

**Changing Identity of Woman in the Era of Globalisation:
A Case Study of Islamabad/Rawalpindi**



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PIDE2016FMPHILDS34

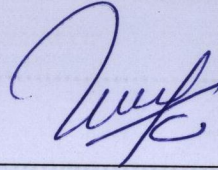
**Department of Development Studies
Pakistan Institute of Development Economics
Islamabad
2018**

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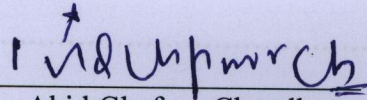
This is to certify that this thesis entitled: “*Changing Identity of Woman in the Era of Globalisation: A Case Study of Rawalpindi/Islamabad*” submitted by Sadia Rana is accepted in its present form by the Department of Development Studies, Pakistan Institute of Development Economics (PIDE), Islamabad as satisfying the requirements for partial fulfillment of the degree in Master of Philosophy in Development Studies.

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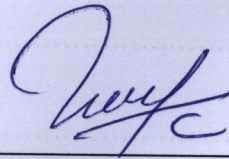
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Acknowledgements

Foremost, I would like to thank my supervisor, Dr. Zulfiqar Ali, for the encouragement, guidance and worthy advice and give me freedom and confidence throughout my tenure as his student. He has been actively participated and attentively answered my each quarries and always available to guide me.

This work not has the spirit to accomplish without the efforts of academics. Within two years with the cooperation of my teachers and family I have been able to accomplish this task. I am also thankful to my seniors for the inspiration, and express my gratitude to my colleagues, friends and relatives who have been a big help during my thesis. I am also thankful for the participants at field who cooperated with me and provided maximum data to enrich my study. I would also like to thank the administrative staff member of PIDE who have been kind enough to advise me in their respective roles.

Sadia Rana

Dedication

This thesis is dedicated to my family, friends and academics.

Abstract

The identity of women which represents her status in the society is an important existing phenomenon around the globe. Whereas global complex identities represent conflict between traditional ethics and modernity and it shows the dominant discourse of metropolitan cultures. The complex transformation of the identities of urban women as a working member in the retail stores (cash and carries) is a dominant and an influential part of globalisation and over the period of time it has involved many people all around the world into this activity which produce highly heterogeneous and fluid identity of individuals. More so this study examines the new perspectives of socialisation through consumer culture. This study also uses qualitative analysis which intends to answer the research questions and to analyse the data framework analysis has been used. The finding shows that this new opportunity provided by retail culture to women makes them eligible to being a part of modern society this new identity gives them chance to change their life style and extra space to move in the society by considering their cultural norms. Furthermore, this study is adorned with some important recommendations.

KeyWords: Consumerism, Capitalist Consumer Culture, Woman Identity, Globalisation, Demand-led Capitalism

Chapter 1

1.1 Introduction:

The identity of woman which represents her status in the society is an important existing phenomenon around the globe which if discussed in the context of western and non-western cultures with reference to essentialist¹, post-structural and third world women who faced critique² in 1970. In the post-colonial era under the banner of sameness (equality) women without objectification with this global relationship having complex traditions are multiply organized according to their cultural boundaries. Universalism in context of post-colonial period, women writers addresses that the experiences of diverse cultures and increase in self-awareness among the individuals of different societies has been increased with this process of globalisation. Whereas global complex identities represent conflict between traditional ethics and modernity and it shows the dominant discourse of metropolitan cultures (Lionnet, 1995). The post-modernist critique on the modernist projects of globalisation explains cultural homogenization and economic globalisation underpinning gender blind contribution of labor in the market, conversely the women experience the worst suffering and struggle for social justice and peace. According to Shiva (1988-1991) globalised growth emerges many of the social fabrics all around the world. United Nations in 1999 reported that 70 percent of women live in extreme poverty and remaining women labor force work under extreme form of capitalist globalisation. The cultural logic of post-modernism started in the era of late capitalism with effects of consumer culture based societies which highly loaded the traditional societies of the world and it had been started

¹ Essentialism is the study of the attribute which is common among all the individuals living in the same culture (Essentialism and Anti-
² a comparative feminist approach aimed to more focused on the wellbeing of gender rather than employment and work.(Gottfried and Reese, 1987)

after the World War II. According to Bell (1976) these nascent cultures take away people towards the transgresses tendencies of the post-modern world. Since eighteenth century in West science and technology had increased the production of goods and was rewarded by industrial expansions while modern living depends upon the endless supply of goods, personal transformation with urban development and consumption at leisure places (shopping malls, theme parks, coffee shops) and this increases the number of prosumers (individuals who are producers as well as consumers) in the world (Featherstone, 2007). Industrial expansions and technological growth in Japan and western Countries accelerated urbanisation, and this social change gives a versatile dynamic image to woman in the form of prominent icon of modern city and woman appeared in the market in the form of housewife, dancer, café waitress and the shop girl (Sato, 2003).As commodities give symbolic and material meaning to its consumers, in the late twentieth century Rachel Bowlby examined that the invention of *Modern Shopping* in both colonial and post-colonial era of many countries³ transform its consumer identity, so the importance of woman as a primary consumer cannot be ignored, as she acquires contradictory role of a buyer, unemployed, employed and a dominant household item's consumer as well as a decision maker. According to Walker in 2006 the feminist worked on identity and regulates the lives of female against white, black, male, oppressed against oppressor and good against bad. Furthermore Strauss in 2000 this feminist approach keep insisting in defining the structure of woman's identity, if thinking critically as women now a day experiencing the colonised world with attention of hip-hop music, cultural beauty, Information technology, media and traditional politics so the definition of equality according to the feminist approach face critique and sometimes itself involve in gender stereotype. So the diversity in this central feature represents

³ Countries include Zimbabwe, Africa and South Korea.

feminism without foundations, but the efforts to create equality, justice and freedom is appreciated (Synder.R, 2008).

Politics of pleasure⁴ and economic theories put identity of woman in the cultural studies (Herrmann, 2010).The golden era of capitalism where the neo-liberal policies were implemented, globalization condemn of creating jobs and social rights for women which were highly criticized because it could not deliver satisfactory results with respect to women development in the developing countries of North and South Asia (Razavi, 2001). Folker Frobel researched in 1980 that the progeny of post-modernism, post-colonialism and he considered it a new forms of global capitalism with emergence of “new international division of labor “which divides the globe in under-developed, developing and the developed nations (Dirlik,1994). Ethno-nationalism across the world accentuated multiple identities, so the modern form of identity is differently constructed according to the changing patterns of globalisation. Globalisation has tremendous exposure towards regional and sub-regional social identities with access to revolutionary cultural identities.

In post-colonial era the South-Asian region identifies itself as nation. In 1920 articulation of woman identity in politics by the Indian Women association indicates the woman formation in the public domain. This contemporary women’s movement was shaping the woman identity from welfare towards empowerment (Singh, 2006).The Asia theology solely focuses the woman’s life experience with respect to class, ethnicity and other conditions. In case of urban areas of developing countries the ideology of economic development motivated women to join labor force and this increase of labor force shifted the occupational composition of labor market (Sun, 2017).

⁴ “ best possible tools for persuasion of the ruling class to right actions as the classical masters defines”(Nylan, 2017)

In Asia, creation of Pakistan is a significant event of modern history and in context of above literature the role of women in today's Asian Renaissance⁵ era has of great importance as Pakistani women are amongst them. Pakistani women has always been the chief dominance in domestic affairs but with the passage of time their identity as career women are great achievement⁶. Being part of developing nations Pakistan might considered as be a part of more conservative society where women still adhere to its traditional norms (practices include early age arrange marriages, low literacy rates, limited opportunities in market)⁷. So to attempt social change proclaiming the goals of modernism in Pakistan determines the intervention of Structural programs which help the women to empower while living in their own social and cultural surroundings (Zaman,2014). During the course of development majority of women are at severely disadvantageous position in modern productivity sector. In a survey (Mumtaz and Duncan, 1981-1989) women preferred to join home-based industries which were highly influenced by cultural surroundings. Moreover the privileged and poor class of women and their access towards resources are different (Kazi et al, 1991). M.Weiss in her distinguished lecture in 2001 pointed out that for "Pakistan to escape debt and poverty trap, there is need to prioritize social development and empower woman with the expansion of civil societies to become a part of global competitive societies"⁸(Economics,2017). So in the light of these observations one of the vital tools of globalisation is consumer culture, as Goodman and Robinson (1996) observed transformation in lifestyles which was marked as new rich Asia and societies had emerged into a new middle class very near to professionals and bureaucrats (as cited in Chua,2002). So as Trentmann in 2004 has also pointed out that in the late 19th century with the emergence of the

⁵ "The Asian Renaissance" a book by Anwar Ibrahim (Depty Prime Minister Malaysia) defines "the enormous social challenges confronting by rapid growth economies of East Asia".

⁶ From the lecture delivered by Madame A.Malik (April 7,2017)

⁷ Publish in the editorial page research by Ali Safdar (January 12,2018)

⁸ From the chapter of Pakistan Development Review pp.401-432, titled "Social Development ,the empowerment of women and the expansion of civil society: Alternative ways out of the debt and poverty trap"(Economics, 2017).

departmental retail stores the focus has been increased towards mass consumption (increasing desires of goods and services). So this increasingly globalised capitalism where marketing of homogeneous goods creates tension in the global and local cultures which consider difficult to investigate. Donnan in 1997 discovered that Pakistani society is having the influence of normative family structure. This interlocked complex system has generated multiple social identities of individuals (Alvi, Hafeez, & Munawar, 2014, pg.103-114).

So the challenges and opportunities for the women of Pakistan offers by globalisation with this contemporary consumer culture have multiple effects on their identities. This research further requires literature for better understanding about this phenomenon which will later cover in the review of literature.

1.2 Statement of the problem:

1.2.1 Research problem:

Various scholars who written about the woman's identity with different perspectives. The stereotype of femininity is positively damaging the human development side and its conformity was given by Betty Friedan in "The Feminine Mystique" (1963), in which the concept of *American Housewives* gives the identity to a woman with exclusive commitments of marriage and motherhood and it completely ignores the human development aspect (Cullen, 1980). The history of women identifies that the women belongs to some different planet as far as this feminine critique limit women to progress at this planet.

In history some identity development models⁹ for female had given by the researcher and they suggested that to model a woman's identity there is need to understand the diversity of

⁹ This concept is taken from (<https://www.jstore.org/stable/pdf/40003482.pdf>)

racial/cultural perspectives (Affairs & Summer, 2017). Gender Activists and former South African Members of Parliament in 2001 pointed out the human potential and self identity and they also focused about the lives of those women who transform and shaped themselves according to the needs of globalisation with experiencing complex and conflicting environment. According to Castells in 1998 globalisation cannot help but affects the woman identity by assigning her multiple roles like caregiver, house-hold income generator, consumer and a social service provider etc. So the woman identity as part of multi-cultural societies where she has to perform different assigned roles is a broader perspective of global opportunities, as far as the psychology of power and increase in the status could play a vital role to bring different form of identities and that would allow woman to achieve their goals in life.

1.2.2 Problem statement:

This research is about the complex transformation of the identities of urban women as a working member in the retail stores (cash and carries). These cash and carries are placed at newly developed urban locales of Islamabad and Rawalpindi. This increasing culture of consumerism is a dominant and an influential part of globalisation and over the period of time it has involved many people all around the world into this activity which produces highly heterogeneous and fluid identities of individuals, this phenomenon also results to creates customer care jobs in the market and women now have the more opportunities to perform as workers at cash and carries and could able to discover their new identities as productive members of the society. A developing country like Pakistan has also been influenced by this popular consumer culture and in this study these changing trends of globalisation needs to be interpreted and for this reason this research has been conducted.

1.3 Defining Key Terms:

These key terms are having two or more definitions which help to explain that how the researcher relates these terms according to the focus area of his/her study.

Consumerism

Global western mono-culture shapes the desires of the individuals by fulfilling their material needs, specially focusing the third world with monolithic force of mass consumption and it has a strong emotional and psychological connotation (Chong, 2003).

Consumerism intensify by the forces of raising income, higher educational level, increasing leisure time, lavish living standards and it is a quest of individuality where the market provide products for mass consumption (Rothe.t and Buskrik, 1970).

