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表现形式	定义	示例	消费者旅程阶段
网络评论	网络媒体平台网民评论	网络媒体（微博、微信、视频网站、点评软件、直播、短视频等）上发布的评价内容	购前 / 购后
广告	各类媒体广告	电视、报纸、网络上发布广告	购前
标牌	集市及商家的信息指示	表明快闪集市独特属性的标牌（如集市外欢迎条幅、指引标志）；具吸引力和鼓动性的广告文案；集市开放时间清楚张贴；商家主题及促销标志明显	购前 / 购中
能见度	店装照明	集市及商铺入口光线充足；招牌明亮度抢眼	购前 / 购中
人员配置	集市及商家店面工作人员	人员配备充足；人员辨识度高；人员衣着整洁、礼貌服务；高效的人工引导、退换货流程	购前 / 购中 / 购后
店内技术	WiFi 网速、移动支付以及员工协助或交互的支持技术	无线网络覆盖；配备充电宝自助设备；配备扫码枪、智能POS 机或付款码；员工通过各式终端向消费者展示更多商品、使用功能及网评	购前 / 购中 / 购后
支付选项	购买支付选项	现金、借记卡、信用卡、移动支付	购中
音乐	音频体验	适合的音乐类型及音量	购前 / 购中 / 购后
设计	商家店面空间内外装饰及设计	装饰具吸引力，展示积极的初步印象；明确的设计主题；采用多感官体验设备；收银台整洁干净	购前 / 购中 / 购后
布局	商家店面空间的物理布局	整洁且维护良好布局；品类丰富且视觉美观的货架；收银台摆放适当促销商品	购前 / 购中 / 购后
商品品类	商家店面可供销售商品种类	品种组合；商品独特性；适当库存；可售商品数量	购前 / 购中 / 购后
服务内容	商家店面可提供服务内容	提供测试或试用产品	购前 / 购中 / 购后
售后政策	商家售后服务政策	渠道间退换货及质保政策一致性	购后
消费参与	商家对消费者的跟进服务	消费者反馈渠道；消费者参与的移动端 / 线上社区；工作人员后续员联系跟进	购后
口碑	点对点、点对多扩散	告诉亲朋好友关于商品及商家的正面或负面体验	购前 / 购中 / 购后

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Management

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Abstract: Based on an exploratory multi-case analysis on five types of rural pop-up markets cases in Quanzhou, This paper visualizes the consumer journey of each case. The findings reveal common features in the operation of rural pop-up markets, including consumer journey management with a focus on purchase stage while neglecting the pre-purchase and post-purchase stages, high interaction but low technology in purchase stage, and centralized control over touchpoints in the markets and retailers.

Key words: rural pop-up markets; pop-up retail; operation mechanism; consumer journey; touchpoint