ROLE OF RETAIL DESIGN AND CONSUMERISM.

To what extent the importance of retail design is understood in our part of the world. How International Brands in Karachi helped in improving the retail design of Local Brands?
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ACKNOWLEDGEMENTS.

It is a moment of great happiness for me that I am done writing my Dissertation, which was a new learning experience. This journey was very challenging as it required interacting with retail owners, who were not that cooperative due to safety reasons.

But by the grace of Allah, I was able to reach a certain conclusion. I am very grateful for all the help that I got from my advisor Miss Suneela Ahmed, for guiding me through out. Special thanks to all the retail owners who willingly helped me.

I would also like to thank all my friends specially Sarah and Ali Hassan, my parents and brothers for supporting me and giving me hope throughout this journey.
ABSTRACT:

This dissertation deals with understanding the importance of retail design in promoting consumerism. Through this research I will be able to find out what significance is given to interior design in retail outlets in Karachi and to what extent the international brands have affected the local brands of Pakistan.

Retail design now forms a very integral part in the West, I want to understand through this research that have we understood the importance of retail design or are we just imitating what has already been done internationally. For this I collected data from literature review, I interviewed local brand owners, and I interviewed architects who designed the retail outlets. As these retail outlets are designed for the public, I also took feedback from the consumers by getting online survey done. Thus my primary research consists of both qualitative and quantitative data.
INTRODUCTION:

Retail design has become a discipline in its own right, containing elements of architecture, interior design, graphic design, product design and web design. ¹ Retail is simply selling of everyday goods to the customers and providing them with basic commodities and services in a best possible way. Retailing Industry in Pakistan underwent a gradual change regarding the trends and its outlook. Initially the shopkeepers just put the entire stock on display irrespective of the chaos it created; their psyche was to attract maximum number of customers. Attracting the customers is the foremost important thing even now, it is the goal of every shopkeeper but there are ways in which this could be done creatively and by keeping aesthetics in mind.

The objective of my dissertation is to find out, what significance is given to retail designing in Pakistan. Have we understood the importance of it, or are we just imitating what already is been done. Also the impact of international brands and in what ways they have influenced local brands. In this research, the main focus is on local brands which existed before the arrival of international brands. The first ever international brand that became operational in Karachi was, United Colors of Benetton, brought to Pakistan by Kings Group, they acquired the franchise in 1995², as mentioned by Aziz Memon, Chairman of Kings Group. The local brands under discussion will be: Generation, Zubaidas, Sanaullah, Jafferjees and Bonanza. These brands are established before 1995, found out during the primary research in which the managers/partners were specifically asked about it³. These retail outlets have maintained and upgraded the image,

² Aziz memon, chairman of Kings Group, official website, http://azizmemon.net/about/other-projects/[Last accessed: 20th May 2014]
³ The interviews with the retail partners/ managers, compiled in Appendix A
underwent a lot of changes interior wise and what led to this will be discussed in the latter chapter.

The term brand means: A name, symbol or other identifying mark for a seller's goods or services. It is distinct from other sellers. By local brands here means, the outlets which originated in Pakistan and are famous name in retailing world. People prefer brands, because brand name represents symbol of quality as mentioned in an article, “Why people like to buy brand name products” by Jennifer MacNeil. People have set high standard of living for themselves and they back that up by carrying and wearing only branded goods, it’s the new trend in Pakistan. As discussed by Mudassar Nawaz in an academic writing published by Punjab University, that this trend is developed due to the awareness created by the influx of western culture.

The literature review will be based on the secondary sources, which are taken from books and internet. They are from different parts of the world and are not specifically in the context of Pakistan. A dissertation done by the student of Indus Valley School of Art and Architecture, Nabiha Fahim, “Psychological Impacts of a Shop design”, in year 2008, will be referred to. There is another academic write up which is very useful as it discusses “Factors Influencing Retail in Pakistan”. This research based article is by a student of Punjab University, and it

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discusses about the trend of branding and the causes which brought this change in retail outlets. Along with these, other articles and sources are discussed in detail later.

The research methodology includes; interviews, surveys, participant observation and analysis. The interviews will be taken from architects and designers who have designed local retail brands. The questionnaires will be filled from the customers who buy from these outlets. Interviews from the retail owners and managers will also be taken. The conclusion will be based after analyzing all the responses.
LITERATURE REVIEW:

The literature review is primarily based on secondary research, which is done through online articles, books, academic journals and published essays relevant to the research question at hand. I have structured it into the sub headings that further clarify the question and discuss various aspects of it. The breakdown of my question, ‘To what extent the importance of retail design is understood in our part of the world. How international brands in Karachi helped in improving the retail design of local brands?’ has following sub headings, which will be discussed in detail.

