

GENERATIONAL RESPONSE TO RETAIL DESIGN

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ABSTRACT

This dissertation explores the generational responses to retail design, emphasizing the distinctive preferences and shopping behaviours of Baby Boomers, Generation X, Millennials, and Generation Z. The research investigates how retail design elements—such as storefront aesthetics, store layouts, lighting, colour schemes, visual merchandising, engagement zones, and technology integration—impact customer behaviour and satisfaction across different age groups.

The study aims to analyse generational differences in retail design perceptions through a mixed-methods approach combining literature review, case studies and primary research conducted in Lucknow and Delhi-NCR.

Keywords: retail design, generational cohorts, consumer behaviour, store atmospherics, experiential retail, customer engagement, spatial design, omnichannel retail, cross merchandising, retail strategy

CHAPTER-1

1.1 Introduction

Retail design has evolved significantly in the last few decades. A well-designed retail space can influence customer behaviour, encourage engagement, and elevate brand experiences. However, the effectiveness of retail design is not universal across all age groups.

Different generations—such as Baby Boomers (1946-1964), Gen X (1965-1980), Millennials (1981-1996), and Gen Z (1997-2012), shaped by their unique experiences and cultural contexts, respond differently to the physical environment that contributes to overall shopping experience.

Thus, we need to focus on how retail design parameters vary for each generation having their own set of preferences and expectations. This includes store front design, visual merchandise, store layout (circulation and accessibility), colours, lighting, interactivity/ engagement zones, technology integration, branding elements and info-graphics.

This study aims to explore how varying retail design philosophies resonate with different age groups from Baby Boomers to Generation Z, and the implications these responses have on retail store design.

1.2 AIM

To study perception of different age groups towards retail design philosophies.

1.3 OBJECTIVES

To study retail design parameters in detail.

Conduct case studies and survey on retail stores to understand perception of different generations.

Draw conclusion towards perception.

SCOPE AND LIMITATIONS

1.4.1 Scope:

The research focuses on four generations: Baby Boomers, Gen X, Millennials, and Gen Z.

The research incorporates primary studies (observational and quantitative study) and secondary studies (case study of retail design parameters in selected apparel stores) at regional level.

1.4.2 Limitations:

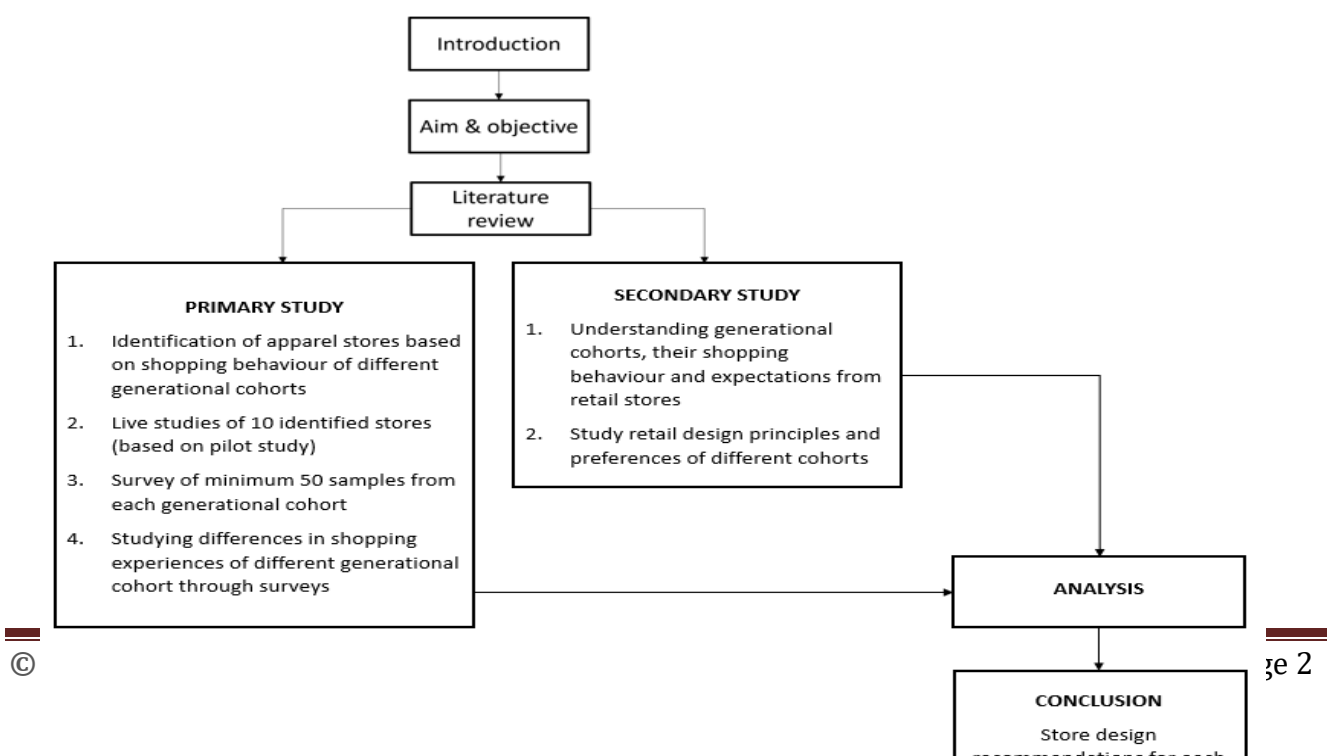
The study is limited to **apparel stores** only in **Lucknow** and **Delhi-NCR**.

The study relies on existing literature on retail design parameters.

Gender is not the criteria for analysis. Surveys are conducted in stores that are equally used by both the genders.

Time constraint may limit the sample size and depth of analysis

1.5 RESEARCH METHODOLOGY



CHAPTER-2 LITERATURE REVIEW

2.1 DEFINING GENERATIONAL COHORTS, THEIR SHOPPING BEHAVIOUR AND EXPECTATIONS FROM RETAIL STORES

The '*generational theory*' developed by sociologist Karl Mannheim (1952) and later expanded by William Strauss and Neil Howe (1991), provides a framework for understanding how distinct societal, economic and political events shape the behaviour, values and preferences of individuals born in specific time periods. This theory has become widely accepted in the fields of marketing, sociology and design.

BABY BOOMERS (1946-1964):

Born in the post-World War II and independence era, shaped by rapid economic growth and technological advancement, baby boomers value stability, quality, and reliability often preferring traditional and functional retail designs (Howe & Strauss, 1991).

Shopping behaviour:

They are generally loyal to brands they trust, prefer products that offer long-term value and durability and focus more on quality and craftsmanship over trends (Howe & Strauss, 1991). They appreciate personal interaction in stores, with a preference for staff assistance during their shopping journey (Eastman & Iyer, 2004). This generation tends to prefer in-store shopping and likes to engage with traditional retail environments, valuing tactile nature of browsing products (Solomon, 2018).

Expectations from Retail Stores:

Baby Boomers expect stores to be well-organized, with clear signage and easy navigation. Store atmosphere should be calm, with bright lighting for good visibility and spacious aisles to facilitate easy movement. They value quality over price, so they expect products to be displayed in a way that highlights their premium features (Noble & Schewe, 2003).

GENERATION X (1965-1980):

This generation often described as the "latchkey generation," grew up in a time of economic fluctuation and social change. They value convenience, independence and efficiency, often favouring straightforward, utilitarian design approaches (Pew Research Centre, 2014; Coupland, 1991).

Shopping Behaviour:

Generation X shoppers are pragmatic and value-conscious, often looking for products that balance quality with price (Lehtonen, 1994). They value brand loyalty but are open to experiment with new brands if they offer good value. They are more time-conscious than Baby Boomers, often looking for convenient and efficient shopping experiences (Williams & Page, 2011). This generation often blend online research with in-store purchases, preferring to have an idea of what they are buying before entering a store (Noble & Schewe, 2003).

Expectations from Retail Stores:

Efficiency is key for Generation X shoppers. They expect store layouts to be logical and well-organized to allow them to find what they need quickly. They appreciate functional designs with straightforward displays, and often rely on staff assistance for quick inquiries without wanting extensive sales pitches. They look for stores that offer a balance between quality and value. (Noble & Schewe, 2003).

MILLENNIALS (1981-1996):

Shaped by the digital revolution and the rise of social media, Millennials are digital natives who prioritize experience in their shopping environments. Retail spaces that emphasize sustainability, tech integration, and aesthetically driven experiences resonate with this generation (Dimock, 2019; Strauss & Howe, 2000).

Shopping Behaviour:

Millennials are tech-savvy and highly influenced by online reviews, social media, and peer recommendations. They value experiences over products, meaning they are drawn to brands that create an engaging shopping experience such as immersive displays or interactive features (Fromm & Garton, 2013).

Expectations from Retail Stores:

They expect seamless online-to-offline experiences, such as in-store pickup for online purchases, mobile payments and interactive displays. They prefer visually appealing and Instagrammable store ambience, with focus on aesthetics, lighting and unique interior elements that make the experience shareable. They look for value-driven experiences, products that emphasize sustainability, offer clear brand stories and maintain an engaging, innovative environment (Solomon, 2018).

GENERATION Z (1997-2012):

Generation Z grew up fully immersed in technology with a constant stream of digital and social media interactions. This generation expects high levels of technological integration, brand transparency, and immersive retail experiences that blend physical and digital realms (Dimock, 2019).

Shopping Behaviour:

Generation Z are digital natives and expect a seamless integration of digital and physical shopping experiences. They have a shorter attention span compared to older generations and are attracted to visually stimulating environments (Francis & Hoefel, 2018). Gen Z places a high value on sustainability and ethical consumption. (Solomon, 2018). They prefer self-service in stores but also value personalized, engaging experiences through digital mediums, such as in-store tablets or augmented reality (Fromm & Read, 2018).

Expectations from Retail Stores:

They expect high levels of technology integration in stores, such as smart mirrors, touchscreens, and mobile apps that enhance their shopping experience. They prefer store designs that are open, flexible and filled with interactive or engaging zones. They like the experience to be fun and visually appealing, often seeking environments that they can share on social media (Fromm & Read, 2018).

These insights highlight how each generation's unique preferences and shopping behaviour influence their expectations from retail stores. Retailers need to tailor store design, customer service and technology integration to meet these distinct generational needs effectively.

