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How Do Experiential Factors Shape Consumer Behavior in Pop-up Stores? Integrating Experiential Marketing Theory and the PAD Emotional Response

Jang-Suk LEE¹, Jeong-Hee NA²

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Abstract

Purpose: As brands increasingly adopt temporary retail spaces to create immersive consumer experiences, pop-up stores have become a key channel for engaging customers. This study examines how experiential factors in pop-up stores influence consumers' emotional responses and behavioral intentions by integrating Schmitt's experiential marketing theory with the PAD emotional response model. It also addresses a research gap by applying both frameworks in the context of short-term brand spaces, which have been underexplored in existing literature. **Research Design, Data, and Methodology:** A survey was conducted with 120 consumers who had visited a pop-up store. The study tested 16 hypotheses using structural equation modeling to analyze the effects of five experiential dimensions—sense, feel, think, act, and relate—on emotional responses (pleasure and arousal), and the subsequent impact of these emotions on behavioral outcomes, including visit intention, information-sharing intention, and impulse buying. **Results:** Sensory and relational experiences significantly enhanced pleasure, while sensory, cognitive, and relational experiences increased arousal. Pleasure positively influenced visit intention and information-sharing intention. Arousal affected impulse buying. **Conclusions:** The findings highlight the central role of emotional engagement in temporary retail spaces. This study contributes to experiential marketing research by bridging two theoretical frameworks and offers insights for marketers aiming to design emotionally compelling pop-up store environments.

Keywords : Pop-Up Store, Experiential Marketing Theory, PAD Emotional Response, Temporary Retail Space

JEL Classification Code: D12, M10, M31, L81, L86

1. Introduction

The advent of pop-up stores as a pivotal component within a brand's marketing strategy has recently garnered significant attention. These pop-up stores, defined as temporary retail outlets, operate for a defined period of time, offering consumers novel experiences and fostering brand interest (Henkel & Toporowski, 2021). This characteristic has prompted numerous brands to utilize pop-up stores as a means to fortify their connection with consumers. The

utilization of pop-up stores is on the rise, particularly as a component of experiential marketing strategies (Lee & Samanta, 2023). Pop-up stores are also gaining attention as flexible retail distribution spaces that allow brands to engage with consumers directly and temporarily.

As the consumer experience assumes greater significance, the focus shifts to the sensory, affective, cognitive, behavioral, and relational experiences that extend beyond the mere transaction of a product in the relationship between the brand and the consumer (Schmitt, 1999). While

1 First Author. Assistant Professor, Department of Media Communication, Gachon University, Republic of Korea, Email: jslee81016@gachon.ac.kr

2 Corresponding Author. Ph.D., Lecturer, Dept. of Advertising and PR, Chung-Ang University, Republic of Korea, Email: xony01@cau.ac.kr

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conventional marketing strategies were once chiefly concerned with the functional value of the product, recent years have witnessed an increased emphasis on the experiential aspect of brand engagement, with consumers increasingly seeking meaningful experiences that transcend the mere acquisition of a product (Brakus et al., 2009). Pop-up stores, in particular, have emerged as unique spaces designed to offer consumers a distinctive experience, meticulously crafted to engage multiple sensory dimensions and foster immersive brand experiences (Morrin & Ratneshwar, 2003).

In this context, the present study aims to analyze the impact of the five elements of ‘Sense’, ‘Feel’, ‘Think’, ‘Act’, and ‘Relate’ that consumers experience in pop-up stores on emotional responses and behavior by applying the experiential marketing theory proposed by Schmitt (1999). Schmitt emphasizes that consumers’ experiences are accumulated in various ways beyond simple information delivery and affect the formation of relationships with brands. The study will therefore seek to empirically analyze the impact of the aforementioned experiential factors on emotional responses and behavioral intentions.

In the context of consumer behavior, experience is posited as a kind of stimulus, with the consumer's response being consequent to this. The Emotional Response Model posits that environmental stimuli engender three emotional responses: pleasure, arousal, and dominance. These responses are identified as pivotal factors in determining the consumer’s behavioral response (Mehrabian & Russell, 1974). Previous studies have also reported that when environmental factors trigger emotional responses in consumers, pleasure and arousal tend to act as the main variables that explain behavioral responses rather than dominance (Gilbert, 2008; Spence et al., 2014).