1. Why there is a sudden change in the way the retail outlets are designed now, what brought this change?

2. Why brands are given so much importance and what led to the concept of branding Worldwide and in Pakistan?

3. The role of elements of design in store atmospherics.

1. Why there is a sudden change in the way the retail outlets are designed now, what brought this change?

The book, “Retail Design: Lighting as a Design tool for the Retail Environment” by Katelijn Quartier, gives a great in depth knowledge and analysis about how retail design itself recently became a separate discipline on its own, and what lead to this change and development in this field. The purpose of my dissertation is also based on these lines but with context to Pakistan. From this book I can create comparisons about the changes that took place at an international level and how they affected and influenced our local retailing industry.
This book discusses that what exactly retail design discipline is, and it is not only about architecture and interior design but includes other disciplines such as graphic design, product design, web design and services, which together makes the shopping experience worthwhile and different from the rest.

The author explains briefly the origin and history of retail design. Initially the logos and graphic signatures were the main identity of a retailer. Gradually this need to identify and communicate with the retailer, led to the interior design of a retail store. To begin with and to have cohesive image, the similar packaging, tickets, signage and posters were created with the same graphic elements as that of the logo. In 1960’s the retail design was in early stages and it was taken more artistically rather than function wise as stated by Quartier. The main focus in the beginning was on production, new technology and stocking of the products. Finally in the 1980’s the interior design became a separate field. Before retail designing, the product was the primary thing and design of the store was secondary and never eclipsed the products. According to the author, the need for designing the retail outlets rose when the competition between the products increased; this was due to the increasing similarity between the products, so retail design was used to create the difference and give specific identity between the outlets thus providing different experience for the customer.

Summary of the important factors that led to the change in retailing as mentioned by the author are:

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The foremost need to stand out from the rest, “make the difference”\textsuperscript{11} became a necessity. This is because the similarity in the product made the competition more difficult, so a distinctive environment is created for the customer which becomes an identity and brand in itself. For the first time a customer was seen as a consumer with personality, feelings and longings.\textsuperscript{12} Secondly, the customer changed the way they used to shop; this is due to the increase in prosperity and thus increases in the living standards of people. They have access to more variety; now they shop for leisure, shopping itself have become a public activity. Thirdly the consumers are searching for new experiences. The writer has mentioned this factor with Pine and Gilmore’s\textsuperscript{13} (1999) phenomena of Experience Economy. Experience economy literally means creating memorable events for the customers.

As mentioned in this book that internationally the change took place in retailing, due to the awareness and understanding the importance and need of retail design. Understanding how a good design helps in attracting the customers and clients, and gaining their loyalty, boosts the retail sales. The question on which my dissertation is based revolves around this aspect also but in context to Pakistan. This source has given me a good insight about the history and development of retail design and in accordance to it my aim is to find out whether this importance is understood in my country or we are just influenced and imitating what already been done.

Another source discusses the importance of retail design and the causes which led to this change. The increasing demand of retail designers in industry is an indication that the consumers are

\textsuperscript{11} Katelijn Quartier, ‘Retail Design: Lighting as a Design Tool fot the Retail Environment’, Hasselt, 14\textsuperscript{th} October 2011, \url{http://www.academia.edu/1377193/What_is_retail_design_chapter2_}. [Last accessed: 20\textsuperscript{th} April 2014] p 49.
\textsuperscript{12} Katelijn Quartier, ‘Retail Design: Lighting as a Design Tool fot the Retail Environment’, Hasselt, 14\textsuperscript{th} October 2011, \url{http://www.academia.edu/1377193/What_is_retail_design_chapter2_}. [Last accessed: 20\textsuperscript{th} April 2014] p 49.
\textsuperscript{13} Joseph Pine and Jim Gilmore, founded Strategic Horizons LLP 1996 and they are writers. \url{http://en.wikipedia.org/wiki/The_Experience_Economy}
looking for unique experiences. It is an annual survey article, ‘State of the Retail Design Industry 2010’ by Alison Embry Medina, executive editor of Domination Directory International Magazine (DDi Magazine). The author mentions that with the end of great recession period, the retail sector is gaining momentum slowly. As the businesses are coming back to normal, they are aiming for new unique strategies and design elements to attract maximum number of customers. This automatically led to high demand of retail designers as is best shown through the following bar chart and pie chart.