2.2 RETAIL DESIGN PARAMETERS

Retail design must be carefully crafted to appeal to the distinct preferences of each generation. Research shows that elements such as storefront design, visual merchandising, layout, colour, lighting, technological integration and branding elements are perceived differently across generational groups (Parsons, 2011; Kahn, 2018).

STOREFRONT DESIGN: The storefront serves as the initial impression of the store, communicating its brand identity and inviting customers inside. Baby Boomers and Gen X generally prefer classic, understated designs that clearly communicate the store's purpose, while Millennials and Gen Z favour creative, bold, and even disruptive storefronts that reflect innovation and align with their values (Choi, 2018; Pegler, 2010).

STORE LAYOUT: Store layout impacts how easily customers can navigate the store, find products, and how long they are likely to spend browsing. Baby Boomers and Gen X prefer structured, easily navigable store layouts with clear signage and product categorization. Millennials and Gen Z, in contrast are drawn to more flexible layouts that promote exploration and allow for experiential shopping (Kahn, 2018; Levy & Weitz, 2012).

COLOURS: Colour schemes play a key role in creating the desired atmosphere in the store and can be a significant factor in attracting the intended customers. Different generations respond uniquely to colour schemes in retail environments. Baby Boomers prefer muted, neutral tones that convey trust and reliability, Gen X prefers sophistication while Millennials and Gen Z are more attracted to vibrant, bold colours that reflect creativity, energy and modern aesthetics (Eiseman, 2000; Bell & Ternus, 2017).

LIGHTING: Lighting is a critical aspect of retail design, as it directly affects the shopping experience. Baby Boomers appreciate well-lit spaces that enhance clarity and visibility, Gen X prefers focus on key merchandise while Millennials and Gen Z are more open to creative lighting setups that help set a mood or highlight specific areas (Kotler, 1973).

VISUAL MERCHANDISING: Visual merchandising is critical in influencing purchase decisions by highlighting products, creating narratives and enhancing the overall aesthetic of the store. Baby Boomers and Generation X value simplicity and clarity in product displays, with a focus on accessibility and ease of use. However, Millennials and Gen Z respond more to immersive, experience-driven merchandising that tells a story and incorporates digital elements like touchscreens or augmented reality (Parsons, 2011; Jain & Bagdare, 2011).

INTERACTIVITY/ENGAGEMENT ZONES: Interactivity is crucial for engaging Millennials and Gen Z, who expect immersive, hands-on experiences in retail spaces. Features such as smart mirrors, digital screens, and augmented reality are highly effective in capturing their attention. Meanwhile, Baby Boomers and Gen X may appreciate interactive displays but still prioritize personalized customer service (Pine & Gilmore, 1999; Verhoef et al., 2009).

TECHNOLOGY INTEGRATION: Millennials and Gen Z are highly dependent on digital integration in their shopping experiences, expecting features like mobile payments, interactive displays, and apps that enhance convenience. Older generations appreciate some tech innovations but still rely on traditional shopping methods and personal interaction (Pew Research Center, 2020; Pantano & Priporas, 2016).

BRANDING ELEMENTS AND INFO-GRAPHICS: Branding is another area where generational differences are evident. Millennials and Gen Z tend to be more influenced by brand identity, ethical practices, and infographics that convey a brand's story or mission. Baby Boomers and Gen X, in contrast, prioritize clear and factual information about products and services (Patel, 2015; Noble et al., 2009).

Understanding these generational preferences and customer's expectations from the stores provide a clearer understanding of how each generation responds differently to retail environments, helping retailers create experiences that are more personalized and engaging for their target audience.

2.3 IDENTIFICATION OF APPAREL STORES BASED ON SHOPPING BEHAVIOUR OF DIFFERENT GENERATIONAL COHORTS

Overlapping retail design parameters and shopping behaviour of different generational cohorts, to identify stores that fulfil their needs.

BABY BOOMERS: They prefer traditional, quality-focused products with excellent customer service, giving less focus on trends and value function and durability. They appreciate well-organized, easy-to-navigate stores with clear signage (Danziger, P. M. 2004).

GENERATION-X: They value practicality and quality but are also brand-conscious and prefer loyalty to trusted brands and balanced shopping experiences with a mix of technology and personal service. Their busy lifestyles require efficiency in store layouts and speed of service (Kotler, 1973).

MILLENNIALS: This generation values experiences over products and prefer socially conscious brands. They are tech-savvy, seeking seamless integration of online and offline experiences. Trend-driven and highly engaged in social media, they are into seeking fashion that is affordable yet stylish (Pew Research Centre, 2010).

GENERATION Z: They are digital natives who expect technology integration and a seamless online-to-offline experience with focus on sustainability and inclusivity in fashion brands. They prefer visually appealing, dynamic store environments that are engaging and shareable (Francis, T., & Hoefel, 2018).

Table 2.4.1: Brief Literature Review

S.NO	AUTHOR, YEAR	PUBLISHER NAME	TITLE	INFERENCES
1	J.Tomazelli, K. Basso, 2017	Emerald Publishing Limited	The effects of store environment elements on customer-to-customer interactions involving older shoppers	Explores how different age groups, respond to in-store environments. Discusses how older generations perceive store layouts, product placements and store atmospherics differently from younger consumers.
2	Eastman and Iyer, 2004	Emerald Publishing Limited	The elderly's uses and attitudes towards the Internet	Focuses on consumer marketing Highlight internet usage patterns, attitude towards technology, marketing implications
3	Noble and Schewe, 2003	Journal of Business Research	Cohort segmentation: An exploration of its validity	Elaborate on insights to design store environments and create marketing strategies that resonate with specific generational cohorts based on their shared experiences, values and preferences.
4	Williams, K. C., & Page, R. A., 2011	Journal of Behavioral Studies in Business	Marketing to the Generations	How generational differences influence consumer behavior and provides insights for tailoring marketing strategies to various generational cohorts
5	Parsons, A. G., 2011	Emerald Publishing Limited	Atmosphere in Fashion Stores:	Explores the role of store atmosphere in fashion retail and its influence on

			Do You Need to Change?	consumer behavior and store perceptions
6	Philip Kotler, 1973	Journal of Retailing	Atmospherics as a marketing tool	Focuses on physical environment of a retail space and how it influences consumer behavior
7	E. Pantano and C. V. Priporas, 2016	Elsevier	The Effect of Mobile Retailing on Consumers' Purchasing Experiences: A Dynamic Perspective	Explains how engagement spaces can make shopping experience memorable and create immersive experiences.
8	Michael Dimock, 2019	Pew Research Centre	Defining Generations: Where Millennials End and Generation Z Begins	Understanding generational boundaries focusing on the transition from Millennials to Generation Z and their preferences
9	Francis, T., & Hoefel, F., 2018	McKinsey & Company	True Gen': Generation Z and its Implications for Companies	Gen Z's unique consumer behaviors, values, and expectations, offering guidance for companies aiming to engage this new and powerful demographic.
10	M. Hondar & Westmark, 2020	Lund University Publications	Understanding Generation Z Consumers' Expectations of In-Store Digital Technologies	Examines Gen Z's expectations for digital technologies, seeking a seamless integration of physical and digital experiences, prioritizing personalization, interactivity and innovation.
11	Iulia Diana Popa, DanCristian Dabija & David B. Grant, 2019	Springer International Publishing	Exploring Omnichannel Retailing Differences and Preferences Among Generations	Compares omnichannel retail preferences, focusing on all 4 generations. While Millennials and Gen Z prefer digital-first and seamless online-offline integration, Baby Boomers and Gen X lean toward convenience in physical store layouts and trusted service.

12	Priyanka Singh, Neha Katiyar, Gaurav Verma, 2017	International Journal for Scientific Research & Development	Store Design and Layout: Impact on Customer Purchase Decisions	Focuses on how store layout and design elements such as lighting, visual merchandising, and product placement influence customer purchasing decisions.
13	Simar Dhingra, 2024	International Journal of Scientific Research & Engineering Trends	Exploring the Strategic Role of Storefront Aesthetics and Design Principles	Explains how the visual appearance of a storefront influences Consumer perception and behaviour.

CHAPTER-3 CASE STUDIES

The live study covers detailed insights of the following key sections to help us understand generational preferences to retail design-

Pilot survey for store identification

Live study of identified stores to study design parameters.

Comparative Analysis of design parameters in identified stores.

3.1 PILOT SURVEY FOR STORE IDENTIFICATION

A pilot study was conducted in Palassio Mall, Lucknow where 50 random people of mixed demographics were asked to shortlist 1 store each from ethnic, casual and formal category on the basis of most visited apparel store for their specific needs.

Store selection is wisely made considering only those stores which are equally used by both the genders.

TABLE- 3.1.1: List of retail stores for specific needs (*Source: Author*)

PRODUCT CATEGORY	IDENTIFIED STORES
Ethnic	Fab India, Manyavar Mohey, House of Pataudi, Tasva, Regalia, Jaypore, Bhasin, Sindh
Casual	M&S, H&M, Superdry, Levis, USPA, Zara, Gap, Calvin Klein, Tommy Hilfiger, Armani Exchange, Uniqlo, Westside, Pantaloons

Formal	Van Heusen, Arrow, M&S, Zara, H&M, Uniqlo, CK, Tommy, Bhasin, Sindh
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The responses from sample size of 50 people of mixed demographics are represented graphically below:

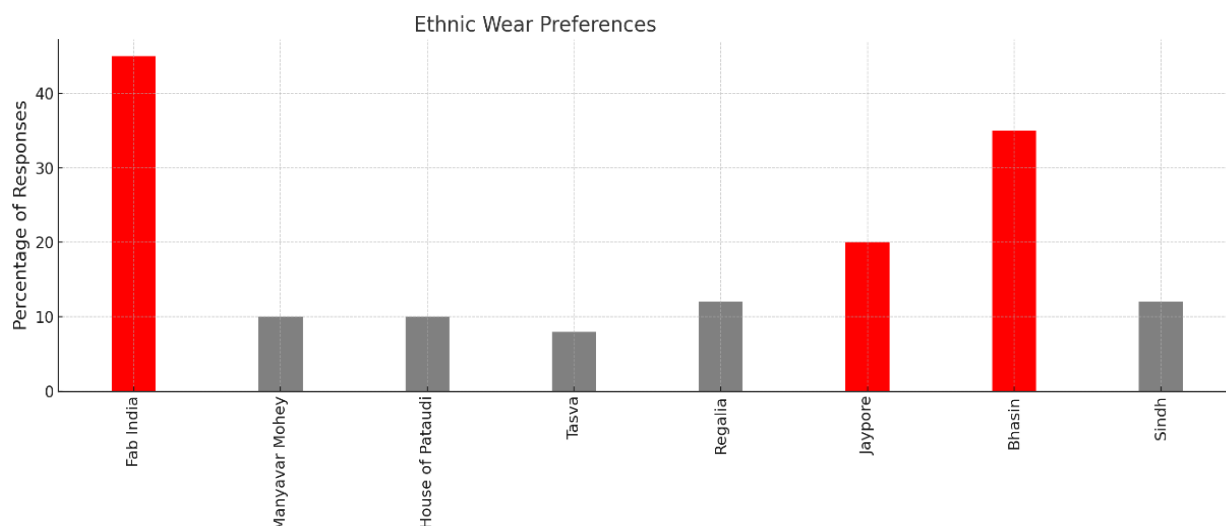


FIGURE-3.1.1: Responses- Ethnic wear preferences (Source: Author)

The responses indicate that Fab India, Jaypore and Bhasin are the most visited stores for ethnic shopping.