Despite numerous extant studies on pop-up stores, often focusing on their experiential value and impact on consumer attitudes and satisfaction (e.g., Chae et al., 2021; Jang & Ko, 2012), there remains a notable research gap. Prior studies have largely explored experiential marketing and emotional responses as two crucial but isolated theoretical frameworks. This limits a comprehensive understanding of how specific experiential dimensions translate into nuanced emotional responses, particularly within the dynamic context of pop-up stores. Most existing research also tends to overlook the unique emotional dynamics generated by the temporality and creative designs characteristic of these temporary retail environments. Moreover, little attention has been paid to the distributional role of pop-up stores as alternative, short-term retail touchpoints that complement traditional channels. Furthermore, the combined application of Schmitt’s experiential marketing theory and Mehrabian and Russell’s PAD emotional response model remains underexplored, hindering a holistic view of consumer behavior in unique short-term brand spaces.

Addressing this important gap, this study integrates Experiential Marketing Theory with the PAD emotional response model to investigate how the five experiential dimensions (Sense, Feel, Think, Act, and Relate) influence consumers' emotional responses (pleasure and arousal) and subsequent behavioral intentions in pop-up stores. This integration enables a more comprehensive understanding of how the distinct characteristics of pop-up environments—such as their multisensory and relational experiences—elicit emotional engagement and shape consumer actions. This approach contributes to bridging two key areas of consumer behavior theory, offering deeper insights into the emotional processes within temporary retail contexts. Through this, we aim to reveal how consumer experiences and emotional responses influence behavior and provide implications for the design of pop-up store marketing strategies.

2. Literature Review

2.1. Experiential Marketing Theory and PAD Emotional Response

The experiential marketing theory proposed by Schmitt (1999) posits that consumers engage with brands through five distinct experiential dimensions: sense, feel, think, act, and relate. These dimensions collectively shape the consumer’s brand experience, fostering a deeper emotional and cognitive connection. Schmitt emphasizes that these experiential elements, when effectively combined, create a rich and meaningful brand experience that ultimately enhances brand loyalty.

Traditional marketing approaches have long assumed that consumers are rational decision-makers who primarily evaluate products and services based on their functional attributes and benefits. In contrast, experiential marketing recognizes consumers as both rational and emotional beings who seek holistic, immersive, and pleasurable experiences beyond mere utility. This shift in perspective necessitates a strategic framework that enables brands to create and manage these experiences effectively.

To achieve this, Schmitt introduces the strategic experiential modules (SEMs), which categorize consumer experiences into five domains: SENSE (sensory experiences), FEEL (affective experiences), THINK (cognitive experiences), ACT (physical experiences, behaviors, and lifestyles), and RELATE (social-identity experiences linked to reference groups or cultural contexts). These experiential elements are implemented through experience providers (ExPros), which include brand communications, visual and verbal identity, product presence, and digital media.

This study focuses on consumers’ emotional responses along with experiential marketing theory. Emotions play a

fundamental role in human cognition and behavior, influencing decision-making, perception, and interpersonal interactions (Ekman, 1992). One of the most widely used models for measuring emotional responses is the PAD emotional response model, proposed by Mehrabian and Russell (1974). This model conceptualizes emotions through three primary dimensions: Pleasure (P), Arousal (A), and Dominance (D).

Pleasure represents the extent of positive or negative affect an individual experiences in response to a stimulus (Mehrabian & Russell, 1974). It determines whether a person feels joy, satisfaction, or comfort versus distress, dissatisfaction, or discomfort. In consumer behavior, research has demonstrated that positive emotional experiences with products or services significantly enhance customer satisfaction and brand loyalty (Oliver, 1993). Similarly, in environmental psychology, a pleasant shopping atmosphere has been shown to increase customer engagement and shopping duration (Bitner, 1992).

Arousal refers to the intensity of emotional activation, ranging from low (calm, relaxed) to high (excited, stimulated) (Russell, 1980). It plays a crucial role in advertising and digital media, where high-arousal stimuli are more likely to capture attention and improve memory retention (Lang, 2000). For instance, studies indicate that emotionally arousing advertisements result in stronger recall and greater consumer engagement compared to neutral advertisements (Bradley & Lang, 2007).

Dominance measures the level of control or influence an individual feels over a situation (Mehrabian & Russell, 1974). High dominance emotions correspond to confidence and empowerment, whereas low dominance emotions are associated with submission and helplessness. In marketing, consumers who feel a greater sense of control in decision-making are more likely to make confident purchases (Hui & Bateson, 1991). Conversely, when consumers experience low dominance—such as in high-pressure sales situations—they may feel anxious or disengaged, leading to lower satisfaction and trust in the brand (Baker, Grewal, & Parasuraman, 1994).

