The Dynamics of Consumer Behaviour in Indian Shopping Malls: A Literature Review.

Atul Nandedkar [1] ,Prof. (Dr.) Rajendra Sinha [2]

Research Scholar, Sandip University, Nasik
Research Guide and Vice Chancellor, Sandip University, Nashik
[1]iaf_adn@yahoo.co.in, [2]vc@sandipuniversity.edu.in

ABSTRACT:
Consumer behaviour in Indian shopping malls is experiencing significant changes due to socio-demographic shifts, digital retail advancements, experiential marketing, and sustainability issues. This literature review analyses many worldwide and regional studies to identify trends and factors influencing consumer decision-making in mall settings. Elements such as atmosphere, accessibility, brand assortment, social engagement, and technological adoption substantially influence consumer happiness and shopping frequency. In the Indian setting, accessibility, family-centric amenities, gender-specific behaviours, and increasing sustainability awareness significantly influence mall preferences. Moreover, research from global markets, notably South Korea, European Union nations, Malaysia, Hong Kong, and China, provides comparative insights into the interplay of cultural, technological, as well as urban design factors with retail strategy. Notwithstanding a substantial corpus of studies on customer preferences, nascent themes such as XR technological devices, mobile applications, and environmental design are inadequately examined in Indian shopping malls. This analysis consolidates ideas from national and international academic sources and finds research deficiencies in comprehending emotional involvement, digital revolution, and post-pandemic behavioural alterations in consumer behaviour within shopping malls. The article finishes by emphasising the implications for mall developers, merchants, and policymakers aiming to improve the consumer experience, cultivate loyalty, and tackle contemporary retail difficulties with smart, consumer-focused innovations.

Keywords: Consumer Behaviour, shopping mall, Digitalisation, Customer Loyalty, Consumer experience

I. INTRODUCTION:

Shopping malls in India have transformed into multifunctional institutions that extend beyond commercial purposes to operate as hubs for recreational activities social interaction, and cultural expression. In the last twenty years, rapid urbanisation, evolving lifestyles, and rising disposable incomes have facilitated the expansion of retail malls throughout Indian cities. In contrast to conventional markets, malls provide a meticulously selected combination of retail, dining, entertainment, & experiential services within a single location. This transition has resulted in a revolution of customer behaviour, characterised by increased expectations, brand awareness, and a preference with convenience and atmosphere.

Research on shopping malls worldwide indicates a multifaceted interaction of elements affecting consumer choices, including product availability, mall ambiance, accessibility, and marketing tactics. The research underscores the significance of mall ambiance and configuration, whereas elucidating the socio-demographic factors affecting purchasing behaviour. In India, elements such as brand trust, price sensitivity, as well as emotional involvement significantly influence mall attendance and purchasing behaviour.

The emergence of e-commerce and digital retailing has created new facets of rivalry and convergence. Consumers are increasingly alternating between online and offline experiences, motivated by convenience and digital integration. Notwithstanding this transition, physical malls persist in drawing visitors owing to their engaging atmospheres and social roles. Nonetheless, there exists a paucity of comprehensive research that especially examines the changing dynamics of customer behaviour in Indian shopping malls.

This review aims to address this gap by consolidating results from cross-cultural, digital, architectural, and consumer psychology perspectives, synthesising them through an Indian framework. The objective is to provide thorough insights into the evolving expectations, motives, and preferences of Indian mall consumers, while identifying research possibilities that can inform mall developers, marketers, and politicians.

II.   RESEARCH OBJECTIVES:

1.   To analyze the key factors influencing consumer behavior in shopping malls in India through the lens of existing global and Indian literature.

2.   To identify emerging trends and research gaps related to digital transformation, sustainability, and emotional engagement within the context of Indian shopping malls.

RESEARCH METHODOLOGY:

1.   **Type of Research:** Descriptive Research

2.   **Data Collection Sources:** Secondary data is reviewed from National and International peer-reviewed journals, Scopus & Web of Science articles, government reports, theses, books, and case studies.

3.   **Scope:** The review focuses on consumer behavior in shopping malls across India, with references from international contexts for comparative analysis.

4.   Limitations:

The study has limitations due to a lack of longitudinal data from Indian sources, regional and cultural diversity, rapid retail technology evolution, and limited literature on post-pandemic behavioral changes in Indian mall visitors. It also focuses on metropolitan malls, leaving a gap in understanding India's broader retail ecosystem. Future research should be more diverse, real-time, and location- sensitive, addressing these limitations to better understand consumer behavior trends in mall environments.

III.   REVIEW OF LITERATURE:

(Zhiling & Chris, 2025) The study by Ch'ng Zhiling and Ong Siew Har Chris (2025) reveals that key factors influencing consumer satisfaction in online shopping in Klang, Malaysia, include product quality, website usability, timely delivery, and customer service. Consumers prioritize clear product descriptions, secure payment systems, user trust, and easy navigation, providing insights for improving satisfaction and loyalty in the growing online retail market.

(Chaudhary & Thiebaut, 2025) The study examines how German Indian supermarkets are utilizing digital transformation strategies to improve operational efficiency and customer engagement. It highlights the use of data analytics, online ordering systems, and mobile apps to streamline inventory management and personalize customer experiences. The research emphasizes the importance of digital agility and innovation in the multicultural retail sector.

(Rothman, Kim, & Moody, 2025) The study explores the luxury consumption habits of Generation Z, focusing on their motivations for luxury handbag purchases. It reveals that self- expression, social status signaling, brand prestige, and sustainability are key drivers. The study also highlights the importance of ethical production and brand values in Gen Z's purchasing decisions, offering valuable insights for luxury brands to engage this demographic through value-driven marketing strategies.