Compared to five years ago, how important is the design/store planning/visual component to the retail industry today?

- Much more important: 49.1%
- Somewhat more important: 27.8%
- Relatively unchanged: 13.9%
- Somewhat less important: 9.3%
- Much less important: 0%

Over the next five years, do you think the average retail designer's job importance will rise, fall or stay about the same?

- Rise: 7.5%
- Fall: 35.5%
- Stay about the same: 57%

The above graphs when analyzed explain the value of retail design and how it is more in demand in near future. Compared to five years ago, the importance given to store layout and designing is increased to 49.1% more. The above pie chart also shows 57% rise in the jobs for retail designers.

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over the next five years. From both these findings it can be deduced that there is a niche for retail designers in the market because there is a constant need for upgrading due to so much competition in the market. As said by Janis Healy, vice president of visual merchandising and design for Orchard Supply Hardware, “the consumer today is a value-driven customer and savvy enough to take into account the physical shopping experience when formulating their own value equation”\textsuperscript{16}. This quote very well explains that the consumer is now well aware of what is out there and along with the quality of product; they look for an overall physical experience. The consumer even knows their strength, because they are the ones who can make or break the image of the shop. The feedback and the response of a consumer towards a retail outlet say it all.

With so many brands in the market, there is a cut throat competition, and the only way to succeed in retailing industry is to give a complete package. This change is because of the consumers, who have become so conscious, as discussed above that shopping for them is now a public activity and leisure; they want the best from it. One of the survey participants, Deverell Smith, project architect – retail design for Tiffany & Co. says,

“Retailers need to make their stores a lamp that attracts shoppers into their spaces like flies at night”.\textsuperscript{17}

In the West, the retail design industry is strong as the survey states and the great recession just ended, it will be really interesting to see what new innovations will be there in future because each brand is vying for competition. As said by, Deverell Smith\textsuperscript{18}, project architect – retail design for Tiffany & Co, the main success of a retail outlet is to lure the customer inside; it

\textsuperscript{18} Medina, ‘State of Retail Design Industry 2010’, p 2.
doesn’t matter even if they leave empty handed but their visit to the store should be worthwhile and should make an impact on them, because they leave with the image and message of the brand which is ingrained in their minds.
2. Why brands are given so much importance and what led to the concept of branding worldwide and in Pakistan?

The document, “Influencing Factors to Retail Industry in Pakistan” is written under Punjab University Board and is published by Mudassar Nawaz\(^{19}\) on 14 October 2011. This document is in context to Pakistan and is very useful for the dissertation at hand. It discusses about the influencing factors that are changing the face of retail of our country, from what it was in past and what it became now.

The author starts by discussing the dynamic nature of retailing, that it is ever changing and there is always a room for upgrading. The dynamic nature is due to the changes in the environment. By environment here means; economic, political/legal, socio/cultural, technological, ethical and competitive,\(^{20}\) thus the changes in retail are done according to it. Pakistan is a developing country and since independence it is struggling for political stability which further makes economical situation unstable as Nawaz mentions in the document. After the great recession the economy grew in 2010\(^ {21}\) but the floods and mismanagement of government affected the retail. With all these drawbacks and yet we see new international retail outlets opening up in Pakistan. This is because there is niche in the market, Pakistan has population of about more than 180 million, with the liberalization and communication revolution people have changed their style of living.\(^ {22}\)


\(^{22}\) Mudassar Nawaz, ‘Factors Influencing Pakistani Retail Industry’, abstract, p 3
There is an evolution of Pakistani consumer, though it came much later in our part of the world, the whole idea of shopping has been altered, and consumer is becoming more trend conscious. Nawaz states that now there is a great focus on feeling and looking good and price consideration is secondary now. Due to this mind set a lot of new brands and private labels are opened and gaining popularity. That is why we have so many international and local brands opening up, because people are now brand conscious. Along with brand they want a new experience also; looking at the current situation of the city, people shop to reduce stress and for enjoyment. As said by Nawaz, ‘Today, customers buy experiences and not brands or products’. The consumer take shopping as outing activity, also mentioned by Katelijn Quartier, in her book that shopping is a leisure activity now.

