



**National Conference on Recent Advances in Engineering,
Technology, Science, Management and Humanities
(NCRAETSMH – 2025)**

23rd February, 2025, Nagpur, Maharashtra, India.

CERTIFICATE NO : NCRAETSMH /2025/C0225141

Influence of Shopping Malls on The Consumers of Kolkata

Sohini Nath

Research Scholar, Department of Economics, Mansarovar Global University, Sehore, M.P., India.

ABSTRACT

The purpose of this paper is to investigate what people do at shopping malls, whether or not mall culture is becoming more acceptable, and if so, why. Supermarkets and multi-story malls that provide food, entertainment, and shopping all in one place are signs that modern organized retail has made its way to Kolkata. Mall management and retailers would do well to keep tabs on customer perceptions of the mall's benefits, whether or not mall shopping is replacing conventional zone-based buying, and the causes behind this trend so that they can position themselves appropriately. Consumers mainly like eating at food courts, window shopping, and amusement at multiplexes or video game parlours when they go shopping malls, according to the survey. In their free time, they hang out with friends and family and take part in mall-sponsored events, promotions, contests, and product launches. The growth in the number of frequent shoppers at malls is indicative of how mall culture has become mainstream and how customers are increasingly making repeat trips to make larger purchases. Many people prefer shopping in malls because of the air conditioning, the variety of products offered, the ease of finding parking, the pleasant atmosphere, the ease of finding what they need, and the peace of mind that comes from knowing the business owner is not trying to take advantage of them. Their increased disposable income, together with these lifestyle factors and the status symbol of being in a mall, are the primary motivators that bring them there.

Keywords: Promotion, consumers, disposable, contradictory, retailers

1. INTRODUCTION:

A consumer's behaviour is defined as their search for, selection of, utilization of, evaluation of, and eventual disposal of goods and services. Consumer purchasing behavior encompasses the complex decision-making process individuals engage in and the actions they take to fulfill their desires and requirements in the marketplace. There isn't a single acceptable behaviour, though. Individual consumers respond differently as a result of external factors, such as the environment and circumstances, and internal factors, such as motivation, all have an impact.



National Conference on Recent Advances in Engineering, Technology, Science, Management and Humanities (NCRAETSMH – 2025)

23rd February, 2025, Nagpur, Maharashtra, India.

Customer behaviour research is centred on how consumers behave when making purchases, simultaneously acting in the three different roles of user, payer, and buyer. Consumer behaviour provides marketers with valuable insight into and prediction of market behavior. Things like when, why, and what consumers buy are part of the picture, as are the reasons behind it. Even in the midst of studying consumer behaviour, every step of consumption has been closely monitored, from consideration to use. Marketers can start to comprehend why consumers acquire opinions and decide what to buy through the use of sociology, psychology, and demographics. Marketing professionals, advertisers, and government organisations can learn from consumer behaviour research how personality, perception, values, and beliefs affect how consumers choose products and services. Age, marital status, family size, income, education, and occupation are some of the marketing demographic aspects that are studied.

Shopping mall culture has recently swept the Indian market, causing a dramatic shift in the country's organized retail sector. A combination of higher-salaried jobs brought about by the information technology revolution, increased access to global markets, and increased need for related facilities and products has increased the purchasing power and demand in India. The ideal location would be a shopping mall. The Indian consumer industry is supposedly in the midst of a magical spell, according to market gurus. As urban living standards rose, more and more working women and young people entered the market, increasing disposable incomes for Indian households and fostering a more conscientious approach to purchasing. These shifts have altered shopping habits in both urban and rural areas.

2. REVIEW OF LITERATURE

The researcher can learn more about the methodology, the constraints of the different estimating procedures, the database, the clear interpretation, and the ways to reconcile the contradictory results by conducting a literature study. Nevertheless, there is a dearth of research in this area, particularly in India. Here we present a synopsis of the literature that has been reviewed.

Navneet Saini and Kajal Sharma (2022) stated that this paper paints a comprehensive picture of the changing Consumer Behavior towards shopping malls. An attempt has been made to investigate the different components that influence the consumer behavior towards emerging shopping mall. This literature review found that the customers do not go shopping malls only for the sake of shopping but for the entertainment. Different studies denote that various kind of factors are responsible that make the customers prefer shopping in big malls. The analysis drawn out in this paper will definitely help the retailers or shopkeepers to make changes if any in the shopping malls in order to attract maximum customers thereby satisfying their needs and making other important changes for the development of a mall.



