

**POP UP RETAIL ACCEPTANCE BY THE CUSTOMERS IN MANADO
(CASE STUDY: MOFFEE COFFEE STORE)**

*PENERIMAAN POP UP RITEL OLEH PELANGGAN DI MANADO
(STUDI KASUS: MOFFEE COFFEE STORE)*

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Abstract: Pop-up retail through its experiential marketing is currently developing; it has been used as one of marketing strategy not only for known company but also for start-up businesses in Manado. Pop-up retail such as pop-up cafés is implementing experiential marketing as their new way of marketing strategy to increase profit, recognized and to reach out their market. Word of Mouth which is the product of experiential marketing becomes a powerful weapon for pop-up cafés. The researcher conducted this research to investigate whether pop-up retail is effective marketing strategy toward customers in Manado and is it accepted or not. This study uses qualitative method with exploratory approach. Meanwhile in-depth interview is used to collect the data among the respondents which are Moffee Coffee Store customers. Findings of this research show that pop-up retail concepts as marketing strategy influence Moffee Coffee Store customers in many aspects significantly such as customer's loyalty and brand recognition. From the results, Moffee Coffee Store as a pop-up café as their marketing strategy is accepted by customers in Manado. It is recommended that a pop-up retail to be more customer-oriented as the way how pop-up retail should be to give a memorable experience to the customers.

Keywords: *pop-up retail, experiential marketing, word of mouth*

Abstrak: Pop-up ritel melalui pemasaran pengalamannya saat ini sedang berkembang; telah digunakan sebagai salah satu strategi pemasaran tidak hanya untuk perusahaan terkenal tetapi juga untuk bisnis baru di Manado. Ritel pop-up seperti kafe pop-up menerapkan pemasaran berdasarkan pengalaman sebagai cara baru strategi pemasaran mereka untuk meningkatkan laba, diakui dan untuk menjangkau pasar mereka. Word of Mouth yang merupakan produk dari experiential marketing menjadi senjata ampuh untuk kafe pop-up. Peneliti melakukan penelitian ini untuk menyelidiki apakah ritel pop-up adalah strategi pemasaran yang efektif terhadap pelanggan di Manado dan apakah itu diterima atau tidak. Penelitian ini menggunakan metode kualitatif dengan pendekatan eksplorasi. Sementara wawancara mendalam digunakan untuk mengumpulkan data di antara responden yang merupakan pelanggan Moffee Coffee Store. Temuan dari penelitian ini menunjukkan bahwa konsep ritel pop-up sebagai strategi pemasaran memengaruhi pelanggan Moffee Coffee Store dalam banyak aspek secara signifikan seperti loyalitas pelanggan dan pengakuan merek. Dari hasilnya, Moffee Coffee Store sebagai kafe pop-up karena strategi pemasarannya diterima oleh pelanggan di Manado. Disarankan ritel pop-up untuk lebih berorientasi pada pelanggan sebagai cara bagaimana ritel pop-up harus memberikan pengalaman yang tak terlupakan kepada pelanggan.

Kata kunci: *ritel pop-up, pemasaran pengalaman, dari mulut ke mulut*

INTRODUCTION

Research Background

In the new era of global market, the way of how people look for their needs and wants differ from the way it is before. People used to buy product or service in malls, department stores, etc. In this modern day, there are a lot of marketing strategies including the pop-up retail that makes the customers easier to look on to satisfy their needs and wants. Although the internet had huge impact toward business, according to Deloitte, Global Powers of Retailing (2018) 90 percent of worldwide retail sales are still done in physical stores.

The existence of pop-up shops or in this case pop-up café is driven by the changing of market, as before customers are more into what products or service they need, nowadays they need an extra attention for experience. The perspective of consumer buying behavior had shifted since from earlier studies identified that consumer shopping activity not only involve in buying their needs, but it has become more to satisfied their wants like to relax, have fun with their relatives. A growing segment of consumers want greater choice, personalization, and participation in their overall retail experience.

