitative method used to gather understanding on the problem-situation and to find relationships between different concepts and variables identified in the pre-research and the theoretical framework development. Literature research enabled qualitative analysis of texts found in journals, periodicals and other publications and assisted in deriving conclusions of the research question and sub-questions. In this phase of the research hypotheses were tested by analysing and comparing different sources with information. The results from case studies, some statistics and other topic-related data led to general conclusions for the hypothesis statements.

3.3.2 Questionnaire

In order to prove or reject the hypothesis statements developed throughout the preceding research stages, a quantitative method was applied in the form of an online questionnaire. During the process of operationalization the main concepts from the research question, sub-questions and hypotheses were narrowly defined and turned into observational questions that could accurately measure the research variables. The questionnaire variables were formulated as follows:

- Demographics
- Hedonic vs. practical shopping attitude
- Sense of exclusivity
- Time urgency
- Excitement
- Multisensory and emotive stimulation

The purpose of the observational questions was to either reject or confirm the hypotheses derived from academic and journalistic literature. A standard number for quantitative research of 100 respondents was selected to provide a sufficient data for analysis, but eventually the number of respondents was 102.

3.4 Sample Size

Since the scope of the research encompasses a vast population of consumers, companies and organizations, the operational population was randomly selected. Groups in social media networks such as Facebook and LinkedIn were used as databases the purpose of data collection and as platforms for the dissemination of the questionnaire.

For the purpose of obtaining data through Facebook both simple random and cluster sampling methods were applied. The link to the online questionnaire was first shared independently and all members of the population had equal chances of being reached. The next step was to share the questionnaire link in several student groups to reach the particular cluster of people between 20+ and 30+. Participants within these selected student clusters represented the young group, or generation Y of the research population. Generation Y is considered the most viable source of data for this research, as people born in this particular time period are generally “technology wise, immune to most traditional marketing and sales pitches” as they have been heavily exposed to marketing since their childhoods. Given the problem-situation and topic of this research paper, people in this age group are considered most affiliated with both e-commerce and experiential marketing techniques. From researcher’s perspective this group of people could relate the most with the subject and give the most accurate answers to the observational questions. Moreover, the sample from Facebook generated a snowball effect, as people who were not directly targeted could find out about the research and take part in it too.

LinkedIn was the other medium used to spread the questionnaire among the population and reach the chosen target sample. Unlike Facebook, LinkedIn collected responses from a more grown up age group. The clusters used in LinkedIn consisted of retail and e-commerce related groups. The rationale behind selecting these particular groups is that their members consist of professionals, CEOs, CFOs, marketing and sales specialists, retailers and more. Therefore, they had interest in participating in the research as their professional interests were concerned. However, the response rate within the groups of LinkedIn was lower. The groups approached via LinkedIn are all global and include: Retail Industry Management Group: *Merchandising, Finance, Supply Chain, E-commerce, IT Technology* (30,419 members), *Retail Industry Professionals Group* (347, 775 members), *Ecommerce and Online Marketing Experts* (55, 957), *e-Commerce Solutions* (21, 477).

Chapter 4: Literature Research

The following chapter gives a detailed description of the different dimensions of pop-up retail as an experiential marketing tool. The major advantages of pop-up shops in regards to improving the brand experience with online fashion retailers have been outlined and discussed. Furthermore, the chapter gives an overview of several case studies where online retailers used pop-up retail for different strategic purposes.

4.1 Definition of pop-up retail

What is pop-up retail? Pop-up retail is not a new concept- temporary retail spaces, such as Halloween and other seasonal shops, kiosks, outlets and shops on wheels have been around for decades (Sherman, 2013). However, this type of retail stays broadly defined, as it is still constantly evolving to adapt itself to the dynamics of the current economic and business situation. Ever since the massive penetration of digital technologies like the internet has enforced competition between brands, and experiential marketing has overtaken the traditional approach to customers, marketers have started to acknowledge the experiential benefits of pop-up shops. In fact, online retail giants, such as eBay are already integrating pop-up retail into their marketing strategies for various brand-specific purposes.

The multiple advantages of pop-up retail are well summarized in the following description, found in academic literature: “Pop-up retail entails marketing environments that are highly experiential, focused on promoting a brand or product line, available for a short time period, and generally in smaller venues that foster face-to face dialogue with brand representatives” (Palmer, 2010). Brands can integrate pop-up retail into their marketing strategies to test the waters of a market for a new idea, location, concept or product (line), or to enter a niche market, while avoiding large financial investments. (Gurfein, 2013; Kothari, 2014; Wharton, 2013; Karma, 2013; Rigby, 2013). Pop-ups can also be used as a marketing tool to grow sales in a short period of time, which is the case with discount outlets, for instance.

4.2 Current market situation

Although pop-up retail would usually entail some of the properties of traditional retail, like physical environment and direct communication with consumers, it is yet considered a retail type of its own for the unique prospects it offers. In fact, it is the declining number of traditional shops that has unleashed the potential of pop-up retail. The sluggish economy and stagnation in the real estate sector constitute main prerequisites for the

upturn of temporary retail. (Retail Minds) Since nowadays many retail spaces are left uninhabited, because owners either went bankrupt or moved their business online, property owners are more willing to give short-term leases (Karma, 2013). As Wharton marketing professor Stephen J. Hoch writes: “(...) there is still plenty of real estate out there. Either it can sit empty or you can try to do something with it. A landlord would rather make two months’ rent on a space than no rent.” Therefore, pop-up shops change the way brick-and-mortar retail space was used before (Ceros), as the demand and offering of temporary retail experiences have both grown in the past decade. Some experts even suggest that the huge supply of choice spaces in shopping districts has turned pop-up retail into a “true buyers’ market”.

A second major prerequisite for the growing popularity of pop-up retail is rooted in consumers’ desire for hedonistic shopping experiences that are reinforced by the current socio-economic landscape. The settlement of an experience economy has shifted the forces of marketing activity towards delivering customer entertainment, rather than product and service quality. “Staging experiences” that turn the brand experience of a consumer into a memorable and worth-sharing event is what marketers will be competing in the future. “Welcome to The Experience Economy” (1998). Moreover, the economic and technology developments have given impetus to higher customer’s expectations too. As a result of big competition on the marketplace, product functionality, quality, availability and promotions are a standard now taken for granted by consumers. According to Pine and Gillmore, the consumer emerging from this new economy is driven by irrational shopping motives for hedonic experiences. Brand experience at all stages, from product search to product consumption, should give an exclusive feeling to customers in order to bring a sufficient value to them.

Ross Bailey, founder of the online marketplace for temporary retail locations AppearHere.co.uk, suggests that pop-up shops can deliver such exclusive experiences, since it offers something that online retail can’t, and that’s human interaction. Bailey agrees that from now on the retail business will evolve around experiences. Consumers in the modern era demand to “see”, “touch”, “learn” and “share” the brand experience (Rigby, 2013) .

4.2 Survey on Experiential Marketing

As discussed in Chapter 2 Theoretical Framework, experiential marketing refers to the modern approach to consumers that aims to fulfil their hedonic shopping desires (Schmitt, 1999). As pop-up shops appear unexpectedly causing excitement, and entail multisensory shopping environments where consumers can engage with brands and products on an emotional level, they are considered a tool for experiential marketing.

The results from an extensive international online survey conducted by Jack Morton Worldwide, show that experiential marketing is the most engaging form of marketing that exists. (Exhibitor, 2006). Studying a sample size of 1, 625 respondents, aged between 16 and 65, in the US, UK, Australia and China yielded the following results:

- Experiential marketing drives purchase: it was ranked by respondents as the medium with the highest likelihood of leading to purchase
- Experiential marketing engaging: 82% of respondents who had participated in experiential marketing agree it is the most engaging form of communication
- Experiences lead to understanding: 80% of participants claim experiences are more likely to give them comprehensive information, compared to other sources of information
- Experiences generate word of mouth: 85% agree they would spread the word of participating in a live event
- Experiences enhance marketing ROI: 81% agree that experiential marketing will improve their reception of other marketing means of the brand/product

Asked about the relationship between product engagement and influence on purchase intentions, 38% of participants said experiential marketing would convince them into purchase, whereas only 17% chose the internet as the most persuasive medium. Furthermore, 32 % of respondents claim that experiential marketing leads them to action (influence behaviour), compared to 17 % of them who see the internet as an influencer. The outcomes of the survey unambiguously show the power experiential marketing has over other forms of marketing, including online marketing. The results collected from this survey give basis for making the assumption that if an online fashion brand engages with pop-up retail, its brand awareness and sales will go up.

However, while live marketing experiences influence purchase behaviour the most, research has shown the internet stays the most preferred medium for obtaining product-related information (A. T. Kearney, 2013) Marketers should regard the high level of receptivity towards information delivered via the internet, 48% of UK respondents agree the internet is the best medium for new product information (Exhibitor, 2006).

Furthermore, statistics from Jack Morton’s study (2006) that experiential marketing has the strongest influence among women and young consumers. Women are considered to be more responsive to live marketing events, although both men and women state that experiential marketing is most likely to convince them to make a purchase.

Brands in the US are increasingly engaging audiences with experiential marketing. Compared to the results of Jack Morton’s 2005 study, the number of respondents reporting that they had participated in a live marketing experience in the past rose almost 20%.

4.3 Multisensory and emotive stimulation

In the context of experience economy, one of the major advantages of pop-up shops for online fashion retailers is that they serve as experience providers, as they create a multisensory environment where consumers can “sense”, “feel”, in a response to strategically designed brand- related stimuli (Schmitt B. H., 1999). The multisensory environments enable online retailers to generate “tactile experiences”, which both improve the product experience and increase the brand trust. (Maier, 2013) SVP Creative Practice Leader, describes a good customer engagement as one that engages all the senses – “For consumer products, placing the item in consumer’s hands has a significant impact on its perceived value.” Another distinctively beneficial feature of pop-up shops is that they appear unexpectedly, adding “fresh feel” to retail. This research paper suggests that the unannounced appearance of pop-up shops is directly related to the formation of a sense of “exclusivity” and “surprise” similar to those consumers experience when they visit galleries and theatres (Trendwatching.com, 2004). Moreover, the limited time-offering of such shops creates a sense of time urgency that can be optimized by online fashion retailers to stimulate spontaneous purchases (Gurfein, 2013).

