

Mall Consumerism: Analysing Consumer Engagement

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Abstract: This study aims to comprehensively explore mall consumerism by investigating consumer attitudes and spending behaviours associated with shopping malls. It categorizes these attitudes into positive, negative, and neutral perspectives and employs qualitative methodologies to capture the real-life experiences of customers. The study primarily investigates the phenomenon of mall consumerism by examining consumers' attitudes and spending behaviours concerning shopping malls. Focusing on this aspect, the research aims to uncover the underlying motivations and sentiments guiding consumer interactions within these retail environments. The main objective is to analyse the overarching landscape of mall consumerism. This analysis will involve categorizing consumer attitudes into three distinct categories. To achieve a comprehensive understanding of consumer behaviour in shopping malls, the study utilizes qualitative research methods. These methods include qualitative interviews and observational techniques, allowing the researcher to delve into the actual behaviours of various types of customers.

Key Words: Mall Consumerism, Ethnographic Research, Grounded Theory, Purposive Sampling

Introduction

Mall consumerism in India has its roots in the late 1990s and early 2000s when the first shopping malls began to emerge in urban areas—the period marked a significant transition from traditional markets to modern retail formats, driven largely by globalization and economic liberalization policies (Rault et al., 2018). The liberalization policies provided opportunities for new retail formats to thrive. The liberalization era encouraged investments in infrastructure and led to the establishment of various shopping venues, allowing higher standards of shopping experiences that were previously unavailable. The appearance of Western-style malls introduced Indian consumers to a new shopping experience characterized by climate-controlled environments and a wide variety of international brands, which began to

reshape shopping habits and consumer behaviour within the Indian middle class (Naqvi et al., 2019).

The rise of mall culture symbolizes a cultural shift in Indian society where shopping has transcended mere purchasing activities to become a social and recreational experience. Malls are not just places for buying goods; they function as social hubs where various demographic groups gather, interact, and enjoy leisure activities such as dining and entertainment (Rault et al., 2018). The development of shopping malls has played a crucial role in reshaping consumer behaviour among the Indian middle class, moving them toward a culture of experiential shopping that values comfort, variety, and luxury (Tripathi, 2023). This evolving shopping landscape holds significant implications for the economy as well, contributing to GDP growth and altering consumer spending patterns as shopping experiences become integrated into the lifestyle of urban Indians. The presence of the new middle class in India has been a major factor in the expansion of mall consumerism. As disposable income increased among this demographic, there was a noticeable shift in consumer preferences towards modern retail spaces that offer branded products, international retail experiences, and convenience (Maksuti, 2024).

Malls provide a safe and comfortable environment for family outings, which aligns with the societal context where there are limited public spaces for socializing and family activities (Pettersen et al., 2024). Mall consumerism in India reflects broader socioeconomic changes and cultural shifts. While malls contribute significantly to economic growth, they also face substantial challenges in adapting to the evolving preferences and behaviours of Indian consumers.

The primary objective of this study is to understand the underlying motivations driving consumer attitudes toward shopping malls. This study investigates how the physical environment of malls, particularly issues related to crowding, impacts consumer decision-making and their propensity for impulsive purchases. It also explores qualitative data regarding the actual experiences of shoppers, enhancing the understanding of what makes a mall visit enjoyable or frustrating. Finally, this study examines the groundwork for potential longitudinal studies examining how changes in the retail landscape affect consumer behaviour and attitudes toward mall shopping.

Theoretical Background

A shopping mall is characterized as a group of retail stores organized under one roof. This arrangement allows for a multitude of shopping options in a single location, making it convenient for consumers to access various products and services (Kushwaha et al., 2017). Malls have been constantly adapting and changing in both style and substance to attract increasingly sophisticated and fickle consumers. The

incorporation of experiential retail, community spaces, and unique offerings are examples of how malls are evolving in response to changing consumer expectations. According to Kushwaha et al., 2017, various significant factors including convenience, choice, ambiance, crowds, parking, and hedonic shopping orientation might affect shoppers' selection of a place to shop. Kelsie 2024

Mall consumerism refers to the phenomenon centred on the behaviours and practices of consumers who frequent shopping malls for their retail needs and leisure activities (Khare, 2011). Malls have historically served as community hubs where individuals engage in shopping, dining, and socialization, contributing to the culture of consumerism prevalent in modern society (Godwana, 2022). Over the years, malls have evolved in response to changing consumer behaviours and preferences. Originally designed as mere shopping destinations, they have transitioned to offer a broader range of experiences, including entertainment, dining, and social interaction which are critical to attracting today's consumers (Godwana, 2022). This shift emphasizes the importance of amenities and experiences over traditional shopping alone.

