



e-ISSN: 2319-8753 | p-ISSN: 2347-6710

IJIRSET

International Journal of Innovative Research in
SCIENCE | ENGINEERING | TECHNOLOGY



INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

Volume 12, Issue 2, February 2023

ISSN INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA

Impact Factor: 8.118



9940 572 462



6381 907 438



ijirset@gmail.com



www.ijirset.com

An Analysis of the Economy and Managerial Implications of the Shopping Mall Culture in the Current Context

Dr Ajay Krishna Tiwari , Vimal Haritwal

Academician & Economist and Ph.D. Guide, IASE Deemed to be University, Rajasthan, India

Ph.D. Scholar, IASE Deemed to be University, Rajasthan, India

ABSTRACT: Confirming the urgency of the problem identified in the title of this research article, first of all, it becomes necessary to pay attention to these important facts that in the present context, every person in the consumerist world is eager to accumulate more and more things. India's small retail markets like local 'hats' and 'weekly local markets' are being transformed into highly luxurious, artificial, and attractive shopping malls. Ready to impress the consumer to any extent. Because he has to stay up to date in the market. He needs fame. But what are these dreams worth today's youth are unaware of this or can say that they do not want to come out of their dream world. Or just want to get swept away by the glare of the market-oriented culture. Today women are also feeling this flow and making their full presence felt by being a part of the market. All that is needed is that he moves forward while maintaining balance. The desire to fly cannot remain as a puppet of the system, because the system and the market have created a new system of economic exploitation. Today there are conspiracies to make women the dazzle of glamour. That's why women have to understand the anomalies of the market. In this era of Indian cultural devaluation, it has to maintain its dignity.

KEYWORDS: Shopping mall culture, consumerist mindset, Economy, Managerial implications, market anomalies, cultural devaluation,

I. INTRODUCTION



Shopping mall culture
consumerist mindset



Managerial implications
Economy



Market anomalies
cultural devaluation

An analysis of the economy and managerial implications of the shopping mall culture in the current context.

3-Preface

Shopping mall culture has once again made us Indians aware of things. The mall shopping culture that emerged from 2011 onwards was something Indians had never seen before. Since 2012, the pace of retail-real estate synergy has started to be seen in metros. The consumer's view of malls changed in 10 years - from viewing it only as a center of entertainment to a complete shopping experience taking the rhythmic sound of the common man's stream of life to a deeper level of life should go. Today's time is globalization, market, and liberalization and due to unknown reasons, the consumer is shopping in shopping mall culture with its new form. Since today's time is of English culture and the English language. It happened once before today when the pretense of common Indians and their web of illusions has been brought to the fore once again. The shopping mall culture has once again made us Indians think about things, we have started enjoying appearances. In these shopping malls today plastic bags used to be sold for 5, 10, and 15 rupees, today the market has created such a consumerist empire. Where everything has a tempting fixed price.

II. EXPENSIVE FOREIGN CARS AND FURNITURE HAVE BECOME STATUS SYMBOLS-

On the one hand, expensive foreign cars have become a status symbol, in bungalows Felt Italian furniture and foreign marble. ...youth media and the explosion of the information revolution of the Internet in the American West the 'Yampy Funky' generation has become international citizens whose lifestyle and philosophy of 'Have Fun' is completely based on 'Money Is associated with 'Mantra'. Do not give alcohol to fulfill your wish But Jessica can shoot Lal. Courtship rejected on doing this, acid can be poured on the girl's face. Stab him can sing from can't hear 'no'. The woman is the 'object' here and the girls themselves made themselves 'ultra-feminine', the free market I have freed myself from all doubts. Today he hunted No, she has become a hunter.

III. EVEN TODAY, WOMEN ARE THE MOST STRUGGLING CREATURES OF THIS INDIAN AGE.

Although even today Women are the most struggling creatures. But despite all the odds that today's young woman's 'sense of belonging' has become very strong. Equal education and the media have shown his simplicity and warmth. Bhagirathi has laboured to make him sensible (?) by ripping him. Now only men do not play with women, women also play with men. Is. He has learned to speak. Today while '...our latest free market system and multinational companies have treated women as 'subject'. They are looting huge profits by making 'objects'. then it will not be necessary to say that she stood against being treated as a 'commodity' and 'earned credit' Knowingly or unknowingly women today have become a part of the same market and are continuously It seems to be getting ready. About your power, the woman who waged Jihad has fallen on her knees in front of the consumer culture. Tech dives our T.V channel me par cha chaise hone channel aim flash our she looks desperate for cash. Market segment the desired weapon has been found. Of 'Sharirmagham Kahlua Dharma Asthana' the place became 'Sharirmagham Kahlua Dohan Asthana'. Needless to say that "...TV or the whole media, the propaganda system of the global culture has been made, the result of which is that earlier The girls wanted to show something by being 'ultra-feminist', Today want to earn maximum money by becoming 'ultra-feminine' Are. The body has also literally become a means for them. Real issues hiding under the hideous glistening shadows of glamour."