(Rathod & Nagdev, 2025) A survey-based study on brand loyalty among Indian FMCG consumers reveals that product quality, trust, promotional offers, and customer satisfaction are key factors. Emotional connection and consistent product performance are also significant contributors. Effective relationship management and frequent engagement are crucial for loyalty.

(Karthikeyan & Prashanth, 2025) The study also explores consumer behavior in the context of Extended Reality (XR) and the metaverse, focusing on factors influencing user engagement and purchase intentions. Immersion, interactivity, personalization, and perceived enjoyment are critical determinants of XR experiences. Trust and data security concerns are barriers to wider adoption. To succeed commercially, businesses must prioritize user-centered designs and privacy assurances. This provides a foundational understanding for companies leveraging XR environments for marketing and retail.

(Asmithaa, Chandrakumar, Murugananthi, Vanitha, & Parameswari, 2025) The study examines consumer awareness and adoption of multi-source edible oils in India, focusing on health benefits, price sensitivity, and promotional strategies. It suggests that health consciousness drives adoption, but lack of awareness and skepticism hinder it. The study recommends educational campaigns, transparent labeling, and strategic marketing focusing on nutritional benefits for increased market penetration.

(Kim, 2025)A study on mobile grocery shopping applications in Zambia found that user trust significantly influences the adoption of these apps. The Technology Acceptance Model (TAM) framework was used to analyze the factors influencing adoption.

(Natasha, 2024) The study also examined the adoption of green practices in five shopping malls in Lusaka District, Zambia. Factors such as regulatory compliance, cost-benefit perceptions, consumer demand, and management commitment were identified as key influencers. The study suggests that while environmental sustainability awareness is increasing, practical implementation is often hindered by financial constraints and lack of technical expertise. The study recommends stronger government incentives and consumer education to promote sustainable business practices.

(Kalariya, Chauhan, Soni, Patel, & Patel, (2024))A study on millennial shopping preferences in the online marketplace reveals that convenience, price sensitivity, product variety, and digital payment options are key factors. Personalized recommendations and responsive customer service enhance the shopping experience, while social media influence and peer reviews influence purchase decisions. The research suggests that e-commerce platforms should adopt dynamic marketing strategies aligned with digital consumer behavior.

(Ni & Ueichi, 2024) The study also explores behavioral intentions in livestream shopping, revealing cultural variations in product authenticity and influencer credibility. Livestream sellers should tailor their engagement strategies to maximize consumer participation, enhancing understanding of global digital retail trends.

(Huang & Huang, 2024) The study explores purchase intention in social media live shopping, focusing on perceived usefulness, trust, interactivity, and influencer endorsement. It shows that real-time engagement and social proof boost consumer confidence. The research emphasizes the need for interactive features like Q&A sessions and instant feedback mechanisms to increase consumer involvement, which is beneficial for brands using social commerce platforms.

(Abdullah & Sipos, 2024) The study explores consumer preferences for automated driving vehicles, focusing on safety, convenience, technology trust, and environmental benefits. Survey-based data analysis reveals that while curiosity encourages early adoption, skepticism about safety and control remains a barrier. Transparent communication, policy support, and enhanced safety demonstrations could increase acceptance and market adoption of automated vehicles.

(Khedekar and Bundhe 2024) explore how artificial intelligence is transforming the way businesses make decisions. Their review brings together insights from academic research and industry reports to show how AI helps organizations process large volumes of data quickly and accurately. The paper highlights the growing role of AI in real-time analytics and decision support systems, helping companies manage resources and solve operational challenges more effectively. While the benefits are clear, the authors also point out key concerns like maintaining data quality and protecting user privacy. Overall, the study offers a well-rounded view of AI's potential and the practical issues businesses need to navigate when adopting these technologies.

(Yoo, Lee, & Atamja, 2023) The study investigates the impact of online information quality and website design on user loyalty in Korea's e-commerce shopping malls. It reveals that accurate, reliable, and timely information, along with a user-friendly design, significantly enhances consumer trust and satisfaction. The research underscores the significance of digital interface quality in fostering long-term customer loyalty in virtual shopping environments.

(Meena, 2022) The study examines trip generation rates of shopping malls in developing cities, focusing on transportation and mobility implications. It uses statistical modeling to understand factors like mall size, parking availability, and catchment area demographics. Larger malls and those in high-density areas generate higher trips, contributing to urban traffic congestion. The study highlights the need for integrated transport planning and policy interventions to manage mobility challenges.

(Man & Qiu, 2021) The study explores the factors influencing consumer purchasing behaviors in shopping malls, revealing that mall ambiance, promotional strategies, accessibility, and product variety are key influences. Emotional engagement with the shopping environment, including entertainment and leisure spaces, is crucial for enhancing spending. The study provides practical recommendations for mall managers to enhance shopping experiences and customer conversion rates.

(Eduful & Eduful, 2021) The study explores the role of shopping malls in Accra, Ghana, as symbols of modernity and sites for social transformation and identity construction. Through qualitative research, it reveals that malls project aspirational lifestyles and global consumer culture, reshaping urban social interactions and consumption patterns. The research provides a cultural perspective on the evolving role of malls beyond mere shopping destinations in emerging African cities.

(Kim & Na, 2021) A study using text mining techniques analyzed consumer reviews of cycling pants sold online. The research found that positive reviews primarily focus on comfort and performance, while negative reviews often mention sizing issues and poor material quality. This suggests that businesses can use sentiment mining to improve product design and customer satisfaction in niche product segments.

(Sun, Zhang, Liao, & Chang, 2021) The study explores the factors influencing the continuous adoption of Near Field Communication (NFC) mobile payment systems in shopping malls. It uses the Unified Theory of Acceptance and Use of Technology (UTAUT) framework and identifies performance expectancy, effort expectancy, trust, and perceived security as primary drivers. Convenience and transaction speed significantly enhance user intention to continue using NFC technologies, emphasizing the need for secure, efficient, and user-friendly payment infrastructure.

