



**University of Management & Technology, Lahore**  
**School of Architecture & Planning**

**Thesis Report**

**RESPITE HUB**

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## **Abstract**

The objective of the study was to evaluate the impact of respite hub developments on consumer behavior in city areas. Local and international research indicated that respite hub developments in city premises result in several benefits for consumers, such as convenient location; a larger variety of goods offered, lower prices than small retailers in the area and better quality of goods, amongst others. Studies also indicated that the choice of the preferred supermarket/shopping mall is not a rational decision based only on pricing, but on a compromise of satisfying economic, social and psychological needs.

A two part mixed methodology, which employed both qualitative and quantitative methods, was adopted. This included semi-structured interviews with retail experts and interview-administered questionnaires with the primary retail shopper in the household. Findings revealed that low-income consumers prefer to shop from the closest shopping mall instead of small retailers/Spaza Shops because of the lower prices and a larger variety of goods offered. However, evidence suggested that consumers prefer to shop at a shopping mall that represents their desired lifestyle, therefore shopping mall developments in township areas, do not fulfil the social and aspirational needs of low-income consumers.

For this reason, low-income consumers continue to purchase from malls in urban areas.

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# Chapter # 1 Introduction

## 1.1.Introduction

Respite hub (RH) can be defined as, Family-oriented entertainment destinations.

These centers combine entertainment and recreation. Retail needs entertainment to draw people in and entertainment needs retail to support the overall operation. Respite Hub for a city or developer is, perhaps, to Create tax revenue. Sell food, or merchandise, but for the visitor the overriding concept is to have fun. Balance of retail and entertainment .

Respite hub has to be created as a centre with the right balance of retail and entertainment. if the centre contained too much retail it read to the visitor as an ordinary shopping mall, conversely, if there were too many entertainment options people forget to make purchases.

Planners and politicians to think about connected issues like the role within the city structure, traffic and economic impacts to existing structures of retail trade and leisure functions. To understand this development the market engine behind it should be described. In which way is the whole sector changed; influenced by global processes, mass production of culture and so on.

## 1.2. Project Statement

RH are created on the fundamental of partnership between retail and entertainment.

Combinations of this partnership provide variations of respite hub which can be adopted depending on the culture and heritage of the city. The components that, typically, form a respite hub are as listed below .

Assist in improving the well-being of the local community through access to high quality and educational leisure time experiences.