



American Journal of Economics and Business Innovation (AJEBI)

ISSN: 2831-5588 (ONLINE), 2832-4862 (PRINT)

VOLUME 4 ISSUE 2 (2025)

**PUBLISHED BY
E-PALLI PUBLISHERS, DELAWARE, USA**

An Assessment of the Relationship of Flash Retailing to Customer Engagement: Its Impact as a Marketing Strategy

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Article Information

Received: May 22, 2025

Accepted: June 30, 2025

Published: August 07, 2025

Keywords

*Consumer Engagement,
Consumerism, Ephemerality,
Experiential Stores, Pop-Up Stores*

ABSTRACT

In a fast-moving region like Metro Manila, where trends can rise and fall rapidly, standing out as a brand becomes more challenging than ever. Pop-up stores, which are temporary retail shops designed to attract customers through time-limited shopping experiences, are an emerging tactic for marketing. One important aspect of this strategy is ephemerality, or the short-term nature of pop-up stores, which helps create urgency and plays a growing role in how businesses attract consumers. These stores help brands get noticed, connect better with customers, and spread awareness through both social media and real-life interactions. This research aims to define whether pop-up stores effectively engage customers and whether they can be a suitable strategy for startups and new product launches alike. The study was conducted in Metro Manila, Philippines, with 417 randomly selected respondents. Data were collected through survey questionnaires using a Likert scale to measure customers' opinions on pop-up retailing. Simple random sampling was used to ensure unbiased responses. Factors that define customer engagement such as: brand recognition, brand appeal, word of mouth, customer satisfaction and personalized experiences, will be subtopics vitally used in identifying the relationship between the two main variables. The findings of this study will help businesses understand the role of pop-up stores in enhancing customer engagement and brand awareness. Additionally, it will offer insights into how the ephemeral nature of pop-up stores influences consumer behavior, generating a sense of exclusivity and excitement that traditional retail formats may not provide. The results may guide companies to improve their retail strategies and create a better experience for their customers.

INTRODUCTION

Background of the Study

Flash retailing or pop stores are set up in temporary places within a limited time. This kind of concept encourages people to visit and purchase products before the store closes. This is a reaction of firms to the changing landscape of consumerism and trends. Retail has responded to the continuing shift in consumer preferences toward ephemerality and immediacy with pop-up stores: temporary, experiential store formats (Henkel & Toporowski, 2021). These kinds of stores capitalize on trends, product launches, brand collaborations, and special seasonal events such as Halloween. Temporary stores can pop-up on vacant storefronts, event spaces, and other unique locations that will capture the attention of a certain audience. It is also seen as a way to generate buzz, increase brand visibility, test new markets, and make engagements to the consumers in a memorable experience. The term "pop-up" refers to the short-term duration of a retail store, which "pops up" for one day and then disappears the next day. Moore (2023), expressed, Pop-up retail can be traced back to the late 90's, Media entrepreneur Patrick Courrielche ran an event called The Ritual Expo in Los Angeles in 1997. It was a one-day event that brought together music, food and fashion in a single shopping experience. In the years following, The Ritual Expo let many big brands including AT&T, Levi-Strauss, and Motorola work with Courrielche to create

pop-up shopping experiences across the USA. Retailers also benefit from these kinds of stores in a way that sellers take advantage of low rents and shorter leases that will help them generate sales even if they have a limited amount of inventory. This also helps sellers to test their products before committing to the long term retailing. All of these allows business to learn valuable insights that can help shape future product development, new marketing strategies, and other retail approaches.

Research on pop-ups has already identified the pop-up experience which includes characteristics such as hedonic elements, design novelty, and uniqueness – as having an impact on favorable consumer behavior (Klein *et al.*, 2016; Robertson *et al.*, 2018). This paper aims to analyze its impact on customer engagement by examining it through factors like, brand appeal/recognition, brand experience, customer satisfaction, and word of mouth. In a booming society the means to reach audience and gain market share is challenging, that is why emerging strategies such as this is important to study. As of the second quarter of 2022, there were at least 165 upcoming stores in the Metro Manila retail sector (Frank, 2022), proving that this region is highly competitive and saturated. Further, the metropolitan area, poses incredible threats to businesses as it is densely populated making it prone to challenges, yet this tactic is highly adaptable. The concept's adaptability is evident in its ability to address economic challenges, such as the impact of the global pandemic in

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the Philippines (Cabauatan *et al.*, 2025). For such a diverse and fast-changing area, pop-up stores, an emerging star in marketing can be the breakthrough strategy for firms, a go-to plan to reach their desired audience, engage with customer and strengthen their brand, even through risk and crisis.

Statement of the Problem

The changing landscape within consumerism and customer's preference sheds light on the importance of being ahead of the curve. Pop-up stores are just another strategy being used, capitalizing on ephemerality to appeal to customers and to promote their brands and products. The study's objective is to define the relationship between pop-up stores and customer engagement, assessing if factors of customer engagements present and has an impact to consumers. Having said that, researchers seek to address the following questions:

Are pop-up stores effective in building key factors for customer engagement

1. Brand Recognition/Appeal, Word of Mouth (WOM)

2. Customer Satisfaction and Personalized Experiences

Can pop-up retailing be a suggested strategy for

1. Startups

2. Introducing new products

Does pop-up stores have a significant impact on customer engagement?