4.3.1 Exclusivity and time urgency

Marketing professionals often associate the affinity with pop-up retail to the sense of exclusivity that the limited timespan of such shops creates in the consumers' minds. "It's like that old thing: If you can't have it, you want it"- says Stephanie Pappas, Former owner of Eva New York. The exclusive appeal of pop-up shops is largely “discovery-driven” (Trendwatching.com, 2004). People want to take a chance while it is still there. Moreover, as the new consumer emerging from the digital era sees shopping as a pleasurable activity rather than a task-fulfilment (Schmitt B. H., 1999), the demand for exclusive shopping offers has increased. Surprising, temporary performances, such as pop-ups which people are not accustomed with, guarantee an exclusivity value (Trendwatching.com, 2004). According to Trendwatching 2004 release, the temporality of pop-up shops “mirror a world where few things are static anymore”. Thereby, the pop-up trend is a part of a larger movement towards a new experiential marketing approach that corresponds to the dynamics of our digitalized society. Since, one of the main purposes of experiential marketing is to sell remarkable experiences, exclusivity can be considered as a selling “currency” of pop-up retail.

“People know we're just going to be here a short time, so there's a sense of urgency,” says senior fit specialist Beth Watson. (Wharton, 2013) The limited time offering of pop-ups can, therefore, create a sense of time urgency which can lead to spontaneous purchase decisions. As Stephanie Pappas comments "So when people know it's not going to be there for a long time, they tend to flock to it" (Gurfein, 2013). The limited-time offering of pop-up retail has gone beyond the product itself and has become a “form of a currency”- says Wharton marketing professor Barbara Kahn.

Since time urgency and exclusivity have repeatedly been associated with the success of pop-up retail across literature sources, one of the purposes of this research paper is to validate the connection between these two variables and consumer's shopping motivations.

4.4 Face-to-face interactions

Another benefit that a pop-up shop can offer to online retailers is the chance to get real-time marketing data from customers. (Gurfein, 2013) The hands-on experience and social, face-to-face contact with clients enable retailers to obtain a valuable qualitative data and estimate their brand performance. Once retailers have a direct contact with consumers the connection becomes more personal and more consumer behaviour patterns can be

observed at a time. For instance, when buying clothes people often ask questions concerning the materials, availability of stock, which items are best sold, what combinations of apparel are possible, or they can have positive/negative comments regarding the quality of products. All sorts of data from customers can emerge in real life environments and help online fashion retailers find out what their target audiences are interested in, satisfied or dissatisfied with.

On the other hand, pop-up shops allow hedonic shoppers to fulfil their desire for social interactions out of home. As discussed in the theoretical framework, “social shopping” (Arnold & Reynolds, 2003) is a common phenomenon, especially among shoppers of hedonic product categories, such as fashion apparel. Since shopping on the internet is rather individualistic, integrating pop-up retail into the marketing strategy of can help online fashion retailers improve the social aspect of their customers’ brand experience.

4.5 Omnichannel experience

“Pop-Up Retail truly empowers brands with the ability to bridge the gap between online and offline worlds (...) Regardless of the online success of a brand, nothing can replace the element of touch and feel, and human interaction.”- Melissa Gonzalez, Founder of Lion’esque Style

The retail ecosystem has essentially changed as a result of the technological progress from the last decades. As already discussed, e-commerce have brought more market competition and have challenged the retail and marketing sectors to adapt to the new rules of constant connectivity. The transition from high-street to “iStreet” means that now there are multiple points of purchase and interaction with customers that retailers should consider. The “omnichannel” world of commerce imposes both the virtual and physical presence of brands throughout the shopping journey of consumers. (A. T. Kearney, 2013) In this digitalized society customers are virtually everywhere, which means reaching them ultimately involves selling through more than one channel. “People are just not searching for products the way they were 20 years ago. There is an awareness that everyone needs to be both offline and online” says Wharton marketing professor David Bell. (Wharton, 2013) Physical shops, such as pop-up shops can be, therefore, utilized by online fashion retailers as a new channel of interaction with customers. What is more, in-store technologies are progressively used in pop-up shops in order to establish a seamless brand experience throughout virtual and physical channels. Digital devices, such as smartphones and tablets, for instance, enable consumers to execute online purchases while testing and

experiencing products in physical shops. As such, multiple points of purchase act as one to satisfy the needs of the ever-connected consumers. Examples of such innovative pop-ups are discussed below. It's very difficult from an inventory standpoint to make sure you have everything everyone needs all the time.

4.6 Case studies

Pop-up shops have been around for quite a long time, but it is now in the economy of experience when marketers start to adopt them as experiential marketing tools. Pop-up retail is mostly developed in USA and the United Kingdom. There are a number of pop-up solution providers who help brands establish a temporary space at a desired location. How does it work? It really depends on the business model of the pop-up solutions provider, but most of those companies simply connect real estate owners and brands, and then charge either flat fee or a percentage of the rent, or sales. Some examples of pop-up providers are Appear Here in the UK and Storefront in the USA.

4.6.1 Google House

Ross Bailey, founder of Appear Here says that soon after the launch of the company they already had some 3,500 weeks of short-term rental space requested. (Rigby, 2013) The numbers affirm a sufficient market demand for temporary retail experiences. Appear Here enables people to list search and book temporary locations within the UK selected by price, location and demographic. The longest lease duration is six months.

The agency has assisted Google in finding a proper location for their project *Google House*. As discussed in previously, the product and consumption experience are essential parts of the overall brand experience, which should engage consumers on sensory and emotive levels to leave stronger impressions. The purpose of this pop-up was to create awareness and engagement with the *Google Voice* feature by showcasing its capabilities in a four-storey, Georgian townhouse house in London (Usborne, 2013). The technology-equipped house demonstrated visitors what the implications of the voice command will be in people's daily lives. Commands like "Convert 250 grams into ounces" used by YouTube chefs in Google's kitchen generated tablet responses like "250 grams is 8.82 ounces". Visitors were enabled to experience the product with their senses, like smell (for instance, the food), see, touch (interact with objects), and hear, which they could not do in a virtual reality. The temporary house also created a sense of belonging, or “*relate marketing*” (Schmitt B. H., 1999), as the people who visited the place felt a part of a group witnessing the “future” (Fashion Foie Gras, 2013). Another subject the visitors

could relate to was their affiliation with the Google brand. The emotive aspects of the event like *excitement*, *surprise* and *fun*, were reinforced by experiential activities, such as live cooking and product demos.

Google House is a good example of how pop-up retail can improve the brand experience with online companies by offering a space where the real and virtual realities can meet to increase the impact the of brand’s communications. In this case study Google embraced pop-up retail in order to take advantage of the physical visibility and multisensory, 3-D environment of a real-world retail space. Google House was not about selling, but rather about creating customer engagement through product interaction.

4.6.2 Paper London

In another case study, Appear Here has collaborated with Paper London- a local luxury fashion apparel brand. The purpose of the pop-up was to boost sales around Christmas. Quite often, pop-up shops are seasonal – annually appear for a particular period of the year or for a special occasion. The marketing approach of Paper involved digital technology and social media to maximize the brand exposure. Customers who took a selfie in store and tagged “ @paperlondon with #paperlondonxmaspopup” were granted 15% discount on their purchase. (Appear Here)

In today’s digitalized society, consumers are highly affluent with social media, therefore, using a pop-up shop in a combination with digital devices that enable personalized interaction, such as smartphones is a great way to engage consumers both virtually and physically.

4.6.3 Wreck London

Apart from raising sales, pop-up shops can be used to popularize a new brand on the market. George Gigney had just launched his luxury urban apparel brand Wreck London when he decided to raise awareness about his brand and collection. His success went beyond expectation since only in two weeks period while the pop-up shop was running it managed to draw significant attention. Wreck London is now a recognized brand worn by X Factor contestants, and Manchester United’s player Wilfred Zaha. (Appear Here)

4.7.4. FluffyCo

In another case study, Storefront, one of the most successful pop-up solutions providers, has collaborated with Wesfield Mall chain in order to provide temporary locations, especially for online brands. Local San Francisco apparel, décor and accessories brand FluffyCo has taken the chance to create awareness and exposure for its products, which

has increased its competitive power. Online brands are often intimidated by the severe competition on the internet. Engaging in pop-up retail is an efficient way to get in the spotlight and create word of mouth. Founder of FluffyCo, Paulina Bercynski comments: “Being here at Wesfield Mall at the pop-up shop has been a crazy experience. How else would an indie designer like myself be able to have a shop in the mall? Especially during Christmas time it’s just something that we really have enjoyed and it’s not only been profitable but a cool experience all around.” (Storefront)

4.7.5 Storenvy

When Storefront made collaboration with the online marketplace Storenvy in a 160 square meters shop, downtown San Francisco, Christina Ruiz was one of the online merchants who took the chance to step into a real shop. Christina is an owner of fashion boutique Topshelf. In an interview she reveals that she had always wanted to run her business in a brick-and-mortar shop, but she did not have the capital. “You might not want to commit to a long-term lease, or you might not have the capital (...) so this kind of gives you that flexibility to test it out,” Christina comments (Storefront).

In fact, when the Storenvy pop-up shop in San Francisco was first launched, nobody expected it would turn into such a success for the online merchants. The shop became so popular that founder and CEO Jon Crawford had to extend the lease month after another until the place became a semi-permanent shop. With more than 50 000 creative businesses registered on the Storenvy online platform, Jon Crawford admits it is extremely necessary to keep on searching for ways to “humanize commerce”. So this is what the “longest running” pop-up shop was “sort of a retail incubator, where they [consumers] can test out what it's like to be in a physical store, figure out whether they can handle it, whether they would sell enough, whether there's enough foot traffic...” Therefore, while creating brand and product exposure, the online retailers could test the market and estimate their own competitiveness.