This study borrows the second explained meaning of consumerism given by Rothe.t and Buskrik (1970) to make it operational.

Capitalist Consumer Culture

Kim (2008) defines capitalist consumer culture is an advanced form of efficient production in the post-modern era where the powerful social and cultural forces reshape the societies into capitalist style economic growth including consumption as well as production.

At multiple levels the urban residents all over the world experienced consumer revolution and it helps to increase material standard of living and economic growth all around the world (Davis, 2005).This second concept are applied in the same way to define urban culture of Pakistan.

Woman Identity

Govender (2001) defines that globalisation also shapes the identity of the woman, varying with socio-political, institutional and material deepening virtue of market relations.

According to Shiva (1989) women challenges while engaging themselves with globalisation experiences, the global labor markets changes the conditions of labor and creates gender flexibility which has great impact on their empowerment (Govender, 2001). This second definition researcher have used to describe the one identity perspective of urban woman in Pakistan which relates her with empowerment.

Globalisation

The waves of free trade, technology and capital flows give highs to the economic growth by implementing liberalisation policies and the expected outcome is human welfare (Razavi,2001).

According to Appadurai (2001), he argues that the globalisation is the set of experimental sites which includes cultural, financial capital, political and technological or may be industrial revolution driven by powerful communication, as it is a rapid increasing development process of culture, societies and even identities (Kumar, 2001). The researcher have used Kumar (2001) concept to define this term as the influencing trends of consumer culture translate Pakistan society more clearly.

Demand-led Capitalism

Elizabeth Gilboy (1967) a historian defines as “The leading role in the determination of output, employment and growth is demand, it is a process of complex development of technology, political and social factors in the long run to accumulate resources and move towards the modern developed world.

According to Goldblatt and Perraton (1999) the core of globalisation is actually emerged with social analysis and understanding the necessary of welfare state and this process leads towards integrating markets, public spending markets and friendly business environments. Such welfare initiatives create demand with global economic wisdom (Clarke, 2003).The second concept is borrowed for this study as the businesses which are running for the welfare and creates demand to increase economic activity and care at market place are completely matched with the research locale where the women provide customer care services at cash and carries.

1.4 Research Questions:

Research questions are the basics of the research as these questions forced to consider the focus of the study to develop an idea. Research questions actually narrow down the topic of the research. It has its own importance because if the research questions are not clear the research will be unfocused and the researcher also unsure about collecting data (Bryman, 2012). Following are the research questions of this study,

1. What are the consumer culture influences on the changing identity of woman?
2. How retail culture contributes towards constructing identity of woman by providing her jobs?
3. What changes do woman experience regarding empowerment while working at cash and carries?

1.5 Research Objectives:

1. To observe the consumer culture influences on the changing identity of woman in the era of globalisation.

2. To identify the retail culture contribution towards constructing identity of woman.
3. To investigate the changes experienced by the woman regarding empowerment while working at cash and carries.

1.6 Limitations of the Study:

The Urban areas of Pakistan have increased and its market are also growing to meet the demands of the consumer, owing the time constraints and less resources the researcher could not be able to investigate these all urban areas and focus all markets where the number of retail stores are now open and large population socialise there.

Moreover the consumer culture and identity both require complex and contradictory study which requires time to study the whole society perspectives and its cultural norm and ethics to understand.

1.7 Significance of the study:

The focus of my study is urban woman and her changing identity that what are those consumer cultural influences involves whether positive or negative towards their changing status in the society. This research will provide better understanding about consumer societies and specifically about the domestic consumption in which women are highly involved. The influence of consumer culture on women which come about changes in the ideologies and force them to join the formal sector of the economy and this will tend to change their status and identity as well. This study also helps the researchers to observe a different perspective of socialisation in the modern global world and provides new perspectives of women empowerment in the formal sector.

1.8 Thesis Outline

The outline is about the brief description of the whole thesis. Chapter one gives an overview of the research which includes statement of the problem, key terms and the most importantly the research question which makes this research operational. In chapter two there is detail about the dynamics of globalisation and one of its manipulations consumer culture and its impact on the changing identities of women all around the world narrowing down with case of urban cities of developing South Asia countries. Chapter three, research methods and methodology are described in detail. Chapter four targets the locale and it gives all the details about the cities selected to conduct research, the maps show the exact location which helps to locate the actual place. Chapter five is about discussion and analysis in which the data is interpreted in themes in the light of conceptual framework. Finally chapter six gives some recommendations and conclusions and provide guide about the areas of future investigations.

Chapter 2

2.1 Background of the Study:

In the background study researcher searched the different events and researches held in respect of the changing identity of woman. This part of the study also gives a brief detail about the dimension of this research that in which context it will pursue.

According to Isabella Bakker a NCS (National Community Scholars) Scholar who worked on the neo-liberal global policies which shifted many government institutes into the private institutions but till that the market under these policies just focuses the wage and highly neglected the carefree work. Globalisation is actually the wide spread of liberal ideas of equality all around the world. In 1980 a group of South activist presents an international discourse in which the well-being and mobilisation of women are well documented and the main focus was to work at grassroots level with participatory initiatives. Staudt, Rai and Parpart (2002/2003) studies noticed that the word empowerment is completely belong to women's own capacity building that how they shape their choices and make it meaningful. The importance of political and economic favorable environment for enhancing women capabilities could not be neglected. Global Capitalist market mechanism has provided multiple opportunities to women which could elevate their status in the society, examined a study by the NCS (National Community Scholars) scholars the migrant women working in the urban factories of Saudi Arabia, Chile, Nepal, Spain and China are satisfied with their jobs because there they can perform well and enjoy liberty by remaining far from their patriarchal male dominant culture. Researchers reported from Nepal that these global market places are unfair to their women workers as the wages are too low and women are considered less productive and even they work in unfavorable conditions. This all

provides a different insight of an individual identity as a citizen living in a liberal democratic politics. Furthermore it identifies that there are no boundaries for woman to capture their goals and experience the world with their own collective abilities (M.Elliot, 2008). Unnecessary ideas recommended for the colonised societies of the world the women are treated undifferentiated and because of this reason the women belong to different environment and cultural boundaries remains unacknowledged and watered down (Muhammed, 2000).

According to ILO (International Labor Organisation) and Veneracion¹⁰ in 1988 the ideology of woman's work includes range of activities which appeared to be more complex in context of her work and identity as a labor. The diversities faced by the urban and rural women in working environment involved production, politics, formal sector employment etc and their strengths and acknowledgment towards their achievements are quite different from each other. United Nation in 1990 reported about the women of Kenya who faced cultural and structural barrier even they had ideological differences in their upper and the middle class. Cole and Phillips (1995) the feminist anthropologist speaks about the woman identity with emergence of development as a center of woman interest and voice. Escobar in 1984, 1988 wrote that in post-colonial era the Eurocentric modernist approach is a western development discourse in which the participation, equality and helping led others from the developing world to reject this entire development phenomenon (as cited in Ghorayshi and Belanger, 1996).

Consumption is not an autonomous phenomenon according to Marx and some classical economist "it's just a process of production and consumption". Later on in twentieth century consumption was just discussed in context of utility by the neo-classical economists. According to Earl (1990) that in the later stages the anthropologist and the sociologist incorporate this phenomenon of consumption into social and cultural context, as Veblen's study of conspicuous

¹⁰It is a Spanish word meaning religious beliefs(feminine noun)

consumption filling the gap between income, saving and social responsibility. Significantly working on the Veblen's work Baudrillard directly focuses strategies of consumption adopted to present identity of an individual or group. These theories are further critiques by Campbell who worked on social changes in the Europe¹¹ where the people experienced broader transformation in the cultures and in which consumerism was a lifestyle experiment of outer existence (Friedman, 1994).

As the past and practices of every individuals has revolutionary phases and that because of the cultural practices which are actually the learned behaviors and it completely transforms the patterns of life of an individual belong to whatever culture, same as the changing trends followed by the developing countries of South Asia.

Chatterjee in 1993 emphasis on the role of woman in public spheres and that is her true identity which is the outcome of her inner and the outer world, the material possessions and the public visible view of woman assign her an identity which directs her towards the outer global world. He further elaborate that the capacity building of a woman plays an important role in making her identity in the society where she lives and perform her abilities in front of the outer world resulting to transform her identity and perhaps turn into empowerment (Ghadially, 2007). Another research was conduct by SMSA (Standard Metropolitan Statistical Area) the basic aim of that was to study the shopping behavior of working and the non-working members and this practice of consumerism which enhances more clear concept of globalisation that it transforms housewives into work wives, and all this ultimately shapes their identities (McCall, 1977). So according to these researches the micro realities of this changing identity of woman is

¹¹ Europe in eighteenth and the nineteenth century when the social changes were occurred and the complexities arise in between the traditional and the modern cultures, even the individuals of that time experienced complexities of the societies which could not be generalized.

quite logical, and these transformations in the identity and culture need to be searched in the literature without following any structure/model.

2.2 Introduction of Literature:

The review of literature has been divided into themes which fulfil the requirements of the research questions and objectives. These themes are further narrowed down into different forms of discourses which show the gradual cultural impacts of globalisation on the identities of women as a part of developing countries.

2.2.1 Woman Identity in Historical Context:

As Cicero wrote two thousand years ago that *“if a society has no history then it’s just like a self without knowledge”*, In history when individuals started to get knowledge about themselves the issue of identity was aroused and that was also one of the major concerns of the current wave of women’s movement. In those movements women were convinced regarding their status as a home based worker with no serious contributions to society and human development. Freudian psychoanalysis indicated that in the eighteenth century the powerful influence of western society on the women of multi cultures and its fulfillment for decades caused frustration and more exclusively it shows dependence of women for economic support and intellectual creativity subordinates to men. Prophet of liberty Rousseau who praised common law¹² ignored the political transformation of women nature and this stereotype foundation of feminine mystique was shaky with no universal validity. In the nineteenth century the classic pioneer and the current waves of women’s movement reflect the strong reaction of approaching women towards their identities which was evidence in the historical records of women oppression. Juliet Michael aims to reconcile the Marxist viewpoint and radical feminism and focuses the actual historical identity of

¹² Under this English law the wife became a legal entity of her husband (Cullen, 1980. Pg 67)

woman in inter-related areas over centuries and discovered that the identity of woman in some sociological groups restrict woman in a customarily defined role. While other historian believes that limiting and fit all women in a limited category is not an appropriate approach to establish designed structure for women (Cullen, 1980).Anglo Americans and Europeans feminist theories are working from the past three decades and now achieved the institutional success with well-established journals, there are great contributions regarding issues of individual lives, middle class, white, black and labor ,it also includes the personal experiences being a woman and over determined the structural inequalities .In respect of globalisation Hasel and Reather highlighted the consumer culture as an autonomous pleasure in female identity formation, in context of cultural practices the lifestyles, mode of expressions, consumer choices spread around the globe through institutions, trade, neo-liberal and social welfare policies (Baer, 2012). The concept of “*New Women* “written by Qasim Amin, in his work he indicated that this identity of woman occurs when the Egypt societies transforms and it was an outcome of modern civilization occurred in nineteenth century. This difference of old and the new woman was an urban phenomenon which was mainly found in Cairo and Alexandria, these identity constructs rapidly built when there were indigenous trade in Ottoman, European and Ladino countries. New woman in cultural context was the character equipped with education, opportunities and follow new consumption trends, as this identity of woman fitted in both western and eastern cultural world because the woman with her nature given abilities were worked together with men and just considered a companion of her husband, brother and father (as well) (Russel, 2004).Asian States like Kelantanese and Penang the women’s of rich and self-employed professionals are known by wearing expensive jewelry, this example just indicate the changing patterns of consumer culture in Malaysia which highly effect the identity and status of women living in urban areas (Chua,

2002). So with the evolution of cultural transformations people around the world change their behavior and patterns of live which affects their identity, as in the case of Pakistan the influences of multiple factors like trade, Information Technology, media etc on the locals and specifically lives of youth are transformed.