Impact of e-commerce on mall consumerism

The rise of e-commerce has significantly impacted mall consumerism, leading to an increased need for malls to adapt their strategies (Nanda et al., 2021). With online shopping becoming a dominant force, malls focus on creating unique shopping experiences that cannot be replicated online, such as personalized services and engaging environments. This transformation is crucial for retaining customers who may otherwise opt for the convenience of online shopping (Nahiduzzaman et al., 2021).

Technology is vital in shaping contemporary mall consumerism by enhancing customer engagement and satisfaction. Malls are adopting digital tools to improve user experience, such as virtual shopping experiences, making malls more appealing to tech-savvy consumers.

Looking ahead, the future of mall consumerism will likely involve a continued focus on mixed-use developments and experiential offerings (Botello, 2024). As community needs evolve, malls may become more integrated with residential and workspaces, serving as multifunctional environments that blend shopping, dining, and community engagement. Understanding these trends is essential for mall operators seeking to remain relevant in an increasingly competition-driven retail landscape (Rosenbaum and Ramirez, 2020).

Research Methodology

Ethnographic Research

This study followed Ethnographic Research (ER) to explore consumers' behaviours at malls in 'Hyderabad' the capital city of Telangana, India. Ethnographic research is a qualitative methodology that systematically studies individuals in their natural environments to uncover insights about their culture and behaviours. This approach emphasizes understanding participants' lived experiences and social interactions, allowing researchers to gain a comprehensive view of the social phenomena being studied. The methods used typically include participant observation, interviews, and archival research, which collectively contribute to a rich narrative of the participants' experiences. It also provides a deep and nuanced understanding of a group's cultural context and social dynamics. The researcher immersed himself in the daily lives of participants, observing and interacting to identify patterns of behaviour, beliefs, and values that influence how individuals interact with their environments. This depth of observation is essential for constructing a holistic view of the subject matter.

Ethnographic research (ER) can effectively illuminate consumer behaviour in mall settings by documenting how shoppers interact with products and navigate retail environments. Through immersive observation, researchers capture authentic behaviours that reveal the motivations and decisions consumers make during their shopping experiences. This method enables insights into how various factors such as layout, design, and social context influence shopping behaviour. Intercept methods involve engaging consumers shortly after their shopping experience to gather immediate feedback on their decisions and feelings regarding their shopping experience, ideally capturing their motivations and perceptions while still fresh in their minds.

Sampling Method

The target population for this study includes individuals who regularly visit shopping malls in varying demographics. This study plotted an observation research method to gather individualized insights. Boote and Mathew (1999) identified that Observation Market Research helps collect consumer data by observing their behaviour in a natural setting. This type of research is used to gain insights into how consumers interact with products, packaging, and advertising in real-world situations.

Sampling Area

This study selected four shopping malls in the city. A capital mall located at an eight-lane road and recognized as the largest shopping mall in the city boasting 300 and above shopping stores, movie theatres, gaming zone for kids and youth, and 100 and above food outlets. This mall covers an expansive retail space of 1,931,000 square feet

and features eight stories, making it a significant landmark in the area. The mall is strategically situated in the bustling city, well connected to various parts of the city including residential zones, information technology zones, business areas, and public parks within a walkable distance. With over 430 brands covering a wide range of categories such as fashion, accessories, electronics, beauty care, personal care, and wellness, the mall offers a comprehensive shopping experience. Notable stores include local boutiques and national and international brands, making it a versatile destination for all shopping enthusiasts. Additionally, the Indian Bazaar section of the mall mimics a street market, showcasing handicrafts and indigenous products. The mall hosts two large food courts that can collectively serve over 2000 consumers, featuring a variety of cuisines and popular restaurants, including Taco Bell and Beijing Bites. This ensures visitors can enjoy a sumptuous meal after a shopping spree. With attractions such as Cinemas, a premium multiplex co-owned by a film star. Visitors can also experience an interactive game arena, a trampoline park, and a snow-filled arena. These venues cater to both families and young adults looking for fun activities. Parking is not an issue at this mall, as it accommodates 1400 cars and 4000 bikes across its four floors of parking space. This accessibility contributes to the overall convenience of visiting the mall.