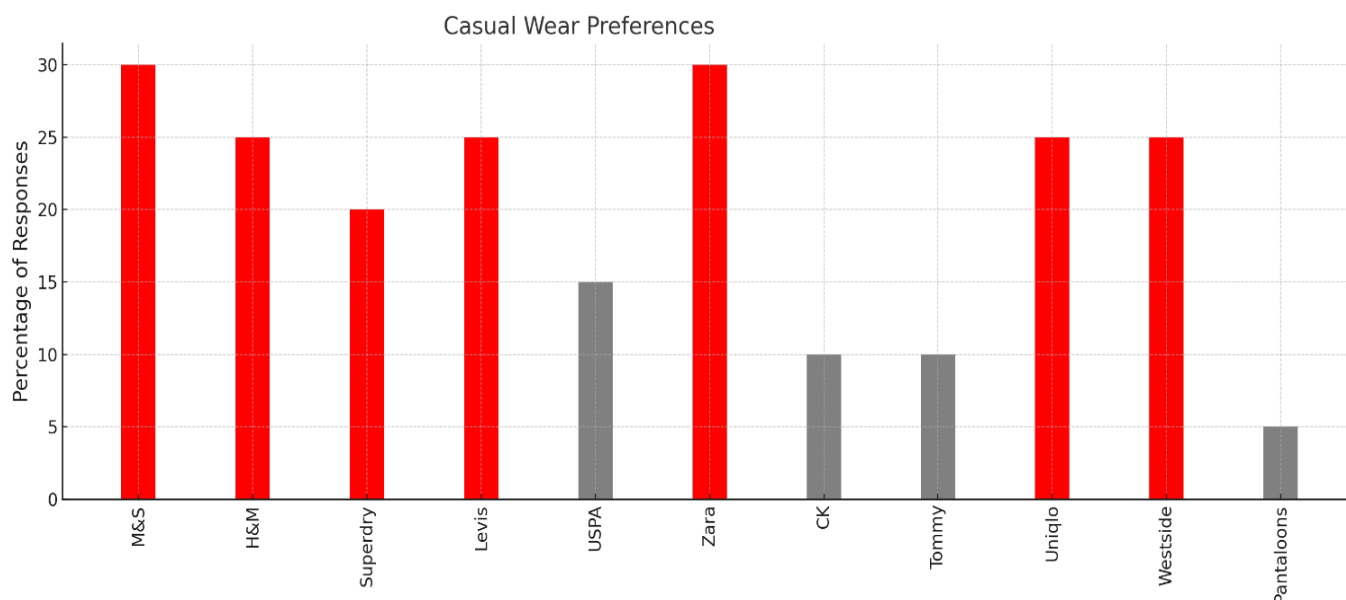


FIGURE-3.1.2: Responses- Casual wear preferences (Source: Author)

The responses indicate that M&S, H&M, Superdry, Levis, Zara, Uniqlo and Westside are the most visited stores for casual wear.

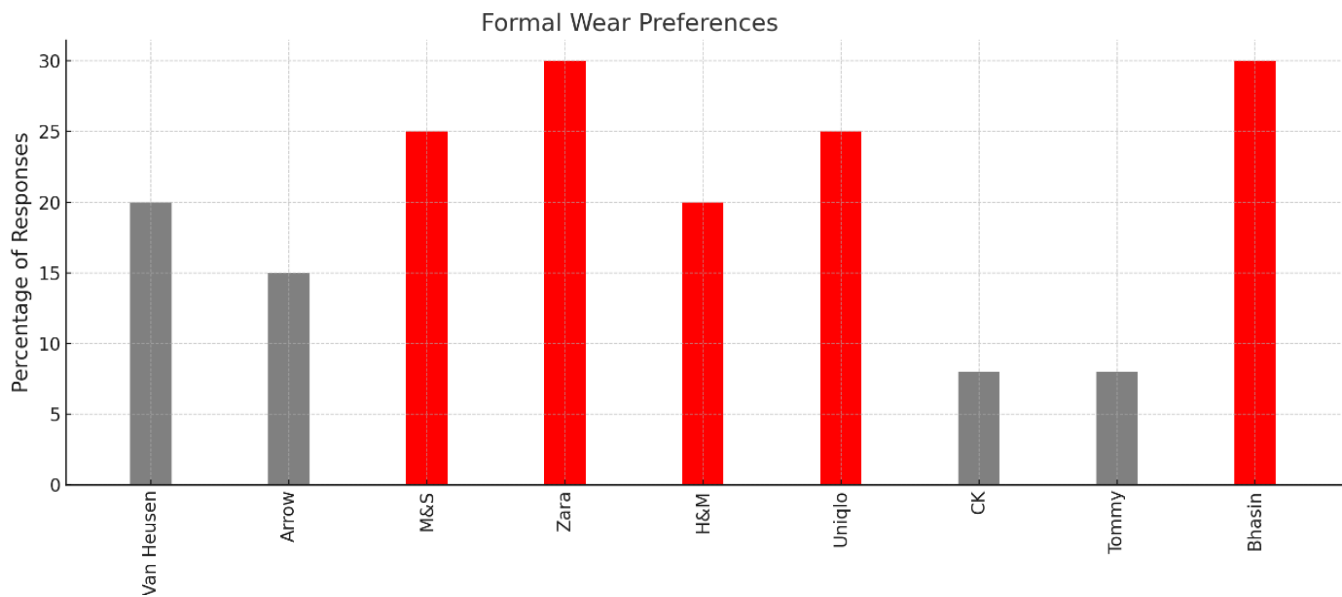


FIGURE-3.1.3: Responses- Formal wear preferences (Source: Author)

The responses indicate that M&S, Zara, H&M, Uniqlo and Bhasin are the most visited stores for ethnic shopping.

3.2 LIVE STUDY OF IDENTIFIED STORES TO STUDY DESIGN PARAMETERS

3.2.1 H&M

- **Demographics:** Caters to women, men, teenagers, kids
- Target audience- teenagers and young adults (13-35 yrs)



FIGURE-4:

FIGURE-3.2.1: Store front- H&M (Source- Author)

- Window Display: Mannequins of different ethnicity, looks and style conveying all-inclusive brand ideology.
- Opaque window display that can be screened using temporary partition if required as per theme.
- Massive glass storefront emphasizing current promotions and signature H&M seasonal looks, also enhancing visibility.
- Clear Branding Signage: Prominent backlit H&M logo at the entry for easy identification.
- Dwell Zone: This central zone highlights the latest trends, bestsellers or seasonal themes, placed prominently along the main circulation path to encourage exploration.



FIGURE-3.2.3: Dwell zone- H&M (Source- Author)

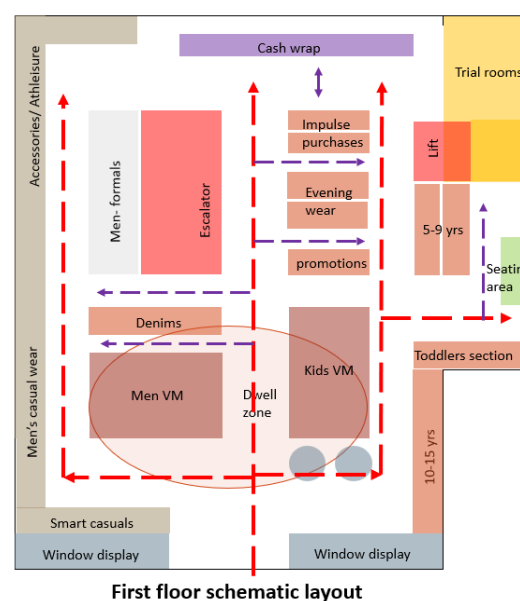
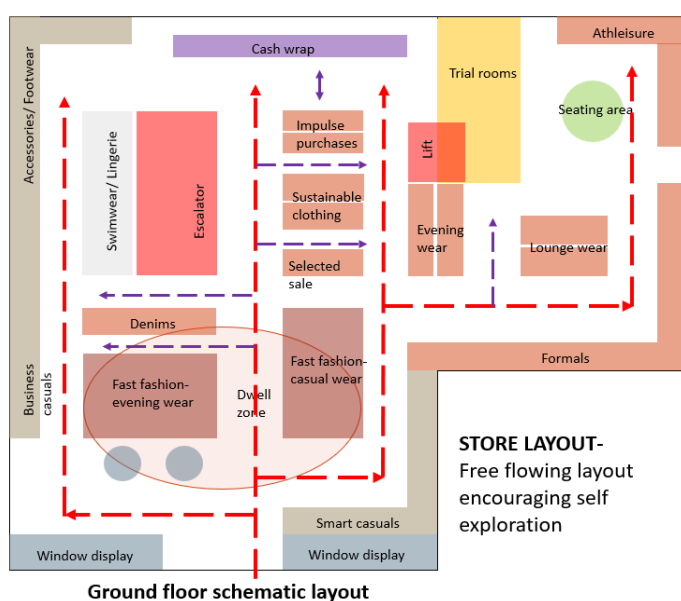


FIGURE-3.2.4: Store layout- H&M

COLOURS, MATERIALS AND LIGHTING



- The store is done in a neutral palette in white walls and ceiling, display racks with hints of black and beige elements. The wooden flooring flows runs seamlessly throughout the entire store.
- The neutral palette and added greens to the space creates a calm and relaxing environment to shop within.