2.2.2 Changing aspects of Woman Identity:

In mid to late 1970s Henri Tajfel with his co researchers¹³ described that the self-perception of one's identity is the result of intergroup behavior which one individual adopt so it results not only in the form of descriptive identity it could also be prescriptive and evaluative. The action and behavior performed by the individual guided action prescribed by intergroup while the self enhancement are considered the positive enhancement of norms and values as a member of relevant intergroup which evaluates his/her social identity. Moreover the social creativity, competition and individual identity widely depends on the ideologies of relevant group. (Robinson, 1996). This research stance is therefore to understand the identity of woman as an individual defined by the outside observer. Semantic confusion defined by Henri tajfel in which he clearly discriminate the two different theoretical explanation of "category". This category is divided between the objectivity and the subjectivity related to an individual which is externally defined by the collection of people (group) and it leave out the social identity essence which means that the self of an individual are the product of collective shared social identity. Charles Taylor (in late nineteenth century) argues that identities are fluid and the result of continuing dialogue, it is not universally defined but it belongs to culture, history, transcending place and time. Complex connectivity in the age of globalisation extends the physical and national boundaries. The idea that identity is just a private concern argued by Rousseau who stated that

¹³E.g Hogg and Abram, 1998;Tajfel, 1978;Tajfel and Turnel, 1979;Turner, 1982;Turner and Giles, 1981)

the rationality of the modern period resulted diverse social identities, people adopted behavior in response of multi culture has great influence on the psychology of individuals around the world so according to him the concept of identity is a dominant discourse in global politics (Singh , 2006).In this research the main focus is women and her self-categorization (as defined by Henri Tajfel) which is always analyse by her social and cultural perspective and that is quite different from the male categorization, so it's important to consider this aspect while conducting this research in the traditional society like Pakistan. Outside performance of the individual somehow matched with his/her inner self, and this self helps to change the identity according to the demands of new era. To govern the human actions identity is an essential sociological, cognitive and psychological phenomenon, so to distinguish from one another the attitudes and social life of the individuals matters a lot (Benwell and stoke, 2006).

2.2.3 Impact of Globalisation on the Working Woman of Developing Countries:

Castell in 1998 identifies that there is a fourth world in every country, and women with performing their multiple role as members of society are major contributors towards growth in today's globalisation process , In 1997 he even pronounce it as "end of patriarchy". Govender (2001) further explains the gains of globalisation which gives economic independence and freedom to increase women their ability to challenge the traditional subordinates and oppressions. As Boserup in 1990 worked on the woman's traditional identity prominently associated with domestic responsibilities in contrast of men, without recognizing their own intellectual achievements and physical power. So this discrimination creates stereotype and reproduce discriminatory practices (Nyar, 2007).If it linked with globalisation Bergeron and Freeman (2001) gave narration of globalisation as masculine and gender bias, they were of the view that masculinity is fluid, modern and cosmopolitan while femininity is traditional and

homebound. On the other hand in comparison of the previous statement according to Marchard and Runyan (et al, 2000-2003) globalisation influence the gender ideologies and strengthens inequalities. Analysis of Mohanty's in 1991 was a discourse of third world women in the western development, it eliminates tradition of the global diverse cultures and empowers women and it also had a great critique from WID (Women in Development) because if one thing is right for one woman it may be wrong for the other (Ghorayshi and Belanger, 1996). So the equality is sometimes not give the same meaning to all the individuals living in different societies as well as the identity become an issue when it is fixed. According to Allen and Pateman (1989- 1992) Western societies in the late nineteenth century designed structures of the modern economy in contrast of large scale manufacturing industries in which the male has dominance over the resources. On the other hand with the passage of time global flows increase the feminization of labor force which ultimately changes the economic trends and highlight the effects of the outer aspects of woman identity. He further (1989: 186-7) talked about patriarchal welfare state where the modern industrial worker is the husband with economically dependent wife and that is his public identity (P. Du Gay, 1996). The above theories analysis represents that the identity of worker is not fixed it changes under the cultural and historical conditions. So the symbolic and the non-symbolic interactions among individuals' further leads to the discourses of social orders and later on become the reason of macro stabilisations and construct self-determination of identity.

2.2.4 Impact of Consumer Culture on Identity:

Dittmar study in this prospective describes that to express one's identity with the presentation of ideal self and to gain status in the society the consumption of goods and services has deep psychological impact on the minds of the individuals of the society. He also mentioned in his

work that the identity in different cultures is a function of material possession and a matter of self-construction. In the same context Richard Ragan (foreword to Kasser in 2002) further explains that the well-being and identity are the outcome of material possession while the apparent wisdom, community contribution or kindness has no more worth in the current patterns of the modern world. Furthermore Catalano and Sonnenberg (1993, emphasis in originals) elaborates the same impact of consumerism on identity and their findings were that the culture of consumption is the material sign of identity (Dittamir, 2008). Cross and Madson in 1997 discussed the possession of goods is a symbol on which the society constructs their identity and the woman identity is more interdependent in contrast of man (especially in traditional societies) and this all because of their individual preferences. His work more concerned about the psychological perspectives of material possession on which the social identity is constructed, these socio cultural identity constructions are not just the outcome of collective cultures but also determined by gender (Dittamir, 1998). Veber¹⁴ investigated the assumption that individuals always know about the subjective meaning of his/her identity, but at the same time it's possible for the other to apply rationale and make categories of his/her identities but all this requires consistency, on the other hand Schultz noted that this subjective meaning of identity involves unity of actions. So all it involves the observation of analyst that what methodologies are used to interpret the results (Friedman, 1994). Furthermore Peter and Waterman in 1989 argues that the customer external focus empowers the internal focus of the worker (P. Du Gay, 1996). So as the retail culture is a process of production and consumption which influences the sense of consumer existence and it is the primary objective of a supplier of the market to promote this culture and provide the base to that social structure which enhances the phenomenon of customer care.

¹⁴ Veber, Theory of social and economic organization, pg88

2.2.5 Consumer Culture in Context of Globalisation:

The traditional routines and stability dislocated after the emergence of market colonisation, while Marianne Gullestad had pointed out that in twentieth century the cultural creativity took form of consumption in which one self idealise her/himself as a modern developed man/woman (Friedman, 1994). In 1990 neo-liberal policies declared consumption as the driver of economic growth resulting the former luxuries like refrigerator, mobile phones, liquid crystal display (lcd) become household necessities. The traditional changes in the consumer culture in the 21st century gave opportunities to the global retailers like Walmart, Carrefour and Ikea to expand their market. In early to late twentieth century Rachel Bowlby examines in his studies that in US, France and England there was a huge shift towards big super departmental store. Consumer practices have worker never been ignoring the women as a primary consumer and her contradictory role as a, unemployed housewife and a buyer as well. In same context Daniel Miller identified that the recent shift of production-led to demand-led capitalism promoting consumerism are more towards the purchase of their identities rather than goods, so people consume not only for their needs but also to maintain their identity in the outer world (Herrmann, 2010). The work reforms are built by the discourses of multiple practices and it creates the subjectivity of the worker and it helps in empowering the social and personal relations with the route of self-fulfillment (as cited in P. Du Gay, pg 53). As resulted in South Asia the countries like Pakistan the discourses of ideologies are injected in ones culture through advertising on multimedia and manipulation of public opinions has the greater impact on the identities which emerges in the form of homogeneous material mass culture which first creates passive consumers, as capitalism structuring the ideologies which give symbolic meaning to the goods.

2.2.6 Global Changing Trends of Retail Culture:

In nineteenth century according to Benson work culture has different ideologies regarding man and woman, during job both gender find different limitations which effects their performance as a productive labor, this study describe that both gender enter in the market with seeking equal criteria and entry-levels and even having same background but the social interaction sharpen and transform them into their general culturally prescribed roles. The industry of supermarkets expands after World War I during 1950 to 1960 era and the old stores turned into suburb enlarge departmental stores which required additional workers. The job assigned to men and women were different, based on their social interaction with the customers in these supermarkets, Self-service considered more inconvenient for both cashier and buyer so woman with little knowledge about the product higher in customer care department so that they could more better convince customer to buy more (Simon, and Goode 1994).Further more researches¹⁵ shows that the position of woman worker in the departmental stores are determined by focusing her cooperative loyal team member to protect the store position. The job opportunities for women near their home and dealing with their own locality considered a more secured job for them. Bauman in 1987 indicates that the retail shopping becomes a new economic status and consumer attains self-confidence with this shopping paramount and markets become colonised as well as the people become more dependent on their local productions (P. Du Gay, 1996) .The consumption in relation with self is now become a style of living that maximise worth of an individual existence and as far as work is the language of consumer culture. So the consumer's response in respect of those working woman who are providing customer care services present at cash and carries represents the changing trends of globalisation.

¹⁵ Women's (and men) work culture and the transition to leadership among supermarket workers (A journal of women studies), Goode and Simon (1994)

2.2.7 Retail Culture and Work Class:

Modernisation and globalisation over the past few decades transformed the retail sector and this creates lousy jobs for the workers at global and domestic levels. The rise of supermarkets and hyper-stores are now the dominant player of agri-food economy all over the world. Mexico and in some parts of the United States these businesses of retail stores shows higher turnover of consumers as well as employees, these modern jobs appears attractive in terms of salaries, empowerment, working shifts per hour and secure environment (Galvan and Tilly, 2006). According to Godlin in 2006 the industrial transformation and expansion of retail services creates supply and demand for female workers, this labor market integration creates employment gains for the minority women who belongs to multiple social boundaries , In 1990 he also discovered that these new services offered by industries to woman as a part time worker completely changed the men's and women's preferences towards woman work. This retail culture also helpful in explaining the variation in labor market to meet the growing needs of labor with no gender inequality, similarly in east Asia woman enjoys the same privilege by performing these jobs and this also helps in shaping their social traditional boundaries (Lewin-Epstein, Kalev and Marantz, 2014). As far as retail trade¹⁶ creates incentive worldwide for the non-productive and unskilled (as per many people viewed) labor and this approach not only changed relationships but also redefine the gender work itself, to increase the productivity and quality customer services the customers as educators and councilors provide them information, instructions and advices. As this quality of social spaces and interaction cultivates these individuals with complex practices which trained them to survive in appropriate public environment (Randall.E, 2000).

¹⁶In the 1920s, as opposed to the 1930s, cooperative and state trade workers were usually referred to as employ- es rather than workers. This categorization was reflected in the name of their trade union (The Russian Review, Vol. 59, No. 3 (Jul., 2000), pp. 425-441)

Pakistan is bound with old traditional society with subordinate role of woman. According to the GDI (Gender Development Index) Pakistan rates second poorest among other south Asian countries reported in (Nisar, 2002). Sathar and Kazi (1997) also reported that generally due to limited mobility role of woman outside the home is limited. So the woman contribution in the labor force is considering the factor of unhappiness in different cultural context which exists in Pakistani society. Thus the opportunities offered to woman in the context of consumerism may have positive or negative impact which is the basic focus of this research.

However the above literature supports this research study to investigate this phenomenon through new perspectives and provide insight regarding the current situation of women working at cash and carries in the urban areas of Islamabad and Rawalpindi.

2.3 Conceptual Framework:

The researcher intends to use the themes which are taken from the review of literature. This research is described with the help of two conceptual frameworks, as globalisation itself has broader meaning and it has several discourses in which one of the discourses is its impact on the identities, and from the literature it is known that the culture influences become more dominant with the global flows. One of the cultural discourses of globalisation is consumer culture, which has its influences on the ideologies of the individuals all around the world. In this era of globalisation the markets become colonised and one of the current example in Pakistan are the 1\$ shops which constantly increasing in the urban areas and catches the large number of buyers because of less cost of goods and with the occurrence of this phenomenon the people are psychologically engaged in consumption and also enjoy while socialising in the markets.

Secondly according to 19th annual report¹⁷ the woman which is about 45% of the Pakistani community plays a great role in the domestic as well as public spheres if talked about urban areas, they are the major contributor in daily consumption process. So in result process of globalisation directly or indirectly affects the lives of the individuals, wherever they live either in developing or developed countries.