The second mall is a key retail and entertainment hub located in the main centre of the IT corridor, in Hyderabad, India. The mall spans a significant retail area of around 571,000 square feet. The substantial space accommodates a variety of shopping and entertainment options, making it a popular destination among locals and visitors alike. The mall features an extensive range of branded stores showcasing both international and national labels across various categories, including fashion, electronics, and beauty. Additionally, it boasts numerous dining options that cater to diverse culinary preferences, offering a mix of fast-food chains and local eateries, thereby enriching the overall shopping experience. Beyond shopping, the mall is equipped with a multiplex cinema, a gaming zone, and dedicated play areas for children, enhancing its appeal as a comprehensive entertainment destination. This diverse range of facilities helps to attract families and groups looking for a full day of entertainment and leisure activities. The mall is designed with visitor convenience in mind. It features ample parking space, ensuring hassle-free accessibility for those driving to the mall. Furthermore, the facility is wheelchair accessible, with ramps and elevators available for those who require assistance.

The third mall, established in 2009, is a prominent shopping destination located in the upscale area of the city. The mall spans a total retail area of approximately 350,000 square feet. It features an impressive array of offerings, including over 70 branded stores and a flagship shoppers' outlet that occupies three levels of the mall alongside a diverse selection of premium international and national brands. It features a six-

screen multiplex, various dining options, and the largest free-standing saltwater aquarium in India, further diversifying the visitor experience beyond shopping.

In 2023, an international mall group inaugurated a mall in Hyderabad highlighting its importance as a premier shopping destination in the region. The mall spans 150,000 square feet of retail space. It features a well-organized structure consisting of multiple levels dedicated to shopping, dining, and entertainment. A diverse variety of domestic and international brands across various categories, including fashion, technology, electronics, and home goods. This extensive range of stores provides visitors with a rich shopping experience, catering to varied tastes and preferences. In addition to shopping, the mall offers a multi-cuisine food court and restaurants providing a wide array of culinary options, along with a cinema for an immersive entertainment experience. The presence of a movie theatre enhances the overall ambiance, making it a popular spot for family outings. It features amenities such as wheelchair access in parking areas, ensuring convenience for all visitors. However, heavy traffic in the vicinity can sometimes lead to delays in accessing the mall, and parking may also become challenging during peak hours.

Sampling Unit

Twenty personal interviews out of 124 meetings, five from each mall were conducted during the peak and non-peak hours of the mall. During the cultural festive season and after the festive season, the researcher scheduled and visited each mall three times in three months with a gap of 20 days for every visit. The researcher spent twelve to fifteen hours on all three visits together, in each mall. The data elucidated in the Cross Tabulation 1, 2, and 3.

Demographic factors such as gender, age, and income significantly impact consumer behaviour in malls. Research indicates that these variables alter the duration customers spend in these variables alter the duration customers spend in these shopping centres and influence their purchasing habits. For instance, younger consumers may be drawn to entertainment options within malls, whereas older consumers might prioritize convenience and comfort.

The design and layout of malls are critical in shaping consumer experiences and behaviour. Effective store placement near entrances and in high-traffic areas increases consumer attraction to particular stores. Additionally, the overall mall layout including signage, lighting, and music helps guide shopping behaviour and encourages longer visits by creating an inviting atmosphere.

