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Exploring the Influence of Pop-Up Store Experiences on Consumer Word-of-Mouth Intentions: The Mediating Role of Brand Charisma

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Abstract

This study explores the evolving landscape of consumer experiences in the context of pop-up stores, considering the shifts from product economy to service economy and now the experience economy. It investigates the factors influencing consumer word-of-mouth intentions by examining the interplay of pop-up store experiences, brand equity, brand charisma, and verbal intent. Using Schmitt's strategic experience modules and the Aaker brand equity model, the study employs quantitative methods and data analysis to uncover the relationships among these variables. Surprisingly, it finds limited associations between the aspects of the pop-up store experience and brand equity. However, it highlights the direct impact of brand equity on brand charisma, which subsequently influences consumers' intentions to share brand-related information. This research contributes to our understanding of word-of-mouth marketing for pop-up stores, filling a knowledge gap and offering valuable insights for academics and businesses navigating the evolving marketing landscape. It also emphasizes the significance of brand charisma in the context of transient in-store experiences and evolving consumer preferences.

Keywords: Pop-up Store Experience; Brand Equity; Brand Charisma; Word-of-mouth intention.

1. Introduction

The concept of the experience economy, introduced by Alvin Toffler in 1970 and expanded upon by Joseph Pine and James Gilmore in "The Experience Economy," signifies a profound shift in economic development. This new phase, following agrarian, industrial, and service economies, prioritizes creating memorable consumer experiences by merging goods, services, and psychological engagement [1]. As the experience economy gains prominence, consumer values have evolved, emphasizing emotional and psychological fulfillment over material possessions [2].

In today's competitive marketplace, businesses face the challenge of effectively promoting their brands.

With consumers readily sharing their authentic opinions and shopping experiences online, word-of-mouth advertising's significance has soared [3]. This elevates the importance of positive brand experiences, as they drive genuine brand advocacy. To adapt to changing consumer attitudes, brands are reevaluating their relationships with consumers. In response, pop-up stores have emerged as a dynamic marketing strategy. These temporary retail spaces, powered by experiential marketing, analyze their target audience's needs, integrating unique brand identities with creative store environments to deliver unforgettable experiences [4].

Operating pop-up stores involves uncertainty and risk due to their short lifespan, limited space, and the need to quickly attract and convert consumers [6]. Therefore, enhancing consumers' word-of-mouth intent is crucial. Word-of-mouth significantly impacts brand reputation. Thus, understanding how pop-up store experiences influence consumers' word-of-mouth intent is imperative.

Brand equity, a vital element of brand value, plays a crucial role in pop-up store operations. It enhances the emotional connection between brands and consumers by improving brand awareness, image, and identity [7]. In the context of pop-up store marketing, brand equity creation must be innovative and targeted to attract and retain consumers within a limited timeframe. Therefore, examining the role of brand equity in the relationship between pop-up store experiences and consumers' word-of-mouth intent is essential.

This study addresses gaps in existing research by investigating the influence of pop-up store experiences on consumers' word-of-mouth intent. It aims to uncover mechanisms behind pop-up store marketing, provide practical recommendations, and contribute to the development of relevant theories.

The specific objectives are:

① Scrutinize the marketing approach of pop-up stores and explore how the pop-up store experience impacts brand loyalty and affiliation, components of brand equity.

② Examine relationships between brand equity, brand charisma, and consumer intent, shedding light on their dynamics.

③ Investigate whether brand charisma mediates the relationship between brand equity and customer verbal intent.

④ Provide concrete recommendations for pop-up stores and brand owners, contributing to marketing and brand equity theories.

This study departs from conventional research findings by highlighting that brand equity significantly influences brand charisma, impacting consumers' willingness to endorse products or services. It emphasizes that social image and customer perceptions play equal roles in pop-up store success, alongside empirical factors. Moreover, it acknowledges the influence of environmental, social, and governance factors on brand social capital, suggesting that experiential aspects alone may not contribute to enhanced brand equity.

2. Literature Review

2.1 The Concept of Pop-up Stores

The concept of pop-up stores, derived from the English term "Pop-up store" or "Pop-up Store," involves the temporary emergence of retail spaces in commercial areas. This retail model, as described by Surchi in 2011, capitalizes on the sudden and transient nature implied by the term "pop-up" [8]. Pop-up stores serve as a vehicle

for businesses to swiftly promote their brands or products within a limited timeframe, earning them alternative titles such as "short-term trendy stores" or "guerrilla stores" [9].