Moffee Coffee Store is a pop up retail in form of pop up café is one of the most popular café in Manado. Moffee Coffee Store does really fit the term of pop up café. They offers excitement through experiential marketing and interactive marketing, another aspect they offered was the element of surprise through its concept and store atmosphere which is new to Manado as outdoor café, garden café or a house café.

This research aim to identify the strategies of pop-up shops or café in Manado with Moffee Coffee Store as the case study and wanted to know why they implement it was it because of trends or they see something bigger about going pop-up, also to know the customers' perception toward pop-up stores in Manado.

Research Objective

Based on circumstances above the research objectives is to analyze:

1. The pop-up stores or cafe effectiveness as marketing strategy in Manado.
2. The customers' perception and how they accept pop-up stores or café in Manado.

THEORETICAL FRAMEWORK

Marketing

Based on marketing concept and theory, according to Kotler and Keller (2012), marketing is about identifying and meeting human and social needs.

Service Marketing

According to Lupiyoadi (2006), service marketing is every action offered by one party to another party which is in principle intangible and does not cause any transfer of ownership.

Servicescape

According to Baker (1987 in Harris, 2010) proposes that the physical environments of services are gauged by consumers in relation to ambient, design, and social factors.

Experiential Marketing

Experiential marketing entails amplifying the brand's essence "into a set of tangible, physical, interactive experiences which reinforce the brand" (McNickel, 2004).

Pop up Shops

To date, pop-up stores have taken various formats, either being mobile, in that they move around to different locations or bricks and mortar in the form of high street locations. In addition, there have been pop-up stores that are kiosks based within shopping malls. In all, this form of trading format has the potential to create memorable experiences for customers (Pine & Gilmore 1999).

Previous Research

Niehm et al. (2006), the title is Pop-up Retail's Acceptability as an Innovative business strategy and Enhancer of The Consumer. The aim of this study was to understand consumers' assessments of pop-up stores and how these views are linked to specific demographic characteristics. Findings suggest that age, gender, community size, and geographic region influence consumer awareness of and engagement with pop-up stores. Findings suggest acceptance and opportunity for implementation of pop-up stores in most community sizes and regions except for the western U.S. Three factors (Product Novelty/Uniqueness, Facilitators of Purchase Decisions, and Product Trial and

Unique Experience) were derived for consumers' perceived benefits/concerns of pop-up stores. Awareness/ experience with pop-up stores was positively related to attitude toward pop-up stores, as was the novelty dimension of pop-up stores. Attitude toward pop-up stores, in turn, predicted intentions to try the retail format, with attitude explaining 82% of the variance in consumers' patronage intentions.

Surchi (2010), the title is the Temporary Store: A New Marketing Tool for Fashion Brands. The purpose of this paper is to understand the motivations that lie behind the choice of the "temporary store" as a marketing tool, with particular reference to the fashion sector in Italy. Its findings provide researchers and practitioners with new information about the use of the temporary store as a marketing tool, and the managerial implications. This exploratory study points to the need for further investigation, but its findings provide researchers and practitioners with new information about the use of the temporary store as a marketing tool, and the managerial implications. Though still in its infancy in Italy, it is becoming increasingly common elsewhere, especially in the form of "pop-up stores" in the USA and the UK.

Picot-Coupey (2013), the title is The pop-up store as a Foreign Operation Mode (FOM) for Retailers. The purpose of this paper is first, to describe the characteristics of a pop-up store in an international context, second, to investigate the motivating factors for its choice and third, to analyze its role in the retail internationalization process. The main results cover the following aspects of an international pop-up store and highlight the differences between this choice of FOM and other store formats: key characteristics: location, design and atmosphere, merchandise mix, and store events are very creative in order to attract foreign consumer attention; choice motivations: three motivations were found, which were first, to test and adapt the concept with foreign consumers possibly unfamiliar with such a store concept, second, to raise and sustain the international profile of a retail brand, and third, to develop relationship networks with stakeholders in foreign markets; role in the retail internationalization process: a dynamic approach is adopted as role varies from mode switch at the entry stage to mode combination at the further expansion stage.