(Yuan, Liu, Dang, Lau, & Qu, 2021) The study investigates the impact of architectural design on consumer experiences in shopping malls. It identifies key factors like spatial configuration, natural lighting, aesthetic appeal, and wayfinding ease that enhance satisfaction and shopping duration. The research suggests that well-designed spaces foster positive psychological effects, encouraging repeat visits and stronger brand engagement, offering valuable insights for mall developers and architects.

(Kanev, 2021) The study investigates the impact of acoustic conditions on consumer comfort and well-being in shopping malls. It uses acoustic measurements and consumer feedback to analyze noise levels and sound reverberation. Poor design leads to discomfort, particularly in food courts and common areas. The research suggests using sound-absorbing materials and acoustic zoning to improve the auditory environment, enhancing customer satisfaction and time spent in malls.

(Zanini, Filardi, Villaça, Migueles, & Melo, 2019) The study compares the shopping preferences of low-income consumers between traditional streets and modern malls. It reveals that while malls provide comfort, safety, and convenience, shopping streets are preferred for their lower prices and bargaining opportunities. The research also highlights the importance of social interaction and cultural familiarity in street markets, suggesting the need for inclusive retail strategies.

(Koksal, 2019) A study reveals that mall attractiveness, including ambiance, brand mix, parking, and security, significantly influences visit frequency and duration in shopping malls in the Middle East. This segmentation approach helps mall managers develop targeted marketing strategies that align with diverse consumer motivations and preferences, providing valuable insights for mall managers to improve their operations.

(Han, Sahito, Nguyen, Hwang, & Asif, 2019) The study explores the impact of sustainable urban design features on consumer behavior towards shopping malls. It identifies accessibility, green infrastructure, public transport availability, and pedestrian-friendly designs as crucial factors. Structural equation modeling is used to evaluate the relationship between urban design features and mall visitor intentions. The findings suggest that environmental consciousness and ease of access significantly influence shopping behaviors, contributing to sustainable retail environments.

(Szymańska & Płaziak, 2018) The study examines consumer preferences and shopping behavior in Polish shopping malls, focusing on Krakow. It reveals that convenience, product range, entertainment options, and food courts are key factors influencing consumer choices.

Socio-demographic factors like age, income, and family status also influence consumer behavior. The research suggests that shopping malls serve as both commercial spaces and leisure destinations, enhancing customer engagement and footfall.

(Parakhonyak & Titova, Shopping Malls, Platforms, and Consumer Search, 2018) The study compares consumer search efficiency in shopping malls and online platforms using economic modeling. It finds that shopping malls function as centralized search platforms, reducing costs by offering a variety of options. However, competition from e-commerce

platforms further lowers consumer effort. The findings underscore the importance of understanding consumer search behavior in shaping retail strategies for both offline and online markets.

(Katrodia, Naude, & Soni, 2018) The study explores the impact of gender on shopping mall behavior, revealing that females tend to engage in exploratory shopping and emotional purchases, while males are task-oriented and focus on specific product needs. The research also reveals differences in mall visits and shopping time between genders, emphasizing the need for gender-sensitive marketing strategies and mall design.

(Calvo-Porral & Lévy-Mangín, 2018) The study explores factors that attract consumers to shopping malls, including the mall's physical environment, tenant mix, and experiential elements. Structural equation modeling is used to test the relationship between these factors and customer satisfaction, loyalty, and visit frequency. Results show tenant mix and leisure facilities are the strongest attractors, followed by ambiance and entertainment services.

(Han, et al., 2019) The study explores the impact of sustainable urban design features on consumer behavior towards shopping malls. It identifies accessibility, green infrastructure, public transport availability, and pedestrian-friendly designs as crucial factors. Structural equation modeling is used to evaluate the relationship between urban design features and mall visitor intentions. The findings suggest that environmental consciousness and ease of access significantly influence shopping behaviors, contributing to sustainable retail environments.

(Szymańska, Irena, Płaziak, & Monika, 2018) The study examines consumer preferences and shopping behavior in Polish shopping malls, focusing on Krakow. It reveals that convenience, product range, entertainment options, and food courts are key factors influencing consumer choices. Socio-demographic factors like age, income, and family status also influence consumer behavior. The research suggests that shopping malls serve as both commercial spaces and leisure destinations, enhancing customer engagement and footfall.

(Parakhonyak & Titova, 2018) The study compares consumer search efficiency in shopping malls and online platforms using economic modeling. It finds that shopping malls function as centralized search platforms, reducing costs by offering a variety of options. However, competition from e-commerce platforms further lowers consumer effort. The findings underscore the importance of understanding consumer search behavior in shaping retail strategies for both offline and online markets.

(Katrodia, et al., 2018) examine the influence of gender on consumer buying behavior within shopping malls. Using survey-based data, the study finds that female consumers are more likely to engage in exploratory shopping and emotional purchases, while male consumers tend to be task-oriented and focused on specific product needs. The research also highlights differences in the frequency of mall visits and time spent on shopping between genders. The study underscores the need for gender-sensitive marketing strategies and mall design to cater effectively to the distinct shopping behaviors of male and female consumers.

(Calvo-Porral & Lévy-Mangín, Pull Factors of the Shopping Malls An Empirical Study , 2018) The study explores factors that attract consumers to shopping malls, including the mall's physical environment, tenant mix, and experiential elements. Structural equation modeling is used to test the relationship between these factors and customer satisfaction, loyalty, and visit frequency. Results show tenant mix and leisure facilities are the strongest attractors, followed by ambiance and entertainment services.