LITERATURE REVIEW

Pop-up stores or flash stores or even pop-up stores is a phenomenon that is heavily leveraged brands, especially luxury brands as a marketing strategy for product launches. The aim is to satisfy customers with experiences that would boost appeal, generate traffic, and word-of-mouth (WOM) marketing for the business. The novel retail concept "pop-up stores" has lately gained importance in the field of brand management. Aiming to initiate demand rather than increasing sales, pop-up stores enable companies to convey messages in a creative way and enrich brand images (Kastner, 2015). Experiential stores aim to offer an unforgettable retail experience, delivered through the store's uniqueness, atmosphere, hedonic shopping value, exclusive product assortment, and staff service quality (Henkel & Toporowski, 2022). It uses a sort of consumer behavior theory that incites customers and drive engagement. In contrast to the permanence of other experiential stores, pop-ups are usually only open for a couple of weeks, their temporal scarcity is often reflected in elements such as the store's interior design, event-like character, and communication strategy (Shi *et al.*, 2019 & Klein *et al.*, 2016). The novel store design, location, and other store attributes affect emotions and identification, thus distinguishing experiential stores from conventional ones and making them unique (Klein *et al.*, 2016).

Ho1 2.1: Pop-up stores are effective because it builds key factors of customer engagement: brand recognition/appeal, WOM, customer satisfaction and brand experience.

Pop-up stores effectiveness in building key factors for customer engagement

Brand Recognition/Appeal, Word of Mouth (WOM)

WOM is an oral or written communication process, between a sender and an individual or group of receivers, regardless if they share the same social network, with the purpose of sharing and acquiring information, on an informal basis (Barreto, 2015). When consumers are excited about a brand or when they are extremely satisfied or dissatisfied with a brand they are likely to experience emotional arousal that leads them to speak with others (Lovett, *et al.* 2013). This only helps grow the firm's attractiveness and appeal, most importantly for pop-ups who are only around for a period of time word of mouth ensures that word spreads. WOM communications between consumers are increasingly important for brands as they strive to spread their message and to strengthen their image. According to a recent global consumer survey, 83% of consumers claim to trust recommendations from friends and family, while only about 50% trust mass media marketing (Nielsen, 2015 & Klein, *et al.*, 2016). Across Southeast Asia, 88% of consumers placed the highest level of trust in word-of-mouth recommendations from people they know, with Filipino consumers leading the way at 91% (up 1 point from 2013). Word-of-Mouth endorsements gathered the biggest increase in approval from Vietnamese consumers, up eight points to 89%. Similarly, 89% of Indonesians gave the advertising source the nod, followed by Malaysians at 86%, Singaporeans at 83% and Thais at 82%. Consumers have always valued opinions expressed directly to them (Segismundo, 2016). In a Semrush article, Todorov (2021), listed statistics on word of mouth marketing: 90% of people are much more likely to trust a recommended brand (even from strangers). 88% of people had the highest level of trust in a brand when a friend or family member recommended it. Out of the top five popular ways to recommend a business, word-of-mouth comes first, followed by Facebook, Google, and Twitter. On average, word-of-mouth drives \$6 trillion in annual global spending and is responsible for 13% of all sales. Word-of-mouth is even more effective than paid ads, resulting in five times more sales. 28% of people say that word-of-mouth increases brand affinity (a customer's common values with a brand). 64% of marketers agree that word-of-mouth is the most effective form of marketing. 70% of marketers are looking to increase their online word-of-mouth spending, while 29% off-line. Most marketers (83%) use word-of-mouth marketing because it increases brand awareness. 43% of marketers use word-of-mouth marketing to increase sales. Barreto (2015), expounded, WOM is a time saver that helps deal with information overload by allowing other people, after collecting and analyzing information and experiencing the product/service, to share their knowledge and experiences (Silverman, 2001): "as markets become saturated with information and products, it is increasingly difficult for consumers to know and process all alternatives. (...) In such circumstances,

competent advisors, such as market mavens, can help consumers become informed without their engaging in cognitively demanding and time-consuming search activities” (Wiedmann *et al.*, 2001). It is an ideal way to enhance the appeal of your brand and products, which explains why most companies engaging in pop-up stores are luxury brands. As consumers’ demand for memorable experiences continues to grow, creating superior brand experiences is becoming one of the central objectives in contemporary luxury retail (Kim *et al.*, 2012). In an effort to overcome the resulting positioning challenge, pop-up brand stores are becoming a popular experiential marketing tool in luxury retail, aimed at creating brand experiences and increasing word of mouth (WOM) within existing and new target groups simultaneously (Klein *et al.*, 2016). The creation of positive interpersonal WoM is also essential, especially for a brand’s profit, as recommendations by close others are perceived to be more authentic and trustworthy (Henkel & Toporowski, 2022).

Need for uniqueness or NFU can be substituted as experiential stores in form of pop-up stores, simply put it is the appeal or attractiveness of a particular brand. Explaining the relationship of a need for uniqueness (NFU) in the success of pop-up stores, Henkel and Toporowski (2022) said, the creation of positive interpersonal WoM is also essential, especially for a brand’s profit, as recommendations by close others are perceived to be more authentic and trustworthy. To foster such WoM, experiential stores should clarify whether and how they could allay high-NFU consumers’ fears of losing their uniqueness. At the same time, experiential stores must attract low-NFU consumers, who tend to spread interpersonal WoM as opposed to eWoM. With the rise of social media, trends and higher connectivity, brand recognition and word of mouth can be affected endless possibilities, this includes influencers. Hasan and Sifat (2025), explained that, Influencers are the people who can influence and alter the viewpoints, actions, choices, and inclinations of a particular audience or community. This influence is frequently rooted in their perceived genuineness, knowledge, relatability, or trustworthiness. They further suggest that, using influencers in the realm of marketing leverages the power of word-of-mouth recommendations in the digital age, where social media has amplified individuals’ abilities to influence their followers’ decisions (Hasan & Sifat, 2025).

