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Impact of Retail Layout and Design on Retail Business

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Abstract

Research has consistently shown that thoughtful design and layout can significantly influence consumer choice. A well-designed store with an organized layout can substantially impact customers' purchasing habits. Previous studies have identified design and layout as crucial factors in shaping customer decisions. The current survey results reinforce these findings, highlighting the positive and substantial benefits of effective store design and layout on customer purchasing behavior. Study suggests that investing in store aesthetics and product display can be a fresh and effective marketing strategy for businesses seeking to attract and retain customers. By prioritizing visual appeal and strategic product placement, companies can create an environment that encourages customers to engage and make purchases, ultimately driving business success.
Key Words: Retail Layout, Retail design, Retail Business.

INTRODUCTION

In the retail industry, store design has a significant impact on consumer response and elaboration. Store layout has garnered a lot of attention in brick and mortar commerce, but very little attention in retail research. It has been established that the layout of a store has a major impact on a retailer's overall performance in terms of information processing, purchase intentions, and attitudes. The architecture of retailers' stores outcome within considerable purchaser illustration and extra favorable buyers end result (A.Griffith, 2005). The retail environment is evolving at a breakneck pace. It is defined by rising competitiveness and more sophisticated and selective consumers with higher consumer experience expectations. Customers' impressions of their influence on service quality retail store experiences that involve exploring store to discover what they want, dealing with different staff members along the way, and returning items.
This section will give an overview of the store's layout background and how it has influenced consumer behaviour in convenience stores. The research question, goals and objectives, justification, research design, constraints, and an overview of the study will all be covered.

The Context of the Study

Suitability stores emerged from multitude of bases in early twentieth century, claims A Brief Overview of a Quick Store Business (2009). The neighbourhood "mother" supermarket, and "frozen" (before refrigerators), the milk shops, and market, and the charcuterie were just a few of retail enterprises that inspired them at the time. Following WWII, both convenience stores and the concept of the "American dream" expanded significantly. More families owned cars and resided there in neighborhoods, which were further away of department stores and big-box stores. As a result, more convenience stores sprouted up. (SMITH, 2007).

According to (Tlapana, 2009), accessibility is becoming more crucial to Pakistan customers in today's moment society. Consumer behaviour and retail goods selections are always evolving. Convenience stores have evolved into a vibrant retail trade channel, a community cornerstone, and an economic powerhouse in recent years. Convenience Stores of Today in 2001.
In Pakistan, the suitability store model remains the fastest-rising market category, growing at a pace of about 14 percent each year. According to worldwide experience, small businesses, such as convenience stores, have the potential to be a company's development engine. (Bridge, 2008). Convenience stores and shopping malls have proliferated across the country in recent years as a result of the rapid growth of urban housing. A nearby convenience store or mall appears to come standard with a new housing complex these days. These stores are usually rather crowded at any given time of day or night, illustrating the significance of convenience to customers. (Lauren, 2007).
A multitude of elements influence store selection decisions, including location, service standards, pricing policies, items selection, retail atmosphere, and store image. There hasn't been much research done on the actual variables that form a good retail layout. Due to time constraints and companies' unwillingness to adapt, because of the surge in dual-earning families and longer working hours, many families find general shopping to be an unpleasant activity. (Aylott, 1999).
The purpose of this exploratory study is to see if customers in small convenience stores are increasingly complaining about the various merchandise displays, the limited flow space, the lack of value labels on goods, in addition the lack of track arrows plus symbols indicating where the goods is exhibited. As a result of the previously stated causes, (Aylott, 1999) allegation that customers stayed in a business longer than they intended to and made fewer purchases.
The underlying concerns about convenience stores, such as audience density, personnel attitudes and skills, layout of the store, the desire to make impulse purchases, location, product selection, music, and lighting, appear to be underappreciated.

There are still a lot of unanswered questions about consumer habits and rituals in connection to store layout, despite commercial and academic study. (Newman, 2003). Consumers today are more sensitive and selective than ever before. They anticipate speedy, amiable deal each time they go into a store, on their terms. (Andersen, 1997: 118). If customers are not treated promptly and courteously, they will leave and seek out another firm that provides faster, more convenient, and better services.
Potential customers who avoid it and shop at familiar shops lose business to storefronts with a negative reputation. A certain percentage of customers are enticed to the store because of its unappealing appearance, only to be unsatisfied and enraged when they discover they were duped. A dull front raises expenses while decreasing sales. (Shaffer & Greenwald, 1996).
Based on the views expressed by Shaffer and Greenwald (1996). Potential customers will be drawn in by a store layout that is clear, attractive, and welcoming, while those who are not interested in the products will be put off from approaching.