2.2 Pop-up Store Experience

In 1999, Bernd H. Schmitt, in his seminal work "Experiential Marketing," introduced a comprehensive framework known as Strategic Experiential Modules (SEMs) to categorize "Experience Marketing" into five distinct dimensions: Sense, Feel, Think, Act, and Relate [10].

1)　Sense

Sense marketing, as outlined by Schmitt in 1999, seeks to create a sensory experience by engaging the customer's five senses - sight, hearing, smell, taste, and touch, with the objective of enhancing marketing effectiveness [10]. It aims to distinguish identities and amplify marketing efficacy through the stimulation of these senses. It is a strategic approach designed to set brands apart in the market, drive customer purchases, and offer unique value propositions.

2) Feel

Feel, as described by Schmitt in 2013, encompasses sentiment marketing, a strategy aimed at eliciting specific feelings, ranging from relaxed moods to intense emotions, to enhance brand association [11]. This form of marketing taps into human senses and emotions, targeting emotions ranging from subtle brand sentiments to profound feelings like joy and pride to differentiate tactile experiences.

3) Think

Cognitive experiences prompt customers to engage in sophisticated and creative thinking, positively influencing their perceptions of companies and brands [12]. It entails blending rational convergent cognition with divergent cognition, allowing clients to engage intellectually and indulge in creative thinking.

4) Act

Behavioral marketing, as per Schmitt in 1999, is the experiential outcome that transcends perception, cognition, and emotion, arising from interactions with others [10]. It encompasses direct experiences tied to the body and those that aim to shape customer experiences related to consumer behavior and lifestyles.

5) Relate

Relate marketing, a strategy aimed at cultivating, sustaining, and fortifying relationships with consumers, is the practice of transforming ordinary consumers into loyal customers [13]. These experiences encompass everything from discovering reference groups associated with consumers who perceive a brand as a social institution to consumers playing a direct role in the marketplace by establishing large-scale brand communities.

2.3 Brand Loyalty

Brand loyalty, a cornerstone of brand equity as defined by Aaker in 1991, manifests when consumers develop a preference for a specific brand of product or service, leading to repeated purchases over time [14]. This loyalty hinges on the experience of purchasing and using the brand, entailing concepts like satisfaction and preference. Consequently, a substantial consumer base exhibiting strong loyalty to a particular brand proves pivotal in generating long-term revenue and holds significant value [14].

Rebecca defines brand loyalty as "repeated purchasing behavior driven by a strong internal inclination" and suggests that measuring brand loyalty should encompass both attitude and behavior scales [15]. Oliver

advocates for a holistic approach, combining behavior and attitude measurements to comprehensively grasp the loyalty concept [16]. They delineate loyalty into four dimensions: true loyalty, spurious loyalty, latent loyalty, and no loyalty.

2.4 Brand Association

Brand association encompasses all the elements connected to a brand within an individual's memory. It stands as a fundamental factor influencing consumers' purchasing decisions, providing brand distinctiveness, facilitating quick retrieval of market information during product selection, facilitating positive affect transfer, and rationalizing purchase decisions [17].

2.5 Brand Charisma

Max Weber, the eminent German sociologist in 1947, reshaped the original definition of charisma into a concept within the realm of social science [18].

Aaker delved into the realm of charismatic brands, such as Harley Davidson and Beetle, designating them as brands with ardent devotees [14]. These charismatic brands bear resemblance to influential leaders, wielding the power to guide consumers. This form of leadership engenders consumer brand devotion, serving as the impetus for them to engage in Word-of-mouth promotion and, in turn, fostering a robust rapport between consumers and the brand [14].

2.6 Word-of-Mouth Intention

Word of Mouth Intentions, a critical facet of contemporary consumer behavior, encompass people's willingness to share opinions, evaluations, and recommendations about products, services, or brands through channels such as social media and interpersonal communication. Essentially, it pertains to the capacity of individuals to shape others' purchasing decisions through verbal exchanges. This concept was introduced by Daugherty and Eastman in their exploration of word of mouth's impact on consumer attitudes and purchase decisions [19-20]. The realm of marketing and consumer studies has subsequently witnessed numerous investigations into word of mouth due to its pivotal role in the marketing processes [21].