(Barchi, Moser, & Lollini, 2018) The study proposes the concept of "Renewable Malls," which transform shopping centers into energy-efficient and decarbonized urban spaces. It integrates renewable energy sources like solar panels, advanced energy storage systems, and smart grids to reduce malls' carbon footprint. This approach offers environmental sustainability and cost savings for mall operators, positioning shopping malls as active contributors to urban energy resilience and climate change mitigation.

(Ijaz & Rhee, 2018) The study examines sustainable online shopping behaviors in e-business shopping malls, focusing on factors like product variety, navigation ease, security, and trust. It also highlights the environmental impact of sustainable e-commerce practices, such as eco- friendly packaging and carbon-neutral delivery options, on consumer satisfaction and loyalty. The findings provide insights for retailers to align their strategies with sustainability goals.

(Kushwaha, Ubeja, & Chatterjee, 2017) The study explores factors influencing consumer selection of shopping malls in India, focusing on accessibility, parking facilities, brand availability, ambiance, and entertainment options. It suggests experiential elements like event organization and family-friendly facilities are crucial for attracting and retaining shoppers. The research provides mall managers with practical guidelines to enhance mall attractiveness based on consumer preferences and perceived value.

(Ferreira & Paiva, 2017) The study examines the decline of "dead malls" in Greater Lisbon, Portugal, focusing on socio-economic and urban planning factors. Factors identified include poor location choices, competition from newer malls, inadequate tenant mix, and e-commerce. The research suggests adaptive reuse strategies and policy interventions to revitalize underperforming retail spaces, contributing to urban retail development literature and understanding mall lifecycle dynamics and socio-spatial implications.

(ELSamen & Hiyasat, 2017) The study uses GIS tools to analyze the spatial distribution and location strategies of shopping malls in Amman, Jordan. It found that random placement leads to inefficiencies in accessibility and catchment area optimization. The findings suggest a more structured approach to mall site selection, utilizing spatial data analysis, to ensure maximum consumer reach and effective urban integration.

(Chotipanich & Issarasak, 2017) The study explores facility management strategies in shopping malls, highlighting the importance of operational efficiency in enhancing consumer satisfaction. Key aspects include maintenance, safety management, cleaning services, and energy efficiency. The case study approach emphasizes proactive maintenance, customer- oriented services, and sustainable practices in creating a positive shopping environment. The research provides practical insights for mall operators.

(Hedhli K. E., Zourrig, Haithem, Park, & Jeongsoo, 2017) The study explores how a mall's positive image influences consumer shopping values and intentions. It uses self-congruity theory to suggest that malls with a congruent image are more likely to attract customers. Emotional attachment to the mall enhances perceived hedonic and utilitarian shopping values. The research highlights the importance of consistency in mall branding and tenant alignment.

(Rosenbaum, Otalora, & Ramírez, 2016) The study explores the restorative potential of shopping malls, highlighting their role in consumer well-being and stress recovery. Surveys reveal that malls with aesthetically pleasing environments, green spaces, and relaxation zones provide psychological benefits beyond shopping. The research supports malls as urban sanctuaries, offering valuable insights for mall designers and marketers on integrating wellness features to enhance shoppers' emotional experiences.

(Makgopa, 2016) The study explores the reasons consumers visit shopping malls, focusing on convenience, variety of products, entertainment, and social interaction. It reveals demographic variations in shopping motives, with younger shoppers preferring entertainment and social activities, and older consumers prioritizing product availability and ease of access. The research contributes to consumer behavior literature and helps mall management and tenant selection.

(Park, 2016) The study explores the correlation between perceived shopping value, shopping orientation, and purchase intention in suburban shopping malls. It identifies utilitarian and hedonic shopping values, with hedonic values like enjoyment and social interaction having a stronger impact. Recreational and experiential orientations also enhance the effects of shopping value on purchase behavior, offering insights for mall developers.

(El-Adly & Eid, 2016) The study explores the correlation between shopping mall environment attributes, customer perceived value, satisfaction, and loyalty in the UAE. It identifies five key factors: ambiance, layout, convenience, tenant variety, and entertainment, all of which significantly impact customer satisfaction and loyalty. The research highlights the importance of a holistic shopping experience that integrates functional, emotional, and social aspects for long-term customer relationships.

(Hui, Ning, & Chan, 2016) The study reveals that location accessibility, tenant mix, facility quality, and mall image are key factors influencing mall performance in China's urban complexes. Mixed-use developments, combining retail with residential and office spaces, boost consumer engagement and foot traffic. Strategic planning and alignment of retail components with urban lifestyles improve mall competitiveness in complex urban environments.

(Shtern, 2016) The study examines shopping malls in West Jerusalem, highlighting their role in promoting economic integration and modern consumption practices but also reinforcing social and political segregation. It reveals that access to malls is often stratified along ethnic lines, affecting shopping behaviors and spatial dynamics. The research offers a unique perspective on the socio-cultural functions of malls in contested urban environments.

(Kusumowidagdo, Rembulan, & Sachari, 2015) The study explores the factors influencing place attachment among adolescents in shopping malls, revealing that social interaction opportunities, architectural aesthetics, safety, and emotional experiences are key drivers.

dolescents perceive malls as safe social venues for identity formation and peer interactions, providing insights for mall designers.

(Chebat, Haj-Salem, & Oliveira, 2014) The study reveals that social shopping companionship in malls enhances the hedonic shopping experience, increases impulse buying, and prolongs shopping duration. Social interactions during shopping visits influence customer satisfaction and loyalty. Mall operators can leverage social shopping behaviors by offering group-oriented promotions, social spaces, and events.

(Sit & Birch, 2014) The study explores consumer participation in shopping mall entertainment events, revealing that event type, promotional effectiveness, and individual personality traits influence participation levels. Active participants reported higher satisfaction and emotional connection to the mall. The research suggests integrating experiential marketing activities to enhance consumer engagement.