4.7.6 eBay Christmas Boutique

It was a startling event when in 2011 eBay opened their first brick-and-mortar *Christmas Boutique*, located in London’s fashionable West End. The “dynamic virtual store” made an appearance for five days and within this period of time it managed to attract about 2,500 shoppers who walked in to the shop. In fact, people were positively surprised by the opportunity to meet “face-to-face” with eBay and engage physically by testing and trying out the eBay’s best-selling products. Even though the products there were physical items on display, shoppers could only purchase them online. The strategy is simple – using pop-

up shop to promote an online shop, and thus accumulate sales in a short time period. People in the shop could purchase anything they wanted by scanning the QR-codes of the items with their smartphones. The Christmas Boutique gave opportunity to people who had not experienced online shopping before to give it a try on the go. A report by research and consulting agency PSFK suggests that in future retailers will sync their available inventory across channels giving shoppers multiple options of receiving their purchases. The research suggests that virtual shops like eBay’s pop- up will continue to appear, augmenting the in-store brand experience of customers with specifically tailored information on their digital devices. (PSFK, 2014)

4.7.7 Bonobos Guide Shop

Men’s clothing brand Bonobos has established another successful model to bridge the gap between the online and the offline customer experiences. Within this model, customers’ journey starts on the internet where they do some pursuing and research, and then continues in-store where customers get the second part of the experience, like touching the materials and getting fitted. Bonobos first started as an online-only business, but soon after CEO and co-founder Andy Dunn noticed that clients were not always happy with the sizes they received and that many of them were requesting to try on the clothes before actually purchasing them. Dunn calculated that the costs for online marketing and free shipping would equal the costs of opening a real shop. So instead of investing in the elaboration of his online brand performance he decided to open the Guide Shop (The Storefront). He placed two sales representatives in the lobby to showcase his clothes. Within six months he had earned \$250, 000 from each of the representatives. The Guide Shop is located on the fifth floor of the company’s building and enables clients with an appointment to go there and try on their desired items before purchasing them. Eventually all purchases are placed online and delivered to customers within two days.

4.7.8 Kate Spade Saturday

A truly original concept of a pop-up shop that has attracted a lot of public attention is the one of the online fashion brand Kate Spade Saturday. The brand took window shopping to another level by spreading life size touch screens downtown Manhattan. The mix of digital technology and real-world physical displays and products captures the very essence of an “omnichannel” brand experience. (...) The pop-up shop combines the advantages of both communication channels. It also provides a multisensory and emotive stimulation through bright visuals, aesthetics and an innovative customer approach. Instead of a door to walk through, customers could “enter” the shop by tapping on the

When online fashion retailers “pop-up” into the real world

door-sized touch screen. Even though there were no sales representatives and customers could not enter the shop and try on the items, there were some advantages on the flipside. First, the shop was open 24/7 and the experience was unique. Purchases were made via a special app for smartphones and orders were delivered within an hour. (Ku, 2013)

Chapter 5: Questionnaire Results

A random sample population of 102 people was asked 17 questions that measured the different research hypotheses formulated in Chapter 4 Literature Review. The survey questions were based and developed on the theories found in the theoretical framework, including Experiential Marketing theory by Schmitt, Hedonic Consumption theory by Holbrook and Hirschman and Hedonic Shopping motivations by Arnold and Reynolds. Literature research was also considered in the process of operationalization and the development of instruments of measurement. Eventually, six major categories for measurement of dimensions in consumer attitude and behaviour were created:

- Hedonic vs. practical shopping attitude
- Sense of exclusivity
- Time urgency
- Excitement
- Multisensory and emotive stimulation
- Demographics

Frequency tables, crosstabulations and Chi-square tests were applied in order to test the frequency, representativeness and independence of the survey question and responses. Furthermore, graphs were created to illustrate the outcomes. The detailed results can be found in Appendix 2.

Since the level of measurement of all survey questions was Categorical (Nominal and Categorical data), Chi-square test for representativeness (“Goodness-of-fit”) and Chi-square test on independence were applied to check validity and reliability of the survey. The following standard statistical hypotheses were formulated prior to testing representativeness and independence:

2-tailed observed significance

1. If $P\text{-value} \leq \alpha$ then reject the null hypotheses (H_0).
2. If $P\text{-value} > \alpha$ then do NOT reject the null hypotheses (H_0).
3. $P\text{-value} = 0,05$
4. $\alpha = 0,05$ (95% level of confidence)

Table1. Standard statistical hypotheses

Chi-square test for the “Goodness-of-fit”	Chi-square test on Independence
H0: The sample is representative (regarding a certain feature).	H0: There is no (statistical) relation between the variables.
H1: The sample is not representative (regarding a certain feature).	H1: There is a (statistical) relation between the variables.

5.1 Hedonic vs. practical shopping attitude

5.1.1 Shopping for fashion apparel should be a pleasurable experience, rather than a practical task to fulfil

The questionnaire intended to measure the level of shopping hedonism among the target sample population. The variable corresponding to hedonic shopping motivations was needed to determine whether pop-up retail was a subject that would concern the respondents, and thereof it would show what percentage of the respondents would be positively influenced by the experiential aspects that pop-up retail entails. Such an investigation was used to test the reliability and validity of the responses. The outcomes from the question helped shed light on the matter of shopping for pleasure.

The results, as shown in the frequency table below (*Table2.*), indicate that the highest percentage of respondents (51%) see shopping as “rather” hedonic. On the contrary, none of the respondents said that shopping was “absolutely not” a hedonic experience for them. A reasonable percentage of males and females (34, 3 %) were “absolutely” positive about shopping for pleasure, while 15, 7 % defined themselves as rather practical consumers. In total, about 85% of males and females said they are hedonic shoppers and about 15% of them declared their shopping motivations were rather rational.

Table2. See shopping as a hedonic experience

		Count	Column N %
See shopping as a hedonic experience	Absolutely yes	35	34.3%
	Rather yes	52	51.0%
	Rather not	15	14.7%

Furthermore, a crosstabulation and Chi-square test were conducted to examine whether there is a statistical relation between gender and perceiving shopping as a pleasurable activity. The results showed that females are more likely to say “Absolutely yes” (18, 2 % males – 41, 2 % females), while men are more likely to answer with “Rather not” (36, 4% males – 4, 4% females). Therefore, the null hypothesis was rejected.

Chi-square test for “Goodness-of-fit” confirmed the representativeness of the sample for the variable “See shopping as a hedonic experience”.

5.1.2 Shopping for fashion apparel is a group leisure activity

Moreover, the investigation on hedonistic attitude towards shopping revealed that a moderate percentage of the sample target audience choose to spend leisure time with close people while shopping. The highest frequencies of responses were given to the category “sometimes” (42%), followed by “often (31%). However, 24 % of the sample population claimed they “almost never” spend their leisure time in such a manner, while none of them pointed to the option “never”.

Table3. Spend leisure time shopping

		Count	Column N %
Shopping is leisure very often	No	97	95.1%
	Yes	5	4.9%
Shopping is leisure often	No	70	68.6%
	Yes	32	31.4%
Shopping is leisure sometimes	No	59	57.8%
	Yes	43	42.2%
Shopping is leisure almost never	No	78	76.5%
	Yes	24	23.5%
Shopping is leisure never	No	102	100.0%
	Yes	0	0.0%

5.2 Sense of Exclusivity

5.2.1 The limited timespan of pop-up shops makes them an exclusive shopping opportunity

The degree to which the “limited timespan causes a sense of exclusivity” was measured on a likert scale with options from “Strongly agree” to “strongly disagree”. The highest percentage of total respondents (30, 7%) agreed that they get a sense of exclusivity when they know a shop is not going to last for a long time. Only 5 % of respondents said they

“strongly disagree” with the statement, while 18% of them just disagreed. Furthermore, a crosstabulation and Chi-square test on independence were performed to check whether there was a statistical relation between the respondents’ gender and their opinions on the statement. The results proved that gender is not likely to influence the consumers’ view on this factor.

Table4. Sense of exclusivity

		Count	Column N %
Limited timespan causing a sense of exclusivity	Fully agree	22	21.8%
	Agree	31	30.7%
	Neutral	24	23.8%
	Disagree	19	18.8%
	Fully disagree	5	5.0%

5.3 Time urgency

5.3.1 The limited timespan of pop-up shops causes time urgency that leads to spontaneous purchases

Asked whether the limited timespan of pop-up shops could lead to a spontaneous purchase, 74 % of respondents answered with “yes”, which proved the assumption that creating time urgency sense among customers yields positive results for the sales of a brand. While 18 % of males and females answered the question with “I don’t know”, only 7% of them rejected the statement. Crosstabulation was performed to check whether there was a statistical relation between gender and the type of responses. However, no such a relation was found, as Pearson Chi-square was much higher than alpha.

Table5. Spontaneous purchase

		Count	Column N %
Limited timespan causing spontaneous purchase	True	75	74.3%
	False	7	6.9%
	I don't know	19	18.8%

5.4 Excitement

5.4.1 Pop-up shops are more exciting than normal shops

5.4.2 Pop-up shops are more exciting than online shops

Excitement among the sample population was measured by means of comparison. Respondents could give their opinions using a likert scale from “Strongly agree” to “Strongly disagree” against the following statements: “Pop-up shops are more exciting than normal shops” and “Pop-up shops are more exciting than online shops”. The results revealed that that the percentage of respondents who answered with “Strongly agree” to the first statement (4 %) was much lower than the percentage of confirmation to the second statement (23 %). The most given answer was “Neutral” with 34 % for each of the statements. The percentage of people who answered with “Strongly disagree” was also identical- 11 % for both opinions. In overall, there were no eminent results for either of the categories of answers, which complicated the process of results interpretation.