Conceptual Framework



Figure 1.1 Conceptual Framework
Source: *Data Analysis Method*, 2019

RESEARCH METHOD

Type of Research

This research uses qualitative method, according to Yin (2011), the allure of qualitative research is that it enables you to conduct in-depth studies about a broad array of topics, including your favorites, in plain and everyday terms. This research uses case study as the approach, according to Yin (2011) case studies are the preferred strategy when "how" or "why" questions are being posed, when the investigator has little control over events, and when the focus is on a contemporary phenomenon within some real-life context.

Population, Sample and Sampling Technique

This research uses purposive sampling, in qualitative research; the samples are likely to be chosen in a deliberate manner known as purposive sampling. The goal or purpose for selecting the specific study units is to have those that will yield the most relevant and plentiful data, given your topic of study (Yin, 2011). This research sampling size is 30 respondents which are the customers of Moffee Coffee Store.

Data Collection Method

Data collection methods are divided into primary and secondary. In this research, the primary data will be gain using in-depth interview. Secondary data of this research will be gain from books, articles, and previous research that support and related with the topic that are being discussed in this research.

Operational Definition of Research Variable

1. Experiential Marketing:
 - a. Interactions
 - b. Product Uniqueness
 - c. Consumer Experience
2. Consumer Buying Behavior:
 - a. Promotional Signs
 - b. Store Atmosphere
 - c. Service
 - d. Aesthetic

Data Analysis Method

In this qualitative data analysis there are explanations in detail of the process after collecting data till getting conclusions, according to Miles and Huberman in Sekaran and Bougie (2010) there are generally steps in qualitative data analysis: Data Collection, Data Reduction, Data Display, Drawing and Verifying Conclusion.

RESULT AND DISCUSSION

Result

Store Profile

Moffee Coffee Store

Moffee was first established in 30th June 2018. Moffee started with the concept of Rp.0 as their capital, they decided to look for investors and it happened as their family became the investors. Moffee carries the concept with a pop up café style which is inspired by coffee stores in Bandung who open their cafe in front or back of the house, so the owner think that why not try it on their house it is nothing to lose. In the early days of the store, Moffee targeted college students in Politeknik as their market. Looking at the market and it developed to a wider range of young people who love to hangout and take pictures in attractive places and also families then it result to all ages as their new market.

The idea of Moffee came from the owner, Paringgawana Putra Asikin. It all started from within his family which is coffee lover, a lot of times he was asked to make a coffee for his family because they prefer afternoon coffee instead of drinking tea. He started to go deep into coffee in 2012 and brew coffee since 2013 until today. He learned to brew coffee from his friends who open coffee stores around Bandung. In 2014 his family owned a restaurant and he tried to put coffee into it just for a try, at that time he skipped college five to six months to analyze the market. In the early 2016 the business was closed, and he continued his college as well took coffee certification at Bandung in 2017. He started the whole Moffee Coffee Store in 2018 with knowledge, skills and experiences both in coffee and business. Coffee was his hobby and his family did really support him also the other reason he chose the business.

Previously he had heard the term pop up retail, and then he arranged the whole concept, the concept was outdoor which was inspired from Bandung. He points out that location is the most important aspect to consider in opening a pop up café, even though he chose outdoor concept, he provided the customers an emergency room, also they have a roof as a shade. In term of building interactions and customers' loyalty, Moffee provide a loyalty

card for those loyal customers for every tenth purchase they would get special price or special gift from Moffee. Cleanliness, service and entertainment are also the aspects that Moffee provided to the customers.

In the future, the owner had planned to open an industrial design of coffee shop, but the most important thing is that you should see the market development said the owner. The planned coffee shop if it would be continue it will be indoor coffee shop in the center of the city.