As a strategy pop-up stores is all about generating word of mouth, through its unique approach underpinned by the identity of the brand. Customer engagement is boosted by these factors it drives traffic to the brand. Especially, in a growing digital world, gaining recognition is simply put going viral, being trendy, or having a huge name to back you up. To generate this traffic naturally, you must know and participate in what’s hot nowadays. This is a recipe for generating the most buzz, attracting people, some of which would be influencers, which would only attract more customers. Utilizing promotional methods

is among the most critical components of any good marketing strategy (Obiso *et al.*, 2025). Subsequently, we see clearly that pop-up stores cultivate brand appeal and word of mouth, intrinsically and that feeds customer engagement.

Customer Satisfaction and Brand Experience

Brand experiences are responses to stimuli that occur on sensory, emotional, cognitive, and behavioral levels. Experiences might evoke particular emotions rather than a general feeling of “liking” something. Engagement is driven by the customers’ needs, values, and interests that motivate them to support a brand, while brand experience does not necessarily assume a motivational state. Even in cases where customers lack a personal connection or interest in the brand, they can still have meaningful experiences]. Brand experience also differs from brand attachment, which refers to the deep emotional bond between customers and a brand, often characterized by a strong personal identification with and loyalty to the brand (Long, 2025).

Pop-up stores are a unique marketing strategy that is catered to satisfy customers with experiences that will make them more engaged in a particular brand. They aim to provide consumers with exciting brand experiences via a unique store concept, a pleasant store atmosphere, and by delivering hedonic shopping value (Klein *et al.*, 2016). This personal enjoyment when shopping will increase the value of your products also. Long added, when consumers are exposed to brand-related stimuli, their sensory, emotional, cognitive, and behavioral responses collectively shape their brand experience (2025). Moreover, brand experience affects consumer satisfaction and loyalty directly and indirectly through brand personality associations (Brakus *et al.*, 2009). Kekana *et al.* (2020), discussed this further in their article: The influence of perceived store uniqueness, store atmosphere and product assortment on purchase intention, and the mediating effect of brand experience on the relationship between the predictor variables and purchase intention among Millennials in Johannesburg. By means of a quantitative study, 208 responses were collected in the form of self-administered questionnaires. Four proposed hypotheses were tested through structural equation modeling. The results revealed that all four hypotheses are significant, and that brand experience partially mediates the relationship between the predictor variables and purchase intention. The results provide retailers and marketing practitioners with insight into how the concept of pop-up retail stores can be utilised to maximise the brand experience and influence buying behaviour among Millennials. It consequently sheds light on the importance of creating a unique brand experience through pop-up retail as a channel to reach prospective customers. The main recommendation from the findings is, therefore, to ensure that the store atmosphere is uniquely tailored for the intended audience so as to result in positive brand experience which allows for positive

word-of-mouth to be spread to prospective shoppers. In the ever-changing landscapes of consumerism, Pop-ups are ahead of the curve by providing the type of experience young consumers want. Experiential stores offer an inviting and interactive atmosphere that is perceived as attractive and pleasant (Klein *et al.*, 2016). Retail experience positively affects brand experience, especially when the store is (perceived to be) ephemeral, as is the case with pop-ups but not flagships (Henkel & Toporowski, 2022). In the increasingly competitive luxury market, young consumers have gradually become the core target group of brands. As a flexible and creative marketing form, luxury brand pop-up stores meet young consumers' needs for novelty, sharing, and instant experience through short-term temporary stores. Opening pop-up stores may appeal more to customers with a strong sense of creativity because unique and novel venues can provide sensory stimulation (Long, 2025). The engagement this creates is from influencers and online traffic that hypes brands. Verhoef *et al.* (2019) said, creating superior customer experience seems to be one of the central objectives in today's retailing environments. Retailers around the globe have embraced the concept of customer experience management, with many incorporating the notion into their mission statements (2009).

Ho2 2.1: Flash retailing can be used as an effective marketing strategy.

Pop-up retailing as a suggested strategy for: Startups and emerging firms, and introducing new products.

Pop-ups as a strategy touches on many aspects of the business relating to its success. According to Deng (2023), they make use of human curiosity and infatuation with fleeting things to create topics in this short period of time, raise awareness, and then disappear, just like a flash of Lightning. Compared with traditional stores, flash stores have the following three characteristics in addition to short time and free location:

1. The commodities on display may be on the market for the first time, or even the newly designed commodities have not been produced in a large scale (commodities are scarce);
2. Generally, it is not for the purpose of sales, and the key point is to publicize the brand, design and test the consumers and the market (topicality and flexibility);
3. The store is well designed, with unique creativity and strong visual impact (scene and brand personality).