Table6. Excitement about pop-up shops

		Count	Column N %
Pop-ups more exciting than normal shops	Strongly agree	4	4.1%
	Agree	28	28.9%
	Neutral	33	34.0%
	Disagree	21	21.6%
	Strongly disagree	11	11.3%
Pop-ups more exciting than online shops	Strongly agree	22	22.7%
	Agree	33	34.0%
	Neutral	18	18.6%
	Disagree	13	13.4%
	Strongly disagree	11	11.3%

5.4.3 Novelty products cause excitement

5.4.4 Original appearance of shops causes excitement

5.4.5 Changed landscape causes excitement

5.4.6 Unexpected appearance causes excitement

Moreover, another aspect of the variable “Excitement” intended to investigate what characteristics of pop-up retail evoked excitement among the sample target population. Frequencies of “yes” and “no” answers showed moderate levels of excitement to all listed

characteristics (See Table.7). 43% of respondents confirmed that new and diverse products make pop-ups exciting. A slightly higher percentage of respondents (54%) related the excitement of pop-ups to the different outlook of such shops. 46% of respondents reported excitement by the way such temporary shops change the landscape of a venue. Moreover, 53% agreed that the unexpected appearance of pop-up shop is a factor that evokes excitement. However, the only outstanding result from these questions showed that 88 % of respondents do consider pop-up shops exciting, as relatively few people said they experience no excitement related to pop-up shops.

Table7. Excitement factors

		Count	Column N %
Novelty products causing excitement	No	57	56.4%
	Yes	44	43.6%
Different appearance causing excitement	No	45	44.6%
	Yes	56	55.4%
Changed shopping landscape causing excitement	No	54	53.5%
	Yes	47	46.5%
Unexpected appearance causing excitement	No	48	47.5%
	Yes	53	52.5%
No excitement at all	No	88	87.1%
	Yes	13	12.9%

5.5. Multisensory and emotive stimulation

5.5.1. Face-to-face (multisensory) interaction improves the brand experience

5.5.2. Brick-and-mortar (multisensory) shops improve the brand experience

A set of questions were asked in order to provide an insight to the effects on perception that the multisensory environment of pop-up shops can cause. Results have shown a definite inclination towards live, face-to face interactions in the shopping process, with the highest percentages of respondents (30%) describing face-to-face interactions as important and only 4 % saying it is not important at all. Furthermore, 37% of respondents declared multisensory stimulations, such as sound, sight, scents and materials would improve their brand experience. On the contrary, 4% said that pictures of good quality are enough for them to have a satisfactory brand experience. Crosstabulation was performed to check if there was a statistical relation between the age group of respondents and their responses. However, no relationship was found.

Table8. Face-to-face and multisensory preference

		Count	Column N %
Importance of face-to-face interaction	Very important	17	17.2%
	Important	30	30.3%
	Moderately important	30	30.3%
	Of little importance	18	18.2%
	Unimportant	4	4.0%
Importance of multisensory stimulation	Very important	37	37.4%
	Important	29	29.3%
	Moderately important	22	22.2%
	Of little importance	7	7.1%
	Unimportant	4	4.0%

5.5.3 Multisensory experiences evoke fantasies

Furthermore, data collected for this variable showed that the greater part of respondents (79%) experience fantasies and recall past experiences, as a result of physical interaction with products (“scents”, “coulours” and “materials”). Only 4% of males and females said that multisensory environments had “absolutely” no influence on their internal emotive state during shopping. A crostabulation was performed and showed no statistical relation between gender and the respondents’ answers.

Table9. Shopping causes fantasies

		Count	Column N %
Shopping causes fantasies	Absolutely yes	16	16.0%
	Rather yes	53	53.0%
	Rather not	27	27.0%
	Absolutely not	4	4.0%

5.5.4 Multisensory stimuli trigger attention

Another survey question related to the effects of multisensory shopping environments showed that 34 % of respondents would be attracted to visit a shop that has “bright lights”, “loud music” and “buzz atmosphere”. However, the percentage of those who did not consider such characteristics of a shop to be triggers was also relatively high (22%).

Table10. Frequencies of triggered attention

		Count	Column N %
Bright lights, loud music and buzz are triggers	Strongly agree	12	12.0%
	Agree	34	34.0%
	Neutral	17	17.0%
	Disagree	22	22.0%
	Strongly disagree	15	15.0%

5.5.5 Offline (multisensory) presence creates trust

Moreover, the survey proved that physical (multisensory) brand presence is a trust factor for 66% of the respondents, since they are more likely to trust an online fashion brand that has some physical manifestation in the real world. The percentage of negative responses was considerably low with 5% for “Strongly disagree” and 12% for “Disagree”.

Table11. Greater trust

		Count	Column N %
Physical and online presence cause greater trust	Strongly agree	35	35.0%
	Agree	31	31.0%
	Neutral	17	17.0%
	Disagree	12	12.0%
	Strongly disagree	5	5.0%

5.5.6 Offline (multisensory) presence improves the online experience

Last, but not least, the importance and advantages of a multisensory shopping environment were measured by a comparison between shopping online and offline. Respondents had to give “yes” or “no” answers to questions concerning their major uncertainties related to shopping on the internet. 89% of them agreed that a major restriction to the brand experience with online-only fashion brands is that when purchasing online they tend to “doubt the actual size, colours, quality of fabrics and fitting”. A considerably lower percentage 35% said that shopping “feels incomplete”, because their senses are limited to just looking at pictures. The smallest percentage “yes” answers went for the suggestion that online it is not possible to “get a second opinion” about a desired item (Lack social aspect -19%).

Table12. Major uncertainties

		Count	Column N %
Doubt size, colours, quality, fitting	No	11	11.0%
	Yes	89	89.0%
Limited senses	No	65	65.0%
	Yes	35	35.0%
Lack social aspect	No	81	81.0%
	Yes	19	19.0%

5.6 Demographics

In the total number of 101 respondents, 68 (67, 33 %) were female and 33 (32, 67 %) were male. Despite the unequal distribution of respondents within the category gender, results still proved to be valid. Chi-square test for representativeness showed that the observed distribution fits the expected one. Since the research topic is of a primary concern for women, as preliminary and previous statistical research have shown, it was expected that more than 50% of the responses will be given by females.

Table13. Gender

		Count	Column N %
Gender	Male	33	33.0%
	Female	67	67.0%

Respondents were in the age groups of 18 to 23 (49%), 24 to 30 (39, 2 %) and 31 to 50 (11, 8%). Once again, the low percentage of respondents in the last age group (31- 50) did not interfere with the final outcomes of the survey, since this rate was expected prior to the applied research. In the process of deciding on a sample population it was concluded that it is young age groups from which the most accurate results could be yielded.

Table14. Age group

		Count	Column N %
Age	18-23	49	49.0%
	24-30	39	39.0%
	31-50	12	12.0%

5.7 Additional questions

Next to the survey questions that intended to test the research hypotheses, additional instruments of measurement were added to the survey in order to shed light on more aspects of the problem-situation.

5.7.1 Frequency of online shopping

The investigation of such question was needed to shed light on the consumer behaviour of respondents and to estimate their affiliation to online shopping for fashion apparel. The results showed that most of the sample population purchases items online either “almost never” (28%) or “never” (28%). While more than half of the respondents claimed they are poorly affiliate with online shopping, 21% of them reported that they buy clothes on the internet “sometimes”. The lowest rate of responses 6% was given from those who purchase online “very often”. Such negative results led to more questions for further investigation, as well as helped draw general conclusions to the research question and sub-questions.

Table15. Affiliation with online shopping

		Count	Column N %
Frequency of online shopping	Very often	6	6.0%
	Often	17	17.0%
	Sometimes	20	20.0%
	Almost never	28	28.0%
	Never	29	29.0%

5.7.2 Test in physical shop, buy online

Some of the survey questions aimed to investigate purchasing behaviours, as such behaviours can help the research give insights on the major preferences and motivations of consumers in regards to online shopping. Asked how often they choose to visit a physical shop and test the desired products before buying them online, respondents gave various answers. 24% of them said they purchase like this “very often”, while at the same time another 24% claimed they “almost never” follow this purchasing pattern.

Table16. Frequencies of physical to online

		Count	Column N %
Test in physical shop, buy online	Very often	24	24.0%
	Often	18	18.0%
	Sometimes	15	15.0%
	Almost never	24	24.0%
	Never	19	19.0%

5.7.3 Search online, buy in physical shop

The opposite sequence of shopping activity was also explored to check which of the two conducts of action is more common and preferred by the target sample. This question could also give an insight into the shopping habits of the respondents, and thereof help draw conclusion on a suitable marketing strategy for targeting them. The results showed that 30% of consumers prefer to do the product search online and purchase in a physical shop afterwards. However, the percentage of those who did not follow this conduct of action was also relatively high – 24%.

Table17. Frequencies of online to physical

		Count	Column N %
Search online, buy in physical shop	Strongly agree	11	11.1%
	Agree	30	30.3%
	Neutral	21	21.2%
	Disagree	24	24.2%
	Strongly disagree	13	13.1%

5.7.4 Smartphone usage

Since one of the major advantages of pop-up shops is that they can serve as a bridge between the online and the offline brand experience, it was important to research how the sample target feels about purchasing in-store via mobile phones. The results showed that the majority of the respondents are smartphone users, as only 6% of them said they do not own a smartphone. In terms of readiness to make purchases in physical shops via their mobile devices, 32 % declared they would fancy purchasing in this way, while 33% did not. Almost an equal percentage stayed neutral – 30%. In total, results did not show a clear inclination for either of the options, which made it hard to predict the potential success of digitally equipped pop-up shops.

Table18. Frequencies of smartphone usage

		Count	Column N %
Fancy shopping via smartphone	No	67	67.0%
	Yes	33	33.0%
Don't fancy shopping via smartphone	No	66	66.0%
	Yes	34	34.0%
Neutral about shopping via smartphone	No	69	69.0%
	Yes	31	31.0%
Don't have a smartphone	No	95	95.0%
	Yes	5	5.0%

Chapter 6: Findings and Conclusions

This chapter presents the most important outcomes from the qualitative literature analysis and the quantitative survey research. The findings answer the sub-questions developed in the preliminary phase of the research and are supported by the theories and research data obtained at later stages of the research paper. Conclusions to these findings are also discussed to give an evidence for the recommendations discussed in Chapter 7.

6.1. What experiential aspects of pop-up retail can be utilized by online fashion retailers in order to improve their customer’s brand experience?