(Hasker & Inci, 2014) The study examines the economic benefits of free parking in shopping malls, using game-theoretic modeling to suggest that it indirectly boosts consumer footfall and sales. However, it also highlights potential negative effects like traffic congestion and inefficient urban space use. The research challenges the sustainability of free parking policies.

(Singh & Prashar, 2014) The study analyzes shopping satisfaction in Mumbai malls using confirmatory factor analysis. Key components like ambiance, product variety, convenience, promotional offers, and service quality are identified as determinants. The findings suggest that these factors influence revisit intentions and satisfaction levels, offering insights for mall managers.

(Demirkan & Spohrer, 2014) The study proposes a framework for improving virtual shopping experiences using AI-powered systems. It highlights the importance of personalization, convenience, and real-time support for user satisfaction. This research contributes to e- commerce and service science by offering strategies to enhance customer engagement and retention in virtual shopping environments.

(Meyer-Ohle, 2014) The study examines Japanese retailers' international expansion strategies in Southeast Asia, focusing on local partnerships and mall development. It highlights the importance of understanding local consumer preferences and cultural adaptation strategies, such as localized product offerings and service styles, in enhancing market penetration and promoting retail globalization.

(Reimers & Clulow, 2014) The study explores the influence of spatial convenience on consumer choice between shopping malls and street shopping strips. It reveals that malls are preferred for comfort and entertainment, while shopping strips attract quick, purpose-driven purchases. Improving malls' spatial convenience could boost their competitiveness.

(Dubihlela, 2014) The study explores the correlation between mall image attributes, customer satisfaction, and patronage behavior in Southern Gauteng, South Africa. It reveals cleanliness, security, promotional activities, and tenant mix as key factors influencing satisfaction and repeat visits. The research suggests prioritizing brand positioning and facility management in customer engagement strategies.

RESEARCH GAP:

1. **Emotional and Social Dimensions of Mall Consumption:**
Global literature emphasises that malls function as both transactional environments and venues for emotional connection and social interaction. The research characterizes malls as settings that affect mood, stress, and social connections.

Nevertheless, Indian studies infrequently investigate the role of shopping malls in fostering emotional well-being or shaping identity, particularly among urban youth. Malls in metropolitan India frequently serve as secure environments for social interaction, leisure, and personal space—roles that are predominantly overlooked in contemporary academic research.

2. **Impact of the COVID-19 Pandemic on Consumer Mall Behavior:**

The pandemic has fundamentally altered consumer preferences, leading to the emergence of new behavioural models such as "contactless shopping" and hygiene-conscious navigation of public areas. Global analyses have examined changes in consumer trust, aversion to crowds, and a preference for open-air or hybrid retail structures. Conversely, Indian literature remains deficient on empirical studies examining how COVID-19 has impacted the number, duration, and purpose of mall visits. This highlights a substantial deficiency in comprehending how Indian malls might adapt to fulfil post-pandemic consumer expectations.

3. **Digital Transformation and Retail Technology in Malls:**

Global research illustrates the disruptive effects of mobile applications, NFC payments, augmented reality, and livestream purchasing on the retail industry. Despite the increasing prevalence of these technologies in Indian metropolitan malls, academic research has not yet advanced correspondingly. Research on customer engagement with digital interfaces in India, their evaluation of value, and behavioural modifications in technology-enhanced shopping environments, particularly across diverse age and income categories, is lacking.

4. **Sustainability and Eco-Conscious Consumerism in Indian Malls:**

Although many researchers have examined sustainable methods in mall infrastructure and operations, the Indian context has not yet comprehensively addressed this trend in academic discourse. Subjects such as sustainable architecture, eco-certification, utilisation of renewable energy, and trash management in shopping centres are hardly discussed in Indian retail literature. Furthermore, a research gap exists on Indian consumers' consideration of environmental sustainability in their selection of shopping venues.

5. **Gendered and Generational Dimensions of Mall Usage:**

Some researchers commenced the discussion on gendered buying behaviour in malls; yet, contemporary consumer categories, such as Generation Z, remain inadequately represented in Indian research. Generation Z consumers, motivated by ethical principles, sustainability, and technology-oriented behaviours, engage with shopping malls distinctively compared to millennials or Generation X. There is a deficiency of comparative study regarding gendered experiences, preferences for leisure versus functional shopping, and their impact on in-mall purchases, socialisation, and brand loyalty in India.

6. **Urban Design and Spatial Planning Integration:**

Global research has examined urban planning issues like mall accessibility, transportation connections, and parking convenience. However, in India, there exists a paucity of studies connecting spatial configuration and urban infrastructure to patterns of mall visitation. The impact of urban congestion, insufficient pedestrian-friendly conditions, and uneven regional growth on mall success remains largely unexamined. This establishes an impediment to evidence-based planning and policymaking.

7. **Experience-Driven Retail and Experiential Marketing:**

Indian studies predominantly focus on pricing, brand assortment, and advertising tactics, although they inadequately examine the experiential aspects of buying. Mall developers worldwide are including art displays, virtual experiences, wellness areas, and entertainment events to improve engagement. Academic research in India has not yet investigated the effects of experiential designs on dwell duration, impulse purchasing, or emotional brand attachment.

8. **Consumer Behavior Across Socio-Economic Tiers:**

Numerous studies disproportionately depict upper-middle-class mall patrons, overlooking lower-income or rural migrants who may also visit malls for aspirational purposes. Some research studies demonstrate that traditional retail districts continue to appeal to low-income consumers because of their affordability and cultural familiarity. A distinct vacuum exists in Indian literature regarding the influence of economic background on consumer perceptions of mall offerings, price

sensitivity, as well as value-seeking behaviour.

