SYARIAH COMPLIANCE IN RETAIL: CONCEPT AND DESIGN

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Keywords: Syariah compliance, retail design, Islamic concept and principles

Abstract. Malaysia is currently experiencing a new transformation which is adopting Islamic concept and principles in retailing as mentioned by Abu Bakar and Hussin (2013) [2; 20] or by truthful says, is phasing of the enhancement of value added in life. The Islamic concepts comprise the Syariah compliance elements which is the religious law that controls religious rituals and also the aspects of everyday life in Islam. Looking at retail designing views, sadly the essence of culture and identity of Muslims in Malaysia is decreasing vastly due to development and modernization. Designers compete to produce contemporary and unique spaces and ignored the importance of implementing the Islamic values and principles in design. Therefore, this paper is to determine the Syariah compliance elements to be applied in retail design. This paper also reviews the Islamic concept and principles in establishing the elements in retail design according to Syariah compliance. Consequently, for this particular objective, the observation of two (2) major retail store has been done to analyzed the elements providedby comprehensive literature reviews. As a result, by adopting the whole Islamic concept and principles into retail design will ensure the space and activities potential to be used up to maximum that will benefit the consumer.

Introduction

The definition of Syariah is clear but interpreted in various ways by many authors and researchers. According to The Oxford Dictionary of Islam [40] defines Sariah is a set of religious principles which form part of the Islamic culture. The Arabic word syarīah (Arabic: شريعة) refers to the revealed law of God and originally meant «way» or «path». Syariah is Islamic religious law that governs all aspects of day-to-day life in Islam by the Muslima and not only religious rituals. According to BBC News, "Sariah law is Islam›s legal system that obtained from both the Quran, and Fatwa which is the rulings of Islamic scholars. Literally, Syariah means «the clear, well-trodden path to water». Muslims should adhere to this law as it acts as a code for Islam, which to help Muslims understand how they should lead every aspect of their lives according to God›s wishes" [9]. Thus, Syariah Compliance means adherence, compliance, and obedience to orders from Allah (swt) to humans as written in the Qur›an and obeying what his Prophet has ordered thru Hadith Sahih. To see this in a clear picture, for example, displaying a picture of a woman without a veil to a non-mahram, text or ideas that promote philosophies, and thoughts that discredit the Allah's words in the Qur›an, promoting Darwinism, and accepting Gays and Lesbians as a normal relationship is non-Sariah-Compliant [34]. Islamic retail store is referring to a store that sells Muslim made *halal* and *tayyib* products and implementing Islamic values in conducting their business. Islamic retail store must have built based on Syariah laws which implemented in several retail attributes such as products, atmosphere, humanistic, halal products and Islamic values. In retail layout is strongly discouraging of the crowding of men and women together [2; 20]. This is because it might expose the unlawful women parts to men. Islamic retails should have separated spaces for men and women.

In today's world, customers choose to have beneficial or special attraction elements in the retail stores that they want to purchase. Unlike the old days where customers were mainly targeted the products or services in a store to get their needs. Retail design can be seen now as one of the important element in retailing and desired by most customers. Atmosphere is "the design of the retail chain outlet that produces specific emotional effects on the buyer that enhances his purchasing probability" [24; 37]. The phenomenon of Muslim consumers reverting to Islamic way of life trend is affecting the retail industry in Malaysia with specialty Islamic stores mushrooming, and retailers customizing retail elements to win the Muslim consumers segment. This shows that the design of the retail needs consideration in many aspects.