IV. THE MODERN MARKET IS TAKING FULL ADVANTAGE OF THE MODESTY AND BEAUTY OF WOMEN.

This market never fails and from smile to giggle- Keeping the body in the centre, the value of every part of the body is Dreams come true in this market. nail-biting price In this market never pays and from smile to giggles, to tears, to complacency Lips, teeth, nose, mouth, eyes, hair, throat, chest, stubble, till nakedness, loins K deals with every inch of business and never hesitate to set a price. Does not turn back Naica Bed's school on the lines of medieval times after hoisting the flag in Amravati once again this market is creating city brides of Vishal. Relationships, today this market bids for relations and emotions. This bazaar throws our turban from our heads this market snatches the roof from all its things, terms, and conditions this market persuades us, but comes with great love and delicacy. It is another matter that when love comes and does not talk delicately If there are rules and conditions, then there are big eyes to show and scare. Conditions apply almost everywhere i.e. 'Conditions' the signboard of 'Apply' (Vidakpajpivede Chinchisal) is seen hanging. In the modern market, women's modesty and beauty are greatly benefited. Is picking up the 'body' is in the centre of this analysis?

V. MODERNIZATION OF THE MARKET IS TAKING PLACE, COMMERCIALIZATION OF THE FEMALE BODY, GLAMOUR-

Today's free Female body in the market system, its beauty is the right of advertisers I am playing a very effective role. Commercialization of the female body by doing this, advertising agencies became beneficial to themselves and their clients. Happened."4 Intentionally this system of exploitation is spreading and today's female butterflies don't get trapped in the vortex of this divisive spider web. Talisman Nazreen made a very meaningful comment in this context "The market is being modernized. At the same time women even after being sold, the wind of this era is there. 5 women for sale Making an exciting item and launching it in the market and sharing the profits are the biggest achievement of the male-dominated social-dominated list times. Talisman Nazreen further writes: "According to the needs of the market Women do not suddenly learn to present themselves accordingly, learns from birth itself. The people of the house learn from relatives, and she learns as soon as she steps outside. Learns from radio-television, Learns from newspapers, and magazines. After reading the magazines of women Learns more penetrates every fibre of the brain like this Education of The result is that the knowledge about their rights The carrying capacity is much less in females than in males."6 But it needs to be remembered here that this external Somewhere reason for the attraction towards Dazzling is the inner frustration, depression, financial crisis, dual responsibilities, and economic There is dependence and at the same time unnecessary restrictions. Of woman's physical abuse at the workplace, and problems at home. He has to be handled together. To shoulder family responsibilities many parents force their daughters they are even given the freedom to spend their earnings as per their wishes. Do not give such is the condition of middle-class working women that the grinding is going on between the two sides of the mill.

VI. THE PATTERNS OF MORALITY ARE CHANGING IN SOCIETY.

Hard work on the one hand I have to take care of my family by earning money, sometimes men in the office also have to face the evil eye. This is the reason that the woman, because of the plight of her condition and circumstantial compulsion Struggles for freedom and toward the world of glamour Attracts. The faster the moral values are changing today, the faster since then the norms of morality are changing in society. Of tradition Evaluation and re-evaluation are being done. As a result of the modern trend of single and lonely life increasing in society. Becoming parents of a man and a woman while remaining unmarried is today and is common. Now they don't even feel guilty. What if Globalization has completely freed us from the feeling of guilt is. This spirit does not flourish in today's generation. As a result, the concept of a single mother and single father in our society getting stronger. Now in small towns along the lines of film personalities, its prevalence is also increasing.

VII. GLOBALIZATION IN THIS RUTHLESS AGE OF FINANCE CAPITAL-

It would not be superfluous to say that 'the attack of globalization on women today is extremely it's complicated and scary. Half the population is terrified of its pressure and it is not too late to change her status from slavery. Globalization In fact, it is the name of the model and extension of capitalism itself. This jargon camouflages neo-colonialism and neo-imperialism. Globalization manifests itself in this merciless era of finance capital. Human welfare or human-rights race and liberalism have come with the flag of politics and administration. Its only goal is N-Ken-type profit at all costs. Profits Humans first, humans later – is its ethical paradigm. Comprehensive profits MNCs enter developing countries in search of Multinational companies and WTO operated by them, I.R.M. F. The World Bank directly monitors the welfare policies of countries. Are operating. Environment, natural resources, agriculture, and, food. Security, industrial and commercial priorities are now in the hands of the people of the country. Politics does not decide, it is decided by MNCs and the governments of third-world developing countries in their hands they are dancing like puppets.