The study looks into how store design influences consumer purchasing decisions in order to make recommendations for improving service delivery quality.
This research, by focusing on consumer wants and preferences, should contribute in the establishment of convenience stores in Karachi. The research will also look at the effect of store layout and issues with products display, as well as store merchandise display and assortment,

service intensities, assessing policies, retail atmosphere plus store value, officer attitude and training, and impulsive buying pressure.
Study's primary significance, however, is from the assumption that retailers' commitment to offering effective and enhanced CS will ultimately enable equally merchants then customers to positively unearth the procedure of excellent shop outline.
Buyers of Karachi's stores will advantage from as long as the researcher with pertinent data about store design.

Research objectives

The study's main goal is to examine how store architecture influences customers' purchasing decisions at convenience stores in Karachi.
These points are derived as of the study's ultimate goal.

- To recognize the essential design components of convenience stores
- To determine whether consumers have concerns with diverse outlet set-up insant browsing in close proximity to unconstrained all-in-one stores.
- To find out whether people in Karachi are still happy with the accessibility, item quality, and overall appeal of the services provided by convenience stores.
- Making suggestions for improving shop layout in independent convenience stores

LITERATURE REVIEW

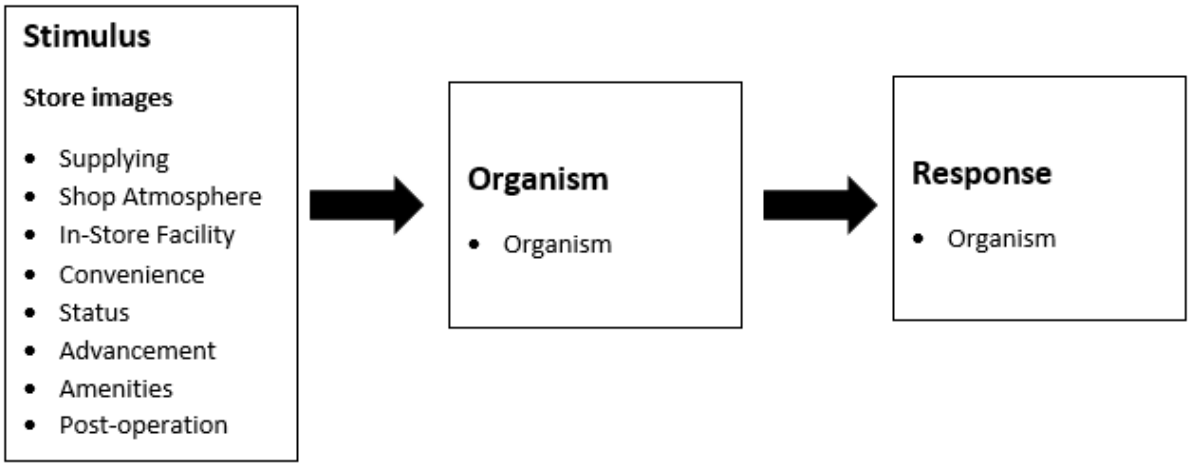
The second section provides a detailed examination of shop layout components and how they influence consumers' purchasing decisions in Karachi convenience stores. As per (Paulins & Geistfeld, 2003), The majority of convenience stores receive negative feedback for inside exhibits and outside aesthetics. A consumer's choice of a store is influenced by how the store appears from the outside. Shops should thus pay attention to how they seem from the outside, as unappealing stores will not pull people inside. Service and product quality have a substantial impact on an establishment's performance as measured by sales growth and customer growth. This effect is mediated through customer satisfaction. (Babakus, Bienstock, & Van Scotter, 2004)
A literature review's goals extend well beyond a simple material survey that provides a list of items showing some literature on the issue at hand. The literature review is regarded to serve as more of a "research facilitator" than anything else because it has an impact on the study at many points along the road, from inception to conclusion. The goal of the literature review is to explain and introduce concepts important to the investigation's issue, as well as to offer a conceptual framework within which the facts, connections, and research study findings can be placed. Although the research addressed in the literature was conducted outside of Pakistan, it was still appropriate to include because it was relevant to the topic.