3. Research Model and Hypotheses Development

3.1 Research model

This study delves into the intricate dynamics between customers' perceptions of brand equity and their experiences within the realm of pop-up stores. The investigation scrutinizes the pivotal roles played by customers' sensory encounters, emotional responses, cognitive processes, behavioral interactions, and social relationships in shaping their perceptions of brand equity. Furthermore, the study delves into the nuanced interactions between brand equity and two crucial components—brand loyalty and brand association—and their subsequent impact on brand charisma and word-of-mouth intention. A central objective of this research is to ascertain whether brand charisma operates as a mediator in the relationship between brand equity and verbal intent. To achieve this goal, an integrative theoretical framework is developed below in Figure 1, drawing insights from an extensive review of pertinent literature in the field.
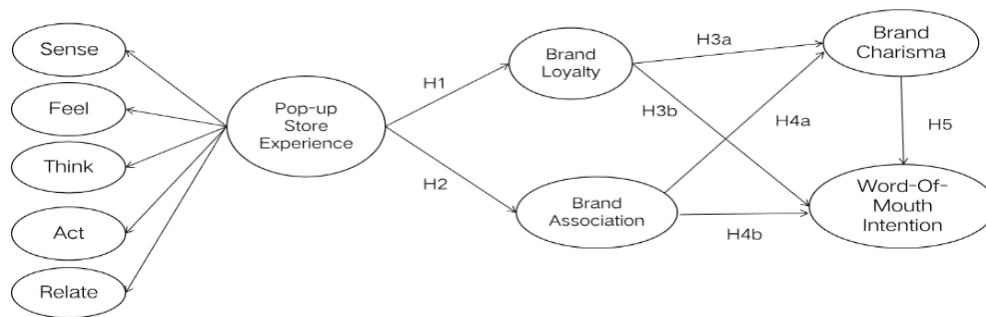
<Figure 1> Research Model of the Study

3.2 Hypotheses Development

1) Pop-up Store Experience and Brand Loyalty

Research by Kim underscores the significant impact of Strategic Experiential Modules (SEMS) on brand loyalty [22]. In a parallel vein, Park et al.'s study in 2016 further solidifies this connection by highlighting how experiential marketing factors wield substantial influence on brand loyalty, mediated through sentimental and experiential values [23]. These insights collectively suggest that a favorable encounter within a pop-up store can wield a transformative influence, cultivating consumer brand loyalty.

Building upon the insights gleaned from these antecedent investigations, this study posits the following hypothesis:

H1: Pop-up store experiences exert a positive impact on Brand Loyalty.

2) Pop-up Store Experience and Brand Association

Kim's research in 2021 sheds light on the profound effects of repeated consumer-brand interactions, elucidating how these encounters lead to the formation of brand associations that significantly influence attitudes and behaviors toward the brand [22].

In this vein, it becomes apparent that a positive experience cultivated within a pop-up store can serve as a potent catalyst, fortifying consumer loyalty toward a brand. Building upon the foundational insights gleaned from these antecedent studies, this research formulates the following hypothesis:

H2: Pop-up store experiences wield a positive influence on Brand Association.

3) Brand Loyalty and Brand Charisma

Aaker's seminal work in 1991 elucidates the profound interplay between brand loyalty and brand charisma. It surfaces the pivotal role of brand charisma, a quality intricately linked to marketing investments, in shaping customer response dynamics [14].

Building on this foundation, supplementary research by Lee et al. in 2004 underscores the symbiotic relationship between brand loyalty and brand charisma. It implies that the greater the degree of consumer loyalty to a brand, the more pronounced the brand's appeal becomes [24].

In light of these preexisting studies, the following hypothesis is posited:

H3a: Brand Loyalty exerts a positive influence on Brand Charisma.

4) Brand Loyalty and Word-of-Mouth Intention

In the extensive study conducted by Hoeffler in 2002, a compelling association emerges between brand equity and consumers' proclivity to engage in word of mouth. The empirical consumer research illuminates that various dimension of brand equity wield a substantial and affirmative influence on consumers' intent to partake in word-of-mouth activities. This seminal finding underscores the pivotal role of brand equity in shaping consumers' inclination to share brand-related information and insights [25].