The PAD emotional response has been widely used in consumer behavior research to assess the impact of store environments on customer emotions and purchasing decisions. Donovan and Rossiter (1982) found that store atmospherics—such as lighting, music, and layout—significantly influence customers' pleasure and arousal levels, ultimately affecting their purchase behavior. Furthermore, studies suggest that a well-designed retail space that evokes positive emotions can enhance customer retention and brand loyalty (Bitner, 1992).

In this study, we focused on the effects of Pleasure (P) and Arousal (A), excluding Dominance (D), because due to the nature of pop-up stores, consumers tend to passively

receive the experience provided by the brand rather than directly controlling the environment (Kim & Fesenmaier, 2017).

Pop-up stores, characterized by their temporary nature and creative spatial design, offer a distinct retail format that elicits strong emotional responses from consumers, making them a fitting context for experiential marketing and the PAD emotional response model. Their ephemeral presence often generates a sense of urgency and fear of missing out (FOMO), which can significantly elevate consumers' arousal levels (Henkel & Toporowski, 2021). The immersive and aesthetically novel environments typical of pop-up stores also enhance pleasure, providing multisensory stimulation that aligns with Schmitt's (1999) experiential marketing modules such as SENSE and FEEL (Robertson et al., 2018). Studies further show that these environments not only foster emotional engagement but also influence behavioral intentions such as impulse buying and information sharing, especially when consumers perceive the experience as novel, exciting, and socially sharable (Ryu, 2011). Therefore, the pop-up store format serves as an ideal setting to explore how experiential elements influence pleasure and arousal, key emotional variables within the PAD framework.

2.2. Experiential Marketing Theory and Pleasure

Sensory experiences trigger emotional responses in consumers through sensory stimuli such as sight, sound and smell, which can increase pleasure (Hultén, 2011; Krishna, 2012). Affective experience refers to the emotional response that consumers feel when interacting with brands or products and increases pleasure by inducing a positive emotional state (Brakus et al., 2009). Cognitive experience reflects the satisfaction that consumers feel when they find new ideas or problem-solving methods in their interactions with brands, and it can induce positive emotions (Park et al., 1986).

In addition, behavioral experience induces a positive emotional state through active participation and physical activity by consumers, leading to an increase in pleasure (Kim et al., 2013). Finally, relational experience occurs when consumers form social bonds in their interactions with brands, which acts as a factor that increases emotional satisfaction and pleasure (Wang, 2006).

These studies suggest that consumers' various experiential elements in an experiential marketing environment, such as a pop-up store, may influence their enjoyment. Therefore, this study aims to empirically analyze the impact of the five elements of the overall experience that consumers experience in a pop-up store on their enjoyment.

H1: Sensory experiences in pop-up stores will have a positive impact on pleasure.

H2: Affective experiences in pop-up stores will have a

positive impact on pleasure.

- H3:** Cognitive experiences in pop-up stores will have a positive impact on pleasure.
- H4:** Behavioral experiences in pop-up stores will have a positive impact on pleasure.
- H5:** Relational experiences in pop-up stores will have a positive impact on pleasure.

2.3. Experiential Marketing Theory and Arousal

According to the experiential marketing theory proposed by Schmitt (1999), the five experience elements of ‘SENSE’, ‘FEEL’, ‘THINK’, ‘ACT’, and ‘RELATE’ play an important role in the process of consumers experiencing brands in a multidimensional way. These experiential elements have the capacity to induce emotional responses in consumers and increase their arousal as sensory stimuli and emotional experiences accumulate in the interaction with the brand.

Sensory experiences, such as sight, hearing, and smell, activate the nervous system response of consumers, contributing to increased arousal (Rajaobelina et al., 2018; Xia et al., 2017). Affective experiences have been shown to induce physiological arousal through the medium of potent emotional stimuli (Colibazzi et al., 2010; Kensinger, 2004). These stimuli have been demonstrated to serve as amplifiers of the intensity of memory and emotional responses.

Cognitive experiences have been shown to satisfy consumers’ curiosity and cognitive needs in the process of acquiring new information and solving problems, thereby increasing the level of arousal (Jamieson et al., 2012; Kidd & Hayden, 2015). The promotion of physical activity and the induction of a state of flow (Peifer et al., 2014) can be cited as examples of how behavioral experiences can increase arousal. By contrast, relational experiences act as a factor that amplifies emotional arousal through social interaction (Prehn et al., 2015; Willroth et al., 2017).

These studies suggest the possibility that various experiential elements of consumers can induce arousal, and in particular, they raise the need to empirically analyze the effects of sensory, emotional, cognitive, behavioral, and relational experiences on the level of consumer arousal in experiential marketing environments such as pop-up stores.

