

ABSTRACT

As the traditional retail market trends decreased in visitors with the introduction of e-commerce, along with high competition in online shopping, making it necessary to give more to customers to remain competitive. A pop-up market becomes the solution, acting as bridges, giving experience to compensate physically present. With the absence of empirical guidelines for maximizing purchasing and stopping intentions, this study was designed to establish the optimal booth configurations. A quantitative, experimental approach using questionnaires to collect data by exposing realistic booth stimuli and recording response was used. Using ANOVA and Regression to test for main effects of implication level, real influence of each trait, the moderating role of customer shopping motivation, and calculate the highest odds probability of each design. Results showed that the Information System was confirmed as the most influential predictor for customer intent, a trait that should be maximized in booth design. The merchandising trait is also significant in capturing Stopping Intent. However, the moderating effect was not significant, making it universal when it comes to the customer's intention. However, booths with all high implications yield the highest odds of purchase (74.9%). Whereas, the best combination to maximize stopping Intent was booth with high implication of Information System, but low visual traits. These findings conclusively prove high implication on the traits, especially Information System, make a better outcome of intentions. Therefore, authenticate operational design importance in temporary retail, verifying that booth design serves a critical functional role beyond solely aesthetic appeal.

Keywords: pop-up market, temporary retail, booth design, operational design trait, customer intent, shopping motivation, fractional factorial design, experimental questionnaire