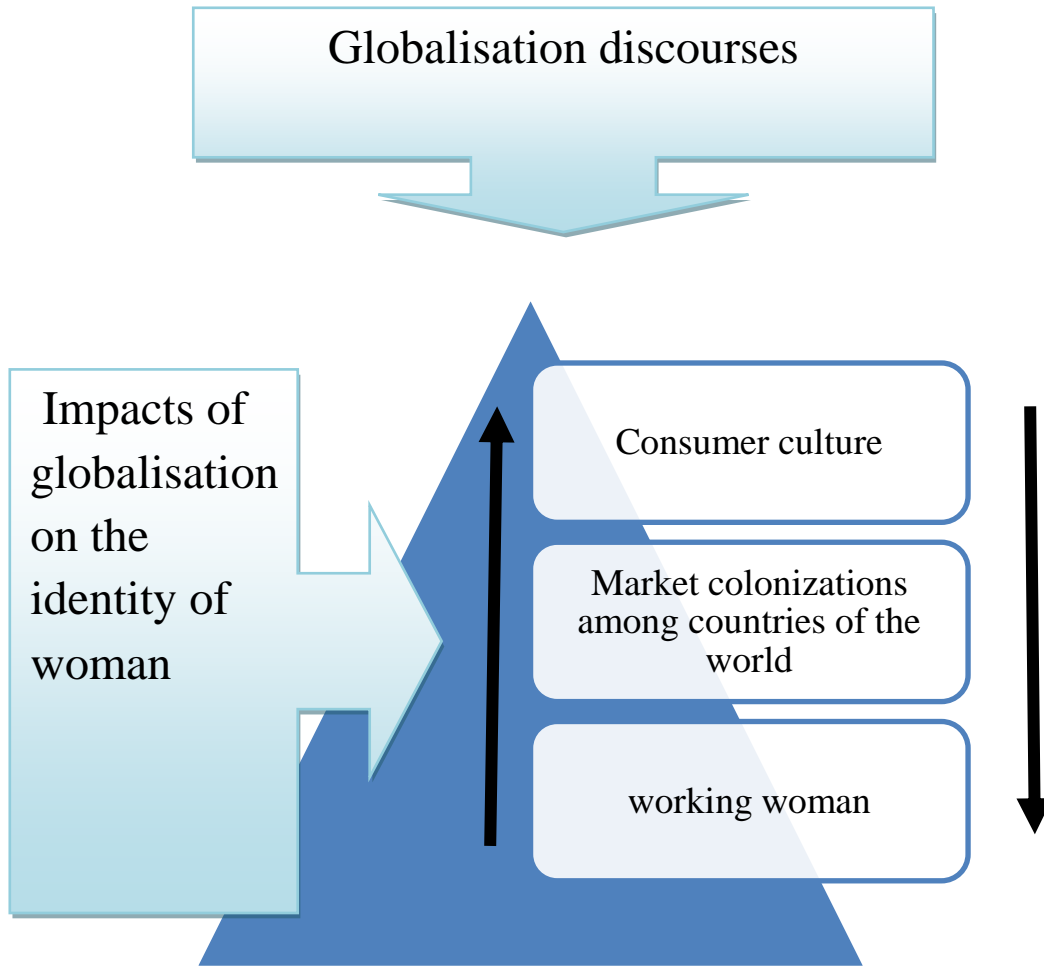


Figure: 2.1, Conceptual framework 1

The second conceptual framework is actually deals with the global influences on identities of women for this the researcher borrows the concept of Charles and Taylor as according to him that identity is not universally defined and it has complex connectivity with the changing cultural

¹⁷Human Development in South Asia (Empowering Women in South Asia) ,(2016).19th annual report ,(Mahbub ul Haq Research Center)

patterns and with the process of globalisation and now it is no more remains a private concern, the second part of the question is answered by the concept borrowed by Benwell and Stoke (2006) in which he talked about the changing trends of the traditional societies and its impacts on the identities and social life of the individuals to fulfill the demands of the new era. So these two concepts will helpful to conduct this research as in case of Pakistan these phenomenon holds true according to the changing social and cultural trends.

The second discourse of global flows, this concept borrowed by Mohanty's in 1991, he analysed that the culture and environment varies and the word of equality is not always believed to be equal for everyone across the world, as this research is based on the Pakistan society where the culture is more dominant in all spheres of the individual's life, so to analyse trends of different cultures and its impacts on the lives of the members of the society. Same as the concept of Market Colonisation borrowed from Bauman (1987) and according to him the market trends are highly effected by colonising the local markets, in case of this research the urban areas of Pakistan in which the most developed areas like Islamabad and Rawalpindi ,sometime called twin cities ,its markets are gradually colonised with international brands.

Further it consisted of answering the research question and that is about retail culture for which the researcher pick the idea of Peter and Watermen (1989) who defined it as it is from the supplier side to create a culture which catch the customer to consume more and it ultimately empowers the internal image of the worker, as this concept will help the researcher in the field to justify the impact of consumer socialising behavior and its impact on the identity of those workers (specifically women) who are working at cash and carries.

Changing identity of urban women

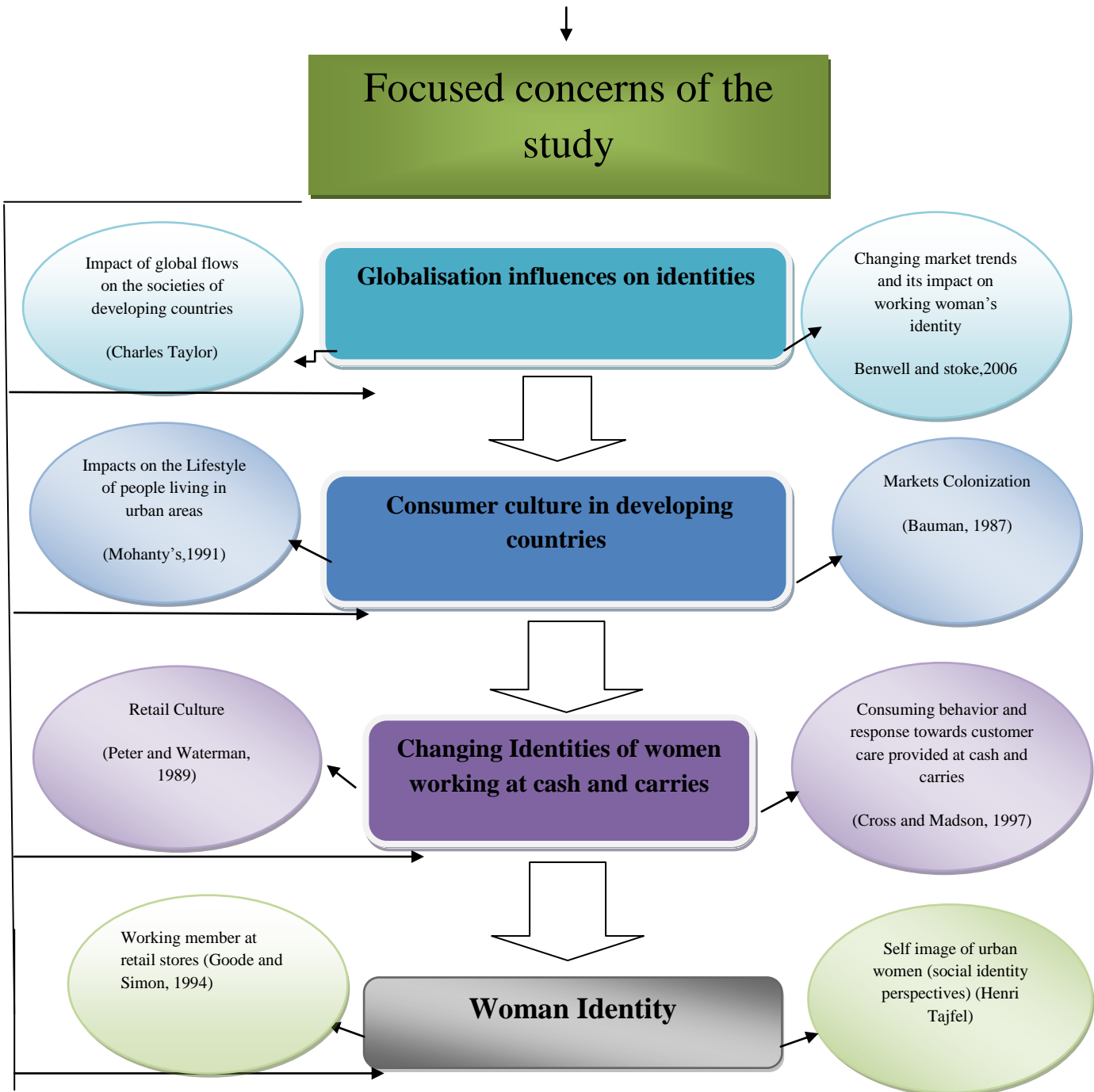


Figure:2.2, Focused concerns of the study (Conceptual framework 2)

For answering the second part of same research question the researcher borrowed the idea of Cross and Madson in 1997 who discussed that individuals construct their identities on behalf of material goods and the choices of men and women which are quite different from each other and the way they select the things these choices become the reason to construct their identities. In case of Pakistan individuals follow the conservative living styles where the life style and choice among the goods of men and women are according to their local (traditional) culture.

At the end this research will aim to figure out the impact of that consumer culture on woman working at retail stores, this argument is borrowed by Banson who worked in the nineteenth century on the work culture, there is an ideology behind the role of man and woman and that limitations defined by the socially gender defined structure according to that area where they belong to, so this concept help this research to analyse the occurrence of micro realities in Pakistan. As far as the second section of that question asked about the self-image of the urban woman, the idea borrowed by Henri Tajfel, as the self-categorisation are highly influenced by the social and the cultural factors and the outside performance of the individual effects his/her inner self and this results in the form of multiple identities. So from the literature researcher came to know that the woman while living in the traditional society like Pakistan are experiencing quite different identity as per western woman, so in this way to analyse the actual situation there is need to check the micro realities of one's society without judging it with any structured theory.

Chapter 3

3.1 Introduction:

The methods and methodology used to serve this research is described in detail, as the main concept is already discussed in introduction but there is a further need to define design, units of data collection and sampling framework. This will also give proper understanding that how this research is planned before conducting field work.

3.2 Research Methodology:

The associated methods of a social research requires review of literature, methodology always based on the collected literature because it decides how the research proceeds further and with the help of the background study the field work of research is planned.

3.3 Research Design:

Whenever the research is concerned to study the individuals and social groups there is a need of data which could be expressed in the form of opinion, feelings, description and accounts etc, to create an argument, in this regard it requires an in-depth study (discourses, conversation, observation, qualitative interviews) (William, 2011). Researcher has selected explanatory research design to conduct this research. Furthermore it intends to select the markets of Islamabad and Rawalpindi placed in the most populous and newly developed urban area of Pakistan. As every research has its different requirements and for this study the qualitative analysis is used to understand the consumer culture and its influence on the lifestyle of the individuals. It also requires an in-depth study about the identity of the woman as a serving working member of the retail culture.

3.4 Epistemological Position:

This study intends to focus the identity of working woman in context of consumer culture. In this the researcher actually aims to identify those elements which directly or indirectly affect the identities while living in post-modern era (e.g. process of Globalisation and homogeneity of cultures have greater influence on the living patterns of individuals all around the world).As Oakland and Gertrude in 2006 said that the postmodern view of social identities gives various images with different point of views as everyone has three to four points of view about oneself without knowing its personal, self-belief and past experiences (Babbie, 2008/2005).The meta-narratives (embracing theories) which are the product of modern movement started in the enlightenment period which strongly focused on the power and knowledge and as time changes the postmodernism strand examines the structures and meaning of the words labeling different concepts, another strand in which Foucault develops his theories through various discourses, he was of the view that enquiry could be broken with limited explanations, stressing different ideologies and identities overwhelming our complex existence, according to him there is all relative with no universal truth. So to justify the critical reality with reasoning like positivist which discussed the social events in a natural order and further make discourses there is need to interpret that focused phenomenon (walliman, 2011).For this study the researcher used *Interpretive approach* to directly link the observable phenomenon of consumer culture in context of woman's identity.

3.5 Units of Data Collection:

Units of the data collection for this research are;

1. Woman worker (UDC 1);

Units of data collection (UDC 1) include those women who are hired by grocery stores /Cash and carries to serve different customer care sections.