- H6:** Sensory experiences in pop-up stores will have a positive impact on arousal.
- H7:** Affective experiences in pop-up stores will have a positive impact on arousal.
- H8:** Cognitive experiences in pop-up stores will have a positive impact on arousal.
- H9:** Behavioral experiences in pop-up stores will have a positive impact on arousal.
- H10:** Relational experiences in pop-up stores will have a positive impact on arousal.

2.4. Emotional Response Theory and Intention to Visit, Share, and Impulse Buying

Pleasure is formed when consumers experience positive emotions in stores, which acts as an important factor in increasing the intention to return (Tulipa et al., 2014). In particular, pop-up stores stimulate consumers’ pleasure due to their unique atmosphere and temporary nature, which can act as a factor that increases the intention to visit (Henkel & Toporowski, 2021; Lee & Samanta, 2023). Visual and auditory design elements and the overall atmosphere of the store play an important role in evoking emotional responses in consumers and determining their intention to visit (Dubé & Morin, 2001; Lin & Lai, 2013).

Arousal refers to the level of interest and stimulation that the store environment provides to consumers, which can directly influence their intention to visit (Kaltcheva & Weitz, 2006). Stores that evoke high arousal attract consumers’ attention, make the shopping experience more enjoyable and ultimately increase visit intentions (Menon & Kahn, 2002). In addition, the more emotional responses and arousal in the store, the more likely consumers are to stay longer and spend more money (Donovan, 1994; Groeppel-Klein, 2005).

These studies suggest that pleasure and arousal are important emotional factors that influence consumers’ intention to visit pop-up stores. Therefore, in this study, the following hypotheses were formulated to empirically analyze the effects of the two variables on the intention to visit pop-up stores.

- H11:** Pleasure will have a positive effect on intention to visit pop-up stores.
- H12:** Arousal will have a positive effect on intention to visit pop-up stores.

The pleasure that consumers experience in pop-up stores can lead to a positive attitude towards the brand, which can act as a factor in increasing the intention to share information, such as word-of-mouth (Lee & Samanta, 2023). In particular, enjoyable experiences in web stores and offline stores increase consumers’ approach behavior and motivate them to share positive experiences with the brand (Menon & Kahn, 2002; Porat & Tractinsky, 2011).

Arousal can act as a factor that promotes information sharing behavior by making consumers intensely aware of a particular experience. The more emotionally aroused consumers are, the more likely they are to share their experiences with others, and this can apply to both online and offline environments (Berger & Milkman, 2012; Coker & McGill, 2020). In particular, emotionally stimulating content tends to be shared more, suggesting that the arousal experienced by consumers in pop-up stores may lead to information-sharing behavior (Feitosa, 2014).

These studies suggest that pleasure and arousal are key

emotional factors that increase consumers' intention to share information, and this study aims to empirically analyze the impact of these variables on information sharing behavior in a pop-up store environment.

- H13:** Pleasure will have a positive effect on information sharing intentions in pop-up stores.
- H14:** Arousal will have a positive effect on pop-up store information sharing intention.

According to PAD emotional response, pleasure and arousal can act as key emotional factors that trigger consumers' spontaneous behavior. Pleasure makes the consumer's shopping experience more positive and acts as a factor that promotes spontaneous purchase decisions (Lee & Yi, 2008; Mishra et al., 2014). In particular, the more pleasure consumers experience during the shopping process, the more likely they are to make impulse purchases (Kacen & Lee, 2002). This suggests that the sensory and emotional experiences in pop-up stores can encourage consumers to make immediate purchases.

Arousal is another factor that enhances consumers' impulsive behavior, and in a state of high arousal, cognitive inhibition is weakened, which is likely to promote impulsive buying decisions (Rook, 1987). When emotional arousal is heightened during the shopping process, consumers are more likely to make purchase decisions based on immediate emotional responses rather than logical reasoning (Beatty & Ferrell, 1998; Serfas et al., 2014). In particular, research has shown that consumers are more likely to be alerted in a shopping environment with strong visual appeal, which can lead to impulse purchases (Chen et al., 2020).

In this study, the following hypotheses were formulated to analyze the effects of pleasure and arousal on impulse buying in pop-up stores by applying PAD emotional response.

- H15:** Pleasure will have a positive effect on impulse buying in pop-up stores.
- H16:** Arousal will have a positive effect on impulse buying in pop-up stores.