Literature Review

Appreciating the Islamic values and the grow of religious conservatism in retails like Malaysia gives different opportunities in offering more "Islamically" customized products and services by the retailers, as well as the retailers' business are not only focusing on material and products, but also focuses on human well-being and life which emphasizing brotherhood and socioeconomic justice as a required balance for material and spiritual needs of humanity [42]. With the new retail store format notable growth, the Islamic store starts expanding in Malaysia market which includes the Islamic values besides offering halal products [42]. The Quran and Sunnah have given a systematic review in producing asset of principles to guide the architectural design for building design. It sets up the principles that rule the tight way Muslim should live the life and keep the good relationship with the social and physical environments. As required in Islam, building should be built according to Syariah. Thus, designers and builders should use these principles as guidelines to design a building. There are a few guiding principles in Syariah law such as privacy, segregation, and interior decoration.Muslims are obligated to follow the rules that has been stated by the God (Allah s.w.t) as said in some of the verses in the Quran:

$$ ثُمَّ جَعَلْنَاكَ عَلَىٰ شَرِيعَةٍ مِّنَ ٱلْأَمْرِ فَٱتَّبِعْهَا وَلَا تَتَّبِعْ أَهْوَآءَ ٱلَّذِينَ لَا يَعْلَمُونَ ۝ $$

Quran (45:18), *"Then We have established you on the path of things; so follow it and don't follow the desires of those who don't know."*

$$ وَأَنزَلْنَآ إِلَيْكَ ٱلْكِتَـٰبَ بِٱلْحَقِّ مُصَدِّقًا لِّمَا بَيْنَ يَدَيْهِ مِنَ ٱلْكِتَـٰبِ وَمُهَيْمِنًا عَلَيْهِ فَٱحْكُم بَيْنَهُم بِمَآ أَنزَلَ ٱللَّهُ وَلَا تَتَّبِعْ أَهْوَآءَهُمْ عَمَّا جَآءَكَ مِنَ ٱلْحَقِّ لِكُلٍّ جَعَلْنَا مِنكُمْ شِرْعَةً وَمِنْهَاجًا وَلَوْ شَآءَ ٱللَّهُ لَجَعَلَكُمْ أُمَّةً وَٰحِدَةً وَلَـٰكِن لِّيَبْلُوَكُمْ فِى مَآ ءَاتَىٰكُمْ فَٱسْتَبِقُوا۟ ٱلْخَيْرَٰتِ إِلَى ٱللَّهِ مَرْجِعُكُمْ جَمِيعًا فَيُنَبِّئُكُم بِمَا كُنتُمْ فِيهِ تَخْتَلِفُونَ ۝ $$

Quran (5:48), *"And We have sent down to you the Book with the truth, authenticating what is between your hands of the Book and superseding it. So judge between them by what God has sent down, and do not follow their desires from what has come to you of the truth. For each of you, We have made laws, and a structure; and if God had willed, He would have made you all one nation, but He tests you with what He has given you; so strive to do good. To God you will return all of you, and He will inform you regarding that in which you dispute."*

Referring to these verses and related hadiths regarding Islamic law, an Islamic Retail should consider applying the elements and principles into both business management strategy and the whole retail experience. Malaysia is an Islamic country where 62% of its 34 million populations are Muslims [25; 37] With the increasing number of Muslim consumers realizing the lawful and unlawful and there is a fewevidence that shows Malaysian Muslims adhere to Syariah in their practices [39; 20]. Malaysia needs a new type of retail concept that caters Muslims' needs. The emergence of Muslim entrepreneurs offers the consumers the quality purchasing activities that is not against the religion's law is another contributing factor [29; 20], [1; 20]. It was also stated that there is increase in demand of retail with more Syariah Compliance elements. "The Malaysian retail industry witnesses a growing interest for retailers to cater to Muslim consumers' increasing need to comply with Islamic teachings in their purchasing behaviors. Malaysian marketplace is currently witnesses a trend amongst businesses to meet the high demands for Syariah compliant products and services" [11; 42]. Muslim consumers appreciate retailers who practice Islamic teachings and values. Furthermore, their ultimate target for business, other than materialistic, also towards human well-being and emphasizes relationship among Muslims and socioeconomic justice to be balance for both material and spiritual needs of humanity [42].

