

**LIBYAN CONSUMER ABERRANT BEHAVIOUR: FACTORS  
AFFECTING ITS ADOPTION**

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**Dedication ...**

*For all who scarifice themselves to give us the freedom and dignity*

In loving memory of

*All the Arab Spring freedom fighters (December 2010- )*

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## ABSTRACT

As business becomes more global, understanding consumers' ethical values across cultures has become an important tool for international business, which can be used to formulate strategies to target foreign markets and reduce unethical consumer activity. Therefore, this study focuses on Aberrant Consumer Behaviour (ACB). This behaviour being defined as "behaviour in exchange settings which violates the generally accepted norms of conduct in such situations and which is therefore held in disrepute by marketers and by most consumers" (Fullerton and Punj, 1993:570). Although many studies have attempted to develop a model of ACB, all of these studies are considered as initial stages in a longer process of theoretical development. The current study attempts to follow these stages through developing an ACB model for the Libyan consumer using Ajzen's (1991) theory of planned behaviour (TPB) as an initial analytical framework. In the current study, ACB is examined through three scenarios: shoplifting, stealing from hotel rooms and software piracy.

Adopting a mixed methods approach, both qualitative and quantitative data collection techniques and analysis procedures were used in two phases. The two phases' of fieldwork were undertaken in Benghazi /Libya. The first qualitative phase investigated the different forms of ACB and explored the impacting and motivating factors from the Libyan marketers' view. The second quantitative phase, a consumer survey, examined interrelations between influences and motivations factors on ACB and ranked them based on their degree of significant effect. In addition to factors which were reported in previous studies and confirmed in this study, the study revealed some rather neglected variables such as consumers being accompanied and dimensions of justice. Comparing the two perspectives of consumers and marketers leads to a wider understanding of ACB in Libya and, therefore, a more fully refined model of ACB for Libyan consumers integrating both perspectives. This model suggests that ACB in Libya is dependent on five groups of variables: the ACB scenario/form, variables related to the consumer, variables related to social and cultural factors, variables related to the organisation and consumer's perceptions. The impact of social variables and religion in Libya goes beyond influencing the consumer intention to adopt ACB. These variables impose some limitations on both marketers' reactions towards ACB offenders and the control and prevention practices they employ to deter it. Instead, they apply alternative practices to those of the West which they find more socially and culturally acceptable.

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# **Chapter 1: Introduction**

## **1.1 Introduction**

Although there has been a growing body of literature concerning ethics in the marketplace, almost all of this research has focused on the seller's side and neglected the consumer's side (Fullerton *et al.*, 1993; Vitell and Thomas, 2002). This lack of literature on consumer ethics may lead to an incomplete understanding of ethical consumer behaviour (Chan *et al.*, 1998; Rice, 1999; Saeed *et al.*, 2001; Babakus *et al.*, 2004; Ford *et al.*, 2005) and consequently limits the ability of marketing practitioners in managing problems caused by this type of behaviour. Therefore, the current research aims to examine why the ordinary Libyan consumer might engage in aberrant consumer behaviour (ACB). To reach this end the study pays particular attention to the influencing and motivating factors in this behaviour adoption and aims to rank these factors based on their strength of influence. This study in general argues that ACB could be a reaction to perceived injustice and the social and cultural factors play a significant role in influencing and motivating ACB. The data were collected through two fieldwork studies and it is important to mention that both of the fieldwork studies were conducted and completed before the Arab Spring and the war in Libya started. Three different ACB scenarios were used in this study: shoplifting, pilfering from hotel rooms and software piracy.

This chapter, as an introductory chapter, provides a brief overview of consumer behaviour covering consumer dissatisfaction, consumer perceived justice and dimensions of justice. Also, the chapter discusses ethical issues in marketplaces and explores differences between marketing and consumer ethics. As Libya was selected to be the fieldwork area, a special section is allocated to discussing the Libyan environment and Libyan consumers. The chapter ends with the research questions, aims and objectives and finally an indication of the research contribution.

## **1.2 Consumer Behaviour**

Marketing practitioners as well as academics started to focus on consumer behaviour with the emergence of the marketing concept in the mid-1950s. Marketing is defined as "the achievement of corporate goals through meeting and exceeding consumer needs better than the competition" (Jobber, 2006:5). Obviously, understanding consumer behaviour is the fundamental point which the marketing concept is built upon (Blachwell *et al.*, 2006). Therefore, the adoption of the marketing concept has led to a shift in marketing philosophy to

“not to find the right customer for your product, but the right product for your customers” (Kotler, 2003:19). According to Theodore Levitt (1975), the marketing concept indicates that the starting point of marketing should be the target market, in order to be more focused on consumer needs and wants. This focus will help companies to offer the products and services which can satisfy consumers (Kotler, 2003). Therefore, the understanding of consumer behaviour can be considered as key in managing a wide range of marketing decisions, such as: designing, pricing, promotion and distributing of products or services (Fukukawa, 2002a; Blachwell *et al.*, 2006).

The challenging question for any business organisation, whether industrial or service based, is how can consumer needs and wants be met satisfyingly (Kotler, 2003). However, the answer to this question is not easy, as consumer behaviour models and theories cannot always be effective in explaining and predicting consumer behaviour. In practice, marketers often assume that consumer decision processes are optimised in the way which satisfies the consumer’s best interest. However, this assumption is not always consistent with the reality (Poiesz and Raaij, 2007). In real life, not all consumers act in a functional way; some of them behave in an unexpected way (Harris and Reynolds, 2004). Moreover, some consumers behave in a different way to what they say. Consequently, this can make understanding consumer behaviour more difficult. This mismatching between what the consumer says and does can happen when the influence of the environmental motivations is stronger than the influence of a consumer’s deeper motivations (Kotler, 2003). Accordingly, when the consumer engages in the buying process, it does not necessarily mean that the organisation has achieved its objective. Consumers can change their minds at any time or they may act in an unexpected way causing problems for the organisation, its employees or other consumers. This change could come as a consequence of a change in the market environment.

It might be surprising to note that, even though consumer behaviour has been under the spotlight of both marketers and researchers, its precise meaning is still unclear. One definition defines consumer behaviour as “Activities people undertake when obtaining, consuming and disposing of products and services” (Blachwell *et al.*, 2006: 4). According to this definition, consumer behaviour involves only three activities: obtaining, consuming and disposing. However, the American Marketing Association (AMA) provides a more comprehensive

definition. This states that “consumer behaviour is the dynamic interaction of affect and cognition, behaviour, and the environment by which human beings conduct the exchange aspects of their lives” (AMA, 2008). This definition shows that consumer behaviour is not limited to some consumer activities but is characterised by, firstly, the feelings, thoughts and actions that the consumer creates during the consumption process, and secondly, the environmental factors which influence these feelings, thoughts and actions. Therefore, understanding consumer behaviour includes consumer thoughts, feelings, experiences and their performance actions in the consumption process (Paul Peter and Olson, 2007).

Most simply, the consumption process means activities that the consumer does in order to use the acquired product or service (Blachwell *et al.*, 2006). During this process the consumer experiences some feelings which are at a level of satisfaction or dissatisfaction (Kotler, 2003). Nevertheless, many consumption processes are ordinary or experimental, such as the daily use of public transport, buying some food, having a coffee from a restaurant or using a personal computer. This kind of consumption usually happens with little or unaware feelings. However, even in this ordinary or experimental consumption, the experienced feelings can be strong when the consumer receives an unexpected outcome. These feelings can be evoked when consumers compares the received outcome with the expected outcome (Blachwell *et al.*, 2006). Obviously, this comparison will lead to satisfaction or dissatisfaction based on the received outcome being positive or negative.

### **1.3 Consumer Satisfaction/Dissatisfaction**

Considerable attention has been directed towards consumer satisfaction and dissatisfaction, especially, understanding its causes, response styles and measurement (Singh and Widing II, 1991; Singh and Pandya, 1991). This topic has been important but under-researched despite clear evidence showing that these feelings characterise many consumer behaviours (Westbrook and Oliver, 1991; Oliver, 1993). The feelings that consumers experience when they find a discrepancy between the received outcomes and what they expected have an important role in generating consumer dissatisfaction (Landon, 1977 cited in: Singh and Pandya, 1991). However, consumer dissatisfaction is based on more than the feelings that consumers experience when they find such discrepancy. Yi and Gong (2006) found that the impressions of service affect the consumer’s level of satisfaction or dissatisfaction. A number

of researchers have focused on the response of dissatisfied consumers (Singh, 1990; Singh and Pandya, 1991; Singh and Widing II, 1991; Huefner and Hunt, 2000). According to Singh and Pandya (1991) and Blodgett *et al.* (1997) the dissatisfied consumer can respond in one of four styles. The first style is called Exit Action, which refers to the case when the consumer does not complain but instead they do not use the products/ services again. The second response style is called Negative Word-of-Mouth Action; in this case the consumer decides to transfer their bad experience to their friends and/or relatives. The third response style is called Voice Action; this is the case when the consumer translates their dissatisfaction into complaining to the seller/manufacturer. The last response style which is called Third Part Action, and here the consumers transfer their complaints to third parties such as business and consumer rights associations, or they might take legal action.

On many occasions and for different reasons, the dissatisfied consumer goes further than the conventional complaining behaviour, by attempting to take revenge through some unethical behaviours (Fullerton and Punj, 1993; Huefner and Hunt, 2000). Many consumer behaviour studies have indicated that consumers often act negatively when they have been dissatisfied (Fullerton and Punj, 1993; Huefner and Hunt 2000; Fukukawa, 2002a; Harris and Reynolds, 2004). These behaviours are called Aberrant Consumer Behaviour (ACB). ACB can be defined as "behaviour in exchange settings which violates the generally accepted norms of conduct in such situations and which is therefore held in disrepute by marketers and by most consumers" (Fullerton and Punj, 1993:570). The most well-known example of ACB is shoplifting, however there are many forms of this behaviour (e.g., software piracy, riding free on public transportation, rule breaking and deliberate damage of physical facilities, furnishings and company equipment). ACB leads to a decrease in an organisation's profit and increase in financial loss. These behaviours may not only vandalise the organisation but can also have social costs, such as costs to the criminal justice system, tax losses, violence and disruption (Fullerton and Punj, 1993; CRR, 2005). For example, the report by the Centre for Retail Research (2008), covering a period of 12 months to June 2007, showed that customer crimes cost \$41,504 million and retail security cost \$ 8,290 million in 32 countries in North America, Europe and Asia- Pacific (CRR, 2008). As a consequence, there has been an increase in both practical and academic interest towards this consumer behaviour in order to determine the influencing and motivation factors that lead to its adoption. Many previous studies found that ACB is not only due to the consumer dissatisfaction but also that there are many other factors

which influence and motivate this behaviour (Fullerton and Punj, 1993; Fukukawa, 2002b; Yi and Gong, 2006; Fukukawa *et al.*, 2007). For example, Harris and Reynolds (2004) and Fukukawa *et al.* (2007) found that the consumer engages in ACB in order to redress an imbalance perceived as unfair. The sections below are focused on justice and its dimensions.

#### **1.4 The Effects of Justice on Consumer Behaviour**

The concept of fairness, or justice, has been widely and successfully employed to explain individuals' reactions to a variety of conflict situations (Blodgett *et al.*, 1997). Even though, the effects of justice on behaviour have been developed by studies in the field of human resources and organisational behaviour, it can also be reflected in the field of consumer behaviour as it is also a feature of social exchange. On the empirical side, many studies have successfully used theories of justice that build upon organisational behaviour in the field of consumer behaviour (Clemmer and Schneider, 1996; Blodgett *et al.*, 1997; Yi and Gong, 2006), and particularly, the relation between perceived justice and bad consumer behaviour. These studies provide a clear sign that ACB, in many cases, is caused by the consumer who has perceived "unfairness" during the exchange process between them and the company (Harris and Reynolds, 2004). In general there are three dimensions of justice: distributive justice, procedural justice and interactional justice. These dimensions are discussed in the following section.

#### **1.5 Dimensions of Justice**

In their review of the status of behavioural social science research on fairness covering 30 years of research, Clemmer and Schneider (1996) concluded that in exchange relations there are three dimensions of justice: distributive justice, procedural justice and interactional justice. Distributive justice is the perceived fairness of outcome distributions or of outcomes that the person receives. From the consumer perspective distributive justice refers to the perceived fairness of the remedy (product or service) offered by the seller or company. Procedural justice concerns the perceived fairness of procedures that are used to determine outcome decisions (Bies and Moag 1986; Blodgett *et al.*, 1997; Colquitt, 2001; Yi and Gong, 2006). From the consumer perspective, procedural justice refers to the perceived fairness of the policies and procedures used by the seller or company in processing a product or service also in processing the consumer complaint. Lastly, interactional justice refers to the extent to which the person is treated with politeness, dignity, and respect by those who carry out procedures or



determine outcomes (Bies and Moag 1986; Blodgett *et al.*, 1997; Colquitt 2001, Yi and Gong, 2006). From the consumer perspective interactional justice refers to the manner in which the consumer is treated; for example, friendliness, sensitivity, interest and honesty (Clemmer, 1993).

Although, there are some studies which examine the effect of the three dimensions of justice on consumer behaviour (Blodgett *et al.*, 1997), almost all these previous studies which focused on ACB examined the relation between one or two of the justice dimensions (Harris and Reynolds, 2004; Fukukawa *at el.*, 2007). In contrast, this study has examined the effect of all the three dimensions on consumers adopting ACB in both the product and service sectors. In fact there is a lack of literature exploring ACB and consumer ethics in general. Despite the large body of literature which has been produced relating to moral judgments and ethical behaviour in the market place, almost all of this research has focused on the seller side and neglected the consumer perspective (Fullerton *et al.*, 1993; Vitell and Thomas, 2002). Furthermore, the limited research which has focused on the consumer perspective has called for further research (Al-Khatib *et al.*, 2005; Fukukawa *et al.*, 2007). The section below discusses the ethical issues in marketplaces and distinguishes between marketing and consumers ethics.

## **1.6 Ethical Issues in Marketplaces**

In general, ethics studies evaluate "whether actions are right or wrong, good or bad" (Smith, 1993). Concern for ethical issues in business has dramatically increased over the last decade (Al-Khatib *et al.*, 2002; Fukukawa, 2002a). According to Bartels (1967) this concern for business ethics emerged strongly during the 1920s. In this period, the literature addressed ethics under many titles, such as "Adventures on the Borderlands of Ethics," "The Ancient Greeks and the Evolution of Standards in Business," "Book of Business Standards," "The Ethics of Business," and "Christian Ideals in Industry". This interest in ethical issues has been shown by both academics and practitioners alike (Vitell and Muncy, 1992; Al-Khatib *et al.*, 2002). Much of the research on business ethics has focused on marketing and marketing related activities (Barnett *et al.*, 1998; Ferrell and Gresham, 1985; Ferrell, *et al.*, 1989; Hunt and Vitell, 1986; Hunt and Vitell, 1992). Previous studies about marketing ethics have placed more focus on the sellers' side than the consumers' side (Fullerton *et al.*, 1993; Vitell and

Thomas, 2002). Murphy and Laczniak (1981) found in their marketing ethics review that only 5% of reviewed articles examined consumer ethics (cited in Rallapalli *et al.*, 1994). Also, Murphy and Pridgen (1987) did not cover the topic at all in the reviewed articles (cited in Vitell and Muncy, 1992).

### **1.6.1 Marketing Ethics**

According to Lund (2000), marketing has been identified as particularly charged with unethical practices. These ethical issues derive from the marketing professionals' relationships with other parties in the exchange process, including organisational members, customers, competitors, and the general public. In general, unethical marketing activities which have been mentioned include false or misleading advertising, product dumping, price gouging, marketing to low-income consumers and using foreign child labour. In addition, some marketing ethical issues have gained international recognition (Nill and Schibrowsky, 2007).

### **1.6.2 Consumer Ethics**

Consumer ethics is defined as "the moral principles and standards that guide behaviour of individuals or groups as they obtain, use, and dispose of goods and services" (Muncy and Vitell, 1992: 298). The understanding of ethical beliefs of consumers across cultures worldwide has become an important tool for international business (Chan *et al.*, 1998; Rice, 1999; Saeed *et al.*, 2001; Babakus *et al.*, 2004; Ford *et al.*, 2005) not only to formulate strategies to target foreign markets, (Mitchell *et al.*, 2009) but also to control some unethical consumer behaviours. However, as mentioned above, research on consumer ethics has been limited. Al-Khatib *et al.* (1997) categorised this limited research into four categories. The first set of papers has empirically focused on very specific behaviours, which have ethical implications. The most commonly instigated area is shoplifting (Harris and Reynolds, 2004). The second set of papers has tried to provide normative guidelines for business and consumers on ethically related issues. The third group has focused on developing a conceptual and empirical basis for understanding ethical decision making by the consumer. The last group has empirically attempted to understand consumer ethical decision making.

Previous studies show that consumer judgment, understanding, and predispositions concerning unethical consumer behaviours can differ markedly between cultures (Rawwas, 2001; Fisher *et al.*, 2003; Ford *et al.*, 2005). Moreover, social pressures affect the consumer's intention to

engage in these types of behaviours, because the consumer develops a stronger intention to engage in the specific behaviour if there is a social pressure towards it (i.e. the level of “social influence”) (Klobas and Clydes 2002; Bhattacharjee 2000; Fukukawa 2002a). While most of the cultural studies concerning unethical consumer behaviours have been conducted using samples of Western consumers, only a few of them have been conducted using samples from Arabic/Muslim countries (Rawwas 2001; Al-Khatib *et al.*, 2005; Dabil, 2009). Therefore, Libya as an Arabic/Muslim country is particularly advantageous as a research fieldwork area. The next section discusses the reasons for this selection as well as giving general background about Libya.

### **1.7 Libya as the Fieldwork Area**

Libya has been the focus of this study due to several reasons. First, spread over 112 countries, Muslims represent 1.9 billion or 32% of the world population (Standards Malaysia, 2009). A third of the Muslim population is aged less than 14 years, compared to 18-20% in Western markets. Thus, Muslim consumers present a huge opportunity which could yield significant benefits for many international companies (Vohra *et al.*, 2009). However, the percentage of Western companies in many Islamic countries is limited compared within other countries (Marinov, 2007). This limitation can be ascribed to the lack of understanding of Muslim consumers (Vohra *et al.*, 2009). The main business challenge when entering Islamic countries is the huge cultural gap between the Western and Muslim world, which is mostly based on religion (Marinov, 2007). Therefore Libya as an Arabic/ Muslim country has been selected as findings of this study provide additional research to balance the shortfall in knowledge about Muslim consumers (un)ethical behaviour and to broaden the understanding of this behaviour in general.

Second, the Libyan market can be considered as a new and unknown market for international firms. This market did not have any contact with global markets during the long period of sanctions (Gorrill, 2007). Furthermore, it is an under-researched market. The Libyan market is still suffering from a shortage of some products, which may also compel consumers to use counterfeited products. The final reason for selecting Libya is that there are signs of some forms of ACB emerging in Libya (Al Awjili, 1988; Bakkar, 2005), yet this topic has been neglected by Libyan researchers. Moreover, there is an absence of using deterrent regulations

that govern such behaviour in Libyan society. For example, Libya has had copyright laws since 1968 (LMJ, 2007) which are applicable to software piracy. Nevertheless, in an interview by the researcher, at an early stage of this research, with the Attorney-General of the North Benghazi Court (October, 2007) it was emphasised that this law is not used in Libyan courts because no one has taken legal action on this issue.

### **1.7.1 The Libyan Environment and Libyan Consumers**

Libya, an Arabic/ Muslim country, lies in a strategic location at the midpoint of Africa's northern rim with an area of almost 1.8 million square kilometers and a Mediterranean coastline of 1,770 kilometers; its capital is Tripoli. Libya is fourth in size among the countries of Africa and fifteenth largest in the world. It is a strategic location as it lies within easy reach of the major European nations and links the Arab countries of North Africa with those of the Middle East. It borders Egypt, Sudan, Chad, Niger, Algeria, Tunisia and the Mediterranean Sea (Metz, 1987; Jones, 2008). The Libyan population, 5.41m, is extremely homogeneous where the majority (97%) are Muslims (FCO, 2008); most of them are native Arabic-speakers and thus consider themselves to be Arabs (Metz, 1987).

### **1.7.2 The Economic Environment**

Libya is a developing country which has experienced dynamic changes over a short period of time (Mashat *et al.*, 2005). The Libyan environment is unique as a result of being exposed to successive circumstances that have influenced Libyan consumer behaviour. The most important influence has been changes in the economic environment. The Libyan economy has passed through several stages, changing from completely socialist to an open market economy (A Country Commercial Guide for U.S. Companies, 2006). These stages have shaped the unique behavioural habits of Libyan consumers (Hudanah, 1988). In the early 1980s the Libyan economy was completely socialist, which has led to the Libyan consumer lacking the buying experience of dealing with multiple distribution channels with different offers, such as different brands and pricing. In the second half of the 1980s, the failure of socialist public organisations caused a shortage of products, sales of some products out of season and unstable supply of products. This situation distorted the buying behaviour of Libyan consumers, such as buying large quantities in excess of their needs and buying products and store them to face their further needs in an expected shortage time. During the period of economic sanctions by

both the U.S. (1986 – 2004) and the U.N. (1991 – 2003) (A Country Commercial Guide for U.S. Companies, 2006) there was no official trade with neighbouring countries, which caused a lot of counterfeited, defective and poor quality products to enter the Libyan market. This has led to negative attitudes towards those products' countries of origin (Abedlhadi, 2003).

During the past two decades Libya was a pariah, denied international investment and with development almost totally frozen (Mashat *et al.*, 2005). Private sector enterprises started to emerge, and the state socialism which had been adopted was abandoned in favour of private organisations (Knipe, and Venditti, 2005, cited in Mashat *et al.*, 2005). Although the Libyan market has opened to international companies and Libya has encouraged international trade (Porter, 2007), the number of international companies operating in the Libyan market it is still limited. The main cause of this limitation is the capricious nature of its government (The Economist, 2010). The absence of international investment in the Libyan market has led to a shortage of some products, which may compel consumers to use counterfeited products. For example, there is an intense shortage of the original editions of software programs in the Libyan market. According to the Libyan Ministry of Economy (LME, 2008) there are only four agencies that import computers. However, these are not specialist agencies as they import other products such as mobiles and office stationery and equipment. Importantly, none of these agencies import software. Thus there are no sources of original software in the Libyan market which means the only choice for the Libyan consumer is to buy pirated software. This might be one of the reasons why piracy rates in Libya have increased to 88% which caused \$22 Million of losses in 2007 (Business Software Alliance, 2008). However, it is important to mention that the circumstances and changes that Libya is currently experiencing are promising, and the economy is likely to go further towards international openness in Libya. According to the Interim Transitional National Council (ITNC, 2011), the plan is also to develop and open economic based partnerships between a strong and productive public sector and a free private sector and enhance regional integration and international co-operation in the future.

### **1.7.3 The Social Environment**

The main unit in Libyan society is the family, which can be either nuclear or extended. Families play an important role in the community's life and social relationships (Aagnaia, 1997). For example, the effect of personal relations and family ties play a major role in

choosing managers, instead of an individual's practical or academic qualifications (Abbas, 1987; Kilani, 1988; Ejigu and Sherif, 1994 cited in: Agnaia, 1997).

A typical household in Libya consists of five to six people (Information and Documentation Centre, 2006); they are a man, his wife, and his single sons and daughters. Some households also include the married sons with their wives and children, and other relatives, such as a widowed or divorced mother or sister (Metz, 1987). The nuclear families in Libyan society have strong relationships with their extended relatives, friends and neighbours' families (Elfitory, 2005). Such strong relationships are reflected in the way that presents are exchanged between families, frequent visits between these families are made and days out are spent together. Also, in terms of social support, it is very common in Libyan society for families to support each other, financially, in social events like funerals or weddings. In addition in the case of parents who are travelling and in the absence of close family, Libyan families usually ask for help from their extended relatives, friends and neighbours' families to care for their children. In Libya, the individuals' loyalty to the family is stronger than the loyalty towards their profession and law (Agnaia, 1997) and, further, they have a loyalty and feel responsible towards all their extended family members (Elfitory, 2005).

The social environment, particularly consumption patterns, have also been affected by changes in the economic environment and the entry of global products, technology, and mass media in Libya. There are some studies which have examined the effect of these changes in different aspects of Libyan society. The key changes have appearing in the traditional role of women and in social attitudes towards women's education and work (Metz, 1987; Al Zuyi, 1999; Zalom, 1993). For example, positive attitudes towards women's education and work have increased (Al Zuyi, 1999) which have led to an increase in the number of working women in various roles (Zalom, 1993). For example, 63% of students at Libyan universities, in the academic year 2007-2008, were females. Also, in 2006, 32% of the workforce in Libya was made up of females in commercial organisations/companies (e.g., public/ private factories) and 63% in non-profit/government organisations (e.g., education and healthcare sectors) (General Authority for Information, 2007).

In addition, some studies (Al Teer, 1980; Silliman, 1991) have found that there is a marked increase in the utilisation of technology, and purchase of sophisticated devices by Libyans.

However, the younger consumers tend to use more of these products than the older generation. Furthermore, using technology and sophisticated devices has a clear effect in changing some cultural and social values. For example, the younger generation is more open to modernisation and to change in their cultural and social values (Abu el-Qasim, 1996) Also, they are more acceptable of women's education and work, as well as changes in consumption patterns.

#### **1.7.4 Libya as a Muslim Country**

About 97% of Libyans are Sunni Muslim (FCO, 2008) and Islam plays a vital role in the community's life in Libya and people's relationships with each other (Ahmed, 2004). Islam provides a framework that controls and shapes the morals and behaviour of both the person and society (Saeed *et al.*, 2001; Ali and Al-Owaihnan, 2008). Also, it provides a framework which controls all of the individual's daily activities. According to Islamic laws, Muslim consumers undertake these activities as part of the worship of God (Rice, 1999). According to El-Fathaly (1977), in traditional Islamic society like Libya, the religion has produced social aspects as "people's values and behaviour have been a function of their religious background and attachment; hence, evaluation and acceptance of innovation and change have been subject to religious beliefs and notion" (p. 12, cited in Ahmed, 2004:129). Islamic laws are also known as Sharia Laws. In Libya, as a Muslim society, the Islamic laws guide the individual in most daily matters, his/her acts in society and how one group interacts with another. These laws have several sources from which to draw its guiding principles. The primary element of the Islamic Laws is the Qur'an. The second important source of Islamic Laws is known as the Sunna, the teachings of the Prophet Mohammed. The Qur'an may not provide all the information about behaviour and human interaction in detail; the teachings of the Prophet give more detailed information than the Qur'an. As many issues are not found explicitly in the Qur'an or the teachings of the Prophet, teachings from other sources are used in the Islamic laws, such as the consensus of the Muslim scholars (Wiechman *et al.*, 1994).

Some forms of consumer unethical behaviour are clearly forbidden in Islamic law, including shoplifting; some others are under debate such as software piracy and pilfering from hotel rooms. Theft in the Islamic laws refers to the act of taking any of another's properties (in a hidden way) while they were protected, e.g., in a house, shop (Algezeery, 1986). Traditionally Islamic scholars limited the definition of property only to those assets which were tangible.

This group of scholars also argues that no one should deprive access to knowledge. Therefore, they reject the concept of intellectual property. On the other hand, contemporary Islamic scholars accept intellectual property as intangible assets. Therefore, such a right is protected in Islamic law. These contrasting views of Islamic scholars means that Muslim consumers have different views and attitudes towards the issue of intellectual property which is applicable to software copyright (Al-Fadhli, 2009). Pilfering from hotel rooms could also be classified as a sin according to these teachings. However, according to the definition of theft in Islamic law, this behaviour may not be classified as consumer theft. In this form of consumer unethical behaviour the consumer takes the item from the room without hiding his/her behaviour as this could be seen as private space.