National Conference on Recent Advances in Engineering, Technology, Science, Management and Humanities (NCRAETSMH – 2025)

23rd February, 2025, Nagpur, Maharashtra, India.

Rashmi BH (2021) stated that the retail industry has grown very fast and as a result, many shopping malls have mushroomed all over India that are frequented by customers. Customer satisfaction in today's world is the one factor that distinguishes between success and failure. The study looks at factors that affect customer satisfaction. The important key factor that affect customer satisfaction is mall environment. The study used the results of a consumer survey to understand the factors related to mall environment that attract a customer to the mall and help in ensuring their satisfaction. The utility of this paper lies in the fact that it helps mall management to understand how they can create a mall environment that would positively impact customer satisfaction. They can then work towards improving mall operations to create the environment that can bring in customers to the mall and keep them satisfied.

Mandy Mok Kim Man and Ricky Cai Qian Qiu (2021) explained that since a couple of years ago, the development of shopping malls is booming in the Klang Valley-Kuala Lumpur area in Malaysia. Motivating consumers for frequent visits to shopping complexes is imperative in order to run a successful shopping mall in such a competitive retail environment like the Klang Valley-Kuala Lumpur with over 100 shopping plazas. Getting knowledge of the elements attracting consumers to visit a shopping mall and make purchases is of greatest importance in order to achieve high profit return and increase economic growth and development of a nation. The objective of this research paper is to study the factors influencing the consumers' buying behaviours in the shopping malls. The environmental related factors (building structure, atmosphere, sounds and music and fragrance and smell), services related factors (personal services, price, advertising and promotion), administrative related factors (tenant mix, anchor tenant, entertainments) as well as transportation and location related factors (parking, location, accessibility) were identified as independent variables and consumer's buying behaviour within the malls as a dependent variable. A research framework was developed based on a thorough literature review. There were 200 responses collected from consumers in four shopping malls in Klang Valley-Kuala Lumpur area. Correlation and multiple regression analyses were carried out using the SPSS software package to obtain the results. The results of this research indicate that environmental, transportation and location related factors have significant impact on consumers' buying behaviours in the shopping malls. The results congruent with previous studies. The environmental related factors have positive effects on consumers' purchase behaviours. Additionally, this study also found that transportation and location related factors have significant relationship with consumers' purchase behaviours. The findings can be adopted by the shopping malls' managers to improve overall shopping malls' performance as well as by mall developers to evaluate the mall site's location and construction designs. For academicians, this study could be used as a ground work for further exploration of the possibilities to influence consumers' purchase behaviours through different marketing strategies to increase sales and profits.



**National Conference on Recent Advances in Engineering,
Technology, Science, Management and Humanities
(NCRAETSMH – 2025)**

23rd February, 2025, Nagpur, Maharashtra, India.

R Kavipragash and L Gopalakrishnan (2020) stated that gone are the times where the buyer went in search of materials from shop to buy. Today, things are made available in one shop and one place. Lately, consumer wants buying to become a cheerful affair. They might wish to see, touch and feel the commodities that they buy. The consumer needs far better buying adventure and this demand gave rise to the emergence of shopping malls in India. All over the buying process, various factors like ethos, social class, reference clusters and self-image all have an impact on the purchase decision. This study focuses on the person's emotional feeling, action and tendencies towards the buying behaviour in shopping mall.

V. Abiram and Nirmal Kumar (2019) explored that in the past few decades the technology of the world has evolved like never before. Unlike the progress of pre-world war era, the current growth is almost exponential with new developments occurring every day. Electronics market is one of the fastest growing markets of India. The country has seen a number of changes and quite significant evolution in its retail market sector. The informed consumers are comparing price, features, cost and other various factors before any purchase. The primary aim of the present study is to analyse the consumer buying behaviour in shopping malls across Coimbatore city. To analyse the demographic trends of consumer behaviour the research was conducted based on the presence for estimating client purchasing conduct and fulfillment level towards current shopping centers in Coimbatore city. The present study collected opinions of around 400 respondents from Coimbatore city.