In terms of retail design, sadly the essence of culture and identity of Muslims in Malaysia decreases vastly due to development and modernization, while Islamic Sariah is *syumul* and holistic. Designers compete to produce contemporary and unique spaces but ignored the importance to absorb the Islamic values and principles in design. The adapting Syariah compliant design concept is to ensure that the place and activities are not ignored and can be used up to maximum potential positively according to law and also to ensure privacy is preserved throughout the whole building. In terms of architectural design, concept and space, the Quran and Sunnah does not provide detailed codes of space design and construction. Yet, the Quran and Sunnah does indirectly command and divinely inspired Muhammad (saw) narrations, a set of principles and behavioral guidelines were deduced and followed after scholarly evaluation processes lead [3]. However, space design is not ignoring the Islamic values. Therefore, Islam permits all spaces to relate with own custom and design that is not against the. It is provided in Quran and Sunnah, a systematic review of the sources that produce principles to guide the architectural design works and sets up the values and principles that guide in live, determine the relationships with the social and physical environments.

Issues Concerning Retail Design

This research focuses on Islamic Retails existed in Malaysia. Malaysia is lack of Islamic apparel store that fully adopts Islamic cultures and Syariah compliance store concept. This research attempts to produce a list of Islamic principles to be

applied in retail designto create a better quality store environment. Malaysian retail industry witnesses a growing interest for retailers to cater to Muslim consumers' increasing need to comply with Islamic teachings in their purchasing behaviors. The Malaysian marketplace is experiencing a trend amongst businesses to meet increasing demands for Syariah compliant products and services [11; 42]. There are no specific statistics on total of women who have embraced the hijab in Malaysia but some of the brands have reported rising sales. According to a Thomson Reuters' report, Muslim consumers worldwide spent $243 billion in 2015. An estimated $44 billion was earmarked for modesty [7]. There is a significant trend among Muslim consumers in reverting to Islamic way of life. Thus, Malaysian Muslims nowadays are more sensitive when it comes to purchase or select products or places which creates high demand for Syariah compliant store. One of the main Islamic principles that has been a big issue in retail, specifically ladies, is the privacy. As for example, when it comes to trying apparels, women find it hard when there are other male customers are around. As a verse of Quran (24:30) goes:

قُل لِّلْمُؤْمِنِينَ يَغُضُّوا مِنْ أَبْصَـٰرِهِمْ وَيَحْفَظُوا فُرُوجَهُمْ ۚ ذَٰلِكَ أَزْكَىٰ لَهُمْ ۗ إِنَّ ٱللَّهَ خَبِيرٌۢ بِمَا يَصْنَعُونَ ۞

Quran 24:30 *"Say to the believers that they should lower their gaze and guard their modesty that will make for greater purity for them and God is well acquainted with all that they do"*

Islam strongly disallow when women and men are crowding together because it might expose unlawful parts of women to men. Therefore, Islamic retailers have to think of ways to have separate spaces for men and women [2; 20]. The "facilities provided by retailers (malls, supermarkets and banks) should incorporate dedicated male and female areas; prayer rooms, cashiers and seating are examples of separate spaces that are already implemented in today's retail environment. Also, an increasing number of retailers offer services dedicated to women-only customers, such as women's spas and salons" [2; 20]. Hence, this research intends to determine the underlying Islamic principles that create a Syariah Compliant Store from the perspective of Muslim consumers and also based on Al-Quran and Hadith.Syariah Compliance in Retail Design, Waida, [42] has listed the Islamic Retail Store elements:

1. The tenets of Islam is priority in their management
2. All products have halal status and issues by Muslim producer and entrepreneur who obtain halal status.
3. All levels and staff must perform prayer as a mandatory requirement in Islamic retail store.
5. All staff must keep their dressing code as prescribed in Islam.

Instead of the unique Islamic retail store definition, they have their own mission as well as responsibility towards Muslim consumer as in the list below [42]:

1. The store is responsible to serve halal and pure (*halal tayyibba*) product to the society.
2. The store must be the main source of *halal tayyibba* food.
3. The store is become a model towards Muslim entrepreneur who want to create Islamic business approach.
4. As a platform to help Muslim entrepreneur to market their product.
5. The store will not abate to sell *haram* product and product *syubhah*.

Specifically, Islamic retail store contains numbers of specific attributes which is different from conventional retail store. Islamic retail design built based on Syariah laws which implemented in several retail attributes such as products, atmosphere, humanistic, halal products and Islamic values.