Store appearance and image

The importance of shop design in the food retail sector cannot be overstated. Several authors have long suggested that an appealing shop style, backed up by a good positioning strategy, may be considered an integral component of the retail mix and influence store choice. If a customer finds it appealing, they are more likely to return. Customers typically find it intriguing when a shop replicates either their actual appearance or their ideal self. (Devlin, Birtwistle, & Macedo, 2003)

(Estelami & Bergstein, 2006) Recognize that a range of information processing mechanisms, including as advertising, word-of-mouth, and personal experience, help consumers construct an overall image of a retail organisation. The resulting shop look sets consumer expectations, and these expectations may later impact how a consumer sees the retailer's behaviours and actions during subsequent transactions. As a result, the company's reputation may influence how customers view essential shop elements such as value judgments, staff behaviour assessments, and satisfaction ratings. The store's aesthetics offer the customer with a framework for gauging the business's success.
(Thang & and Tan, 2003) emphasise that a store's reputation and appearance influence clients' perceptions of it Merchandising, store environment, in-store service, accessibility, reputation, advertising, amenities, and post-transaction service are just a few of the factors that affect retail quality. Customers' decisions are influenced by the stores' evaluations after they have visited them. Customers commonly visit retail shops to partake in recreational activities, and the company's services serve to explain the value of such activities. As a result, the effectiveness of in-store services is likely to have a substantial impact on consumers' purchase decisions, and attractiveness may be lowered if unfavourable or contrary to the target audience's values or beliefs. The figure below depicts the components of a professional retail look.

Figure 1. The S-O-R Model predicts consumer retail purchasing behavior



Source: Thang and Tan (2003: 193)

As seen in Figure 2.1, merchandising, shop environment, in-store service, accessibility, reputation, advertising, facilities, and transaction service are only a few of the stimuli that are important to retail attributes. The A S-O-R Model of Consumer Retail Purchase Behavior emphasises the most important features of a store's design and presentation. For the company to become customer-oriented, management must be well-versed in all aspects of the model.. (Thang & Tan, 2003)
(Memery, Megicks, & Williams, 2005) The retail store appearance was discovered to reflect the total of the 12 expected reinforcing associated with shopping at a certain firm. Remember that shop look is learned via experience. While academics have used a variety of strategies to assess consumers' impressions of store appearance, the bulk of these methods have focused on specific

components of the image rather than the entire look of a business. These retail image features must be explored with other shop layout aspects since they play an important part in deciding which stores and things to buy.

All dimensions of store appearance inherently contain both tangible and intangible elements, even though "morphological attributes," "pricing strategy," and "product portfolio" were considered to be the more tangible dimensions, giving customers a higher percentage of primarily physical and immediate clues on which to base their perceptions - such as store cleanliness, decor, range, product quality, and price. The enhanced tangibleness was considered to make it easier from a management perspective, should the need arise, to modify these dimensions to host market conditions. Consumer ratings of staff helpfulness, friendliness, trustworthiness, retail attractiveness, and location were thought to demonstrate the less physical shop appearance characteristics of customer service, character, and store repute. Consequently, any adjustments or updates required in response to the host market would necessitate a longer-term outlook. (Caralero-Encina & Burt, 2000)

People's perceptions and judgements of a store are influenced by its appearance, regardless of the facts and supporting evidence given. Customers perceive stores as meaningful objects, and as a result, they obtain information quickly, according to the affordances concept. According to these beliefs, while evaluating retail establishments, customers analyse store architecture, customer contact, and ambient environment because they believe these characteristics properly transfer evidence about product aspects such as quality, cost, and overall shopping experience. There is empirical support for the hypothesis that store layout information impacts customers' perceptions of service providers and aids in service company categorization. (Baker, Parasuraman, Grewal, & Voss, 2022)

Crowd Size and Store Traffic

The operations are determined by the store's layout. Conducting a traffic flow study is a sound method for improving store performance. This tool can aid in both a significant redesign and a more straightforward reorganisation of the present arrangement. The research is especially valuable for fine-tuning after a rebuild. A shop can assess the benefits and drawbacks of its layout by examining its consumers' purchasing behaviour. It is easy to do the research, which can be done in large or little quantities, covering the entire store or just a single department. Because the outcomes will be clear, decisions will be simple to make. Conducting a traffic flow study is mostly done to find ways to use layout and merchandising strategies to improve the store's appearance, increase sales, and make shopping more enjoyable, as well as to make operating the business easier. Stewart & Quinn (2022).