2. Customers (UDC 2);

Units of data collection (UDC2) are the consumers who purchase goods and socialise from these Cash and carries, it includes males, females who also avail customer care services.

3. Employer/owner of the Cash and carries (UDC 3);

The third units of data collection (UDC 3) are Owner of retail stores who directly or indirectly involve in hiring female workers in customer care sections at retail stores.

3.6 Sampling:

Sampling in the social researches is of great importance as a part of development techniques. There is no universal method but these are the particular techniques which are designed according to the operation, use, resources, cost and initial specification (Stephan, 2017).For this study the selection of data for sampling is different for every research unit as the sample size of customer is very large while owners and the sales women are probably already known.

3.6.1 Cluster Sampling:

It is a matter of choice to select sampling that is quite useful and easier in the field. As cluster sampling identifies the cluster of participants and major aim is to increase the efficiency in less

time by chosen source of primary data randomly¹⁸.For this study the researcher use cluster sampling to identify the locales where these cash and carries are placed.

3.6.2 Snow ball sampling:

Through snowball sampling the researcher would be able to generate the list of customers present at cash and carries, which includes males and females and after generating list the further stratified random sampling should be applied m to collect the data from these UDC2 (customers).During field work I faced large sample size of customers in which the foreign as well as the local public have seen and every customer has its own unique views and difficult to ignore the arguments generated by them, so I prefer to also involve them in focused group discussions so that I can incorporate more data from as many customers as possible.

3.6.3 Stratified Random Sampling:

The statistical sampling which were introduced in the twentieth century the great contributor Bowley and Jensen, and according to them presentation of theory requires minor investigation of details and for this stratified sampling techniques modified the data to bring more clear details about a phenomenon (Snedecor, 1939).

Researcher use this method with the customers including male or female (UDC 2) and after making these strata the researcher will be able to identify the types of customers who are availing these customer care services.

Following are the tables which represent the structure of sampling.

Name of Cash & Carries	Customers Sample Size	Selection of days
Hyper Star	Random selection of	Monday,Saturday,Wednesday

¹⁸ This concept is taken from <https://research-methodology.net/sampling-in-primary-data-collection/cluster-sampling/>

Al-Fateh	male/female customers which also involve children and old citizens	Saturday, Eid days
Hafiz Cash & Carry		Beginning of the month (February/ 2018)
Punjab Cash & Carry		Beginning of the month (February/ 2018)
Madina Cash & Carry	For focused group discussion there are at least seven to ten customers are selected for one group discussion. Details are given in next figures	Mid of the month (March/2018)
Hafiz Cash & Carry		Saturday at evening (April/2018)
Lutf Cash & Carry		Mid of the month (March/2018)
Maac Mart		Friday night (March/2018)
Shaheen Cash & Carry		Start of the month (February/ 2018)
Save Mart		Mid of the month (March/2018)

Table:3.1, List of cash and carries from the selected locale (Islamabad/Rawalpindi)

3.6.4 Purposive Sampling:

According to Bowley the unit is an aggregate in purposive sampling and the selection of the population selected by the control means and for this purpose considerable advanced knowledge must be available about the sample (Snedecor, 1939).

The researcher here use this method with UDC3 (Employer) UDC 1(working woman at retail stores) because the list of those sales girls could get from that specific shopping center where they are employed and the list of cash and carries will be taken from the society offices (PWD and Soan Gardens) and HR (Human Resource) office at Malls (Safa Gold,Centaurus, Giga).

Name of Cash & Carries	Types of Interviews	Sampling	Women workers	Owners
Hyper Star	Semi-structure interviews are done by UDC 1	Purposive sampling =UDC 1 and UDC 3	Head of staff=1 supervisor=2 Sales assistants =6 Stock assistant=3	3 (supervisors=S) 1 (head of staff=HS) Owner=(O)
Al-Fateh	Unstructured interviews are with the UDC 2 as the questions requires more explanation for the purpose of understanding.	Simple random sampling =UDC2	Sales assistant=10 Promotion supervisor=2 Stock assistant=3	2S 2HS
Hafiz Cash & Carry	-		-	1O
Punjab Cash			-	3O

& Carry	-	-		
Madina Cash & Carry	-	-	-	20
Hafiz Cash & Carry	-	-	-	10
Lutf Cash & Carry	-	-	-	1S 2HS
Maac Mart	-	-	Sales assistant =2	10
Shaheen Cash & Carry	Focus group discussion involves all three UDCs, as it provide more explained data with understanding.		-	10 1HS
Save Mart	-	-	-	1 S

Table 3.2: Selection criteria of research unit from each cash and carry

3.7 Data Collection Methods and Analysis:

Qualitative data analysis gives meanings to the words and understanding through interpretation, provided knowledge from the hidden facts of the data. This whole process helps data to be organised for presentation (Ryan, 2006). According to Kothari (2004) “Research methods are important to conduct a research in a systematic way and it further helps the researcher to conduct his/her research”. Methods selected for conducting this research are as following,

3.7.1 Participant Observation:

Lindlof and Taylor et al.(2010) said that the participant observation helps the researcher to completely observe the existing phenomenon, it is a typical action to investigate a community or culture and helps to understand the minute situations occurring at the time of field work (D. Atkinson, 2017).As according to Bryman (2015) this procedure is actually the observation process during interviews and deeply involved in collecting information of a given phenomenon occurring in the field (Bryman, 2015).In this research it is important to observe the consumer culture and consumer’s behavior as the turnover ratio of the individuals at cash and carries are usually very frequent, so it should be observed during interviews with the customers and also observe during the crowd timings at the cash and carries. Another useful method is to check the daily sales of cash and carry to analyse the level of consumption. In this study the observation process could be done by visiting and spend whole day or visit at multiple timings so that the complete phenomenon could be observed as these cash and carries closed at night so it is difficult to live there and collect data. All this information which the researcher observed are helpful to analyse this consumer culture trends which is currently influencing the developing countries.

3.7.2 Interviews Guide:

The interview further divided two in-depth interviews, including un-structured and semi-structured interviews and this helps the researcher to administrate his/her objectives requirements during the conversation (Bryman and Bell 2015). These interviews are of qualitative style to operate the ontological position of the researcher and essential to get focused with the multiple participants. For this research the researcher intended to design three types of interviews to get the maximum information from the units of data collection.

3.7.2.1 Semi-structured Interviews:

McCracken in 1988 defined that the postmodern interviewing is a meaning making process in which the focus is to construct meaning through relationship (D. Atkinson, 2017). So the semi-structured interviews will conduct from the employers and the working women (UDC1 and UDC3) at retail stores because it helps to remain focused and there is also space for probing.

3.7.2.2 Unstructured Interviews:

According to Kvale 2007 (as cited in Brinkmann and Kvale 2014, pg.122) that these type of interviews are not followed by the strict rules it just provide the list of topics which covers the participants and guide to address the conversation (D. Atkinson, 2017). As this also provide flexibility for the researcher to probe and grow originally and specifically for customers it is important to introduce the topic first so that they could easily answer by understanding the nature of question. These interviews are conducted from customers (UDC 2).

3.7.2.3 Focus Group Interviews:

Kvale et al. (1996) describe that the focus group interviews are helpful in mining information from multiple participants in one time and it could be structured or unstructured, it is helpful in exploring the reality of one's culture. (D. Atkinson, 2017). These interviews are conducted according to the availability of the all units of data collection so that from their interaction the impact of changing cultural trends could easily understand. Focus group interviews are more helpful to collect different aspects of the same phenomenon so all the three UDCs are selected in this selection of interviews.

Therefore, in above mentioned manner, semi-structured, unstructured interviews have been used as the tools for data collection in this research work. All the interviews which were conducted were properly recorded. Researcher also takes extensive notes. Sometimes this will write during the interviews or right after finished each interview.

3.7.3 Thematic Analysis:

Morgan (1987) and Altheide (1993) for the analysis of qualitative descriptive studies the data orientation should be summarised (Sandelowski, 2000). So as per this research the un-structured or focus group interviews the qualitative analysis tools which are best to be suggested will be thematic analysis.

Bran and Clarke in 2006 suggested that the thematic analysis for the explanatory research is a very useful and flexible tool to analyse the detailed, complex form of data (Reviews by Vaismoradi, Turunen and Bondas, 2013). Thematic analysis also useful in reporting to identify the common threads of a phenomenon. This research which is less descriptive and more

explanatory the researcher will use thematic analysis to analyse the data collected after getting data from field work.

3.7.4 Framework Analysis

Framework analysis is used for the short time scale aims to get the specific information to provide the recommendations and outcomes. It also provides the systematic stages to the data which allows the analysis with inclusion of emerging concepts, the need of visual display of data in the form of maps explicitly address the data but on the whole the primary concern is to provide description and interpretation of data which happens in a specific setting (Lacy and Luff, 2009).As different tools are applied with thematic analysis which includes content analysis, grounded theory method (GTM) and framework analysis. The researcher intends to use framework analysis in an operational way to generate themes and in the construction of themes the procedural steps are following.

3.7.5 Transcription

In qualitative research almost all studies has some degree of transcription, the data generated from in-depth interviews and focus group discussions could not appropriately write, tape and video record so to handle the random huge data into relevant interesting section which includes the important elements of conversation which could not be ignored and more importantly the gestures which could not be ignored and it's a very useful exercise for the researcher (Lacy and Luff, 2009).In this research to view the maximum data with original wording are attempt to study by using this method.

3.7.6 Familiarisation

For thematic analysis the data extract in detail and during this procedure the data become more complex .The procedure in which the researcher listen, watch and re-reading the data for making summaries and memos for formal analysis is particularly the main part of researcher task (Lacy and Luff, 2009). To conduct this research the researcher has to read the data twice carefully and suggest themes and description to the data.

3.7.7 Memo Writing

Qualitative researcher variously aims to produce a systematic theory regarding a particular phenomenon. So for the best results different procedures are followed with the same criteria. When there is need to integrate and elaborate theory memo writing is the procedure which continues till the end, it would provide firm base to the research in the form of reporting and implication. In any case researcher left memo writing and move directly to writing then it makes difficult to interrelate the conceptual framework with field data at the time of analysis (Strauss and Corbin, 1990).The researcher started writing memo from the very beginning of the field work and identify the themes which describes the whole data and it will also be helpful in analysis.

Chapter 4

4.1 Introduction:

The locale which is selected to conduct this research consisted of multiple sectors of Islamabad and Rawalpindi. These sectors are the recently developed urban areas, where the population has increasing rapidly and people investing there in real estate property. There are multiple housing societies which are connected with the three main big markets like PWD¹⁹ housing society, Soan Gardens and DHA²⁰(Giga Mall).The other selected big shopping malls to conduct research are Centaurus Mall and Safa Gold Mall which is located in the main posh city of Islamabad. Islamabad and Rawalpindi are now becomes the most dense populated cities of Pakistan the major reason behind are the availability of basic facilities and the social environment which is quite modern and security is bitterly provide. The view and the places for socialisations are also fascinating for the visitors, the green lines and the big business centers like Raja Bazar and Blue Area of twin cities are the center of attraction for the visitors and further now the increment of Shopping Malls is a major contribution which provide a complete environment and facilitate its customer with all the latest trends , equipment and even the play area for kids there make it a comfort zone for the consumer at one place where they can shop and socialise together and this also provide the security to the people while shopping.

4.2 Islamabad/Rawalpindi:

Islamabad Capital Territory with the estimated population of two million people is a beta-world city. It consisted of upper and middle class community where social environment is quite liberal.

¹⁹ Pakistan Public works department is located in newly developed Islamabad.