Startups and emerging firms

Henkel and Toporowski (2022), found, it is not only well-established brands but also start-ups that open experiential stores—especially pop-ups—as these emerging brands often do not have their own store locations. By launching temporary experiential stores, they aim to build brand awareness (Picot-Coupey, 2014), which may be generated both directly through visiting and indirectly when visitors talk about the store and the brand, as Robertson *et al.* (2018) proposed. New brands can utilize

pop-ups to gain recognition and establish a name for themselves, as this strategy is known to make brands appealing. Products, services, and store atmosphere are aspects offered by companies to consumers. This determines the consumer's decision to purchase (Alifa & Hidayat, 2025). Design elements like color, shape, and structure can spark consumer curiosity and excitement, increasing the brand's appeal. For consumers with limited brand knowledge, visual imagery often plays a crucial role in product evaluation, while for more experienced consumers, store design reinforces their emotional attachment to the brand. Additionally, pop-up stores' temporary and unconventional nature tends to evoke a sense of scarcity and novelty. This limited-time aspect triggers "Fear of Missing Out" (FOMO), heightening emotional investment and fostering a more positive attitude toward the brand. Uniqueness, scarcity, and surprise characteristics significantly amplify the emotional impact of pop-up stores, making them practical tools for creating memorable brand experiences (Long, 2025). As an emerging firm having flash stores as a means for marketing might be a little too expensive, Deng explained, although the advantages of flash stores are obvious, there will also be some problems. First, although the timeliness and uncertainty of such stores are the most obvious advantages, which have greatly improved the level of impromptu consumption, they have also become the most obvious disadvantages of stores. Compared with conventional stores, AI said that flash stores cannot be opened for a long time due to time constraints, and are largely affected by site selection, weather and other factors. Second, some big brands tend to be more luxurious and exquisite when designing and decorating flash stores. Although the level of design of flash stores has been improved, the sense of surprise and affinity they once had have declined sharply. It was deemed failed to create a multi-sensory user experience, providing activities to support people's need for creative expression in terms of "making" (2023). To guarantee success, a firm must be prepared for the expenses, have a fully formed plan that satisfies consumers with experiences in order for them to market the brand through word of mouth.

Introducing new products to the market

Pop-up shops are temporary and highly experiential physical spaces that have been predominantly used by brands for marketing goals (Overdiek, 2018). It makes customers engaged with the brand, offering products more value as it is scarce, timelimited and if brand experience is done right, popular. Pop-up brand stores are temporary stores that seek to offer customers more approachable access to luxury brands and are usually open for only a couple of weeks. They aim to provide consumers with exciting brand experiences via a unique store concept, a pleasant store atmosphere, and by delivering hedonic shopping value. Indeed, a key distinguishing characteristic of pop-up brand stores is their objective: in focusing on experience creation for consumers, the luxury brand's

goal is not to sell products, but rather to stimulate WOM in order to multiply the reach of the brand in existing and new target groups (Esch, *et al.* 2016). The main point of pop-ups is to make brands be attractive, it creates an air of urgency for the consumers. It makes them want to buy the products (Jahn *et al.*, 2018) Beyond branding, recent research has shown that favorable retail and brand experience in flagship stores can promote immediate in-store purchases (2018). Not only that, but through deals and promos customers get more satisfaction. Results further show that consumers in Metro Manila's pop-up markets are mainly motivated by getting the best value. Consumers are highly motivated by value, with a strong preference for discounts, quality at low prices, and the best deals. While there is moderate interest in bundles and limited offers, discounts and high perceived value are the primary drivers in their purchasing decisions at pop-up stores (Cabautan *et al.*, 2025). To achieve optimal success, firms should match their pop-ups with desirable offers, this along with the existing characteristics of these type of stores, can create successful launches.

Ho3 2.3: Flash retailing has a significant to customer engagement.

Flash retailing relationship and significant impact on customer engagement

A change in the way people consume products can be observed. The wheels of retailing, it is argued, are turning increasingly faster and retail has become "liquid". Retailers are preoccupied with changing consumer behaviors, digital transformations, and the increasingly competitive environment. Retailers are not, however, passive victims of change but also drivers of it, developing new formats, product lines, concepts, and experiences, and reconfiguring markets and changing the conditions of exchange during the process (Hagberg & Fuentes, 2018; de Kervenoael *et al.*, 2018; Fuentes & Spitzkat, 2019). Experience based shopping has become the norm and customer engagement is a huge factor in the success of these types of strategies.

If we look at customer engagements impact it: drives sales, promotes branding, strengthens loyalty, and powers retention. Without a constructive professional approach to this factor, it's nearly impossible to stay ahead of the competition (Customer engagement: Definition, benefits, and strategies to improve your retention, n.d.). It is being used as the indicator for the effectiveness of pop up. Relating pop-up stores with consumer engagement, we must look in their shared effect on firms. The advantage of the flash store is that it can make full use of the visual feast brought by the internal and external packaging, so it has attracted more attention. At present, many international first-line luxury brands have begun to set up flash stores in developed cities, because luxury brands are expected to help consumers accomplish status-seeking purposes. Their attractive brands and "limited time" store, which intensifies the need to acquire the coveted luxury item as quickly as possible, sales have

further promoted the title of "new retail format" of flash stores (Deng, 2023). Limited time and presence encourages engagement, and influences consumer behavior. Due to their distinctive store architecture and design, pop-up stores are said to be highly recommendable for the presentation of products, the purchase of which is characterized by an emotionally charged consumer behavior (Kastner, 2015). All of these impacts the engagement of consumers to the brand, utilizing pop-up stores as the main drives in boosting factors that make customer engagement strong.

Research Gap

While pop-ups have been in the marketing landscape for a while, research on them has mainly revolved around their definition and the actual phenomenon. With this paper, the researchers aim to broaden this discussion and find out the scope of this strategy's utilization, especially in the fast-changing Philippine market. Emerging brands can utilize pop-ups to create time-sensitive and immersive experiences that will capture the consumer's attention and interest and create buzz. In a populated and trend-sensitive area such as Metro Manila, where consumer behavior heavily relies on and is strongly influenced by social media, experiential marketing such as pop-up stores can lead to increased engagement and greater online visibility. This will also allow brands to test their products, gather feedback from their target market, and further refine them before committing to a full-scale launch. In addition, pop-up marketing aligns well with the fast-paced culture of the Filipinos, making it a cost-effective and flexible strategy for brands that want to enter a market. The study has observed that this type of marketing has been traditionally reserved for luxury brands. Through this research, the paper delves into the workings of Flash retailing, how it affects key factors that drive customer engagement, and its application on a wider scale. Most of the literature on pop-up stores discusses how ephemerality contributes to their effectiveness in promoting brands and products. While the actual strategy is expensive, making it challenging for startups or small businesses, the undeniable potential for it to contribute to a firm's success makes it an appealing tactic. Its ability to catch consumers' attention is also beneficial for newer or smaller companies.