1. Store atmospheres; the most suitable measurement of store atmosphere can be made towards cleanliness, store appearance and comfortless of shopping in the store. It is able to yield satisfaction and patronage intentions of the grocery retail store if the store has modern equipment, good and clean physical facilities and ease of transaction [20]. There were research in Kuwait stated that evaluating criteria to select a store is the least important aspect for the Muslim consumer even though the influence of store atmosphere affects the consumer preferences towards a store, however design and layout, external appearance and ease of mobility are not an important consideration among respondents when they choose a store, where Muslims are the majority [4; 20]. The use of Islamic music such as melodic *zikr* [14, 16, 32; 20], recitation of the Quran through playing tapes, sales personnel with modest outfits, and also acknowledgement and respect through window decorations for Islamic festivals. In Islam, it is strongly discouraged the crowding of men and women together as it might expose the unlawful women parts to men. Thus, Islamic retails should have separated spaces for men and women [2; 20]. Provision of facilities in retails should incorporate dedicated each gender areas, for example in prayer rooms, which are already implemented in today's retail environment [2; 20].

2. Product; refers to the allocation of goods. Many retailers have responded to Muslim consumers' need, for example the stores implemented Islam-friendly practices, such as allocating halal and haram products separately and provide specific handling technique for *haram* products [2; 20]. Products produced by Muslim producers are Syariah compliance and following Islamic guidelines are referred as Muslim product [6; 20]. The term

'Halal' are encompass more than just food products, which include banking and financial products, tourism products and pharmaceutical products. It is found to have influence customers' consumption of a product. With the understanding of halal which means 'permissible' and haram means "prohibited' by Syariah, this also means that a halal product is free from any prohibited components in Islam. It's not only "pork free" but it covers a multitude forms for example the flavors, colorings, stabilizers and more [23; 43].

3. Price; in terms of money, Islam disallows any unusual transaction of money. It does not permit that anybody benefit without performing work or taking money without offering proper benefits which is also known as *Maisir* or gambling in Islam, and it is a great sin (Al Quran, 2:219) Islam looking in establishing a fair price for both buyer and seller of the product.).

4. Privacy; Islam has a strong religious traditions and it is directly applied to the structure and organization of life within home and its environments [47]. Optimum privacy for visual is a predominant objective of design to ensure female family members' safety and privacy within Muslim homes [5; 47]. It is by various external interventions in building design elements and layout arrangement.

5. Humanistic; the term humanistic is referred to in-store services that includes providing information on products, responding to consumer queries, products location guidance, and attendance by sales personnel (Lindquist, 1974) [20]. The in–store service goal is to build relationships with customer, increase excitement of consumer shopping in the store, and encourage the intention to revisit the store (Reynolds & Beatty, 1999) [42].The in-store service includes as the aspect of humaneness which considered important in attracting Muslim Customers. The result of the previous researches' (McDaniel & Burnett, 1990) [42] finding was aligned with the most highlighted concept in Islam, which is Tawhid. "The Tawhid" concept is important in dealing with Muslim consumers; it describes the relationship between humans and their Creator and inter-human relationships based on "Allah's law" [42]. The good inter-human relationships with other people needed in this practice and justice to society (Arham, 2010) [42].

6. Islamic Values; in business, retailers must include the religious teaching from marketing practice. Muslim retailers' practices must follow the Qur'an, the Sunnah and the Hadith. Muslim consumers look for those attributes in the modern marketing today because they are not only patronizing the store and buy the products, but the faith and the belief of the owner in conducting the business is what important.Besides selling merchandises, Islamic values must be practice in business that is free from doubtful transactions, justice and honesty are based on Holy Quran and the Sunnah.However, the Islamic values attributes is suitable only for the banking industry, and has been validated in evaluating Islamic values in retail stores. With regards of the importance of religious values in patronizing a store, the research will use the measurement of Islamic values as proposed by (Gayatri, 2011) [42].