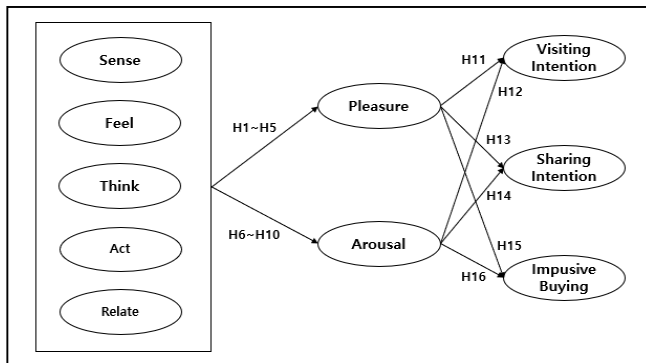


Figure 1: Research Model

3. Research Methods and Materials

3.1. Sample and Data Collection

In this study, a survey was conducted targeting ordinary people in their 20s ~ 40s who had experience using pop-up stores. A pilot study was conducted with 20 ordinary participants who have used pop-up stores to refine the questionnaire before this survey. Reflecting the opinions of the respondents, based on the measurement items verified in previous studies, we corrected and supplemented the items that were not easily understood or needed amplification.

The online survey was conducted for about 10 days. A total of 120 respondents were analyzed, excluding 13 respondents who were not subject to the survey or who responded insincerely among a total of 133 respondents.

According to Hair et al. (2010), a sample size of at least 10–20 respondents per observed variable is generally recommended in SEM to ensure statistical power and model stability. Kline (2016) also suggests that a minimum sample size of 100–200 is advisable depending on model complexity.

3.2. Measurement Items for Variables

In this study, based on the items measured in previous studies, it was modified and measured in consideration of the context of using live commerce. Each measurement item used a 7-point Likert scale ranging from 'not at all' to 'strongly agree'.

The experiential marketing theory variables were adapted from the Brakus et al. (2009) to fit this study. Sensory experience was measured by three items: 'The pop-up store experience made a strong impression on me', 'The pop-up store experience was interesting', and 'The pop-up store experience seemed to appeal to my five senses'.

Affective experience was measured by four items: 'I felt different emotions and feelings during the pop-up store experience', 'The pop-up store experience makes me emotionally responsive', 'The pop-up store experience emotionally stimulates me' and 'The pop-up store makes me feel something different'.

Cognitive experience was measured by four items: 'I thought a lot while experiencing the pop-up store', 'The pop-up store experience makes me think a lot', 'The pop-up store experience stimulates my curiosity and makes me want to solve problems', and 'I visit the pop-up store when I want to learn about new products'.

Behavioral experience was measured by three items: 'I was physically active during the pop-up store experience', 'The pop-up store experience seems to be a behavioral experience', and 'The pop-up store experience seems to be activity-oriented'.

Relational experience was measured by three items: ‘The lifestyle of the people who visit the pop-up store will be similar to mine’, ‘The pop-up store expresses the emotions and image of a peer group well’, and ‘I think the atmosphere of the pop-up store suits me’.

The questions related to PAD emotional response were constructed based on Mehrabian and Russell (1974) and previous studies. Pleasure was measured by three items: ‘The pop-up store experience is a happy thing for me’, ‘The pop-up store experience is an interesting thing for me’, and ‘The pop-up store experience is a fun thing for me’.

Arousal measured four items: ‘The pop-up store experience is inspiring to me’, ‘The pop-up store experience is stimulating to me’, ‘The pop-up store experience is tense to me’ and ‘The pop-up store experience is exciting to me’.

Behavior-related variables were constructed based on the items of previous studies (Donovan, 1994; Lee & Samanta, 2023; Lee & Yi, 2008).

Intention to visit a pop-up store was measured by three items: ‘I want to visit a pop-up store’, ‘I am willing to visit a pop-up store’ and ‘I will visit a pop-up store in the near future’.

The intention to share information about the pop-up store was measured by three items: ‘I will share about the pop-up store on social media’, ‘I will recommend the pop-up store to others’, and ‘I will talk about the pop-up store with people around me’.

Impulse buying at the pop-up store was measured by three items: ‘I wasn’t planning to buy the product, but when I see the product on display in the pop-up store, I suddenly feel the need to buy it’, ‘I buy products on impulse in pop-up stores’, ‘When I visit a pop-up store, if I am attracted by a product that is currently popular, I buy it without planning’, and ‘When I visit a pop-up store, if there is a discount event, I buy products that I had not planned to buy’.