Data Analysis

Grounded Theory

This study employed Grounded theory which is a qualitative research methodology that enables the generation of theories through the systematic collection and analysis of data (Pidgeon and Henwood, 2004). This approach is particularly beneficial for exploring the intricacies of consumer behaviour, allowing researchers to formulate insights based on real-world observations and interactions rather than predefined hypotheses. A study focused on retail malls in Hong Kong revealed a substantive theory about how consumers' perceptions and experiences shape their understanding of the mall's brand image (Osborne, 2011). This qualitative analysis used face-to-face interactions to gather rich, detailed insights into consumer behaviour and brand perceptions. The grounded theory methodology also facilitates the exploration of how consumers form emotional and psychological relationships with shopping locations (Kaur and Malik, 2020). By emphasizing the significance of personal experiences in the consumption environment, researchers can uncover the deeper meanings that places hold for consumers. This perspective challenges the conventional marketing view that often isolates place from consumers' personal lives and experiences. Examining consumer behaviour through the lens of grounded theory provides a robust framework for evaluating how factors such as social interactions and place importance affect shopping decisions in malls. By understanding the underlying drivers of consumer behaviour, marketers can tailor their strategies to enhance consumer satisfaction and loyalty toward their brands.

Table 1: Age vs. Sex

Age Group	Male	Female	Total
21-30	4	1	5
31-40	3	1	4
41-50	4	2	6
51-60	1	3	4
61 & above	0	1	1
Total	12	8	20

Source: Primary Data

Table 1 shows the distribution of the study's sample, 60 percent are male and 40 percent are female.

Age Group	Business	Salaried	Professional	Self Employed	Total
21-30	2	2	1	0	5
31-40	0	4	0	0	4
41-50	1	4	1	0	6
51-60	1	1	1	1	4
61 & above	0	1	0	0	1
Total	4	12	3	1	20

Source: Primary Data

Table two represents the age and occupation of the study's sample. Salaried are 60 percent from all age groups, business 20 percent, professionals such as doctors, lawyers, engineers, and chartered accountants are 15 percent and self-employed is 5 percent.

Socio-economic Status (Per Year)	1 time	2 times	3 times	4 times	>4 times	Total
<6 lakhs	2	2	1	0	0	5
6 to 18 L	3	10	1	0	0	13
>18 L	0	0	0	1	1	2
Total	5	12	2	1	1	20