The theory and literature research applied in this research paper have shown that consumers of fashion apparel are largely driven by hedonic shopping motivations, as this product category suggests a degree of sensual and emotive customer involvement. The experiential marketing paradigm suggests that the brand experience should enable customers to “sense” and “feel” the products in a multisensory environment that entails social interactions. Pop-up retail is an experiential marketing tool that improves the brand experience with online-only fashion brands by adding a new, physical channel for interaction with customers.

6.1.1. Multisensory stimulation

The most notable experiential aspects of pop-up shops constitute of the multisensory, emotive and social stimulations that such shopping environments offer. Those stimulations are a set of 3D, visual, auditory, tactile and olfactory, in-store experiences. Theories on experiential marketing and hedonic shopping and consumption discussed in Chapter 2, as well as literature research and results from the questionnaire have altogether proven that such real-world interactions add to the quality of the brand experience with online fashion brands. Since online-only brands cannot provide a physical dimension to the shopping experience, consumers feel restricted in terms of freedom to “see”, “feel” and “touch” their desired products. As a result, they feel reluctant to make purchases online, since they do not trust the brand as much, as they would have if there was a possibility to interact with the brand and its products in a real-world shop. The presence of a multisensory shop environment has proven to enhance the process of product search, testing and customer service, which are basic components of the brand experience. Unlike testing on the internet, trying on desired items in real shops allows the customer to ensure the size, colours, quality of material and fitting of the clothing will meet his or her expectations.

6.1.2. Face-to-face interactions

Moreover, physical shops improve the customer experience by enabling a face-to-face dialogue with brand’s representatives at the point of purchase. In this way the customer can address all sorts of questions that come to his mind at a time. What is more, in this way the brand gets a chance to receive real-time marketing data, which can be taken

into account for further when deciding on areas for improvement of the brand experience.

Furthermore, real-world shop environments provide shoppers with an opportunity for socializing while shopping. Even though the survey results, did not confirm the importance of the social factor, theories and other research have shown that “social shopping” has its roots in the desire for “human affiliation”. While, online shops deprive shoppers from their need to affiliate with reference groups and people with common interests, pop-up shops enforce social interaction.

6.1.3. Excitement, time urgency and exclusivity

Furthermore, pop-up retail is an experiential marketing tool that evokes emotions, such as excitement, time urgency, surprise and exclusivity. As literature research and survey results have confirmed, the limited timespan of pop-up shops causes a sense of time urgency that leads consumers to making spontaneous purchases. What is more, the short time period of pop-up shops is a factor that causes a sense of exclusivity, as consumers perceive it as a limited opportunity. What make pop-ups exciting are their unannounced appearance, original outlook, as well as the novelty and variety of products offered. Emotions such as excitement and surprise are sought and highly appreciated by hedonic shoppers. Another benefit of the multisensory environment of pop-up shops is that the exposure to products can influence the internal emotional state of hedonic shoppers by making them experience fantasies and recall past experiences. Theory on hedonic consumption and survey results have both proved that the real life interaction with fashion items, such as touching materials and smelling scents can make consumers experience pleasurable (or not) internal images. Pop-up shops, therefore, enable “adventure shopping” for stimulation, adventure and feeling, as well as “gratification shopping” as a form of emotive therapy.

In a conclusion to the research sub-question, it can be said that pop-up retail is a powerful experiential marketing tool that enforces the emotional customer engagement and provides a richer brand experience through multisensory stimulating shopping environments, where social interaction is enabled.

6.2 In the context of experience economy, why is the utilization of experiential marketing tools, such as pop-up shops, a reasonable marketing strategy for online fashion retailers?

6.2.1 Consumers seek entertainment

The experience economy suggests a new approach to customers in an era of limitless product choice, when time and space boundaries have fallen. Since “features-and-benefits” products can no longer meet the growing consumers’ demand for pleasure and entertainment shopping, experiential marketing approach offers an alternative way to get the consumer’s attention. As literature research has shown, consumers today are no longer dependent on companies to decide what products best meet their needs, as

technology developments have empowered them with limitless access to product information. As the focus of concern has shifted from functional products towards remarkable experiences with products, the rational approach to consumers is no longer a sufficient marketing strategy. There needs to be an additional incentive to shopping and that is the remarkable experience. Brands now need to think of ways to engage consumers emotionally.

6.2.2 “Brand supremacy”

Another major prerequisite for the shift from rational to irrational (emotional) approach to consumers is the “brand supremacy” (Schmitt, 1999). Strong fashion brands like DKNY and Calvin Klein can sell literally anything, from bottled water to pop-corn boxes, as it is the brand that sells the product, rather its functionality. The emotional appeal of a brand can have a strong impact on consumer’s choice among myriad product choices. Pop-up shops have proven to be tools not only for marketing, but for branding too. The physical brand exposure they create, in a combination with emotive and multisensory stimulations of the shopping environment can create and increase brand awareness. As literature research has shown, pop-up shops are not necessarily about increasing sales, as in some cases they only showcase a products and new product lines. They can provide a physical manifestation for online-only brands, while performing in-store activities or extending the online shopping experience.

6.2.3 Omnichannel retailing

Furthermore, the “ubiquity of communications and entertainment” in the economy of experience has given a vigorous impetus to pop-up shops in the last couple of decades (Schmitt, 1999). Omnichannel retailing is the result of such advancement in digital technologies and the desire for fun and memorable shopping experiences. In an era of constant connectivity, when consumers can make purchases literally anytime and anywhere via their digital devices, brands are challenged to be present in every possible channel and to provide an integrated brand experience. Consistency and smooth flow of the brand experience across channels is the future of retail. As shown in literature research, pop-up shops an efficient tool to bridge the gap between the online and the offline experience with online fashion retailers. In-store technologies, such as smartphones and QR codes secure a seamless shopping experience across multiple channels. Moreover, since separation between shopping and entertainment has become ambiguous in the last decades, pop-up have been on an upwards spiral. Consumers like them, because they add a “fresh feel” to the high street by executing creative concepts.

6.2.4 Short-lived experiences

The changes in society and the business landscape have created a demand for short-lived, memorable shopping experiences. As society becomes more digitalized and shopping becomes more instant due to the possibilities of the internet, the demand for brand exclusivity and flexibility has grown. What makes pop-up shops unique in the eyes of the consumer is the fact that they do not last for a long time and nobody knows until

when the shopping opportunity would last. Therefore, there is an incentive to visit the shop before it disappears. The experience economy requires flexibility too, as trends are changing and technology advances every day by the minute. Pop-up shops are flexible in terms of location, size, design, open hours and longevity which make them highly adaptable to the current marketplace.

To sum up, pop-up retail is a reasonable marketing tool in the context of experience economy, as it enhances the emotional relationship with hedonic consumers and enables staging memorable experiences for them. The experience economy has created a demand for uniqueness and exclusivity of the shopping experience, which are attributes of pop-up shops. Last, but not least, pop-up shops have the power to close the omnichannel cycle that bridges the gap between the online and offline brand experience with online fashion retailers. Seamless connection across multiple channels and touch points with consumers is the “norm” of the future of retail to which pop-up retail belongs.

6.3 What additional advantages, apart from brand improving the brand experience of customers, make pop-up retail a suitable marketing strategy for online fashion retailer?

A couple of suggestions regarding the additional advantages of pop-up retail have emerged from preliminary and literature research. First, pop-up shops can help online fashion retailers to increase sales in a short period of time. By opening outlets, retailers can re-sell older collections and left overs at discounted price, and therefore generate profit. As the limited timespan of pop-up shops have proved to create a sense of time urgency among consumers, launching a temporary outlet is a good strategy of stimulating spontaneous purchases. What is more, price promotions work as an incentive for people to make both planned and unplanned purchases.

6.3.1 Test a new market, product, idea

Other additional advantages of pop-up retail involve the ability to test the waters of a market for a new idea, location, concept or product (line), or to enter a niche market, while avoiding large financial investments. Since the economic crisis and the upturn of e-commerce have left many retail spaces uninhabited, landlords are now more willing to give short-term leases. What is more, as more retailers at a time have started to acknowledge the advantages of pop-up shops, and the offering and demand for temporary retail spaces have grown, pop-ups are currently experiencing a boom, especially on the UK's and USA's markets. Such shops have enabled any-sized online brands to make a brick-and-mortar presence and to test the waters off a new market.

While opening a traditional brick-and mortar shops involve higher costs and risk of failure, pop-up shops are a cheaper alternative that possess both the characteristics of a traditional shop and the experiential aspects of a marketing tool. Online fashion retailers can integrate pop-up retail into their marketing strategy in order to expand their

business on either a foreign or domestic market. It has become easier for online sellers to create physical exposure of their products thanks to the growing popularity of temporary retail. What is more, as case studies discussed in the literature research, pop-up shops create an opportunity to introduce a new fashion line or collection on the market. Fashion brands with little brand recognition can create an awareness campaign by engaging with pop-up retail. Big brands can benefit too, as their new collection or stocked collection can receive more awareness and create worth-of-mouth among shoppers.

6.3.2 Real time marketing data

Last but not least, an extra advantage of pop-up shops is the opportunity for obtaining in-store, real time marketing data from customers. The face-to-face interaction is a benefit for both retailers and consumers, as survey results and literature research have justified. As previously discussed, on the one hand customers can get answers to various questions regarding size, possible combination of items, availability of products and virtually any questions that come to their minds at the moment of purchase. On the other hand, what people are asking and are interested in is a valuable marketing data for retailers. Consumers can, for instance, give recommendations or make complaints that, if taken into account, can improve the brand's performance in future. What can also be observed are the patterns of consumption of visitors, in order to identify which items are most sellable and vice versa.

In a conclusion to the last sub-question of this research, it can be said that pop-up retail is a reasonable marketing strategy for online fashion brands for the number of advantages it offers, next to improving the brand experience. By utilizing the advantages of pop-up retail online fashion retailers have an opportunity to test the waters of a new market, launch a new brand, products and product lines, raise sales and obtain valuable customer feedback without making big capital investments.

The findings and conclusions to the sub-questions altogether helped answer the main research question, which was formulated as follows:

6.4 Why should online fashion retailers use pop-up retail as means of experiential marketing, in order to improve their customer's brand experience?