Foreign studies cited in this paper define the conditions and factors that influence the use of pop-up stores. This study considers these aspects as supporting material to strengthen the connection between pop-ups and customer engagement. These papers have cited the components of customer engagement that are present in this type of store. Unlike those works, this current study aims to broaden the approach by exploring its relevance for businesses in Metro Manila. Further, the paper not only entertains the idea of pop-up marketing for high-end or luxury brands but also considers its wider, more generalized utilization. It explores its plausibility as a strategy for launching newer firms and products in Metro Manila. Using insights

from the sources cited, the researchers developed a new perspective on the connection between pop-up stores and customer engagement. They utilized the predictor-criterion model to clearly define the correlation between the two. In closing, this paper emphasizes the need for this kind of strategy in the Philippine market, particularly in Metro Manila. It aims to show this by taking into account the perspectives and experiences of Filipinos from the region regarding the topic.

MATERIALS AND METHODS

Research Locale

The study will be conducted in Metro Manila, Philippines. Within this area researcher will randomly pick 417

respondents. The researchers target respondents may be consumers that have experience with pop-up stores, and may be completely oblivious to them. This is because respondents will not be limited to any required profile.

Conceptual Framework

Input – Process – Output

Input-Process-Output Model or IPO Model is commonly utilized as a means to identify factors of a given subject. These factor-isolating questions are aimed to assess these variables and their influence on the topic. The research attempts to isolate the factor or major variable that causes the problem, subject, or phenomenon under investigation (Tabuena, 2021).

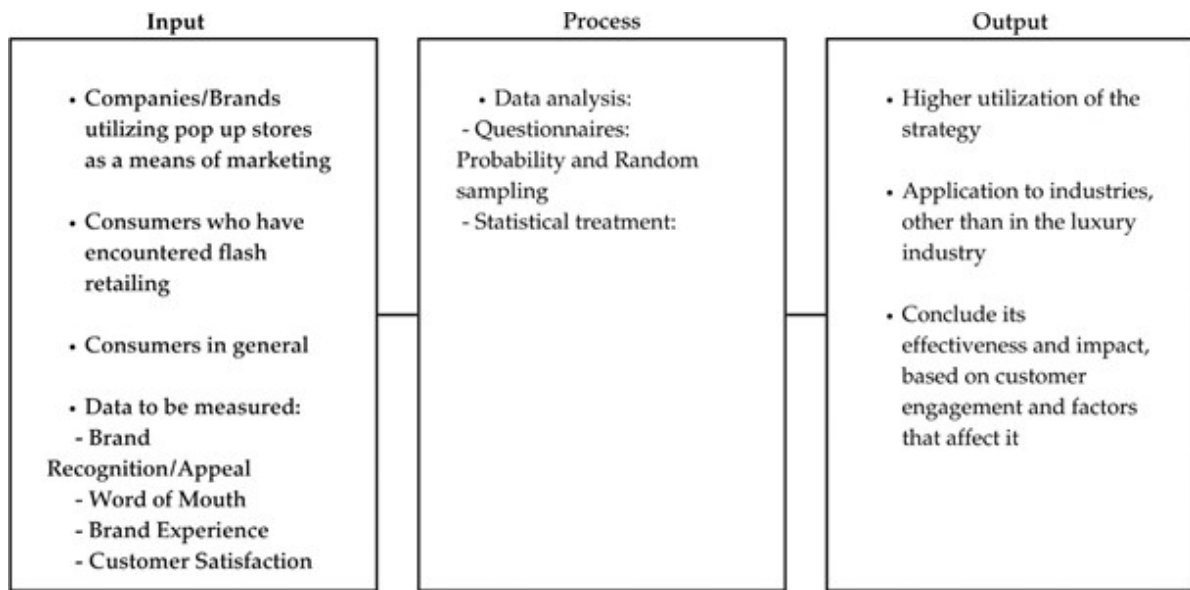


Figure 1: Conceptual Framework: IPO Model

The Input will consist of the requisite data needed to be analyzed in the study. Both consumers who have experience with pop-up stores and those who don't will be randomly asked to answer the questionnaires. The study would need ample data about the impact of pop-up stores to the following: Brand Recognition/Appeal, Word of Mouth, Brand Experience, Customer Satisfaction, which are all factors that affect the level of customer engagement.

For the process, this will be data collection and analysis, which will be done with questionnaires followed by the statistical treatment. Finally, the culmination of input and process will result in the desired outcome for the researches. This output would be concluding on the effectiveness pop-up stores has, this also pertains to its impact on customer engagement, a higher use of pop-up stores, and its application to industries other than luxury. Predictor – Criterion Model

This model is aimed in assessing the relationship of variables. It examines and defines their: associations, differences and impact. This study uses this model in finding how the factors of customer engagement can

be a determining factor in flash retailing's effectiveness. Simply put, if there is strong customer engagement brought by the pop-up stores, then they are in turn an effective marketing strategy.