Informant 1: David Tulong, 22 years old

This informant is from Maumbi, North Minahasa, currently is a student. When asked about pop up retail he was not familiar with the term but then after I told him a little about what is pop up retail he said he often went to pop up stores or café especially Moffee Coffee Store to spend his spare time or to meet with friends. The informant said Moffee Coffee has a different atmosphere; it is more like a private place differ from other café that are too noisy in the city. The informant share that his favorite product in Moffee Coffee is chocolate, “the taste is different” which makes him motivated to come back again and he also believe that others would feel the same too. When asked about if he got special price or discounts he said that Moffee has cards for loyal customers. Every café is different according to their own way of marketing strategy, “Moffee has its own style which is outdoor and also free to play music instruments and sing”, said the informant. “The social media ease the customers or potential customers to see about the store, the products or events that will be held”, add the informant as he answered about interactions made by Moffee. This customer knew Moffee by word of mouth from his friends that saw the place from instagram. According to the informant Moffee coffee store is successful with the pop up café as the concept and their marketing strategy. “Moffee is strong with the first impression they give to the customer so people would love to visit again Moffee coffee store”, said the informant.

Informant 2: Firmansyah Tindi, 21 years old

This informant had heard previously about pop up shops or pop up café. He usually went to Moffee three times a week because he loves coffee and relaxing with friends. Single origin or pure coffee is his favorite product in Moffee as he said “the taste is a little better than other coffee store”. This informant has never experienced or get discounted price but he said he knew that there are membership card for a loyal customer because his friend is one of the loyalty card member. According to the informant he was motivated by word of mouth of his friends that found Moffee Coffee Store from social media. When he first went to Moffee, he said “the place is relaxing” so he is motivated to come back again even the place is far from his home in Perkamil. The atmosphere in Moffee is different from the other coffee shop as he added “generally cafes are indoor and crowded even there are luxurious ones but Moffee offers another way which is outdoor and more private as he and friends could talk without worrying the noise from other people or the other people would hear what they are talking”. The informant said he would recommend this place to his friends or family since the place is clean and really good to spent time with.

Informant 3: Stevan Takasanakeng 21 years old

The informant lives in Karame, currently is a student in a University in Manado. He said he had never heard about pop up retail, but then he recognizes after a little talk about what is pop up retail and he said he usually went to other pop up café but not often. He said in a week around two to four times even the whole week he could went to Moffee if the mood is good. “The place is cozy and really good to enjoy the atmosphere” said the informant when asked about the factors he went to Moffee Coffee Store. The service is good, the employees come to customers and give recommendation as well give suggestion of what to order but the most important one is they lend freely the music instrument to customer, add the informant. Moffee offers a real good interaction not only on the spot at the café but through the social media since they give informations such as events or special price/product to customers said the informant. He said he knew Moffee from the word of mouth of his friends, also by search in social media, and when the first time he came the place is as what he expected. “The best outdoor place he ever visited”, adds the informant in describing Moffee Coffee Store. When asked whether Moffee is successful or not by their concept, he answered “Moffee is already success since proven by a lot of customers come to Moffee”. He said he would recommend the place to his friends also he would come back again even by himself.

Informant 4: Gerald Gantare, 21 years old

This informant lives in Airmadidi, he never heard the term of pop up retail but then he recognizes what are pop up retails. He went to Moffee once in two weeks, the reasons he went to Moffee because the place has good design, relaxing, more modern, and the menu are delicious. His favorite product at Moffee are Matcha Vanilla and Oreo Frappe, he said actually the favorite products are available in other café but in Moffee the taste is much more delicious while in other café are just normal in taste. For the price he said is just normal since he doesn't really think much of the price, but he already get three times discounted price. When asked about the atmosphere in Moffee, the informant said design is the crucial part because if the design is good many people would come, and parking place is also important. According to informant he thinks Moffee is successful since there are a lot of customers and known by many people. The informant himself knew about social media by Moffee, but in terms of interactions he said it is just normal. "Millenials would think the design is good and they would be motivated to come back again", said the informant when asked about first impression and what would the first comer think of Moffee Coffee Store.

