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# The mall as bazaar: How kiosks influence consumer shopping behaviour

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## Abstract

The addition of kiosks (e.g. pushcarts, stalls, etc.) to malls has changed the mall environment. This study aims to determine if that change has influenced consumer shopping behaviour. The study uses a combination of qualitative and quantitative methods to investigate the relationship between the presence of kiosks and consumer shopping behaviour. The results show that the presence of kiosks in malls has a significant impact on consumer shopping behaviour. Specifically, the presence of kiosks leads to a decrease in the time spent in the mall, a decrease in the amount of money spent, and a decrease in the number of items purchased. These findings have important implications for retailers and mall owners. For example, retailers may want to consider the placement of kiosks in their stores to attract more customers and increase sales. Mall owners may want to consider the placement of kiosks in their malls to improve the shopping experience and increase revenue.

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