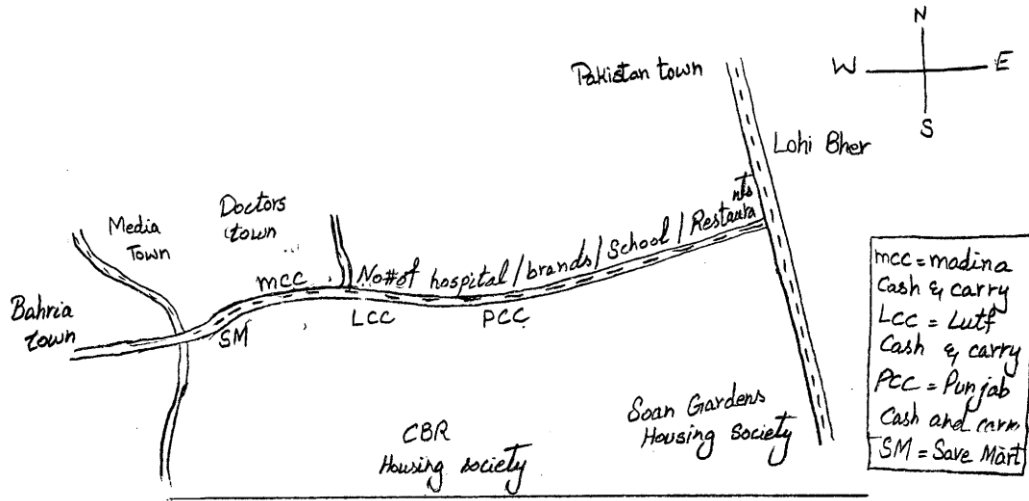
²⁰ Defense Housing Society is a part of collaborative Islamabad-Rawalpindi effort and it is divided into different phases.

It is considered as the most developed urban area of Pakistan with very progressive Human Development Index. While Rawalpindi which is adjacent to the Capital (Islamabad) and by population it is considered to be the fourth largest city of Pakistan, that modern city of Punjab is socially and economically intertwined with Islamabad, It is also a home to suburban housing developments, large number of institutions and big markets. For this study the researcher select these locale because these two cities are considered to be the most developed urban areas of Pakistan and there are three big shopping malls included Centaurus Mall, Safa Mall and Giga Mall. Secondly the PWD and Soan Garden's markets will be targeted because there are number of independent cash and carries there, so it will be useful for this research to analyse the environment of the cash and carries placed in big departmental stores (Centaurus mall, Safa Mall and Giga Mall) versus independent cash and carries.

4.3Map of the markets:

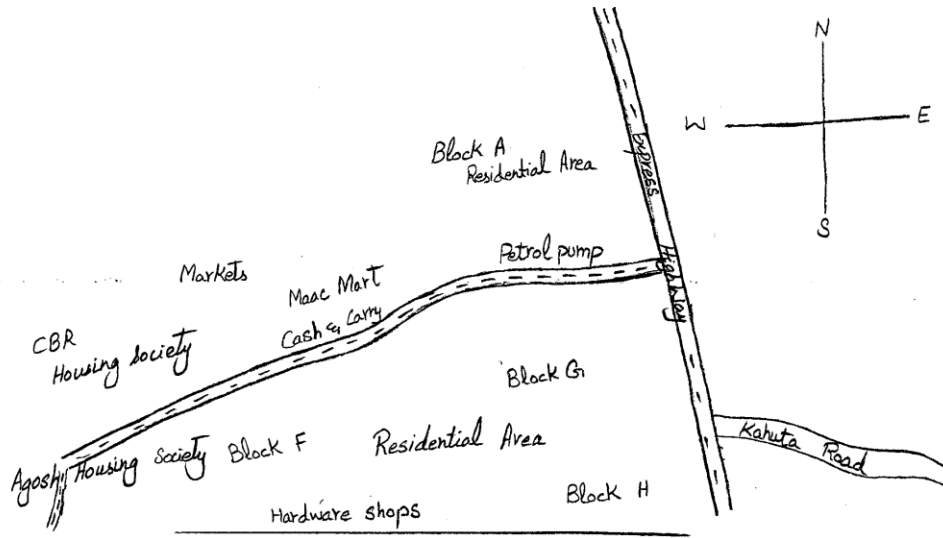
a) **Pakistan Public Work Department Housing Society** is a Federal Department with abbreviation of PWD (Pakistan Public Work Department) which lies under the Ministry of Housing and works and it is operating since pre-independence day. This area consists of number of houses and a big range of brands shops at a long busy road which is connected with large number of housing societies. As PWD is the newly developed area of Islamabad where according to the growing needs of the consumers its market widely spread along the double road connected with main Islamabad Highway and leading towards Bahria Town. Furthermore during field work the more information regarding market is collected in which the researcher observed that the PWD road is quite busy road and people seems to be busy in shopping and for their daily groceries the main reason behind are the availability of only this market to all the connected

areas near it which includes the large number of housing societies (with different names like Pakistan Town, Aghosh Housing society, CBR, Naval encourage, Jinnah town and many more). This busy road actually provide all the facilities to its customers which includes the branches of different banks medical stores, famous restaurants, bakeries, clothing brands, schools and academies.



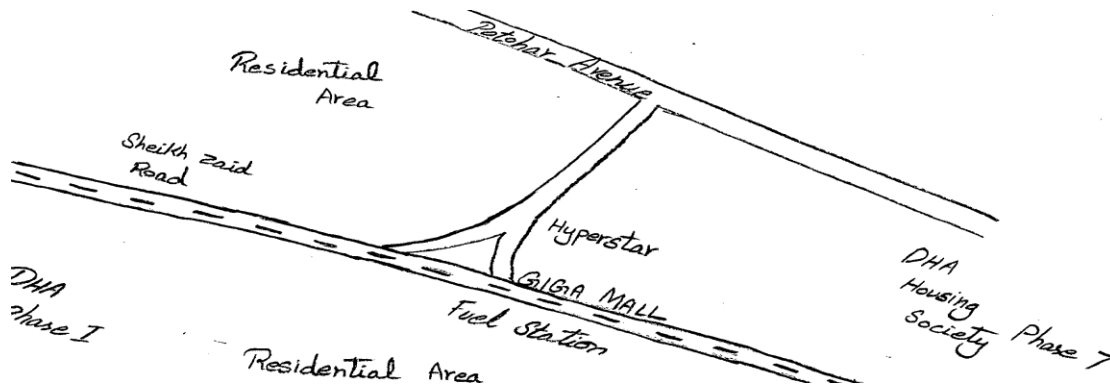
Map:4.1, PWD Markets

b) Soan Gardens located in right on Islamabad Express highway. There are about two or three independent Cash and Carries to facilitate the consumers. This housing society is consisted of large number of residents and commercial areas. When I visit Soan garden's it is observed that there is only one working cash and carry the other are closed because the PWD market is quite close to this society so people prefer to go there and do groceries, so the business of cash and carries are less developed here instead of that there I have seen number of Karyana Stores (small grocery stores) working and people shop there for their daily usage commodities.



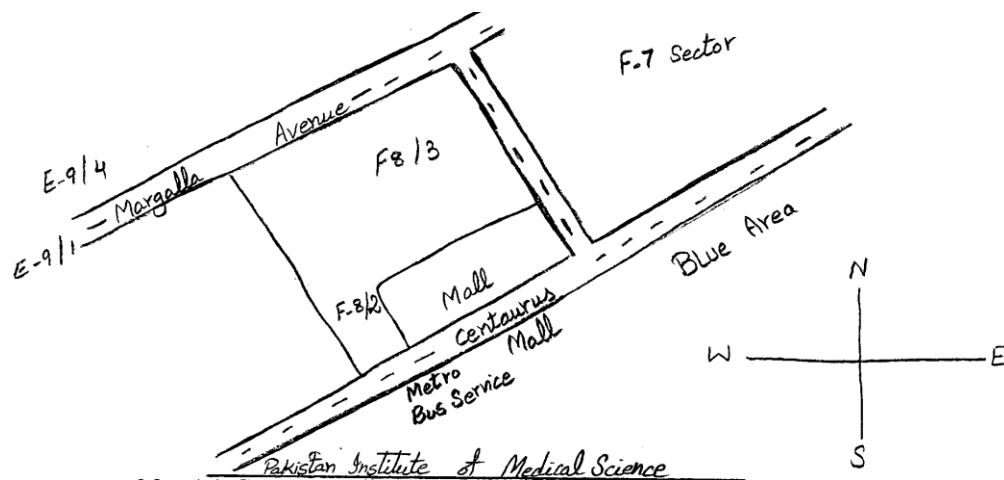
Map:4.2, Soan Gardens Markets

c) **Giga Mall** is a development project of urban planning and it is located in Rawalpindi but recognize by the name of “DHA Islamabad”. This shopping mall is consisted of multiple brands with eating, entertainment and fully secured car parking facility, furthermore there are more than 150 stores, banks, emergency report center, Pharmacy and also the prayer areas for male and females.



Map:4.3, Giga Mall

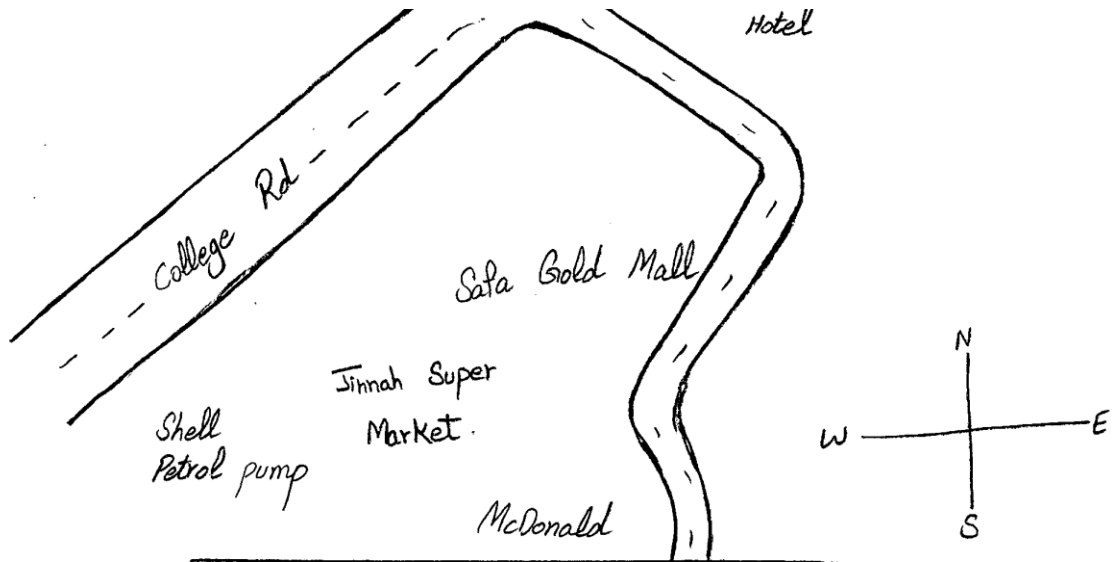
d) Centaurus Mall in Islamabad city is a mixed use real estate development center it consisted of hotels, residential, offices and shopping mall. This mall is placed in the most well established urban area of Islamabad and it is very near to Blue area (considered to be the hub of business centers).As it is situated on the main Srah-e-Faisal which is the long busy highway connected two cities of Islamabad with Rawalpindi. The most important is the Metro bus service stop is located in front of this mall so people from the other city can easily reach at this mall to shop and socialise. This place remains busy and people visit this mall very frequently because here all the products are available and it becomes easy for the customer to shop at one place because it save time and travel cost as well.



Map:4.4, Centaurs Mall

e) Safa Gold Mall is located in most sophisticated area of Islamabad, where the estimated 10-12 thousands visitors are recorded daily. This mall is consisted of Cash and Carries, health care centers, International cosmetics and clothes brands, fitness club, swimming pool and play area for kids. Further this mall has under proof valet parking according to the highest standards of lifestyles. It has more than 150 national and International brands ranging from high-end domestic

and cooperate furnishing kids, gents and ladies stores. This mall is located in the most posh area of Islamabad where the elite class and most of residents are foreigners who lived there. The market remains busy the whole year because here there are number of well-known restaurants, designer boutiques, branded shoes shops and each and everything available to fulfill the daily needs of customers, people come and socialise in this market called “Jinnah Super Market” and the if more to get then this big mall with fully air conditioned environment provides good atmosphere to socialise around.



Map: 4.5,Safa Gold Mall

4.4 Description of Market:

In above paragraphs these locales which are selected for research are described in detail but this description provide reasons that why these locales are selected by the researcher.PWD Market is placed along the road with having number of National or International brand’s outlets and cash and carry where the people come and socialise. There are many restaurants and small food vendors’ shops, where the traditional as well as western food is served.