Why and what led to branding in Pakistan is discussed in this document, that in past people used to shop by keeping price in mind but now they shop for quality and famous brand. This is more seen in urban areas as they are more developed and have higher standard of living, along with that they have developed sophisticated style and taste due to the western influence as mentioned by the author. The influence from the West occurred due to the communication revolution, media, internet and travelling also. Another very interesting reason for this change is the rising status of women. As the author discusses that the women in our country are becoming more independent and joining working class thus their demands are increasing also. That is another reason the international and local brands taking roots as they promote and target women products more.

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23 Mudassar Nawaz, ‘Factors Influencing Pakistani Retail Industry’, p 8
To wind it up, Pakistan has a bright future in retailing industry as it is rated high amongst the most attractive emerging retail market.\textsuperscript{26} Nawaz further states that due to high potential a lot of foreign markets are showing interest in Pakistan retailing, and we can also see this. Already so many new international brands are here, so more foreign direct investment will definitely take Pakistan retailing scene to new levels.

Another source discussing the origin and evolution of branding and why it is given so much significance now is an academic journal, ‘\textit{Branding: The Past, Present and Future: A study of the Evolution and Future of Branding}’ by Anders Hampf and Kirsti Lindberg-Repo\textsuperscript{27}. The authors start by discussing that the concept of branding is not a new one, it is there since the very beginning, the time of Stone Age when sheep from one herd was marked differently than the sheep from another herd so that they can easily be distinguished. It was during the 16$^{\text{th}}$ Century in which the similar type of branding was seen that we have today, done by English ceramicist Josiah Wedgwood and the French fashion designer Rose Bertin\textsuperscript{28}. Then in 18$^{\text{th}}$ Century in England and France a lot of development was seen due to knowledge in branding as stated by the authors. It further discusses that contemporary branding came in to existence in around mid-20$^{\text{th}}$ Century due to the development of television commercials. In between 1970s and 1990s the companies took branding to next level and included it in service sector to create a story telling experience for their consumers because before branding was only associated with mass production and mass communication\textsuperscript{29}.

\textsuperscript{26} Mudassar Nawaz, 'Factors Influencing Pakistani Retail Industry', p 17
It is a human nature to opt for a product which has a certain name attached to it, and belongs to a particular brand. When a survey was done as the author mentions, the consumer wanted a product with a well known brand name and only $25\%$ of them did not paid any heed to brand and took in to consideration the price.

The importance of branding in today’s world is summarized in the following quote, ‘You are known by what you have, not by what you are’, by Tanveer Hassan\textsuperscript{31}. The brand is now the status symbol and people can afford it as discussed earlier and the retailers are experimenting and trying new and unique ways to stand out from the rest.

\textsuperscript{31} Tanveer Hassan, ‘Influence of Brand Name on Consumer Decision on Car Choice’, (Umea School of Business and Economics, 2008) abstract
3. **The role of elements of design in store atmospherics.**

A dissertation, “*Psychological Impacts of a Shop Design*” by Nabiha Fahim, Interior design student, graduated in 2008, from Indus Valley School of Art and Architecture, is a good start up point in understanding the role of design elements and the impact they have on consumers. This piece of writing starts with the definition of interior design, that how the main role of interior design to make a space interactive with humans and role it plays on the psyche of a buyer, which results him in impulse buying. This dissertation backs up my research on the experience generated by the use of elements in an interior space. Elements like material, color, flooring, wall treatments, lighting, textures and other accessories evokes the senses, emotions and mood towards that space. The writer concisely discuss about the psychology of a buyer, which is based on how they perceive something. Every individual have a different and unique way of thinking. Fahim further talks about how to make the store design successful, it is necessary to understand the needs and wants of buyer. This writing mainly discusses how the window displays of the retail outlet allures the customer towards it and compels him to buy the things. Fahim explains this in reference to the saying that first impressions are the last ones, the store display window acts the same way as if we are meeting someone for the first time. It leaves a mark in your memory. By impulse buying here means that even though the customer don’t need that particular thing but the way it is presented and placed makes him want to buy that.

The psychological dynamics of a shop depends on elements and display designs. As said by Fahim that perception and aesthetic appeal of the environment are experienced by all five

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senses\textsuperscript{33}. By analyzing this text it shows how important the design elements are to engage the consumer and incite him in to doing the purchase.

After going through this source I got enough information, the foremost thing is to understand the psychology of a buyer. As the retail outlets are designed for the public, the success depends on how better we have understood the consumer. All the elements of design play a very essential role in making the outlet standout and compelling the consumers in to buying the products.