Pan, Su, and Chiang, 2008. Remember that research on store context has shown that, especially for impulsive purchases, the ambiance of a business is an important factor in influencing customers' purchasing attitudes. To put it another way, distinctive retail cues eventually have a favourable impact on the consuming environment, resulting in a positive customer view of the store and the products on display, which then influences the customer's intention to buy and actual purchasing behaviour. Creating a positive store atmosphere is widely regarded to require structuring the retail environment to effect client emotions and, as a result, appeal to their purchasing behaviour.

This description considers the actual things on display, the sales procedure, after-sales care, and, most importantly, the mood of the store. The atmosphere contains both visible and unseen substances. Tangible aspects include colour, lighting, background music, product display, point-

of-sale signage, personnel, and consumers. Exterior signals include things like location, outside lighting, and external colour. Intangibles include scent, odours, temperature, and other social qualities such as service personnel gestures, emotions, and visitor behaviour. They also consider a person's purchasing readiness and previous experience. These features will improve (or occasionally aggravate) the consumer's perception of value, as well as other in-store or general purchasing behaviours. As a result, the consumer's impression of value will be influenced (or extinguished).

(Dion, 2004) Believes that overpopulation entails more than merely living in a densely populated place. The primary cause of crowding appears to be a mix of density and particular social and personal factors that heighten a person's sensitivity to the possible constraints of confined space. Because of the impression of such constraints, there is a disparity between the amount of space deemed required or appropriate by the individual and the quantity of space made available to them. Understanding the links between crowding and human management is critical for providing high-quality services in congested environments. To understand retail crowding, it may be useful to distinguish between cognitive and emotional crowding because their impacts may differ. Making a difference between crowding and personal control may help one comprehend the function that personal control plays in the crowding process.

(Feinberg, Kadam, Hokama, & Kim, 2002) Given the limited resources of most businesses, it would be advantageous to determine the small number of qualities that truly effect consumer pleasure and shop traffic. Retail, by definition, should be at the forefront of store traffic flow. As a result, it is not surprising that shop traffic flow is a popular topic in both professional and academic circles. The retail traffic flow automates and centralises customer relationships. Customer happiness, sales, and loyalty have consistently increased in response to improvements in retail traffic flow. If a corporation considers a customer to be inconsequential, they should try lasting 30 days without them. A satisfied customer spends more money, is more loyal, and is more profitable overall. It makes perfect sense for the company's focus to be on retail traffic flow. Dissatisfied customers harm the market because they are more likely to switch to the competition and convince others to switch.

Merchandise Display

The term "merchandise display" is commonly used in the context of in-store marketing, according to (Zentes, Morschett, & and Schramm-klein, 2007). It refers to the manner in which merchandise is exhibited at a business. Even when used with a focus on products display, this statement applies to general store design, retail layout, and other characteristics of the store atmosphere (Such is the choice of desired fittings and the method in which the product is presented). As a result, it is occasionally used interchangeably with the design element of in-store marketing.

These characteristics vary in relevance depending on the store and the sort of consumer. The shops' top priorities are easy navigation and helping customers find what they're looking for. When approaching clients, the emphasis is now on goods display because it makes it easier for them to find what they want and get orientated. This is done so they don't get lost or confused when shopping. (Zentes, Morschett, & and Schramm-klein, 2007). McIntosh (2007) defines merchandising as "more than merely how products are exhibited on shelves." It is very important to the company's image. It should be considered while developing the retail mix. Some people believe that displays and products are needless expenses for a new small business owner. While merchandising and display are considered frills, expenses like as marketing, rent, inventory, electricity, and staffing are considered critical costs. Even if a store is running on a shoestring

budget, merchandising and display should be given adequate funding because they are an important component of the retail environment. In today's competitive retail market, merchandising cannot be viewed as a luxury by a store. Everyone is competing for the attention of customers.