4. Results

4.1. Sample Description

Looking at the demographic characteristics of the respondents, there were 39 males (32.5%) and 81 females (67.5%). In terms of occupation, 53 respondents (44.2%) were students, 49 (40.8%) were office workers, 5 (4.2%) were professionals, and 13 (10.8%) fell into other categories. The average age of respondents was 26.61 years (SD=5.75). Regarding shopping behavior, the average number of visits per month was 1.22 times (SD=0.77), and the average purchase amount per visit was 39,000 KRW (SD=61,600 KRW).

Table 1: Demographic Characteristics of Respondents

Variable	Category	Frequency	Percentage
Gender	Male	39	32.5%
	Female	81	67.5%
Occupation	Student	53	44.2%
	Office worker	49	40.8%
	Professional	5	4.2%
	Others	13	10.8%
Age (Mean)	-	26.61 years	(SD = 5.75)
Visits per Month	-	1.22 times	(SD = 0.77)
Avg. Spending/Visit	-	39,000 KRW	(SD = 61,600)

4.2. Results of Measurement Model

A measurement tool must be reliable and valid, which is the degree of agreement between the latent factor to be measured and the variable to be measured. The validity of a measurement model refers to the degree to which the values of latent factors are accurately measured and means the extent to which the measured values accurately represent the concept of the problem (Babin & Svensson, 2012).

Table 2: Result of Confirmatory Factor Analysis

Variables	Items	β	AVE	CR
Sense	Sense1	.81	.57	.77
	Sense2	.61		
	Sense3	.75		
Feel	Feel1	.76	.55	.78
	Feel2	.89		
	Feel3	.86		
Think	Think1	.69	.67	.80
	Think2	.86		
	Think3	.88		
Act	Act1	.86	.59	.81
	Act2	.98		
Relate	Relate1	.59	.55	.70
	Relate2	.84		
Pleasure	Pleasure1	.82	.63	.83
	Pleasure2	.86		
	Pleasure3	.87		
Arousal	Arousal1	.86	.59	.74
	Arousal2	.78		
Visit	Visit1	.87	.75	.85
	Visit2	.92		
Share	Share1	.91	.61	.76
	Share2	.83		
Impulse	Impulse1	.90	.52	.75
	Impulse2	.86		
	Impulse3	.87		

In this study, confirmatory factor analysis was conducted to verify the convergent validity and discriminant validity of the measurement items. In addition, Average Variance Extracted (AVE) and Composite Reliability (CR) were checked to find out the internal consistency of measurement variables constituting one latent factor (Fornell & Larcker, 1981). The AVE and CR values were found to be higher than

the recommended standard values of .50 and .70, respectively, satisfying the convergent validity (see <Table 1>). In addition, as can be seen in <Table 2>, the AVE values of all variables were found to be higher than the squared value of the correlation coefficient between latent factors, so it was judged that discriminant validity was also secured.

Table 3: Discriminant Validity through Correlation Analysis

Variable	Sense	Feel	Think	Act	Relate	Pleasure	Arousal	Visit	Share	Impulse
Sense	.57									
Feel	.55	.55								
Think	.49	.53	.67							
Act	.36	.25	.26	.59						
Relate	.27	.30	.41	.17	.55					
Pleasure	.45	.51	.49	.32	.29	.63				
Arousal	.35	.32	.53	.21	.32	.43	.59			
Visit	.30	.39	.45	.12	.34	.52	.33	.75		
Share	.36	.46	.46	.25	.34	.42	.31	.45	.61	
Impulse	.27	.30	.32	.18	.21	.31	.29	.26	.28	.52

The values presented at the diagonal are AVE.

4.3. Results of Hypotheses Testing

In this study, based on Schmitt’s experiential marketing theory, the effects of five dimensions—sensory, affective, cognitive, behavioral, and relational—on pleasure and arousal were verified. Additionally, applying the PAD emotional response, the impact of pleasure and arousal on behavioral responses was analyzed. A total of 16 research hypotheses were established and analyzed using Structural Equation Modeling (SEM).

First, examining the factors influencing pleasure, it was found that sensory experience ($\beta=1.101$, $p<.05$) and relational experience ($\beta=0.494$, $p<.01$) had a positive effect on pleasure. However, affective, cognitive, and behavioral experiences did not have a significant effect. Sensory experience was found to have a relatively greater influence than relational experience. Therefore, research hypotheses H1 and H5 were accepted.

Next, in analyzing the factors affecting arousal, sensory experience ($\beta=1.239$, $p<.05$), cognitive experience ($\beta=0.360$, $p<.05$), and relational experience ($\beta=0.444$, $p<.05$) were found to have a positive effect on arousal. However, affective and behavioral experiences did not show a significant effect. Among these variables, sensory experience was identified as the most influential factor affecting arousal. Therefore, research hypotheses H6, H8, and H10 were accepted.