Another article, “The Importance of Retail Store’s Design and Atmosphere” by Frederick A.Babb\textsuperscript{34}, created on May 21, 2008. This article starts with a saying, that you never get a second chance to make a first impression and the author connects it with the psyche of a customer that how the customer makes a decision at a glance and decides to go in a store. So if the store is appealing enough it will attract the customer otherwise it will lose the potential customer. The same point was discussed earlier also; when Deverell Smith, project architect – retail design for Tiffany & Co. said that the stores should act like a lamp so that the customers attract to it like flies at night.

The US based studies indicates that around 70\%\textsuperscript{35} of the decisions for buying are made on the spot while the customer is in the store. So the environment and the ambience of the retail outlet should be such that it helps the customer decide and influence his decision making powers in buying that product. More and more importance is given to retail design now, and it’s not only

shop fitting, it has progressed; retail design includes services and entertainment for the customers. A very relevant point discussed by the writer is never to go with “what everyone else does” this will lead to total failure, this point will be analyzed later in finding and analyses chapter. Every retail category has different requirements and the design should be customized specifically for that particular brand and product.

The article further discuss about the affects of elements of design on the customers and clients. How the overall feel of the shop must be kept in mind. The elements that make up the stores atmosphere include: visuals, the music, the smell, the texture and colors used, ambient conditions, space function, signage, display and most important one, ergonomics. The success of a retail outlet depends on the affect they have on the psychology of a customer, and keeping in mind the minutest details. Too many narrow aisles makes customer to go out as soon as possible, too much bright color or dark color can be suffocating for them, the temperature and the ventilation should be perfect so the overall environment is a pleasing and satisfying experience. The tone of the music should be such that it sets the mood of the space. The customers have now the opportunity to buy online also, known as cyber shopping and they get the products while staying at home. It is a growing competition, consumer only go out to shop so that they can experience it, so it should be worthwhile.

Element of design plays a major role in the success of retail outlet as discussed in the above sources. A good design can make or break the overall experience and ambience of the retail shop, and the success solely depends on it.

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37 Fredrick A.Bab, ‘The Importance of Retail Store’s Design and Atmosphere’, (posted: 21st May 2008)
**RESEARCH METHODOLOGY:**

To start with this dissertation, the foremost thing was to organize myself with clear mind, because in the initial stages I struggled with the question slightly. This research touches upon various aspects in retailing. So to better understand the question I divided my secondary research in to sub headings, covering: why the retail industry changed, what is branding and how this concept is taken in Pakistan, and what are the elements of interior design that makes the store attractive.

For secondary research the first step was Library of Indus Valley School. Sifting through several books I came across a Dissertation, done by Nabiha Fahim, Student of Interior Design from Indus Valley School, who graduated in 2008. Her dissertation topic was ‘Psychological Impacts of a Shop Design’; this gave me great insight about the psyche of a consumer and the role of elements of design. This source was in context to Pakistan which was a plus point for my research.

Secondary research was mostly done through internet. A book by Katelijn Quartier, ‘Retail Design: Lighting as a Design tool for the Retail Environment’ proved to be a great source. Quartier is a retail design consultant (at Retailology) and she is a lecturer retail design (at university Hasselt, Belgium)\(^\text{38}\). This source was very useful in understanding that how and why retailing industry has changed and evolved over the time. This book covers several areas regarding retailing; I easily related this with my research question.

Another article, ‘State of the Retail Design Industry 2010’ by Alison Embry Medina, executive editor of Domination Directory International Magazine (DDi Magazine)\(^{39}\) gave me statistics about the increasing importance of retailing and why there is a need to improve in this field. This is a survey article on the future of retailing and includes the feedback and responses from well known industry leaders. There was one limitation regarding this article that the survey didn’t include our part of the country.

Another source, an academic writing by Mudassar Nawaz\(^{40}\), ‘Factors Influencing Pakistani Retail Industry’ was quite relevant as it was directly in context to Pakistan. This source discusses about the concept of branding in Pakistan and the causes which brought this change. This helped me in answering some of the questions as discussed in detail in literature review. To understand the concept of branding worldwide, the origin and evolution of the term brand, I looked in to another source, ‘Branding: The Past, Present and Future: A study of the Evolution and Future of Branding’ by Anders Hampf and Kirsti Lindberg-Repo\(^{41}\). This is an academic journal which in depth explains the origin of branding and why branding is now important. These sources helped me analyze what brand is and how it works from both perspectives; from Pakistan’s and from West’s point of view.