Even if a store is running on a shoestring budget, merchandising and display should be given adequate funding because they are an important component of the retail environment. In today's competitive retail market, merchandising cannot be viewed as a luxury by a store. Everyone is competing for the attention of customers. (Kim & Jin, 2001)

(Laroche, Teng, Michon, & Chebat, 2005) Mention that when consumers buy, they evaluate not only the quality of the things they buy, but also the quality of the services they receive. Consumer evaluations of merchandise products might have a firm foundation in the store. Consumers' perceptions of the value of an item are found to be influenced by the store's environment, which in turn influences their desire to shop there. However, little thought has been given to how the shoppers' shopping environment and perceptions of the value of the goods can influence these connections. These researchers discovered that consumers' intentions to purchase are influenced by their evaluations of service quality. It goes without saying that happy customers are more inclined to interact with store employees, stay longer, and spend more money there. As a result, it seems to reason that enjoyment would influence how individuals view the quality of a service.

(Sinha & Banerjee, 2004) Customers of convenience stores, I believe, place a higher importance on merchandise display. These clients prefer to buy in stores that sell a wide range of products. The importance of the relationship/comfort level with the retailer is emphasised in the context of grocery stores. The customer is willing to trade the experience for the extra travel time. Services and products are two options for providing such an experience. A good product display that allows people to look around and touch and feel the things is essential for customers. To attract consumers, convenience stores must carry and display a specified number of brands and models. This is a hurdle for both enterprises with lower market shares and the existing number of merchants in Karachi.

Product Assortment

Effective marketing methods may result in large earnings in today's environment. In retail, effective category management is critical. Businesses must prioritise increasing customer satisfaction by providing what customers want in a convenient place. A more thoughtful approach to merchandising can significantly boost sales, traffic, and, eventually, turnover. (Clark, 2003)

(Levy & Weitz, Retail Management (7th edn), 2007) Customers should be enticed to visit other parts of the shop and make greater purchases as a result of a diverse product offering. As one method, customers might be given a layout that accommodates a specific traffic pattern. Variety is one approach for getting customers to walk throughout the store, so it should be full of nooks and crannies that entice them to investigate. A smart strategy should strike a balance between giving customers ample space to shop and preserving order. The breadth and depth of a retailer's product assortment in a specific area may impact that retailer's reputation. Retailers must generally display their items efficiently in order to suit customer wants and maintain their brand reputation in a certain merchandise category. There is a widespread belief that if the selection is improved, buyers will really spend more money.

Store Floor Space

Floor space highlights how in-store communications and store design can simplify and enhance shopping trips for both parents and children. The essential requirements are ample store space, easy access from the outside, and clear displays and navigation. Retailers may successfully convey their values to their target audiences by using graphics, strong departments with better point-of-sale (POS), personal touches to build customer loyalty, eye-catching window displays, strong departments, and clearly displaying prices and age groups. (Cowles, 2002)
(Michon, Yu, Smith, & Chebat, 2008) Support the hypothesis proposed by environmental psychology that floor space influences customer attitudes and behaviour. The theory is based on claims that a well-designed floor area encourages customers to spend more time there, determine the space and also connect with additional customers and/or salespeople. Shopping importance is defined as the interaction between a customer and an item or service that is related to both the thing and the experience of consuming it. It includes both the inherent and extrinsic values of the thing. In addition to practical utility and task focus, shopping provides several experiential rewards and gratifications. Well-designed floor space was proven to have a favourable impact on the perception of shopping value, which in turn has a positive impact on a consumer's persistent repeat buy behaviour.

Store Ventilation System

Indoor environment regulations, as well as building ventilation, have a significant impact on the health, productivity, and comfort of retail customers. To begin, the comfort and health of customers should not be jeopardised as a result of store ventilation procedures. Ventilation is required in retail design to optimise the shopping experience and the indoor atmosphere. (Olesen, Seppanen, & Boerstra, 2006)
As stated by (Hayter, Torcellini, Eastment, & R., 2000), The retail business has been slow to adopt sustainable building approaches for a variety of reasons. Among these factors are the requirement to develop retail spaces quickly (leaving little time for building design) and the uncertainty around the influence of non-traditional building envelopes and systems on sales. Retailers have extensive experience regulating lighting settings and other store-related aspects in order to keep their operations running. Because of the prospect of diminished profitability, the majority of stores are unwilling toward install aeriation systems in their supplies. The most efficient strategy to reduce energy costs was to modify ventilation systems, which also improved consumer self-esteem.
(Kotzab & Teller, 2005) That's something observed., in todays highly competitive and international environment, retailers must perform at an exceptional level by combining decisions about location, assortment, target markets, supplier negotiations, staff motivation, and other typical retail decisions such as store ventilation and merchandising. Store ventilation has gained in importance since the 1990s, when it was realised that it may provide a competitive edge by increasing in-store traffic and shopper happiness. The ultimate goal of retail ventilation is efficiency, which includes creating an optimum shopping experience.