As discussed in the previous paragraphs, pop-up retail is a powerful experiential marketing tool that brings a handful of advantages for online retailers. The major benefits for fashion retailers selling on the internet constitute of adding a new, offline channel that enriches the brand experience through a highly experiential, multisensory environment that engages shoppers emotionally and fosters face-to-face communication. Moreover, pop-up shops bring to the advantage of online fashion retailers some of the characteristics of traditional shops, such as real retail space and live interactions, while avoiding the disadvantage of making big financial investments.

The current socio-economic state creates a demand for entertaining and remarkable brand experiences. In the context of our modern age when economy grows on selling experiences, experiential marketing have become the heart of fashion retail. In a quest of predicting the future of retail, leading research agencies have all acknowledged the growing importance of experiential retail elements that can establish emotional bonds with consumers. Therefore, pop-up shops as tools of experiential marketing are here to stay. Another future prediction in favour of pop-up retail is related to the widespread of omnichannel selling in the retail business. As pop-up shops have started adapting to the latest trends in technology, they often embed in-store digital devices that connect the offline and online touch-points with consumers in a seamless flow. Thus pop-up shops entail modernity and freshness that the consumers emerging from the experience economy seek for.

Another reason why online fashion brands should engage in pop-up retail corresponds to the enhancement of consumers' brand experience at all stages. First, pop-up shops improve the product search experience by providing physical brand and product exposure. What is more, pop-up shops give a great degree of freedom on deciding on how products should be displayed, as myriad creative concepts can be designed and executed. Second, pop-up shops improve the shopping and service experience of a customer by entailing multisensory shopping environments where customers can discover products with all senses. Tactile experiences are especially important when selling fashion apparel. Since the internet cannot offer such 3D shopping experiences, pop-up shops are an effective way to remove uncertainties regarding actual size, colours, materials and fitting of products. What is more, the multisensory stimulation in such shops creates a buzz atmosphere and emotional arousal among consumers. Pop-up shops are effective means of creating excitement, surprise, time-urgency and sense of exclusivity. Next to this set of emotions, the live interaction with fashion items can influence shoppers emotionally by evoking internal fantasies and recalling of past experiences. Sensory stimuli such as scents, sounds, lights and tactile experiences have proved to be a way to influence the irrational part of consumers' brains. Such stimuli, however, are only possible in 3D, real-world environments. Third, pop-up retail fosters hedonic product consumption that satisfies consumer's demand for pleasurable experiences.

Furthermore, the social aspect of shopping is a necessity for hedonic shoppers that cannot be fulfilled, unless there is a real-world retailing channel. As already discussed, consumers are social creatures that seek social approval from other people, as well as want to affiliate with someone when shopping for clothes. Pop-up shops are, therefore, an effective tool for fulfilling the social needs of shoppers.

In a conclusion, the value of pop-up retail for online fashion retailers is that it improves the overall brand experience, from product search to product consumption. Since fashion retailers selling solely on the internet cannot meet consumer's expectations for multisensory stimulation and emotive arousal, a physical channel, such as a pop-up shop

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should be added to create hedonic brand experience. Fashion apparel is a product category that implies a level of emotional involvement of consumers and selling on the internet can hardly create such involvement, the right channel for fulfilling the irrational consumer's needs is the highly experiential retail space provided by pop-up retail.

Chapter 7: Recommendations

After analysing the problem-situation by carrying out preliminary research, applying relevant theories, examining literature and conducting an online survey, conclusions were drawn and solutions were identified. The purpose of this research paper was to shed light on the potential pop-up retail has to enhance the brand performance of online fashion retailers. The leading assumption was that online-only sellers of fashion apparel do not use existing marketing channels to their full potential and therefore their brand experience is not fulfilling enough for customers. Prior to the actual research, the following advisory question was formulated:

“How can pop-up retail help online fashion retailers improve the brand experience of their customers?”

The results and conclusions to the main research and sub-question chapter will served as basis to the formation of recommendations.

7.1 Add a physical retail channel

As discussed in previous chapters, e-commerce has one major pitfall and that is the lack of real-world manifestation of the brand and its products. The most fundamental advantage of pop-up shops, then, is that they add a physical channel to the online brand experience. Despite the growing power of e-commerce, physical shops remain the heart of fashion retailing experiences. Consumers need to test and try on items before they can trust the retailer, as size, colours, materials and fitting are difficult to predict on the internet. What is more, the potential of a physical retail channel goes beyond utilizing practical concerns of consumers.

7.2 Engage emotionally

As consumers walk into the physical shop they get exposed to multisensory brand-related stimuli which, if tailored well, can have a great emotional impact on the shoppers. Studies on experiential marketing and hedonic shopping/consumption have shown that consumers are both emotionally and rationally motivated creatures. Very often, when they look for products, such as fashion apparel, they are driven by irrational, hedonic motivations. The scent of a piece of clothing, for instance, can alter their perception of the product in either a positive or a negative direction. The way products are presented can stimulate the senses of shoppers to such a degree that they can experience emotional arousal and fantasies. Moreover, the shopping environment also plays a big role on the irrational and subconscious perceptions of consumers. Making the right choice on interior design, lightening and music, for instance, can increase the level of pleasure shoppers experience from the interaction with a brand and its products.

7.3 Customer service

Furthermore, using a physical retail channel typically suggests there is a face-to-face communication with consumers. Customer service is a principal element of the brand experience that should be taken care of with great attention. Brand representatives have to be qualified professionals, ready to answer all kinds of brand and product-related questions that emerge at the point of purchase. What is more, paying attention to what customers ask for, or complain about is valuable marketing data that should be taken into account for the future progress of the brand.

Since hedonic shopping is often about sharing the experience, the social nature of consumers has to be taken into consideration in the execution of the creative concept. The advantage of the physical channel over the internet is that in a real shop consumers can spend leisure time with friends and relatives and live the experience together. Many consumers experience fun and pleasure from such a group activity as shopping with friends. Therefore, the shopping environment should predispose them to stay and enjoy longer. For instance, in some cases, the lack of chairs in the dressing rooms area might spoil the experience.

7.4 Execute creative concepts

As discussed throughout the previous chapters of the research, pop-up shops can create a sense of exclusivity in consumer’s mind. However, the limited timespan of a shop do not necessarily mean that people will “flock to it”. Above all, there should be something truly original about the concept, in order to trigger the attention of passers. One of the experiential advantages of pop-up shops is that they are very flexible regarding size, location and design. There is a great degree of freedom in executing creative designs. Kate Spade Saturday’s digital window display discussed in the case study in Chapter 4 is an example of the limitless possibilities of utilizing temporary retail space for creative purposes.

7.5 Omnichannel retailing

Pop-up shops can also improve the brand experience with online fashion brands by creating an omnichannel experience. Since digital technologies and the internet have occupied all aspects of modern man’s live, it is logical that the future of retail lies in bridging the time and space gap between the online and offline brand experience. Shops that embed technologies, such as tablets and QR codes for scanning, can satisfy consumer’s demands for consistency across multiple points of purchase and instant gratification. Pop-up shops like eBay’s Christmas Boutique reviewed in Chapter 4, show the efficiency of in-store technologies in raising online sales. If executed correctly, omnichannel retail can increase online sales of fashion retailers via a real-world shop.

7.6 General considerations

Pop-up shops can generate big success, both in terms of sales and raising awareness. However, there are a number of questions sellers should ask themselves beforehand. When deciding on a right location, for instance, retailers should first ask themselves who their customers are where do they go. The advantage of pop-up retail is that shops can appear literally everywhere, as long as the space is rentable. What is more they can travel and change location to reach more people, as such is the case of fashion trucks and other shops on wheels. It is, however, really brand-specific what location would be the best for raising awareness.

7.7 Pop-up solution providers

When it has already been decided that a pop-up shop should become a part of the marketing strategy of a company, it is advisable for retailers to consult with a provider agency. Since launching a pop-up shop can be a complicated process for brand to undergo on their own, there are a number of pop-up solution agencies that connect landlords and retailers. Such services are commonly offered online, as is the case with the previously mentioned agencies Storefront and Appear Here. On the websites of such companies there usually is location and price-related information. Some companies like the Amsterdam-based BrandSpots offer additional marketing and advertising services, such as hiring personnel and promoting the pop-up shop through traditional advertising. The possibilities are many, most of which in the USA, UK and Australia since the pop-up retail business is best developed there.

In a conclusion to this chapter, it can be said that pop-up retail can improve the brand experience with online fashion retailers in a number of ways. Adding a physical retail channel brings a handful of advantages for brands and their customers. As pop-up retail is a tool for experiential marketing, it amplifies the emotional engagement of consumers by stimulating their senses and perceptions. The brand experience feels complete as there are no restrictions in discovering the product. What is more, the experience feels exclusive since it is a short-lived chance to take a grasp of what is being offered. When online fashion retailers “pop-up” into the physical world they make a positive change for their customers.

7.8 Further research

There is a significant gap in academic literature about pop-up retail. Most of the sources of information regarding this type of retail are journalistic and not scientifically tested. In general, the lack of existing academic sources gives a room for extensive further research.

However, in regards to the limitations of this research paper, recommendations for further investigation can be more narrowly defined.

First, since the scope of the survey was broadly defined and no specific market was researched, a more specific investigation on a domestic level can be conducted. The results from the questionnaire showed the attitudes and behaviours of a random sample of people from different nationalities. However, as beliefs and attitudes vary across cultures, a future research on a domestic target population can yield more accurate country-specific information.

Moreover, the as the size of the sample population from the total population was hardly researchable due to the enormous amount of shoppers across the world, selection was made on the basis of standard quantitative methods of measurement (100 respondents). However, further investigation can attempt to make a more representative selection using public registers and databases.

Another way to get a deeper understanding on the problem-situation would involve conducting a field research, as such investigation approach enables observations at the point of purchase. Research practice have proved that what people say in online surveys or interviews, for instance, is not necessarily what they do in reality. Taking a grasp on the atmosphere of a pop-up shop and behaviour of shoppers can give valuable qualitative data for further analysis of the problem.

