Now or Never! The Impact of Pop-Up Stores' Ephemerality on Impulse Buying

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Cite as:
Pisek Max, Batinovic Henrietta, Toporowski Waldemar (2024), Now or Never! The Impact of Pop-Up Stores' Ephemerality on Impulse Buying. *Proceedings of the European Marketing Academy*, 53rd, (119679)

Paper from the 53rd Annual EMAC Conference, Bucharest, Romania, May 28-31, 2024

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Abstract

As consumers' expectations of the shopping experience in offline retail continue to grow, companies are increasingly turning to ephemeral experiential stores known as pop-up stores. While existing research has investigated the influence of pop-up stores on long-term goals, this study specifically focuses on the short-term corporate goal of generating sales through impulse purchases. Therefore, our research examines the effect of the ephemerality of pop-up stores on impulse buying intentions. Moreover, this study pays attention to the effect of hedonic shopping motivation, as pop-up stores appeal especially to hedonically motivated consumers. Our results reveal that the ephemerality of pop-up stores influences the perception of the products on offer as scarce, thereby positively impacting impulse buying intentions. Contrary to expectations, hedonic shopping motivation has a negative influence on the relationship between perceived product scarcity and impulse buying intentions.

Subject Areas: *Consumer Behaviour, Hedonic Products, Marketing Strategy, Retailing*

Track: Retailing & Omni-Channel Management