In a parallel vein, the research conducted by Gounaris and Stathakopoulos accentuates the substantial sway of brand loyalty on verbal intentions [26]. It underscores that consumer who harbor heightened loyalty towards a brand are markedly more inclined to hold favorable opinions about the brand.

Drawing from the empirical groundwork laid by these prior studies, the following hypothesis is formulated:

H3b: Brand Loyalty exerts a positive effect on Word-of-Mouth Intention.

5) Brand Association and Brand Charisma

Keller's seminal research in 1993 has unearthed a substantial correlation between brand association and consumer perceptions of brand charisma. His study has elucidated that brand association exerts a noteworthy impact on the emergence of brand charisma [27].

In light of the insights distilled from these antecedent investigations, the following hypothesis is posited:

H4a: Brand Association exerts a positive effect on Brand Charisma.

6) Brand Association and Word-of-Mouth Intention

Hoeffler and Keller's meticulous examination in 2002 shed light on the profound impact of brand equity on consumers' Word-of-mouth (WOM) intentions [25]. Augmenting this perspective, Carlson et al. unearthed compelling evidence, underscoring the salient role of brand association in shaping verbal intent. Their study underscored that heightened brand association correlates with a heightened likelihood of consumers sharing information about the brand on social media platforms or advocating for it amongst their social circles [28].

This empirical underpinning buttresses the formulation of the following hypothesis:

H4b: Brand Association engenders a positive effect on Word-of-mouth intention.

7) Brand Charisma and Word-of-Mouth Intention

In a compelling analysis, Lee et al. delved into the intricate dynamics linking brand charisma and whispered intentions. His study corroborated the assertion that brand charisma exerts a positively catalyzing effect on whispered intentions [29].

In the light of these insightful precedents, the formulation of the following hypothesis becomes evident:

H5: Brand Charisma engenders a positive effect on Word-of-mouth intention.

8) Media Effect Hypotheses

Aaker's seminal work in 1991 unearthed a compelling linkage between brand loyalty and brand charisma. It elucidated that the radiance of a brand is intricately tied to marketing investments, fostering customer reactions, and heightening the likelihood of brand choice and loyalty [14].

Building upon Aaker's foundation, Lee et al. further explored the intricate relationship between brand charisma and whispered intentions. Their research underscored the notion that brand charisma possesses a positive influence on whispered intentions. When consumers perceive a brand as charismatic, they are inclined to actively engage in word-of-mouth activities, sharing brand information and recommendations [29].

Hence, the following hypotheses were formulated:

H6a: Brand charisma mediates the relationship between brand loyalty and Word-of-mouth intention.

H6b: Brand charisma mediates the relationship between brand association and Word-of-mouth intention.

4. Research Methodology

4.1 Measurement

In this research, we employed the internet survey tool Wenjuanxing to collect data from Chinese consumers who had patronized pop-up shops. A structured questionnaire elicited responses on research variables. Assessments used, drawn from prior research, were rated by participants on a 5-point Likert scale, from "strongly disagree" (1) to "strongly agree" (5). Table 1 provides an overview of constructs, measurement items, and sources.

Data underwent statistical analyses, including frequency, reliability, validation, correlation, regression, and media variable tests, using SPSS 25.0 and AMOS. These analyses yielded the final research findings.

Table 1. Measurement items of the variables

Variables	Measurement items (Likert 5-point scale: 1 = Strongly disagree; 5= Strongly agree)	Source
Sense	The design of the pop-up store is very attractive.	[10]
	The environment within the pop-up store gives people visual enjoyment.	
	There is music that matches the pop-up store atmosphere.	
	Pop-up stores have a unique atmosphere.	
Feel	I felt excited inside the pop-up store.	[11]
	I felt comfortable inside the pop-up store.	
	I felt fresh inside the pop-up store.	
Think	My interest was piqued through the pop-up store experience.	[10]; [12]; [13]
	The pop-up store experience stimulated my curiosity.	
	The pop-up store experience has many surprises.	
Act	The pop-up store experience will bring changes to my daily life.	[10]
	I want to apply the experience I gained from the pop-up store experience to my life.	
	Through the pop-up store experience, you can feel the vitality and dynamism of your body.	
	The pop-up store experience brings vitality to my life.	
Relate	Other customers participating in the pop-up store experience give me a sense of belonging.	[13]
	The pop-up store experience helps me build relationships with other customers.	
	Through the pop-up store experience, I became closer to other customers.	

