

# The Implication of Temporary "Pop-up" Retail on Consumer Reaction through the Mediating Roles of Scarcity, Hedonic Shopping Value, and Perceived Uniqueness = Implikasi Temporary "Pop-up" Retail terhadap Reaksi Konsumen melalui Peran Mediasi Scarcity, Hedonic Shopping Value, dan Perceived Uniqueness

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## Abstrak

Adanya kompetisi yang tinggi dalam dunia bisnis telah mengubah lanskap pasar secara mendasar bagi para retailer. Konsumen memutuhkan merk yang tidak hanya memenuhi kebutuhan fungsionalnya, namun juga yang dapat memberikan nilai tambah. Oleh karena itu, penggunaan toko pop-up store dikembangkan sebagai jembatan konseptual antara toko utama dan presentasi sementara di tempat penjualan. Penelitian ini menyelidiki signifikansi pop-up stores dibandingkan dengan toko ritel konvensional terhadap perilaku konsumen jangka pendek dan jangka panjang, dengan tiga variabel mediasi. Data dikumpulkan melalui eksperimen dengan 203 partisipan dan dianalisis menggunakan PLS-SEM. Dengan membandingkan kedua format toko tersebut, studi ini menemukan bahwa pop-up stores dianggap lebih unik dibandingkan dengan ritel tradisional, karena persepsi terhadap scarcity dan hedonic shopping value yang lebih besar. Oleh karena itu, pengaruh pop-up terhadap perilaku konsumen dimediasi oleh scarcity dan hedonic shopping value (mediator tahap pertama) serta perceived uniqueness (mediator tahap kedua), maka dapat dianggap sebagai karakteristik dari toko tersebut. Selain itu, pengaruh terhadap reaksi konsumen jangka pendek yang diukur dengan willingness to pay dalam penelitian ini lebih besar dibandingkan dengan pengaruh terhadap reaksi konsumen jangka panjang yang diukur dengan brand loyalty.

.....The highly competitive nature of the business world has fundamentally transformed the market landscape for retailers. Consumers need brands that do not only cater to their functional needs, but those who can give them added value. Thereby, the use of pop-up stores as a form of experiential marketing tool was developed as a conceptual bridge between flagship stores and temporary presentations at the point of sale. This research investigates the significance of pop-up stores over conventional retail stores on short and long-term consumer behavior, with three mediating variables. Data was collected through an experiment with 203 participants and analyzed using PLS-SEM. Comparing the two store formats, the findings suggest that pop-up stores are perceived as more unique compared to traditional brick-and-mortar retail, as the perception of scarcity and hedonic shopping value are greater. Consequently, the influence of pop-ups on consumer behavior is mediated by scarcity and hedonic shopping value (first-stage mediators) as well as perceived uniqueness (second-stage mediator), hence are regarded as the characteristics of the store. Furthermore, the effect on short-term consumer reaction, as measured by willingness to pay in this study is greater than the effect on long-term consumer reaction, as measured by brand loyalty.