VIII. ECONOMIC LIBERALIZATION HAS LED TO THE INTEGRATION OF THE ENTIRE WORLD INTO AN ORGANIZED MARKET.

In the storm of modernity, everything is looking green. But at the same time, it has to be remembered that every change has some bright side. Some dark sides happen. Same with globalization. The twentieth century is the last stage of market-based global the system came with all its trappings and became prevalent. The free market took the whole world under its umbrella. And this Economic liberalization has led to the integration of the entire world into an organized market. Converted. Small countries are particularly affected by this new system Happened. There was also a radical change in their economy. Meet. This free market system has more or less shaped the culture of every country.

Affected the area and created a situation of cultural divergence Gave. PrahaKhalistan writes in this context: "Every culture of the world questions globalization in its defense, challenges it ultimately, it is affected by globalization. West wants to impress the whole world. Maybe that's why considered globalization as a means of the conquest of western culture goes. Globalization the Antidote for Non-Western Cultures is being established. Societies that were rich in multiculturalism, are becoming lonely.

IX. WHERE GLOBALIZATION HAS SUGGESTED NEW WAYS FOR THE DEVELOPMENT OF WOMEN-

While Siddhis gives a different opinion and writes - "In today's global era, when countries and nations Exclusive Privacy & Privacy Feed Side View comes when many global cultural information channels are working There is no 'selection' of copying a new thing or idea It happens, it happens like the atmosphere. Women come to the center of society and some extent comes to the center of our thoughts it is the result of economic-social development. But we have to It should not be forgotten that where globalization has opened new areas for the development of women. Suggested ways, as well as formulas to imprison him twice as fast, were made public The situation is that the condition of women today is much worse than In this glare of global order Despite women's economic independence, there is an invisible free market She is becoming a victim of the dominance of the system and is being free! Earlier their labour was exploited by the local capitalist class but today the situation has changed, and the way of interpretation has changed. Has come, today its labour is exploited in Washington, Japan, and Bangkok Sitting is done by invisible owners. Rishikesh Rai writes "Globalization may have put an end to ideas and epics have shown vigorous promptness in making the inauguration and have read ballads in the glory of the great balancing forces of the market, Refractory to ensure availability of flexible labor the initiative to make women subordinate was not hidden behind the ambition. Can go.

Emphasis on economic, physical, and social exploitation of the laborer- Dependence due to globalization especially the landless Farmers, and laborers, and in the unorganized sector - widespread normal layoffs are taking place. Women are equal to men for equal work Due to the practice of paying fewer wages, multinational companies are eyeing cheap man-labor, especially women, from third-world countries. The emphasis is on the economic, physical, and social exploitation of the worker so that Maximum profit can be beaten. Globalization and new workers have waged a war-like war against the laws meant for their protection. Many laws protecting the dependents have been repealed, Like-participation in the Sangha organization, an eight-hour day, maternity Vacations, and other health facilities. With rising prices of agricultural commodities, Non-implementation of the land-reform program, and multinational companies with the partnership of the government, the responsibility of the government towards the public gradually the results of sacrifice started coming to the fore. health, education, banking, Insurance, water, electricity, roads, and transport - all are being privatized.

The middle class expanded rapidly after independence. When we look at the implications of globalization find that there is no such aspect of women's life not getting affected by the topic. India in the 20th century Women's consciousness and feminism - two different areas of women's discussion can be classified into periods, the first half-century of slavery in which women's education was largely Got it. Reasons for the movement of Arya Semaj, BrahmiSemaj, and Gandhi Women's activism increased in society. fast after independence The middle class expanded and women The doors of economic-social-personal freedom opened. This move in Feminist political parties, associations, organizations, and voluntary organizations was so effective due to personal efforts that from the years '60' to '80 Conditions were surprisingly positive in the period up to Equal and better. Many new things from women's power and movements Laws were made and some laws were amended. In the image of a woman, Changes started coming. Indian traditional woman sketch of traditionalism Crossing the line, she started becoming a 'mod'. Now he has two and a half feet Aanchal is no more. Changes were visible in him. "The face of the mother started changing in the eighties-nineties. Traditionalthe place of red bindi and joint in saree and sindoor Chavannes-print respectively salwar-kamat, pant-shirt, and open-cut hair took. Liberalization and globalization have affected many levels. Chhede. Reasons for having many types of kitchen appliances in the house Got freedom from the excessive busyness of domestic work. from tv channels Foreign Thoughts, Cultures and Information and Foreign Lifestyles She entered every house. Prevalence of cosmetics and beauty parlours Due to growing up, the awareness of beauty and personality increased. In advertisements and TV serials too, nowadays mothers are referred to as Modern. this secret changes The dress, environment, behaviour, and values of the mothers also affected. Have done.