3.2.2 M&S

Demographics: Caters to women, men, teenagers, kids

Target audience- working professionals (30-60 yrs)



FIGURE-3.2.9: Store front- M&S (Source- Author)

- Window Display: Mannequins of different ethnicity, looks and styles are used conveying all-inclusive brand ideology showcasing new arrivals or trending collections.
- Massive glass storefront emphasizing current promotions and signature seasonal looks, also enhancing visibility. Department indicators are also clearly visible.
- Clear Branding Signage: Prominent backlit M&S signage at the entry for easy identification.
- Dwell zone: Positioned to capture immediate attention with seasonal displays and new arrivals.

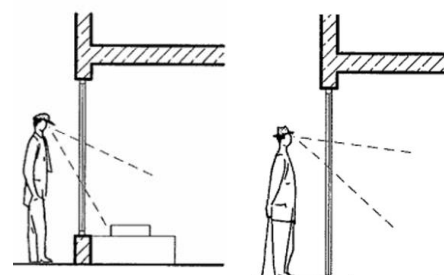


FIGURE-3.2.10:
Elevated Display
(Source-
Gama.Ir(n.d.))

FIGURE-3.2.11:
Glass front
(Source-
Gama.Ir(n.d.))

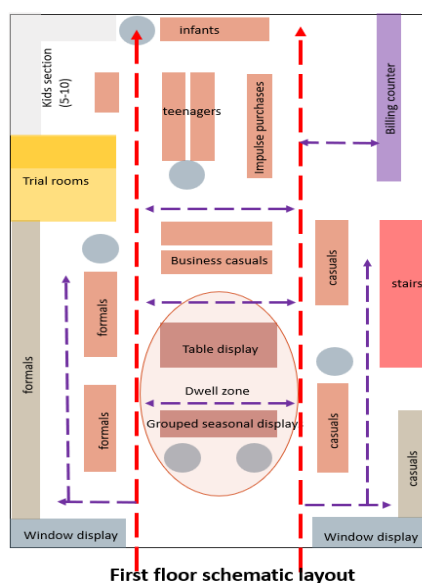
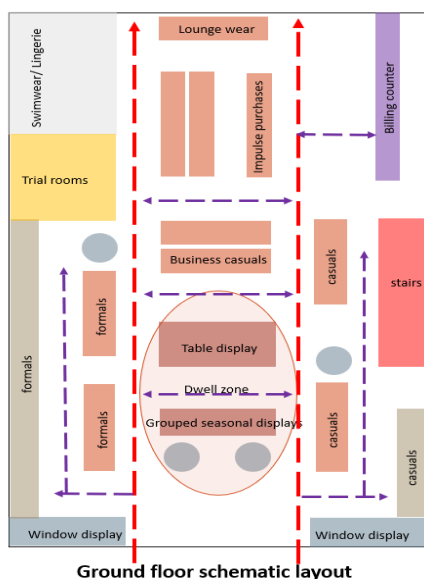


FIGURE-3.2.12: Dwell zone-
M&S (Source- Author)

STORE LAYOUT

Structured with defined sections and clear product grouping for easy navigation

COLOURS, MATERIALS AND LIGHTING



- The store is done in a neutral palette in white walls and ceiling, display racks with slate grey PVD coating and tinted glass wherever required for display shelves and dyed grey oak pedestals for mannequins
- Grey plank tile flooring flows runs seamlessly throughout the entire store.
- Accent lighting: spotlight with key focus on specific merchandise
- Ambient lighting: well-lit overall ambience for clarity and functionality.
- Natural daylight- 4000K



FIGURE-3.2.14: Product grouping- M&S (Source-Author)



FIGURE-3.2.15: VM- M&S (Source-Author)

VISUAL MERCHANDISE

- Mannequins are strategically placed throughout the store, not just near entryways but also within each section to showcase outfits and inspire complete looks.
- Co-ordinated clothing sections to encourage mix and match shopping.
- Folded items displayed on tables and racks with size categorization.
- Colour specific grouping for easy shopping.
- Consistent, sleek signage is used across the store to label sections, highlight promotions, and inform customers about new collections.



FIGURE-3.2.16: Product categorization- M&S (Source-Author)



FIGURE-3.2.17: Product display- M&S (Source-Author)

3.2.3 FABINDIA

- **Demographics: Caters to women, men, teenagers, kids**
- Target audience- Young and mid aged adults (18-50 yrs)



FIGURE-3.2.18: Store front- Fab India (Source- Author)



FIGURE-3.2.19: Store front signage- Fab India (Source- Author)

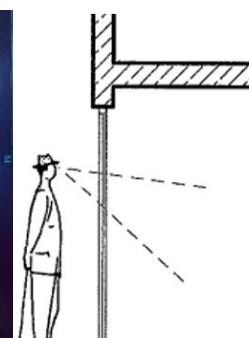
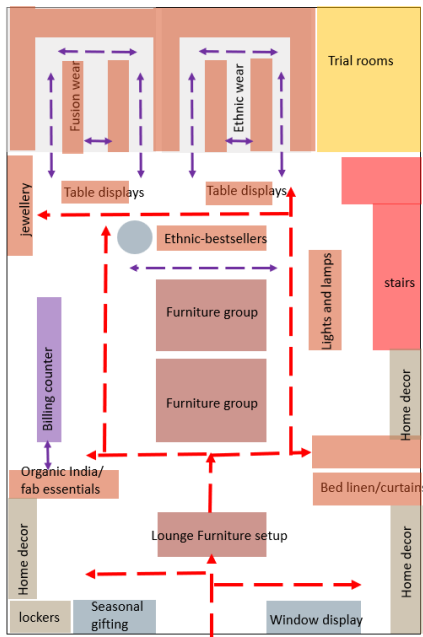
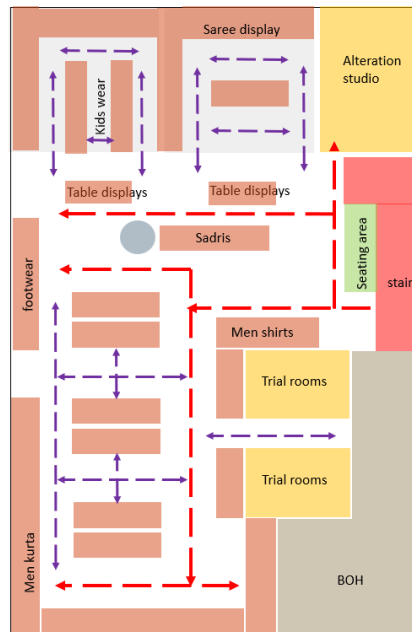


FIGURE-3.2.20: Glass front (Source- Gama.Ir(n.d.))

- **Window Display:** Glass window providing a clear view of the products displayed inside. Mannequins display latest seasonal collection or festive wear, along with curated displays of home decor gifting items on the other side. **Thoughtful product placement clearly visible from outside.**
- **Clear Branding Signage:** Prominent backlit signage and product line information at the entry for easy identification.
- **Dwell zone:** Positioned to capture immediate attention with seasonal displays and new arrivals.
- **Accent lighting:** spotlight with key focus on specific merchandise
- **Ambient lighting:** general homogeneous illumination for functionality
- **Warm white lights-** 3000K



Ground floor schematic layout



First floor schematic layout

FIGURE-3.2.21: Store layout- Fab India (Source- Author)

STORE LAYOUT

Structured with defined sections and clear product grouping for easy navigation

- Open layout
- Zoned merchandise sections
- Central display islands
- Combined Engagement areas with home décor and id studio for customisation

COLOURS, MATERIALS AND LIGHTING



- The store incorporates earthy tones, natural materials, and understated elegance that immediately communicate Fab India's focus on handcrafted, sustainable products.
- Wood, metals and handmade ceramic tiles are used to give a rustic, warm feel that aligns with the brand's Indian heritage and artisanal focus.



FIGURE-3.2.22: Product display- Fab India (Source- Author)



FIGURE-3.2.23: Product grouping- Fab India (Source- Author)



FIGURE-3.2.24: Product categorisation-
Fab India (Source- Author)



FIGURE-3.2.25: Resting areas-
Fab India (Source- Author)

VISUAL MERCHANDISE

- Thematic product displays with zone-wise segregation
- Seasonal and festive highlight
- Outfit inspirations on mannequins
- Central display islands
- Combined engagement areas with home décor and id studio for customisation

3.2.4 ZARA

- **Demographics: Caters to women, men, teenagers, kids**
- Target audience- young adults and fast-paced fashion enthusiasts (18-35 yrs)
- Large glass windows for enhanced visibility and clarity, minimalist branding with key focus on latest collections through mannequins of different ethnicity, looks and styles conveying all-inclusive brand ideology.
- Open entrance with visual sightlines leading into different sections

