## CONTENTS

<table>
<thead>
<tr>
<th>Acknowledgment</th>
<th>PAGE NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter One: Introduction</td>
<td></td>
</tr>
<tr>
<td>1. The need for the present study against a changing global perspective</td>
<td>1</td>
</tr>
<tr>
<td>1.1 Choosing Kolkata as the city for this study</td>
<td>3</td>
</tr>
<tr>
<td>1.2 Methodology of the study</td>
<td>5</td>
</tr>
<tr>
<td>1.2.1 Methodological constraints</td>
<td>6</td>
</tr>
<tr>
<td>1.2.2 Choice of the Shopping malls</td>
<td>7</td>
</tr>
<tr>
<td>1.2.3 Time period of fieldwork</td>
<td>13</td>
</tr>
<tr>
<td>1.2.4.1 Nature of interview: Qualitative and quantitative dimensions</td>
<td>13</td>
</tr>
<tr>
<td>1.2.4.2 Selection of respondents</td>
<td>15</td>
</tr>
<tr>
<td>1.2.4.3 Method of enquiry: objectivity and reflexivity</td>
<td>17</td>
</tr>
<tr>
<td>1.2.4.4 Observation, participation and field notes</td>
<td>17</td>
</tr>
<tr>
<td>1.3 Structure of the thesis: logical coherence of chapters</td>
<td>19</td>
</tr>
<tr>
<td>1.3.1 Chapter Two- Sociology of Consumerism: Towards a theoretical exploration</td>
<td>20</td>
</tr>
<tr>
<td>1.3.2 Chapter Three - Consumerism in India: changing profile of Kolkata</td>
<td>21</td>
</tr>
<tr>
<td>1.3.3 Chapter Four – Malls as sites of consumption</td>
<td>24</td>
</tr>
<tr>
<td>1.3.4 Chapter Five- Sociology of shopping</td>
<td>25</td>
</tr>
</tbody>
</table>

Chapter Two: Consumerism in India: Changing profile of Kolkata

2.1 Rise of ‘Consumerism’ as a Concept                                           | 26
  2.1.1 Factors leading to the rise of consumerist society                        | 31
2.2 Classical theorists vision on modernity, capitalism and human needs          | 43
2.3 Changing character of capitalism from production to consumption – a historical study | 46
  2.3.1 The growth of America as a consumer oriented society                      | 46
2.4 Construction of needs and conspicuous consumption                            | 48
2.5 Globalisation, consumption culture, market and the concept of global city as a spectacle | 56
  2.5.1 Consumption as a process of signification                                | 56
  2.5.2 The rise of the global economy and global city as a spectacle            | 66
Chapter Three: Consumerism in India: Changing profile of Kolkata

3.1 Gandhian principles on swaraj, austerity and self-restraint 80
3.2 Nehurvan project of nation-making: Socialism, and collective well being 87
3.3 Neo-liberal stage of India's political economy: from state centric welfarism to market driven economy 89
3.4 Growth of the new middle class and the changing patterns of consumption 93
   3.4.1 Definition of middle class 95
   3.4.2 Rise of the middle class in India 97
   3.4.3 Historical growth of middle class in India. 99
   3.4.4 Changing attitude towards 'consumption' 102
3.5 The composition of the background of the respondents 105
3.6 Kolkata and its changing scenario 107
   3.6.1 The origin and evolution of the city from 'Calcutta' to the present day 'Kolkata' 107
3.6.2 The socio-political changes in Kolkata - Partition and the refugee crisis 109
3.6.3 The rise of Communism and political changes in Bengal 110
3.6.4 New Communism and the structural changes in the city 114
3.7 Kolkata and its new image of consumption 116
   3.7.1 Changing urban landscape of the city 117
   3.7.2 Shopping Malls and their evolution in the city 118

Chapter Four: Malls as sites of consumption

4.1 Introducing the three malls in my study 123
   4.1.1 Forum Mall - the first shopping mall in Kolkata 124
   4.1.2 Gariahaat Mall – the locational choice 127
   4.1.3 City Centre Mall – a hybrid mall 130
4.2 'Mall' – an artifact of ‘globalisation’ 133
4.3 Ethnographic description of the shopping malls 136
   4.3.1 Mall as a magic world of capitalism 136
   4.3.2 Mall – its architecture, space and design 140
   4.3.3 Fläuner and the Mall 144
   4.3.4 Mall Space: a Public verses Private contention 147
4.4. Shopping Malls in Kolkata: a study of its ethnographic environment 149
   4.4.1 Forum Mall - a study of its design and space 149
   4.4.2 City Centre Mall and its structural distinctiveness as a mall 152
   4.4.3 Gariahaat Mall – a study of its environment 157
   4.4.4 Comparing the three shopping malls 159
4.5 Experiencing malls: An engagement with the respondents 161
   4.5.1 Experiencing shopping mall across various age groups 162
   4.5.2 Experiencing mall from a gendered perspective 175
   4.5.3 Economic criterion of the respondents visiting the malls 178
Chapter Five: Sociology of Shopping

5.1 Shopping as a way of life 183
5.2 Mall versus High-Street Shopping 185
5.2.1 Livelihood of the hawkers under threat from the shopping malls 188
5.2.2 Preference of malls over high-street - views of the respondents 192
5.3 Changing pattern of shopping – a theoretical analysis 194
5.3.1 Shopping as an entertainment process 195
5.4 Shopping as an activity 197
5.4.1 Shopping as a ‘boring’ activity 200
5.4.2 Shopping as a ‘necessary’ activity 201
5.4.3 Shopping as a ‘pleasure’ activity 202
5.4.4 Shopping as a ‘leisure’ activity 205
5.5 Changing perception of the city towards the rise of shopping malls. 206
5.5.1 Description of the respondents 206
5.5.2 Choice of the preferred market place 208
5.6 Respondents’ viewpoints on Shopping malls as a new space for consumption 211
5.6.1 Category – Student 211
5.6.2 Category – Housewives 213
5.6.3 Category – Working Professionals 213
5.7 Nature of differences in the product demand across age and gender division 214
5.8 Browsing and Window-Shopping as an integral part of shopping activity 218
5.8.1 The Brandwagon effect 221
5.9 Activities of respondents while undergoing shopping activity 223
5.9.1 Impulsive buying: a new character among the shoppers of Kolkata 225

Chapter Six: Conclusion 229

Appendix: Interview Schedule 1 238
Interview Schedule 2 243

Bibliography 249-267