	The pop-up store experience gave me the opportunity to participate with other customers.	
Brand loyalty	I go to pop-up stores several times for a short period of time.	[14]
	I can recommend the pop-up store experience.	
	I am very satisfied with the pop-up store experience.	
Brand association	You can immediately say words related to the pop-up store experience.	[17]; [27]
	You can immediately think about the attributes of the product or service related to the pop-up store experience.	
	I can quickly recognize brands associated with pop-up store experiences.	
Brand charisma	I feel proud when I experience a pop-up store.	[14]; [18]
	I know the mark of the pop-up store experience.	
	I am aware of the salience and luxury of the pop-up store experience.	
	I gained satisfaction from experiencing the pop-up store.	
Word-of-mouth intention	I recommend the pop-up store experience to friends and family.	[19-21]
	I share my experience on social media.	
	I talk about pop-up store experiences in public places.	
	Post reviews or ratings of your pop-up store experience on the Internet.	
	I will actively answer other people's questions or provide information about the pop-up store experience.	

4.2 Data Collection and Analysis

A questionnaire survey was administered to individuals with prior experience in pop-up stores. This survey was conducted over a two-week period, from April 6th to April 20th, 2023. A total of 520 questionnaires were collected. Following a screening process, 36 invalid questionnaires were excluded from the dataset, resulting in 484 valid questionnaires that were utilized for the subsequent data analysis. To gain insights into the demographic profile of the respondents, a frequency analysis was performed on the 484 valid survey samples. The outcomes of this analysis are presented in Tables 2 and 3.

Table 2. Demographics of respondents 1

Characteristics	Categories	Frequency（N)	Ratio (%)
Gender	Male	241	49.79%
	Female	243	50.21%
Age	Under 20 years old	44	9.09%
	21~30 years old	296	61.16%
	31~40 years old	122	25.21%
	Over 41 years old	22	4.55%
Education	High School and below	23	4.75%
	Specialized study/graduation	134	27.69%
	Bachelor's degree in progress/graduation	246	50.83%
	Graduate student and above	82	16.74%

Table 3. Demographics of respondents 2

Characteristics	Categories	Frequency（N）	Ratio(%)
Occupation	Student	82	16.94%
	Company Staff	154	31.82%
	Civil Service	88	18.18%
	Professionals (e.g., architects, technical/R&D personnel, journalists, teachers, accountants, lawyers, medical professionals, etc.)	72	14.88%
	Personal/service industry	79	16.32%
	Other	9	1.86%
Monthly average income	$574 or less	64	13.22%
	$575-$1005	160	33.06%
	$1006-$1437	171	35.33%
	$1437 or more	89	18.39%

5. Results

5.1 Sample Profile

Among the 484 completed questionnaires, there were 241 male respondents and 243 female respondents. A substantial portion of the participants (n = 296) fell within the age range of 21 to 30 years. Regarding their educational backgrounds, the majority (n = 246) were pursuing or had completed a Bachelor's degree, followed by those engaged in specialized study/graduation and graduate students or individuals with higher educational qualifications.

Furthermore, the participants were categorized into groups based on their occupations and income levels, with detailed descriptive data presented in Tables 2 and 3 for further reference.

5.2 Measurement Model

In this study, we assessed variable consistency using SPSS 25 and measured item internal consistency with Cronbach's alpha coefficient in Table 4. To ensure reliability, we applied a commonly accepted threshold of 0.6 for Cronbach's alpha coefficient [30]. Results confirm high reliability, with all coefficients for brand loyalty, association, charisma, and Word-of-mouth intention exceeding 0.6.

All items examined showed common degree values above 0.4, indicating a strong correlation with underlying factors and effective information extraction. Our focus then turned to assessing alignment between factors and individual research items, considering alignment when factor loading coefficients exceeded 0.4.