Regarding the plenitude of questions, it could be interesting to find out more about the hedonic shopping motivations that trigger people to pop-up shops. The current research did not give enough insight on why people are interested in visiting such shops. Moreover, further research should investigate the effects of multisensory stimuli on shoppers. For instance, bright lights and loud music, as current research has shown, do not always increase customer attention. Finding out more about the particular effects of different stimuli can help fashion brands tailor their shopping environments in an ultimate way.

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Appendix 1: Questionnaire

When online fashion brands "pop-up" into the physical world

Hello everyone! By filling in this questionnaire you are helping me out with the research for my graduation assignment.

The following description should introduce you to the subject and assist you in your answers:

Pop-up shops are temporary shops that appear unannounced, create curiosity and buzz around a shopping venue for a short time period, and then unexpectedly disappear. Examples of pop-up retail include Christmas and other seasonal markets, shops on wheels, outlets, kiosks, holiday shops, etc.

Good luck!

[Start](#)

When online fashion brands "pop-up" into the physical world

1.

What is your gender?

- ☐ Male
- ☐ Female

2.

What is your age group?

- ☐ 18 - 23
- ☐ 24 - 30
- ☐ 31 - 50

3.

Shopping for fashion apparel should be a pleasurable experience, rather than a practical task to fulfil

- ☐ Absolutely yes
- ☐ Rather yes
- ☐ Rather not
- ☐ Absolutely not

4.

Please, indicate

How often do you buy clothes online?	Very often					Never
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5.

What major uncertainties/restrictions do you usually encounter when buying apparel over the internet? (Multiple answers are possible)

- ☐ I doubt the actual size, colours, quality of fabrics and fitting
- ☐ The shopping pleasure feels incomplete, because my senses are limited to just looking at images
- ☐ I can't get a second opinion for the item I want
- ☐ None of the above
- ☐ N/A
- ☐ Other

6.

Please, choose

	Strongly agree				Strongly disagree
Pop-up shops are more exciting than normal shops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pop-up shops are more exciting than online shops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7.

Pop-up shops are exciting, because they... (Multiple answers are possible)

- ☐ Offer new and diverse products
- ☐ Look different from the rest of the shops
- ☐ Change the landscape of a shopping venue
- ☐ Appear unexpectedly
- ☐ They are not exciting at all
- ☐ Other

8.

Please, select

	Fully agree				Fully disagree
In my opinion, the limited timespan of pop-up shops makes them an exclusive shopping opportunity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9.

I am more likely to make a spontaneous purchase when I know the offer won't last for a long time

- ☐ True
- ☐ False
- ☐ I don't know

10.

A satisfactory brand experience with a fashion brand would involve

Face-to-face-interaction
with sales representatives

☐ ☐ ☐ ☐ ☐

No social interaction at all

A set of visual, auditory,
tactile and olfactory
experiences in the shop

☐ ☐ ☐ ☐ ☐

Good quality pictures of
products and high web
usability

11.

How often do you spend leisure time with friends and relatives while shopping?

- ☐ Very often
- ☐ Often
- ☐ Sometimes
- ☐ Almost never
- ☐ Never

12.

Scents, colours and materials of items I test in fashion shops can make me fantasize, or recall past experiences

- ☐ Absolutely yes
- ☐ Rather yes
- ☐ Rather not
- ☐ Absolutely not

13.

Please, indicate

Bright lights, loud music and buzz
atmosphere coming from a shop would
trigger my attention

Strongly agree

☐ ☐

Strongly disagree

☐ ☐

14.

Please, choose

I have greater trust in online fashion retailers who also have a physical presence in some way

Fully agree

☐☐☐☐☐

Fully disagree

15.

I prefer to try on clothes in real shops to test their quality, and then order them online

☐

Very often

☐

Often

☐

Sometimes

☐

Almost never

☐

Never

16.

Please, choose

When I want to buy clothes, I prefer to first search for them online, and then test and buy them in a real shop

Strongly agree

☐☐☐☐☐

Strongly disagree

17.

I would fancy using my smartphone to purchase a fashion item at a physical shop

☐

Yes

☐

No

☐

Maybe

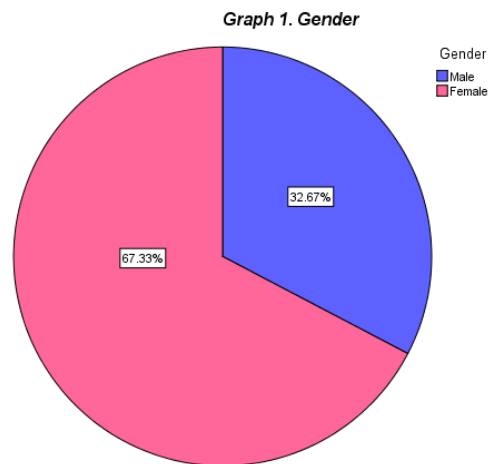
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I don't have a smartphone

Appendix 2: Frequency, Cross Tables and Graphs

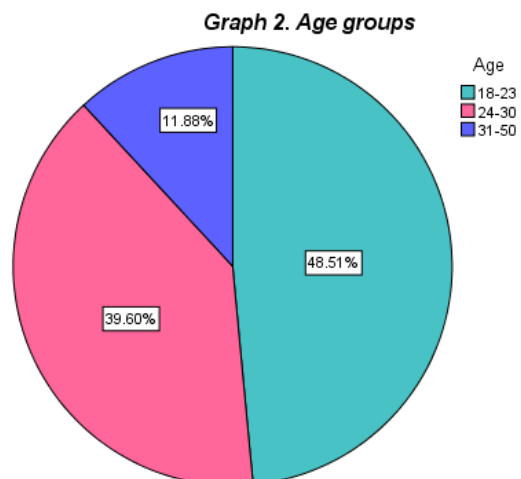
Gender			
		Count	Column N %
Gender	Male	33	32.7%
	Female	68	67.3%

Table 1: Percentages of males and females



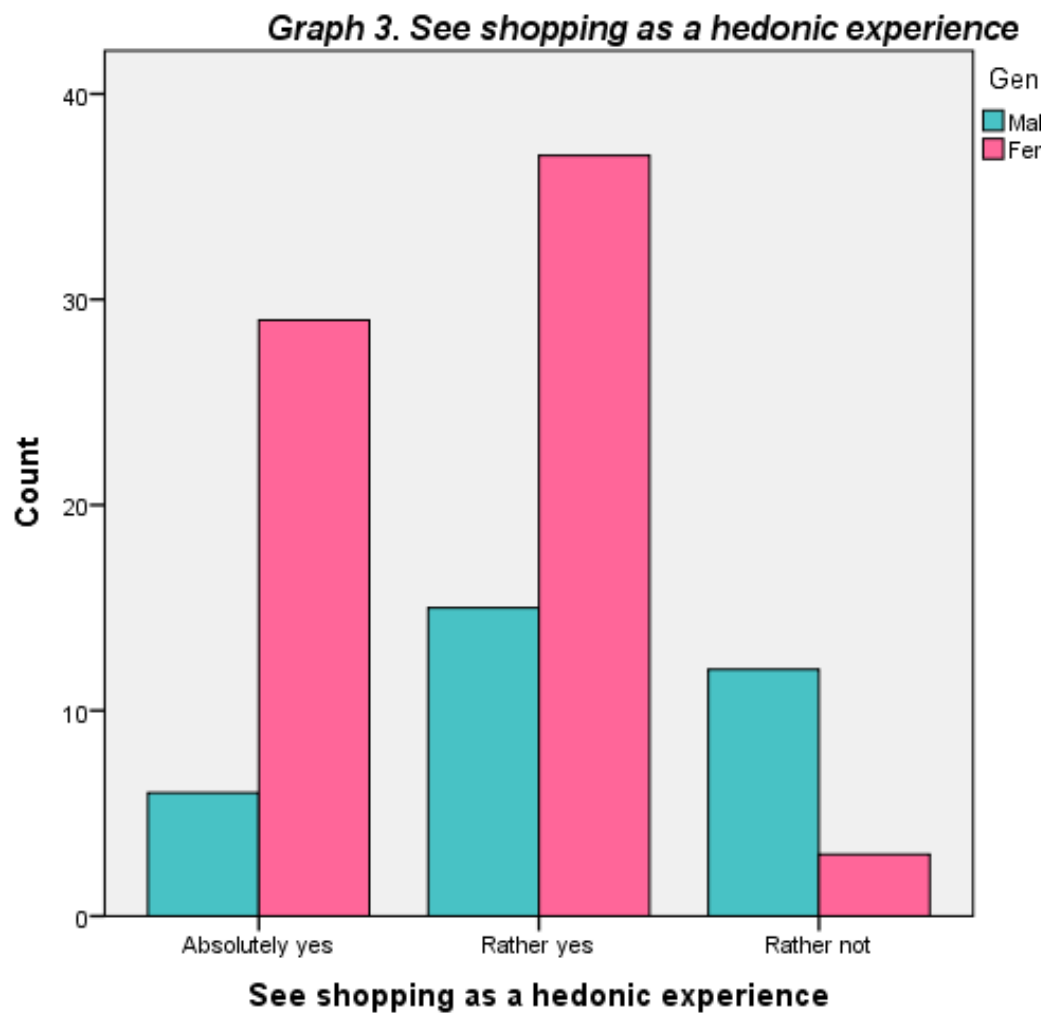
Age			
		Count	Column N %
Age	18-23	49	48.5%
	24-30	40	39.6%
	31-50	12	11.9%

Table 2: Percentages of age groups



See shopping as a hedonic experience			
		Count	Column N %
See shopping as a hedonic experience	Absolutely yes	35	34.3%
	Rather yes	52	51.0%
	Rather not	15	14.7%