9. **Cross-Channel Consumer Journeys (Online-Offline Integration):**

Many research studies examined online platforms with mall-based retail, whereas Indian research predominantly examines these channels independently. The emergence of omnichannel retailing enables consumers to explore products online while purchasing them offline, or vice versa. However, research examining how Indian consumers transition between these two experiences, particularly in malls including in-store digital kiosks, QR- code-based discounts, or hybrid experiences, is lacking. Comprehending this journey is essential for the integration of physical and digital methods.

10. **Behavioral Shifts Due to Cultural and Regional Variations:**

The cultural variety of India and regional variations in consumption are inadequately represented in studies of mall behaviour. Consumer incentives in Tier I cities such as Mumbai or Delhi may significantly differ from those in Tier II or Tier III cities. However, a significant portion of the existing material is metropolitan-centric. There is a necessity for regionally segmented research that takes into account cultural values, local retail competition, as well as consumer perspectives on globalisation, particularly as shopping malls proliferate in semi-urban regions.

IV. RESEARCH SIGNIFICANCE:

Comprehending the characteristics of customer behaviour in Indian shopping malls is crucial for various stakeholders, including mall developers, retailers, urban planners, policymakers, & marketers. As India shifts to a service-oriented economy amid rising urbanisation, malls have emerged as socio-economic venues that embody contemporary consumption, identity development, and recreation.

This review synthesises interdisciplinary and cross-national ideas, providing a thorough understanding of the psychological, technical, geographical, and socio-cultural aspects that impact mall consumers. This research is particularly pertinent as Indian retail confronts problems including e-commerce competitiveness, post-pandemic recovery, and the necessity for sustainable infrastructure.

The study delineates a roadmap for future research and practical solutions by identifying underexplored characteristics, including digital innovation, emotional involvement, and sustainability in malls. It assists merchants in developing more captivating, inclusive, and future-oriented mall experiences. Furthermore, urban planners and governmental entities can leverage these insights to establish retail policies and settings that foster economic development, enhance quality of life, and correspond with customer expectations in modern India.

V. CONCLUSION AND DISCUSSION:

The analysis of current research indicates that consumer behaviour in shopping malls is shaped by a complex interplay of emotional, functional, digital, as well as socio-cultural elements. In India, malls function as retail centres and venues for social interaction, recreation, and aspirational lifestyles. Research from many worldwide contexts highlights the significance of mall ambiance, tenant composition, accessibility, digital technologies, and sustainability as primary factors influencing customer involvement.

Nevertheless, although global literature offers sophisticated insights into fields such as XR environments, livestream shopping, & digital payment systems, Indian research remains in a developmental phase in these areas. The behaviour of Indian consumers is swiftly transforming as a result of technological advancements, demographic shifts, and the rise of new lifestyle expectations. However, there is a necessity for more localised, longitudinal, and interdisciplinary research that documents these changes in the Indian mall landscape.

Mall operators and marketers can leverage these findings to develop more inclusive, technologically advanced, and emotionally engaging shopping environments. Elements like as enhanced spatial design, gender-responsive services, and the incorporation of green infrastructure can significantly affect mall preference and loyalty.

This evaluation underscores the necessity of contextual, consumer-focused research within India's evolving mall ecosystem. Future study should concentrate on the empirical confirmation of developing consumer trends, the effects of digital convergence in physical retail, and the socio-cultural intricacies that influence mall-based purchasing. Rectifying

these deficiencies will enable enterprises and governments to develop mall ecosystems that are resilient, sustainable, and in harmony with changing customer demands.

VI.   REFERENCES:

1) Abdullah, P., & Sipos, T. (2024). Exploring Factors Influencing Consumer Preferences for Automated Driving Vehicles . https//api.elsevier.com/content/article/PIIS2666691X24000083.

2) Asmithaa, G., Chandrakumar, M., Murugananthi, D., Vanitha, G., & Parameswari, E. (2025). Consumer Awareness and Adoption of Multi-Source Edible Oils Key Influencing Factors and Barriers . https//horizonepublishing.com/journals/index.php/PST/article/download/6042/5511.

3) Barchi, G., Moser, D., & Lollini, R. (2018). Renewable Malls Transforming Shopping Centres Into Flexible, Decarbonized Urban Energy Assets . https//api.elsevier.com/content/article/PIIB9780081020746000334.

4) Calvo-Porral, C., & Lévy-Mangín, J.-P. (2018). Pull Factors of the Shopping Malls An Empirical Study . https//www.emerald.com/insight/content/doi/10.1108/IJRDM-02-2017-0027/full/html.

5) Calvo-Porral, C., & Lévy-Mangín, J.-P. (2018). Pull Factors of the Shopping Malls An Empirical Study . https//www.emerald.com/insight/content/doi/10.1108/IJRDM-02-2017-0027/full/html.

6) Chaudhary, P., & Thiebaut, R. (2025). Digital Transformation Strategies in Indian Supermarkets in Germany. https//www.igi-global.com/view.aspx?Id=371778.

7) Chebat, J.-C., Haj-Salem, N., & Oliveira, S. (2014). Why Shopping Pals Make Malls Different? https//api.elsevier.com/content/article/PIIS0969698913001112.

8) Chotipanich, S., & Issarasak, S. (2017). A Study of Facility Management Operation Strategy in Shopping Malls . https//www.emerald.com/insight/content/doi/10.1108/PM-07-2015- 0029/full/html.

9) Demirkan, H., & Spohrer, J. (2014). Developing a Framework to Improve Virtual Shopping in Digital Malls with Intelligent Self-Service Systems . https//api.elsevier.com/content/article/PIIS0969698914000253.