## **1.8 Research Aims, Problem, and Questions**

The lack of literature on consumer ethics (Fullerton and Punj 1993; Fukukawa, 2002a) leads to an incomplete understanding to consumer behaviour. Consequently the ability of marketing practitioners of manage the problems caused by consumer ethical activities is limited. However, there are some studies focused on ACB aimed at developing understanding of the phenomenon and building a model of ACB. Previous studies have mainly used the Theory of Planned Behaviour (TPB) (Ajzen, 1991) as an initial framework to investigate unethical consumer behaviour and build models of it (Shaw and Clarke, 1999; Shaw *et al.*, 2000; Fukukawa, 2002a; Fukukawa, 2002b; King and Dennis, 2006). In this study TPB has been also used as an initial framework. TPB is discussed in section 2.6.2.

### **1.8.1 Research Aims**

This research aims to:

- Determine the influencing and motivating factors in the adoption of Aberrant Consumer Behaviour (ACB) by Libyan consumers.
- Develop an advanced model of ACB for Libyan consumers.

### **1.8.2 Research Problem**

In general, published research suggests that consumers engage in unethical behaviours and his/her predispositions for such behaviours differ from one environment to another (Rawwas, 2001; Al-Khatib *et al.*, 2005). These differences reflect cultural, economic, legal and social variables (Rawwas *et al.*, 1995; Al-Khatib *et al.*, 1997; Rawwas, 2001; Fisher *et al.*, 2003).



However, these differences not only arise in extremely different environments, but they can also emerge where there are minor differences at the micro level. For example, the study by Al-Khatib *et al.* (2005) found that despite the similarities in social, cultural and economic variables among Arab Gulf countries there are differences in their ethical beliefs and orientations. Diversity in ethnic composition and sub-cultures are the main reasons for these differences. Consequently, the study recommended further research in the Middle East and North African Arab nations. This provides a suitable justification for this study which aims to determine the impacting and motivating factors of ACB by Libyan consumers.

### **1.8.3 Research Questions**

The research problem is summarised in the following research questions:

- What are the factors which lead the Libyan consumer to engage in aberrant consumer behaviour?
- How can these factors be ranked based on their level of influence on the Libyan consumers' intention to adopt ACB?
- Are there similarities or differences between these factors and the factors reported in previous studies in other environments (outside of Libya)?
- If there are differences between these factors and the factors reported in previous studies, why are there differences within the Libyan context?

### **1.8.4 Methodology and Research Design**

In this study Libya, as an Arabic/Muslim county, was selected as the fieldwork area for several reasons which are discussed in section 1.7. As this research requires two phases of fieldwork one after the other it was difficult to conduct it in more than one Libyan city. Therefore, Benghazi was selected as a setting for conducting fieldwork. The reasons for selecting this city are discussed in section 5.3.5. Although there are many forms of ACB, the current study focuses on consumer theft. Consumer theft is the most widely studied form of ACB (Harris and Reynolds, 2004) and that will provide a rich literature review which is needed for this study.

Scenarios have been suggested as a suitable approach for research in marketing ethics (Hunt and Vitell, 1986), and many studies in marketing ethics have used such an approach

(Fukukawa, 2002a; Callen and Ownbey, 2003; Lau, 2006). In the current study, ACB is examined through three scenarios: shoplifting, stealing from hotel rooms and software piracy. These scenarios were chosen for the following reasons: firstly, shoplifting has been neglected by Libyan researchers, even though there are clear signs that this already exists in the Libyan market (Al Awjili, 1988). Secondly, the study will be enriched by adding two slightly different theft scenarios to the study. Stealing from hotel rooms is considered different, because consumers make a payment in booking a room. Software piracy is also different because the consumer who pays for the software might think that he/she becomes the owner of it. This perceived ownership cause give the consumer to assume the right to lend or copy the software for another consumer. The other difference between these three scenarios concerns the segment of consumers that engages in each scenario. For example, all segments of consumers could engage in shoplifting as all consumers do shopping. However, software piracy is usually linked with students and educated consumers as they are computer literate. Pilfering from hotel rooms is limited by segments of consumers who have a high income or whose jobs require them to stay at a hotel. Finally, choosing these scenarios from various sectors could be helpful in examining the varying impact of factors across the range of ACB.

The study adopted a positivist philosophical position which argues that "...the social world exists externally, and that its properties should be measured through objective methods, rather than being inferred subjectively through sensation, reflection or intuition." (Easterby- Smith *et al.*, 2002:28). The research process was a deductive position as is typically associated with positivism (Easterby-Smith *et al.*, 2002). Moreover, this approach provides an ability to test cause and effect relations between dependent and independent variables (Saunders, 1997). A multi-method approach using both qualitative and quantitative approaches was employed in this study, in order to avoid the narrow analysis that may be provided by using one method (McEnery and Wilson, 1996; Easterby-Smith *et al.*, 2002). This approach was conducted through two phases. The first phase investigated the different forms of ACB and explored the impacting and motivating factors from the Libyan marketers' view. A sample of 26 marketers was interviewed face-to-face in a semi-structured format in Arabic. The marketers in this study are identified as the person in each hotel, grocery store and computer store who is the most qualified to provide the required information. The findings of this phase were used to design the questionnaire for the next phase, which will be the main focus of the study. This phase examines interrelations between factors which might influence ACB and ranks them

based on their degree of significant effect. Three questionnaire types were designed based on the scenarios mentioned above. Stratified sampling was used to reduce sampling error. The sample's individuals were defined as adult (18 years and above) Libyan consumers. The adult population of Benghazi city is 430,878 (General Information Association of Libya, 2006); the sample was 381 (Krejcie and Morgan, 1970). Because each scenario was examined by a different type of questionnaire, a different sample for each scenario was required. Therefore, three samples of 381 Libyan consumers aged over 18 were targeted in Benghazi city. To avoid any duplication of the data collection, all of the questionnaires were distributed in the same period.

## **1.9 Indication of Research Contribution**

The importance of this research can be seen from three viewpoints.

First, the Libyan market today is an open market to all Libyan and foreign companies but these companies do not have enough knowledge about Libyan consumer behaviour. Therefore, the practical contribution of this study is to provide a model which will explore Libyan Consumer Aberrant Behaviour. This will determine the influencing factors on their behaviour which the Libyan and international organisations can use to build their marketing strategies directed at the Libyan market. Moreover, the research results could help the companies avoid and control ACB. Furthermore, this study is innovative because there are few previous studies dealing with Libyan consumer behaviour. Thus the results of this study provide additional research to balance the shortfall in knowledge about Libyan Consumer Aberrant Behaviour and to broaden the understanding of ACB in general.

Second, almost all of the previous studies of ACB look at one typical form of ACB like shoplifting. However, this study provides a wider contribution to the literature on ACB by using a set of scenarios; shoplifting, software piracy and pilfering from hotel rooms. These scenarios provide a variety of criminal viewpoints. While shoplifting generally represents pure theft with little scope for justification, software piracy maybe less straightforward theft. Software piracy could be socially acceptable if there is a shortage of the original editions. Also, consumer cognition of hotel pilfering as theft is related to their knowledge about hotel rules and if they deem that the room charge covers anticipated losses. Moreover, although this

study is limited to consumer theft, the provided model of ACB can be used as a proxy for the other ACB types. Finally, selecting Libya as a place to conduct this study may be useful in this stage of consumer ethics research as almost all of the previous studies have been conducted in Western countries like the U.K and U.S.A.

### **1.10 Conclusion**

Despite the interest in consumer behaviour rapidly increasing in the last two decades, attention on some issues in this area is still quite limited. Aberrant Consumer Behaviour is one of the critically neglected areas. Research involving this behaviour is still in its early stages. Furthermore, the result of these studies cannot be generalised as consumer predispositions for such behaviours differ from one environment to another. These differences reflect cultural, economic, legal and social variables.

The current study aims to determine the influencing and motivating factors in the adoption of Aberrant Consumer Behaviour (ACB) by Libyan consumers in order to develop an advanced model of ACB. The Libyan consumer is to be the research unit as there are some signs this behaviour is emerging in the Libyan market, yet this topic has been neglected by researchers. Additionally, the Libyan market is also still considered as new and unknown market for international firms. Furthermore, the Libyan consumer has been exposed to successive circumstances changing from a completely Socialist to an open market economy, yet the effects of these changes are still under-researched. In order to achieve the study aims, previous theories and frameworks related to ACB are reviewed and discussed in chapter 2.

## **Chapter 2: Aberrant Consumer Behaviour**

### **2.1 Introduction**

Because of both the sensitive nature of the topic and its diversity, Aberrant Consumer Behaviour (ACB) is difficult to research (Fukukawa *et al.*, 2007). Nevertheless, there are some studies which have focused on this topic that aim to develop an understanding of the phenomenon. However, these previous studies typically call for further research on what influences the adoption of ACB (Al-Khatib *et al.*, 2005; Fukukawa *et al.*, 2007). Also, Murphy (2002) in his review of the literature on marketing ethics only found four text books that were devoted to marketing ethics.

This chapter, firstly, provides a discussion of different terms and concepts of this behaviour. Even though there is a shortage of studies about this behaviour, a wide range of terms and concepts has been developed for this behaviour, such as Deviant Consumer Behaviour, “Aberrant Consumer Behaviour”, “Consumer Misbehaviour” and “Jaycustomers”. Secondly, the chapter then discusses the costs and effects of the different forms of ACB. Also, the chapter provides a brief background about how organisations can reduce the effects of ACB.

As a consequence of the shortage of studies in this topic, theory development is still at an early stage (Shaw and Clarke, 1999; Tonglet, 2001; Fakwkawa, 2002b; Fukukawa *et al.*, 2007). However, some studies have developed theories and frameworks of consumer ethics, either by adopting theories from other topics, or by developing a new theory (Glass and Wood, 1996; Fukukawa, 2002a; Harris and Reynolds, 2004; Yi and Gong, 2006). Therefore, this chapter ends by discussing these different theories and frameworks of ACB.

### **2.2 Aberrant Consumer Behaviour (ACB)**

A wide range of terms and concepts have been developed as a consequence of the increased interest towards ACB by both academics and practitioners. Although, early research focused on this behaviour and the motivations behind it (Cameron, 1964 *et al.*, 1974; Geurts *et al.*, 1975; Pedrini, 1972), further research is still called for on this topic (Al-Khatib *et al.*, 2005; Fukukawa *et al.*, 2007). Mills and Bonoma (1979) critiqued previous studies on the topic as they are theoretically and methodologically exploratory and lack an actionable theoretical

base. Furthermore, studies at that period did not provide a sufficient understanding of the real problems nor the motivation behind the behaviour. Therefore, Mills and Bonoma developed a conceptual approach, referring to ACB as “Deviant Consumer Behaviour” which is defined here as “behaviour in a retail store that society considers inappropriate or in conflict with a previously accepted social norm” (1979: 347). Mills and Bonoma consider shoplifting, damaging in-store fixtures or restrooms, and consumer fraud as examples of this behaviour. Although, Mills and Bonoma (1979) provide a conceptual approach for ACB, their definition can be conceded as narrow for more than one reason. Firstly, this definition identifies this behaviour as only appearing in the retail store. Therefore, the authors here do not account for the forms of ACB that appear in the exchange of services or in other situations (e.g. on-line). Secondly, the definition uses the social norm “*society considers inappropriate or in conflict*” as a tool to determine whether the behaviour can be considered as ACB. However, there are some forms of ACB that may be considered as acceptable or good behaviour in some societies (Fukukawa, 2002b), for instance, by making a copy of software in order to give to a friend thus saving her /his money (Fukukawa, 2002a). Finally, the definition does not point to the forms of ethical consumer behaviours which can harm other consumers.

Fullerton and Punj (1993) defined Aberrant Consumer Behaviour (ACB) as “behaviour in exchange settings which violates the generally accepted norms of conduct in such situations and which is therefore held in disrepute by marketers and by most consumers” (p:570). In this definition Fullerton and Punj suggested that ACB includes one or more of these actions: destroying marketers’ property, abuse, intimidation, physical and psychological victimisation of other customers and employees. Also various forms of theft including insurance, credit card, and cheque fraud and shoplifting can be considered as forms of ACB. This term has been adopted also by Fullerton *et al.* (1997) and Fukukawa *et al.* (2007). While, Fullerton and Punj (1993, 1997a, 1997b, 2004) used the term “Consumer Misbehaviour” as a synonym of ACB, the term “Consumer Misbehaviour” has also been used by many other studies such as Albers-Miller (1999), Tonglet (2002) and Phillips *et al.* (2005). Strutton *et al.* (1994), in their study of possible consumer justifications of ACB, used four terms when referring to ACB: inappropriate behaviour, unethical behaviour, ethically questionable behaviour and consumer fraud. Nevertheless, they did not provide a clear definition of those behaviours. Moreover, they have only focused on tangible products, showing relationships between the unethical acquisition and disposition behaviours of the consumer.

In contrast, Lovelock and Wright (2007: 250) define a 'jaycustomer' as "a customer who acts in a thoughtless or abusive way, causing problems for the firm, its employees, and other customers". They use this term to explain consumer unethical behaviour in the services sector. The authors created this term by adding the prefix "jay", which comes from the 19<sup>th</sup> Century. This slang term is used to refer to a stupid person. This term is also adopted by Harris and Reynolds' (2004) empirical study which explored and described the activities and motivations of customer ethical behaviours within a service context. While, this term looks to be impressive it will not be adopted in this study for the following reasons. Firstly, the prefix "jay" comes from Middle English through Anglo-French from late Latin (Merriam-Webster, 2008). Thus nowadays, it is an unused prefix, so, it may be unknown to some readers. Also, the original meaning of this prefix is stupid, however the current study focuses on a planned purposeful behaviour, which can be caused for many reasons, but stupidity is not one of them. Finally, the term 'jaycustomer' has been linked to the forms of ACB in the service sector only, whereas the current research aims to examine ACB in both hospitality and retailing sectors.

From the above review of the different terms and concepts of ACB the current study will adopt the term "Aberrant Consumer Behaviour" because it comes with the most comprehensive definition of this behaviour and it has been successfully examined in service and industrial sectors by Fullerton, Taylor and Ghosh (1997) and Fukukawa *et al.* (2007). The literature provides various types of ACB (Fullerton and Punjb, 2002, 2004; Lovelock and Wright, 2007). However, the current study focuses on one type, "consumer theft". The different types of ACB are discussed in the next section.

### **2.3 Different Forms of ACB**

The most widely studied form of ACB is consumer theft (Harris and Reynolds, 2004), which is reflected in the number of studies concerning this behaviour, specifically shoplifting, that has generated a substantial literature (Cox, *et al.*, 1990; Lin, *et al.*, 1994; Babin and Griffin, 1995; Babin and Babin, 1996; Krasnovsky, and Lane, 1998; Krasnovsky, and Lane, 1998; Bamfield, 2004; Harris and Reynolds, 2004; CRR, 2007; BRC, 2008). Consumer theft is the type of behaviour when the consumer has no intention of paying and seeks to avoid paying at all or to reduce the payment amount. Consumer theft has different types. For example,

shoplifting is a major problem in retail stores. Shoplifting can happen either by stealing goods or changing a price tag with another one with a lower price. In the services sector, services requiring technical skills are more likely to suffer consumer theft, such as to bypass electricity meters, or, for example, accessing telephone lines free of charge and software piracy. In addition, there are other forms of consumer theft such as riding free on public transportation, entering (sneaking) into movie theatres without paying and using fraudulent forms of payment such as cheques drawn on accounts without any funds. Aside from customer theft, Lovelock and Wright (2007) list five forms of the most frequent ACB. These forms are “vandalism”, “rule breaking”, “belligerent behaviour”, “family feuders”, and “deadbeat”. Vandalism was also considered by Van Vliet (1984), Huefner and Hunts (2000); Penaloza and Price (1993; 2000) and Fullerton and Punj (2003) as a form of ACB. This behaviour refers to the deliberate damage of physical facilities, furnishings and company equipment. Pouring soft drinks into bank cash machines, slashing bus seats and breaking hotel furniture are examples of consumer vandalism. Van Vliet (1984) paid more attention to vandalism as an isolated form of ACB. Van Vliet shows that vandalism can be classified in five types: first, “vindictives” (Huefner and Hunts, 2000) which is a type of consumer revenge that is vandalism of organisational property. The other four vandalism methods are “acquisitive”, “tactical”, “juvenile”, and “play” which could be motivated by a financial gain or personal thrill seeking (Huefner and Hunts, 2000).

Aggressive interaction was identified by Richins (1983) as a further form of ACB, and this form is termed by Lovelock and Wright (2007) as “belligerency”. This behaviour points to consumer behaviour in which a consumer complains in an aggressive manner. This can emerge when things in the exchange do not work well. For example, machines break down, a consumer is ignored or the service is delayed. In such cases belligerent consumers may shout angrily or sometimes they might mount a physical attack. This form of ACB not only has a negative effect on the company or its employees, but also it causes a bad experience for other consumers. Furthermore, it might cause other consumers to decide not to use the product or services again when they think that it is responsible for the problem. A further type of ACB is called “Family Feuders” (Lovelock and Wright, 2007). This behaviour is considered as a subcategory of “Belligerents”. This form refers to the behaviour when a consumer gets into arguments or quarrels with other customers, often family members. In some cases, in a restaurant for example, this quarrel could lead to disruption in the restaurant. Rule breaking is



also considered as a form of ACB. In this case the consumer deliberately does not conform to the rules or regulations in the exchange setting. These rules could be established by the government, such as health and safety rules, or imposed by the company to facilitate smooth operations, like asking the consumers to queue when they are waiting to be served. The last of Lovelock and Wright's five forms of ACB is "deadbeats". This refers to the type of behaviour when the consumer has no intention of paying and seeks to avoid paying or for reducing the payment amount (Lovelock and Jochen, 2007). There are different types such as shoplifting (Fullerton and Punj 1993; Babin and Griffin, 1995), riding free on public transport and entering cinemas without paying which are forms of consumer theft in the service sector (Lovelock and Jochen, 2007), software piracy (Hamade, 2006; Goles, *et al.*, 2007; Moores, 2007; Business Software Alliance, 2008), and stealing some items from hotel rooms, such as ashtrays and bathrobes (Jones and Groenenboom, 2002; Harris and Reynolds, 2004; Fukukawa *et al.*, 2007).

Another prevalent and growing form of ACB is the disposition of goods or deshopping (King and Dennis, 2003; King *et al.*, 2008) which therefore has become a growing concern for retailers (Harris, 2008). This form of ACB refers to consumers returning goods after acquiring and using them, and sometimes after they have been damaged (Strutton *et al.*, 1994; Fukukawa *et al.*, 2008). An example of deshopping would be buying a suit for an interview and returning it afterwards (King *et al.*, 2008) – behaviour that could be described as using retailers as a clothing library (King, 2004). Deshopping has been highlighted as important since the early 1970s (Harris, 2008) and it is claimed significantly to reduce retail profitability. King and Dennis (2002) found that 50 per cent of their sample were deshoppers. Moreover, King (2004) claimed that fraudulent returns reduce retail profitability by 10–20%. As this behaviour is strongly linked with return goods policies, and those policies are not offered in Libya, this type of ACB was not included in this study.

The current study focuses on consumer theft, as it is the most widely studied form of ACB (Harris and Reynolds, 2004) and it therefore provides a rich literature review which is beneficial for this study. Consumer theft will be examined through three scenarios: shoplifting, stealing from hotel rooms and software piracy. Consumer theft and the three selected scenarios are fully discussed in the following chapter. As ACB is widespread behaviour in a large number of service and retailing sectors, this behaviour costs billions of

dollars annually (CRR, 2008; Hotel Chatter, 2007; Shoham, *et al.*, 2008). However, the negative effects of ACB are not limited to organisations as it can also have social costs. Therefore, the next section discusses the cost and effects of ACB.

## **2.4 The Costs and Effects of ACB**

ACB can impose serious financial, physical, and/or psychological problems upon marketing institutions, their employees and other consumers. Therefore, some forms of it such as shoplifting are considered as a significant factor in many retail failures (Babin and Babin, 1996). The Global Retail Theft Barometer reported that in the period of 12 months to June 2007, in 32 countries customer theft cost \$41,504 million (CRR, 2008). Also, according to the American Hotel and Lodging Association, approximately U. S. \$100 million is the annual cost of hotel guests pilfering (Hotel Chatter, 2007). The honest consumers might pay part of this cost (Tonglet and Bamfield, 1997) as marketers often increase their prices to cover that cost (French *et al.*, 1984; Cox, *et al.*, 1990; Fullerton and Punj 1993; Babin and Babin, 1996). Moreover, with the growing use of prevention and detection methods consumers might face delays and intrusions brought on by the locks, tags, and surveillance faced during their shopping time in the retail market place (Cox, *et al.*, 1990). Also, ACB causes social costs, such as costs to the criminal justice system, tax losses, violence and disruption (Fullerton and Punj, 1993). In terms of financial loss, for example, software piracy cost \$47,809 million in 2007 (Business Software Alliance, 2008). Software piracy not only damages marketers' profit but can also have a negative social influence through job losses (Shoham *et al.*, 2008). Therefore, marketers usually apply some control and prevention practices in order to control ACB and reduce its negative effect. This point is discussed in the following section.

## **2.5 How Organisations Can Reduce the Effects of ACB**

Given the great damage caused by various types of ACB either to the company, its employees or other consumers, companies will try to find measures to reduce its negative effects. These attempts cost the companies a large amount of money every year. For example, retail security cost \$ 8,290 million in 32 countries in North America, Europe and Asia- Pacific (CRR, 2008). However, finding out how the consumer performs ACB is the first step in preventing this behaviour (Lovelock and Wright, 2007). While there are different types of ACB, there is no one measure that can be used against all these types. For example, several types of treatment methods are applied by retailers in order to control or reduce shoplifting. The most common

methods can be summarised with reference to the existing literature (e.g., Tonglet and Bamfield, 1997; Bamfield, 2004; CRR, 2009) as guards, mirrors, floor safes, CCTV, layout design, lockable display fixtures, electrical article surveillance, electronic tagging systems, installation of security equipment and cash collection services. However, the nature of security management on hotels imposes some limitations on controlling methods, so indirect methods are preferable used instead, such as displaying prominent signs inviting guests to purchase items such as towels or bathrobes (Gill *et al.*, 2002). Software vendor activation controls (BCA, 2007) are common methods to reduce software piracy.

Generally, selecting the most suitable ACB control method is not an easy task, especially for international companies when they enter emerging markets. As almost all previous ACB studies have been conducted in the U.K. and U.S.A, prevention and control methods have been examined and developed based on Western/non-Muslim consumers. However, these methods might not be applicable to Arabic/ Muslim consumers like Libyans. Islam provides a framework that controls and shapes the morals and behaviours of both the person and the society (Saeed *et al.*, 2001; Ali and Al-Owaihan, 2008). Also, it provides a framework which controls all of the individual's daily activities. According to Islamic laws Muslim consumers undertake these activities as part of the worship of God (Rice, 1999). All theft types are forbidden in Islam and the Islamic teachings encourage Muslims to remind each other of this. This method, for example used also by Arabic Radio and Television (ART) in 1994. The TV sports channel of ART used an advertising message to remind the consumer that:

*If you use your neighbour's cable to watch football matches, this is theft. And there is an argument about this, all theft types are forbidden.*

Another example of this method is informing the consumer that certain behaviour is not allowed by Islamic laws (not *Halal*). For example, Elmddlaj (2008) argued that, in Saudi Arabia, in the absence of applying the copyright laws, the best way to protect copyright is by making consumers aware that unauthorised or prohibited use of works covered by copyright law is forbidden. As a consequence of the increase in the negative effects of ACB many studies attempt to develop a model of this behaviour to aid understanding of this issue. These models of ACB are discussed in the next section.

## **2.6 Theoretical Framework of ACB**

As a consequence of the shortage of studies of consumer ethics, theory development in this topic is still at an early stage (Shaw and Clarke, 1999; Tonglet, 2001; Fakwkawa, 2002b; Fukukawa *et al.*, 2007). Nevertheless, there are some studies that have attempted to develop a theory of consumer ethics either by adapting theories from other topics or by developing a new theory. For instance, Equity Theory has been adopted in many ethical behaviour studies (Glass and Wood, 1996; Harris and Reynolds, 2004; and Yi and Gong, 2006). Also, some studies have used Ajzen's (1991) Theory of the Planned Behaviour (TPB) as an initial analytical framework to study consumer ethics (Shaw and Clarke, 1999; Tonglet, 2001; King and Dennis 2006; Fukukawa *et al.*, 2007). On the other hand, Fullerton and Punj (1993) presented a preliminary structural model of factors influencing consumer's decision to engage in misbehaviour.

### **2.6.1 Equity Theory**

Equity Theory, also known as the "Social Exchange Theory" was developed by Adams in 1963. The purpose of this theory is to understand the phenomenon of inequity in social exchange relationships. Although this theory uses the fairness of an exchange between employee and employer to define the major variables, it has shown that the theory can be applied to any social exchange. In general, Equity Theory focuses on the consequences of perception of fairness/unfairness within social exchange relationships. According to Adams (1965) the exchange processes can be characterised as being perceived as justice or injustice. As showing in Figure 2.1 the theory argues that inequity exists for a "Person" making a social exchange whenever he/she perceives that the ratio of his/her outcomes to inputs is not in balance in relation to those of "Other". However, inequity not only results when a "Person" perceives that the ratio of his/her outcomes to inputs is lower than those of "Other", but also when his/her ratio is higher. In this context "Other" can be any individual or group who the "Person" is in an exchange relation with. In this case if the person refers to a consumer, the "Other" will be the company that he/she buys the product or service from.

Also "Other" can be a third party individual or group the "Person" is in an exchange relationship with. For example the consumer compares the ratio of his/her outcomes to inputs with those of other consumers who under tack a similar exchange. Even "Other" in many cases is a different individual, sometimes the "Person", who has previous experience with a

similar exchange relation, might compare his/her ratio of present and past outcomes to inputs. Then the “Person” determines whether or not the current exchange relation is equitable. The following equation can illustrate this.

**Figure 2.1: Equity Theory (Adams, 1963)**

$$\frac{\text{Person's outcomes}}{\text{Person's own inputs}} = \frac{\text{Other's outcomes}}{\text{Other's own inputs}}$$

“Person’s” own inputs refers to her/his side of the exchange including any of her/his attributes which are recognised by either she/he or the other part of the exchange. Thus, the attribute has the potential of being an input only when its existence is recognised by the possessor or by both parties of the exchange, and when it is considered as relevant in the exchange. The attribute could be a person’s age, sex, ethnic background, education, seniority, social status or the effort she/he expends on the exchange. In the consumer case the attribute indicates money that the consumer spends and time that she/he spends to complete the exchange. For her/his inputs the “Person” assumes a level of reward. This reward is termed as “outcome” in equity theory. The outcome can be defined as what the “Person” perceives as a consequence of the exchange relationship. Like the inputs, outcomes should be characterised in terms of recognition and relevance. Therefore, the reward has the potential to be an outcome when it is recognised and considered as relevant to the exchange, either by the recipient or by both the recipient and giver.

As showing in Figure 2.2 in his theory Adams (1963) suggested that the feeling of inequity creates a tension in the “Person”. This tension will drive the “Person” to achieve equity or reduce inequity. However, both the tension and drive are proportional to the amount of inequity present. There are many types of actions or means that a “Person” may use. These means can differ based on the causes of inequity. However, some of these means can happen in the two types of inequity.

According to the studies that use Equity Theory to investigate and explain ACB, the consumer can decide to engage in ACB as a punishment for a company’s unfairness in order to restore

equity (Harris and Reynolds, 2004, Fukukawa *et al.*, 2007). Although the Equity Theory provides an initial framework which focuses on the justice of a social relationship outcome (Colquitt, 2001), it can be criticised as it is not a comprehensive theory for equity, as it is based upon only one dimension of justice, which is distributive justice. Therefore, using Equity Theory to study ACB should be extended by giving more attention to the other two dimensions of justice: procedural justice and interactional justice, which have been discussed further in sections 1.5 and 4.2.3.