Lastly an article, “The Importance of Retail Store’s Design and Atmosphere” by Frederick A.Bab\textsuperscript{42}, created on May 21, 2008. This article firstly gave good points about store atmospherics and also helped in forming questions for the interviews.

I divided the primary research in three parts. It included both qualitative and quantitative data. The first part consisted of survey questionnaire, that was to be filled by the general public, the consumers. This questionnaire was made on Google drive and sent online through Facebook and emails. From this survey general opinion was obtained which helped in concluding this research.

The second part consisted of qualitative research. I carried out interviews with the managers/partners of the retail outlets mentioned in the introduction. I selected five retail outlets; Generation, Sanaullah, Zubaidas, Jafferjees and Bonanza. The first interview was with the manager of Sanaullah store, as it is one of the oldest local brands of Pakistan, established in 1958\textsuperscript{43}. Mr. Syed Jaffer co operated and took time out from his busy schedule.

Second interview was with partner of Zubaidas; Mr. Abdul Basit very enthusiastically answered all the questions and in detail talked about how Zubaidas started and expanded.

Third interview was with the manager of Generation; Mr. Zeeshan readily responded and answered all the queries. The first two interviews were done in person, and recorded on my phone and later documented. The last one was done on phone, as Mr. Zeeshan resides in Lahore; the main head office of Generation is in Lahore. First I mailed him the questionnaire so he can go through it, and later he called himself and answered all the questions; I recorded the conversation with his permission on my phone which afterwards I transcribed. About the other


\textsuperscript{43} Interview with Mr. Syed Jaffer, Manager Sanaullah Store, Appendix A.
two local brands, I went to Bonanza, the manager simply refused by saying that this is not in their policy. I even asked if I can get permission from the head office but he was uncooperative. The last stop was Jafferjees, I contacted the manager he gave me the number of the head office. I called there for appointment, HR manager suggested that I mail him the questionnaire and he can reply back through mail. I mailed him that day. The next day I called for reminder but I never got a reply from their side. I tried several times. The basic information I got from the manager of the Clifton branch.

Lastly the third part consists of interview with the architect/designer who has experience in designing the retail outlets. I took interview from two architects, Architect Raazia Hasnain, working with Najmi Bilgrami architectural Firm and Architect Usman Mughni, working with Arshad Shahid Abdullah Architectural Firm (ASA). Both are graduates from Indus Valley School of Art and Architecture. The first interview was in person and the second was through email. Both the architects gave a good feedback which helped in concluding this research. The interview questions varied for every individual.
FINDINGS AND DISCUSSION:

1. Why there is a sudden change in the way the retail outlets are designed now, what brought this change and why it is so important now?

To comprehend this phenomenon the best way was to get the feedback from architects/designers who were helping in bringing this change. According to Architect Usman Mughni\(^{44}\), awareness through social media is the triggering point in bringing about this change. Another Architect Raazia Hasnain\(^{45}\) said, “People have now developed an appreciation for well-designed spaces”. She further elaborates that as the retail outlets are specifically designed for the public they are made attractive enough “to entice the customer”\(^{46}\) which contributes in sales. The change in the way the retail outlets were designed started in the West, as explained by Katelijn Quartier\(^{47}\) in her book “Retail Design: Lighting as a Design tool for the Retail Environment”. This change was due to increasing competition between the products. From this it can be deduced that the products became homogenized, to differentiate and create competition the retail designing came into being. Also “…customer was seen as a consumer with personality, feelings and longings” for the first time. This change is well understood by the consumers also, they know that all the effort is being done that directly have an effect on their psyche. The survey which was part of my

\(^{44}\) Architect Usman Mughni, Graduate from Indus Valley School from Art and Architecture. [interview conducted in person, 19\(^{th}\) May 2014] (Appendix B)

\(^{45}\) Architect Raazia Hasnain, Graduate from Indus Valley School of Art and Architecture. [Interview conducted in person, 22\(^{nd}\) March 2014] (Appendix B)

\(^{46}\) Architect Raazia Hasnain [Interview conducted in person, 22\(^{nd}\) March 2014] (Appendix B)

primary research, states that 69% of the consumers agrees that so much significance to retail
design is given to attract them. As shown in the figure below, figure 1\textsuperscript{48}.

\begin{figure}
\centering
\includegraphics[width=\textwidth]{chart1.png}
\caption{Why do you think so much importance is now given on the design of retail outlet?}
\end{figure}