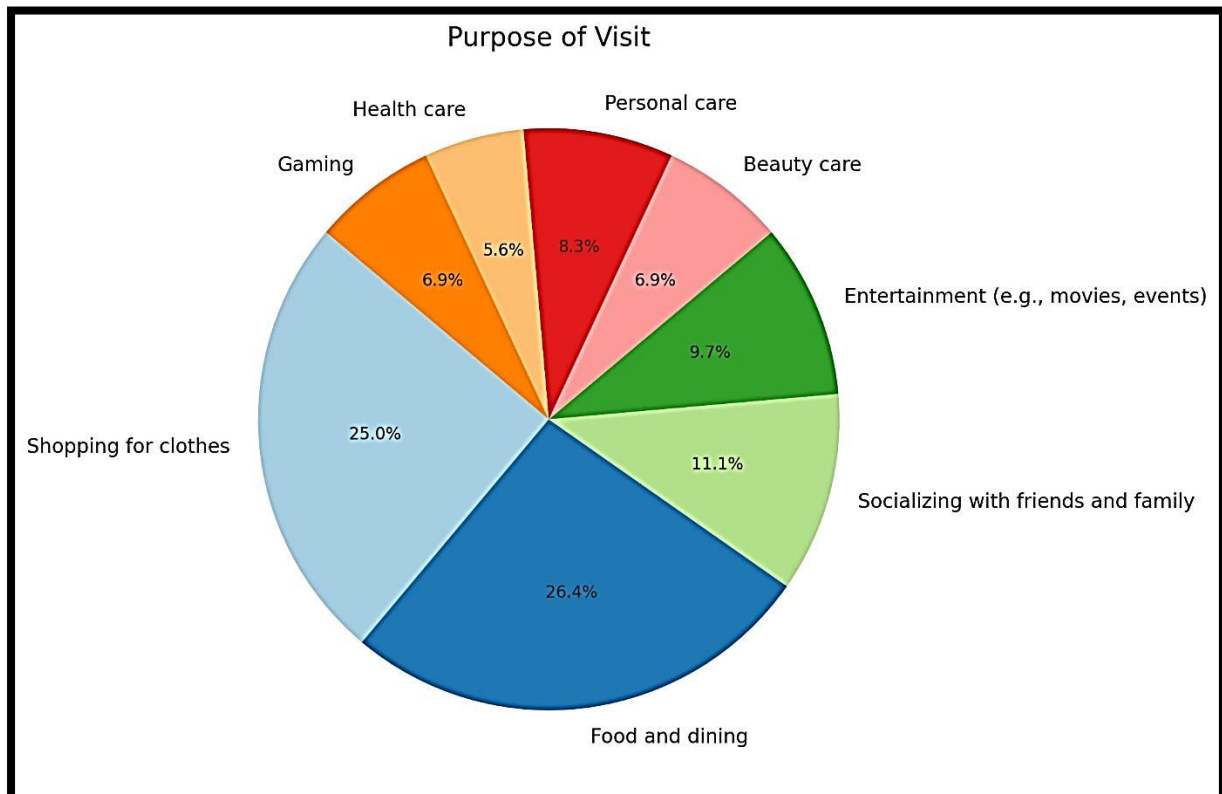
Source: Primary Data

Table 3 presents the relationship between socioeconomic status and the frequency of mall visits among 20 individuals. Lower socio-economic status (income less than six lakhs per year), in this category have a lower frequency of mall visits. None of them visit the mall more than 3 times in a month. This might suggest limited disposable income, which could restrict their ability to visit malls frequently. Middle socio-economic status (income six to eighteen lakhs per year) represents the majority of the respondents 13 out of 20. Most people in this category visit the mall two times (10 out of 13). This group shows moderate engagement with malls, possibly due to a balanced disposable income that allows for some leisure spending without excess. Higher socio-economic status (more than 18 lakhs per year), although this group is the smallest, they show the highest frequency of mall visits. One person visits four times, and the other visits more than four times. This suggests that individuals in this

category have higher disposable income, allowing them to visit malls more frequently for shopping or leisure.

As socio-economic status increases, the frequency of mall visits tends to increase. Those in the lower income group visit malls less frequently, while those in the higher income group visit more often, reflecting differences in disposable income and perhaps lifestyle preferences.

Figure 1: Purpose of Visiting Mall



Source: Primary Data

Figure 1: The pie chart illustrates the different purposes for which people visit a mall. Each segment represents a specific purpose, with its percentage share of the total visits. Food and dining (26.4 percent) is the largest segment, indicating that the most common reason for visiting the mall is to enjoy food and dining experiences. Malls often have a variety of food options, including restaurants, cafes, and food courts, which attract a large number of visitors. Shopping for clothes (25 percent), close behind food and dining is the second most popular reason for visiting the mall. This reflects the importance of fashion and retail shopping in attracting mall-goers. Socializing with friends and family (11.1 percent) is another significant reason for visiting the mall, highlighting the role of malls as social hubs where people meet and spend time together. Entertainment (9.7 percent) options, such as movies and events, also draw a substantial number of visitors. Malls often offer multiplexes, game zones,

and other entertainment facilities. For personal care (8.3 percent), a smaller yet notable percentage of visitors go to the mall for personal care services, which might include salons, spas, or wellness centers. Beauty care (6.9 percent) and Gaming (6.9 percent), both beauty care services (such as salons and cosmetic stores), and gaming activities attract niche audiences but still make up a significant portion of mall visits. Health care (5.6 percent), the smallest segment is also a reason for mall visits, possibly indicating the presence of pharmacies or medical facilities within the mall premises.

The pie chart reveals that food and dining, along with shopping for clothes, are the most prevalent reasons for mall visits, together making up over half of all visits. Socializing, entertainment, and personal care also play significant roles in attracting visitors. This distribution undercases the multi-faceted nature of malls, which cater to a variety of needs and preferences beyond just shopping.

Interviews analysis

Grounded theory provides a framework for understanding social phenomena by analyzing data from the ground up. It is observed from frequent visitors that they have developed an appreciation for the unique experiences it offers, making each visit feel like a new adventure, regardless of how many times they go.