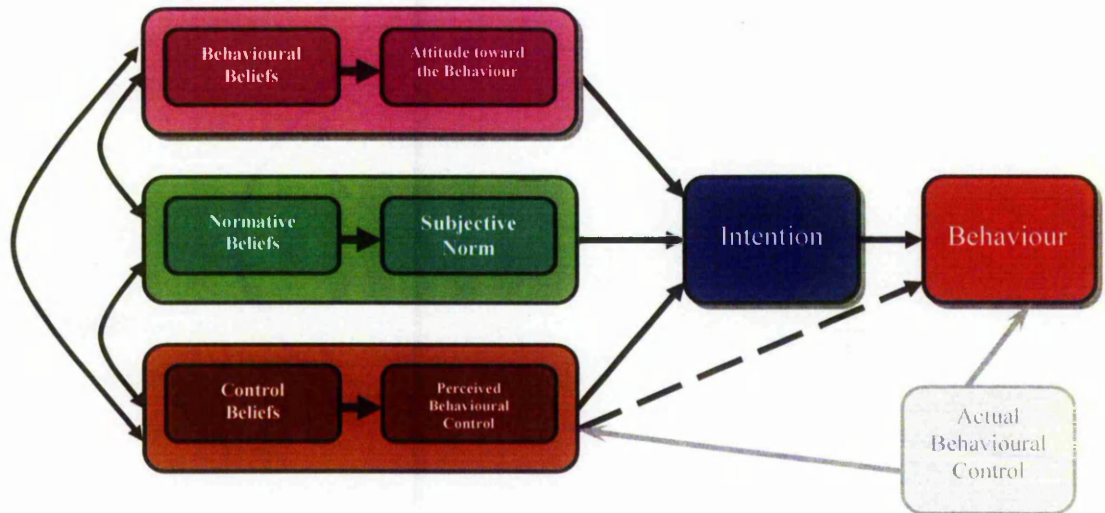
### **2.6.2 Theory of Planned Behaviour (TPB)**

The theory of planned behaviour (TPB) (Ajzen, 1991) can be considered as an appropriate initial theoretical framework to guide ethical consumer studies as it has been widely and directly applied to investigate various issues in consumer ethics. For example, it was used to study consumer environmental behaviour (Pelletier *et al.*, 1999; Harland *et al.*, 1999), software piracy (Chang, 1998; Beck and Ajzen, 1991) and ethics in the medical profession (Randall and Gibson, 1991; Kuo and Hsu, 2001). Additionally, many studies have adopted TPB as an initial framework to investigate ethical consumer behaviour (Shaw and Clarke, 1999; Shaw *et al.*, 2000; Fukukawa, 2002a; 2002b; King and Dennis, 2006). Furthermore, TPB embraces the common factors that have been either discussed and/or examined by these studies (Fukukawa *et al.*, 2007). TPB has also been used to investigate various consumer ethical behaviours and has been applied as an ethical decision-making model. This model captures the various influencing factors of ACB, and explains their influence on performance intention. TPB has suggested that the intention to perform each behaviour can be predicted with high accuracy, based on attitudes towards the behaviour, subjective norms, and perceived behavioural control. Kuo and Hsu (2001) used the theory of planned behaviour (TPB) to develop an ethical computer self-efficacy scale to predict software piracy. Also, Wagner and Sanders (2001) developed a model to explain ethical behaviour based on TPB.

The theory provides a general model of voluntary human behaviour, since it considers behaviour as a direct function of intention. As highlighted in Figure 2.2 below the theory suggests that behavioural intention to perform a behaviour is influenced by three dimensions: a person's attitude, subjective norms and perceived behavioural control. A person's attitude towards a behaviour reflects their evaluation of it (Klobas and Clydes, 2002), as well as their likelihood of engaging in that behaviour, and it can also refer to the level an individual

engages in that behaviour (Fukukawa, 2002b). The subjective norm concerns the extent to which other people important to a respondent approve or disapprove of the behaviour.

**Figure 2.2: The Theory of Planned Behaviour**  
Source: Ajzen, 1991



Perceived behavioural control refers to the ease or difficulty of performing the behaviour (Klobas and Clydes, 2002). TPB was enhanced and developed by some previous studies (Miniard and Cohen, 1981; Klobas and Clydes, 2002; Fukukawa, 2002b)

### 2.6.3 Modified TPB

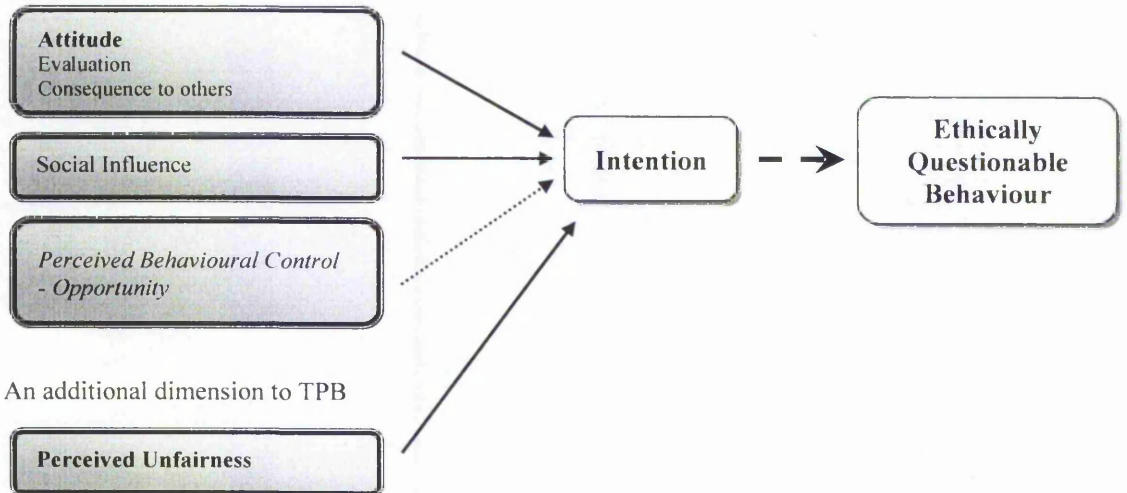
Although TPB has been widely applied successfully to investigate various issues in consumer ethics, the theory has been enhanced by adding new factors. Miniard and Cohen (1981) have modified TPB by broadening the construct of subjective norms. In the empirical examination of TPB's influencing factors and their impact on intention, Miniard and Cohen (1981) pointed out that the construct of "subjective norm" is narrow (cited in Fukukawa *et al.*, 2007: 7). Therefore, Klobas and Clydes (2002) proposed broadening it into social influence. This enhancement of TPB was developed further by Fukukawa (2002b). In her attempt to develop an improved theoretical framework for understanding how and why consumers engage in ethically questionable behaviour in consumption Fukukawa's (2002b) used the modified TPB with an additional component which is "Perceived Unfairness". The following Figure 2.3

shows this proposed framework. Perceived unfairness “refers to the extent to which an actor is motivated to redress an imbalance between firms and customers that is perceived as unfair” (Fukukawa, 2002b: 105).

**Figure 2.3: Developing a Framework for Ethically Questionable Behaviour in Consumption**

Source: Fukukawa, 2002b: 114.

Original dimension to TPB



Even though the study found that “Perceived Unfairness” seems to explain motivation to engage in ACB, its precise role needs further clarification and the proposed framework was considered as a preliminary one. Therefore, the study called for further investigation in understanding ACB. Although Fukukawa *et al.* (2007) examined this model, perceived unfairness was specified to capture unfairness in pricing, business practice, and retaliation. This measurement is very narrow as it did not include items related to the three dimensions of justice: distributive justice, procedural justice and interactional justice, and instead it focused on three elements, namely unfairness of pricing, unfairness of business performance and retaliation. Therefore, the current study extends this factor by examining the effect of all justice dimensions.

As discussed above, several factors have been discussed and/or examined by previous studies and some models have been created and developed based on these factors. However, they are considered as an initial theoretical framework (Shaw and Clarke, 1999; Tonglet, 2001; Fakwkawa, 2002; Fukukawa *et al.*, 2007). Therefore, this research aims to determine the



influences and motivating factors on ACB and rank these factors based on their strength of influence in the Libyan consumer ACB adoption. Furthermore, the research intends to develop a model of ACB for the Libyan consumer. The current research aims to develop an advanced model of ACB for Libyan consumers based on TPB Ajzen (1991) and the developed model of Fukukawa *et al.* (2007). This development is made by adding some factors that were slightly neglected in previous studies. This developed model is fully discussed in chapter 4.

## **2.7 Conclusion**

The research on the topic of Aberrant Consumer Behaviour is still in its early stages (Shaw and Clarke, 1999; Tonglet, 2001; Fakwkawa, 2002a, 2002b; Fukukawa *et al.*, 2007) and therefore, its concept is open to debate (Albers-Miller, 1999; Tonglet, 2002; Phillips *et al.*, 2005). Furthermore, this behaviour has many types that appear in all organisations whether big or small, private or public, or in the services or production sector. ACB can impose serious financial, physical, and/or psychological problems upon marketing institutions, their employees and other consumers (Babin and Babin, 1996; French *et al.*, 1984; Cox, *et al.*, 1990; Fullerton and Punj 1993; Babin and Babin, 1996; Tonglet and Bamfield, 1997; BRC, 2005; Hotel Chatter, 2007; CRR, 2008). Also, this behaviour causes social costs, such as costs to the criminal justice system, tax losses, violence and disruption (Fullerton and Punj, 1993). Therefore, marketers usually apply some control and prevention practices in order to control ACB and reduce its negative effect.

When the international companies enter into emerging markets, it will not be easy to select the suitable ACB treatment methods. Especially when they enter into an Arabic/ Muslim country as almost all of previous ACB studies have been conducted in the U.K. and U.S.A, and prevention and controlling methods have been examined and developed based in these countries. Although, many studies attempt to develop a model of ACB by adopting theories from other topics or by developing a new theory (Glass and Wood, 1996; Fukukawa, 2002b; Harris and Reynolds, 2004; Yi and Gong, 2006), all of these studies are considered to be at the initial stages in a longer process of theoretical development. The current study attempts to follow these stages through developing an ACB model for the Libyan consumer.

## **Chapter 3: Consumer Theft**

### **3.1 Introduction**

The previous chapter has concentrated on Aberrant Consumer Behaviour (ACB) by considering its different concepts and forms. However, the current study only focuses on one form of ACB, consumer theft. To enrich the study, three scenarios of consumer theft have been chosen to be examined. These scenarios are shoplifting, software piracy and guests pilfering from hotel rooms. These scenarios have been chosen for several reasons. Firstly, choosing these scenarios, which impact on various sectors of society, is helpful in examining the different impact of factors across a range of ACB. Secondly, shoplifting has been neglected by Libyan researchers, even though there are clear signs that this already exists in the Libyan market (Al Awjili, 1988). Stealing from hotel rooms is considered different as consumers make a payment in booking a room. Furthermore, software piracy is different again because the consumer who pays for the software might think that he/she becomes the owner of it. This perceived ownership could suggest the consumer has the right to lend, copy or even sell the software to another consumer. Finally, using these three scenarios allows the study to investigate different segments of consumers that engage in each scenario. For example, all segments of consumers could engage in shoplifting as almost all consumers go shopping. However, software piracy is usually linked to students and educated consumers, as they are computer literate. Pilfering from hotel rooms is limited to segments of consumers who have a high income or whose jobs require them to stay at a hotel.

Therefore, this chapter gives an overview of consumer theft and then provides an in-depth review of each scenario. The chapter covers the definitions, costs and factors that can influence ACB and the controlling methods for each scenario. In addition, this chapter provides tables that summarise previous studies on each scenario. The tables include key issues, dependent/independent variables measured, place and duration of the study sample and methods/analysis employed.

### **3.2 Consumer Theft**

The most widely studied form of ACB is consumer theft (Harris and Reynolds, 2004). Several of these studies examine consumer theft in retail situations (Krasnovsky, and Lane, 1998;

Babin and Griffin 1995; Phillips *et al.*, 2005; King and Dennis, 2006; Lau, 2006) and others examine it in the service sector (Moore, 2007). Moreover, a number of studies considered consumer theft in both sectors (Fukukawa *et al.*, 2007). Consumer theft is the type of behaviour where the consumer has no intention of paying, seeking to avoid paying in full or in part (Lovelock and Wright, 2007). Consumer theft is also defined as the means that are used by the consumer in order to gain free goods (Harris and Reynolds, 2004). Although much consumer theft comprises minor individual behaviour, which is sporadic pilfering (Cameron, 1964), the aggregate impact of this behaviour is enormous (Cox, *et al.*, 1990). For example, the global financial loss due to software piracy was U.S \$15 billion in 2008 (Business Software Alliance, 2008). Also, the Global Retail Theft Barometer covering a period of 12 months to June 2007 across 32 countries showed that customer theft cost U.S \$41,504 million to retailers (CRR, 2008).

However, there are different types of consumer theft across the product and service sectors (Lovelock and Jochen, 2007). In retail stores, shoplifting has been considered as the major problem (Fullerton and Punj 1993; Babin and Griffin, 1995). In contrast, the bypassing of electricity meters, illegally accessing telephone lines, riding free on public transport and entering into cinemas without paying are forms of consumer theft in the service sector (Lovelock and Jochen, 2007). Software piracy is also an example of consumer theft (Hamade, 2006; Goles *et al.*, 2007; Moore, 2007; Business Software Alliance, 2008). Stealing items from hotel rooms, such as ashtrays and bathrobes is also a common example of consumer theft (Jones and Groenenboom, 2002; Harris and Reynolds, 2004; Fukukawa *et al.*, 2007). In the current study, ACB is examined through three scenarios of consumer theft: shoplifting, software piracy and stealing from hotel rooms.

### **3.3 The Selected Scenarios of Consumer Theft to be Examined in the Current Study**

The three scenarios of consumer theft have been selected to be examined in this study for the following reasons. Firstly, although shoplifting has attracted the attention of the researchers in many disciplines since early last century (Gibbins and Prince, 1962; Gamman, 2000), it is still one of the most troubling and least understood aspects of consumer behaviour (Cox *et al.*, 1990). Therefore, more studies of shoplifting are needed. Furthermore, shoplifting has been

neglected by Libyan researchers even though there are clear signs that it exists in the Libyan market (Al Awjili, 1988). Secondly, to enrich the study, two slightly different theft scenarios have been selected to be examined and compared with shoplifting. Software piracy could be considered unique as it is dealing with services, not physical products. Moreover, unlike shoplifting, many consumers do not treat software piracy as an ethical matter (Glass and Wood, 1996). However, consumer software piracy has been identified as the worst problem facing the software industry (Givon *et al.*, 1995; Glass and Wood, 1996). Libya has one of the highest rates as it has increased to 88%, which cost US\$22 Million in 2007 (BSA 2008). There is a severe shortage of the original editions of software programs in the Libyan market, as none of the software companies have any type of presence there (LME, 2008).

In contrast, stealing from hotel rooms is considered different because consumers make a payment in booking a room. Moreover, the importance of selecting this scenario can be justified because it is neglected in the literature. Although a survey of 1,000 hoteliers showed that pilfering by customers from hotel rooms is widespread (BBC, 2004) which costs millions annually (Atlanta Business Chronicle, 2002), only limited research focuses on this form of consumer theft (Harris and Reynolds, 2004). Finally, the selection of these three consumer theft scenarios from various sectors could be helpful in examining the varying impact of factors across the range of ACB.

### **3.3.1 Shoplifting**

Theft from the selling floor while a store is open for business is called shoplifting (Francis, 1979, cited in Glasscock *et al.*, 1988: 272). Unfortunately, shoplifting is a troubling and widespread aspect of consumer behaviour and is a common method used for product acquisition (Cox *et al.*, 1990; Lin *et al.*, 1994; Krasnovsky and Lane, 1998; Bamfield, 2004; BRC, 2008). Even though shoplifting could be seen to be a more appropriate topic for criminology than for consumer behaviour, it has attracted interest by consumer researchers. This attention comes because shoplifting is one of the most prevalent forms of ACB (Babin and Griffin, 1995; Babin and Babin, 1996; Krasnovsky and Lane, 1998) and it seems common to all socioeconomic classes and ages (Gamman, 2000; Glasscock *et al.*, 1988). Cox *et al.*, (1990) proposed that a large percentage of consumers shoplift at some time in their lives. Further, shoplifting is a world-wide phenomenon. For example, one result of the global retailer industry study, Global Retail Theft Barometer, showed that shoplifting is not limited by

borders but has been found in all the studied countries (CRR, 2007). Besides, Bamfield (2004) in his study across 16 European countries found that 94.9% of apprehended store thieves were customers. Furthermore, the Retail Crime Survey in 2008 showed that a shoplifting case happened every 90 seconds (BRC, 2008).

However, only a few shoplifters are professionals, while the vast majority of them appear to be amateur consumers who have no known history of criminal activity (Gibbens and Prince, 1962; Cameron, 1964; Lin, *et al.*, 1994; Babin and Babin, 1996). Lin *et al.*, (1994) defined amateur lifters as shoplifters “who steal to satisfy a physical or psychological need” (p: 24) and they showed that this category of shoplifter can include juveniles, housewives, kleptomaniacs, vagrants, alcoholics and drug addicts. In contrast, the professional shoplifters are referred to as “people who steal for a market” (Gibbens and Prince, 1962: 149). Cameron (1964) provided a similar categorisation but using different terms. She categorised shoplifters into two categories: “boosters”, who shoplift professionally, and “snitchers”, who shoplift goods for their own personal use. Shoplifting is not limited to simply stealing goods from a store; consumers employ different methods of shoplifting. For instance, price tag switching for a lower price is a common form of shoplifting (Fukukawa *et al.*, 2007; Lovelock and Wirtz, 2007).

### **3.3.1.1 The Costs and Effect of Shoplifting**

As mentioned above, shoplifting is considered to be one of the most serious crimes affecting most retail businesses (Glasscock *et al.*, 1988). The Centre for Retail Research shows that the average amount stolen or damaged by consumers was U.S. \$270 million in 2007 (CRR, 2008). Furthermore, shoplifting is considered a significant factor in many retail failures (Cole, 1989 cited in: Babin and Griffin, 1995: 668; Babin and Babin, 1996). Many annual studies focusing on shoplifting and retail crime across different countries show that shoplifting is on the rise. According to the 12th Annual Retail Crime Survey (2004-2005) of the British Retail Consortium, the estimated cost of UK consumer shoplifting is £589 million. That was higher than the cost of £410 million in 2003 (BRC, 2005). As can be seen in the Table 3.1 below, the increase in shoplifting cost is a world-wide phenomenon.

**Table 3.1: The Cost of Consumer Shoplifting Among Different Countries in the Recent Years**

Consumer shoplifting cost	Place	Reference
£410 million in 2003	U.K	BRC, 2004
€14,670 million	16 European countries in the financial year 2001-2002	Bamfield, 2004
\$10,230 million	U.S.A in the financial year 2001-2002	Bamfield, 2004
In a period of 12 months to June 2005, € 14,248 million	25 countries in Europe, including 7 in Central Europe and Iceland	CRR, 2005
In a period of 12 months to June 2007, \$41,504 million	32 countries in Europe, North America, Australia and Asia.	CRR, 2007

In addition to the direct cost of losing the goods, other costs are spent every year on personnel and equipment designed to prevent or detect shoplifting (French *et al.*, 1984; Babin and Babin, 1996). The Centre for Retail Research showed that the global loss prevention costs in 2007 were U.S. \$25,590 million (CRR, 2008). However, not only retailers are affected by shoplifting, as the shoplifting cost is borne also by the honest consumers (Tonglet and Bamfield, 1997). The consumer pays a hidden cost for shoplifting, as retailers often increase their prices to cover that cost (French *et al.*, 1984; Cox *et al.*, 1990; Fullerton and Punj 1993; Babin and Babin, 1996). Moreover, with the growing use of prevention and detection methods, consumers might face delays and intrusions brought on by the locks, tags, and surveillance they face during their shopping time in the retail market place (Cox *et al.*, 1990).

### **3.3.1.2 Previous Studies on Shoplifting**

Shoplifting is a troubling and widespread aspect of consumer behaviour which is a startlingly common method used for product acquisition (Krasnovsky and Lane, 1998; Bamfield, 2004; BRC, 2008). Furthermore, shoplifting is globally widespread (Bamfield, 2004; CRR, 2008). Even though a large number of researchers in the consumer behaviour sector have viewed shoplifting as misbehaviour (Richins, 1983; Cox *et al.*, 1990; Strutton *et al.*, 1994; Phillips *et al.*, 2005; Fukukawa *et al.*, 2007; Lovelock and Wirtz, 2007) it is, in fact, an illegal acquisition of goods (Babin and Griffin, 1995). Therefore, many studies have considered shoplifting as a “folk crime” (Sheley and Bailey, 1985; Glasscock *et al.*, 1988; Tonglet and Bamfield, 1997; Krasnovsky and Lane, 1998).

Shoplifting has attracted the attention of researchers in various different disciplines. Therefore, many studies have been undertaken on this topic, with different objectives, methods, samples and data analyses. Even though some of these studies have a sociological and criminological background (Kraut, 1976; Babin and Babin, 1996; Krasnovsky and Lane, 1998; Al Awjili, 1988; Al-Shehrani, 2004), they still contribute fundamental insights into shoplifting which can help the current study. One contribution is to classify shoplifters (Cameron, 1964; Krasnovsky and Lane, 1998). Cameron's study (1964) classified shoplifters into two categories: the amateur and professional shoplifters, while Moor (1984) delineated five types of shoplifter, impulse, occasional, episodic, amateur and semi-professional shoplifter. However, Krasnovsky and Lane (1998) classified shoplifting based on its motivations into two categories: motivations for which there are specific psychological roots and motivations which are related to antisocial activities.

Beside the different categories of shoplifting, the motivations for this behaviour have been examined, as well as personal factors such as gender (Gibbens and Prince, 1962; Gamman, 2000) and age (Cox *et al.*, 1990; Babin and Griffin 1995). Environmental factors such as retail environment, layout and the economic environment have also been examined in these previous studies (Al Awjili, 1988; Lin *et al.*, 1994; Tonglet and Bamfield, 1997). Although studies on shoplifting are too numerous to list, the most significant have been included in Table 3.2. This table summarises the relevant issues that are focused on by previous studies on shoplifting.

**Table 3.2: Previous Studies on Shoplifting**

Reference	Issues focused on	Dependent/Independent or Variables measured	Place and duration of the study	Sample	Methods/Analysis
Gibbens and Prince, 1962	Shoplifting Women shoplifters Whether women shoplift more than men	D: Women shoplifters I: Age, social situation and physical and mental health.	1949-60 in three adult courts of London area, the U.K	980 women shoplifters, 175 children shoplifters, 452 male shoplifters.	The study examined a number of representative groups of shoplifters, ran interviews with probation officers, gathered court and police information and reports or case notes of family doctors, clinics or hospital in the cases where there was a reference to them.
Finding	Shoplifting is unusually committed by women over 40. The women that commit offences in a later age are likely to consist of further shoplifting, and the crime-specific tendency increases with age. Children and teenagers convicted of shoplifting are not often convicted of it in later life. Male shoplifting differs in almost every respect from that of females. There are significant effects of some factors such as age, social situation and physical and mental health in shoplifting. Women shoplift more than men. This is explained by the fact the higher proportion of women enter the shops than men.				



**Table 3.2: Previous Studies on Shoplifting (Continued)**

Reference	Issues focused on	Dependent/Independent or Variables measured	Place and duration of the study	Sample	Methods/Analysis
Cameron, 1964	Shoplifting. Classifications of shoplifters.	Shoplifting explanation. Relate the explanation of shoplifting to the explanation of other forms of crime.	Co. store detective's data in major Chicago department store 1943-50. The books of the Chicago Municipal Court (branch 40; also called Women's Court) 1948, 1949, 1950.	Secondary data.	Presentation of hypotheses. Personal observation.
Finding	Classified shoplifters into two categories: the amateur and professional shoplifters. The vast majority of shoplifters (90%) were amateur lifters. These shoplifters are respectable citizens and have little or no contact with criminal groups.				
Moore, 1984, cited in Krasnovsky and Lane, 1998	Classifications of shoplifters. Determining the intellectual and personality function.	D: patterns of shoplifting. I: - frequency, primary precipitating factor(s), attitude towards shoplifting as a crime, use of stolen goods and reaction to detection, prosecution and conviction.	Convicted shoplifters in middle America.	N: 300	M: a questionnaire and diagnostic interview. A: psychological evaluation including a battery of tests.
Finding	Five types of shoplifter had been delineated: impulsive, occasional, episodic, amateur and semi-professional shoplifter. Most acts of shoplifting were committed by those having traits associated with antisocial personality type disorders.				

**Table 3.2: Previous Studies on Shoplifting (Continued)**

Reference	Issues focused on	Dependent/Independent or Variables measured	Place and duration of the study	Sample	Methods/Analysis
Al Awjili, 1988	Consumer and employee shoplifting.	D: Shoplifting. I: Controlling system and Store layout.	Public department stores in Benghazi- Libya, 1988.	The managers of public department stores and police officers.	Analysed relevant reports and interviews.
Finding	Both consumer and employee shoplifting are common in the studied public department stores. Managers do not consider shoplifting as an important issue and the level of control system is generally low. Neither punishment nor prevention strategies against shoplifting in the studied department stores were used. Store layout was an important shoplifting motivation. Store employees can be the retailer's most effective tools against shoplifting.				
Cox <i>et al.</i> , 1990	Pervasiveness of shoplifting among adolescents. Motivations of adolescent shoplifting.	Characteristics that distinguish adolescent shoplifters from their nonshoplifting peers Adolescents' views regarding the reasons for this behaviour. Motivations of shoplifting	Students of nine middle and high schools located in the state of Georgia, USA	N= 1,692	M: conceptual discussion with empirical findings by using a questionnaire. A: Descriptive statistical factor analysis.
Finding	Shoplifting activity peaks in middle adolescence. The motivations of adolescent shoplifting are experimental, peer, age-restricted and economic factors.				

**Table 3.2: Previous Studies on Shoplifting (Continued)**

Reference	Issues focused on	Dependent/Independent or Variables measured	Place and duration of the study	Sample	Methods/Analysis
Cox <i>et al.</i> , 1993	Developing and testing a structural model of the social influences on adolescent shoplifting.	D: Adolescent shoplifting I: Shoplifting friends, parental attachment and moral objections to shoplifting.	Adolescents attending required classes in nine middle and high schools in the Southeastern U.S.A	N = 1,750	M: a questionnaire. A: Linear Structural Relationships (LISREL).
Finding	Adolescents' involvement in shoplifting is strongly influenced by their friends' shoplifting behaviour, their attachment to their parents, and their own beliefs regarding the morality of this behaviour. Social process influences on shoplifting was quite similar among male and female adolescents.				
Lin <i>et al.</i> , 1994	Managers' attitudes towards shoplifting. Controlling strategies against shoplifting.	Magnitude of the Problem. D: Shoplifting. I: Store layout.	Five metropolitan areas in North Louisiana and East Texas, October 1993	158 managers of clothing stores completed the questionnaire. Interviews were conducted with 98 of the managers.	M: a questionnaire and interviews A: Chi-squared analysis
Finding	Shoplifting continues to be a major concern for clothing retailers. Although most managers believe that shoplifting is an important issue, shoplifting prevention strategies are generally low. Store employees can be the retailer's most effective tools against shoplifting.				

**Table 3.2: Previous Studies on Shoplifting (Continued)**

Reference	Issues focused on	Dependent/Independent or Variables measured	Place and duration of the study	Sample	Methods/Analysis
Babin and Griffin, 1995	Shoplifting as a form of ACB.	D: Ethical judgement I: Age, risk aversion, self-esteem, and susceptibility to interpersonal influence and controlling for the individual difference traits.	Respondents from students of junior and senior standing at Bradley University and Southern Mississippi. U.S.A.	N= 168	M: A questionnaire. A: A series of ANOVA and ANCOVA models.
Finding	Adolescents perceive shoplifting differently than more mature consumers and are more likely to engage in this behaviour. The direct effect of age on shoplifting is mediated by individual difference variables.				
Babin and Babin, 1996	Shoplifting as a form of ACB. Effects of moral cognition and emotions on shoplifting intentions.	D: Attitude and intentions. I: Moral equity, contractualism, relativism, excitement, fear, power and age.	U.S.A	49 high school students, 65 college students, 54 local employers.	M: Short shoplifting scenarios. A: Regression.
Finding	Emotions are important in explaining the act of shoplifting. Age appears to moderate the relative effect of beliefs and emotions in shoplifting. College-aged respondents are largely influenced by beliefs concerning the moral equity of shoplifting. In contrast, both beliefs and emotions influence adolescents significantly, with emotions, specifically fear and power, having a greater impact.				