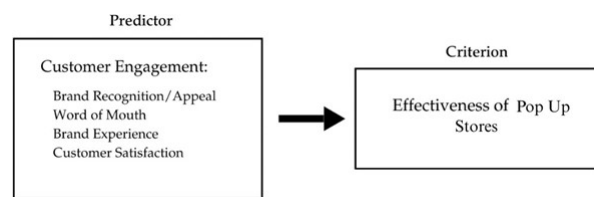


Figure 2: Conceptual Framework: PC Model

For this paper's underpinning there are 2 factors; customer engagement: Brand Recognition/Appeal, Word of Mouth, Brand Experience and customer satisfaction acts as the Predictor and effectiveness of flash retail is the Criterion. The association and relationship of these variables are assessed. In order to acquire the most accurate data for this study, we must first define the relation of these 2 factors. If customer engagement is

strong and present then in turn, pop-up stores would be deemed an effective strategy. Customer engagement has the following factors of measure; the brands recognition/appeal, word of mouth, customer satisfaction, and brand experience.

Sampling Methods

The study will be using probability sampling, specifically simple random sampling to choose the respondents. With the use of simple random sampling, the researchers could see the effectiveness, benefits, and the limitations of pop-up stores. This could also be used as insights by the businesses to optimize their strategies and to improve the overall experience of the customers. Simple random sampling will be important as to avoid biased information and to sufficiently pick respondents. It ensures unbiased, representative, and equal probability of the population (Noor *et al.*, 2022). Individuals would have equal footing to participate in the study which will help the research get the most efficient answer it needs to assess pop-up stores.

Proposed Data Gathering Procedure

The researchers will gather data from 417 respondents from Metro Manila; these respondents will be randomly picked with no specific profile. A survey questionnaire will be used to gather the needed data. Researchers utilized Google forms and devised a 5- point Likert scale. Respondents will then express their level of agreement based on the researchers will also ask the targeted respondents to answer the questionnaire with all honesty so that the researchers can get all the necessary data that are needed for the research and could provide all the necessary conclusions and recommendations for this certain research. Additionally, the researchers will provide a consent form and send them to consumers and firms so that the researchers could conduct the research. The survey will be distributed through email and social media. After reaching the desired number of respondents, the data will then be collected and compiled.

Proposed Research Instrument

The researchers will use quantitative survey questionnaires as a primary research Instrument in collecting data from the respondents. This will include a 5 point Likert Scale (1 - Strongly Disagree, 2 - Disagree, 3 - Neutral, 4 - Agree, 5 - Strongly Agree). The construction of Likert (or Likert type) scale is rooted into the aim of the research Sometimes the purpose of the research is to understand about the opinions/perceptions of participants related with single 'latent' variable (phenomenon of interest). This 'latent' variable is expressed by several 'manifested' items in the questionnaire (Joshi *et al.*, 2015). The questionnaire will look into the consumer's point of view, particularly on pop- up stores, its relation to customer engagement and overall effectiveness. Furthermore, this method will ensure that the researchers will get the right and accurate answers because it allows the chosen respondents to express their answer through the scale.

Proposed Statistical Treatment of Data

To Interpret the data accurately, the researchers will have to get the frequency of data in the form of Likert Scale used in data collection. Likert Scale is a rating scale that is used to measure the behaviour, perceptions, and opinions of consumers and firms and used to understand the respondents rating to a series of statements about a certain topic. The responses from the 5-point Liker scale will be subjected to subsequent intervals based on the respondent's level of agreement with the question/ statement presented in the questionnaire.

Intervals and Interpretation. The scale will be as follows: score 1 – strongly disagree – 4.51-5.00 interval, score 2 – disagree – 3.51-4.50 interval, score 3 – Neutral/Uncertain – 2.51-3.50 interval, score 4 – agree – 1.51-2.50 interval, score 5 – strongly agree – 1.00-1.50 interval, as presented in the table below:

Table 1: Likert scale analysis

Interval	Likert Scale	Agreement
4.51-5.00	5	Strongly Agree
3.51-4.50	4	Agree
2.51-3.50	3	Neutral/Uncertain
1.51-2.50	2	Disagree
1.00-1.50	1	Strongly Disagree

Interpretation using mean and standard deviation. The data collected from the scales will then be collected to be interpreted by the researches. The interpretation will be done in 2 ways, researchers will be calculating the weighted mean and standard deviation of the data gathered.

Weighted Mean

Calculating the mean of the data will help in finding the central tendency within the information collected from the responses. This will help section the answers according to the table above. Classifying the data in a more concise way in order for the researchers to interpret further and conclude with the findings. The formula to be used in getting the mean will be:

$$s = \sqrt{\frac{\sum (x_i - \bar{x})^2 f_i}{(\sum f_i) - 1}}$$

Standard Deviation

This will measure how much the data is distributed. Having a high or standard deviation will indicate that a huge amount of data is far from the mean, in other words the responses are more dispersed. On the other hand, getting low or small standard deviation means that the data is more clustered around the mean. This will be calculated using the formula:

$$\bar{x}_w = \frac{\sum w_i x_i}{\sum w_i} = \frac{w_1 x_1 + w_2 x_2 + \dots + w_n x_n}{w_1 + w_2 + \dots + w_n}$$

Scope and Limitation

This research is focused on the relationship of pop-up stores to customer engagement, specifically its impact. This utilizes customer engagement as a means to measure the effectiveness of pop-up stores as a marketing strategy. Pop-ups have been used by businesses, largely in the luxury sector as more of a way to market their products than to profit. We base customer engagement on the factors such as: brand recognition/appeal, word of mouth, customer satisfaction and brand experience.