- The atmosphere of the mall is vibrant and alive, filled with a diverse blend of shops, eateries, and entertainment options that cater to a variety of tastes and preferences. From fashion boutiques to gadget stores, there is always something new to discover, sparking excitement and curiosity.
- Every visit feels like an event rather than a routine errand. Whether it's attending seasonal promotions, exploring pop-up shops, or enjoying special events such as live music or art displays, the mall always provides an opportunity for delightful surprises.
- The chance to meet friends, enjoy a meal together, and simply enjoy people-watching adds an enriching layer to each visit, fostering a sense of community and connection.
- The convenience of having multiple amenities in one location is a significant advantage. Appreciate the ability to mix shopping with leisure activities, such as catching a movie or indulging in some relaxation at a café, creating a comprehensive experience that transcends shopping alone.
- The thoughtful design of the mall environment contributes to an enjoyable experience. With comfortable seating, playful decorations, and areas specifically designed for relaxation, they always look forward to visiting, and it never feels tedious or monotonous.

The mall has transformed into a personal joy spot, continually offering fresh experiences that leave them looking forward to each upcoming visit with great

anticipation. These responses highlight how the mall serves not only as a shopping destination but also as a social hub and entertainment venue, reinforcing its significance in enhancing customer joy through consumerism.

Visiting the mall has become a necessary part of routine, primarily due to the demands of modern life and the products they need.

- It is undeniable that mall consumerism plays a role in fulfilling essential requirements. The mall offers a wide range of stores where they can purchase groceries, clothing, and household items, making it a convenient destination for shopping needs.
- However, they often find themselves spending more than they initially planned. The allure of various promotions, new arrivals, and easy access to numerous retailers can lead to impulse purchases that are not strictly necessary.
- Despite the diversity of products available, they sometimes feel conflicted about the necessity of frequent shopping trips to the mall. It feels less like a leisure activity and more like an obligation driven by the need for certain items or services.
- The atmosphere of the mall, while lively and appealing, does not completely alleviate the sense of financial responsibility. They are aware of their spending habits and the importance of budgeting, yet the convenience of the mall can sometimes overshadow these considerations.
- Mall consumerism serves a practical purpose in life, accommodating their needs. At the same time, it necessitates a careful approach to spending, as the ease of access combined with marketing strategies can lead to financial choices that often extend beyond essential purchases.

While mall consumerism is integral to their shopping experience and fulfills requirements, it presents a complex dynamic regarding money spending that requires awareness and consideration. These responses capture a neutral stance, acknowledging both the necessity and the potential challenges associated with spending money in a mall setting.

Some experiences at the mall have largely been frustrating, particularly concerning the pressures of money spending that seem inescapable.

- Some portion of customers feel as though the mall is structured to entice shoppers into spending more than they originally intended. The myriad stores, flashy advertisements, and constant promotions create a sense of urgency that often leads them to make unnecessary purchases.
- They often leave the mall feeling burdened by their expenditure, realizing that the many items they bought were not essential. This cycle of impulse buying

adversely affects their budget and leaves them feeling regretful about their financial choices.

- Additionally, the pressure to keep up with trends or to participate in seasonal promotions makes visiting the mall feel more like an obligation than a pleasurable outing. They found themselves feeling overwhelmed by the need to spend money rather than appreciating the experience of shopping.
- The convenience of having multiple retailers under one roof does little to ease their concerns about dissatisfying spending habits. Instead, it amplifies the feeling of being trapped in a consumer culture that prioritizes consumption over thoughtful purchasing.
- Ultimately, while they recognize that the mall is intended to be a space for enjoyment and convenience, it has instead become a source of stress that forces them to confront the realities of overspending. They found themselves questioning the value of these visits, as they seemed to perpetuate a cycle of financial strain rather than fulfillment.

Overall, the experiences with mall consumerism have led to a negative association with money spending, as they feel increasingly trapped by the allure of consumer choices that often do not align with their financial goals. These responses reflect a negative viewpoint, emphasizing the challenges and pressures of spending in a mall setting and the psychological impact it has on the customer.

Overcrowding in shopping malls significantly alters the shopping experience for many consumers. During peak times, such as weekends and holidays, the excessive number of visitors can lead to feelings of frustration and discomfort among shoppers.