Secondly the markets at Soan Gardens is quite big and everything is easily available, There are big plazas consisted of different shops including cash and carries, hardware shops, tailors etc

Third locale is DHA where the Giga Mall is placed which acquire the different sector at different floors the first floor is consisted of cash and carries and second floor where different fabric brands are placed and so on. The Centaurus Mall and Safa Gold Mall are also consisted of big cash and carries and different brand outlets and these are placed at the most posh area of Islamabad. This locale is selected because in these areas large numbers of people socialise there and prefer to buy products from these markets, secondly Islamabad is considered to be the most responsive city in following the changing trends of globalisation and two of the reasons are high literacy rate and its status as a capital city (Locals and foreigners visit Islamabad very frequently due to their work at federal offices, passport offices and for many other important tasks) so these areas will help to better analyse the consumer culture in the most populated urban area of Pakistan.

Chapter 5

Data Analysis and Discussion

5.1 Introduction:

This chapter includes the discussion and analysis of data in the light of the findings. The following pages define the different aspects of consumer culture and its impacts on the societies of urban areas of Pakistan. It also put light on the changing identity of the woman which is the major contributor in the growth of the economy and now part of the changing trends of the economy. The data is distributed into major and its sub themes which make data more detailed and make better for understanding and analysis. Furthermore these themes completely reflects the discussed conceptual framework, even the flow of these points areas are the same and themes are designed according to it.

5.2 Social Contact

This theme is designed in response of the concept taken above in the conceptual framework and that is about Charles taylor in which the impact of global flows on the societies of developing countries and second is the global influences on the identities which narrow down in the form of changing market trends and its impact on identities of working women. The society is made up of the interaction of inter group and intra-group interactions, for the sake of contact the exposure is very important which drastically enhanced with the changing trends of globalisation. When social change occurs the societies become developed and this also has greater impact on the behavior, relations and most importantly the identities of the individuals.

5.2.1 Relationship with Colleagues

The woman who is working at the retail stores is experiences new relationships when she came into contact with other members of the society. I have interviewed a number of sales girls who are working at my selected research locale according to them they are quite satisfied with their colleagues and supervisors and said that the staff is very cooperative and as a female they understand their problems and cooperate with them if they are facing any timing issues or health problems, secondly the staff do not over burden them and their duties are very much fairly designed according to their capacities and skills.

5.2.2 Customer Relations

The most important obligation and interaction of the woman at retail stores are the customers to whom they guide and cooperate according to their needs. During interviews the quite different realities have been exposed in which the response of the sales girls are positive they are of the view that there are different kinds of customers some are humble and easy to handle but some of them misbehave but in response these woman treat them as a customer and apologies even if there is not their mistake because it is the part of their training and duty. On the other hand when I interviewed the customers their response are mixed some of the customer response positive they were of the view that if this profession makes these women lives good then they should earn through this, but some of the customers who shopped there are against them they are of the view that these girls should not be there as this profession is not considered to be respectful for women here in Pakistani culture.

5.2.3 Family Concerns

In this theme it is specifically talked about the families of these woman who are working at cash and carries these questions are also part of my quarries in response of this the response from

these girls are that they continue this because their families are cooperative with them so they come there and perform their duties. During my field work I came to know that these women were engaged in different professions like marketing, teaching and housemaid but now this profession provide them exposure and their families also feel security and respect in this profession because at this place their daughters and sisters are secured and work in front of public and the chances of harassment become less. They also added that this profession makes them an extra earning hand for their families as one of the respondent woman worker said that “she has a big family to finance and her father died many years back and she is the eldest in her house and due to financial issues she could not able to continue her studies and due to younger in age and less education she is not eligible for any professional post but this job provide her a better life and respect in the society and family”. Customer are also of the view that if their families allow them to earn through this profession then they also encourage them to become the earning member but at the same time some of the respondent (customer) are showing against behavior towards this profession they are of the view that only teaching is the noble profession for woman.

5.3 Employment Opportunities:

In response of the second flow of conceptual framework the researcher designed this theme in which the impact of this consumer culture on the lifestyle of the people living in urban areas by Mohanty's in 1991 and the market colonisation by Bauman in 1987 these concepts provide literature regarding great opportunities to the people in providing new jobs and places people for socialisation. With the passage of time globalisation effects the whole trends of the world which includes the developing areas like Pakistan and these trends increases the equal opportunities of

jobs for the women. This increasing retail culture facilitate its customer to shop everything at one place at the same time it also provide customer care services which benefited the customer as well as create job opportunities for the individuals of society. The men are first involved in this profession and provide care services but with the passage of time when every field becomes specialized this retail culture involves women and provides them equal opportunity to perform their duties and earn for their families. During interview the women (working in customer care section) also see this job respectable for them and they are satisfied with their salaries and the duties assigned to them. On the other hand the customers are of the view that this retail culture provide them a good and big place to socialise and in less time they could get the things and the variety of products are also available at one place.

5.3.1 Working Hours

Regarding working hours I questioned the women at cash and carries and their response are, as they said that the timings are reasonable for them they also have prayer and the lunch break during their working hour and a specific room provided to them where they can do rest and spend their leisure time with ease and liberty. Owner of the cash and carries are also of the view that the working hours for the services are important to design first so that the other matters like wage, designation and responsibilities are assigned accordingly. There are also days involve in the working hours because the cash and carries have more sale on weekends so the workers could not take off during weekends. One of the sales girl who is the supervisor of her team in the customer care section told that the three days which includes Monday, Tuesday and Wednesday we could take off from our work because the work load is less in these three days but at weekends the customer ratio increases and ultimately the work load .

5.3.2 Level of Qualification

Every profession has some requirements in which the skills and qualifications are required regarding this job opportunity I asked questions to the woman that what level of qualification it requires and they answered that the qualification is very much important for every profession and education should be the key demand to hire a person for a post and when I asked about their qualification then they answered differently and each of them have different level of degrees and experience level. About two women (sales assistant) at Al-Fateh cash and carry at Centaurus mall are just clear their eight class and after that they serve at home and now after a gap between their studies and job they started this profession and they said that the high ring authorities just prefer their communication skills in respect of their qualification. But some of the women I interviewed are educated and they are in favor of high education and according to them this is the demand for this profession because as it's all about public dealing and education makes them eligible to deal with every situation and the employer also prefers qualified staff. The owner are also of the view that they prefer educated women at the time of high ring and it effects their promotion and the educated women performs better than others and she has more ethics and could easily understand and handles the matters of their duty.

5.3.3 Discrimination

At work place the discrimination among the employees is one of the important issues in every occupation, and if it is not properly handled than the working environment become so tragic for the employees and even sometime people starts to switch their jobs. Regarding this matter I asked questions from the research units of my study area and in case of this profession their response were positive all women response regarding their senior staff and their male staff were satisfied and cooperative and even the supervisor and the seniors cooperate with them and assign

task to them according to their abilities. The other side where the owner of these cash and carries are questioned and they were of the view that both gender have their own specific abilities and it's better to utilize them according to their capacities and abilities as it is fair with them and work too.

5.3.4 Minimum Wage

The professions are selected by every individual the first preference is the maximum wage as every job offers a wage limit to the employee and according to that the duties and timings are assigned to the worker. In this study the respondents (UDC 1) were satisfied with their salary packages and also said that the salary and the timings of the job is already mentioned at the appointment letter and they are already informed about their responsibilities and the salary so that they work accordingly. Women there also included that the yearly increments in their salaries and their promotion is also performance based which has been given to them in time, and if they perform according to the duties assigned to them the promotion is guaranteed by the higher authorities. Owner replied to this query in this way that the wages are already decided at the time of contract and both the parties if agreed at the same wage rate then the contract will continue to work. So the mutual concerns of both parties are important.

5.4 Social Welfare

As social change is a constant and complex phenomenon which if tried to focus with the welfare then it has the potential of social development which promotes effective participation of individuals in the society with assistance of care services. The customer care sections one of the example are curtsy centers in hospitals they provide guidance and assistance to its visitors and

facilitate them, same in the case of cash and carries in this retail culture provides a big space to its customers to purchase goods where sometimes guidance is involved.

5.4.1 Environment at Retail Stores

The environment is one of the very important factors which enhance the performance of the employee as well as it will provide a good image to its visitor/customers. The locale which are selected for these cash and carries are the big malls and independent retail stores where people socialise very frequently, In response of my queries one of the respondent (woman worker) said that people come and socialise even sometimes ten people are standing and selecting just one thing (e.g a shampoo) as there is a variety available at one place so people enjoy and like to spend time in selecting things. At the same time if talked about the working environment no single respondent answer negative remarks regarding their team and supervisors but they have some complains from their customer behavior that some customers treat them bad and use abusive language and sometime ask stupid questions just to gain their attention so in response of all these matters they get trained and tried to ignore these types of irregular behavior of the customers and tried to politely handle the situation. On the other side the owner response is satisfactory they are of the view that these women are very cooperative, punctual and perform their duties in a very well manner which makes the environment of these cash and carries more suitable for the customers.

5.4.2 Improvement in Skills:

Every profession and in any field each individual have many things to learn, and the most easy way to estimate the output which your works payoff in term of appreciation. Despite of

performing duties every profession helps to improve the soft skills of every employee which sometimes unconsciously becomes the part of one's personality. At retail stores the women respond positively in this regard they said that the most important skill required for this profession are the communication skills and from day to day with customer dealing their skills more improved .This profession also helps them how to cater the situation with smile and remain humble, one of the respondent (UDC 1) said that this profession makes her more caring and cooperative in her daily life with friends and family.

5.4.3 Difference in Duties:

Duties are not to be imposed equally because every section and product needs skills according to the sources and methods to create its demand in the market. The duties of the sales assistant are to repeat the business and generate money. In every retail shop the customers are messy so it includes in the duty of the sales boy/girl to clean up the specified area and sale the goods with some guided information about the product. The gender difference also consider while assigning task for example the duty of loading and unloading goods are of male sales assistant and their placement in racks are of female task.

5.4.4 Self-Improvement

Personal development and self-improvement are the conscious efforts which one is consistently struggling to achieve the focused future. Women at cash and carries replied that this profession give them boost in their career and their identity transform which ultimately enhance their self and now they became confident and acquire more better life style

5.5 Job Training and Placement

Training for employee that how he or she perform duties at work place is the initial part of every job, as every job has different requirements and it's the supervisor's duty to inform the new staff about the ethics of business and instruct the requirements of every section duties. Owner of the malls said that their duties are already agreed at the time of contract and a supervisor is assigned to every section whose duty is to guide them their duty and solve day to day issues facing by them. Women whom I interviewed said that their duties are according to their capacity and the supervisors are very much cooperative and they also said that the co-workers also cooperate with them in difficult tasks.

5.5.1 Expense on Self-grooming

The other name of personal development is self-grooming which is completely in favor of the employee and helps to change his/her lifestyle. The women at cash and carries replied differently, at Hyper star the women said that there are no grooming classes for them the uniform is already decided at the time of contract and the makeover depends on ourselves whether they want to remain simple or putt makeup no body from the supervisory team and the owner force them to do so it's totally depend on their own desires. But at Al-Fateh cash and carry at Centaurus mall the women (sales assistant) said that there are monthly grooming classes arrange for them in which the knowledge of the product is given to them as well as the products provided them to use and they also have haircut and other treatments with short lessons are given and these all things includes in their training. These all things help them to enhance their personality and make them confident.

5.5.2 Self-enhancing Courses

To maintain the self-esteem and motivation towards good performance, it involves the training to handle the positive or negative self-views. The other key elements of this training are self-assessment and self-improvement. This training is very much important for those having high self-esteem because it gives them self-concept to correctly interpret the situation and avoid the negative situations. During field work the researcher questioned about these courses and they respond that these courses are not specifically taught in classes but they learn these ethics from their daily task (dealing with customers) which they perform during their duty time.

5.5.3 Customer Dealing

Dealing with customers professionally is an important task, as remain calm while dealing with customer complaints is one of the initial problem which every employee face in customer dealing section. The women at retail stores are of the view that its part of their duty to handle their customers in any situation as the profession titled customer care so the ethics of this duty first defined by the higher authorities of the cash and carries to them and if the staff agreed on the terms and conditions and follow the guided rules and politely handle the customer. Customers on the other hand the majority responds positively about their behavior towards them in the focused group discussion many participants give comments in favor of this profession for women because outside the home these services provide comfort zone to the customer specifically for the ladies who could easily shop and ask for the products which they are not able to ask with any other male sales person.