Table 4. Results of the Reliability and Convergent Validity Tests

Variables	Indicator	Standardized Loading	Cronbach's α
Sense	sense1	0.830	0.875
	sense2	0.811	
	sense3	0.818	

	sense4	0.811	
Feel	feel1	0.763	0.760
	feel2	0.725	
	feel3	0.737	
Think	Think1	0.801	0.798
	Think2	0.786	
	Think3	0.765	
Act	Act1	0.812	0.879
	Act2	0.808	
	Act3	0.810	
	Act4	0.834	
Relate	Relate1	0.776	0.828
	Relate2	0.765	
	Relate3	0.781	
	Relate4	0.754	
Brand loyalty	Brand loyalty1	0.815	0.807
	Brand loyalty2	0.804	
	Brand loyalty3	0.754	
Brand association	Brand association1	0.789	0.786
	Brand association2	0.782	
	Brand association3	0.776	
Brand charisma	Brand charisma1	0.743	0.840
	Brand charisma2	0.753	
	Brand charisma3	0.777	
	Brand charisma4	0.773	
Word-of-mouth intention	Word-of-mouth intention1	0.694	0.879
	Word-of-mouth intention2	0.723	
	Word-of-mouth intention3	0.662	
	Word-of-mouth intention4	0.619	
	Word-of-mouth intention5	0.694	

The initial assessment of the study data aimed to determine its suitability for factor analysis, as outlined in the Table 5 provided. The data was found to be well-suited for factor analysis, meeting the necessary prerequisites. The Kaiser-Meyer-Olkin (KMO) measure yielded a value of 0.922, exceeding the threshold of 0.6, indicating its suitability for factor analysis. Furthermore, the research data successfully passed Bartlett's sphericity test ($p<0.05$), further affirming its appropriateness for factor analysis.

Table 5. KMO and Bartlett test

KMO		0.922
Bartlett test	Approx. Chi-Square	7642.87
	df	528
	p value	0.000

Correlation analysis is a statistical approach used to assess the level of association, or correlation, between different variables. In cases where the significance level of the correlation coefficient falls below 0.01, it signifies a statistically significant relationship between the two variables. Since all correlation values in this analysis are below 0.9, it is reasonable to conclude that discriminant validity has been effectively established.

The Table 6 provides a comprehensive overview of the correlation relationships among all the variables under investigation in this study.

Table 6. Results of correlation analysis

	Sense	Feel	Think	Act	Relate	BL	BA	BC	WOM
				Pearson Correlation					
Sense	0.797								
Feel	0.265	0.719							
Think	0.293	0.432	0.755						
Act	0.203	0.344	0.25	0.804					
Relate	0.288	0.322	0.277	0.286	0.74				
BL	0.219	0.38	0.3	0.328	0.233	0.763			
BA	0.225	0.37	0.299	0.257	0.314	0.315	0.743		
BC	0.272	0.403	0.377	0.339	0.337	0.331	0.352	0.754	
WOM	0.484	0.504	0.457	0.454	0.494	0.481	0.453	0.496	0.77

* p<0.05 ** p<0.01

5.3 Hypotheses Testing

This study explored the relationship between pop-up store experiences and brand-related constructs within the brand asset model. According to the Table 7, H1 proposed that Emotion, Cognition, and Action in the pop-up store experience positively impact brand loyalty. Results supported Emotion, Cognition, and Action, while Perception and Connection showed no significant effect on brand loyalty.

H2 suggested that feel, think, and relate elements positively influence brand association, with sense and act having less impact. H3, H4, and H5 found positive relationships between brand loyalty, brand association, brand charisma, word-of-mouth intention, and whispered communication intention.