Nidhi Turan (2019) investigated that the study encompasses respondents' profile and some aspects of buying intentions at shopping malls in millennium city of Gurugram. The survey results indicate that low incidence of conversion into serious buyers is because of high incidence of visitors belonging to the lowest income group in the sample. Though the highest percentage of the visitors visit malls in the company of their friends, yet the high incidence of conversion emanates from the respondents visiting in the company of their families, followed by those who are in the company of their friends or colleagues. The frequency of the customers visiting the lifestyle malls shows, mall is not only a shopping destination but also a great fun spot, a place for movies, meals/snacks and celebrations of different types. It needs mention that the increasing frequency of visits, even if for fun, is bound to culminate into serious buying in the longer run.

B. Rukmani and Sreeya B (2019) stated that shopping centers are the imperative piece of lives of a few people in the present period. A paper on shopping center every one of the advantages of a shopping center. The shopping centers are the spots that are pressed in ends of the week. The shopping centers of the present world are colossal and give every one of the items that a man wants as a wellspring of amusement. Shopping centers have influenced the shopping of individuals exceptionally advantageous as they to get nearly everything from one same rooftop. These shopping centers are developed perfectly to draw in an ever-increasing number of clients. They have immense



National Conference on Recent Advances in Engineering, Technology, Science, Management and Humanities (NCRAETSMH – 2025)

23rd February, 2025, Nagpur, Maharashtra, India.

framework. Shopping centers are the one place where society can go to unwind, mingle, and experience the way of life of the present America. Basically, adolescents run there to home base with companions and play around with them. The main purpose of the study concluded the customer Perception towards Shopping in malls in Chennai.

Narahari & Kuvad (2017) examined customer behaviour towards shopping malls. The main objective of their study is to understand the purchasing behaviour of customers who visit shopping malls and identify gender differences, if any, in terms of purchasing behaviour. The study predominantly proves that the customers belonging to Durgapur and Asansol are quite happy with the overall shopping mall experience and absolutely comfortable as they consider it as "One-Stop Shop" for a wide range of products and brands. However, regarding the safety measure, there is a huge dearth of awareness among customers. Overall, the study finds that there are no predominant differences between men and women in their shopping experiences, choices and purchasing decisions. This is a healthy sign for the enhanced role of women. The research also proves that shopping malls are the best locations for socialization, especially for the younger generation to hangout, spend quality time with family, dine out other than shopping.

Ahmed and Mayya (2015) conducted a study to examine and analyse the buying behaviour and the perceptions of the customers of shopping malls. Results of their study indicate that consumers have gained a lot of benefits from organized retail on multiple counts like wider choice of products and well-known brands, one stop shopping, new market arrivals, festive offers, huge discounts, and other benefits. The survey results revealed that almost all income groups get benefited through organized retail purchases. Thus, from the consumers' perspective, expansion of organized retailing is more preferred as different malls and corporate retailers compete with each other resulting in reduced prices with reasonable quality products.

3. THE WAY SHOPPING MALLS INFLUENCE ON THE CONSUMERS IN KOLKATA

In Kolkata, like in many Indian metros, shopping malls have grown into significant social and commercial centres. In addition to selling merchandise, malls offer a variety of services, dining options, and entertainment in a well-planned setting that influences customer expectations and actions. The degree of impact for Kolkata's urban customers is the primary question this research paper seeks to answer.

Malls give more than shopping; they offer a whole experience encompassing dining, entertainment, and leisure, rendering them a hub for social engagement. The "everything under one roof" paradigm provides exceptional ease, enabling consumers to locate diverse products and services in a special, controlled temperature environment.



National Conference on Recent Advances in Engineering, Technology, Science, Management and Humanities (NCRAETSMH – 2025)

23rd February, 2025, Nagpur, Maharashtra, India.

Elements like as a comfortable, climatecontrolled atmosphere, orderly parking, and a contemporary, highcaliber ambiance entice shoppers and instill a sense of ease and assurance in the retail space. Malls offer entertainment via multiplexes, video game arcades, and coordinated events such as promotions and product launches, which attract consumers and enhance visit frequency. Malls have become as emblems of fashion and contemporary lifestyle for many, particularly among the younger generation, functioning as social venues for gatherings with friends and family. The structured environment of malls can foster consumer confidence in receiving outstanding service and avoiding fraud, in opposition to the bargaining environment of traditional marketplaces. The growth of malls has resulted in a transformation of customer tastes, presenting a considerable challenge to conventional small enterprises and street vendors, who usually do not have the financial resources, strategic foresight, and technological adoption of contemporary malls.

Malls also pose problems for brick-and-mortar stores and call attention to the need for accessible design and integrated marketing methods.

