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Abstract
The study investigated the effects of cultural differences on perceived benefits, the effects of cultural values on attitude toward pop-up retail, the effect of attitude toward pop-up retail, and the effect of attitude toward pop-up retail on intentions toward pop-up retail.

Keywords
Pop-up, cultural values, independent self, interdependent self

Disciplines
Fashion Business | International Business | Marketing | Sociology of Culture

Comments
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Introduction. Pop-up retail is a form of experiential marketing and a relatively new marketing strategy that has just begun to make its way from individualistic countries, Western countries, to collectivistic, Eastern countries. Brands and retailers have implemented pop-up retail as an important global strategy. Researchers have found that cultural values influence consumption behavior of Chinese consumers (Xian & Kim, 2009). However, no research has examined the impact of cultural values at an individual level (independent/interdependent) rather than a country level (individualism/collectivism) on perceived utilitarian and hedonic benefits. The purpose of the present study was to investigate how cultural values at an individual level affect the acceptance of pop-up retail by Taiwanese consumers. Based on the Theory of Reasoned Action (Fishbein & Ajzen 1978), the present study investigated a) the effects of cultural differences on perceived benefits, b) the effects of cultural values on attitude toward pop-up retail, c) the effect of 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. Structural model

![Structural Model Diagram]

χ² (179) = 849.99
CFI=0.95
TLI=0.94
RMSEA=0.064
N=902

Note: * p < .05; ** p < .01; Facilitators of product evaluation (FPE), SE= Self-enhancement (SE)

Method. A reliable self-construal scale from Lu and Gilmour (2007) was adopted; the survey instrument of pop-up retail was adapted from the study of Niehm, Fiore, Jeong, and Kim (2007). Because there may be other perceived benefits of importance to consumers from Taiwan, additional items were developed by the researchers to reflect potential perceived benefits of pop-up retail, based on the literature review for the present study. The survey was translated into Chinese using a “translation and back translation” procedure. Before survey data were collected, the present study conducted a focus group 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 problems. A pretest followed the focus group to ensure clarity of the survey. 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). Self-construal (cultural values) was associated with perceived benefits. Taiwanese consumers with a higher level of independent self values were associated with the importance of hedonic benefits; consumers with a higher level of interdependent self values were positively associated with the importance of utilitarian benefits (“facilitators of product evaluation” and “self enhancement”). However, Taiwanese consumers with a high level of independent self or interdependent self values did not have a positive attitude toward pop-up retail. A positive attitude toward pop-up retail was associated with intentions toward pop-up retail. Based on the results of mediating effects, hedonic benefits mediated the relationship between independent self and attitude toward pop-up retail. Also, the utilitarian benefit of self-enhancement mediated the relationship between interdependent self and attitude toward pop-up retail.

**Conclusion.** The study found an important utilitarian benefit, which was not discovered in the Western study of pop-up retail (i.e., Niehm et al., 2007). Based on these results, hedonic benefits (e.g., novel stimuli offered by exclusive products, experiences, and/or retail designs) and utilitarian benefits of 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 independent or interdependent self values to develop a positive attitude and consequent positive intentions toward pop-up retail. Thus, marketers may stress such hedonic and/or utilitarian benefits for Taiwanese consumers 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.