On being asked from the consumers in the same survey\textsuperscript{49}, about the impact of retail design and
does it compels one in to doing the purchase, around 58% replied in an affirmative. The
importance of retail design is understood by the consumers also because on being asked what
attracts you towards the retail outlet 58% said that brand name and atmosphere of outlet both
attracts, as shown in the figure\textsuperscript{50} below. (FIG. 2)

\begin{figure}
\centering
\includegraphics[width=\textwidth]{chart2.png}
\caption{What attracts you towards a retail outlet?}
\end{figure}

\begin{figure}
\centering
\includegraphics[width=\textwidth]{chart3.png}
\caption{Does the interior design and ambiance of the outlet compels you into making the purchase?}
\end{figure}

\begin{table}
\centering
\begin{tabular}{|c|c|}
\hline
\textbf{What attracts you towards a retail outlet?} & \textbf{The brand name} 7 15%  \\
& 
\textbf{The atmosphere/design of the shop} 13 27%  \\
& 
\textbf{Both of the above} 26 50%  \\
\hline
\end{tabular}
\end{table}

\begin{table}
\centering
\begin{tabular}{|c|c|}
\hline
\textbf{Does the interior design and ambiance of the outlet compels you into making the purchase?} & \textbf{Yes} 28 58%  \\
& 
\textbf{No} 20 42%  \\
\hline
\end{tabular}
\end{table}

\textsuperscript{48} Online survey questionnaire, made on Google drive and later analyzed. (Appendix C)
\textsuperscript{49} Online survey questionnaire, made on Google drive and later analyzed. (Appendix C)
\textsuperscript{50} Figure 1, a pie chart was made after deducting the responses of online survey questionnaire. (Appendix C)
This further is supported by US based studies that around 70% of decisions are made on the spot while the customer is in the shop, mentioned in an article by Fredrick A. Babb\(^{51}\). When this same question was asked in an interview with the Partner of Zubaidas Store, Mr. Abdul Basit\(^{52}\), his response contradicts all the above discussions. Basit when interviewed about the importance of retail design, he simply said that whenever they hired designers they have faced disappointment. His belief is that retailing is all about customer dealing and that is why Zubaidas is successful, because “we know how to sell”. He mentions that they have currently 16 branches and none of them designed by proper designer. He doesn’t agree with the fact that interior design compels customer in to buying. According to him the shop shouldn’t stand out more than the product because then the customer become so awed by the design and forget to buy what they have come for. Even the Sanaullah Store, is not designed by a designer, as discussed in an interview with manager of Sanaullah Store, Mr. Syed Jaffer\(^{53}\). On being asked about the role of retail design, Jaffer was well aware about it. He elaborates that retail design enhances the product and proper display is very important part of retail design. The reason on not hiring the designer was, “interior design is a theme” as Jaffer states, and the theme is carried in more than two outlets, in future they will hire a designer when another outlet will become operational. Manager of Generation Boutique, Mr. Zeeshan states that, “good retail design naturally leads to good selling point”\(^{54}\). All the Generation outlets are designed by proper architect/designers namely, Architect Sheikh Kamran from Lahore and Architect Shahid Abdullah from Karachi. Jafferjees outlets are designed by an architect also.


\(^{52}\) Mr. Abdul Basit, partner of Zubaidas (Interview taken personally on 17\(^{th}\) May 2014 and later transcribed, appendix A)

\(^{53}\) Mr. Jaffer. Manager of Sanaullah store, (interviewed personally on 17\(^{th}\) May 2014 and transcribed, Appendix A)

\(^{54}\) by Mr. Zeeshan, national manager at Generations (interview taken personally on phone, Appendix A)
The growing importance of retail design industry can be seen through the survey, ‘State of the Retail Design Industry 2010’ by Alison Embry Medina, executive editor of Domination Directory International Magazine (DDi Magazine)^55. Taken from DDi Magazine, compared to previous five years, 49.1% more importance is given to retail design today and there is now ever growing demand for retail designers, around 57% rise in the jobs of retail designers. From these statistics it can be deduced that the retailing industry is thriving, and a lot more new experimentations and unique designs will be seen in future.

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2. **What influence the international brands have on local ones, interior design related?**

**Do we have originality in design.**

The first ever international brand in Pakistan was United Colors of Benetton,\(^{56}\) which was brought in Karachi by Kings Group in 1995. The reason for focusing on the local brands which existed before the arrival of international brands in Karachi was to understand till what extent they have been influenced.

