

NOT ALL SHOPPERS ARE THE SAME: A DEMOGRAPHIC SENSITIVITY PERSPECTIVE

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ABSTRACT

Shopping malls play a very important role in the lives of urban shoppers. In the last few decades, India has witnessed a rapid increase in the number of malls, thereby intensifying competition. To address this crisis, several researchers have focused on gaining deeper insights into the dimensions of mall service quality. However, the role of demographic heterogeneity in service quality perceptions remains largely underexplored. To address this shortcoming, this study examines the extent to which the demographic variables impact the mall visitors' evaluations of individual service quality dimensions. The findings reveal that variations in service quality perceptions are driven by demographic factors. Accessibility and mall client care emerge as the most sensitive dimensions. The results further suggest that age, income and occupation of the shoppers are influential determinants of service quality dimensions. This study advances the service quality literature by examining the sensitivity of mall service quality dimensions to demographic profiles of mall visitors. The findings highlight the importance of a segmentation strategy based on demographic characteristics and thereafter design targeted services. It also provides actionable insights to the mall managers for improving the shoppers' experiences and thereby enhancing the competitive position of the malls in the retail landscape.

KEYWORDS: *Demographic Variables; Service Quality Perception; Sensitivity; Shopping Malls*

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