**Table 3.2: Previous Studies on Shoplifting (Continued)**

Reference	Issues focused on	Dependent/Independent or Variables measured	Place and duration of the study	Sample	Methods/Analysis
Tonglet and Bamfield, 1997	Customer and employee shoplifting.	The different control approaches: traditional approach, loss prevention approach, integrated technology and civil recovery.	Three different national surveys of retail crime conducted in the UK, (1993/6). - The National Retail Security Survey(USA) 1993/4	Secondary data	The extent and cost of crime in UK retailing, and the trends in retail crime compared with retail crime in the US.  Situational approaches evaluated according to traditional security strategies in UK and US
Finding	Shoplifting is a significant problem for most retailers. However, criminals constantly test the commitment of retailers, and quickly learn how best to evade new systems and procedures. Thus, controlling this behaviour requires a range of different policies.				
Krasnovsky and Lane, 1998	Shoplifting. Classifications of shoplifters. Adolescent shoplifting	D: Shoplifting  I: Substance abuse, eating disorders, social class, race and ethnicity, gender, and age. Apprehension, models of intervention and recidivism rates.	Youths arrested for shoplifting and referred to diversion services. USA	Secondary data, N = 457	M: Literature review. A: Examined the relationship.
Finding	There are two categories of shoplifting based on its motivations. The first category is motivated by specific psychological roots motivations. The second shoplifting category is motivated by antisocial activities motivations. However there is no means that provide a clear distinction between these shoplifting types. Therefore, most shoplifters are classified as somewhere in between two means of explanations: classified based on the psychosocial factors and classified as antisocial. Treatment programs appear to be generally in the nascent stage.				

**Table 3.2: Previous Studies on Shoplifting (Continued)**

Reference	Issues focused on	Dependent/Independent or Variables measured	Place and duration of the study	Sample	Methods/Analysis
Tonglet, 2002	<p>Explores the utility of the theory of planned behaviour for identifying the factors which influence shoplifting.</p> <p>Shoplifting motivations.</p>	<p>D: Shoplifting.</p> <p>I: Shoplifting motivations: attitudes, beliefs, social factors, retail security.</p> <p>Explores the utility of the theory of planned behaviour for identifying the factors which influence shoplifting</p>	<p>Shoppers from the South East Midlands, UK.</p> <p>School students from the same area</p>	<p>N1: 417</p> <p>N2: 444</p>	<p>M: Two self-report surveys.</p> <p>Analysed: using the theory of planned behaviour (Ajzen, 1991).</p>
Finding	<p>The findings from both studies suggest that shoplifting behaviour cannot be attributed to one factor in isolation, but rather that a number of factors, acting in combination, influence consumers' decisions to steal. Shoplifting is likely to be influenced by attitudes and moral views, social influence, previous shoplifting experience, economic considerations and perceptions of apprehension risks. Retail environment played a major role in their decision of whether or not to steal from a shop. Attitudes and beliefs were more important than personal financial circumstances when considering future shoplifting activity.</p>				

**Table 3.2: Previous Studies on Shoplifting (Continued)**

Reference	Issues focused on	Dependent/Independent or Variables measured	Place and duration of the study	Sample	Methods/Analysis
Al-Shehrani, 2004	Social characteristics of a shoplifter.	D: Shoplifting. I: Multiple-nationality, age, educational level, income, marital status, number of children and location of residence.	Riyadh City- Saudi Arabia.	N: 84 Prisoners charged with shoplifting.	Descriptive approach, a questionnaire. Regression and percentages.
Finding	The majority of the sample had similar social characteristics: Saudis, no permanent income, single, their and their parents' education level is low, facing economic and social problems; their average age is 20-40 years and after involved in drug abuse. The peer and economic problems are considered as motivations to shoplifting.				
Barnfield, 2004	Consumer shoplifting. Employee shoplifting.	National levels of shrinkage. Sources of retail shrinkage. The European costs of retail crime.	European retailers in 16 countries for the financial year 2001-2002.	N= 476 M: Self-report questionnaire.	
Finding	There are considerable differences in national levels of shrinkage. Customer theft was seen as the most important crime cost. Stores apprehended more than 1.2 million thieves in 2001/ 2002, 94.9 per cent of which were customers.				

**Table 3.2: Previous Studies on Shoplifting (Continued)**

Reference	Issues focused on	Dependent/Independent or Variables measured	Place and duration of the study	Sample	Methods/Analysis
Phillips <i>et al.</i> , 2005	Shoplifting in self-service grocery stores. Understanding consumer reactions to periods of change in retailing.	D: Both consumers' and retailers' deliberations of the shoplifting problem I: Environment-based interpretations	Self-service grocery stores, including supermarkets, in the U. K. in the period 1950–1970	Secondary data.	Through an analysis of a range of trade and consumer publications these include manuals on efficient retail practice, the trade press, magazines of consumer groups, market research surveys, the media, and a governmental committee on shop theft.
Finding	Environment-based problem in this period.	Environment-based interpretations are significant in both consumers' and retailers' deliberations of the shoplifting			
CRR, 2005	Crime in the retail sector.	Capture the extent of crime-related losses and shrinkage suffered by retailers.	The loss prevention managers or finance directors in all kinds of retail business throughout 25 countries in Europe, including 7 in Central Europe and Iceland. A period of 12 months to June 2005.	N= 440	M: Questionnaire. A: To avoid the influence of a small and unrepresentative number of respondents, each reply was weighted in accordance with the sales of the company involved.
Finding	2005 was the third year that the average rate of retail shrinkage from shops as a percentage of turnover fell. Customer theft was still the largest source of shrinkage and had increased on from the previous year. The investment in security equipment, new anti-theft strategies, including close cooperation with finance and operations, the use of new software tools and increased electronic tagging were the main reasons retailers gave for shrinkage.				



**Table 3.2: Previous Studies on Shoplifting (Continued)**

Reference	Issues focused on	Dependent/Independent or Variables measured	Place and duration of the study	Sample	Methods/Analysis
CRR, 2008	Global Retail Theft Barometer.	Captures the extent of crime-related losses and shrinkage suffered by retailers.	The loss prevention managers or finance directors in all kinds of retail business throughout 32 countries in Europe, North America, Australia and Asia. A period of 12 months to June 2007.	N= 820	M: Questionnaire. A: To avoid the influence of a small and unrepresentative number of respondents, each reply was weighted in accordance with the sales of the company involved.
Finding	The largest source of shrinkage was customer shoplifting (42%). However, 87% of apprehended store thieves in 2007 were consumer thieves. The shrinkage rate is different among the studied countries. The highest rates were India, Thailand and U. S. A. Globally the average shrinkage rate increased by 1.5% compared with 2006. The most-stolen items within the 32 countries included branded and expensive products.				
Dabil, 2009	Shoplifting characteristics in Saudi Arabia. The traits of shoplifters and the situation of the supermarkets where the stealing takes place.	D: Shoplifting. I: Consumer characteristics, number of purchased items, price the total purchase amount	Shoplifters who were interviewed right after the stealing act and before calling the police. Data collected from 16 stores in Riyadh, Saudi Arabia.	N = 943	The research was conducted using the self report of shoplifters were apprehended in the supermarket while stealing as the documentary research method. Descriptive statistics and some inferential statistics were employed
Finding	Different shoplifting methods were adopted. The study found that there were differences between genders, age groups, occupations, shopping time (time of the day, days of the week and months), way of stealing, individual or group and total price and the number of purchased items.				

Although some studies in Table 3.2 were conducted in Arabic/Muslim countries (Al Awjili, 1988; Al-Shehrani, 2004; Dabil, 2009), most shoplifting studies have been conducted in Western countries, e.g. UK (Gibbens and Prince, 1962; Tonglet, 2002; Phillips *et al.*, 2005) and U.S.A. (Babin and Griffin 1995; Babin and Babin, 1996; Krasnovsky and Lane, 1998). Also, Table 3.2 shows that whilst the conducting of shoplifting studies commenced early last century, the behaviour of the consumer is still a focus of research topics rather than, for example, how ACB is prevented. The samples used are also limited, as many of the previous studies used only a student sample (Cox *et al.*, 1990; Cox *et al.*, 1993; Babin and Griffin 1995; Tonglet, 2002). However, the student sample is criticised as a problem in social science research and in marketing ethics in particular, as it is not reflective of “real” people (Murphy, 2002). Also, there are methodological limitations as many of the shoplifting studies use a one-method approach, rather than a mixed-method approach which is recommended, as producing data by different methods can be complementary (Denscombe, 2007). Also, a mixed-method approach helps to avoid the narrow analysis that may be provided by using one method and, subsequently, improve confidence in the accuracy of findings (McEnery and Wilson, 1996; Easterby-Smith *et al.*, 2002; Denscombe, 2007).

Moreover, many of the previous shoplifting studies are limited to examining a small number of factors that are considered to influence shoplifting. In order to fill the gap caused by these limitations, shoplifting has been studied in this study by using a mixed-method approach and both consumers’ and marketers’ views. As mentioned above, in addition to shoplifting, two slightly different theft scenarios have been selected to be examined and compared. The following section focuses on software piracy which is the second scenario.

### **3.3.2 Software Piracy**

Even though software piracy is considered a new form of ACB (Fukukawa, 2002a), some studies have argued that it has become a major problem for the software industry and for business (Givon, *et al.*, 1995; Glass and Wood, 1996). Further, software piracy costs manufacturers billions of dollars annually (Shoham *et al.*, 2008). Software piracy is also known as softlifting (Simpson *et al.*, 1994; Thong and Yap, 1998; Kuo and Hsu, 2001; Goles *et al.*, 2008; Kovačić, 2008). Hamad (2006) defined software piracy as “unauthorised copying of computer software that constitutes copyright infringement for either commercial or personal use” (p: 1). Prasad and Vijay (2003) argued that software piracy not only includes unauthorised

copying of software, but could include the purchasing of unauthorised software copies and the practice of loading several machines with software licensed for use on one machine only (Prasad and Vijay, 2003).

According to the Business Software Alliance (BSA) software piracy can be categorised into five types. The first type is called End User Piracy, which refers to reproducing copies of software without authorisation, such as using one licensed copy to install a program on multiple computers, or taking advantage of upgrade offers without having a legal copy of the version to be upgraded. Client-Server Overuse is the second type of software piracy, meaning using a central copy of a program by many users at the same time. The third type of software piracy is Internet Piracy. This type of software piracy occurs by downloading software illegally from the internet. An example of Internet Piracy is downloading software from pirate websites that make software available for free download or in exchange for uploaded programs, or internet auction sites that offer counterfeit, copyright-infringing software. Hard-Disk Loading is another type of software piracy, referring to the selling of new computers loaded with illegal copies of software to make the purchase of the machines more attractive. The last type is Software Counterfeiting, which means the illegal duplication and sale of copyrighted material with the intent of directly imitating the copyrighted product. In the case of packaged software, the pirater not only copies the CDs or diskettes incorporating the software programs but also copies the related packaging, manuals, license agreements, labels, registration cards and security features. The variety of software piracy types is reflected in the increased rate of this behaviour in the world. The effects and costs of software piracy are discussed in the following section.

#### **3.3.2.1 The Costs and Effect of Software Piracy**

Software piracy is a widespread phenomenon. According to the Fifth Annual BSA and IDC Global Software Piracy Study (BSA, 2007a), the total world rate of software piracy was 38% in 2007, causing a total cost of U.S. \$47,809 million. This rate refers to “the total number of units of pirated software deployed in 2007 divided by the total units of software installed” (BSA, 2007a). Besides the financial loss, the study showed that software piracy has many negative effects. These effects are widespread and have impacted the whole supply chain. For example, in addition to harming the local resellers and services firms, software piracy has affected the ability of technology companies to invest in new jobs and new technologies. Furthermore, the spread of this behaviour has led to decreased government tax revenues, and increases the risk

of cyber crime and security problems. A report by International Data Corporation (2008) found that reducing software piracy creates benefits not only for global economies but also can lead to growth in domestic economies. The report showed that reducing software piracy could create hundreds of thousands of new jobs, economic growth and new tax revenues that can be used to support local services.

Even though most literature on software piracy has only discussed the negative effects of this behaviour, some studies, such as Givon *et al.* (1995), Wooley and Eining (2006) and Kovačić (2008) argue that this behaviour could also have positive effects. For example, the pirated software can act as an initial distribution, potentially encouraging future software purchases. Also, in countries like Libya, where there are severe shortages of the original editions of software programs, as none of the software companies have any type of presence there (LME, 2008), the counterfeited software would be the only option to use. Therefore, the copyright laws, which were established in 1968 applicable to software piracy, (LMJ, 2007) are not applied in Libya, and, as a consequence, piracy has increased to 88% in Libya, which cost US\$22 Million in 2007 (BSA, 2008). The widespread nature of software piracy and its global effect on the technology industry has led to growth in the body of research that focuses on this behaviour. Therefore, the following section focuses on key previous studies of software piracy.

### **3.3.2.2 Previous Studies on Software Piracy**

The widespread nature of software piracy and its global effect on the technology industry has led to growth in the body of research that focuses on this behaviour. This behaviour has been studied from a variety of perspectives including information systems, international business, business administration, consumer behaviour and psychology. In general, Kovačić (2008) has divided software piracy studies into two groups based on the level of focus of these studies. The first type of software piracy studies is at country-national level. This approach to software piracy research is conducted using cross-national data (Husted, 2000; Kovačić, 2008; Moores, 2008).

The second type of software piracy studies are focused on the individual level. These studies have attempted to identify individuals' intentions, attitudes and moral propensity towards piracy. In addition, these studies have focused on the factors that might impact on the consumer's decision to engage in such illegal behaviour (e.g. Glass and Wool, 1996; Cheng *et al.*, 1997; Wang *et al.* 2005; Gan and Koh 2006; Goles *et al.* 2008). Table 3.3 includes a

summary of the key software piracy studies at both individual (Glass and Wool, 1996; Sims *et al.*, 1996; Al-Jabri and Abdul-Gader, 1997; Cheng *et al.*, 1997; Rahim *et al.*, 2000; Wang *et al.*, 2005; Al- Rafee and Cronan, 2006; Gan and Koh, 2006; Lau, 2006; Goles *et al.*, 2008; Shoham *et al.*, 2008) and country-national level (Husted, 2000; Kovačić, 2008; Moores, 2008).

Table 3.3: Previous Studies on Software Piracy

Reference	Issues focused on	Dependent/Independent or Variables measured	Place and duration of the study	Sample	Methods/Analysis
Glass and Wool, 1996	Intentions to participate in software piracy.	Equity Theory. D: Intentions to participate in software piracy. I: Situational factors and the cost of the software.	Undergraduate business students in Bryant College in Smithfield, the UK	N: 271	M: A questionnaire with three scenarios. A: A three way analysis of variance and Duncan's multiple range test.
Finding	Consistent with equity theory, the study found that the input and outcome situational variables significantly affect a person's intentions to commit software piracy.				
Sims <i>et al.</i> , 1996	Software pirates characteristics.	D: Pirate software. I: Gender, age and familiarity with the computer.	Graduate and undergraduate business students at the College of William and Mary, U.S.A.	N: 340	M: A questionnaire. A: Hypotheses tests by T-statistic (t) and Pearson Correlation (r) tests.
Finding	Gender, age and familiarity with the computer were identified as characteristic factors that can be used in profiling software pirates. According to the sample, software pirates can be profiled as older, male and have familiarity with different types of computer software.				

Table 3.3: Previous Studies on Software Piracy (Continued)

Reference	Issues focused on	Dependent/Independent or Variables measured	Place and duration of the study	Sample	Methods/Analysis
Al-Jabri and Abdull-Gader, 1997	Relations between individual and peer beliefs and ethical behaviour, in a software piracy context, in a developing country.	The Reasoned Action and the Differential Association theories. D: Software piracy intention. I: Individual and peer beliefs.	Three major universities located in the Eastern, Central and Western regions of Saudi Arabia.	N: 278	M: A questionnaire with two scenarios. A: Hypotheses testing.
Finding	Individual and peer beliefs have significant effects on intention to respect or infringe intellectual property rights. Also, respondents' intentions to be involved in software piracy were related to their perceived behaviours.				
Cheng <i>et al.</i> , 1997	Individuals' reasons and motivations to pirate/purchase software.	The reasons why individuals pirate software and what motivates individuals to purchase software as opposed to pirating it.	Resident and executive M.B.A. students and undergraduate business students at the College of William and Mary, U.S.A.	N: 340	M: A questionnaire. A: Correspondence analysis, a nonparametric technique, Kuder-Richardson test.
Finding	The three most important reasons for pirating software included "software too expensive," "want to try out software," and "can't afford the software." There was a significant correlation between household income and "can't afford the software" as a reason to pirate software. The three most important reasons for respondents to purchase software were "required for school work or workplace," "use the software all the time," and "availability of manual."				

Table 3.3: Previous Studies on Software Piracy (Continued)

Reference	Issues focused on	Dependent/Independent or Variables measured	Place and duration of the study	Sample	Methods/Analysis
Husted, 2000	The impact of national culture on software piracy.	D: Piracy rate I: Economic development, income inequality, cultural variables: power distance, individualism, masculinity and uncertainty avoidance. Confucian dynamism?  Examines the interactive effects between several of the independent variables.	39 countries in 1996.	Secondary data.	M: Data was obtained entirely from archival sources. A: Descriptive statistics and correlation matrix.
Finding	Software piracy is significantly correlated to GNP per capita, income inequality and individualism. Implications for anti-piracy programs and suggestions for future research are developed.				
Rahim <i>et al.</i> , 2000	The use of pirated software among academics.	D: The use of pirated software by academics. I: Demographics, computer exposure, and job profile of academics.	Academics selected from a university and three technical/vocational colleges in Brunei Darussalam, Malaysia.	N: 114	M: A questionnaire. A: Chi-square ( $\chi^2$ ) tests.
Finding	Slightly over two-thirds of the surveyed academics used copies of pirated software. The male academics used the pirated software more than their female counterparts. Plausible explanations of this high level of software piracy are: not many authorised software vendors are available as well as no software copyright law in Brunei Darussalam at the time of the survey. Computer ownership and computer experience of academics were related in the use of pirated software. Moreover, the inadequateness of software resources, and the high price of original copies of software appeared to drive academics to use pirated software as an alternative.				



Table 3.3: Previous Studies on Software Piracy (Continued)

Reference	Issues focused on	Dependent/Independent or Variables measured	Place and duration of the study	Sample	Methods/Analysis
Wang <i>et al.</i> , 2005	Understanding Chinese consumer attitudes to software piracy.	Establish and empirically validate a model for analyzing consumers in software piracy. D: Consumer attitudes towards software piracy. I: Social and personality factors: informative susceptibility, normative susceptibility, value consciousness, integrity, and personal gratification.	Students of two universities in Beijing, China.	N: 302	M: A questionnaire. A: Hypotheses test, through stepwise regressions.
Finding	The study found that value consciousness, normality susceptibility, novelty seeking, and collectivism were influencing Chinese consumers' attitudes towards software piracy.				

Table 3.3: Previous Studies on Software Piracy (Continued)

Reference	Issues focused on	Dependent/Independent or Variables measured	Place and duration of the study	Sample	Methods/Analysis
Al-Rafee and Cronan, 2006	Factors that influence attitudes towards software piracy.	D: Attitudes towards software piracy. I: Moral judgment, individual attributes, affective beliefs, cognitive beliefs, perceived importance and subjective norms.	Students from a business college at a university in the Midwest, U.S.A.	N: 285	M: A questionnaire. A: Stepwise regression analysis.
Finding	Attitudes towards the perceived importance of software piracy influenced by beliefs about the outcome of behaviour, happiness and excitement, age, and Machiavellianism.				
Gan and Koh, 2006	Software piracy and its underlying factors	D: Software piracy. I: Attitudes towards software publishers, software piracy's acceptance, convenience, ethics, property rights protection, demographics and computer-related variables of respondents.	Students and staff in the three universities in Singapore.	N: 500	M: Street-intercept interviews and questionnaire. A: Cluster and factor analysis.
Finding	Six demographic and computer-related variables were found to have significant relationships with software piracy. Age was found to be negatively related to software piracy, while there was no identifiable relationship between computer experience or computer usage and software. Males tend to be less frequent software pirates.				

Table 3.3: Previous Studies on Software Piracy (Continued)

Reference	Issues focused on	Dependent/Independent or Variables measured	Place and duration of the study	Sample	Methods/Analysis
Lau, 2006	Software piracy motivations.	D: Software piracy. I: Marketing factors of original software, situational factors and individual factors.	Two groups of data. S1: online students survey through University's world wide web server. S2: Chinese messages concerning software piracy	N: S1: 84 S2: 209	M: S1: Open-ended questionnaire. S2: consumer messages. A: S1 and S2: Content analysis.
Finding	The cost of original software was very important in software piracy. The overall findings of this study were consistent with research performed in other parts of the world.				
Goles <i>et al.</i> , 2008	Software piracy motivations.	D: Attitudes towards software piracy. I: Personal moral obligation (PMO), perceived usefulness, awareness of the laws and regulations governing software acquisition and use, and facets of personal self-identity	Graduate and undergraduate students in the business school of Sam Houston State University, U.S.A	N: 455	M: pen and paper and internet questionnaires. A: Correlations and primary least squares
Finding	Perceived usefulness is shown to positively influence an individual's attitude towards software piracy. The consumer's moral obligation to avoid software piracy is negatively related to attitude towards this behaviour. Risk-taking personal identity is positively related to consumer's attitude towards software piracy. Although previous research found that males had a more favourable attitude towards software piracy than females this study found that gender was not a significant factor. Legal personal identity is negatively related to consumer's attitude towards software piracy. Awareness of the law is significant in reducing a favourable attitude towards software piracy.				

Table 3.3: Previous Studies on Software Piracy (Continued)

Reference	Issues focused on	Dependent/Independent or Variables measured	Place and duration of the study	Sample	Methods/Analysis
Kovačić, 2008	Investigation of relationship between software piracy rates and economic, cultural and legal factors using cross-national data.	D: Software piracy. I: Economic factor: per capita in constant U.S. dollars (GDPPC). Cultural factor: Hofstede's three cultural indices (PDI, IDV and MAS). Legal factors: the measure of "rule of law" provided by Kaufmann <i>et al.</i> , (2006).	69 countries.	Secondary data	M: Descriptive Methods. A: Descriptive, correlation and regression analysis. The ordinary least squares (OLS hereafter) method of estimation.
Finding	Economic and legal factors make the most important contribution to the variability of worldwide software piracy rates. However, economic factors seem to be more important than legal factors. The impact of national culture must be interpreted according to culture constructs. The culture which is described as more masculine would tend to have a higher software piracy rate. The imposition of an efficient legal system among different countries is not possible due to the economic and cultural factors. People tend to follow their cultural norms rather than decide to adapt to legal norms imposed from outside their groups.				

Table 3.3: Previous Studies on Software Piracy (Continued)

Reference	Issues focused on	Dependent/Independent or Variables measured	Place and duration of the study	Sample	Methods/Analysis
Moore, 2008	The impact of economic wealth and national culture on the software piracy rates.	D: Software piracy rates. I: National culture and economic wealth.	57 countries, 1994-2003	Secondary data.	M: Data was obtained entirely from archival sources. A: Correlations
Finding	There is a negative relationship between economic wealth, culture (individualism and masculinity) and levels of software piracy. The rate of decline in software piracy, however, is found to be a cultural phenomenon, with two factors (power distance (PDI) and uncertainty avoidance (UAI)) working in opposition.				
Shoham, <i>et al.</i> , 2008	Ethical/moral components as software piracy antecedents. Attitudes towards software piracy	D: Software piracy. I: Consumer ethics/moral moral equity, relativism, and contractualism. Consumer attitudes towards unethical acts.	Israeli consumers	N: 178	M: Structured questionnaire. A: Mostly through regression models.
Finding	Attitudes to piracy served as a partial mediator of the impacts of consumer morals and ethics on actual piracy.				

Table 3.3 shows that, in general, country-national level software piracy studies investigate the relationship between software piracy rates and certain factors at the macro level, such as economic wealth and national culture using across-national data. Husted (2000) used data from 39 countries to examine the impact of national culture on software piracy. This study concluded that software piracy is significantly correlated to GNP per capita, income inequality and individualism. Implications for anti-piracy programs and suggestions for future research were developed. Also, Kovačić (2008) found similar results in his study that investigated relationships between software piracy rates and economic, cultural and legal factors using data from 69 countries. In this study, Kovačić (2008) argued that economic and legal factors make the most important contribution to the variability of worldwide software piracy rates. However, economic factors seemed to be more important than legal factors. The impact of national culture needed to be interpreted according to cultural constructs; a culture which is described as more masculine would tend to have a higher software piracy rate. Imposition of an efficient legal system among different countries is made less possible due to economic and cultural factors. People tend to follow their cultural norms rather than decide to adapt to legal norms imposed from outside their groups. In another study, Moores (2008) used data from 57 countries from the period of 1994 to 2003 to investigate the impact of economic wealth and national culture on software piracy rates. This study concluded that there is a negative relationship between economic wealth, culture (individualism and masculinity) and levels of software piracy. The rate of decline in software piracy, however, is found to be a cultural phenomenon, with two factors “power distance” PDI and “uncertainty avoidance” UAI working in opposition.

The second type of software piracy studies are focused at the individual level. The studies at this level, in general, are focused on a limited number of factors, such as attitudes, situational factors and individual factors (e.g. Wang *et al.*, 2005; Lau, 2006; Goles *et al.*, 2008). Another limitation related to these studies is the sample, as many of them used samples of students (e.g. Glass and Wool, 1996; Cheng *et al.*, 1997; Wang *et al.*, 2005; Al- Rafee and Cronan, 2006; Goles *et al.*, 2008). The use of student samples would be a general issue for any consumer research study but, arguably, is particularly important in the area of software piracy, since students are likely to have more specific software demands and be more computer literate than the

wider population. Also, the methods used by previous studies were limited as almost all of them used only one methodology for data collection and analysis; namely, a quantitative methodology (e.g. Glass and Wool, 1996; Sims *et al.*, 1996; Al-Jabri and Abdul-Gader 1997; Cheng *et al.*, 1997; Husted 2000; Rahim *et al.*, 2000; Wang *et al.*, 2005; Al- Rafee and Cronan, 2006; Gan and Koh, 2006; Goles *et al.*, 2008).

In general, studies on software piracy are still in the nascent stage. As argued above, studies have tended to focus on a small number of factors. Furthermore, there are opposing results from previous studies. For example, although Rahim *et al.* (2000) found that males used the pirated software more than their female counterparts, another study (Goles *et al.*, 2008) found that gender was not a significant factor. Therefore, further research has been recommended on this topic. The next section focuses on consumers pilfering from hotel rooms, which is the third selected ACB scenario to be examined in the current study.

### **3.3.3 Consumer Pilfering from Hotel Rooms**

The hotel environment cannot be completely secure, as a hotel normally opens twenty four hours a day, seven days a week and all year round (Jones and Groenenboom, 2002). Furthermore, a hotel is a public place, serving four groups of people; guests, invitees, licensees and trespassers, at any point in time (LeBrouto, 1996, cited in Jones and Groenenboom, 2002: 22). According to Gill *et al.*, (2002), the hotel environment is unique due to two main reasons: firstly, as guests should be encouraged to treat the hotel as a second home, they would expect a high level of privacy and customer care. Therefore, using overt security such as CCTV, shutters and locks are unacceptable in the hotel environment. The second reason is that the victims of hotel crime could be the hotel itself, the staff or the guests. Equally, these crimes can be caused by guests, staff or external offenders.

Some studies have drawn attention to a number of criminal actions by customers in hotels (Gill *et al.*, 2002; Jones and Groenenboom, 2002; Harris and Reynolds, 2004). One of the highlighted criminal activities by customers is the “hotel property abuse”. customers pilfering from hotel rooms is a common example of this abuse. However, as this behaviour is done surreptitiously in the privacy of a guest’s own hotel room

(Fukukawa *et al.*, 2007) it is difficult to control (Idris, 2001). A survey of 1,000 hoteliers by *Caterer and Hotelkeeper* magazine showed that pilfering by customers was widespread (BBC, 2004).