10) Dubihlela, D. (2014). Attributes of Shopping Mall Image, Customer Satisfaction, and Mall Patronage for Selected Shopping Malls in Southern Gauteng, South Africa . https//ojs.amhinternational.com/index.php/jebs/article/download/528/528.

11) Eduful, A. K., & Eduful, M. (2021). Malls, Modernity and Consumption Shopping Malls as New Projectors of Modernity in Accra, Ghana . https//journals.sagepub.com/doi/pdf/10.1177/14695405211033666.

12) El-Adly, M. I., & Eid, R. (2016). An Empirical Study of the Relationship Between Shopping Environment, Customer Perceived Value, Satisfaction, and Loyalty in the UAE Malls Context. https//api.elsevier.com/content/article/PIIS0969698916300017.

13) ELSamen, A. A., & Hiyasat, R. I. (2017). Beyond the Random Location of Shopping Malls A GIS Perspective in Amman, Jordan. https//api.elsevier.com/content/article/PIIS0969698915300631.

14) Ferreira, D., & Paiva, D. (2017). The Death and Life of Shopping Malls An Empirical Investigation on the Dead Malls in Greater Lisbon . https//www.tandfonline.com/doi/pdf/10.1080/09593969.2017.1309564.

15) Han, H., Sahito, N., Nguyen, T. V., Hwang, J., & Asif, M. (2019). Exploring the Features of Sustainable Urban Form and the Factors that Provoke Shoppers Towards Shopping Malls. https//www.mdpi.com/2071-1050/11/17/4798/pdf.

16) Han, Haoying, Sahito, Noman, Nguyen, Thi, T. V., . . . Muhammad. (2019). Exploring the Features of Sustainable Urban Form and the Factors that Provoke Shoppers Towards Shopping Malls. https//www.mdpi.com/2071-1050/11/17/4798/pdf.

17) Hasker, K., & Inci, E. (2014). Free Parking for All in Shopping Malls. https//api.wiley.com/onlinelibrary/tdm/v1/articles/10.1111%2Fiere.12090.

18) Hedhli, K. E., Zourrig, H., & Park, J. (2017). Image Transfer from Malls to Stores and Its Influence on Shopping Values and Mall Patronage The Role of Self-Congruity.

19) Hedhli, K. E., Zourrig, H., & Park, J. (2017). Image Transfer from Malls to Stores and Its Influence on Shopping Values and Mall Patronage The Role of Self-Congruity . https//api.elsevier.com/content/article/PIIS0969698917300334.

20) Huang, Y.-T., & Huang, Y.-C. (2024). Factors Influencing Purchase Intention in Social Media Live Shopping . http//xplorestaging.ieee.org/ielx8/10673884/10673887/10674597.pdf?arnumber=10674597.

21) Hui, E. C., Ning, N., & Chan, K. K. (2016). The Critical Factors of Shopping Malls in Urban Complexes in China.

https//www.emerald.com/insight/content/doi/10.1108/F-08-2014- 0065/full/html.

22) Ijaz, M. F., & Rhee, J. (2018). Constituents and Consequences of Online Shopping in Sustainable E-Business An Experimental Study of Online Shopping Malls. https//www.mdpi.com/2071- 1050/10/10/3756/pdf.

23) Kalariya, K., Chauhan, R., Soni, P., Patel, M., & Patel, H. ((2024)). Unraveling Millennial Online Shopping Preferences A Comprehensive Analysis of Factors Influencing Consumer Behaviour in the Digital Marketplace. https//economics.pubmedia.id/index.php/jbhi/article/download/294/230.

24) Kanev, N. (2021). Study and Improvement of Acoustic Conditions in Public Spaces of Shopping Malls. https//www.mdpi.com/2624-599X/3/1/11/pdf.

25) Karthikeyan, K., & Prashanth, D. (2025). Exploring Consumer Behavior in Extended Reality (XR) Analyzing Key Influencing Factors in the Metaverse . https//jmseleyon.com/index.php/jms/article/download/824/742.

26) Katrodia, A., Naude, M. J., & Soni, S. (2018). Consumer Buying Behavior at Shopping Malls Does Gender Matter? . https//ifrnd.org/journal/index.php/jebs/article/download/2095/1588.

27) Katrodia, Ankit, Naude, J, M., Soni, & S. (2018). Consumer Buying Behavior at Shopping Malls Does Gender Matter? https//ifrnd.org/journal/index.php/jebs/article/download/2095/1588.

28) Kim, C., & Na, Y. (2021). Consumer Reviews Analysis on Cycling Pants in Online Shopping Malls Using Text Mining . https//link.springer.com/content/pdf/10.1186/s40691-021-00264-7.pdf.

29) Kim, H. (2025). Mobile Grocery Shopping Application Adoption and Motive Factors Influencing Intention to Use. https//academic-pub.org/ojs/index.php/ijecs/article/download/2411/573.

30) Koksal, H. (2019). Shopping Motives, Mall Attractiveness, and Visiting Patterns in Shopping Malls in the Middle East A Segmentation Approach. https//cmr- journal.org/article/download/18625/13059.

31) Kushwaha, T., Ubeja, S., & Chatterjee, A. S. (2017). Factors Influencing Selection of Shopping Malls An Exploratory Study of Consumer Perception . https//journals.sagepub.com/doi/pdf/10.1177/0972262917716761.

32) Kusumowidagdo, A., Rembulan, C. L., & Sachari, A. (2015). Sense of Place Among Adolescents Factors Influencing the Place Attachment on Shopping Malls . https//scholarhub.ui.ac.id/cgi/viewcontent.cgi?article=1118&context=hubsasia.

33) Makgopa, S. (2016). Determining Consumers' Reasons for Visiting Shopping Malls . https//businessperspectives.org/images/pdf/applications/publishing/templates/article/assets/7674/i m_en_2016_02_Makgopa.pdf.