Table 4: Result of Research Hypotheses

	Items	β	C.R.	Result
H1	Sense → Pleasure	1.101	2.403*	Support
H2	Feel → Pleasure	-0.437	-1.222	Reject
H3	Think → Pleasure	0.044	0.329	Reject
H4	Act → Pleasure	-0.316	-1.447	Reject
H5	Relate → Pleasure	0.494	2.617**	Support
H6	Sense → Arousal	1.239	2.296*	Support
H7	Feel → Arousal	-0.716	-1.673	Reject
H8	Think → Arousal	0.360	2.411*	Support
H9	Act → Arousal	-0.434	-1.690	Reject
H10	Relate → Arousal	0.444	2.234*	Support
H11	Pleasure → Visit	1.103	5.556***	Support
H12	Arousal → Visit	-0.289	-1.591	Reject
H13	Pleasure → Share	0.709	4.097***	Support
H14	Arousal → Share	0.106	0.625	Reject
H15	Pleasure → Impulse	0.109	0.571	Reject
H16	Arousal → Impulse	0.583	2.926**	Support

CMIN = 351.21($p<.001$, $df=249$), CMIN/df = 1.410, IFI = .955, TLI = .944, CFI = .954, RMSEA = .059

Lastly, analyzing the impact on behavioral responses, pleasure positively influenced visit intention ($\beta=1.103$, $p<.001$) and sharing behavior ($\beta=0.709$, $p<.001$), while arousal influenced impulse buying ($\beta=0.583$, $p<.01$). However, arousal did not have a significant effect on visit intention and sharing behavior. Therefore, research hypotheses H11, H13, and H16 were accepted.

5. Conclusions

5.1. Key Research Findings

Based on Schmitt's experiential marketing theory and PAD emotional response, this study analyzed the effects of sensory, affective, cognitive, behavioral and relational experiences on pleasure and arousal, and verified the effects of these emotional responses on behavioral responses (visiting, sharing, impulse buying). The main findings of the study are as follows.

First, sensory and relational experiences had a positive impact on pleasure, and sensory, cognitive and relational experiences had a positive impact on arousal. In particular, sensory experience was identified as the most influential factor in both pleasure and arousal, highlighting the importance of sensory elements in shaping consumers' emotional responses. These findings are in line with those of Hultén (2011), Krishna (2012), Morrin and Ratneshwar (2003), Xia et al. (2017), and Rajaobelina et al. (2018), and are consistent with existing research that argues that sensory stimuli play an important role in increasing consumers' emotional responses and levels of arousal.

Second, while pleasure increased visit intentions and information sharing, arousal increased impulse purchases but had no significant effect on visit intentions and information sharing. This suggests that the more positive emotions consumers experience, the more likely they are to visit the store and share information about the brand, while arousal may be a key factor in triggering spontaneous and unplanned consumption behavior.

These findings support the PAD emotional response model proposed by Mehrabian and Russell (1974) and show that emotional responses can have a differential impact on behavioral types. In particular, studies by Donovan (1994) and Groeppel-Klein (2005) have emphasized that pleasure promotes consumer approach behavior, increasing store visits and sharing of brand experiences. Furthermore, Tulipa, Gunawan, and Supit (2014) and Lee and Samanta (2023) reported that the more positive emotions consumers experience in the store, the more likely they are to return and engage in word-of-mouth activities.

On the other hand, the finding that arousal induces impulse buying but has no significant effect on visitation intention and information sharing behavior is consistent with the studies of Kaltcheva and Weitz (2006), Menon and Kahn (2002) and Beatty and Ferrell (1998). They emphasized that high arousal elicits an immediate consumer response, but has a more direct impact on spontaneous purchase decisions rather than long-term brand commitment. In particular, studies by Serfas et al. (2014) and Chen et al. (2020) have empirically verified that emotionally aroused consumers are more likely to make purchasing decisions

based on immediate emotional responses rather than logical judgements.

5.2. Academic Implications

This study is of academic significance in that it empirically analyzes the relationship between consumers' experiences, emotional reactions and behavioral responses by combining experiential marketing theory and the PAD emotional response. While previous studies have also emphasized that sensory experiences have a positive impact on consumer attitudes and satisfaction (Schmitt, 1999), this study extends this by empirically verifying the impact of sensory experiences on consumers' emotional responses (pleasure and arousal) and behavioral responses (visit intention, information sharing and impulse buying) beyond simple satisfaction.