#### **3.3.3.1 The Costs and Effect of Consumer Pilfering from Hotel Rooms**

According to American Hotel and Lodging, approximately U. S. \$100 million is the annual cost of hotel guests pilfering (Hotel Chatter, 2007). The consumer not only pilfers small items, but also he/she steals big, expensive items. Top of the list of stolen room items were towels and ashtrays (Idris, 2001; Gill *et al.*, 2002; BBC, 2004) however, other items, such as door hinges, decorative door frames a grand piano, mirrors, toilet seats, shower heads, shower curtains, slippers and bath mats all represent items stolen by customers (Starmer-Smith, 2004).

#### **3.3.3.2 Previous Studies on Consumer Pilfering from Hotel Rooms**

A small group of researchers have focused on ACB in the hospitality industry (Gill *et al.*, 2002; Jones and Groenenboom, 2002), particularly in hotels (Harris and Reynolds, 2004). The key studies that have examined issues related to consumer pilfering from hotel rooms are summarised in the Table 3.4 below.



**Table 3.4: Previous Studies on Consumer Pilfering from Hotel Rooms**

Reference	Issues focused on	Dependent/Independent or Variables measured	Place and duration of the study	Sample	Methods/Analysis
Idris, 2001	Pilfering from hotel rooms.	The pilfering from hotel rooms in Jeddah hotels and the used treatment methods.	Managers of Jeddah City hotels, Saudi Arabia	N: was not mentioned.	M: Interviews.
Finding	Even though, in Jidda city hotels have created new ways in order to limit pilfering of room items this behaviour is still widespread. The towels and ashtrays are examples of the lost items.				
Gill <i>et al.</i> , 2002.	Crime and security management in the hotel sector.	ACB in hotels	Hotels in London, Salisbury, Leicester and Brighton, UK.	N: 5 specialised security managers, and owners and managers of small hotels.	M: In-depth interviews. A: Qualitative analysis.
Finding	ACB has taken different forms in London hotels, such as, prostitution within the hotel premises, the theft of room items and paying for rooms with fraudulent credit cards. All of the hotels in the study had at some time experienced a theft of property. However, the theft of room items was considered as a routine problem in many hotels. Therefore, such losses were tolerated as a form of shrinkage.				
Jones and Grocenenboom, 2002	Criminal activities by customers in London hotels.	Customer crimes in hotels	Security managers of large five- star London hotels.	N: 8	M: semi-structured interviews. A: Qualitative analysis.
Finding	Three general types of criminal customer activities were reported by the interviewees. First, "violent crimes" referring to the physical attacks on employees and other guests. Second, "property crimes" or theft crime including theft from vehicles parked within the hotel car park, theft from rooms, and vandalism of hotel property. Finally, "drug offences" such as the sale of illegal drugs within the hotel premises and subsequent intoxicated behaviours.				

**Table 3.4: Previous Studies on Consumer Pilfering from Hotel Rooms (continued)**

Reference	Issues focused on	Dependent/Independent or Variables measured	Place and duration of the study	Sample	Methods/Analysis
Harris and Reynolds, 2004	Explore and clarify ACB in the hospitality industry.	Describe the motives and forms of ACB.	Front-line employees, managers and customers in a single geographical state, U.S.A.	N: 19 hotels.	M: In-depth interviews using critical incident technique.
Finding	The study reveals eight widespread fundamental types of ACB: compensation letter writers, undesirable customers, property abusers, service workers, vindictive customers intentionally disrupted service encounters as means of obtaining financial gain, oral abusers, physical abusers, and sexual predators. Moreover, the majority of customers exhibit ACB. Additionally the study found that the perceptions of what constitutes ACB frequently differ between front-line service workers and customers.				
Fukukawa <i>et al.</i> , 2007	Pilfering from hotel rooms as one of the examined scenarios of ACB.	Theory of Planned Behaviour D: Intention to engage in ACB. I: Consumer perception of unfairness, attitude, social influence and perceived behavioural control.	UK consumers in a large metropolitan area, U. K.	N: 344	M: A questionnaire with five scenarios A: Analysis of variance (ANOVA) using the scenarios as factors.
Finding	10.6% of the sample indicated intention to engage in this behaviour. The consumer ethical evaluation has a significant impact on consumer intention to engage in this behaviour.				

There has been only a limited number of studies that have focused on ACB in the hospitality industry (Withiam, 1998; Jones and Groenenboom, 2002; Gill *et al.*, 2002; Harris and Reynolds, 2004). A range of issues have been covered in the previous studies on pilfering from hotel rooms, such as ACB types in hotels, the applied methods to control pilfering, the influencing factors on pilfering adoption, and the difference between marketers' and customers' on perceptions what constitutes ACB. However, the theft of room items was considered as a routine problem in many hotels and such losses were tolerated as a form of shrinkage. Therefore, there has been a limited number of studies focused on pilfering from hotel rooms. As a consequence of this limitation, some of these studies have called for further research in this area (Harris and Reynolds, 2004), thus this study addresses this gap by examining pilfering from hotels.

### **3.4 Conclusion**

This chapter has provided an exploration of one form of ACB, which is consumer theft. The literature has shown that the consumer might engage in different scenarios of consumer theft. The discussion here has involved an exploration of only three of these scenarios, which have been selected to be examined in this study. These scenarios are shoplifting, software piracy and guests pilfering from hotel rooms. These scenarios have been selected from various sectors to examine the different impact of factors across a range of ACB. The chapter also includes an exploration of each scenario's definition, forms and costs. Additionally, this chapter has involved summaries of some previous studies in the selected scenarios. Although, there were some studies that were conducted in Arabic/Muslim countries (Al Awjili, 1988; Al-Jabri and Abdul-Gader, 1997; Al-Shehrani, 2004; Dabil, 2009), most of the ACB studies were conducted in western countries, e.g. the UK (Gibbens and Prince, 1962; Glass and Wool, 1996; Gill *et al.*, 2002; Tonglet, 2002; Harris and Reynolds, 2004; Phillips *et al.*, 2005) and U.S.A (Babin and Griffin, 1995; Babin and Babin, 1996; Krasnovsky and Lane, 1998; Al- Rafee and Cronan, 2006; Goles *et al.*, 2008). In general, previous studies about ACB included a number of limitations. For example, sample limitations (Cox *et al.*, 1990; Cox *et al.*, 1993; Babin and Griffin, 1995; Tonglet, 2002; Al- Rafee and Cronan, 2006) and some methodological limitations, such as an over-reliance on a one method approach (Babin and Griffin, 1995; Wang *et al.*, 2005; Shoham *et al.*, 2008) and one ACB scenario (Krasnovsky and Lane, 1998; Al-

Shehrani, 2004; Rahim *et al.*, 2000). In addition, there are very few studies that use both the views of marketers and consumers (e.g. Harris and Reynolds, 2004).

Using the existing ACB literature, this study has developed an initial conceptual framework which links all the influencing and motivation factors of ACB adoption which are reported in previous studies. In addition to these factors, the study includes some neglected factors. The following chapter considers the conceptual framework and research questions and discusses all the potential influencing and motivating factors important to this study.

## Chapter 4: Conceptual Framework

### 4.1 Introduction

Based on the literature review in chapters 1, 2 and 3, this chapter provides an initial conceptual framework to be tested in this study. Using results of previous studies and theories (Adams, 1963; Ajzen, 1991; Shaw and Clarke, 1999; Tonglet, 2001; Harris and Reynolds, 2004; Fukukawa *et al.*, 2007) a conceptual framework is designed to provide a system of concepts, assumptions, expectations, and theories that support and inform the research (Robson, 2002; Maxwell, 2005) and is the key part of the research design (Robson, 2002; Maxwell, 2005). Miles and Huberman (1994) defined a conceptual framework as a frame which “explains, either graphically or in narrative form, the main things to be the studied key factors, concepts, or/and variables and the presumed relationships among them” (Miles and Huberman, 1994: 18). The purpose of the framework, which is provided, in this chapter, is to identify relevant factors that are likely to influence and motivate the consumer ACB adoption. These are: demographic characteristics, attitudes, social and cultural factors, consumer perceptions, availability/ necessity and the degree of perceived behavioural control.

### 4.2 The Conceptual Framework

There is a shortage of studies which have focused on ACB and these previous studies typically call for further research on what influences the adoption of ACB (Al-Khatib *et al.*, 2005; Fukukawa *et al.*, 2007). Although, some of these studies aimed to develop theories and frameworks of this behaviour, these studies are still at an early stage (Shaw and Clarke, 1999; Tonglet, 2001; Fakwkawa, 2002; Fukukawa *et al.*, 2007). As discussed in section 2.7.2 the Equity Theory (Adams, 1963) has been adopted in many ethical behaviour studies (Glass and Wood, 1996; Harris and Reynolds, 2004; and Yi and Gong, 2006). Equity Theory (Adams, 1963) focuses on the consequences of perception of fairness/unfairness within social exchange relationships.

Other studies have used Ajzen’s (1991) theory of planned behaviour (TPB) as an initial analytical framework to study consumer ethics (Shaw and Clarke, 1999; Tonglet, 2001; King and Dennis 2006; Fukukawa *et al.*, 2007). Fukukawa *et al.* (2007) argued that TPB (Ajzen, 1991) identifies the various factors which influence intention to perform ACB. As discussed in

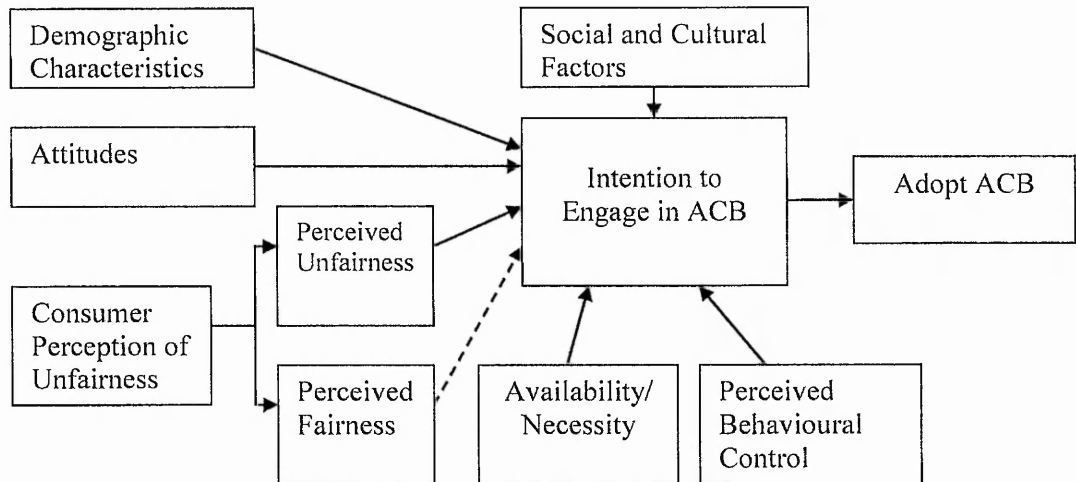
chapter 2, TPB suggests that behavioural intention to perform behaviour is influenced by three dimensions: a person's attitude, subjective norms and perceived behavioural control. For the purpose of this study an initial ACB framework was created based on TPB and was enhanced and developed using the results of previous studies theories (Adams, 1963; Shaw and Clarke, 1999; Tonglet, 2001; Harris and Reynolds, 2004, Fukukawa *et al.*, 2007). The factors that were included in this conceptual framework are divided into three groups based on their origins;

- A group of factors were derived from the literature and used in this study. They are attitudes, demographic characteristics, social and cultural factors.
- A group of factors were derived from the literature and have been developed in this study by adding some elements (consumer perceptions of unfairness and the degree of perceived behavioural control)
- A new factor that was somewhat neglected in previous ACB models and studies (availability/necessity) was introduced.

These factors are discussed in the following sections.

As shown in Figure 4.4 this framework suggests that, according to the literature, ACB is influenced and motivated by demographic characteristics, attitudes and consumer perceptions of unfairness. This conceptual framework suggests that ACB is one form of a consumer response to firm performance. If the consumer perceives unfairness she/he might engage in ACB. In addition, both the degree of perceived behavioural control, and social and cultural factors have a direct influence on the consumer's intention to adopt ACB. Also, the conceptual framework proposes that not only do those consumers perceiving unfairness adopt ACB, but also consumers who perceive fairness could adopt ACB due to other factors such as social (e.g. the degree of ACB acceptance in the society) and personal (e.g. subjective evaluation of ABC) considerations. In the Figure 4.4 below the solid arrows show relationships that have been suggested by the literature while the broken arrow suggests somewhat neglected relationships by the literature.

**Figure 4.4: Conceptual Framework for Libyan Consumer Aberrant Behaviour, Adapted from TPB (Ajzen, 1991)**



#### 4.2.1 Demographic Characteristics

Many previous studies show that there is a clear effect of demographic characteristics on adopting some forms of ACB such as gender (Gibbens and Prince, 1962; Gamman, 2000) and age (Cox, *et al.*, 1990; Babin and Griffin 1995). However, these factors are not included in previous ACB models and theories (e.g., Ajzen, 1991; Fukukawa, 2002b). As demographic characteristics have been confirmed as factors influencing consumer behaviour in general (e.g., Kotler, 2003; Peter and Olson, 2008), not only gender and age have been added to this conceptual framework, but also marital status, education, economic status and occupation have been included. Their effect has been measured by correlations between demographic characteristics and the intention to engage in ACB.

#### 4.2.2 Attitudes

According to Ajzen and Fishbein, the attitude towards a behaviour is defined as “a person’s general feeling of favorableness or unfavorableness for that behaviour” (Ajzen and Fishbein, 1980, cited in Chang, 1998: 1826). In this study the attitude has been measured on multi-item scales with endpoint to the variables such as *good-bad*, *wise-foolish* (Chang, 1998; Jarvis *et al.*, 2003) and the outcome to an actor, suppliers and other consumers (Fukukawa *et al.*, 2007).

### 4.2.3 Consumer Perceived Unfairness

This conceptual framework suggests that the consumer may engage in ACB in revenge for unfair treatment. As fairness can be equated to justice (Oxford Dictionary, 1995), three dimensions of justice have been examined. These are widely reported in the literature. These dimensions are distributive justice, procedural justice and interactional justice, (Bies and Moag, 1986; Blodgett *et al.*, 1997; Colquitt, 2001; Yi and Gong, 2006). In Equity Theory, Adams (1963) suggested that the feeling of inequity creates a tension in the "Person". This tension will drive "Person" to achieve equity or reduce inequity and both the tension and drive are proportional to the amount of inequity present. Some ACB studies that use Equity Theory found that the consumer can decide to engage in ACB as a punishment for a company's unfairness in order to restore equity (Harris and Reynolds, 2004; Fukukawa *et al.*, 2007).

Equity Theory forms one element of distributive justice and according to Cropanzano and Ambrose (2001: 121) distributive justice can be defined as "the perceived fairness of resources received". The three perspectives of distributive justice, the equity, need and equality perspectives (Colquitt, 2001) have been examined in this study. Procedural justice has been defined as "the perceived fairness of procedures that are used to determine outcome decisions" (Yi and Gong, 2006:156). Leventhal (1980) found that many factors can be used to evaluate procedural justice. These factors are consistency, accuracy, free from bias, correctability, ethicality and representativeness (Leventhal, 1980). These factors have been integrated into the measurements of this study, except representativeness as it is not applicable to the consumer. Thibaut and Walker (1975) also mentioned two criteria for judging procedural justice: process control (such as the ability to voice one's views and arguments during a procedure) and decision control (like the ability to influence the actual outcome itself) (cited in Colquitt, 2001: 388). These two criteria have been included in the measurements. Interactional justice is defined as the perceived fairness of the quality of interpersonal treatment during the enactment of procedures (Bies and Moag, 1986). This type of justice includes justification, truthfulness, respect and propriety (Colquitt, 2001). These four criteria will be examined in two dimensions based on their effects (Shapiro *et al.*, 1994). These groups are, first, interpersonal justice including respect and propriety, and second, informational justice which includes justification and truthfulness. In the current study propriety will not be examined as it is not applicable to the consumer.



Although, there are some studies which examine the effect of the three dimensions of justice on consumer behaviour (Blodgett *et al.*, 1997), almost all the previous studies which focus on ACB, only examine the relation between one or two of the justice dimensions and consumer behaviour in one sector (Harris and Reynolds, 2004; Fukukawa *et al.*, 2007). In contrast, this study has examined the effect of all the three dimensions on consumers adopting ACB in both the product and services sectors.

#### **4.2.4 Availability/ Necessity**

The conceptual framework proposes that not only do perceptions of unfairness cause the adoption of ACB, but also that consumers who perceive fairness may adopt ACB. ACB adoption is therefore due to other factors such as availability and necessity (which refer to the potential for the consumer to behave conventionally and obey ethical norms). For example, there is a severe shortage of the original editions of software programs in the Libyan market, as none of the software companies have any type of presence there (LME, 2008). So, software piracy would be the only option for most consumers if they want to use software in Libya. Thus availability/ necessity here refers to the extent to which a consumer is forced to act in a certain way out of necessity. Specifically in this study availability/ necessity refers to the ease of buying software, the affordability of a product or the availability of alternative souvenirs on hotels.

#### **4.2.5 Degree of Perceived Behavioural Control**

Goles *et al.* (2008) found that awareness of the law was significant in reducing a favourable attitude towards software piracy. In this study the degree of perceived behavioural control has been evaluated on four levels: control level in exchanging places (e.g., store and hotel) (Chang, 1998), awareness of the law (Goles *et al.*, 2008), the possibility of law avoidance and the existence of opportunities to act unethically (Tonglet, 2000; Fukukawa *et al.*, 2007).

#### **4.2.6 Social and Cultural Factors**

As is mentioned in section 2.6.3, the construct of “subjective norm” in TPB is narrow (Miniard and Cohen, 1981 cited in: Fukukawa *et al.*, 2007). Therefore, Klobas and Clydes (2002) proposed broadening it into social influence. Thus, social influence has been used in this study instead of “subjective norm”. Hofstede and Bond defined culture as “the collective

programming of the mind that distinguishes the members of one category of people from those of another” (Hofstede and Bond, 1988: 6, cited in Ford *et al.*, 2005). Previous studies show that consumer judgment, understanding, and predispositions towards ACB can differ markedly between cultures (Rawwas, 2001; Fisher *et al.*, 2003; Ford, *et al.*, 2005). Moreover, social pressures affect the consumer’s intention to engage in ACB, because the consumer develops a stronger intention to engage in the specific behaviour if there is a social pressure towards it (i.e. the level of “social influence”; Klobas and Clydes 2002; Bhattacharjee 2000; Fukukawa 2002a; 2002b).

As “the culture deals with the way people live and approach problem solving in a social context” (Ford *et al.*, 2005: 36), consequently cultural and social factors have an interactive relationship, and so cultural and social factors have been added to the current conceptual framework. As most of the cultural studies concerning ACB have been conducted using samples of Western consumers, only a few of them have been conducted using samples from Arabic/Muslim countries (Rawwas 2001; Al-Khatib, Stanton and Rawwas 2005; Dabil, 2009). Religion is considered a fundamental determinant of culture which significantly influences consumer unethical perceptions (Babakus *at el.*, 2004). However, this variable has been largely ignored in the literature (Cornwell *et al.*, 2005). The Islamic world, nowadays, is considered as a large emerging market (Marinov, 2007). However, there is a lack of understanding of Muslim consumers (Vohra *at el.*, 2009), therefore the influence of religion on ACB adoption has been examined in this study.

### **4.3 Conclusion**

As theory development in ACB is still at an early stage (Shaw and Clarke, 1999; Tonglet, 2001; Fakwkawa, 2002; Fukukawa *et al.*, 2007) this study aims to contribute to the emerging literature by developing a model of ACB for the Libyan consumer. An initial conceptual framework has been designed to provide a system of concepts, assumptions, expectations, and theories that supports and informs the research (Robson, 2002; Maxwell, 2005). The theory of planned behaviour TPB (Ajzen, 1991) is used as a basis for the framework which is then enhanced by the results of the previous studies (Shaw and Clarke, 1999; Tonglet, 2001; Harris and Reynolds, 2004, Fukukawa *et al.*, 2007). The factors that were included in this conceptual framework are divided into three groups based on their origins; firstly, a group of factors were derived from the literature and used in this study (attitudes, demographic characteristics, social

and cultural factors). Secondly, a group of factors were derived from the literature and have been developed in this study by adding some elements (consumer perceptions of unfairness and the degree of perceived behavioural control). Finally, a new factor that was somewhat neglected in previous ACB models and studies has been included (availability/necessity).

The next chapter provides a detailed discussion of the methodology used for this research.

## **Chapter 5: Methodology and Research Design**

### **5.1 Introduction**

This chapter provides a detailed discussion of the methodology used for this research. It starts with revisiting the research questions as a precursor to a discussion of the research methodology. This is then followed by a detailed discussion of research design. This discussion includes the rationale behind the research philosophy, justifies the selected strategy and the aims of using a mixed method approach (qualitative and quantitative methods) of data collection.

This is followed by a general discussion of the reliability and validity of the research data and instruments and then the reliability and validity of the two phases of the fieldwork is discussed. The chapter then provides more details about the two phases of the fieldwork. The discussion of the first phase starts by explaining the way in which the interviews were designed. This is followed by providing information about the sample used and how the researcher conducted the interviews. The discussion about this phase ends with an explanation of how the materials were prepared for analysis. The discussion of the second phase of the fieldwork explains how the questionnaires were designed. This is followed by explaining the processes of pilot testing which was used for discovering and improving any weaknesses in the questionnaires' design. Explanations then are provided in relation to the samples used in this phase. After that the chapter discusses the processes of conducting this fieldwork in Libya with a consideration of the difficulties that the researcher encountered in collecting the data. Following this, the chapter discusses the processes of preparing the quantitative data for analysis. The research design section ends by discussing the ethical considerations which the study raises, along with some specific consideration of the Libyan environment.

### **5.2 Revisiting the Research Questions**

The nature and scope of any research project are defined based on its research questions (Blaikie, 2008). Thus this section aims to revisit the research questions as a precursor to a discussion of the methodology employed and methods used to gather the materials for this study. As discussed in previous Chapters, the research problem is summarised in four research questions:

- What are the factors which lead the Libyan consumer to engage in aberrant consumer behaviour?
- How can these factors be ranked based on their level of influence on the Libyan consumers' intention to adopt ACB?
- Are there similarities or differences between these factors and the factors reported in previous studies in other environments (outside of Libya)?
- If there are differences between these factors and the factors reported in previous studies, why are there differences within the Libyan context?

These questions aim to contribute to filling gaps identified in existing knowledge. Although there is some consensus in the literature about ACB and the factors which lead to its adoption, previously ACB and these factors have not been defined consistently.

Consumers' engagement in ACB and their predispositions for such behaviours are different from one environment to another (Rawwas, 2001; Al-Khatib *et al.*, 2005). These differences reflect cultural, economic, legal and social variables (Rawwas *et al.*, 1995; Al-Khatib *et al.*, 1997; Rawwas, 2001; Fisher *et al.*, 2003). However, these differences not only arise in extremely different environments, but they can also emerge where there are minor differences at the micro level. For example, the study by Al-Khatib *et al.* (2005) found that despite similarities in social, cultural and economic variables among Arabic Gulf countries, there are differences in their ethical beliefs and orientations. This supports the work of Alajmi *et al.* (2011) as they found that contrary to Hofstede's (2005) claim of homogeneity of Arab culture (Itim International, 2009), more differences than similarities exist between Kuwait and Egypt in terms of power distance and uncertainty avoidance. Therefore, many of the studies that were conducted in Arabic countries have called for further research (Al-Khatib *et al.*, 2005), and this was one justification for the current study. A second justification for this study is that although, there were some studies that were conducted in Arabic/Muslim countries (Al Awjili, 1988; Al-Jabri and Abdul-Gader, 1997; Al-Shehrani, 2004; Dabil, 2009), most of ACB studies were conducted in developed western countries and in particular in the UK (Gibbens and Prince, 1962; Glass and Wool, 1996; Gill *et al.*, 2002; Tonglet, 2002; Harris and Reynolds, 2004; Phillips *et al.*, 2005) and the U.S.A (Babin and Griffin 1995; Babin and Babin, 1996; Krasnovsky and Lane, 1998; Al- Rafee and Cronan, 2006; Goles *et al.*, 2008). Therefore,

selecting Libya as a place to conduct this study is useful at this stage of consumer ethics research.

As is discussed in sections 3.3.1.2, 3.3.2.2, and 3.3.3.2, previous studies of ACB have a number of limitations, more notably a sampling limitation (Cox *et al.*, 1990; Cox *et al.*, 1993; Babin and Griffin 1995; Tonglet, 2002; Al- Rafee and Cronan, 2006). Also, many of the previous studies suffered methodological limitations, such as using one method approach (Babin and Griffin, 1995; Wang *et al.*, 2005; Shoham, *et al.*, 2008) and focusing on a single ACB scenario (Krasnovsky and Lane, 1998; Al-Shehrani, 2004; Rahim *et al.*, 2000). Therefore, in order to avoid these limitations this study, firstly, uses a developed conceptual framework that links all the influencing and motivation factors of ACB adoption which were reported in previous studies (see chapter 4). In addition to these factors, the study includes some previously neglected factors. Second, three ACB scenarios have been examined in this study: shoplifting, software piracy and guest pilfering from hotel rooms. Finally, this study uses a mixed method approach (qualitative and quantitative methods) of data collection.

The three scenarios have been chosen for several reasons. Firstly, shoplifting has been neglected by Libyan researchers, even though there are clear signs that this already exists in the Libyan market (Al Awjili, 1988). Secondly, the study will be enriched by adding two slightly different theft scenarios to the study. Stealing from hotel rooms is considered different, because consumers make a payment in booking a room. In this situation there is scope for some “misunderstanding” as regards what that payment might cover; some items are directly provided for the hotel guest (consumables), whilst others are not. Furthermore, software piracy is also different because the consumer who pays for the software might think that they become the absolute owner of it. This perceived ownership could suggest the consumer has the right to lend, copy or even sell the software to another consumer. Another difference between these three scenarios is in the segments of consumers that engage in each scenario. For example, all segments of consumers could potentially engage in shoplifting as virtually all consumers go shopping sometimes. However, software piracy is usually linked to students and educated consumers as they are more computer literate. Pilfering from hotel rooms is limited to segments of consumers who have a high income or whose jobs require them to stay at a hotel. Choosing three scenarios which impact on various sectors of society will be helpful in examining the different impact of various factors across a range of ACB forms.

## 5.3 Research Design

The aim of research design is to turn research questions and objectives into a research project (Saunders *et al.*, 2009) by creating a pattern for the collection, measurement, and analysis of data (Cooper and Schindler, 2008). The research design process is the main way the researcher can control his/her research project (Blaikie, 2008). Therefore, this section discusses the research philosophy, approach, strategy and methods as follows:

### 5.3.1 Philosophy and Approach

The main methodological debate in social science focuses on which research paradigm leads to a better description of the social world (Easterby-Smith *et al.*, 2002; McNeill and Chapman, 2005). A research paradigm “is a philosophical framework that guides how scientific research should be conducted” (Collis and Hussey, 2009: 55). In business research there are two main research paradigms: positivism and interpretivism (Carson *et al.*, 2005). Individual researchers, including those in marketing, are usually somewhere along the continuum between the two extremes of research philosophy, positivism and interpretivism (Deshpande, 1983; Weber, 2004). The research paradigm is determined through the combination of three elements: ontology, epistemology and methodology (Lindgreen, 2008). “Ontology is *reality*, epistemology is the relationship between that reality and the researcher; and methodology is the techniques used by the researcher to discover that reality” (Perry *et al.*, 1999, cited in Carson *et al.*, 2005:4).