While discussing about the influence of International brands on local ones, Architect Raazia Hasnain raised a valid point that as compared to the number of local brands, we have very few international brands here to bring about that change, “I feel our local brands have way better aesthetics than the international ones”\(^{57}\). Architect Usman backs the above statement by saying that the international brands gave the competition to the local ones to improve and “few of the local brands have understood that it’s not only their product but also the image they portray which helps boost sales”\(^{58}\). In an online survey for the consumers, on being asked about their views on originality in retail designs of local brands around 56% of them replied that local brands have original designs, as shown in figure 3\(^{59}\) below.

![Pie chart showing originality in design](image)

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\(^{56}\) Aziz Memon, chairman of Kings Group, official website, [http://azizmemon.net/about/other-projects/](http://azizmemon.net/about/other-projects)[Last accessed: 20\(^{th}\) May 2014]

\(^{57}\) Architect Raazia Hasnain [Interview conducted in person, 22\(^{nd}\) March 2014] (Appendix B)

\(^{58}\) Architect Usman Mughni, [Interview conducted in person, 19\(^{th}\) May 2014] (Appendix B)

\(^{59}\) Online survey questionnaire, made on Google drive and later analyzed, (Appendix C)
General public’s feedback was important on this because they have travelled abroad and is well aware about what is happening all around the world through media.

According to Mr. Zeeshan, Generation\textsuperscript{60} have more competition within the local brands. He elaborates that the only competition at International level is from operations point of view and that their role model is ZARAS, which is well established international brand.

When asked from Architect Raazia, about how the clients approach them, or are they asked by clients to imitate a design, her response was, they don’t ask to copy a design because they can get that done easily from a contractor they approach a designer/architect “for the reason that he will help them create a ‘Brand’ with its own identity”\textsuperscript{61}. This is further backed up by Mughni\textsuperscript{62} that inspiration is taken from the West, and inspiration is taken from the elements of designs such as lighting and retail display solutions.

\textsuperscript{60} Generation Boutique, Local Brand, established since 1983, Mr. Zeeshan, Sales Manager of the brand.
\textsuperscript{61} Architect Raazia Hasnain [Interview conducted in person, 22\textsuperscript{nd} March 2014] ( Appendix B)
\textsuperscript{62} Architect Usman Mughni, [interview conducted in person, 19\textsuperscript{th} May 2014] ( Appendix B)
CONCLUSION:

Retail design is a separate industry on its own, and it is consistently developing and experimenting not only in the West but also in our part of the country as can be deduced after this research. As said by Chuck Luckenbill, vice president visual merchandising for OfficeMax, “Innovation and creativity never sleeps” 63.

The research concluded that retail design and its growing need is understood to some extent in Pakistan but few misconceptions still remain about it. By misconceptions I mean, not understanding what retail design really is, and it is not only about interior design but also includes services thus providing a complete package. Furthermore the job of retail designer is to help businesses to excel and provide solutions rather than creating nuisance as thought by one of the partners of Zubaidas Store, discussed earlier. This can also be understood by the fact that some of the big brands rely on their names only, and they settle for mediocre imaging as mentioned by Architect Usman Mughni in an interview.

The International brands have indeed helped in improving the local brands by creating competition in the market. Before I started with this research, I used to think that retail design in Pakistan developed after the arrival of international brands. But I was proved wrong after this research, as also mentioned by Architect Raazia Hasnain in the interview that, “this trend was always there”. 64 This was further backed up by the fact that local brands such as Generation and Jafferjees had all their outlets designed by architects/designers and they all existed from before 1995. The year 1995 is emphasized throughout the research because in this year the first ever

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64 Architect Raazia Hasnain [Interview conducted in person, 22nd March 2014] ( Appendix B)
international brand, United Colors of Benetton\textsuperscript{65} was established. So for fair analysis I set the time line for my research.

Recently well designed shops are found more; firstly because of the awareness and secondly due to the advent of these malls as mentioned by Hasnain\textsuperscript{66}. She further elaborates that these malls have set the bar high and made it compulsory for all the retail outlets to be designed by registered architects. That’s also one of the main reasons that one is bound to get well designed retail outlets more now. As this has created competition not only between the local brands but also between the architectural firms, who wants to excel from the others in the market.

\textsuperscript{65} Aziz memon, chairman of Kings Group, official website, \url{http://azizmemon.net/about/other-projects/} [Last accessed: 20\textsuperscript{th} May 2014]

\textsuperscript{66} Architect Raazia Hasnain [Interview conducted in person, 22\textsuperscript{nd} March 2014] (Appendix B)
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