Informant 5: Carlgeorge Rompas, 22 years old

The informant is not familiar with pop up retail but then he said he always went to pop up café after a little information given about pop up retail. He knew Moffee from social media which is Instagram, he also adds that he get a lot of information from social media like discounts or events. While on the spot interactions also really good by the employees as they recommend and give information about their products. He said his favorite product is Single Origin since he is a coffee addict, the prices of the products are friendly and he said it is worth the taste of coffee. He also experienced get a discounted price but he claims he does not have any member card. He also adds that word of mouth affect him and his friends to come to Moffee. According to the informant Moffee is success because many people came there. The informant himself went to Moffee two to three times a week, and would recommend to his friends about the place. "Honestly I am surprised that the place is very relaxing, coffees are good, and the songs are great" said the informant, when asked about the first impression of Moffee Coffee Store.

Informant 6: Veren Turang, 22 years old

This informant lives in Politeknik, current activity is a co assistant doctor. She have not heard about pop up café, she loves to hangout. She regularly visits Moffee at least once in a week because it is near to her house. She knew Moffee from her friend, her first impression was that the place is comfortable, relax, it is not noisy even there are many people, music matches her taste. She had a preferred product which is green tea, simply she is a green tea lover and in Moffee the product is great. She had never encountered bad experience while the good experience that the service is good, the barista and waitress are friendly and welcome as she and her friends are kind of complicated when ordering. She hangout to spend time and talk with friends. Interactions is really good and she added that they should never changed and improve because its already good. She said that instagram of Moffee attracted her to come to Moffee. Moffee according to her is on success as people in Politeknik are aware and knew about Moffee, even people from far away asked her about Moffee and everytime she went to Moffee, it is always full. She never experienced getting a special price or discount and she would recommend the place and she already did as for her that Moffee is the first choice to hangout.

From the interview result, customers' loyalty is seen by such factors like how many times they visit Moffee, their favorite product, loyalty card or discounted price as the benefit for customers of Moffee along with events like live music provided by Moffee. For loyalty card that given by Moffee to benefit the customers, they need to collect 10 stamps in order to get a free order.

The results from the interviews were that, brand awareness by the customers was influenced by social media and word of mouth. Social media postings by relatives as well by the Moffee Coffee Store gave the customers or prospected customers such information like the atmosphere in the store, design of the place, products and many more had affected them. Word of mouth also plays a huge role in their marketing strategy, by the time a customer came to Moffee Coffee Store they were influenced by great experienced and would recommend the place to their friends as what described from the interviews.

From the interview result interactive marketing done by Moffee Coffee Store are from social media, and on the spot interactions. Interactive marketing from social media are done in ways such as giving information of events, products, interact through social media and etc. While on the spot interactions are like, how the services

are conducted also like giving recommendations or information about the coffee. Overall from the 30 respondents had given a positive response, most of them were amazed with how Moffee Coffee Store interact with the customers, greetings, giving recommendations, fast service, friendly baristas along with active social media that posts everyday to give informations. Some informants said that the interactions are normal as other café since it was their first or second visit to the store; also other informants are not aware of Moffee Coffee Store official social media account.

From the interviews result, a lot of indicators were given by the customers and how it affected them to re visit Moffee Coffee Store or simply to spend their time there. According to the informants the store atmosphere in Moffee Coffee Store were: different from other café, it is not crowded and noisy, private, outdoor, relaxing, clean, cozy, great design, modern or trendy, music are great, "instagrammable" good to take pictures, attractive, cool, and comfortable.

In agreement with Niehm et al. (2006). Awareness/ experience with pop-up stores was positively related to attitude toward pop-up stores, as was the novelty dimension of pop-up stores. Attitude toward pop-up stores, in turn, predicted intentions to try the retail format, with attitude explaining 82% of the variance in consumers' patronage intentions. Most of the respondents in this research are motivated to visit or try Moffee Coffee Store because they offered a new concept which engaged with the customers and the design of the place is very different than the usual café in Manado. The customers then became a loyal customer to Moffee Coffee Store because they had a great experience which stimuli their motivations to re-visit the place.

Discussion

According to the interviews with respondents, customers became loyal to Moffee Coffee Store because they offered a new kind of café through their design and marketing. Many of the respondents said that they are motivated to re visit Moffee Coffee Store because they are impressed with the store atmosphere, the interactions by the employees, and how they managed their social media.