Research Methodology

In this paper, the research focuses on defining the essence of Islamic department store functional spaces as well as Islamic values embedded in it. In Malaysia, the zoning, space division and Islamic principles and elements in Islamic retail is different in comparing to one another. Therefore, the selectedmethods thathave been developed to facilitate this research were observation and interviewintwo (2) case studies of selected retail stores which focuses to two apparels retail stores. The cases selected were Modvier (named as Retail 1) and Salsabeela Muslimah Attire Boutique (named as Retail 2), located in a Kuala Lumpur business triangle.These two (2) cases are having different types of business which Retail 1 is a vendor store and Retail 2 holds its own products. The retail layout of Retail 1 is where the products are divided into different spaces and floor levels. Second, the interior decoration and design is not showing so much of Islamic design but the customers seems like automatically familiar with the flow of the store and the circulation of the store runs smoothly as the products are placed accordingly. While Retail 2 is having a straight forward designed boutique layout. Second, the Islamic design in terms of decorative elements isreally stand out, particularly the Islamic decorative elements on the walls, ceiling and floors, however, the layout are merely like a normal retail design. And the customers tend to spend only little time in this boutique though the products can be seen from every area. Both stores are lacks of the most critical Syariah compliance into the overall design scheme and layout.

The first stage of data gathering was composing the list of spatial and architectural elements in retail store, which adopted from the literatures and the written documents (Table 1). The elements of Syariah compliance also gathered from the Quran translation and Hadith (Table 1). Three basic research steps of data gathering, processing and analysis were used in the research process. According to Kleinsmann, Buijs and Valkenburg (2010) in their research process, during data gathering, gaining noticeable results was the first activity. This is marks by Kleiner and Roth (1996), "noticeable results are outcomes, activities, events, behaviors' or policies which are out of the ordinary, much different than would have typically occurred before the learning projects". On the observation, the actors who were most involved during the noticeable results of particular buying-selling activities scenes were firstly determined. Second stage of data gathering was

interview to the two (2) each selected respondents in both respective retails; the owners, the staffs and random customers. The interviews were recorded, transcribed verbatim and analyzed by selected coding (as shown in Table 2 and 3).

Result and Discussion

The following discussionis focusing on the application, elements, principles and building elements as well as how it affects retail design. A list consists of each element from all aspects in Retail Design that has principles of right application of Syariah Compliance mainly to design retail has been made and used as a checklist to make a case research on existing Islamic Store. The main criteria that are listed are as below:

1. Store atmosphere and attributes
2. Humility
3. Privacy in Muslim homes
   - Visual, Acoustical and Olfactory
4. Hospitality
   - Female space and gendered room
   - Building element, design and decoration
   - Cleanliness, Wastage and safety

Previous studies have shown huge numbers of Syariah compliance aspects and characteristics by reviewing the studies by a few selected researchers, Table 1 highlighted some of the Syariah compliance aspects that can be found in retail. It shows the basic needs of a Muslim customers from all over the world when they shop but still need to perform their daily religious activities. For example, prayers or *Solat* is always Islam's priority and Muslims are required to pray five times a day, which they will require a place to perform their prayers wherever they go. In this case, prayer room and services in retail is one of the important requirements, as well as halal products, especially of food and beverages. Muslims will not buy products nor enter a retail that sells products made out of haram ingredients or material (for example products that contains alcohol and pigs). Islamic boutiques, especially the stand alone building, need to have this kind of services and product knowledges to be called as Islamic Boutique Retail.

Table 1: Characteristic proposed for Syariah Compliant Boutique Retail

Muslim Customers' Needs	Syariah Compliant Aspects in Retail
1. Obligatory Religious Activities: • Solat or Prayers • Perform Hajj • The fast (in Ramadhan) • Az- Zakah	1. Special Services for religious activities: • Prayer Room • Hajj related products • F&B Area for customers break their fast • Zakah Payment Area
2. General needs of a Muslim Customers: • Products Information • Store Directory • Food • Facilities • Entertainment • Recreation • Privacy • Pleasant Store Design	2. General Aspects in Retail: • Information of product price, type and more. • Space Division to types and genders • Serve halal food • Facilities are enough at each area • Entertainments that contain Islamic content and insensitive. • Space for guardians, parents and kids. • Each gender has their own space/ area. • Store needs a touch of Islamic design.
3. General rules for Islamic Values in Retail Management: • Interior design • Decoration • Operation • Finance • Management	3. Retail management practice: • Designed accordance to Islamic principles and needs • Decoration that is allowed in Islam (not using mannequin) • Retail operation will not be running at certain time (Maghrib) • Islamic-based finance • Retail is managed according to law.