Attitude and Training of Staff

As stated by (Sahinidis & Bouris, 2008), Training is well-defined as an intentional effort aimed at improving the elements impacting a person's ability to perform their profession. (Hawkins, Mothersbaugh, & Best,, 2007) According to the description given above, an attitude is a persistent

arrangement of motivational, emotional, perceptual, and cognitive processes with relation to some component of our environment. Attitude is a learned proclivity to respond favourably or unfavourably to a specific thing on a frequent basis. An attitude is therefore a person's perception, feeling, and behaviour toward a certain part of their surroundings, such as a store, television show, or object. employee perspectives Work satisfaction, organisational commitment, and job involvement are all positively connected with morale (i.e., overall satisfaction) and organisational performance. (Schneider, Hanges, Smith, & Salvaggio, 2003) Customers' perceptions of their shopping and consumption experiences are likely to be influenced by their interactions with frontline employees in retail and other service areas. Even when there are problems with other aspects of service delivery, consumers who have great relationships with service providers are typically satisfied, but those who have unfavourable relationships risk destroying even exceptional service experiences. Service providers usually represent the firm in the eyes of customers while interacting with them, and their attitudes can have a long-term impact on customer happiness, repeat business, and financial performance. (Brown & Lam, 2008)

RESEARCH METHODOLOGY

Research Design

The core data was gathered via the survey approach. To get the required data, a questionnaire was created and pre-tested. Surveys that respondents self-administered were used to collect the data. To get primary data, a closed-ended questionnaire with several options was employed.

According to Burns and Bush (2002), the research was quantitative in nature due to the huge number of participants and the use of structured questions with predetermined response possibilities. The study's quantitative component is further enhanced by Glencoe Online (2004), which defines it as a research methodology that permits the statistical analysis of sizable samples of projectable, tangible, and scientific numerical data. As shop layout had not been extensively studied, an exploratory study was carried out to better grasp the nature of the issue. Sekaran (2003) supports the idea that exploratory research is carried out when there is a dearth of information on the problem or study topic, or when there is little information available about the issue at hand. 55 A cross-sectional survey was carried out to quantify units from a sample of the population at just one specific moment in time. Bush and Burns (2002), p. 125. Cross-sectional research's primary benefit is its ability to quickly gather data on a large number of subjects. (Research using cross-sections, 2008).

The entire number of possible participants or study components is referred to as the population. If the data is credible, the findings of a study on a sample of people drawn from a much larger group can be extrapolated to the entire population. (Statistics: Glossary, 2008). It is critical to appropriately characterise the study population while organising the research endeavour. The study's target group was the entire convenience shop consumer base. Because the researcher suspected that age, gender, and educational attainment might influence the results, these factors were also compared.

The sample size is the number of items that must be included in a study. The sample includes 400 respondents since it was thought that their participation was sufficient to draw conclusions. Karachi has a population of around 20,000 000 consumers. According to Sekaran (2003: 294), A sample size of 384 should be sufficient to corroborate the research findings if the population is 20,000,000. Karachi has a plethora of convenience stores. Ten businesses were chosen based on

their accessibility and convenience. Graduate assistants aided in the distribution of forty surveys to each of the ten establishments chosen. The ten stores that were chosen.

Sampling Method

In a non-statistical method, non-probability samples are taken from the population. (Schmidt & Hollensen, 2006). As a result, convenience sampling was adopted, with a non-statistical approach chosen primarily for its ease of data collection. Because almost everyone purchases at supermarkets, this strategy is chosen because the samples are easier to place, less expensive financially, and more representative of the research location. (Cohen, Neuville, Olsen, & Klein, 2000).

Hypothesis

H1: Store design and layout is significantly connected to consumer choice.

H2: Store design and layout have positive impact on consumer choice

H2: Consumer choice can be altered by store design and layout.

Questionnaire design

The survey's closed-ended (or structured) questions asked participants to select one or more options from a list of likely answers. It also includes a rating scale in which respondents were shown a variety of possible replies on a continuum of identified categories. The questions were written in such a way that they met the study's objectives. Some of the questions were multiple choice, while others used the Likert scale. The 57 questions were prepared in basic language to make them easy to understand and reply to.