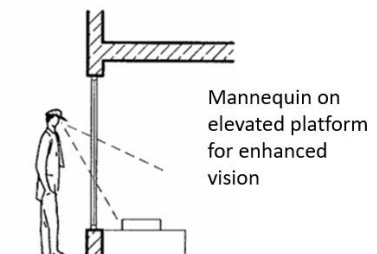


FIGURE-3.2.28: Store front details- Zara (Source- Author) **STORE FRONT**

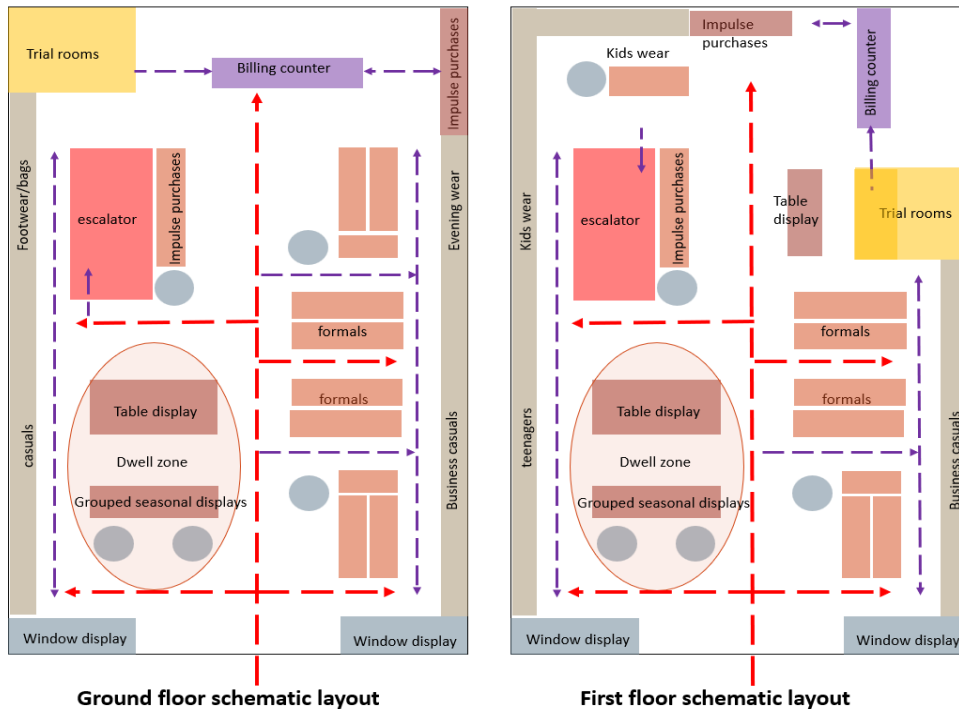
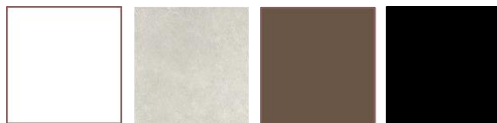


FIGURE-3.2.29: Store layout- Zara (Source- Author)

STORE LAYOUT

- Free flowing layout and clear product grouping for easy navigation
- Dwell zones within high traffic areas
- Self-guided shopping experience

COLOURS, MATERIALS AND LIGHTING



- Monochromatic colour palette allows the vibrant colours of seasonal collections to stand out.
- clean, modern and classic look
- Carefully curated lighting with bright ambient light creates a clear and well-lit environment. Accent lights highlight specific displays



FIGURE-3.2.30: VM- Zara (Source- Author)



FIGURE-3.2.31: Store design- Zara (Source- Author)



FIGURE-3.2.32: Product categorisation- Zara (Source- Author)



FIGURE-3.2.33: Product display- Zara (Source- Author)



FIGURE-3.2.34: Product organisation- Zara
(Source- Author)

- Major focus on high turnover displays that showcase latest trends.
- Mannequins strategically positioned in groupings to show how items can be styled together, inspiring customers for purchases multiple pieces. (cross merchandising)
- Minimalistic displays promoting “grab & go”

3.2.5. UNIQLO

- **Demographics:** Caters to women, men, teenagers, kids
- Target audience- quality, trendy and affordable clothing (18-40 yrs)
- Storefront: Open storefront plan emphasizing current promotions and signature seasonal looks.
- Department indicators are also clearly visible.
- Clear Branding Signage: Prominent backlit Uniqlo signage at the entry for easy identification.
- Dwell zone: Positioned to capture immediate attention with seasonal displays and new arrivals.



FIGURE-3.2.35: Store front- Uniqlo (Source- Author)

- Storefront: Open storefront plan emphasizing current promotions and signature seasonal looks.
- Department indicators are also clearly visible.
- Clear Branding Signage: Prominent backlit Uniqlo signage at the entry for easy identification.
- Dwell zone: Positioned to capture immediate attention with seasonal displays and new arrivals.

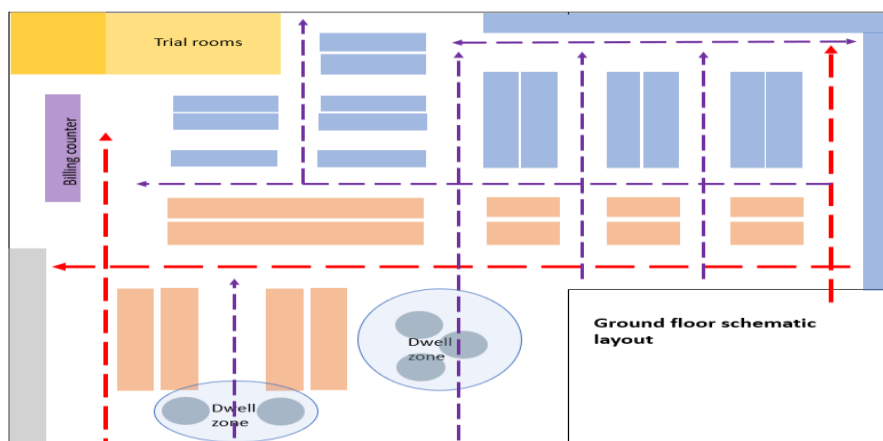


FIGURE-3.2.37: Store layout- Uniqlo (Source- Author)



FIGURE-3.2.36: Store aesthetics- Uniqlo (Source- Author)

STORE LAYOUT

Structured with defined sections and clear product grouping for easy navigation

COLOURS, MATERIALS AND LIGHTING



- Neutral palette in white walls and ceiling, display racks with hints of grey.
- Wooden flooring flows runs seamlessly throughout the entire store.
- Accent lighting: spotlight with key focus on specific merchandise, Ambient lighting: general homogeneous illumination for functionality (Natural daylight: 4000K)



FIGURE-3.2.38: Product categorization- Uniqlo
(Source- Author)



FIGURE-3.2.39: VM- Uniqlo (Source- Author)



VISUAL MERCHANDISE

- Grouped mannequin display
- Cross-merchandising
- Product descriptions and clear signages

3.2.6. SUPERDRY

- Demographics: Caters to young adults, middle aged
- Target audience- Young adults, mid-aged (25-40 yrs)

FIGURE-3.2.40: Grouped Display- Uniqlo
(Source- Author)



FIGURE-3.2.50: Store Front- Superdry
(Source- Author)

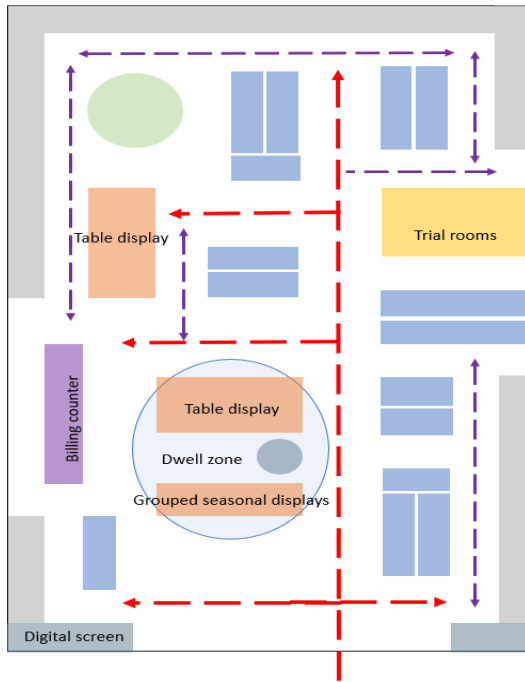
- Window Display: Massive glass storefront emphasizing current promotions, in-store offers/ brand promotion.
- Clear Branding Signage: Prominent backlit Superdry signage at the entry for easy identification. Digital screen instead of window display to highlight
- Dwell zone: Positioned to capture immediate attention with hot selling articles.



FIGURE-3.2.51: Store aesthetics-
Superdry (Source- Author)



FIGURE-3.2.52: Product categorisation-
Superdry (Source- Author)



COLOURS, MATERIALS AND LIGHTING

FIGURE-3.2.54: Store layout- Superdry (Source- Author)



- The store is done in a vintage theme with garage inspired industrial look and feel.
- Walls are done in slate grey color that seamlessly runs to the ceiling as well. Accent walls are highlighted with reclaimed wood paneling.
- Wooden flooring flows runs seamlessly throughout the entire store.



FIGURE-3.2.53: Product display- Superdry (Source- Author)

STORE LAYOUT- Asymmetrical, boutique layout with clear product categorization

VISUAL MERCHANDISE- Grouped collection based on themes, table display with size categorisation, colour-based product grouping



FIGURE-3.2.55: VM- Superdry (Source- Author)

3.2.7. BHASIN BROTHERS

- Demographics: Caters to women, men, teenagers, kids
- Target audience- formal, semi formal, occasion specific attire (20-60 yrs)
- Window Display: Massive glass storefront emphasizing signature seasonal looks, also enhancing visibility. Department indicators are also clearly visible.
- Clear Branding Signage: Prominent signage at the entry for easy identification.
- Dwell zone: Positioned to capture immediate attention with seasonal displays and new arrivals.

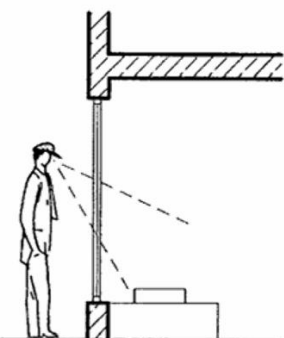
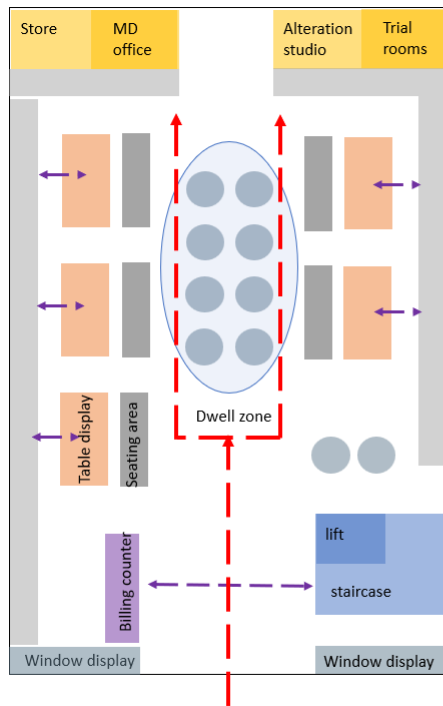
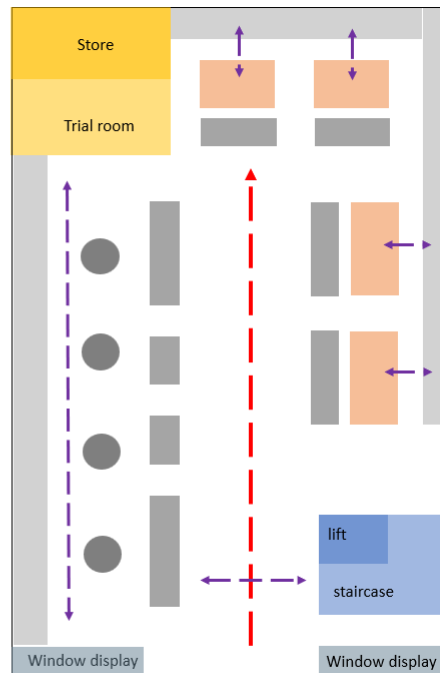


FIGURE-3.2.66: Elevated display (Source- Gama.Ir(n.d.))