34) Man, M. M., & Qiu, R. C. (2021). An Empirical Study of Factors Influencing Consumers' Purchasing Behaviours in Shopping Malls. http//www.ccsenet.org/journal/index.php/ijms/article/download/0/0/44565/47038.

35) Meena, S. (2022). Trip Generation for Shopping Malls in Developing Cities. http//www.istiee.unict.it/sites/default/files/files/ET_2022_86_2.pdf.

36) Meyer-Ohle, H. (2014). Japanese Retailers in Southeast Asia Strong Local Partners, Shopping Malls, and Aiming for Comprehensive Internationalization. http//www.tandfonline.com/doi/pdf/10.1080/09593969.2014.968186.

37) Natasha, C. (2024). Factors Influencing the Adoption of Green Practices A Case of Five Selected Shopping Malls in Lusaka District. https//article.sciencepublishinggroup.com/pdf/j.scidev.20240503.14.

38) Ni, S., & Ueichi, H. (2024). Factors Influencing Behavioral Intentions in Livestream Shopping A Cross-Cultural Study . https//api.elsevier.com/content/article/PIIS0969698923003478.

39) Parakhonyak, A., & Titova, M. (2018). Shopping Malls, Platforms, and Consumer Search. https//api.elsevier.com/content/article/PIIS0167718716302995.

40) Parakhonyak, A., & Titova, M. (2018). Shopping Malls, Platforms, and Consumer Search . https//api.elsevier.com/content/article/PIIS0167718716302995.

41) Park, S. (2016). What Attracts You to Shopping Malls? The Relationship Between Perceived Shopping Value and Shopping Orientation on Purchase Intention at Shopping Malls in Suburban Areas . http//link.springer.com/content/pdf/10.1007/978-3-319-26647-3_135.

42) Rathod, M., & Nagdev, R. (2025). Analyzing the Factors Influencing Consumer Brand Loyalty A Survey-Based Study in the FMCG Sector in India . https//vidyajournal.org/index.php/vidya/article/download/524/242.

43) Reimers, V., & Clulow, V. (2014). Spatial Convenience Bridging the Gap Between Shopping Malls and Shopping Strips . https//www.emerald.com/insight/content/doi/10.1108/IJRDM-08-2013- 0153/full/html.

44) Rosenbaum, M. S., Otalora, M. L., & Ramírez, G. C. (2016). The Restorative Potential of Shopping Malls.

https//api.elsevier.com/content/article/PIIS0969698916300170.

45) Rothman, J., Kim, J.-H., & Moody, M. (2025). Luxury Unveiled Gen Z Consumer Motivations and Preferences in Luxury Handbag Selection. https//www.tandfonline.com/doi/pdf/10.1080/20511817.2025.2466400.

46) Shtern, M. (2016). Urban Neoliberalism vs. Ethno-National Division The Case of West Jerusalem's Shopping Malls . https//api.elsevier.com/content/article/PIIS0264275115300111.

47) Singh, H., & Prashar, S. (2014). Anatomy of Shopping Experience for Malls in Mumbai A Confirmatory Factor Analysis Approach . https//api.elsevier.com/content/article/PIIS0969698913000933.

48) Sit, J. K., & Birch, D. (2014). Entertainment Events in Shopping Malls—Profiling Passive and Active Participation Behaviors. https//api.wiley.com/onlinelibrary/tdm/v1/articles/10.1002%2Fcb.1487.

49) Sun, S., Zhang, F., Liao, K., & Chang, V. (2021). Determine Factors of NFC Mobile Payment Continuous Adoption in Shopping Malls . https//www.igi-global.com/view.aspx?Id=257482.

50) Szymańska, A. I., & Płaziak, M. (2018). Consumer Preferences and Behaviour in Shopping Malls in Poland with the Particular Reference to Krakow . http//content.sciendo.com/view/journals/udi/55/3/article-p33.xml.

51) Szymańska, Irena, A., Płaziak, & Monika. (2018). Consumer Preferences and Behaviour in Shopping Malls in Poland with the Particular Reference to Krakow. http//content.sciendo.com/view/journals/udi/55/3/article-p33.xml.

52) Yoo, S., Lee, D.-J., & Atamja, L. (2023). Influence of Online Information Quality and Website Design on User Shopping Loyalty in the Context of E-Commerce Shopping Malls in Korea. https//www.mdpi.com/2071-1050/15/4/3560/pdf.

53) Yuan, Y., Liu, G., Dang, R., Lau, S. S., & Qu, G. (2021). Architectural Design and Consumer Experience An Investigation of Shopping Malls Throughout the Design Process. https//www.emerald.com/insight/content/doi/10.1108/APJML-06-2020-0408/full/htm.

54) Sharma, S. R., & Sharma, M. (2025). From environmental degradation to social transformation: Exploring the role of eco-justice in the struggles of indigenous communities. Open Journal of Social Sciences, 13(5), 325–357. https://doi.org/10.4236/jss.2025.135019

55) Zanini, M. T., Filardi, F., Villaça, F., Migueles, C., & Melo, A. M. (2019). Shopping Streets vs Malls Preferences of Low-Income Consumers . https//www.emerald.com/insight/content/doi/10.1108/MIP-05-2018-0168/full/html.

56) Khedekar, S., & Bundhe, S. (2024). "Exploring Business Decision-Making with Artificial Intelligence: A Comprehensive Review." European Economic Letters (EEL), 14(2), 3204–3209. https://doi.org/10.52783/eel.v14i2.1683

57) Zhiling, C., & Chris, O. S. (2025). Factors Influencing Consumer Satisfaction in Online Shopping in Klang, Malaysia. https//semarakilmu.com.my/journals/index.php/sijfthm/article/download/14125/12881.