The Effect of Individual Difference on Acceptance of Pop-Up Retail by Taiwanese Consumers

Wei-chen Chen
Iowa State University

Ann Marie Fiore
Iowa State University, amfiore@iastate.edu

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Abstract
Based on the Theory of Reasoned Action, the study measured the effects of individual differences on perceived benefits, the effects of individual differences on attitude toward pop-up retail, the effects of perceived benefits on attitude toward pop-up retail, and the effect of attitude toward pop-up retail on intentions toward pop-up retail.

Keywords
Pop-up, innovativeness, enjoyment, materialism

Disciplines
Business Administration, Management, and Operations | Fashion Business | International Business | Marketing | Sales and Merchandising

Comments
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Wei-Chen Chen and Ann Marie Fiore
Iowa State University, USA

Keywords: Pop-up, innovativeness, enjoyment, materialism

Introduction. Today’s consumers want memorable marketing experiences that “dazzle their senses, touch their hearts, and stimulate their minds” (Lenderman, 2007, pp. 18-19). These experiences are believed to enhance the value of the product (Schmitt, 1999). Pop-up retail is a form of experiential marketing that has expanded in Western societies and is emerging in Asian societies. Individual differences and perceived benefits have been found to be important to acceptance of pop-up retail for U.S. consumers. Because cultural differences may impact consumer responses, research is needed to understand the factors affecting consumer acceptance of pop-up retail in Asian societies. The purpose of the present study was to investigate the acceptance of pop-up retail among Taiwanese consumers. Based on the Theory of Reasoned Action (Fishbein & Ajzen 1978), the present study measured a) the effects of individual differences on perceived benefits, b) the effects of individual differences on attitude toward pop-up retail, c) the effects of perceived benefits on attitude toward pop-up retail, and d) the effect of attitude toward pop-up retail on intentions toward pop-up retail (see Figure 1).

Figure 1.

Method. Reliable scales from past research were adapted; a number came from the pop-up retail survey instrument developed by Niehm, Fiore, Jeong, and Kim (2007). Because Taiwanese consumer may perceive other culturally influenced benefits from pop-up retail to be

\[ \chi^2(324) = 1275.92 \]

CFI=0.95
TLI=0.94
RMSEA=0.056
N=902
important, the present researchers developed additional scale items. Survey scales were translated into Chinese using a “translation and back translation” procedure. Before survey data were collected, a focus group was conducted to 1) ensure the descriptions and images of pop-up retail provided in the survey were effective and understandable, 2) understand the potential benefits offered by pop-up according to Taiwanese consumers, and 3) refine items due to translation issues. A pilot followed the focus group, then, a paper survey was distributed in class to 1,000 college students in three urban areas—Taipei, Taichung, and Kaohsiung City.

**Results.** Confirmatory factor analysis in Structural Equation Modeling (SEM) was used to form factors based on these criteria: Eigenvalues ≥ 1, and factor loadings above .50 on a factor but below .30 on other factors. The SEM structural model had fairly good fit (see Figure 1 for fit indices). Individual differences were associated with perceived benefits for Taiwanese consumers. A higher level of consumer innovativeness or shopping enjoyment was associated with the importance of “hedonic benefits”; a higher level of consumer innovativeness or materialism was associated with the importance of the two utilitarian benefits, “facilitators of product evaluation” and “self-enhancement” (this benefit was not found with U.S. sample). All three of these benefits were positively related to attitude toward pop-up retail, and positive attitude toward pop-up retail was associated with intentions toward pop-up retail. In addition, only Taiwanese consumers with a high level of shopping enjoyment had positive attitude toward pop-up retail.

**Conclusions.** Based on the results, hedonic benefits (e.g., novel stimuli offered by exclusive products, experiences, and/or retail designs) and utilitarian benefits of facilitators of product evaluation (e.g., receiving free samples and/or having consultations with knowledgeable brand representatives) and self-enhancement (e.g., products that enhance social standing and admiration of others) were important elements, which led Taiwanese consumers with a higher level of innovativeness, shopping enjoyment, or materialism to develop a positive attitude and consequent positive intentions toward pop-up retail. Thus, marketers may employ such hedonic and/or utilitarian benefits, based on their target customers when developing their marketing mix (product, promotion, place, and price). Furthermore, the non-significant results regarding the influence of individual differences on attitude toward pop-up retail suggest that marketers should create extensive marketing and public relations campaigns to promote word-of-mouth publicity and help reluctant, risk-averse Taiwanese consumers to become familiar with the new format. In turn, this may lead consumers to develop a positive attitude toward pop-up retail.