Brand recognition is an important aspect in the retail business, especially in pop up cafes. Word of mouth is very important in the presence of Moffee Coffee Store in Manado; in the results of interviews that have been conducted word of mouth is a key driver for consumers to try to visit the Moffee Coffee Store. Brand Recognition which is the secret strength of Moffee Coffee Store is Word of Mouth, which is created from the feelings of consumers who have been there, for example recommendations from friends and discussions about the café which is the choice for hangouts. Social media is also a very helpful aspect of Moffee Coffee Store's brand recognition, from interviews conducted, respondents revealed that they were motivated to visit from Moffee Coffee Store social media uploads. Interesting posts and lots of information about products or special offers and events like live music are updated every day by Moffee Coffee Store's official social media account.

Interaction is another aspect that supports Moffee Coffee Store's good performance as a pop up café in Manado. Excellent service starts from the moment you arrive at the café you will immediately be greeted all the way to when you order they will be recommending about selected products or special price that exist at that time. Then when your order is delivered the waiter will say "thank you, enjoy" the little thing was acknowledged by the respondents as an additional point because there are rarely any cafes that do that, also when returning home the waiter will say "thank you brother or sister, come back". In addition to excellent service directly at the cafe, Moffee Coffee Store's social media is always updated every day with information for consumers. They also often repost the consumers' Instagram stories that make consumers feel valued and known at the Moffee Coffee Store.

Store atmosphere is the most important aspect and it is Moffee Coffee Store's strength to compete in the café world which is starting to grow in Manado. The new atmosphere with an outdoor concept is attracting attention to prospective customers in Manado, in addition, Moffee provides a different comfort from other places because even though the place is crowded but not noisy because it is designed to be a comfortable place to spend time away from the crowd and intensiveness in the city. The unique and modern design is perfect for millennials who want to capture the moment with friends by taking pictures and it also motivates young people to try or keep coming to Moffee Coffee Store.

Customer Loyalty is created from all aspects offered by Moffee Coffee Store. From the interview results, respondents said that they were motivated to visit or re-visit because of the comfortable atmosphere to spend free time, excellent service and a good first impression created when visiting the Moffee Coffee Store. In addition, Moffee Coffee Store prioritizes the interests of consumers by giving more attention starting from the cleanliness of the cafe and comfort while at Moffee Coffee Store. One factor that influences consumers to visit Moffee is the existence of live music to entertain consumers every Thursday and Sunday. Moffee Coffee Store also gives loyalty

cards to loyal customers of Moffee Coffee Store as an award. The menus available at Moffee Coffee Store are recognized to satisfy the tastes of consumers so that many of them start to have their favorite products at Moffee. The location of Moffee which can be said to be far from the city center is actually the main attraction for consumers because it is far from the noise and tiring times in the city; it can be proven by the number of respondents who come far from the Moffee Coffee Store. Although the distance is arguably far, Moffee Coffee Store is a café that is worth it to visit said the respondents.

CONCLUSION AND RECOMMENDATION

Conclusion

From the interview result and discussion in chapter before, can be concluded that pop up retail in this case Moffee Coffee Store as a pop cup café is accepted by their customers. Pop up retail in the form of pop up café is becoming a new trend to all age, it seems that hanging out or spending time in a café has become their new needs. The consumer in this new era are becoming more decisive in choosing a product or service they need, in making the decision the consumers are considering a lot of factors such as the place, atmosphere, service and product itself. The consumers are more attracted to places where they can experience a good service along with comfortable atmosphere because some consumers wanted to spend their time simply to enjoy or have their own quality time, and Pop up café offers it all.