Data Collection

The data was gathered using the survey approach. In 2007, Hawkins, Mothersbaugh, and Best Make the suggestion that surveys be characterised as methodical techniques for gathering information from a sizable number of participants via the use of questionnaires. Consequently, in-person interviews were performed and questionnaires were given to the selected sample to gather comprehensive information on the problem and address any unanswered queries. Mothersbaugh, Hawkins, and Best (2007). Consequently, in-person interviews were performed and questionnaires were given to the selected sample to gather comprehensive information on the problem and address any unanswered queries.

DATA ANALYSIS

Response

A survey form was prepared and delivered to a random sample of persons who shop at various locations on a regular basis. 326 individuals replied, and the data gathered will be analysed to determine the final results.

Testing

A pilot test was done on 325 questionnaire responses to verify the reliability, and it was revealed that the alpha value was greater than 0.7 (Table 4.1), indicating that the measure was reliable. Furthermore, the Cronbach's alpha of all sample sizes was examined, and the result was shown to be well within the region of good to exceptional reliability. Cronbach's alphas (a) were calculated, and the results are displayed in table 1.

Table 1. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.730	.734	2

Descriptive Statistics

The study's descriptive statistics (Table 4.2) were measured, including Mean (M) and Standard deviation (SD). Consumer preferences for design and layout (M=2.1654, SD=0.65304) and (M = 2.1296, SD = 0.48020).

Table 2. Descriptive Statistics

	Mean	Std. Deviation	N
CB	2.1654	.65304	325
DL	2.1296	.48020	325

Correlation analysis

The direction and degree of the association between the two variables might be determined using Pearson's correlation analysis. The results are shown in Table 3.

Table: 3: correlation Matrix

		DL	CB
DL	Pearson Correlation	1	.533**
	Sig. (2-tailed)		.000
	N	325	325
CB	Pearson Correlation	.533**	1
	Sig. (2-tailed)	.000	
	N	325	325

**. Correlation is significant at the 0.01 level (2-tailed).

The impact of layout and design on consumer preference is significant and positive. In other words, as store layout and design advance, so do consumer choices.

Path coefficients

Correlation, in its broadest sense, is a measurement of the connection between two variables. Changes in the magnitude of one variable are linked to changes in the magnitude of another variable, either in the same (positive correlation) or opposite (negative correlation) direction. According to Table 4. of the route coefficient, there is just one direct link. The beta value of design and layout (DL) and customer choice is 0.533, the T value is 11.313, and the P value is less than 0.01.

Table 4. Path coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.623	.140		4.453	.000
	DL	.724	.064	.533	11.313	.000

a. Dependent Variable: CB

ANOVA

Table 5 is an ANOVA table that depicts the data-related sequence of steps (for example, assuming different dependencies).

Table 5. ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.214	1	39.214	127.992	.000[b]
	Residual	98.959	323	.306		
	Total	138.173	324			

a. Dependent Variable: CB

b. Predictors: (Constant), DL

The table above shows that the regression type performs considerably better in reporting the changes below. In this situation, p is less than 0.01, which is less than the standard 0.0 5, showing that the regression version forecasts the eventual change accurately in general. Return to the "Sig" column, then to the "Regression" column. We believe there is a strong link between our DL modifications and our CB-based alterations. As a result, the P value in the ANVOA results is 0.000 less than 0.05.

Regression Results

Table 6. Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		Durbin-Watson
					R Square Change	Sig. F Change	
1	.730[a]	.702	.685	.445	.702	.000	1.981

a. Predictors: (Constant), DL

b. Dependent Variable: CB

The values for R and R squared are given in this table. It has a score of 0.730, indicating that it is a trustworthy phase of Correlation. Its R safety value represents the dependent variable's full variability. As shown in the table above, the R square value is 0.702, suggesting that my independent variables, customer choice, cause a 70.2 percent change in the dependent variable, design and layout. R 2 has a fit factor of 0.702, indicating that the regression model fits well after factor analysis.

DISCUSSION, CONCLUSION AND RECOMMENDATION

Findings

This quantitative analysis found that design and layout (0.734 p 0.000) had a positive effect on consumer choice. We mentioned that greater public awareness and use of design and layout boosted customer choice of retail shop and store, as well as their perceptions of purchasing that store. The coefficient results also revealed a beta value of 0.533 and a T value of 11.313 for the link between design and layout (DL) and consumer preference. The store's consumer choice will increase if the design and layout are good. As a result, the design and layout of businesses and retail outlets impact consumer behaviour and encourage them to visit that establishment.