Table 5.5, derived from Carson *et al.* (2005), provides a summary of a comparison between positivism and interpretivism according to their ontology, epistemology and methodology. Proctor (2005) argues that a positivist research philosophy is deductive in nature as it starts with taking the theory from the literature and researching it to confirm or refute the proposition. The ontological assumptions within the positivist research philosophy view the social world as an external environment which affects people, and they understand and react towards it in similar ways. The epistemological assumptions in this philosophical approach are that the researcher is objective when they are observing and measuring social structures. In sharp contrast to positivism, “instead of explaining causal relationships by means of objective *facts* and statistical analysis, interpretivism uses a more personal process in order to *understand reality*” (Carson *et al.*, 2005: 5). The ontological assumption within the interpretivism philosophy is that “people are not passive in simply responding to structures but instead reality

is itself socially constructed” (Proctor, 2005: 6). Interpretivism is inductive in nature, as the epistemological assumptions associated with this philosophy are that the researcher interacts with the subject of the research, and the construction of theory is guided by the investigation (Proctor, 2005). Therefore, interpretivism allows the researcher to achieve more understanding and interpretation of the topic being studied than positivism. Thus this philosophy is more open to exploring emerging theories and explanations of the context within which an event occurs (Andrade, 2009). This is different from positivism as researchers who use this philosophy are in a position of knowing what they are looking for before data collection commences, as defined by a set of hypotheses which are then tested. Thus, positivism is used in theory testing research (Walliman, 2006).



**Table 5.5 Positivism, Interpretivism: Ontology, Epistemology and Methodology  
(Carson *et al.*, 2005:6)**

	<b>Positivism</b>	<b>Interpretivism</b>
<b>Ontology</b>		
Nature of “being”/nature of the world	Direct access to real world	No direct access to real world
Reality	Single external reality	No single external reality
<b>Epistemology</b>		
Grounds of knowledge/relationship between reality and research	Possible to obtain hard, secure objective knowledge  Focused on generalisation and abstraction.  Thought governed by hypotheses and stated theories.	Understanding through “perceived” knowledge.  Focused on the specific and concrete.  Seeks to understand specific context.
<b>Methodology</b>		
Focus of research	Description and explanation.	Understanding and interpretation
Role of research	Detached, external observer.  Clear distinction between reason and feeling.  Aim to discover external reality rather than creating the object of study.  Strive to use rational, consistent, verbal, logical approach.  Seek to maintain clear distinction between facts and value judgments.  Distinguish between science and personal experience.	To experience what they are studying.  Allow feelings and reason to govern actions.  Partially create what is studied, the meaning of the phenomena.  Using of pre-understanding.  Distinction between facts and value judgment less clear.  Accept influence from both science and personal experience.
Techniques used by researchers	Formalise statistical and mathematical methods.	Non-quantitative.

This study has adopted a positivist philosophical position since the conceptual framework for this study is based on an adapted revision of the theory of planned behaviour TPB (Ajzen, 1991) and the research aims to test if this theory is applicable to Libyan consumer aberrant behaviour. The positivist philosophical position argues that “...the social world exists externally, and that its properties should be measured through objective methods, rather than

being inferred subjectively through sensation, reflection or intuition” (Easterby- Smith *et al.*, 2002:28) and is concerned with causal explanation (Proctor, 2005). Specifically this study aims to determine the influencing and motivating factors in the adoption of ACB. Also, the intention is that the results produced using this philosophy will be generalised and therefore achieve the second aim of this study which is to develop an advanced model of ACB for Libyan consumers.

In social science there are four different ways of answering research questions, by using one or more of the following research approaches: inductive, deductive, retroductive and abductive (Blaikie, 2008). In this research a deductive position is adopted as is typically associated with positivism (Easterby-Smith *et al.*, 2002). Moreover, the deductive research approach is particularly appropriate for the answering of the “why” question (Blaikie, 2008). Furthermore, this strategy provides an ability to test cause and effect relations between dependent and independent variables (Saunders, 1997). The next consideration in research design is the research strategy which provides a logic, or a set of procedures, for answering research questions, particularly “what” and “why” questions (Blaikie, 2008: 24). Thus, the next section discusses the research strategy and the methods used in the data collection in this study.

### **5.3.2 Strategy and Methods**

In social science research, the research process can be approached from one of three basic types of research strategy; variable-oriented research (VOR), case-based research (CBR) and case-oriented research (COR) (Ragin, 1987). The variable-oriented strategy is “centrally concerned with the problem of assessing the relationship between aspects of cases across a large sample of ‘observations’, usually with the goal of specifying general patterns that hold for a population” (Ragin, 1999:1138). Therefore, VOR offers the possibility to derive empirical generalisations by studying correlations between variables. Consequently, adopting that strategy in this study will permit the results to be developed and to be generalised to an advanced model of ACB for Libyan consumers. The literature review in Chapters 2 and 3, argues that ACB research to date does not fully explain this and is still in its early stages (Shaw and Clarke, 1999; Tonglet, 2001; Fakwkawa, 2002a, 2002b; Fukukawa *et al.*, 2007) which means that there can be other factors influencing and motivating this behaviour which can be explored. A mixed method approach is adopted in order to provide a fuller and more complete picture of ACB in Libya. More specifically this research aims to (1) determine the influencing and motivating factors in the

adoption of Aberrant Consumer Behaviour (ACB) by Libyan consumers and (2) develop an advanced model of ACB for Libyan consumers.

The researcher who subscribes to the positivism paradigm more frequently uses quantitative methods instead of qualitative methods (Deshpande, 1983; Weber, 2004), especially within marketing. The positivist end of the continuum is represented by the dominant form of quantitative research, which puts forward a numerical representation of issues and seeks to pin the world down with definite statements (Hunt, 1994; Hanson and Grimmer, 2007). However, positivist research can also use qualitative methods (Fukukawa, 2002a; Hanson and Grimmer, 2007; Melewar, *et al.*, 2009). One of the benefits of using a mixed method approach in this study is that the data produced by different methods can be complementary (Denscombe, 2007). Also, a mixed method approach helps to avoid the narrow analysis that may result from using one method and improve confidence in the accuracy of the findings (McEnery and Wilson, 1996; Easterby-Smith *et al.*, 2002, Denscombe, 2007). In this study both qualitative and quantitative data collection techniques and analysis procedures are used. Despite using the two approaches qualitative and quantitative research methods are distinctively different. Baker (1991), however argues that they are complementary (Hunt, 1994; Van Maanen, 2000; Gummesson, 2005; Denscombe, 2007) and more sophisticated research designs will contain elements of both. Qualitative and quantitative methods were applied at different stages of the current study in two fieldwork studies. The mixed method approach used in this study is *sequential* but does not combine, which means qualitative data are analysed qualitatively and quantitative data are analysed quantitatively (Saunders *et al.*, 2009). As there are very few studies that use both the views of marketers and consumers (e.g. Harris and Reynolds, 2004), the first phase has been allocated to obtaining marketers' views (the qualitative phase) and the second phase has been allocated to testing the consumers' views (the quantitative phase). The aim of the first stage was to investigate the different forms of ACB and explore the impacting and motivating factors from the Libyan marketers' view. The findings of this phase have been used to design the questionnaire for the next phase.

The first fieldwork phase was a qualitative study where the data were collected by conducting 26 face-to-face interviews with marketers. The sampling strategy is discussed in section 5.4.2. One-on-one semi-structured interviews have been employed as the research method in this research phase. According to Saunders *et al.* (2000) semi-structured interviews are associated with qualitative research as they enable the researcher to be exploratory in their investigations.

Although, the interview is very useful in discovering new variables, it has limitations as it might be subject to interviewer bias (Bailey, 1982; Smith *et al.*, 2002).

The second quantitative phase was the main focus of the study. This phase aimed to examine interrelations between influencing factors and motivational factors on ACB and rank them based on their degree of significant effect, using completed questionnaires of a sample of 697 Libyan consumers. The sampling strategy is discussed in section 5.5.2. This quantitative method is used in the current research to produce representative findings that can be generalised to Libyan consumers (Hague, 2002). Quantitative findings also can be compared more easily to other studies in order to identify if there are similarities or differences between the factors that are reported by this study and factors reported in previous studies in other environments (outside of Libya). As many of previous studies in this topic used quantitative methods (Lin *et al.*, 1994; Babin and Babin, 1996; Cheng *et al.*, 1997; Rahim *et al.*, 2000; Al-Shehrani, 2004; Bamfield, 2004; Wang *et al.*, 2005; Al-Rafee and Cronan, 2006; Fukukawa *et al.*, 2007; Shoham *et al.*, 2008; Moores, 2008; Dabil, 2009), this method has been adopted in this study to provide such comparison. The two phases of the fieldwork are fully discussed in sections 5.4 and 5.5 respectively. The next section explores issues associated with reliability and validity in this study.

### **5.3.3 Reliability and Validity**

Generally there are two aspects to validating the data and instruments. These are reliability and validity (Punch, 2005; Burns and Burns, 2008). These two validation aspects can seem to be almost synonyms, however, they have different meanings (Bryman and Bell, 2007). While “reliability relates to the accuracy and stability of a measure, validity relates to the appropriateness of the measure to assess the construct it purports to measure” (Burns and Burns, 2008: 425). As the data in this study were collected through qualitative and quantitative field work phases, different assessments of the validation are used in these two phases. The following sections briefly explain reliability in relation to these two phases of data collection.

#### **5.3.3.1 Reliability**

Reliability refers to “the consistency and stability of findings that enables findings to be replicated” (Burns and Burns, 2008). The two main aspects to this consistency are consistency over time (*stability*) and internal consistency (Punch, 2005). Re-conducting procedures and re-testing the measurement is the most obvious way of assessing stability (Bryman and Bell,

2007). However, this is not easy to achieve as people respond to the same measurement differently at different times and for many reasons, such as attitudes changing over time (Fukukawa, 2002a). However, in order to achieve the research aims, the two phases of the field work in the current research have adopted different research techniques at different times. Adopting a “test-retest” procedure to assess stability was not possible, instead however, other attempts were made to increase inferred reliability. Internal consistency applies to multiple-indicator measures in which respondents’ answers to each question are aggregated to an overall score (Bryman and Bell, 2007), in order to assess the extent to which all items are working in the same direction (Punch, 2005). One of the best known ways to assess internal consistency is calculating Cronbach’s alpha coefficient (Cronbach, 1951 cited in Punch, 2005: 95). This assessment was used for establishing the reliability of the quantitative phase of this study which is discussed in chapter five. One way of assessing reliability in the qualitative research is peer review. The role of this evaluation is defined as “an individual who keeps the researcher honest; asks hard question about methods, meanings, and interpretations; and provides the researcher with opportunity for catharsis by sympathetically listening to the research’s feelings” (Lincoln and Guba, 1985, cited in Creswell, 2007: 208). In this study, this peer review was conducted by asking the supervision team to evaluate the interview questions, and some questions were modified based on this evaluation.

The researcher can ‘become part of the study’ in qualitative research where he/she reflects both his/her own values and interests as well as the nature of phenomenon (Crane, 1999: 239). Reliability of qualitative research can therefore be achieved by tracing the research process stage by stage. The researcher should clarify his/her theoretical development so that it can be understood and followed by fellow researchers (Fukukawa, 2002a). Creswell (2007) also suggests that in qualitative research reliability is enhanced if the researcher makes detailed field notes and discusses these in relation to their findings. Therefore, the data collection procedures and analysis in this study were recorded in detail and as precisely as possible (see section 5.4).

### **5.3.3.2 Validity**

The second aspect of data validation instrument is validity. Validity is defined as the “extent to which an instrument measures what is claimed to measure” (Punch, 2005: 97). Several types of assessment validity are suggested in the social research literature, and the classifications of these types are various (Churchill and Iacobucci, 2005; Bryman and Bell, 2007; Burns and Burns, 2008). Selecting the validation methods should depend on the research situation as there

is no foolproof technique (Punch, 2005). Bryman and Bell (2007) suggested five types of validity for business research. These types are face validity, concurrent validity, predictive validity, construct validity and convergent validity. *Face validity* is also known as *content validity* (Churchill and Iacobucci, 2005). This type of validity focuses on whether the measure adequately represents the full concept that is the focus of attention. As consensus among the literature is used to determine this type of validity (Nardi, 2006) a comprehensive literature review was conducted in order to design the current research measurements. Also, face validity is most often determined by asking experts in the field to act as judges to determine whether or not the measure seems to reflect the concept concerned (Bryman and Bell, 2007; Burns and Burns, 2008). This process was adopted in the research and it is discussed in 3.3.3.1.

*Concurrent validity* seeks to determine the extent by which the measurement truly represents the current status of performance (Burns and Burns, 2008). This type of validity can be evaluated by checking against a parallel measure or classification (Black, 1999). *Concurrent validity* is usually grouped with *predictive validity* under the category of *criterion validity* (Black, 1999). *Predictive validity* refers to “the extent to which the measurement truly represents the currents of performance” (Burns and Burns, 2008: 430). *Predictive validity* is evaluated by comparing the score on a test with a predicted outcome (Black, 1999). Since the current study does not employ recurrent data, *concurrent and predictive validity* were not assessed. *Construct validity* “indicates the qualities assessment measures, i.e. the concepts or constructs that account for variability on the assessment” (Burns and Burns, 2008: 431). In the current study exploratory factor analysis was employed in order to evaluate construct validity (Fukukawa, 2002a). The process of this evaluation is fully discussed in chapter 5. The final type of validity classification is *convergent validity* which is gauged by comparing it to measures of the same concept developed through other methods (Bryman and Bell, 2007). In addition to previous types of validity Burns and Burns (2008) suggested another type of validity which is *external validity* (also called *population validity*). This type of validity relates to whether the sample results can be generalisable to a particular context. *External validity* was assessed in this research using statistical tests. This is discussed in section 7.5.1.

*An Experts' Review* was also utilised in order to obtain content validity for the measurements of the second phase (the quantitative study). For this purpose the researcher contacted a number of acknowledged experts in the research area from Libya, the U.K and U.S.A. The profiles of

these experts are available in appendix 1A. The experts were provided with an overview of the research, which included the research problems, questions, aims, methodology and design as well as the research's conceptual framework. With this overview the researcher sent an evaluation form which was completed by the experts. This form (available in appendix 1B) shows the experts' judgment on the measurement items. The evaluation form is divided into two parts. The first part asks for a review of the measurements in relation to their representativeness of the research aim, the measures' ability to capture the research constructs and the measures' representativeness of the research constructs. The second part asks for a review of three aspects of the items: the quality of comprehension, how well it captures the information and how well it represents the research aim. Also, the experts were asked to make suggestions for any improvement in the items. The first draft of the Arabic version of the questionnaire was sent to the Libyan expert in order to evaluate its items structure according to Libyan culture.

Following the experts' judgments and suggestions, some of the items were amended and others were added. The changes made in the measurements' items are provided in appendix 1C. Also, advice was provided about the questionnaire title which included, avoiding using words that suggested a negative evaluation of the behaviour, such as "aberrant" or "misbehaviour". These types of words could lead to socially desirable responses, thus the research title on the questionnaire cover page was changed to: *PhD research about behavioural aspects of Libyan consumers*. As shown on the evaluation, in appendix 1B, the measurement items are designed in two ways. The first section is asking about "actors" in the scenarios, while the second is asking about how the respondents would respond if they were the "actors". Due the sensitive nature of the topic and to avoid any socially desirable responses, the Libyan expert suggested that, all the questions about the scenario actor should come first. This structure might make the participant feel more comfortable and honest because the respondent, in this case, assesses the behaviour of somebody else not him/herself. This advice was followed when designing the final version of the questionnaires.

As the study was conducted in Libya, Arabic versions of the questionnaire were made. In cross-cultural studies, back-translation is used as a method to translate the questionnaire from the original language into other languages (e.g., Cornwell *et al.*, 2005). This method is conducted by independent translators to translate and back-translate the questionnaire to the target respondents' language (Geisinger, 1994). However, this method is criticised as in some cases it

does not cover the cultural and linguistic differences in the case of completely different languages (i.e., English and Arabic) and also, this method is required followed pretesting in different countries (Steenkamp and Hofstede, 2002). Therefore, back-translation was not used in this study. Review of translations by experts was suggested by Geisinger (1994). In this method experts must be fluent in both languages, knowledgeable about both cultures, and an expert in both the characteristics and the content measured on the instruments (Essoo, 2001). Therefore, this method provides a better quality of translation than one that can be provided by back-translation. Thus, this method was adopted in this study by sending the two versions of the questionnaire to one of the expert reviewers as he is a Libyan Professor of Marketing. Then the Arabic version of the questionnaire was reviewed again with other Libyan professional colleagues in academia and business who are fluent in English and Arabic.

Table 5.6 below has summarised the processes of validating the data and instruments that were conducted in the two phases of the fieldwork. In brief, as this study has adopted a mixed method approach of data collection via two phases (qualitative and quantitative methods) different validation processes were applied in each phase. In the first phase (the qualitative study) reliability was measured by peer review (Lincoln and Guba, 1985, cited in Creswell, 2007), tracing the research process stage by stage (Fukukawa, 2002a) and obtaining detailed fieldnotes (Creswell, 2007), and *face validity* of this phase was measured by consensus across the literature (Nardi, 2006). While reliability of the second phase (the quantitative study) was measured by Cronbach's alpha (Cronbach, 1951, cited in Punch, 2005: 95), *face validity* of this quantitative phase was measured by an experts' review (Bryman and Bell, 2007; Burns and Burns, 2008) and *construct validity* was measured by exploratory factor analysis.

**Table 5.6: Validating the Data and Instruments**

Fieldwork phase	Reliability	Validity
First fieldwork phase (qualitative study)	Peer review (Lincoln and Guba, 1985, cited in Creswell, 2007), tracing the research process stage by stage (Fukukawa, 2002 a) and obtaining detailed fieldnotes Creswell (2007).	Face validity consensus among the literature (Nardi, 2006)
Second fieldwork phase (quantitative study)	Assessed by Cronbach's alpha (Cronbach's, 1951, cited in: Punch, 2005: 95).	Face validity Experts' review (Bryman and Bell, 2007; Burns and Burns, 2008). Construct validity Exploratory factor analysis



As this research is focused on a potentially sensitive aspect of consumer behaviour, ethical considerations were taken into account in the research design. These considerations are fully discussed in the next section.

#### **5.3.4 Ethical Considerations**

The two phases of the fieldwork study were conducted within the clear ethical procedures set out the frameworks laid down by both the Nottingham Trent University Graduate School's code of guidance on ethical research and the ethical regulations of the Libyan Higher Education Department. As, this study focuses on a very sensitive topic, informed consent and confidentiality underpinned the fieldwork.

As the fieldwork was conducted in Libya, an Arabic version of the interview questions, questionnaires and their cover letters were prepared. However, a key problem in this process related to the word "Aberrant". In Arabic this word can be translated into two synonyms; *straying* and *irregular*. However, both of these words might raise reservations and prevent the respondents from participating. *Straying* in Arabic sometimes refers to a person who has lost the right way in his/her behaviour or life, especially a person who is not obeying religious laws. Such a person is completely unacceptable in Libyan society. On the other hand *irregular* is commonly used to refer to homosexual people, which is even more unacceptable in Libyan society. Therefore, the term *misbehaviour* was used instead of aberrant behaviour on the Arabic versions of interview questions, questionnaires and their cover letters. The participants of the two phases of the fieldwork were briefed on the nature of the research and had the opportunity to refuse involvement or stop the research at any time they wanted. However, the interviewees were not asked to give written consent for participating in the project because of the sensitivity of the research topic. Moreover, the businesses of those marketers who provided written consent might be negatively affected. For example, marketers might be afraid of losing their consumers if these consumers realise that these marketers have accused them of demonstrating ACB. Also, consumers who provide written consent might provide socially desirable answers as they might think they will not be anonymous if they provide their signatures. Therefore, no written consents were taken to ensure confidentiality.

Confidentiality was enhanced further as the questionnaires were delivered to consumers by hand and the researcher did not know their names, addresses and details. Moreover, the research sample was large (1143 Libyan consumers were approached), Thus, if the written

consent had been sought obtained in advance, it would have been impossible to return to each consumer to deliver the questionnaire after their acceptance. Therefore, the procedure which was adopted was to give the consent letter (which was the first page in the questionnaire) to consumers, give them ample time to read it, and then give them the full questionnaire once they agreed to participate. Also, asking for a signature or name from people is a very sensitive issue when conducting research in Libya. From the researcher's experience of previous fieldwork in Libya, many people avoid writing their name or refuse to sign the questionnaires. Therefore, requesting signatures might not enable the researcher to obtain an adequate representative sample and may consequently strongly reduce the significance of results. In addition, as a research student has no rights under the Libyan security laws to collect Libyan people's names or signatures, this process needs permission from the Ministry of Public Security which is difficult to achieve, and the researcher cannot control how long this might take.

In the first phase of the research confidentiality and anonymity were guaranteed to participants as they were not asked to write their personal or company names or sign the consent form; they only supplied their job title. Audio, video and photographic recordings of participants are not acceptable in Libya and interviewees might be very sensitive towards them, so hand written notes were used instead. After completing each interview a fair copy of the hand written note sheets was made. Every interview note sheet and the questionnaires were allocated a unique code number to ensure that even the researcher was not able to determine the respondent's identity. Hence, all questionnaires, in the second phase, were anonymous. Thus, the researcher stored the data without any names or any insight into participants' identity. Furthermore, all hard copy data of the two phases of the fieldwork were kept in a locked filing cabinet at the researcher's desk at NTU. An electronic copy was stored on the researcher's PC in NTU and on her hard disc in the university's system. The collected data will be kept in both versions (paper and electronic) until 3 years after the confirmation of the award of the degree.

### **5.3.5 Fieldwork Setting**

Fieldwork requires long-term commitment and is a costly activity when conducting research (Blumberg *et al.*, 2008) especially if the research, like the current project, requires two phases of fieldwork, one after the other, making it difficult to conduct the research in more than one Libyan city. As selecting a particular setting for conducting fieldwork will affect all the research stages, this setting should be chosen carefully (Bailey, 2007). This selection is

governed by both the research questions and the available resources (Robson, 2005). Benghazi was selected as it is the principal city of Eastern Libya and the second largest city in Libya. It is one of Libya's major economic centres, as it is an industrial and commercial city. A lot of the large national and some international companies are located in this city which employs many people from different Libyan cities. Also, two of the biggest public Libyan universities are located in Benghazi as well some private and foreign universities (CQGAEI, 2010). These universities attract students from the whole country. Thus, the first reason for selecting this city is that it represents a mix of Libyan people who move for work or study. Therefore the results of this study can be used as a proxy to understand ACB for all Libyan consumers. The second reason for choosing Benghazi is that this city is the home town of the researcher, which means the researcher was familiar with the city and has access to potential participants (Bailey, 2007). Specifically, the second phase of the fieldwork required considerable help from associates of the researcher in large-scale questionnaire distribution. The next sections provide a broader discussion of the design of the two phases of the fieldwork.

#### **5.4 First Phase of the Fieldwork: Marketers Interviews**

As discussed in the literature, there is a shortage of studies on the topic of ACB (Fullerton *et al.*, 1993; Vitell and Thomas, 2002), and theory development in this topic is still at an early stage (Shaw and Clarke, 1999; Tonglet, 2001; Fakwkawa, 2002a; Fukukawa *et al.*, 2007). Also, there is only one study of ACB in Libya, namely about shoplifting (Al Awjili, 1988). Therefore it was necessary to explore the topic area through qualitative methods initially.

The first phase of the fieldwork aimed to investigate the different forms of ACB and explore impacting and motivating factors from the marketers' viewpoint in Libya. Interviews were used as a method for collecting data in this phase. The next sections discuss the process of design of the interview schedules, sampling, conducting the fieldwork and data preparation for analysis.

##### **5.4.1 Interview Design**

As the interviews were conducted in Libya, Arabic language was used. The English and Arabic versions of the interview schedule are included in appendix 2. As is shown in Table 5.7, the interview was designed to cover five groups of information:

- Demographic and company information.
- Information about the forms of ACB that appeared in the shops/ stores/ hotels.
- The current situation in relation to the three examined scenarios.
- The influencing factors presented in the literature. This group of questions was designed based on the conceptual framework in chapter 4, Figure 4.4.
- Potentially new influencing factors on ACB adoption.

As discussed in previous chapters, there is no legitimate source of original software in the Libyan market. In addition deterrent regulations that govern such behaviour in the society have not been implemented or enforced. Thus, the last five questions in Table 5.7 were only used in the interviews with marketers in computer stores in order to explore the current situation of software exchange in the Libyan market.

Table 5.7: Interview Themes and Questions

Themes	Sub-themes	Questions
Demographic and company information	Gender, line of business, job title and period of experience	<ul style="list-style-type: none"> <li>• What is your position in this shop/store/hotel?</li> <li>• How long have you been working for this grocery store /computer store/hotel in general?</li> </ul>
The current level of ACB	-	<ul style="list-style-type: none"> <li>• Have you observed any behaviour by consumers in this shop/store/hotel that violates the generally accepted norms of conduct here?</li> </ul>
The forms of ACB	-	<ul style="list-style-type: none"> <li>• If the answer is yes, what form/s of unacceptable behaviour are they? Why do you consider it unacceptable behaviour?</li> </ul>
The current situation in relation to three examined scenarios	-	<ul style="list-style-type: none"> <li>• If there are any cases of shoplifting/piracy/pilfering, could you please describe them?</li> <li>• How often does this happen?</li> <li>• Do you have any record of this case(s)?</li> <li>• Which goods/items are more likely to be stolen/software more likely to be copied?</li> </ul>
Offenders' demographic characteristics	Age, sex, economic status, education/ occupation	<ul style="list-style-type: none"> <li>• Can you describe the type of consumer who usually tends to engage in this behaviour? e.g, gender, age, accompanied consumers (alone, with friends, one of the family members), marital status ...and so on.</li> </ul>

Table 5.7: Interview Themes and Questions (Continued)

Themes	Sub-themes	Questions
	Behaviour evaluation	<ul style="list-style-type: none"> <li>Do you think that the consumers' beliefs about this behaviour (good, bad, forbidden or not/one of her/his rights, etc impacts their engagement in it?</li> </ul>
Attitudes	Behaviour consequence	<ul style="list-style-type: none"> <li>Do you think that the consumer might not engage in this behaviour if he/she believes that the behaviour could harm others, the shop/store/hotel or themselves?</li> <li>Do you think that the consumer might engage in this behaviour if he/she believes that doing it would be high risk? For example, do you think using CCTV, or shop guards, might limit this behaviour?</li> </ul>
	Distributive justice	<ul style="list-style-type: none"> <li>Do you think that the consumer acts like this as revenge, or because she/he has received an unfair outcome? For example, in relation to quality, quantity or price.</li> </ul>
The effects of justice dimensions	Procedural justice	<ul style="list-style-type: none"> <li>Do you think that the consumer acts like this as revenge, because s/he/he thinks your policies/ procedures are unfair? For example, long queues, or serving other consumers first because of their relation with the employee</li> </ul>
	Interactional justice	<ul style="list-style-type: none"> <li>Do you think that the consumer acts like this as revenge for bad treatment; for example an absence of friendliness, sensitivity, interest, honesty?</li> </ul>

Table 5.7: Interview Themes and Questions (Continued)

Themes	Sub-themes	Questions
The effect of social and cultural factors	The social acceptance or refusal of some behaviours	<ul style="list-style-type: none"> <li>• Do you think that the social or cultural acceptance or rejection of this behaviour could influence the consumers who engage in it?</li> </ul>
The effect of the degree of perceived behavioural control	Control level in exchange settings (e.g., stores and hotels)	<ul style="list-style-type: none"> <li>• Is there a time(s), day(s), month(s) or period(s) when this behaviour is more likely to happen?</li> <li>• Why do you think this behaviour increased in these situations?</li> <li>• Do you apply any kind of deterring or controlling technique to stop this behaviour?</li> </ul> <p>If the answer is Yes, the interviewees were asked the following questions.</p> <ul style="list-style-type: none"> <li>- If you have deterring or controlling techniques, when did you introduce this?</li> <li>- Why did you particularly select this technique?</li> <li>- Do you think this technique is effective?</li> </ul> <p>If the answer is No, do you know anybody applying deterring or controlling techniques in their shop//store/hotel?</p>
	Deterrent regulations/ laws	<ul style="list-style-type: none"> <li>• According to your information, is there any deterrent law to stop this behaviour?</li> <li>- If yes, can you tell me about it/ them?</li> <li>- Do you think that this law is applied in this country?</li> </ul>

Table 5.7: Interview Themes and Questions (Continued)

Themes	Sub-themes	Questions
Determine the effect of degree of perceived behavioural control	Extent of consumer knowledge about these regulations/ law	<ul style="list-style-type: none"> <li>• Do you think that the consumers know about the relevant laws?</li> </ul>
	Possibility to avoid these regulations/ laws	<ul style="list-style-type: none"> <li>• Do you think that there is any way/ ways that the consumers can avoid this law? - If yes, could you give me some examples?</li> </ul>
Additional factors	-	<ul style="list-style-type: none"> <li>• From your opinion, what are the reasons that lead consumers to adopt this behaviour? Because they are poor, for example?</li> <li>• Is there anything else you want to add about your experiences of consumer misbehaviour?</li> </ul>
	-	<ul style="list-style-type: none"> <li>• Do you sell any original software in your shop?</li> <li>• If the answer to the above question is yes, how much does it cost in comparison with the copied version?</li> <li>• What do you know about the availability of original software in the Libyan market?</li> <li>• Is there demand for original software? By consumers or companies? How often does this happen?</li> <li>• Some consumers give software to their friends after they have installed it on their PC. How does such behaviour affect your work?</li> </ul>
Exploring the current situation of software exchange In Libya	-	



### **5.4.2 Sampling**

The units of analysis in this phase are individual “marketers”. Marketers in this study were identified as the person in each grocery store, computer store or hotel who was the most qualified to provide the required information. As generalisation in a statistical sense is not an aim of qualitative research, probability sampling is not necessary or even justifiable (Merriam, 2009). Instead, to achieve the specific analytical objective of this phase purposive and snowball sampling was used (Burns and Burns, 2008). As is discussed in chapter one (1.6.1) although businesses in Libya are different in terms of size they are very similar in product range due to the absence of competition, retailing chains and international companies’ branches. Thus, interviews with marketers in different sizes in grocery and computer stores were targeted. Regarding marketers in hotels, as most Libyans guests stay in public and private three –five star hotels (General Information Association of Libya, 2003) the sampling targeted marketers in five, four and three star hotels from both the public and private sectors.