- Consumers may find themselves waiting in long lines at stores or restaurants, which detracts from the overall enjoyment of their shopping experience. This frustration is often further amplified by concerns about personal safety and hygiene in crowded environments, as shoppers become increasingly aware of the implications of close contact with others.
- The emotional state of customers can be adversely affected by rush conditions in malls. High levels of noise, physical crowding, and the general chaos of a busy shopping environment can lead to increased anxiety and irritability. Shoppers may feel overwhelmed and experience a diminished ability to make purchasing decisions, as the stress from managing through crowds affects their focus and enjoyment of the shopping process.
- For many shoppers, the negative impact of overcrowding may deter future visits to a mall. Customers who have had unsatisfactory experiences due to excessive crowding may choose to shop online or visit less crowded stores in the future. Consequently, this shift in shopping preference can lead to a decline in foot traffic for malls, emphasizing the importance of maintaining a

comfortable shopping environment to encourage customer loyalty and repeat visits.

Discussions and Management Implications

Focus on enhancing the overall experience in the mall to capitalize on the positive sentiment expressed by enthusiastic customers by maintaining a diverse range of shopping and dining options, management can cater to the various preferences of shoppers, thereby encouraging them to spend more time and money within the mall. Additionally, organizing engaging events and promotions can transform each visit into an exciting experience, further attracting these customers and ensuring their loyalty. Seasonal activities and unique promotions can keep the shopping environment dynamic and appealing. Investing in social spaces where customers can relax and interact will contribute to a more enjoyable atmosphere, promoting longer visits and increased spending. Such comfortable environments create opportunities for shoppers to socialize, which can enhance their overall experience.

For customers expressing a neutral sentiment regarding their spending habits, one should prioritize financial literacy incentives. This includes offering workshops or resources that educate customers on budgeting and responsible spending. Creating personalized budgeting tools can help shoppers align their purchasing decisions with their financial goals. By assisting customers in tracking their expenses and recognizing priorities, the mall can foster a financially conscious shopping culture. Management should also emphasize mindful spending habits. This approach not only enhances customer satisfaction but can also improve the overall shopping experience.

The challenges faced by customers who express negative feelings towards their spending experiences, management must implement clearer pricing strategies. Providing transparent pricing information can help alleviate confusion and reduce anxiety about spending decisions. Moreover, emphasizing promotions for essential items rather than impulse purchases can guide customers toward more practical buying decisions. This strategy can help shift the focus from unnecessary spending to fulfilling genuine needs. Educational campaigns focused on promoting financial literacy can empower customers to make informed purchasing decisions. Workshops aimed at understanding marketing tactics and budgeting strategies can equip consumers with essential skills for navigating the consumer environment. Enhancing the mall's atmosphere to promote relaxation can counteract the stress associated with spending. Creating comfortable, inviting spaces can help customers enjoy their shopping experience while feeling less pressured to spend.

Efficient Crowd Management during peak hours for example reservation system and improving facilities that encourage efficient foot traffic flow. Providing ample seating areas and creating more open spaces can enhance comfort levels, allowing shoppers to relax while they navigate through the mall.

Limitations and Further Research

The study is limited to one city and four shopping malls. There will be changes in consumer behaviours based on geographical locations. Hence, we can't generalize the outcome of this study. In general, consumer behaviour will be similar based on income because income influences expenditure or spending patterns. Sometimes, the observations will differ from the reality because of the sample. There is a chance to get much more consumer mall insights by digging deeper and deeper into the study by doing in-depth interviews and structured questionnaires with a large sample selection and multiple geographical areas. In a further study, researchers can distinguish mall consumerism among different age groups, income groups, geographical areas, and mall sizes. In developing countries mall consumerism is new, compared to developed countries. In developing countries, still, mall consumerism is still limited to metros and Tier One cities only. In the future, there is a chance for the evolution of mall consumerism in Tier two and three cities. Hence, there is much scope for future research.

Conclusion

Income is the major criterion while spending in mall consumerism. The income disparity is very clear in mall consumerism. Grounded theory and observation techniques help to understand the exact behaviour of a consumer rather than an interview. Sometimes, respondents will be biased if the researcher doesn't observe their economic behaviour. As respondents opined there is excitement for the first time in mall consumerism and spending impulsively. When there is a social gathering there is no second thought except spending which is caused by stopping or limiting the budget-constrained customer from his frequency of mall visits and spending.

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