

Shoplifting in Fashion Markets

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I. Introduction

Markets have been found to behave unethically in order to gain short-term profit. Frequently, consumers are portrayed as being taken advantage of by marketers rather than consumer exhibiting unethical consumer behavior such as shoplifting (Strutton et al., 1997). Shoplifting has been the focus of most of the research that has been conducted investigating consumer ethics (Moschis et al., 1986). Estimated retail losses attributed to shoplifting and detection and prevention costs were \$ 80 billion recently. Considered the nation's fastest growing type of theft, this destructive behavior is multiplying among students. Increased shoplifting is due in part to current retail trends in self-service merchandising and easy-access merchandise display. In addition, understaffed stores and high employee turnover often leave salesfloors unattended. Cox et al. (1990) reported that more adolescent males had admitted to shoplifting than female adolescents. Shoplifters are caught on average once every 49 times they steal and are turned over to police one every 89 times. Among nonprofessional shoplifters, 60% are habitual offenders with 3% stealing every day, 14% stealing every week, and 60% stealing at least once a month. Teenagers can become quite proficient at stealing even though most are nonprofessional and over 50% come from affluent homes and do not steal out of necessity. Therefore, the purpose of this study was to examine motives for shoplifting fashion products and shoplifting experiences.

II. Method

A sample (N=279) of college students who live in Seoul area was drawn for this study. Motives for shoplifting clothing and situational shoplifting experiences included 25 items developed by Cox et al. (1990) were used for this study.

III. Conclusion and Implications

The results determined if social and economic clothing shoplifting motives varied by high or low levels of parental and peer normative influence on apparel shopping. Results determined if motives to shoplift clothing varied by situational shoplifting experience. Results of ANOVAs

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showed significant differences between social and economic motives to shoplift clothing. Further comparison by *t*-tests confirmed significant differences existed for social motives to shoplift clothing and economic motives to shoplift clothing.

References

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