The researcher started by interviewing marketers in grocery stores that she used to buy from. Then snowball sampling techniques were used to reach the other sampled individuals. Also, a relative hotel owner and a friend working in a computer store were the first points of snowballing in the hotels and computer stores. Snowball sampling is a form of convenience sample, where the researcher makes initial contact with a small group of the sample and then uses them to establish contact with others (Bryman and Bell, 2007). According to Bloor and Wood (2006) sampling and data collection should be continued until no new conceptual insights are generated. After 26 interviews (ten in grocery stores, ten in computer stores, and six in hotels) no new themes were being generated and with the data now saturated, no more interviews were conducted.

### **5.4.3 Conducting the Fieldwork: Marketers Interviews**

During the fieldwork in Libya, between 5<sup>th</sup> October and 20<sup>th</sup> December 2008, 26 interviews were undertaken with marketers. The study sample was interviewed face-to-face in a semi-structured format in Arabic. Although, an information sheet outlining the aims of the study was provided to the interviewees, most of them preferred to receive the information orally. This probably relates to the collective nature of Libyan society as in this type of society people trust word of mouth more than any other source of information. Therefore, using a planned printed information sheet is not a common way of giving information in Libya. As discussed in section

5.3.4, hand written notes were made to record the interviews. As a result of this process and as further interview information emerged, one of the interview questions was modified. This question was related to the software piracy scenario. In some interviews, when the interviewee did not provide sufficient information the specific ACB scenario was provided in order to encourage the interviewee to provide more information. The used scenarios are provided in section 5.5.1. Some interviewees in the computer stores did not consider software piracy as ACB, and additionally, they did not know that there has been copyright law in existence since 1968 which bans the copying of software. So the scenario was not sensible to them. This original scenario was:

*A consumer bought a new computer, but he/she did not buy extra software that he/she needed. Instead he/she copied the software from a friend.*

Therefore, the interview question was changed, so they were asked about the following scenario:

*A consumer bought software from your store and after having installed it on their PC; he/she gave the software to a friend.*

Throughout the interviews, the interviewees provided extra relevant information and a variety of theft stories which supported and enriched the interviews. This extra information extended the time for almost all of the interviews to 60-120 minutes, instead of the planned time of 45 minutes.

#### **5.4.4 Data Analysis**

Coding is the initial step in qualitative analysis, which includes putting tags, names or labels against pieces of the data (Punch, 2005). As the analytical challenge in this process is identifying similar thematic segments between interviews (Gilbert, 2008) a coding set was developed for this purpose. Table 5.8 below provides an example of this coding set. This set was in a matrix format where each row corresponded to all of the themes from a particular respondent. The column cells included the data of a particular segment as well as useful material for quotation. Original themes were generated prior the initial conceptual framework and then these themes were supplemented by field notes and transcription. It is important to mention here that the original aim of this qualitative phase was to explore the nature of ACB in Libya and identify the influencing and motivating factors that were not included in the framework (see section 4.2). However, very original and potentially important results were produced from this phase such as software piracy not only being adopted by consumers in

Libya, but it also being adopted by marketers. Also, this phase provided important results about the influence of the social and cultural factors in ACB situation in Libya. The researcher believes that these very important results should not be ignored, and therefore, a dedicated chapter is allocated in order to fully analyse and discuss them (chapter 6).

**Table 5.8: An Example of the Coding Set**

Respondents	1	2	3
Themes			
The type of hotel	Public 5 stars	Public 4 stars	Private 4 stars
The stolen items	<ul style="list-style-type: none"> <li>• From the room: Duvet, bed cover, ashtrays, clothes hook, tableware and TV</li> <li>• From bath: towels, towel robes</li> </ul>	<ul style="list-style-type: none"> <li>• From the room: Duvet, tableware, telephone and TV</li> <li>• From bath room: Towels (the biggest and more often stolen), towel robes.</li> </ul>	<ul style="list-style-type: none"> <li>• From the room: mini bar</li> <li>• From bath: room towels.</li> </ul>

After finishing the qualitative analysis the subsequent fieldwork involved conducting the second phase of the fieldwork which was a quantitative consumer survey. One of the important findings of this qualitative phase was that software piracy was not considered as ACB in Libya and it is adopted by both the consumers and marketers. Despite this, it was decided to keep this scenario in the quantitative stage because, firstly, software piracy has become a major problem for the software industry and for business (Givon *et al.* 1995; Glass and Wood, 1996). Software piracy costs manufacturers billions of dollars annually (Shoham *et al.* 2008) and this behaviour appears to be on the increase (BSA, 2008). Secondly, in Libya piracy has increased to 88% in Libya, which cost US\$22 Million in 2007 (BSA, 2008). Also, there is a severe shortage of the original editions of software programs in the Libyan market, as none of the software companies have any type of presence there (LME, 2008). Understanding the ethical beliefs of consumers across cultures worldwide has become an important tool for international business (Rice, 1999; Saeed *et al.*, 2001; Babakus *et al.*, 2004; Ford *et al.*, 2005) not only to formulate strategies to target foreign markets, (Mitchell *et al.*, 2009) but also to control some unethical consumer behaviours. Therefore the results provided by this study in relation to software piracy might help any software companies which target the Libyan market.

The mixed method approach is valuable as a means of developing research instruments and the data collected through interviews can be valuable initially as a way of shaping and refining the questionnaire (Denscombe, 2007). Therefore, the findings of the first fieldwork phase were

used to design the questionnaire for the second quantitative fieldwork phase. This quantitative stage is discussed in the next section.

## 5.5 Second Phase of the Fieldwork: Consumer Survey

This phase of the fieldwork, which was the main focus of the study, aimed to examine interrelations between factors which influence consumers adopting ACB and ranking them based on their degree of significant effect based on Libyan consumers' view. Also, the results of this phase were used to develop a model of ACB for Libyan consumers by comparing the views of both marketers (produced by the first phase of the fieldwork) and consumers (produced by this phase of the fieldwork). This phase collected quantitative data from consumers using questionnaires. As this study investigated three scenarios (shoplifting, pilfering from hotels and software piracy), three questionnaire types were designed based on these scenarios.

### 5.5.1 Questionnaire Design

Due to the sensitive nature of this research topic, indirect questions using scenarios were used. Scenarios have been suggested as a suitable approach for research in marketing ethics (Hunt and Vitell, 1986), to set up realistic situations to which respondents can react (Murphy, 2002). Many studies in marketing ethics have used such an approach (e.g., Fukukawa, 2002a; Callen and Ownbey, 2003; Lau, 2006). Murphy, (2002) criticised studies that only used one scenario as one scenario is "too few"; also, he argued that expecting anyone to respond meaningfully to "too many" scenarios is unrealistic. Therefore, three scenarios were used in this study. Three questionnaire types were designed based on the scenarios: shoplifting, software piracy and guests pilfering from hotel rooms. Table 5.9 below shows the three scenarios used.

**Table 5.9: The Three Used Scenarios**

ACB	Scenario
Shoplifting	A buyer goes to a grocery store. She/he finds packs of mixed nuts on the shelf near the cashier, and thinks I could have some of these nuts. Then "name" puts a pack in her/his pocket and leaves the store without paying for it.
Pilfering from a hotel room	A guest likes the towels which he/she finds in his/her room. Before leaving the hotel "name" takes one of these towels in his/her suitcase, and then leaves the hotel.
Software piracy	A customer buys a computer, but "name" did not buy extra software such as a game, photo manipulation or translation software, which cost 20 LYD. Instead he/she copies this software from a friend.

When writing the scenarios, the actors' gender was taken into account. The original intention was for each scenario to have a different actor name. Unlike the English language, Arabic language distinguishes between masculine and feminine gender, which is called grammatical gender. Nouns, verbs, pronouns and adjectives also indicate the person's gender (masculine or feminine). Therefore, it is difficult to use male and female names for each scenario on the same version of the questionnaire. As a result, two versions were designed for each questionnaire type (related to shoplifting, software piracy and guests pilfering from hotel rooms) based on the gender of the scenario actor. Also, this allowed the researcher to examine the correlation between participants and the "actor" gender used in each scenario. However, there are some limitations in selecting names; the first limitation was, as the study focuses on Libyan consumers the names should give the sense that the actor is Libyan. Although, Arabic names are similar, there are some names that are more commonly used in Libya, thus the research used these names. The second limitation, given the ethical nature of the scenarios, meant that names that have religious values could not be used, such as the prophets' or their wives' names. For the same reason the researcher avoided using the names of the Libyan Greats who are respected in Libyan society such as Omar Al-Mukhtar. The third limitation was that, the names should not indicate the actor's age, so for example old-fashioned or modern names were avoided. The last limitation was that the names should not be too common, as the answers could be influenced based on the relationship that the participant might have with a person who has the same name as the scenario actor. After exploring these considerations six names were selected carefully. The male names were: Ateya, Mobark and Massud and the female names were: Jamela, Gassala and Jasmina. However, based on the pilot tests all the scenarios "actors" names were replaced by: "consumer", "buyer" and "guest". The reasons for these replacements are discussed in section 5.5.1.1.

The most important rule in questionnaire design is that the design should help the respondent to answer the research questions and subsequently, achieve the research goals (Robson, 2005). Therefore, each questionnaire is divided into three parts in order to collect the required data to answer the research questions. These parts are:

- General information the participant.
- The scenario that the questionnaire is based on (i.e shoplifting, pilfering from hotel rooms and software piracy). The questions about this scenario are the main focus of the questionnaire. These questions are divided into two separate parts:

- (1) Questions about the hypothetical actor in this scenario in terms of evaluating their behaviour, the factors that led to his/her adoption of it, and the consequences of this behaviour.
  - (2) Questions about the respondent's attitudes and reactions to the hypothesised activity.
- The final part of the questionnaire briefly refers to the other two remaining scenarios (i.e shoplifting, pilfering from hotel rooms and software piracy) and asks questions about the participants' intention and attitudes towards them.

The first section used multiple choice question formats, while the second and third used multi-item Likert scales to explore the participants' views. Likert scales are used, because they are recommended for measuring latent consumer behaviour constructs e.g., values, beliefs and attitudes (DeVellis, 2003; Burns and Burns, 2008). Likert 5-point, particularly "strongly agree to strongly disagree" scales were used in order to allow statistical tests to take place (Blunch, 2008). Also, two open ended questions were asked after each scenario question set. These questions were designed to give the respondent an opportunity to give further information or opinions. The English and Arabic versions of questionnaires are both included in appendix 3.

As discussed in section 5.2, two of the research aims are: "Are there similarities or differences between the confirmed ACB influencing and motivating factors in this study, and the factors reported in previous studies in other environments (outside of Libya)?" And "If there are differences between these factors and the factors reported in previous studies, why are there differences, within the Libyan context?" In order to answer these two questions this study used similar measurements to that used in previous studies. These measurements are listed in Tables 5.10 below. As discussed in chapter 4, this study included some extended and new variables and also some variables which were not included in the initial conceptual framework (in chapter 4) as they were derived from the first phase of the study. These variables are the consumer being accompanied by others and the seller's reaction towards an ACB offender. Some adapted and newly developed measurements were used to measure those extended and new variables.

**Table 5.10: The Research Variables, Measuring Items and Scales**

Variable	S1: shoplifting	S2: pilfering from hotel rooms	S3: software piracy	Scenarios	Items	Scale	Source
Intention	Factor Intention to perform ACB	S1		I can imagine some circumstances that might lead me to do the same.	Likert 5-points Strongly disagree – strongly agree	Newly developed	
		S2 and S3		In this situation, I would do the same.			
Attitudes	Consequence to others Consequence to suppliers Consequence to an actor Evaluation, good/bad	S1, S2 and S3		If I did the same, other shoppers/guests would be: extremely harmed – extremely benefited.		Fukukawa, <i>et al.</i> , 2007	
				If I did the same, the retailer /the software store /the hotel would be: extremely harmed – extremely benefited.			
				If I did the same, I would be: extremely harmed – extremely benefited.			
				Doing this would be: extremely good – extremely bad.			
				Doing this would be: extremely low risk – extremely high risk.			
				Doing this would be: extremely foolish – extremely wise.			
				For me to do the same would be more likely, if I was accompanied by friends			
Consumer being Accompanied	Being accompanied by friends Being accompanied by parents Being accompanied by sister or brother	S1, S2 and S3		For me to do the same would be more likely, if I was accompanied by my parents		Chang, 1998 and Fukukawa, <i>et al.</i> , 2006	
				For me to do the same would be more likely, if I was accompanied by my sister or brother			
						Newly developed	

**Table 5.10: The Research Variables, Measuring Items and Scales (Continued)**

Variable	Factor	Scenarios	Items	Scale	Source
Social and Cultural factors	Peer approval	S1, S2 and S3	If I did this, my friends would strongly disapprove -- strongly approve	Likert 5-points Strongly disagree -- strongly agree.	Fukukawa, <i>et al.</i> , 2007
	Societal approval		If I did this, other shoppers/ other users/other guests would strongly disapprove -- strongly approve.		
	Peer pressure		If I was faced with this situation, I would do what I think my friends would do. Strongly disagree -- strongly agree.		
	Societal pressure		If I was faced with this situation, I would do what I think other shoppers/ other users/other guests would do. Strongly disagree -- strongly agree.		



**Table 5.10: The Research Variables, Measuring Items and Scales (Continued)**

Variable	Factor	Sub Variables	Scenarios	Items	Scale	Source			
Perceived Unfairness	Distributive justice	Equity	S1, S2 and S3	Such behaviour would compensate for the retailer's/hotel's overcharging.	Likert 5-points Strongly disagree – strongly agree	Fukukawa, <i>et al.</i> , 2007			
				Such behaviour would be a reaction to the store if they do not give the expected discount.			Adapted from Blodgett <i>et al.</i> , 1997		
				Such behaviour would be revenge, because this consumer feels that the hotel/store owner has more opportunities in his life than the consumer.			Newly developed		
		Need				S1 and S3	Such behaviour would be a reaction to the store for not giving an expected refund or exchange.		Adopted from Blodgett and Tax, 1993
						S1	Such behaviour would be a reaction to the store not allocating a special cashier for consumers who have few items.		
						S2	Such behaviour would be a reaction to the hotel who does not satisfy their guests' needs for keeping souvenirs, as the hotel does not offer souvenirs for sale.		
						S3	Such behaviour would be a reaction to the computer stores' location. They do not satisfy their consumers who live far from this area and have difficulty in visiting these stores.		
Equality		S1, S2 and S3	Such behaviour would compensate for the consumers/guests not charging equal prices, because of the others' relationship with the seller/ employee/ owner.		Newly developed				
			Such behaviour would compensate for not being treated equally, because of the relationship with the seller/ employee/ owner.						

**Table 5.10: The Research Variables, Measuring Items and Scales (Continued)**

Variable	Factor	Sub Variables	Scenarios	Items	Scale	Source
Perceived Unfairness	Procedural justice	Process control	S1, S2 and S3	Such behaviour would be a reaction to the consumer/guest not being able to express his/her views and feelings about prices/ quality/ service quality.	Likert 5-points Strongly disagree – strongly agree.	Adopted from Thibaut and Walker, 1975
		Decision control		Such behaviour would be a reaction to the consumer/guest not having influence over the (outcome) products/ service quality.		
		Consistency	Such behaviour would be a reaction to not all consumers/ guests having to go through the same procedures such as queuing/ waiting/ filling forms.			
		Accuracy	Such behaviour would be a reaction to the seller/ employee providing better treatment/ products/ services to the consumers/ guests they know.			
		Free from bias	Such behaviour would be a reaction if this consumer felt that the current prices are not fair, as there are no existing laws for pricing.			
		Ethicality	Such behaviour would be revenge, as the consumer thinks that the seller/ employee adds an extra charge on the final bill in order to increase the store/ hotel profit.	Newly developed		

**Table 5.10: The Research Variables, Measuring Items and Scales (Continued)**

Variable	Factor	Components	Sub Variables	Scenarios	Items	Scale	Source
Perceived Unfairness	Interactional justice	Interpersonal justice	Respect	S1, S2 and S3	I think this consumer/ guest would not behave like this if he/she was treated in a polite manner.	Likert 5-points Strongly disagree – strongly agree.	Adapted from Bies and Moag, 1986
					I think this consumer/ guest would not behave like this if he/she was treated with respect.		
		Informational justice	Truthfulness	S3	Such behaviour would be revenge, as the consumer was misled as the seller/ employee provided him/her with wrong information in order to encourage him/her to buy their product/services.		Newly developed
I think this consumer/ guest would not behave like this if details were communicated in a timely manner.	Adapted from Shapiro <i>et al.</i> , 1994						
			Justification		I think this consumer/ guest would not behave like this if his/her individual specific need of information was satisfied.		

Table 5.10: The Research Variables, Measuring Items and Scales (Continued)

Variable	Factor	Scenarios	Items	Scale	Source	
Degree of Perceived Behavioural Control	Control level in exchange location		If I want to, I could easily do the same.	Likert 5-points Strongly disagree – strongly agree.	Adapted from Chang, 1998	
	Awareness of the law	S1, S2 and S3	This behaviour is illegal.		Adapted from Goles, <i>et al.</i> , 2008	
	Possibility of avoiding the law.		Anyone who performs this behaviour for personal use (not for reselling it for a profit) cannot be sued. Anyone who performs this behaviour for personal use (not for reselling it for a profit) can be jailed. If I did this, and I was arrested my friends or family would be able to solve this problem. If I did this, I would not be jailed.		Newly developed	
	Existence of opportunity		S1		If a shop environment provides a shoplifting opportunity, some consumers might shoplift, even though they may not have planned to shoplift before entering the shop.	Adapted from Tonglet, 2000.
			S2 and S3		For me this situation would be too good an opportunity to miss.	Fukukawa, <i>et al.</i> , 2007.

Table 5.10: The Research Variables, Measuring Items and Scales (Continued)

Variable	Factor	Scenarios	Items	Scale	Source
The seller's reaction	Arrest the consumer	S1, S2 and S3	If the seller/ store owner/ hotel employee notices this behaviour he/she will not apprehend the consumer/ guest.	Likert 5-points Strongly disagree – strongly agree.	Newly developed
			If the seller/ store owner/ hotel employee apprehends the consumer/ guest he/she will only be rebuked.		
			If the seller/ store owner/ hotel employee apprehends the consumer/ guest he/she will return the items/ towel/ copied software and be asked to not visit the store/ hotel again.		
	Ask help from police	S1	If the seller/ store owner apprehends this consumer he/she will be physically harmed.		
			If the seller/ store owner/ hotel employee notices this behaviour he/she will ask for help from the police.		
	Expose the offender to other consumers/ guests	S1, S2 and S3	If this consumer/guest is apprehend, he/she will be exposed to others.		
			If this consumer/guest is apprehend his/her family will be called to solve this problem.		
	Using the social network	S1	If the employee notices this behaviour, they will use social networks to help them to return the missing towel.		
		S2	If the seller/ store owner notices this behaviour, they will use social networks to stop it.		
		S3	This consumer might behave like this when he/she needs this item but feels it is too expensive.		
Availability/ Necessity	S1	This guest might behave like this when he/she wants to keep this towel as a souvenir, but it is not offered for sale.			
	S2	This consumer might behave like this when he/she needs the software and the computer store is too far away for his/her home.			
	S3				

**Table 5.10: The Research Variables, Measuring Items and Scales (Continued)**

Variable	Factor	Scenarios	Items	Scale	Source
The relationship between the consumer and marketers	Friendship	S1, S2 and S3	If this consumer/guest has a friendship with the store owner/seller/ hotel owner/employee he/she would not conduct this behaviour.	Likert 5-points Strongly disagree – strongly agree.	Newly developed
	Kinship		If this consumer/guest has a kinship relation with the store owner/sellers/ hotel owner/employees he/she would not conduct this behaviour.		
	Frequent consumer	If this consumer/guest is a frequent customer of this store/hotel, he/she would not conduct this behaviour.			
	Neighbourhood	S1 and S3	If this consumer lives in the same area as this store, he/she would not conduct this behaviour.		

### 5.5.1.1 Pilot Testing

In order to achieve the aims of the fieldwork “respondents must be able to understand the questions in the way that the researcher intends, have accessible the information needed to answer them, be willing to answer them, and actually answer in the form called for by the questions” (Robson, 2005: 242). Therefore, the data collection stage typically starts with pilot testing (Blumberg *et al.*, 2008). This pilot test, using a draft of the questionnaire, is concentrated on individual questions (Robson, 2005). By conducting this test any weaknesses in the questionnaire’s design and instrumentation can be detected (Blumberg *et al.*, 2008). In the current study a pilot study in two stages was conducted. The first step was conducted by using three Libyan consumers. This step found some of the questionnaire items to be not clear, so these items were redesigned. Also the researcher received an important comment about the shoplifting scenario. The original shoplifting scenario referred to a piece of chocolate and because of this one of the respondents thought that the offender was a child. In order to avoid this confusion the piece of chocolate was replaced in the scenario by a mixed pack of nuts. The second step of the pilot study tested the improved questionnaires using a sample of six Libyan consumers who were from the target population (Robson, 2005). Although, the researcher made an effort to carefully select the actors’ names in the scenarios, as previously mentioned in section 5.5.1, the pilot sample showed high sensitivity to these fictional names and, therefore, two problems emerged related to this point. Firstly, when the respondents read the scenarios they tended to imagine individuals they knew who have the same name as the scenario actor. For example, one of the respondents could not answer the questions and said that:

*I know three ladies called Jamela, so which one of them should I imagine when I am answering? It is so difficult for me as one of them is such a respected lady and I can not imagine her as a shoplifter.*

Similarly the male and female names used in two scenarios were the same as the father- and mother-in-law of one of the respondents. She was so angry, and said that:

*I wondered why you selected my mother’s and father’s names; do you think that because they are from the countryside, they are more likely to engage in bad behaviour?*

Although, the researcher told this respondent that it only happened by chance as she did not previously know this respondent’s father-in-law’s and mother-in-law’s names, the respondent still was angry until the researcher promised her that these names would be changed. However, to avoid any similar problem with survey respondents all the “actors” names in the scenarios

were replaced by: “consumer”, “buyer” or “guest”. After testing the questionnaires and preparing the final versions of them, the researcher designed the fieldwork sampling as explained in the following section.

### **5.5.2 Sampling and Conducting the Second Phase of the Fieldwork**

In this study, stratified sampling was used to reduce sampling error. The adult population of Benghazi city is 430,878 (General Information Association of Libya, 2006), so the sample size should be 381 according to Krejcie and Morgan (1970). As each of the three scenarios is examined by a different type of questionnaire, some questions differ from one type to another. Therefore, the three types of questionnaires were distributed according to this sample size. Therefore, three samples of 381 Libyan consumers aged over 18 were targeted in Benghazi city, making a total of 1143. To avoid any duplication in the data collection, all of the questionnaires were distributed in the same period 26<sup>th</sup> December 2009 to 10<sup>th</sup> February 2010. The distribution of each questionnaire type was designed to be delivered and collected in a different way. The questionnaires relating to the shoplifting scenario were designed to be distributed in the three largest grocery stores in each district of Benghazi city. The questionnaires relating to stealing from hotel rooms were designed to be distributed in the six hotels which were studied in the first phase of the fieldwork. Finally, the questionnaires relating to software piracy were designed to be distributed in the computer stores where the first phase interviews were conducted. To ensure a high response rate, it was agreed with marketers who were interviewed in the first phase to distribute the questionnaires in their stores/hotels.

Unfortunately, no help was received from the hotels and the distribution of the questionnaire in the shops was very slow. Therefore, the fieldwork plan was changed, and social networks were used to distribute the questionnaires in different public places, such as universities, companies, schools and cafes. This way was more successful and all the questionnaires were distributed and 679 questionnaires (59% of the sample) were received back and able to be used in the study. Table 5.11 below shows the sample size and response rate of this study.



**Table 5.11: Sample Size and Response rate**

Questionnaire related to	Adults' Population	Sample Size	Questionnaires used for analysis	Response Rate
Shoplifting	430,878	381	223	59%
Software Piracy		381	219	57%
Pilfering from hotel rooms		381	237	62%
Total		1143	679	59%

According to the Division of Instructional Innovation and Assessment (2007), the research response rates can be divided into three levels: adequate which starts from 50%, good which starts from 60%, and very good which starts from 70%. As the response rate of this study was 59% so it was adequate and very close to being a good rate. The collected data was then prepared for analysis as discussed in the next section.

### **5.5.3 Data Preparing for Analysis**

As the SPSS software package was used for the analysis, the data was input into the computer in the form required by the software (Robson, 2005). Before this stage the researcher checked the received questionnaires in order to ensure that all of them could be used. However, some of the received questionnaires included missing data. Thus, these questionnaires were excluded and 679 (approximately 60% from the distributed questionnaires) questionnaires were used for analysis (219 Piracy, 223 shoplifting, 237 pilfering). As “the more times the data were transferred between coding and systems, the greater chance of error” (Robson, 2005:394) so a single phase of data entry was employed. Moreover, the researcher started the coding as soon as she started receiving questionnaires back.

Before starting the coding two forms of data sets were prepared. The first type was designed for the closed questions, which was the main data set in this study. This was in a matrix format where each row corresponded to all of the data obtained from a particular respondent. The column cells included the data of a particular variable. The second form of data set related to the open ended questions. Here, the cells in a column contain the responses to each open ended question. These answers were then clustered and recoded into the main data set.

The data were then manually entered into the SPSS analysis software. At the final stage of this process the researcher checked the electronic data set for errors made while keying in the data. This checking is made against two types of errors, namely missing data and entering the wrong code for an individual. For this purpose a frequency analysis was run on each of the columns. This analysis would indicate instances where highly unlikely codes have been entered (Robson, 2005) as well as any missing data. The errors were corrected by re-keying in the right data which was in the original data set. By finishing this process the data was ready for analysis. In addition to the descriptive statistics, Chi square and Spearman tests were used in hypotheses testing. Also, in order to rank the variable based on their level of affect on consumer intention to adopt ACB, standard multiple regression was used. The quantitative analysis of this data set is fully discussed in chapter seven.

The hypotheses in this stage emerged based on the results of the first phase. These results had identified some new influencing and motivating factors which were not mentioned in the initial conceptual framework (in chapter 4). Therefore these hypotheses are discussed in chapter 7 (second phase of the study: consumer's survey) instead of discussing them in this chapter.