Big connivance of media in this game of national-international market-

The media also had a big connivance in this game of the market. The communication system of information Important participation in the promotion of capital Was playing Today, only through the participation of the media, and the market has Such myths and vicious cycles of aesthetic freedom been created It is undoubtedly not in the control of a woman to get out of it. Rajma Gupta says that - "...excessive respect for the respect of women Sensitive society, capitalistic consumer culture to women Not hesitating to make Praia proud, but earning When women brought their equal rights and democratic and scientific outlook argues on the inevitability of our revolutionary campaign for change If she starts teasing, all the obstacles are put in her way. Are. Indian culture, tradition, religion, morality, and eternal by crying out for value, the area of his growing steps are taken away. This media is pluralizing the sexuality of today's generation. Presents as Today the male body is equally in the center as much as the female body. Hetero on man's masculinity today there are debates about sexuality. in the new consumer society, The business of brands is now divided between feminine and masculine as before. He is no longer imprisoned in different mines. in today's market, Women's clothing is being sold that was made for men. goods made for men and women Starting to like it. This is called 'gender-bender' in the media. Is. This complete atmosphere of the consumer revolution in Indian Sexuality forces us to look at it from a new perspective. Now the concept of 'Women on Top' are increasing in Indian society. The women are buried under the man or the feeling of his a victim does not remain and every woman remains a 'pretty woman' today. She goes. Whether she is a cine star or a village barbarian Globalization and markets to make everyone feel pretty He shows dreams.

The modern and troubled woman has made her body her weapon.

Market If a woman does not have bouquets at home and bikinis in the market making and wearing them, it has a direct impact on the country's economy. Does matter. On the lines of the burqa and bikini, on the lines of the beauty industry film, politics, advertisement, industry, cosmetic service, publicity system, Poona Graphic Prakash, and the market of 'Annand' which is in billions He got strength because of his business. It is a different matter than patriarchy and In this game of the market, today the traditional house is getting destroyed. Used to be. The modern and troubled woman has made her body her weapon. So he made it but he was also a part of this dreadful game made by men. Got a part rupee, dollar, pound i.e. money, power and the woman herself has gone astray in the confusion of position.

A beautiful woman is just a chess piece in front of multinational capital Looks full from industrialists to multinationals every moment, everywhere the woman's bidding is being done. He is the only one who has become just a commodity. It is worth noting whether it is bid or fixed by the industrialists. The price may be given to him in the form of reward, prize, or remuneration in any form. And today the woman is not able to swell with pride about it. Is. When thousands of world beauties compete in world beauty pageants Light is brought and made to stand for body display. Then women popinto the hands of national-international brokers Or only one item, means or material is filled with the doll. In playing with the terms of the buyer, the beauty has already been defeated. That's for sure. The feeling of victory in defeat is the peak of a woman today Provides.

X. CONCLUSION

Thus, after the above discussion, I would like to conclude by saying that for women to keep their shine in the glare of shopping mall culture, don't let it wash away in the flood of time, rather we have to face it head-on, as well At the same time, the scope of our existence and identity has to be maintained. However, the circumstances are completely unfavorable. The identity and values of women are in danger. A woman can get rid of the stench of this medieval mentality only by getting rid of the temptation of keeping everything in her hands except the temptation of the empire of all enjoyment. It has to be established from object to person and in the form of personality itself. Hence there is an urgent need for economic and managerial development and progressive brainstorming.

REFERENCES

1. Bettina's Apology, Samir Ludhianvi, Jain Arvind, (2004), Mufti Ki Sampan, Vani Prakash an, New Delhi, p. 23
2. Khalistan Praha, (2007) Between the Market and Against the Market, p. 13.
3. Jain Arvind (Guest Editorial), (2004) Woman's dream of liberation, , Vani Prakash an, New Delhi, p. 18-21
4. Gaveling H, (2009) Beating with Love, Occasional Publications, p. 37-39
5. Sharma Kumar, (2011) The World of Advertising, p.92- 99.
6. NazreenTalisman, (2012), Hans, January, p.74- 76.
7. Manish Patel, (2008) translation Rubbish Amrita.p. 75-79



8. Lavern S, (2009) Beating with Love, Sambals Prakashan, New Delhi, p. 25-26.
9. PahariSudheesh (2009), Postmodern Literary Discourse, p.118.
10. Rai Rishikesh, (2016) Current Literature, March 2012, p. 34.
11. Sager Shailendra Rania, (2008) free and independent, how free, Occasional Publications, New Delhi, 2008, p. 10-12



INNO SPACE
SJIF Scientific Journal Impact Factor
Impact Factor: 8.118



ISSN INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA



INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

 **9940 572 462**  **6381 907 438**  **ijirset@gmail.com**



www.ijirset.com

Scan to save the contact details