In addition, this study has empirically confirmed that emotional responses can have a differential impact on different types of consumer behavior. While previous studies have emphasized the influence of pleasure and arousal on consumer behavior (Mehrabian & Russell, 1974; Menon & Kahn, 2002), this study extends the discussion of the multidimensional impact of emotional responses by empirically verifying that pleasure induces visitation and sharing behavior, while arousal acts as a factor promoting impulse buying.

In addition, unlike previous experiential marketing studies that have mainly focused on the formation of long-term brand relationships such as brand attitudes, satisfaction and loyalty, this study is unique in that it quantitatively analyzes the relationship between consumers' immediate emotional responses and behavioral responses (visits, sharing, impulse buying). This can help deepen our understanding of how experiential marketing induces emotional immersion in consumers and ultimately drives specific behavior.

Compared to prior studies that primarily focused on brand attitudes or satisfaction, this study uniquely demonstrates how different types of experiential factors distinctly affect emotional responses and, in turn, specific behavioral outcomes such as visiting, sharing, and impulse buying.

5.3. Practical Implications

The results of this study have practical strategic implications for brands and marketers planning pop-up or experiential stores.

First, as it has been confirmed that sensory experience is the most important factor in shaping consumers' emotional responses, it is necessary to actively use sensory elements (visual, auditory, olfactory, tactile, etc.) when planning pop-

up stores. By enhancing immersive lighting and colors, music and scent marketing, and tactile elements of product experience, consumers should be able to form a stronger emotional connection with the brand.

Second, since pleasure is a key driver of intent and information sharing, it is important to actively use content and interactive elements that stimulate the five senses to make consumers feel happy in-store. For example, by planning experiential events, gamification and social media sharing events, consumers' brand experiences are more likely to naturally spread online and offline.

Third, as arousal has been identified as a facilitator of impulse buying, it is necessary to strategically place elements in the store that can increase consumer arousal. For example, products that are only available for a limited time, rapidly changing in-store displays and messages that encourage urgent purchases ('If you don't buy now, you'll miss out', etc.) can be effective in inducing impulse buying.

Additionally, not all hypotheses in this study were supported. For instance, the hypothesis that emotional responses directly influence store satisfaction was not supported, which may reflect the unique nature of pop-up stores that emphasize short-term engagement over long-term satisfaction. Furthermore, while arousal significantly influenced impulse buying, it did not affect visit or sharing intention, suggesting that excitement alone may not be sufficient to motivate future-oriented behaviors. Likewise, pleasure did not have a direct effect on impulse purchases, implying that feeling happy does not necessarily lead to spontaneous buying unless accompanied by heightened arousal. These findings indicate that marketers should carefully differentiate emotional drivers depending on their behavioral goals.

Thus, the results of this study suggest that a tailored approach that takes into account consumers' emotional responses is needed when designing experiential marketing strategies, and will provide practical guidance for understanding the differences in consumers' emotional and behavioral responses and designing effective marketing strategies based on them. In addition, these findings imply that pop-up stores can serve not only as experiential touchpoints but also as strategic temporary retail spaces within a broader distribution framework, supporting both brand engagement and short-term sales goals.

5.4. Limitations and Future Research

There are several limitations to this study. First, the research subjects were limited to a specific age group and a group with consumption experience, so there may be limitations in generalizing the research findings. Future research needs to extend the research to a sample with a variety of age groups and consumption characteristics.

Second, this study only analyzed emotional responses in terms of pleasure and arousal, but in reality consumers' emotions may be more complex. Future studies should use in-depth interviews or biometric analysis to more accurately measure consumers' emotional experiences. It is expected that such follow-up studies will further explore consumers' experiences and emotional responses and provide actionable insights.

Third, emotional responses in pop-up stores are often immediate, dynamic, and context-dependent. However, this study relied on post-experience self-reporting, which may not fully capture the intensity or fluctuations of emotional states at the moment they occurred. Future research could incorporate real-time data collection techniques, such as experience sampling methods (ESM) or in-situ biometric tracking, to better understand how emotions unfold during the actual store visit.

Fourth, the cross-sectional nature of the study limits the ability to make causal inferences about the relationships between experiential factors, emotional responses, and behavioral intentions. Future research could adopt experimental or longitudinal designs to better understand how these variables interact over time, particularly in response to repeated exposure to pop-up store environments.

Fifth, this study did not account for differences in pop-up store types, product categories, or brand positioning. The effectiveness of specific experiential factors may vary depending on whether the store represents a luxury brand, a fast-moving consumer goods company, or a niche cultural event. Comparative studies examining these contextual differences would enhance the external validity of the findings and provide industry-specific strategic insights.

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