Ground floor schematic layout



First floor schematic layout

STORE LAYOUT

Asymmetrical, structured layout with clear product categorization.

Mix of traditional counter layout and off-the rack experience

FIGURE-3.2.67: Store layout- Bhasin (Source- Author)

COLOURS, MATERIALS AND LIGHTING



- The store is done in a neutral palette, wooden and antique accents.
- Accent lighting: spotlight with key focus on specific merchandise
- Ambient lighting: general homogeneous illumination for functionality (Natural daylight: 4000K)

VISUAL MERCHANDISE

- Grouped collection based on theme



FIGURE-3.2.68: Dwell zone- Bhasin (Source- Author)



FIGURE-3.2.69: VM- Bhasin
(Source- Author)



FIGURE-3.2.70: Product categorisation- Bhasin (Source- Author)



FIGURE-3.2.71: Product display- Bhasin (Source- Author)



FIGURE-3.2.72: Product organisation- Bhasin (Source- Author)

TABLE- 3.3.1: Comparative analysis of stores and design parameters (Source: Author)

DESIGN PARAMETERS	H&M	M&S	FAB INDIA	ZARA	UNIQLO	SUPERDRY	LEVIS	BHASIN BROTHERS	JAYPORE	WESTSIDE
STORE FRONT	Glass storefront with mannequin display highlighting bestsellers	Glass storefront with mannequin display showcasing entire product line.	Glass storefront highlighting bestsellers	Glass storefront, bold mannequin display	Open- plan storefront highlighting bestsellers	Glass storefront, Digital screen showcasing latest offers	Glass storefront highlighting bestsellers	Glass storefront with mannequin display highlighting bestsellers	Glass storefront highlighting bestsellers	Glass storefront highlighting bestsellers
STORE LAYOUT	Open and Free-flowing	Structured with defined sections and clear product categorisation	Cluster layout for distinctive zones with flexible pathways	Open and free flowing	Structured with defined sections and clear product categorisation	Open and free flowing	Structured with defined sections and clear product categorisation	Mix of traditional counter layout with seating areas and off-the rack experience	Cluster layout for distinctive zones with flexible pathways	Structured with defined sections and clear product categorisation
COLOURS	Neutral with wooden hints and indoor greens	Neutral tones with hints of grey	Earthy brown, natural hues	Monochromatic	Clean whites and natural tones	Industrial greys and wooden paneling	Wooden accents, neutral tones	Wooden accents, traditional hues	Wooden accents, traditional hues	Neutral tones with hints of grey
LIGHTING	Bright and well lit, uniform illumination	Bright and well lit, uniform illumination	Bright and well lit, uniform illumination	Bright and well lit, uniform illumination	Bright and well lit, uniform illumination	Focus on key merchandise, Warm white	Focus on key merchandise, Warm white	Bright and well lit, mood lighting for different zones	Bright and well lit, mood lighting for different zones	Bright and well lit, uniform illumination
VISUAL MERCHANDISING	Grouped collection based on theme	Mannequin with reliable grouped displays, Cross-merchandising	Grouped collection based on theme, Mannequin with reliable grouped displays	Grouped collection based on theme, cross-merchandising	Display with informative signage and product descriptions	Grouped collection based on theme, cross-merchandising	Grouped collection based on theme	Mannequin with reliable grouped displays, Cross-merchandising, Grouped collection based on theme	Grouped collection based on theme	Mannequin with reliable grouped displays, Cross-merchandising
INTERACTIVITY/ ENGAGEMENT ZONES	-	-	Customisation area	Interactive display for new collection	Digital screens for promotion	Digital screens for promotion	-	Customer seating and consultation areas	-	Digital lookbook on display
TECHNOLOGY INTEGRATION	-	-	yes	yes	yes	yes	-	-	no	yes

CHAPTER-4 FINDINGS, RESULTS AND RECOMMENDATIONS

4.1 STUDYING PERCEPTION AND DIFFERENCES FOR GENERATIONAL COHORTS THROUGH SURVEY

Q-1. How often do you shop in physically from apparel stores?

A-1. Gen Z tend to shop more frequently as compared to others.

Baby Boomers:

Predominantly visit stores once every few months (58%).

Minimal monthly or biweekly shoppers.

Gen X:

A significant percentage shop once every few months (46%).

More frequent shopping habits are seen compared to Baby Boomers with 23% shopping monthly and 17% shopping 2-3 times a month.

Millennials:

Balanced distribution with 44% shopping once every few months and an increasing trend towards more frequent visits (18% shop 4 times a month).

Gen Z:

The most frequent shoppers, with 50% shopping 2-3 times a month and 40% shopping 4 times a month.

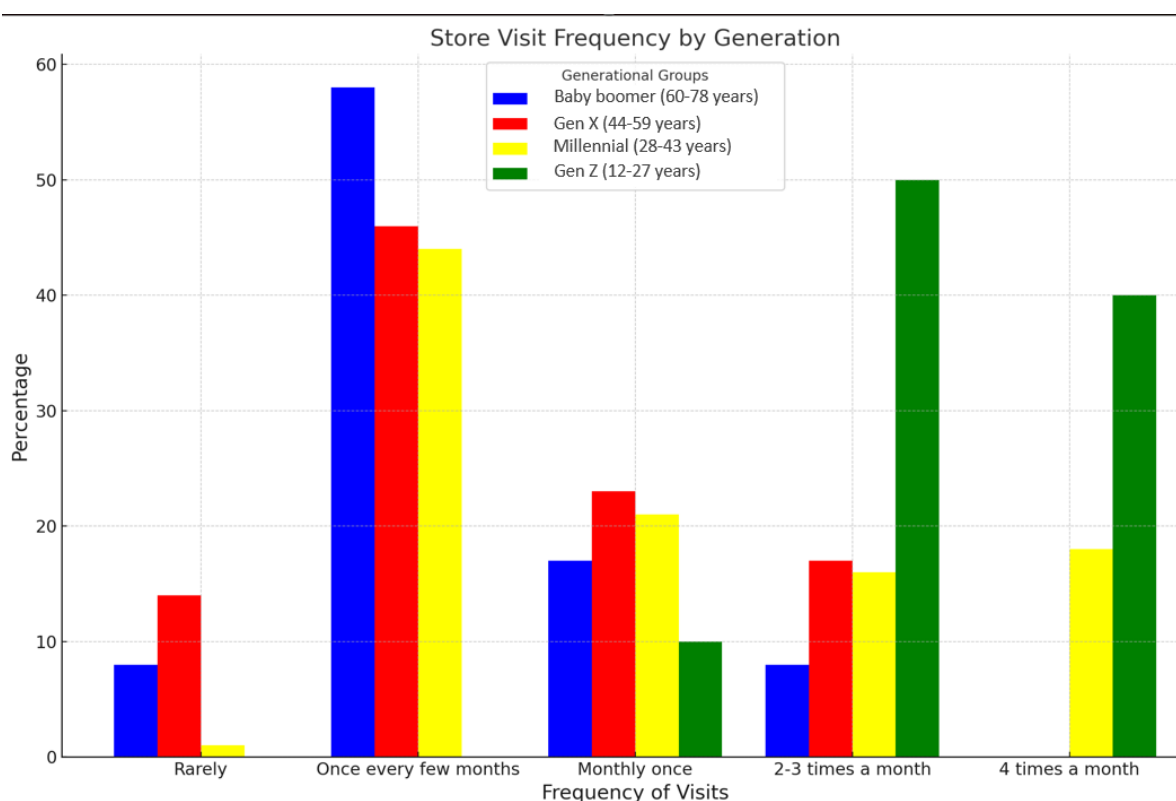


FIGURE-4.1.1: Store visit Frequency by different generations (Source- Survey insights)

Q-2. How much time do you spend inside a retail store?

A-2. Majority of Millennials and Gen Z spend less than 40 minutes while Gen X and boomers spend more than 40 minutes.

Baby Boomers:

Most spend 40–60 minutes (45%) shopping, indicating a preference for leisurely shopping.

A significant proportion (33%) spend 30–40 minutes in stores.

Gen X:

The largest group (42%) spends 30–40 minutes and (29%) spend 40–60 minutes

There's also notable distribution in the 20–30 minutes (18%)

Millennials:

A higher percentage prefer shorter visits with 25% spending 10–20 minutes and 32% spending 20–30 minutes.

Fewer stay over 40 minutes (13% for 40–60 minutes)

Gen Z:

Even more inclined towards quick shopping, with 38% spending 10–20 minutes and 40% spending 20–30 minutes. Minimal time spent in stores over 30 minutes, with just 6% for 40–60 minutes and no one spending over an hour.