A proposal is where the Islamic retailers must separate men and women's spaces [2; 20]. Based on interviews with the boutique staffs and observations of both boutique retails, results shown in Table 2 are the compliance level of Retail 1 and Retail 2. Both retails were found lacking to the same amount of Syariah element in retail design, hence, they were in different type of criteria.

Table 2: Level of Compliance of the two retails

Attribution of Syariah Compliant Retail	Retail 1	Retail 2
Display design accordance to Islamic Law	x	x
Location of entrance door	/	x
Division of products	/	x
Division of men and women sections	x	x
Prayer room for customers	x	x
Islamic Interior Decoration	x	/.
Customers privacy	x	x
Facilities for customers (toilet and resting area)	x	/
Clean store environment	/	/
Conservative staff dress	/	/
All female floor	x	x
Appropriate entertainment	/	/
Design level (not overly-designed)	/	/

From this research results and findings, theIslamic element and principle can be highlighted according to requirement of retail and customers' needs. The elements and principles that can be implimented in design are simplified in point forms as below list:

- Simplicity in Islam
- Islamic Art
- Privacy in Buildings and between Muslims
- Humility (External and Internal Modesty)
- Hospitality for Users
- Building Elements with Islamic understandings
- Store Atmosphere and Attributes

Conclusion

Based on the result, both Retail 1 and Retail 2comply merely a few of the Syariah compliance characteristic but still they cannot be considered as a Syariah Compliant retail as some of the major criteria were not offered and applied in both of the retail designs such as the separated areas for men and women, the non-existence of prayer room for customers and lack of general facilities, but both of the retails are still attempted to practice the Syariah requirements. This proposes list of Islamic Elements and Principles for Retail Design is the main objective of this research. Therefore, the aim of this research in determining the Islamic concept and principles in establishing the elements in retail design according to Syariah compliance is accomplished and proposed in the list of guideline in Table 3

Table 3: Guidelines for Sariah Compliant Retail

ISLAMIC VIEWS

- Display design must follow Islamic law (example: the use of mannequin)
- Store need to make customers wear proper when enter the store
- Store design must have spaces for female and male separately according to type of spaces – gendered spaces
- Simplicity in design and material choice
- Female priority in spaces and design
- Interior decoration must be allowed according to Islamic law

DESIGN CRITERIA

- Every building must have prayer room as one of the facilities
- Interior and exterior design of the store must be well-designed
- Layout spatial organization is important based on priority and needs
- The store design must make privacy between customers, staff and neighbors as priority
- The location & design of entrance door, windows must follow Islamic rules
- Building design and material choice must show Islamic value

STORE DESIGN

- Store needs to be kept clean, comfortable and pleasant scent and background music
- Pleasant appearance of the whole building
- Cultural features is needed if the store's concept are related to culture
- Store must provide facilities & services for customers & staff
- Product must be allocated accordingly for ease of shopping
- Store directory & product information is important for customers
- Store location must be suitable for the type of store
- Toilet placement in the store must be properly placed

A proud example of an architect I.M. Pei, a non-Muslim architect who came out with a design sensitivity towards the understanding the diversity of Islamic Architecture, designed the Museum of Islamic Art in Doha with his understandings after he saw the austerity and simplicity in Islam and Islamic arts. It shows that the value and characteristic of Islam can be transformed into physical design without losing the identity of it. The Quran and Sunnah have given a systematic review in producing asset of principles as guidance for building design, while need to be dealt with the retail space planning and design processes. Throughout this research, it shows that some Malaysia retailing system is actually has implementing some of the Syariah requirement, neverthelessit cannot consider as Sariah Compliance Retail yet.

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