5.6 Social Approval and Identity

Social approval changes people in order to maintain the accepted identity. The approvals of social identity either lose the actual identity or make an individual self-confident and provide self-worth. In this study the two aspects of identity are discussed one is about the self-worth/self-image of working women at cash and carries and other is social aspect that how the customers and the other groups (community where these women lives, family, relatives) interpret their identity as a working sales girl in customer care sections of retail stores. Regarding this theme the conceptual framework pick the concept from literature of Goode and Simon (1994) about the role of women as a working member at retail stores and the theories of Henri Tajfel to explain the concepts of self categorisation and social identity.

5.6.1 Judgment of Social approval:

Every society and culture has its own norms and values and the people follow these customs and this ultimately becomes their trend of life. Each member of the society should follow these trends and even judge others on the basis of these trends and give approval to any phenomenon occurs in the society. Individually and in focus group discussion the researcher ask this question to the customers as well as women workers they both have of the mixed view in this regard women said that for Pakistani culture (traditional one) this profession is new so people will accept it gradually, customer sometimes hurts them by passing bad comments (example, "*Patanae kin gharon say uth k atti hain {don't know where these girls belongs and come from}*") which shows that they are not accepting them, but many others (customers) also appreciate them for their performance and show kind care towards them, they also said that the educated customers are cooperative and behave well with them. While on customers side they said that the uniform they

(women worker) wear and the makeover and the way these woman present themselves is not the part of Pakistani culture and for this many of the customer use specific words “ *Humain nae acha lagta kay hamari maaen behnain aisay bazaron ma khari hon*”(we don’t like to see our mother and sisters standing like this at market places to provide care services).Even customers use reference of religion that the Islam does not allow women to present themselves at public places. In an in-depth interview at Al-Fateh Mall a customer (male) said that “this profession where the males and females work together and talk each other even everyone watching them it will give negative impact to our new generations and these activities make them away from their religion, so there should be separate spaces for the male and female in the cash and carries”. At the same places customers see this profession as the part of modern global trends and said that as a part of this global world Pakistanis also changes their trends and both male and female work together for the better growth of the country, to meet the growing needs of today’s world which full fill the needs of our children and both partners work together for their better future by considering their limits and also consider that this profession is respectable because women perform at public places so there are very less chances of harassment and they can also move freely and customers are also the individuals of the society who has family and these women for them considered to be the same as their house ladies(respective wife, mother, daughter and sister).

5.6.2 Strengthening Identity:

The identity and the sense of self initially molded by things one see, hear and feel and further it helps to built relationships with community, family and even the surroundings where it takes shape. Identities which transform at every place and the way an individual perform, and every

task or activity he/she perform represents its self image. In case of any profession an individual adopt that field and built a self-image which ultimately strengthen or may be weakens its identity. This study is actually focusing the identity of women who are working at cash and carries and this question is asked at priority with each research unit. Women answered this question in detail and said that this profession makes them happy and feel satisfied that now they can earn for their families and get respect from their siblings and spouse. This profession also gives them respect customer avail their services and say thanks in return which makes them confident and work more efficiently. Even the supervisors appreciate their services and co-worker's cooperation makes them feel safe and groom further to meet the future needs. Appreciation makes their self-image strong and confident, some of these working women previously worked as housemaids and now they feel more privileged where they provide services more respectfully and it's a kind of noble profession for them.

Chapter 6

Conclusions and Recommendations:

This chapter includes the recommendations, findings and further provides roadmap to the future studies.

6.1 Introduction:

This study specifically aims to focus the changing identities of the urban women due to the changing trends of employment opportunities for them. In the wake of findings after field work the discussion and conclusion are drawn which is discussed in the following themes.

6.2 Controlling Stereotypes and Barriers of Women Participation:

Barrier for women especially in public sector still exist worldwide. Even in countries where there are strong policies for anti-discrimination unable to remove the discrimination and social structural barriers to increase the women's participation to balance their work life. When a woman holds a position in an occupation negative stereotype creates barriers in the development of their identity. In urban areas the life of a woman is better than the rural woman the one reason is the information which travel more fast but at the same time every individual also has its cultural identity which enhance the self-esteem and in this type a person learns its tradition and norms by relating the part of that group which if pass through unfavorable conditions and discrimination, it will approach negative perception.

Colonisation is a process which categories the identities and creates contradictions which may be positive or negative, same as the case of market colonisation when the trends are changed one's identity transform and even contradict with its traditional identity which creates tensions for an

individual in the socially accepted behavior of the society. The preservation of cultural identity becomes more complex in those societies where the people are less prone to social changes, as their cultural identity strengthens their citizenship.

The more themes for recommendations could be drawn and suggested by the scholars after reading this study as every phenomenon has enormous number of solutions and recommendations which may differ from each other and these suggestions help this study to improve for future researches.

6.3 Education Reforms for Social Change:

In labour market the education reforms and equipping young people with good education without hindrance in the flow of ideas and innovation is the main obstacle which needs to be truly integrated in a society. Study, work and travel for the search of goods to make one's self worth in the society is an important existing phenomenon of today's world, where both the genders are struggling to gain an identity which is also acceptable by its society. As in the case of cash and carries there is public dealing with customers so it's the demand of the profession as well as the customer needs to be educated to treat each other in an ethical way and the more specific need is to change the thinking of one's society, because the social barriers are one of the major obstacle of social change which if one self adopt is difficult to accept by the other member of the society.

6.4 Role of Media:

The growing needs of globalisation where the living experiences are shared the media has its importance. It is an essential platform to comprehend the group interactions and identity expression. Globalisation converge technology into traditional media and it makes the circulation

of the information and the process of social development very fast. The media has the ability to shape the consumers taste and trend, as advertisements are purposively designed to change the actions, beliefs and perception of the consumers. The power of all types of media is to influence or to inform about the products and services which commonly have access to control the minds of the consumers and very fewer could judge what is true or respectable.

6.5 Need to Develop Changes in Rural Areas:

To develop the potential and connectivity between rural and urban areas of one's country is very important aspect for the identification of the best practices of sustainable development. Consumerism provide benefit to its consumer to spend and acquire things to make its self worth in society and every member of country should equally privileged with this goal of globalisation, so that every individual of the society could avail the modern opportunities of life and experience new aspect of their identities with equal privileges.

6.6 New Opportunities to Strengthen Identities

To transform a society its culture circumstance the opportunities that how to turn a mirror into window to meet the needs of growth and social change. To prosper and freely move across the boundaries one's culture helps in the continuation of a new process and absorb changing trends to benefit the identity of the people of its country. The enthusiasm in the young generation is different and their requirements are changing with new coming global trends, as far as the reflection of our future entails to strengthen the common identity of the people of one's country. Globalisation and technological revolutions strengthen the profound changes of growth all around the world so the cross border corporation and boosting mobility inside and outside the

country increase the number of young learners and creative work opportunities to developed communities.

6.7 Conclusion

Consumer Culture is one of the growing aspects of every culture in this post modern era where the process of urbanization has been increased. As part of culture every individual carries an identity and while playing different roles according to the requirement of different places, relations, occupation and for self a person's identity transforms into several identities and these identities are either assigned by society (where they live) or created by her/himself by considering the socially accepted principles of that relative culture. In this regard the image of working women who are providing services at cash and carries acquires multiple identities, while living in the urban areas this new opportunity provided by retail culture makes them eligible to experience new trends of globalisation and being a part of modern society this new identity gives them chance to change their life style and extra space to move in the society by considering their cultural norms. As a part of economy the consumption patterns are one of the major indicators to show increasing or decreasing trends of growth, so in this case if every individual get the opportunity to earn then per capita income and consumption (as income increases the consumption will also increase) shows increasing trends which ultimately effects the lifestyle of people.

This study proves that the changing trends of the society are gradually accepted by the society as globalisation increases and the world transform into postmodern era and these transformations also effects the developing countries and effect the identities of people and specifically women who wants to become the earning hand of their families and work side by side with males and getting the same respect this profession provide them better opportunity to grow. On the other

hand the stereotyping always remains part of every society, some individuals with different beliefs creates tensions but with the passage of time information and education give awareness that how to cope up with these stereotyping and focus on the betterment of future.

6.8 Areas for Future Investigation

Over the periods of time social changes occurs and people adopt these changes according to their cultural boundaries, Both gender who have equal obligations (may be its different in a way from each other) also have equal rights and opportunities. This social change which effects the identities of individual living in any part of the world is now facing globalisation challenges and trying to prepare him/herself to avail its opportunities. This study leaves some areas for investigation for future researches like gender landscape which is an influential part of every society. Furthermore the changing trends of consumer culture in Asian countries and its role in the global markets while considering the inner differentiation and complexity of cultural traditions.

6.9 Ethical Considerations:

Researcher concern about ethics revolves around the number of issues includes confidentiality of data, consent, privacy, and issues of harm (Punch, 1994). To ensure that the study will conduct as thoroughly and ethically as possible the researcher will try to generate friendly environment and introduce herself completely and if there is the requirement of this research to take the photograph of those working sale girls at their working place ,the researcher also seeks permission of customers to ask research quarries. Furthermore the verbal and written consent will also be taken from all the respondents include in research.

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Appendix: 1

Images from Fieldwork



Image I: women working at customer care sections



ImageII: Companies promotion customer care assistant standing at cash and carries



Image III: woman provided services at cash counters



Image IV: Customers are busy in shopping at Hyper Star



Image V: People socialise at malls



Image VI: Customer socialise at the cash and carries of PWD



Image VII: customer selecting goods from large variety of products

Appendix:2

Interview

Woman worker at cash and carries

Name: _____

Occupation: _____

Age: _____

Date: _____

Time: _____

Guide questions for semi-structured interviews:

1. How these jobs effect your identity?
2. What the difference between this job and the previous experiences?
3. Are your family remains supportive to join this profession?
4. What do you think this profession enhances your skills or not?
5. Are you satisfied from the behavior of your colleges and supervisors?
6. How is the environment you face there at retail stores?
7. Are there some troubles do you think dealing with the customers and how you tackle them?
8. What do you think about the duties are they according to your skills and capacity?
9. Is this profession creates a better and respectable opportunity for the women of Pakistan?
10. What do you think the salary and the working hours at retail stores are suitable for you?

Appendix: 3

Interview

Customers at cash and carries

Name: _____

Occupation: _____

Age: _____

Date: _____

Time: _____

Guide questions for semi-structured interviews:

1. Are you satisfied with these customer care services offered by cash and carries?
2. What is your perspective regarding this woman working at cash and carries?
3. Is this profession is going smoothly in Pakistani culture?
4. Are these cash and carries placed at big shopping malls providing good atmosphere to people for socialisation?
5. What do you think the women at customer care section perform their duties properly?

Appendix: 4

Interviews

Customers and working woman at cash and carries

Name: _____

Occupation: _____

Age: _____

Date: _____

Time: _____

Guide questions for Focus group discussions:

1. How you see this profession affects the identity of a woman?
2. Is this retail culture provides healthy atmosphere to its customer to socialise?
3. What is the contribution of this retail culture in economic growth of a country?
4. Are the opportunities offered to women by this retail culture is seems respectable in Pakistani cultural aspect?
5. Are these customer care services offered by retail culture are providing benefit for both working woman and their customers in equal perspectives?

Appendix: 5

Interviews

Owner/Employer of cash and carries

Name: _____

Occupation: _____

Age: _____

Date: _____

Time: _____

Guide questions for Semi Structured Interviews:

1. What do you think this profession enhances the identity of women?
2. At the time of employment what skills do you require?
3. Is there any gender discrimination in these customer care sections?
4. What do you think this profession enhances the skills of woman worker?
5. What type of response from the customer you get from the services provided by these women at cash and carries?
6. How you would manage the complaints from the customers regarding those customer care women workers?
7. What type of skills you develop in your workers to provide better customer care to the customers?
8. Are these customer care services increasing your daily sales?