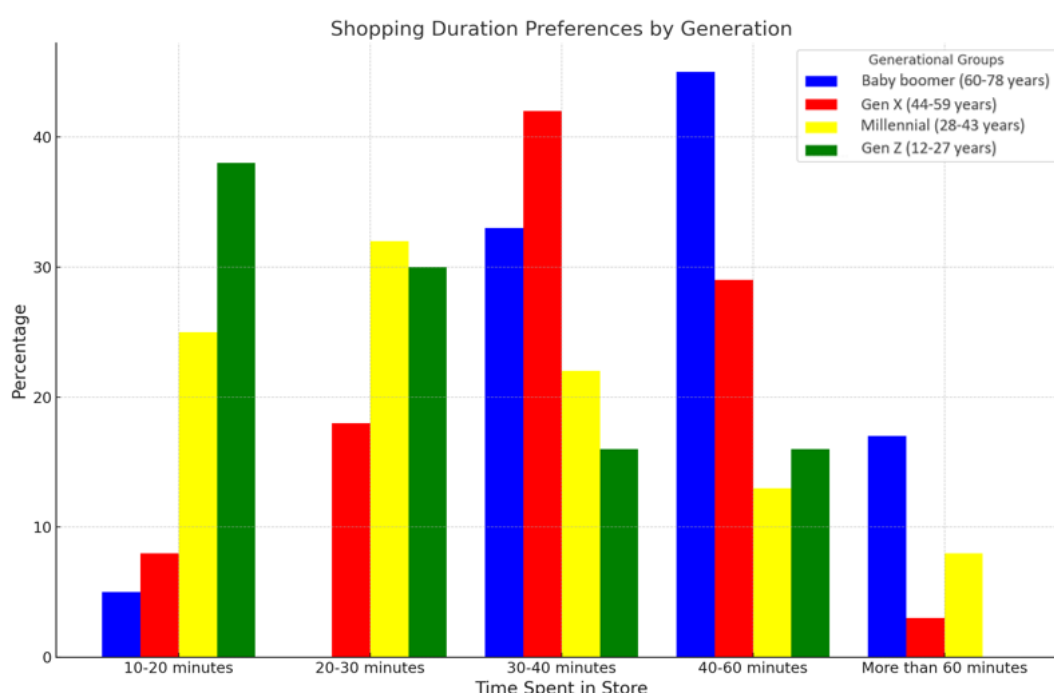


FIGURE-4.1.2: Shopping duration of different generations (Source- Survey insights)

Q-3. How often have you entered an apparel store just looking at the window display?

A-3. Millennials and Gen Z are influenced by the store front quite often while the older generations hardly pay attention.

Baby Boomers: The majority (42%) are neutral

Gen X: Similar to Baby Boomers, 58% are neutral

Millennials: Majority (37%) says "very often" and 26% say "quite often".

Gen Z: The majority with 46% says "very often" and 26% say "quite often".

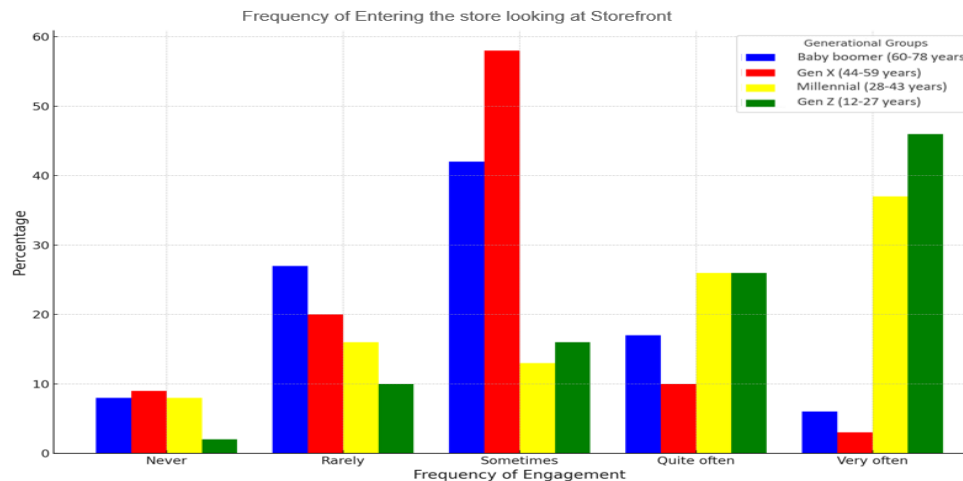


FIGURE-4.1.3: Frequency of window shopping by different generations (Source- Survey insights)

Q-4. What type of store layout do you find the most comfortable?

A-4. Store layout choices are directly correlated with each generation's behaviour. People who tend to spend more time inside the store prefer more structured and traditional layout while younger generations prefer open-free flowing plan.

Baby Boomers lean towards structured and traditional layouts.

Gen X prefers structured layouts but shows some interest in clustered designs.

Millennials are balanced between structured and exploratory designs.

Gen Z highly favors experiential and open layouts, with minimal interest in traditional designs.

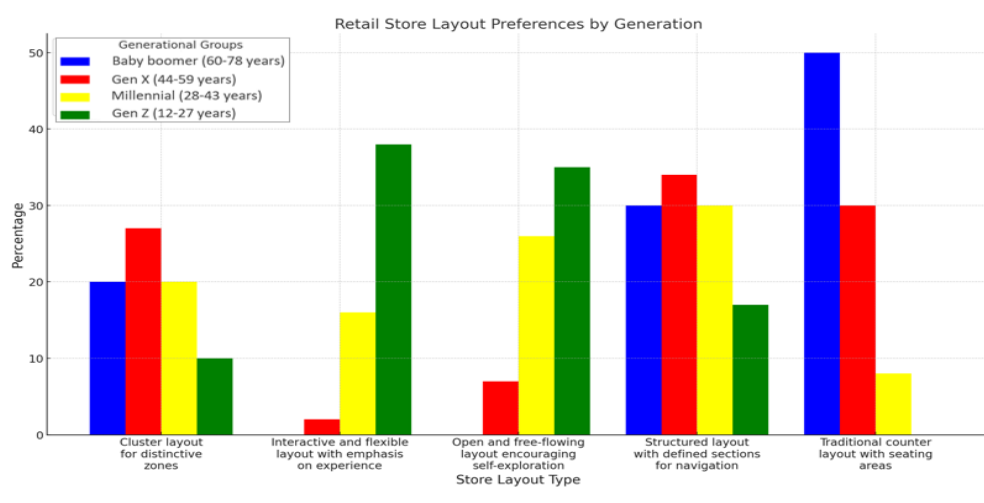


FIGURE-4.1.4: Store layout preferences by different generations (Source- Survey insights)

Q-5. What kind of lighting appeals to you the most in apparel stores?

A-5. Majority of older generation prefers bright and well-lit ambience while younger generations are also open to experimental lighting

Baby Boomers: Strong preference for bright, functional lighting.

Gen X: Lean toward practical lighting like ambient or bright settings.

Millennials: Appreciate diversity, favoring ambient, zonal, and even mood lighting.

Gen Z: Embrace innovative and dramatic lighting effects, showing minimal interest in traditional setups.

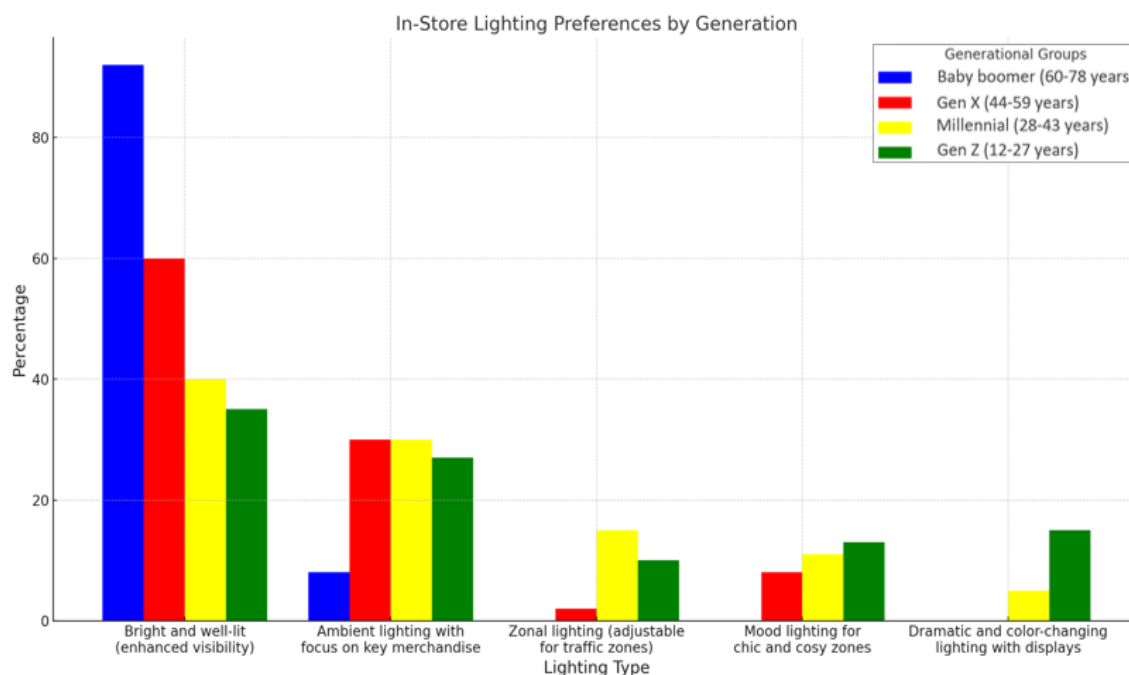


FIGURE-4.1.5: Lighting preferences by different generations (*Source- Survey insights*)

Q-6. What kind of colour palette used in store design makes you feel good or more welcoming?

A-6. Majority of boomers prefer muted and neutral palette; Gen X prefers lively and trending while the younger generations do not show a very strong preference

Baby Boomers: Strong inclination towards muted and neutral tones, minimal interest in bold or vibrant designs.

Gen X: Prefer sophisticated and lively or vibrant palettes, with some interest in subdued colors.

Millennials: Balanced preference, showing interest in all settings.

Gen Z: Apart from usual palette also favour bold, monochromatic and trending designs, reflecting a taste for modernity and uniqueness.