The researchers determined these four angles to be essential in examining customer engagement. Brand recognition and appeal, reflects how attractive the firm is and how it is valued by the consumers. Brand experience and customer satisfaction is connected, flash retail in particular offers a unique experience that aims to satisfy the customers. Finally, word of mouth, a big factor of engagement, WOM generates traction, capturing the interest of people. The question the paper aims to answer is the significant effect of pop-up stores for a firm’s customer engagement. Assessing if this type of strategy does translate into good engagement for firms and satisfy customers.

RESULTS AND DISCUSSIONS

This study aims to know whether pop-up stores have significant impacts on customer engagement. Based on the findings, pop-up stores do have notable impacts and effects on how customers see and interact with brands. The findings seen in the survey shows the experiences of customers or people with pop-up stores. (67.6%) of the responders are consumers who have interacted with pop-up stores, while (22.3%) of the responders were consumers who did not interact with pop-up stores, and lastly (17.3%) of the responders were business owner who have used pop-up stores as their strategy.

The first table shows the findings about brand recognition or appeal and word of mouth. The question does visiting a pop-up store has increased my recognition of the brand, make the brand more appealing and how it relates word of mouth are all addressed.

With an overall mean of (4.04), majority of respondents agree that pop-up stores does showing that brand recognition or appeal and word of mouth can exactly affect customer engagement. Having a high degree of agreement that brand recognition/appeal and word of mouth are drivers for customer engagement which makes pop-ups effective.

Table 1: Brand Recognition/Appeal and Word of Mouth

Brand Recognition/Appeal and Word of Mouth	Mean	Standard Deviation	Interpretation
Visiting a pop-up store has increased my recognition of the brand.	4.01	3.64	Agree
The pop-up store presents the brand in a unique and engaging way.	4.12	3.73	Agree
Pop-up stores make the brand appear more appealing to me.	4.09	3.7	Agree
I am more likely to recommend the brand to others after visiting a pop-up store.	4.01	2.91	Agree
I will be more willing to share content related to pop-up stores on social media.	3.8	3.54	Agree
I am likely to visit a pop-up store if it is trending/recommended by friends or social media	4.12	3.73	Agree
Overall mean	4.04	3.54	Agree(High)

Table 2 assesses if brand experience and customer satisfaction plays a role in customer engagement, making pop-ups effective strategies. The Overall mean of (3.54) shows a high level of agreement. This depicts how consumers see pop-ups as engaging and satisfying, making it an ideal way to provide your products and

services. The table shows that brand experience and customer satisfaction does also affect customer engagement. Which means in turn that pop-ups are efficient in satisfying customers by having unique, special, and creative, ephemeral ideas, ultimately making the best experiences for consumers.

Table 2: Brand Experience and Customer Satisfaction

Brand Experience and Customer Satisfaction	Mean	Standard Deviation	Interpretation
I am more likely to be satisfied if I shop in a themed store (pop-up store)	4.01	3.63	Agree
I would purchase a product more if it is featured in a pop-up store	3.95	3.57	Agree

I am more likely to share/recommend a brand if I get a good/unique experience from their shops	4.13	3.75	Agree
I am likely to visit a brand if it had a pop-up store	4.08	3.69	Agree
Overall mean	4.04	3.54	Agree(High)

This table discusses how pop-up stores affect introducing a brand to the public (New company). How these tactics bring customer engagement to a newly formed, embryonic firm. Seeing from the (4.04) overall mean, we

can say that yes people are heavily affected by pop-up stores. Consumers have identified that pop-up stores can boost their engagement with the brand, most specifically even newer brands they are unfamiliar with.

Table 3: Introducing a Brand to the Public (New Company)

Introducing a brand to the public (New company)	Mean	Standard Deviation	Interpretation
I would be more willing to try a new brand if it has a pop-up store	4.01	3.65	Agree
I would visit a pop-up store to learn more about a brand I've never tried before.	4.16	3.71	Agree
I will trust a brand more if it has a pop-up store experience.	4.01	3.62	Agree
Overall mean	4.05	3.66	Agree(High)

This table shows that introducing new products to market (launching new products) can be also a factor in customer engagement. Additionally, based on the following results, pop-up stores can be utilized more and has a potential to grow in this section of business, as a leading strategy in

launching products. The overall mean of (4.05) indicates that there are a lot of agreeing participants, all saying that the use of this kind of strategy is effective, it give back positive results in fact.

Table 4: Introducing New Products to Market (Launching New Products)

Introducing new products to market (launching new products)	Mean	Standard Deviation	Interpretation
I am more likely to buy a product if it was in a pop-up store	3.92	3.54	Agree
I am interested in purchasing the product(s) I saw at the pop-up store.	3.92	3.59	Agree
The pop-up store made the new product(s) more appealing to me.	4.06	3.68	Agree
Overall mean	3.97	3.5	Agree(High)

For the last table flash retailing's relationship with Customer engagement is measured. Having an overall mean of 4.06, only means that there is a high level of

agreement that pop-up stores does create the necessary customer engagement to make it an effective strategy.

Table 5: Pop-up Stores' Significant Impact on Customer Engagement

Do pop-up stores have a significant impact on customer engagement?	Mean	Standard Deviation	Interpretation
I felt that my visit to the pop-up store was personalized to my needs or interests.	4.07	3.68	Agree
I felt that my opinions were valued during my visit to the pop-up store.	4.06	3.65	Agree
I will be sharing my photos and experience on social media after visiting a pop-up store	4.04	3.66	Agree
Overall mean	4.06	3.66	Agree(High)

Discussion

These findings point out that pop-up stores have emerged as one of the most effective strategies in the marketing, promotion, and customer engagement fronts. They seem to increase brand awareness, customer loyalty, and purchased intent considerably when customers are provided with themed and personalized experiences that are unlike anything else out there. The high mean values across all categories confirm that customers perceive these temporary retail spaces as helpful in enhancing brand recognition.