The acceptance of Pop up retail in this case, Moffee Coffee Store as the pop up café, was favored by the help of social media. The rapid development on how people communicate through web has come to the web 2.0 era where people could interact easier with the producers or service providers through social media. The mentality on Web 1.0 was to convince consumers to purchase the products no matter what and to attract as many visitors to the company web page as possible (Bjursten and Sylvendahl, 2017). However, due to the welcoming Web 2.0, the way of communicating on the web was changed and social media platforms, e.g. Facebook, Twitter, Instagram, were introduced (Bjursten and Sylvendahl, 2017). As a result, the relationship between companies and consumers changed, since a two-way communication now is possible (Bjursten and Sylvendahl, 2017). Thus, social media marketing seeks to engage consumers in their natural habitat, i.e. companies are now approaching the consumers where they spend time online (Bjursten and Sylvendahl, 2017).

Positive result from the customers of Moffee Coffee Store in terms of acceptance of pop up retail as marketing strategy can be related from their answers such as: they are aware of Moffee Coffee Store through social media either from Moffee Coffee Store social media postings or their friends' postings in social media. According to (Bjursten and Sylvendahl, 2017), nowadays, consumers are able to express their opinions and support for brands through e.g. following, liking and sharing the brand's content on different social media platforms. The use of social media as a communications tool further enhances the possibility of assigning a brand personality to the brand (Bjursten and Sylvendahl, 2017). Due to the fact that companies are able to create profiles, communicate and interact directly with the consumers, deeper emotions are developed to the brand and consumer engagement increases (Bjursten and Sylvendahl, 2017). It can be concluded that, pop up retail as marketing strategy is highly integrated with the developing of communication or interaction through social media. It is accepted by the customers in Manado as for example Moffee Coffee Store that got an excellent impact of how internet and marketing in this era are highly integrated. Not only that the customers are feeling being engaged, but the result of a good pop up retail as marketing strategy with the help of social media generates Word of Mouth which is very important in generating more and more potential customers.

The existence of pop up café as a new way of marketing strategy gave the business a chance and benefited from a growing market because the need to hang out can be their target market. It was agreed by a theory that state, one of these recent, but still ongoing developments that influence the retail sector as a whole is the market shift from an economy centering on goods and services, towards an experience economy (Spitzkat 2016). Moffee Coffee Store offers the consumers almost every factor they need, as can be seen from the interview result they provide a unique place which is out door along with a great design, comfortable place to relax as they design the place to be more exclusive yet affordable where customers could comfortably talk because the place is not crowded or noisy. Moffee Coffee Store even provided live music in special days and last but not least is their unique products such as coffee that becoming a trend and foods that match a perfect partner for customers to enjoy their time. It was all to give the customers the memorable experience and stimuli their perception. All respondents give a positive review about Moffee Coffee Store and they think that Moffee is successful with their marketing strategy as many people are going to the place which means it is not only accepted by customers in Manado but

they needed and loved it. The respondents did not have problems or any bad issues toward Moffee Coffee Store as a pop up café and their marketing strategy. Some of the informant explained that why they became a loyal customer or that they would like to re visit Moffee was because the place is better than the traditional ways of café that can be said profit oriented over customer oriented, it is proven that Moffee Coffee Store serve their customers well and they really think about customers to be comfortable in the place. Over all, consumers' response in general is they are all satisfied with every aspects of Moffee Coffee Store as a pop up cafe.

Recommendation

Based on the conclusions that have been put forward, there are several recommendations that can be concluded from the overall result in this research, which are listed as follow:

1. For Moffee Coffee Store or other pop up café that had implement pop up retail as their marketing strategy, first, the research recommend to increase the usage of experiential marketing. Second, the researcher recommends the business to be more customers oriented.
2. For the consumer or potential customers of pop up cafe, the researcher would recommend that you as consumer need to know that there are much types of pop up retail.
3. For the government, as the needs and wants of people are evolving. The government should be supportive to business such as pop up shops or café as they could improve the economic in the region.
4. For the universities, especially economic and business should give much more information or education about pop up retail and other marketing strategy since there were not much information or education that is easily accessible for students.
5. For the future researcher that would like to conduct similar research about pop up retail. You should give much more attention to the number of pop up shops since it became a new trend for businesses. Since this research is limited to one pop up café, you should add more numbers of pop up café and analyze each pop up café with their own marketing strategy.

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