H1: *Store design and layout is significantly connected to consumer choice* is accepted because they both are significantly connected as per above analysis.
H2: *Store design and layout have positive impact on consumer choice* is accepted because consumer choice is positively affected with positive change in Store Design and Layout.
H2: *Consumer choice can be altered by store design and layout* is accepted because a positive or negative change in Store Design and Layout can affect Consumer Choice.

DISCUSSION & CONCLUSION

According to substantial research, improvements in design and layout can significantly increase consumer choice. The findings indicate that there are considerable and favourable benefits. When customers visit a well-designed store with a well-organized layout, their purchase habits change. Previous study has found that design and layout are important factors of consumer preference. The current survey findings on store design and layout are favourable and have a substantial impact on consumer purchasing behaviour. Previous study backs up these conclusions. Tam and Khuoung (2015) claim that it is a new and successful marketing tactic for purchasing firms that care about

their customers. Companies should make their stores more visually appealing, display items in the proper order, and lead customers by emphasising the fraction of products that are highly recommended by customers of all ages.

In this study, the impact of store layout and consumer purchasing behaviors at convenience stores in Kwa Mashu was highlighted. It can be concluded that retailers must implement a retail strategy, which includes targeting potential customers, understanding what products they purchase, and determining which forms of advertising will be most effective in reaching this essential target group. Retailers must understand their store's location to deliver the greatest service levels, pricing policies, goods assortment, store environment, and store image. Retailers should strive to sell products or services that meet the demands of their customers. A retail strategy can assist in providing day-to-day operational guidance

In this study, the design of convenience stores in Karachi was compared to consumer purchase trends. Based on these findings, it is reasonable to assume that retailers will need to create a retail strategy that includes identifying potential customers, analysing their purchasing patterns, and figuring out which advertising formats would be most effective in recruiting this crucial target group. Retailers need to understand the location of their stores in order to provide the best possible service, pricing policies, product selection, shop environment, and business image. Retailers should strive to sell products or services that satisfy their customers' needs. A retail strategy can aid in daily operational direction.

When making purchasing decisions, consumers may compare their moral principles, views, and actions to those of other members of the community. Customers must select a brand and a retailer before completing their purchase. This tactic involves what is commonly referred to as "product acquisition." Convenience stores should make it as simple as possible for customers to make purchases. Note the amount of time you spend standing in queue at the register. It seems like a lot of businesses had forgotten that the purchase act usually marks the end of the customer's connection with the store during that particular visit.

Consumers may compare their thoughts, beliefs, attitudes, and behaviours to those of others in society in the context of consumer buying behaviour. After deciding on a brand and a retail location, customers must complete the transaction. This method includes what is typically known as product acquisition. Convenience stores should make it as simple as possible for customers to purchase items. This includes simple strategies such as keeping track of how much time you spend in line at the checkout counter. Many businesses seemed to forget that the actual purchase act is frequently the consumer's last contact with the store on that particular trip

Retailers ought to make an effort to enhance the look and standing of their establishments. Additionally, it was shown that store architecture affects customer behaviour and significantly changes a company's external appearance. Layouts influence operational efficiency, the retail environment, purchasing behaviour, and traffic patterns in-store. Improving traffic flow at convenience stores is especially crucial given that the majority of Karachi respondents were concerned about crowd density and insufficient retail traffic flow.

Furthermore, because studies show that shoppers struggle to find items when purchasing, it is recommended that Karachi convenience stores evaluate the importance of inventory display and assortment. The use of visual merchandising and the design of the space are two components that distinguish a business. At be the "leanest," merchants must develop "agile" ways for delivering the right items to the right place at the right time in lower consignment numbers more often. "It is suggested that a qualitative study be conducted to learn more about store layout and its effects on consumer purchasing behaviour in convenience stores. Some respondents wanted to

Further Recommendation

Store layout and design concepts are widely used around the world. The situation in Pakistan, on the other hand, is rather different. According to the research findings, the region has some gaps that should be investigated in the future, similar to other large cities. You can experiment with either group and see how they react by viewing adverts from other marketing disciplines. It will be interesting to see if these investigations provide the same results. Another option is to select other industries, such as smart phones, FMG products, or home appliance items, to further research the style and layout and learn about the perspectives of different consumers from different regions / places in Pakistan.

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