Table 7. Summary Table Reporting the Acceptance or Rejection of Each Hypothesis

Hypothesis	Path	Beta Score	Result
H1	Sense-Brand loyalty	B=0.042(t=0.987, p=0.324>0.05)	Rejected
	Feel-Brand loyalty	B=0.203(t=3.668, p=0.000<0.05)	Accepted
	Think-Brand loyalty	B=0.106(t=2.136, p=0.033<0.05)	Accepted
	Act-Brand loyalty	B=0.143(t=3.383, p=0.001<0.05)	Accepted
	Relate -Brand loyalty	B=0.031(t=0.602, p=0.547>0.05)	Rejected
H2	Sense-Brand Association	B=0.036(t=0.902, p=0.367>0.05)	Rejected
	Feel-Brand Association	B=0.173(t=3.328, p=0.001<0.05)	Accepted
	Think-Brand Association	B=0.092(t=1.972, p=0.049<0.05)	Accepted
	Act-Brand Association	B=0.043(t=1.086, p=0.278>0.05)	Rejected
	Relate -Brand Association	B=0.154(t=3.169, p=0.002<0.05)	Accepted
H3a	Brand loyalty-Brand Charisma	B=0.156(t=4.133, p=0.000<0.05)	Accepted
H3b	Brand loyalty-Word-of-mouth intention	B=0.234(t=6.711, p=0.000<0.05)	Accepted
H4a	Association-Brand Charisma	B=0.177(t=4.344, p=0.000<0.05)	Accepted
H4b	Association-Word-of-mouth intention	B=0.18(t=4.781, p=0.000<0.05)	Accepted
H5	Brand Charisma-Word-of-mouth	B=0.235(t=5.678, p=0.000<0.05)	Accepted

	intention		
H6a	Brand Loyalty-Brand Charishma-Word of mouth intention	Mediating Effect Test Results	Accepted
H6b	Brand Association-Brand Charishma-Word of mouth intention	Mediating Effect Test Results	Accepted

However, the study employed a verification strategy complemented by the Bootstrap method using the Bootstrap macro program for hypothesis 6. Table 8 outlines the overall effect ("c"), representing X's regression coefficient on Y without considering mediator M. The mediation effect is elucidated when the overall effect is significant. The equation includes "a" for X's regression coefficient on M, "b" for M's regression coefficient on Y, and "ab" as the mediation effect, a product of a and b. In the presence of mediator M, "c'" denotes the direct effect or X's regression coefficient on Y. The 95% BootCI reflects the Bootstrap sampling-derived 95% confidence interval. In this study, ab's 95% BootCI does not contain zero, indicating both a and b are significant, and c' is significant as well, suggesting a partial mediation effect.

Table 8. Mediating Effect Test Results

Item	Total Effect C	a	b	a*b Indirect Effect	a*b (Boot SE)	a*b (95% BootCI	C'	conclusion
BL=>BC=>WOM	0.271	0.156	0.235	0.037	0.013	0.017~0.066	0.234	Partial mediation
BAs=>BC=>WOM	0.221	0.177	0.235	0.042	0.014	0.018~0.072	0.180	Partial mediation

6. Conclusion

In conclusion, this study addresses a significant research gap by investigating word-of-mouth intention within the context of pop-up store experiences and the mediating role of brand charisma. It offers a novel theoretical and empirical framework, contributing to the field of pop-up store marketing and word-of-mouth communication. The findings illuminate how brand charisma shapes consumer behavior through pop-up store encounters. From a practical standpoint, businesses seeking to adapt to evolving consumer demands and effectively promote their brands through pop-up stores can draw valuable insights. Firstly, they should proactively curate positive pop-up store experiences, emphasizing the impact on consumer perceptions and word-of-mouth communication. This involves enhancing service quality, engaging authentically with customers, and creating emotionally enriching experiences. Establishing product brand communities and aligning store decor with the brand's personality are essential strategies. Furthermore, companies should leverage creative marketing strategies for themed pop-up store activities to fulfill emotional and psychological needs and facilitate online word-of-mouth communication. Lastly, successful retail businesses should prioritize collaboration and integration among brand owners, retailers, and online platforms, harnessing pop-up stores' experiential marketing potential to engage consumers emotionally and expand brand reach. In essence, this research deepens our understanding of pop-up store experiences, brand charisma, and word-of-mouth intention while providing practical guidance for businesses in a dynamic consumer landscape.

7. Limitations and Future Directions

The study has limitations. Firstly, it lacks specificity by not exploring distinct pop-up store types, potentially influencing consumer behavior differently. Secondly, the sample may not represent all demographics, regions,

or brand preferences, limiting generalizability. Lastly, while brand charisma is a mediating variable, other unexplored factors may influence word-of-mouth intention.

Future research can address these limitations. Firstly, by studying different pop-up store types separately, nuanced insights can be gained. Secondly, conducting field research in physical pop-up stores can offer real-time insights. Lastly, comparing experiences across various brands' pop-up stores can elucidate brand factors' role. These research directions will enhance our understanding of brand factors, pop-up store experiences, and word-of-mouth intention interplay.

Acknowledgement

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