Also, the ability of pop-up stores to establish new brands and launch new products seems to mark these stores as low cost, high reward platforms for market research and audience engagement. The new product introduction category received the lowest mean score, suggesting that while customer engagement is heightened at pop-up stores, other important aspects like pricing, essentiality of the product, and familiarity have a strong impact when it comes to making purchase decisions.

The high standard deviations across items imply variability in customer's experiences, which suggest that the design, location, and interactive features of pop-up stores affect consumer responses. Brands seeking to broaden their reach through pop-up stores need to concentrate on transforming them into interaction hubs in order to achieve brand loyalty and advocacy.

The results have shown that, 1) Pop-up stores builds factors of customer engagement, 2) It can be suggested as a tool for both new companies and new products launching, last 3) It does have a significant impact on customer engagement. The high level of agreement across all tables show that there is appetite for these type of tactics, most notably here in Metro Manila. The high levels of standard deviation though suggest that there are different views among consumers, only proving its suboptimal usage.

As a whole, this argument supports the idea that pop-up stores are underutilized in contemporary retail mongering. It is a viable option for brands seeking to make a name for themselves, especially in Metro Manila. This study has emphasized that the existing relationship of pop-ups with customer engagement, makes it effective and impactful. The Philippine demographic, particularly in the region has shown to be highly responsive to this kind of marketing. To close, pop-up stores have deemed effective in addressing valuable factors for customer engagement; such as brand recognition or appeal and WOM, personalize customer experience and boost satisfaction, having potential to be used not only in the luxury sector, but in various other industries. It is a strong tool for engagement and has immense capacity for expansion and development.

CONCLUSION

Therefore, the researchers concluded that pop-up stores have a significant impact on customer engagement. It drives recognition, appeal, word of mouth, satisfaction,

and offers good lasting experiences that are hallmarks of effectiveness, together fostering customer engagement. As a strategy, pop-up stores create the necessary engagement driving both perception and sales for firms. It has a clever way of using ephemerality, to its advantage, creating temporary, immersive, and often exclusive experiences, capturing the attention of consumers. Because of this short term yet high quality offer, companies can foster deeper emotional and behavioral involvement. These stores not only generate buzz but also create unique opportunities for direct interaction, personalized experiences, and brand storytelling. This enhances brand recall, encouraging both immediate and long-term engagement.

Utilizing such medium helps businesses ensure that customer expectation, brand values and experiential marketing principles are optimally observed and presented to consumers. When done well these stores, short-termed they may be, serves as a valuable tool for boosting customer engagement in increasingly competitive markets. In a fast-paced interconnected world, markets are hard to penetrate, consumer preference is always changing, creating engagement is your most paramount strategy to catch customers' eyes. Pop-up stores and specifically its potential is a frontrunner in being one of the most effective strategies in marketing, addressing important factors and ensuring companies in whatever industry keep up with the hypercompetitive marketing landscape.

Recommendations

From the data gathered, researchers can say that pop-up stores are underutilized, yet show huge potential being an effective strategy for any industry. Companies from different sectors should use this tool as it guarantees optimal results that would increase their companies standing for consumers. This tactic though limited and timed, creates a sense of urgency, subsequently creating memorable experiences. Subsequently, making pop-up stores one of the best tools in capturing the market. The study has shown that this type of engagement is what matters, companies who are just starting out can utilize this to grow their customer base and reach huge quantities of buyers. Similarly, for launching new products, the research has shown that consumers respond positively to experiential shops, driving sales, recognition, appeal, and even recall. Flash retailing should be utilized so it can grant multiple companies from different industries the tool to build a bridge between consumer and business, and create experiences that would incite not only buzz but rare emotional and behavioral involvement. To finish, the study recommends that this specific strategy should be implemented and further developed as it poses immense potential.

Compliance with Ethical Standards

The researchers guaranteed that all of the answers given by all of the responders in this survey were only solely used for this study. The data collected in this questionnaire

will be treated in accordance with the Data Privacy Act of 2012 also known as Republic Act No.101173; which protects individual personal information. This ensures that no personal information was leaked and is purely anonymous. The researchers also guarantee that all of the respondents gave their consent after being informed prior to answering the survey. Their participation in the survey was completely voluntary and they were given a chance to back out or withdraw from the survey. The researchers can also guarantee that there was no conflict in giving and answering this survey. The study was treated without any plagiarism nor biases and was treated and interpreted the results objectively. All of the results were analyzed objectively and given for the purpose of research.

Acknowledgements

We, the researchers, would like to thank every individual that helped us in this research. Throughout this research, we were given the support, love, and guidance that we need in order to finish this certain task. First, we would like to give thanks to our God, who has been providing all of the strength and courage to finish this research. He has introduced us to the people that we needed in order to complete this certain task. Without Him, we would not be able to finish and continue our research. Second, we would also like to thank our professor in BAM222, Mrs. Erika Bacay and Sir Edelfin Tan who has helped us and gave their guidance in our paper. Their advice and expertise helped us in developing our paper, and without them we won't be able to get over the problems and challenges that we encountered in this study. Third, we would also like to thank our respondents who lend their time and effort in answering our survey and finally, we would also like to thank our families and friends, most notably: Alliyah Marie Santos and Lourence Miguel Espejo, whom gave us support, motivation, encouragement, and love that helped us finish this paper.

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