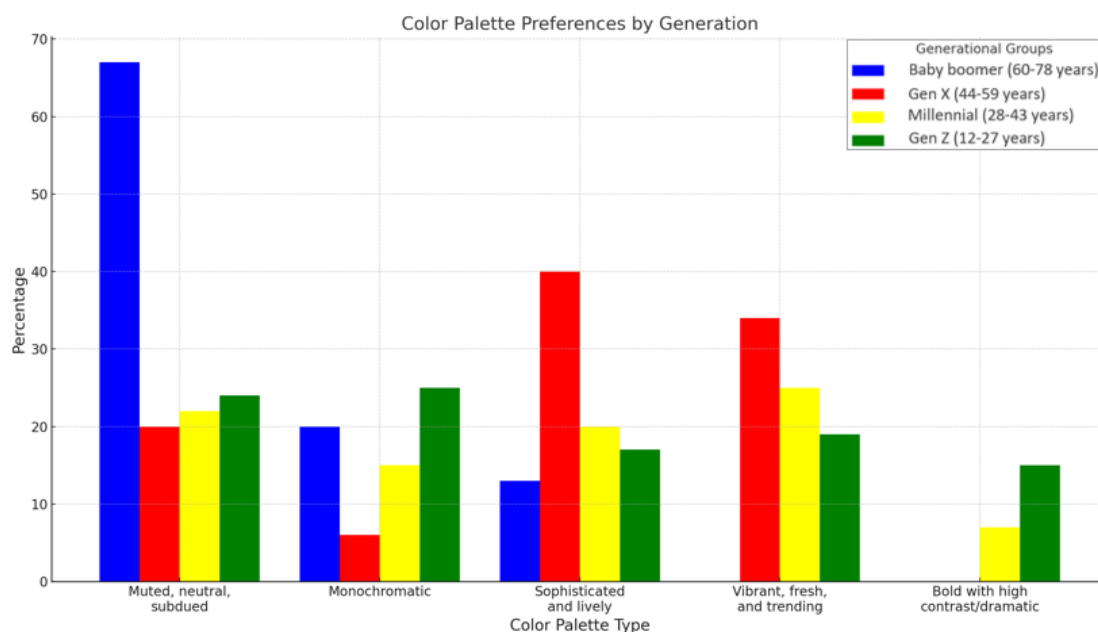


FIGURE-4.1.6: Colour palette preferences by different generations (Source- Survey insights)

Q-7. What kind of product displays enhance your shopping experience?

A-7. Majority of older generation prefers Grouped mannequin displays, cross merchandising and grouped theme collections, and hardly show interest in digital methods, while younger generation shows inclination towards digital methods but also support traditional displays.

Baby Boomers: Strong preference for traditional visual merchandising like mannequins with relatable displays and absolutely no interest in informative signages and digital displays.

Gen X: Show balanced interest in mannequins and themed collections, but are also open to other ways like cross-merchandising and informative signages but show least interest in digital displays.

Millennials: They do not show any clear difference

Gen Z: They are open towards digital displays and informative signages, but equally show liking for traditional displays like mannequin and grouped collections based on themes and cross- merchandising as well.

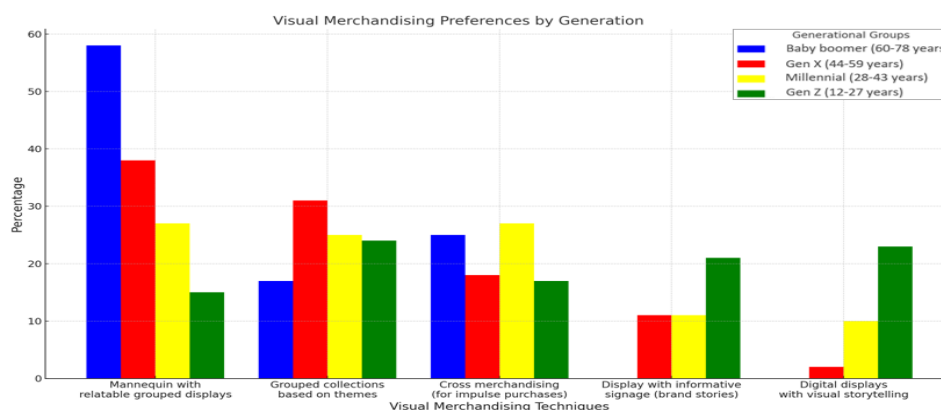


FIGURE-4.1.7: Product display preferences by different generations (Source- Survey insights)

Q-8. What kind of engagement zones do you prefer in apparel stores?

A-8. Baby boomers clearly show interest in rest areas with engagement zones, Gen X and millennials prefers quick and efficient shopping with rest areas but millennials are more inclined towards technology, Gen Z prefer quick and efficient technology driven shopping experience.

Baby Boomers: Strong preference for rest areas and a relaxed shopping environment, minimal interest in technology-driven or social amenities.

Gen X: Balanced preferences, showing interest in quick and efficient shopping, rest areas, and not too much openness to technology-enabled zones.

Millennials: Value both technology-enabled zones and rest areas, moderately interested in quick shopping and social interaction zones, reflecting a blend of efficiency and engagement.

Gen Z: Strong inclination towards technology-enabled zones and social interaction zones, showcasing their preference for interactive and innovative experiences. They show minimal interest in rest areas, aligning with their faster-paced shopping behaviour.

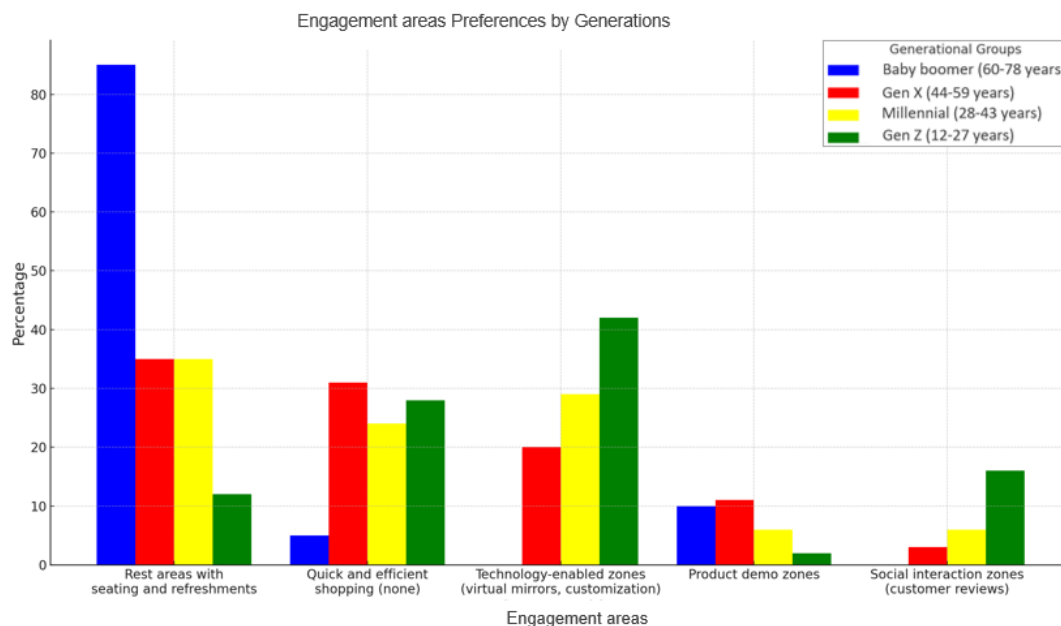


FIGURE-4.1.8: Engagement areas preferences by different generations (*Source- Survey insights*)

Q-9. Does technology integration (e.g., self-checkout, virtual try-ons, customization) improve your shopping experience?

A-9. Irrespective of the generation, majority says yes

Q-10. Do branding elements like logos and signages influence your impression of a store?

A-10. Irrespective of the generation, majority says yes

Q-11. Do you believe that different generations have distinct expectations from store design?

A-11. Majority agrees that different generations have different experiences based on their shopping behaviour and hold distinct expectations from stores

TABLE- 4.3.1: Store design recommendations for specific generations (Source: Author)

DESIGN PARAMETERS	BABYBOOMER (60-78yrs)	GENERATION X (44-59 yrs)	MILLENNIAL (28-43 yrs)	GENERATION Z (12-27 yrs)
STORE FRONT	Prefer well-defined, inviting storefronts with clear navigation.	Value storefronts with subtle branding and easy accessibility.	Seek visually appealing and engaging storefronts that align with their expectations of a modern shopping experience.	Demand bold and attention-grabbing storefronts with unique elements to create a strong first impression.
STORE LAYOUT	Favour traditional layout or structured layouts with defined zones for ease of navigation.	Appreciate a blend of structured and exploratory layouts.	Prefer open, flexible layouts that allow for exploration while emphasizing aesthetics.	Highly favor open, flexible and interactive layout that enhance engagement and self-exploration.
COLOURS	Prefer muted, neutral palettes for a calming shopping environment.	Prefer balanced tones that are neither too bold nor too subdued.	Prefer a mix of vibrant and neutral tones maintaining sophistication.	Attracted to bold, trendy, and vibrant colors that evoke a fresh and youthful shopping vibe.
LIGHTING	Strongly prefer bright and functional lighting for visibility and comfort.	Opt for ambient lighting with spotlights on key merchandise.	Prefer lighting that balances aesthetics with functionality to enhance the shopping experience.	Enjoy dramatic, innovative lighting setups that sync with store design and mood.
VISUAL MERCHANDISING	Favour traditional displays like mannequins and relatable grouped setups.	Prefer a mix of traditional and themed displays with clear product groupings.	Seek innovative displays with storytelling elements to create a more immersive shopping experience.	Demand creative digital displays and storytelling visuals that align with social media trends.
ENGAGEMENT ZONES	Rarely engage with interactive zones and prefer rest areas for seated comfort.	Show moderate interest in demo zones and some interactive elements.	Actively seek zones like customization areas and product demos to engage with the brand.	Highly value interactive and technology-driven engagement zones, such as virtual mirrors and gamified experiences.
TECHNOLOGY INTEGRATION	Minimal interest in technology, prefer traditional in-store experiences.	Appreciate functional tech features like customisation.	Strongly value tech innovations like virtual mirrors and apps that enhance the shopping experience.	Expect technology integration in every aspect, from self-customization tools to virtual try-ons etc
BRANDING ELEMENTS	Look for clearly readable bold signage.	Value a mix of strong branding and subtle communication of values.	Prefer bold branding that reflects modernity and aligns with social values like sustainability and inclusivity.	Demand dynamic branding that is innovative, visually striking, and resonates with digital culture and trends.

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