4. CONCLUSIONS

In today's culture, shopping malls are gaining more and more popularity as a result of the numerous advantages that they provide to customers. It is becoming increasingly common for the culture of shopping malls to exert an influence on the purchasing patterns and habits of consumers. The merchants need pay a higher degree of attention to these shifting conditions in order to guarantee that they will continue to exist in the market. Conveniently located under one roof, shopping malls offer customers access to a diverse assortment of goods, ranging from apparel and gadgets to food and services. They provide surroundings that are comfortable, safe, and air-conditioned, and contain amenities such as food courts, entertainment areas, and play areas, which encourage guests to stay for longer periods of time. People are able to relieve boredom, socialize with one another, and spend time with their families in shopping malls, which function as community gathering areas. It is possible for customers to readily compare items and prices from a variety of brands in a one spot, which ultimately results in more informed purchasing decisions.

5. RECOMMENDATIONS

There are many different cultures and languages represented in Kolkata. Malls have become a medium of cultural revolution as a result of the increasing number of customers they attract in today's society. In order to draw people to malls, the management might organize a variety of events, including cultural shows that contribute to the promotion of local culture. They are able to organize cultural activities on a weekly and monthly basis, for the purpose of attracting a large number of individuals, who are more likely to attend on a weekly and monthly basis. As a result of the high



**National Conference on Recent Advances in Engineering,
Technology, Science, Management and Humanities
(NCRAETSMH – 2025)**

23rd February, 2025, Nagpur, Maharashtra, India.

prices of the products, many individuals are reluctant to go to shopping malls. These customers can be attracted to retailers through the use of pricing strategy. It is also possible for merchants to employ a wide variety of promotional methods in order to attract customers.

REFERENCES

- 1) Ahmed Ajaz, Mayya Dr. Sureshramana (2015), Buying Behaviour and the Perceptions of the Customers of Shopping Malls: A Case Study of Mangalore Region, Research Invenyt: International Journal of Engineering and Science Vol.5, Issue 9 (September 2015), PP -11-15
- 2) Archana Chanuvai Narahari, Dhiman Kuvad (2017). Customer Behaviour towards Shopping Malls –A Study in Bhavnagar (Gujarat State, India), Intn Jour of Adv Res & Innovative Ideas in Education, 3(2): 211-224.
- 3) B. Rukmani, Sreeya B (2019). Customer Perception towards Shopping in Malls in Chennai, International Journal of Innovative Technology and Exploring Engineering, 8(11): 3195-3197.
- 4) Dr. Yathish Kumar, Niveditha (2018) Influence of Mall Culture on Consumer Behaviour and buying decisions, IJCRT, Volume 6, Issue 1 January 2018, pp-1066-1070
- 5) Dr. Yathish Kumar, Niveditha, INFLUENCE OF MALL CULTURE ON CONSUMER BEHAVIOUR AND BUYING DECISIONS, 2018 IJCRT, Volume 6, Issue 1 January 2018, pp-1066-1070
- 6) Garai Debsena (2022) Customer Behaviour in shopping malls- A Study in Bardhaman District (Purba and Paschim), IJRTI, Volume 7, Issue 5, pp-638-644.
- 7) Mandy Mok Kim Man and Ricky Cai Qian Qiu (2021). An Empirical Study of Factors Influencing Consumers' Purchasing Behaviours in Shopping Malls, 13 (1):14-25.
- 8) Ms. Rashmi B.H, Dr. Suresh Poojary, (2016) Factors Influencing Customer behaviour and its impact on Loyalty towards shopping malls of Bangalore City, IJEMR – July 2016 - Vol 6 Issue 07, pp-1-14.
- 9) Navneet Saini, Kajal Sharma (2022). Changing Consumer Behavior towards Emerging Shopping Malls: A Sociological Analysis, International Journal for Multidisciplinary Research, 4(6): 1-7.
- 10) Nidhi Turan (2019). Consumer Buying Behaviour at Shopping Malls: An empirical study, ZENITH International Journal of Business Economics & Management Research, 9(3): 36-40.
- 11) R. Kavipragash and L. Gopalakrishnan (2020). Buying behaviour of consumers towards the Shopping Mall, 7(1): 744-747.
- 12) V. Abiram, Nirmal Kumar (2019). Factors influencing consumer buying behaviour in electronics sector at shopping malls in Coimbatore: An analytical approach, Journal of Emerging Technologies and Innovative Research, 6(6