Table 3: Percentages of hedonic shoppers



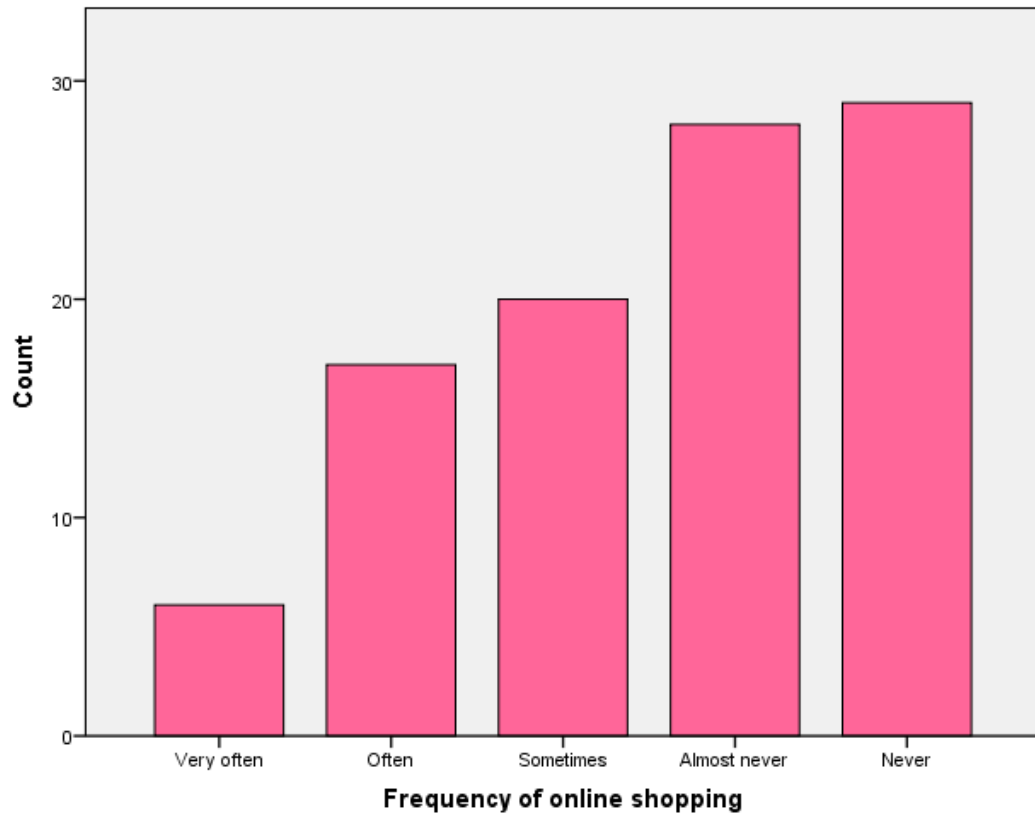
See shopping as a hedonic experience * Gender					
Crosstabulation					
			Gender		Total
			Male	Female	
See shopping as a hedonic experience	Absolutely yes	Count	6	29	35
		Expected Count	11.3	23.7	35.0
		% within Gender	18.2%	42.0%	34.3%
	Rather yes	Count	15	37	52
		Expected Count	16.8	35.2	52.0
		% within Gender	45.5%	53.6%	51.0%
	Rather not	Count	12	3	15
		Expected Count	4.9	10.1	15.0
		% within Gender	36.4%	4.3%	14.7%
Total	Count	33	69	102	
	Expected Count	33.0	69.0	102.0	
	% within Gender	100.0%	100.0%	100.0%	

Table 4: Crosstab See shopping as a hedonic

Affiliation to online shopping			
		Count	Column N %
Frequency of online shopping	Very often	6	6.0%
	Often	17	17.0%
	Sometimes	20	20.0%
	Almost never	28	28.0%
	Never	29	29.0%

Table 5: Frequency of online shopping

Graph 4. Affiliation to online shopping



Major uncertainties			
		Count	Column N %
Doubt size, colours, quality, fitting	No	11	11.0%
	Yes	89	89.0%
Limited senses	No	65	65.0%
	Yes	35	35.0%
Lack social aspect	No	81	81.0%
	Yes	19	19.0%

Table 5: Major uncertainties and restrictions

Excitement about pop-up shops			
		Count	Column N %
Pop-ups more exciting than normal shops	Strongly agree	4	4.1%
	Agree	28	28.9%
	Neutral	33	34.0%
	Disagree	21	21.6%
	Strongly disagree	11	11.3%
Pop-ups more exciting than online shops	Strongly agree	22	22.7%
	Agree	33	34.0%
	Neutral	18	18.6%
	Disagree	13	13.4%
	Strongly disagree	11	11.3%

Table 6: Pop-up shops seen as more exciting

Excitement factors			
		Count	Column N %
Novelty products causing excitement	No	57	56.4%
	Yes	44	43.6%
Different appearance causing excitement	No	45	44.6%
	Yes	56	55.4%
Changed shopping landscape causing excitement	No	54	53.5%
	Yes	47	46.5%
Unexpected appearance causing excitement	No	48	47.5%
	Yes	53	52.5%
No excitement at all	No	88	87.1%
	Yes	13	12.9%

Table 7: Excitement factors

Sense of exclusivity			
		Count	Column N %
Limited timespan causing a sense of exclusivity	Fully agree	22	21.8%
	Agree	31	30.7%
	Neutral	24	23.8%
	Disagree	19	18.8%
	Fully disagree	5	5.0%

Table 8: Sense of exclusivity

Sense of exclusivity * Gender Crosstabulation					
			Gender		Total
			Male	Female	
Limited timespan causing a sense of exclusivity	Fully agree	Count	3	19	22
		Expected Count	7.3	14.7	22.0
		% within Gender	9.1%	28.4%	22.0%
	Agree	Count	12	19	31
		Expected Count	10.2	20.8	31.0
		% within Gender	36.4%	28.4%	31.0%
	Neutral	Count	8	15	23
		Expected Count	7.6	15.4	23.0
		% within Gender	24.2%	22.4%	23.0%
	Disagree	Count	9	10	19
		Expected Count	6.3	12.7	19.0
		% within Gender	27.3%	14.9%	19.0%
	Fully disagree	Count	1	4	5
		Expected Count	1.7	3.4	5.0
		% within Gender	3.0%	6.0%	5.0%
Total	Count		33	67	100
	Expected Count		33.0	67.0	100.0
	% within Gender		100.0%	100.0%	100.0%

Table 9: Crosstab Sense of exclusivity & Gender

Spontaneous purchase			
		Count	Column N %
Limited timespan causing spontaneous purchase	True	75	74.3%
	False	7	6.9%
	I don't know	19	18.8%

Table 10: Spontaneous purchase

Spontaneous purchase * Gender Crosstabulation					
			Gender		Total
			Male	Female	
Limited timespan causing spontaneous purchase	True	Count	22	52	74
		Expected Count	24.4	49.6	74.0
		% within Gender	66.7%	77.6%	74.0%
	False	Count	2	5	7
		Expected Count	2.3	4.7	7.0
		% within Gender	6.1%	7.5%	7.0%
	I don't know	Count	9	10	19
		Expected Count	6.3	12.7	19.0
		% within Gender	27.3%	14.9%	19.0%
Total	Count		33	67	100
	Expected Count		33.0	67.0	100.0
	% within Gender		100.0%	100.0%	100.0%

Table 11: Crosstab Spontaneous purchase & Gender

Face-to-face and multisensory preference			
		Count	Column N %
Importance of face-to-face interaction	Very important	17	17.2%
	Important	30	30.3%
	Moderately important	30	30.3%
	Of little importance	18	18.2%
	Unimportant	4	4.0%
Importance of multisensory stimulation	Very important	37	37.4%
	Important	29	29.3%
	Moderately important	22	22.2%
	Of little importance	7	7.1%
	Unimportant	4	4.0%

Table 12: Face-to-face and multisensory preference

Spend leisure time shopping			
		Count	Column N %
Shopping is leisure very often	No	97	95.1%
	Yes	5	4.9%
Shopping is leisure often	No	70	68.6%
	Yes	32	31.4%
Shopping is leisure sometimes	No	59	57.8%
	Yes	43	42.2%
Shopping is leisure almost never	No	78	76.5%
	Yes	24	23.5%
Shopping is leisure never	No	102	100.0%
	Yes	0	0.0%

Table 13: Spend leisure time shopping

Shopping causes fantasies			
		Count	Column N %
Shopping causes fantasies	Absolutely yes	16	16.0%
	Rather yes	53	53.0%
	Rather not	27	27.0%
	Absolutely not	4	4.0%

Table 14: Shopping causes fantasies

Shopping causes fantasies * Gender Crosstabulation					
			Gender		Total
			Male	Female	
Shopping causes fantasies	Absolutely yes	Count	2	14	16
		Expected Count	5.3	10.7	16.0
		% within Gender	6.1%	20.9%	16.0%
	Rather yes	Count	19	34	53
		Expected Count	17.5	35.5	53.0
		% within Gender	57.6%	50.7%	53.0%
	Rather not	Count	11	16	27
		Expected Count	8.9	18.1	27.0
		% within Gender	33.3%	23.9%	27.0%
	Absolutely not	Count	1	3	4
		Expected Count	1.3	2.7	4.0
		% within Gender	3.0%	4.5%	4.0%
Total	Count	33	67	100	
	Expected Count	33.0	67.0	100.0	
	% within Gender	100.0%	100.0%	100.0%	

Table 15: Crosstab Shopping causes fantasies & Gender

Multisensory stimuli trigger attention			
		Count	Column N %
Bright lights, loud music and buzz are triggers	Strongly agree	12	12.0%
	Agree	34	34.0%
	Neutral	17	17.0%
	Disagree	22	22.0%
	Strongly disagree	15	15.0%

Table 16: Multisensory stimuli trigger attention

Greater trust			
		Count	Column N %
Physical and online presence cause greater trust	Strongly agree	35	35.0%
	Agree	31	31.0%
	Neutral	17	17.0%
	Disagree	12	12.0%
	Strongly disagree	5	5.0%

Table 17: Greater trust

From physical to online shop			
		Count	Column N %
Test in physical shop, buy online	Very often	24	24.0%
	Often	18	18.0%
	Sometimes	15	15.0%
	Almost never	24	24.0%
	Never	19	19.0%

Table 18: From physical to online shop

From online to physical			
		Count	Column N %
Search online, buy in physical shop	Strongly agree	11	11.1%
	Agree	30	30.3%
	Neutral	21	21.2%
	Disagree	24	24.2%
	Strongly disagree	13	13.1%

Table 19: From online to physical

When online fashion retailers “pop-up” into the real world