## **5.6 Conclusion**

This chapter provided a discussion of the adopted methodology in the current research. In brief, this study has adopted a positivist philosophy and the research process uses a deductive position as is typically associated with this philosophy. A multi-method approach (using both qualitative and quantitative approaches) has been employed, in order to avoid the narrow analysis that may be provided by using only one method (McEnery and Wilson, 1996; Easterby-Smith *et al.*, 2002, Denscombe, 2007). This approach was implemented through two fieldwork phases. Although using quantitative methods provided many advantages they includes some limitations, therefore, qualitative research became increasingly recommended in marketing (Hunt, 1994; Malhotra and Peterson, 2001; Gummesson, 2005; Hanson and Grimmer, 2007). This approach was conducted through two fieldwork phases. As there were very few studies that use both the views of marketers and consumers (e.g. Harris and Reynolds, 2004), this study has examined both marketers' views and consumers' views. The first qualitative phase involved interviews with marketers and second quantitative phase involved questionnaires distributed to consumers.

The first phase investigated the different forms of ACB and explored the impacting and motivating factors from the Libyan marketers' view. A sample of 26 marketers were interviewed face-to-face in a semi-structured format in Arabic. The findings of this phase were used to design the questionnaires for the second phase. This quantitative phase aimed to examine interrelations between factors which might influence ACB and rank them based on their degree of significant effect. The data was collected from 697 Libyan consumers aged over 18 in Benghazi city. As responding meaningfully to too many ACB scenarios is problematic but using one scenario is considered too few (Murphy, 2002) this study used three scenarios: shoplifting, software piracy and guests pilfering from hotel rooms in both phases of the study.

As the fieldwork area is in the home city of the researcher, the researcher had good access to participants and was familiar with the city which helped to deal with fieldwork difficulties. Therefore, the goals of the two phases of the fieldwork were achieved and the targeted data was collected. The following two chapters respectively present and discuss the qualitative and quantitative analysis and findings.

## Chapter 6: First Phase of the Study: Marketers' Interviews

### 6.1 Introduction

As explained in the methodology chapter, Chapter 5, the current research was conducted in two interrelated phases. This chapter details the first phase, which aimed to examine the conceptual framework in order to determine the motivating and influencing factors of ACB for Libyan consumers and develop an initial framework for understanding this behaviour. This conceptual framework, which is provided in chapter 4, was created based on TPB (Ajzen, 1991) and was enhanced and developed using the results of previous studies (Adams, 1963; Shaw and Clarke, 1999; Tonglet, 2001; Harris and Reynolds, 2004, Fukukawa *et al.*, 2007). This conceptual framework suggests that ACB is influenced and motivated by a set of factors: demographic characteristics, attitudes, social and cultural factors, consumer perception, availability/necessity and degree of perceived behavioural control. This phase of the fieldwork was originally designed as a preliminary stage in order to help develop the questionnaire in the second fieldwork phase (Denscombe, 2007), which was the main focus of this research. However, the quality of the collected qualitative data and the unique results produced give a higher value at this point in the study and, therefore, a chapter is allocated to analysing it. This qualitative study was conducted by interviewing a sample of 26 marketers in Libya using a face-to-face, semi-structured interview format in Arabic.

This chapter firstly explains the method of data collection, followed by describing the sample used in this phase. Secondly, the data analysis and results take the main focus of this chapter which explores the different forms of ACB in Libya, and revisits the conceptual framework in the light of that. Generally, the results of this phase were in line with the results of previous studies (e.g., Al-Khatib *et al.*, 1997; Rawwas *et al.*, 1998; Ford *et al.*, 2005, Mitchell *et al.*, 2009). However, the impacts of the influencing and motivation factors in ACB adoption were different within the Libya context. These differences are especially shaped by social factors and religion. Also, this qualitative phase revealed two new influencing and motivation factors: a consumer being accompanied and the relationship with the marketer. This chapter ends by providing a revised model of ACB for Libyan consumers. This model has been then examined in the second phase of this study (the quantitative phase).

## 6.2 The Qualitative Phase: Aims

It is explained in section 5.4 that this qualitative fieldwork phase was planned to be a small study which originally aimed to complement the conceptual framework, in order to feed into the questionnaire design for the next quantitative phase. As discussed in chapters 2, 3 and 4 there are limitations in previous studies which have focused on ACB (Fullerton *et al.*, 1993; Vitell and Thomas, 2002) and therefore the theories and frameworks of behaviour presented in these studies are still at an early stage (Shaw and Clarke, 1999; Tonglet, 2001; Fakwkawa, 2002a; Fukukawa *et al.*, 2007). Therefore, for the purpose of this study the ACB conceptual framework was created based on TPB (Ajzen, 1991) and was enhanced and developed using the results of previous studies (Adams, 1963; Shaw and Clarke, 1999; Tonglet, 2001; Harris and Reynolds, 2004; Fukukawa *et al.*, 2007). As discussed in section 4.2, the factors that were included into this conceptual framework, derived from the literature were attitudes, social and cultural factors, consumer perceptions and the degree of perceived behavioural control. Also, the framework includes some factors that were somewhat neglected in previous ACB models and studies, which are demographic characteristics and availability/ necessity.

This conceptual framework was examined through the fieldwork. As discussed in sections 1.8.4 and 3.3 the current study is focused on one generic form of ACB which is consumer theft, but in order to enrich the results three specific consumer theft scenarios were selected to be examined: shoplifting, software piracy and consumer pilfering from hotel rooms. The selection of these scenarios was fully discussed in section 5.2. This qualitative fieldwork phase aimed to explore the current situation regarding different forms of ACB, and investigate the motivating and influencing factors from the marketers' view in Libya. Therefore, semi-structured interviews were adopted and respondents were asked to explain any factors that they thought might impact or motivate Libyan consumers to engage in ACB. Also, the respondents were asked to add any relevant information or examples. The interview questions and the purpose of each set of questions were explained in section 5.4.1. The data collected in this qualitative stage were rich and some of this data can be considered as very original and potentially important. Thus, the information produced gives a higher value to this part of the study. Therefore, the researcher decided that the qualitative findings should not be overlooked, so, this chapter is allocated to analysing it. Additionally, the qualitative findings led to a new aim and therefore new contribution. This new aim is to:

*Compare marketers' evaluation of different forms of ACB with the consumers' evaluation.*

Achieving this aim contributed to providing a newly developed classification of ACB based on marketers' and consumers' views. This classification provides 9 ACB types within two dimensions (marketers' and consumers' views) and three degrees of behaviour evaluation (good, acceptable and misbehaviour). This classification is fully discussed in section 8.5

### **6.3 Sample**

The selected sample for this phase of the fieldwork phase was discussed in section 5.4.2. The units of analysis in this phase are individual marketers. Table 6.12 below provides demographic and business participants' information. A sample of marketers was interviewed face-to-face in a semi-structured format in Arabic. As in qualitative studies, sampling and data collection should be continued until no new conceptual insights are generated (Bloor and Wood, 2006). Therefore, after 26 interviews (ten in grocery stores and ten computer stores, six in hotels) it was found that no new themes were being generated and the data was saturated thus no more interviews were conducted. The reason for this could be that businesses in Libya are very similar because of the absence of competition from retailing chains and international companies' branches. For example, the computer stores in Benghazi city are very similar in their size and the products they sell. These stores are mostly centred in one street in the centre of the city. Whilst the Arab countries have witnessed a substantial increase in women's share of economic activity (UNDP, 2005), the occupation of some jobs such as seller/hotel employee is still dominated by males in Libya. The sample of interviewees therefore only included one female. The mean of the sample's length of experience in their jobs is approximately 9.4 years, which implies that they should have a good level of knowledge and experience about ACB.

**Table 6.12: Demographic and Business Participants' Information**

No	Gender	Line of business	Job title	period of experience in this job
1	male	small grocery shop	seller	6 years
2	male	small grocery shop	shop owner	18 years
3	male	small grocery shop	shop owner	20 years
4	male	medium grocery store	shop owner	22 years
5	male	medium grocery store	shop owner	20 years
6	male	medium grocery store	shop owner	10 years
7	male	medium grocery store	store manager	8 years
8	male	supermarket	supermarkets manager	9 years
9	male	supermarket	floor manager	4 years
10	male	supermarket	management team member	8 years
11	male	small computer store	technician and seller	5 years
12	male	small computer store	seller	3 years
13	male	small computer store	technician and seller	3 years
14	male	small computer store	store owner	1½year
15	male	small computer store	technician and seller	7 years
16	male	small computer store	store owner	4 years
17	male	medium computer store	sales manager	4 years
18	male	medium computer store	store owner	6 years
19	male	medium computer store	technician and seller	10 years
20	male	medium computer store	accountant	10 years
21	male	public- 3stars hotel	rooms division manager	25 years
22	male	public- 4 stars hotel	hospitality unit manager	17 years
23	male	private - 4 stars hotel	reception manager	10 years
24	female	private - 4 stars hotel	reception manager	6 years
25	male	private - 4 stars hotel	floors manager	2 years
26	male	public- 5 stars hotel	rooms manager	7 years

## **6.4 Analysis and results: ACB forms in Libya**

Miles and Huberman (1994) argued that qualitative analysis is conducted in three interlinked processes: data reduction, data display, and conclusion drawing and verification. These processes are fully discussed in section 5.4.4. This section discusses the thematic analysis of the data. The two general themes that are included in this section are: forms of ACB and the effecting and motivation factors influencing and motivating ACB adoption in Libya. As discussed in section 2.4 there are many variant forms of ACB. According to the literature this behaviour is in general divided into six categories: consumer theft, vandalism, aggressive interaction, rule breaking, deadbeat and vandalism (Vliet, 1984; Penaloza and Price 1993; 2000; Fullerton and Punj, 2003; Lovelock and Wright, 2007). Although, the interviewees reported that almost all of these forms are adopted by Libyan consumers, consumer theft was the most common form. However, there were particular methods of adopting ACB in Libya. This section discusses the different ACB forms in Libya with a focus on the three studied scenarios. The first part of this chapter explains findings which are unique to each of the three scenarios while the second part considers themes which are common to all three scenarios.

### **6.4.1 Consumer Theft**

This is the type of behaviour when the consumer has no intention of paying and seeks to avoid paying at all or to reduce the payment amount (Lovelock and Jochen, 2007). The literature of ACB identifies different types of consumer theft, and the interviewees described different methods and scenarios of consumer theft. While most of the identified consumer theft methods fit under the general category of consumer theft provided in the literature, Libyan consumers do use particular methods and techniques in adopting this form of ACB. As the interviews were conducted with marketers in grocery stores, computer stores and hotels, these interviewees provided data about shoplifting, software piracy and pilfering from hotel rooms.

#### **6.4.1.1 Shoplifting**

As has been discussed in section 3.3.1, shoplifting is not limited to stealing goods from a store; consumers employ different methods of shoplifting. For example, price tag switching for a lower price (Fukukawa *et al.*, 2007; Lovelock and Wirtz, 2007) and “borrowing of goods” or “de-shopping” (Strutton *et al.*, 1994; Fukukawa *et al.*, 2007). The findings of this study reveal that shoplifting was common in all the studied stores. However, some shoplifting methods which were employed by Libyan consumer differed somewhat from those methods identified in the literature (Strutton *et al.*, 1994; Fukukawa *et al.*, 2007; Lovelock and Wirtz, 2007). These



differences can be attributed to economic and social factors. For example, unlike the West where large corporations control business, in Libya there are no retailing chains and the same is the case in the hotel sector. Therefore, owner-managers make their own rules rather than follow company rules. Most of the interviewed marketers were using basic cash tills which sometimes did not provide an itemised receipt or did not provide receipts at all. One of the shoplifting methods used by Libyan consumers was explained by one of the interviewees in this example:

*One of the regular consumers used to calculate the prices and tell me the amount. When I checked it I found it was the right amount. After repeating this many times and gaining my confidence, every time this consumer came to the store he deliberately reduced the total by LYD5-or LYD10 (equivalent to £2.5- 5).*

By using this method the consumer avoided paying in part. Some shoplifters used other methods as described in the following quote:

*The consumer put the bag on the counter and went to look for another item, then returned to me and asked for the change.*

The seller who provided this example said that:

*I thought he was telling the truth as it happened at peak time, but when it happened several times with the same person I tried to be more focused on what he had bought from this shop. And then I realised that he was a liar.*

The consumer who adopted this method aimed to avoid paying in full and to also get free money from the shop. Similarly, according to one of marketers, shoplifting usually happened at peak times when the cashier was dealing with more than one consumer at a time:

*When the cashier asked for the money the consumer said that "I have already given you the money".*

The interviewee here emphasised that if the seller was not sure whether he had taken the money from the consumer, he accepted the consumer's statement to avoid any problems with the consumer. Marketers pointed out that, if they created problems with a consumer they might lose other customers. A further common shoplifting method involved using children; one of the interviewees provided this example:

*Some parents use their children. They give them some items in a bag and let the child go out of the shop. If the seller notices, and tells the parents about it, the parents will give the excuse that "they are just children".*

The interviewee also added:

*I am sure that has not happened by mistake, because in these cases the child usually stays far away, and looking towards the parent. If the child finds his dad or mum in trouble the child comes to the shop and returns the goods.*

Another example of shoplifting methods is when shoplifters changed an item's packaging in order to reduce the payment. This shoplifting method is similar to price tag switching for a lower price (Fukukawa *et al.*, 2007; Lovelock and Wirtz, 2007). The following quote was provided by one of the interviewees as an example of this method:

*Some customers fit the Philips lamps (price LYD 1.50) into a Chinese lamp box (price LYD 0.25) to pay the lower price.*

In addition to the above methods of consumer theft where the businesses were targeted, the interviewees reported that some consumers (especially females) steal from each other. One of the marketers provided this example:

*A lady hung her black handbag on the shopping trolley when she walked around the store. When she came to the cashier and took her handbag to pay she checked her handbag and said: 'This is not my handbag I have been robbed'. She tried to remember what happened and said that: 'I remember that a lady came close to me to check some items on the shelf where I was, so she must be that one who took my handbag and put this one here instead'.*

The differences in ACB methods were not only related to shoplifting but also, there were some different methods of other types of ACB that were used by Libyan consumers

#### **6.4.1.2 Pilfering from Hotel Rooms**

The analysis shows that pilfering was widespread in all the sampled hotels. Similar to the results of previous studies (Idris, 2001; Gill *et al.*, 2002; BBC, 2004), towels were top of the list of stolen room items. However, some large items like TVs were stolen by consumers in these hotels. This example was provided by one of the interviewees:

*We share the names of the guests who behave badly with all the hotels in the city. So, a person's name who stole the room TV was circulated. When he came to our hotel we noticed that he brought a medium-sized rollercase which seemed empty. When he checked out the rollercase was full. We stopped him and checked the rollercase and the room TV was found in it.*

Although small stolen items were not considered as a problem by almost all of the interviewees, they became annoyed if such behaviour was repeated by the same guest. One of the marketers gave this example:

*A guest called customer services to complain that the room house keeping did not provide toilet tissue. We apologised and alerted the house-keeping. However, the guest had the same complaint every day but at the same time the house-keeping emphasised that they provided toilet tissue in his room. We checked the room when he was away and we found a lot of toilet tissue hidden in his luggage.*

Some guests practised devious methods to have free use of the mini-bar. One of the marketers said that:

*Some guests do not want to pay for their mini-bar use, so they hide their consumption. For example, they open the juice or milk carton from the bottom to drink it, and sometimes they drink a bottle of water and fill it from the tap.*

As a hotel is a public place which is open to different groups of people, including guests, invitees, licensees and trespassers at any point in time (LeBrouto, 1996, cited in Jones and Groenenboom, 2002), some guests find this a good opportunity to adopt another form of consumer theft in order to have free accommodation. In one example, a guest paid for the room and then invited a friend to stay with them. One of the interviewees described this case:

*Sometimes if a single room is not available we give a double room to a guest instead. Some guests invite a friend to stay with them and have a free breakfast in the morning.*

In summary, Libyan hotels seemed prone to a number of consumer abuses. However, the theft of room items was generally considered as a routine problem in many hotels and such losses were tolerated as a form of shrinkage. Therefore, many of the sampled hotels have not applied controlling methods to stop it.

#### **6.4.1.3 Software Piracy**

According to the interviewees in the stores, almost all of the software in the Libyan market is copied and Libyan consumers can easily return software after installing it. A typical scenario for this method of consumer theft was described by one marketer:

*A consumer bought software. After a day or two they came to return it and said that it did not work on their PC. When the seller checked it, he did not find any problem with it.*

Interestingly the interviewees did not consider software piracy as consumer theft. Therefore, some of them showed surprise at the interview questions. One of the interviewees asked:

*Why do you ask about this behaviour? Do you think it is forbidden?*

Another interviewee was not sure if software piracy was an example of misbehaviour. Furthermore, this interviewee provided an interesting justification for his adoption and support for such behaviour. He said:

*Do you think this is wrong behaviour? Anyway, the software companies are responsible for the widespread nature of this behaviour in Libya. They do not have any branch here, they should know that we need software in Libya. They do not think about us. So, what can we do? Even if our business can cause loss for these companies, this is not our fault, they force us to do it. They ignore us!*

The complete absence of any presence of software companies in Libya is seen as providing an important justification for this behaviour. Therefore, this behaviour was not considered as misbehaviour by the interviewees. Furthermore, they did not know that there is an existing law in Libya which could be used against software piracy. Almost all of the interviewees believed that once the consumer had purchased the software, they had a right to do anything with it. One interviewee said:

*This behaviour could cause a loss for this store. But when the consumer buys software that means it has become his or hers, so they have a right to copy it.*

One of the more striking results is that marketers even encouraged their consumers to engage in software piracy. One of the interviewees gave this example:

*Two consumers came together. They looked like friends and they ordered two copies of the same software. I advised them to buy two different items of software instead and then they can exchange them after installing them on their PCs.*

Despite these practices being technically illegal, the interviewees were happy with the current situation as it had led to a reduction in both computer and software prices and therefore, increased the number of computer users, as one participant explained:

*Computers are imported without software and we download copied software onto them before selling them. We do this as this can reduce the price by 480 LYD (equivalent to £240). If we do not do this only a few consumers can buy the computers as the total price will be 1000- 2500LYD (equivalent to £500-1250).*

As discussed in section 5.4.4, even though software piracy is not considered as ACB in Libya and is adopted by both consumers and marketers, the research continued using this scenario in the second stage. Software piracy costs manufacturers billions of dollars annually (Shoham, *et al.* 2008) and this behaviour appears to be on the increase (BSA, 2008). Also, software piracy has become a major problem for the software industry and for business (Givon *et al.*, 1995; Glass and Wood, 1996). The researcher decided to continue investigating software piracy by examining consumers' views (in the second phase) because in Libya piracy has increased to 88%, which costs US\$22 Million in 2007 (BSA, 2008). There is a severe shortage of original editions of software programs in the Libyan market, as none of the software companies have any type of presence there (LME, 2008). This shortage in software means that the Libyan market is a potential market for software companies and results of this study, therefore, could be helpful for those companies.

#### **6.4.2 Vandalism**

Whilst consumer theft was the main format of ACB vandalism also took place. Vandalism refers to the deliberate damage of physical facilities, furnishings and company equipment (Harris and Reynolds, 2004). This behaviour is practised in different forms across the studied sectors. According to the interviewees, the most common form of vandalism in grocery stores was to damage the goods in order to test them. One of marketers explained this as follows:

*Some consumers open the juice carton to test it. If he/she likes it they will leave it and buy a new one*

As discussed in chapter one, the Libyan economy has passed through several stages, changing from completely socialist to an open market economy (A Country Commercial Guide for U.S. Companies, 2006). These stages have shaped unique behavioural habits of Libyan consumers (Hudana, 1988). These habits have developed as a result of the low level of quality control on products and a lack of consumer experience with the offers that are provided in more open markets. For example, another shopkeeper was annoyed about a similar method of vandalism with a different aim. This marketer said:

*Pepsi provides free gifts, so some consumers open the bottles to check if the cap includes a picture of a gift or not. If not they leave it on the shelf. I complained to the company and asked them to stop this promotion or replace the opened bottles.*

In computer stores consumers sometimes damage the items while they check them. A related example of this was:

*While a consumer was checking a keyboard it fell down on the floor. This consumer immediately returned it to the shelf. When I added some items to the shelf, some days later, I realised that this keyboard was broken.*

The interviewees in hotels identified different methods of vandalism. These included burning the furniture (by smoking), damaging the towels by using them for polishing shoes and cleaning cars, making the room untidy, spilling coffee or shoe polish on the carpets and making small holes in the leather sofas. The most common form of vandalism was graffiti, as explained by one hotel manager:

*A lot of guests write graffiti in different places in the room, on the furniture, walls and even sometimes on the ceiling. This is costly as we sometimes have to paint the room to remove it.*

### **6.4.3 Aggressive Interaction**

This form of ACB is also called “belligerency” (Lovelock and Wright, 2007). This includes consumer behaviour such as when a consumer complains in an aggressive manner or sometimes they might even mount a physical attack. This can emerge when things in the exchange do not work well. Belligerent consumers may also get into arguments or quarrels with other customers (Lovelock and Wright, 2007). The interviewees in both the grocery and computer stores identified arguing about prices as an example of belligerency leading to aggressive interaction. One of the interviewees said:

*When the consumer is not happy with the price, they start arguing about it, trying to get a discount. If we do not give them any, usually this consumer raises their voice to make the other consumer aware and says: ‘In shop “X” this item is cheaper than yours; you do not care about your customers’. Sometimes an unhappy customer also swears.*

“Family Feuders” is considered a subcategory of “Belligerents” (Lovelock and Wright, 2007). This refers to the behaviour when a consumer gets involved in arguments or quarrels with other customers and family members (Harris and Reynolds, 2004). One of the interviewees in the hotels identified that this happens sometimes with guests who come accompanied with their wives. Also, he mentioned that as this behaviour normally caused a lot of noise, guests in the adjoining rooms usually complain about it. This interviewee said:

*It is a problem for us when we receive a complaint about, or hear a guest who quarrels with his wife in the room. It is so sensitive to get involved but at the same time we cannot ignore them because this can disturb other guests.*

#### **6.4.4 Rule breaking**

This behaviour represents another form of ACB (Lovelock and Wright, 2007). In this case the consumer deliberately does not conform to the formal or informal rules or regulations in the exchange setting. A common form of this behaviour in grocery stores is jumping the queue. Some consumers go to the front of a queue to complete their transactions instead of waiting in the queue if they have just a few items. One of marketers was totally unhappy about this behaviour and said that:

*It is not fair to jump the queue even if the consumer has only a few items. If I tell this consumer to stay in it they might reply: 'I just have a few items, so I should not wait for a long time'.*

In the computer stores rule breaking took another form, which concerned the warranty contract. One of the respondents summarised this as follows:

*Some consumers come after the end of the warranty period and argue about it. Also, the guarantee in this store only covers manufacturing defects; however, some consumers want to use the warranty to fix damage that was caused by a change in electric current. Additionally, some consumers try to upgrade their computer and when they fail, they bring it to the shop and ask for repairs under guarantee.*

The interviewees in the hotels considered that the most expensive form of rule breaking was the one that related to Check-Out times. The hotels' Check-Out time in Libya is 12:00 noon. However, some guests broke this rule by coming to the Front Desk after this time. In this case the guests usually refused to pay for an extra day despite this being clear in the hotel documentation. .

#### **6.4.5 Deadbeats**

Deadbeats refer to customers who fail to pay for the products or services that they have already received (Harris and Reynolde, 2004; Yi and Gong, 2006; Lovelock and Wright, 2007). In this study some examples of deadbeats were provided by the interviewees. In the grocery stores, for instance, the respondents said that they had a problem with consumers who asked for credit. This type of payment in Libya is a traditional method, as the transaction is recorded in a daybook. One of the interviewees explained their experience of deadbeats:

*Some of the regular consumers ask to pay for items on credit, with the intention of paying for them later. However, later, when we ask them to pay, they get angry and refuse to pay.*

Marketers in the hotels also provided an example of deadbeats. The following quote provides an example:

*Some guests say that they do not have sufficient money; therefore they leave their ID as a guarantee to bring the money to pay the entire bill. However, some of them do not return at all.*

In addition to the ACB forms above which reflect existing classifications (Lovelock and Wright, 2007), another two ACB forms were highlighted by the interviewees. Fraud and treating the sellers/ employees badly were carried out by Libyan consumers across all the three studied sectors.

#### **6.4.6 Fraud**

Fraud here refers to deliberate tricks that consumers performed in order to gain an advantage. Using forged money was provided as an example of this behaviour in all the three studied sectors. Some consumers also tried to get some money from the stores. An interviewee in a grocery store gave this example:

*A consumer took an item and walked around the shop with it. Then she told me that she had bought the item yesterday and wants a refund now.*

An interviewee in a computer store described different methods of this behaviour as:

*Some consumers bring their computers with many problems and they only inform me about one. When they receive it back they accuse me of causing the other problems. Also, some consumers bring an item in for maintenance and when they receive it back they claim it is not their item.*

Another interviewee in the computer stores told this example which describes another form of consumer fraud:

*A consumer bought a computer item and left the store with it. After about five minutes he came back and said that he had changed his mind and wanted to return it. After a day or so, I realised that the returned item was damaged. I think this consumer brought the damaged item with him and then returned it to me. So he had a new item free.*

Consumer fraud was also exhibited by the Libyan hotel guests. According to the interviewees, such behaviour included using forged money or paying using a cheque without sufficient funds.

#### **6.4.7 Treating Sellers/ Employees Badly**

This ACB form refers to consumer behaviour which causes offence to the sellers /employees. Referring to this behaviour an interviewee in a grocery store said:



*Some consumers treat us so badly and were impolite, for example they throw the money at the cashier when they pay for the shopping.*

Another marketer in a grocery store made a similar point:

*Some consumers behave badly with the employees, sometimes they ask the employees for help in an impolite manner. They treat them like their own servant.*

Marketers in the hotels provided different manifestations of this form of ACB. As the hotels hosted guests for longer periods in comparison with the time that consumers spent in the stores, guests' bad behaviour towards hotel employees is often more serious. A marketer in a hotel said:

*Some guests do not respect the hotel employees and some times demand unusual services, like, ordering someone to clean their shoes.*

Another hotel marketer added that:

*Some guests behave so badly with the room attendants. Most of the room attendants are female and for example, some guests molest them. For example, one guest ordered something and, a room attendant went to the room. He opened the door naked. Other guests want to stay while the room is being cleaned so that they can molest the attendant.*

The existence of the different forms of this type of ACB can be ascribed to the fact that according to Geert Hofstede's Cultural Dimensions, Libya, as an Arabic country, is characterised as high on power distance (Itim International, 2009), therefore, the stores' sellers and the hotel employees, especially those who service the room, are perceived in Libyan society as low class, and therefore some consumers/ guests would treat them badly.

Although, the general categories of ACB in Libya are similar with what has been described in the literature, this study found that many of the ACB practices, in Libya are not so typical. This can be ascribed to a number of factors that are discussed in the next section.

## **6.5 Analysis and results: ACB Motivating and Influencing Factors (Testing the Conceptual Framework)**

This qualitative data analysis aimed to identify all possible factors that might motivate or influence the consumer to engage in ACB. Therefore, this analysis was not limited to the interviewees' answers of the structured questions, which were designed based on the conceptual framework, but also focused on the suggested factors, additional information and

the examples that were provided. The collected data were rich and the narratives that were provided by the interviewees revealed some new motivating and influencing factors. This section discusses the ACB motivating and influencing factors in detail from the marketers' point of view. Although this study found that ACB in Libya was influenced and motivated by a range of factors, social and cultural factors had quite clearly direct and strong effects on this behaviour. The effects of these factors are interrelated with other factors. For example, the findings indicate that the Arabic/Islamic social and cultural environment imposes some limitations on ACB control and prevention practices. These limitations have provided an opportunity for some Libyan consumers to engage in ACB. Consequently, this chapter goes on to explore some unique alternative ACB controlling and preventative practices used by the Libyan marketers which are considered socially acceptable.

### **6.5.1 Social and Cultural Factors**

According to marketers in all three scenarios, social and cultural factors have a strong effect on two facets of ACB: how marketers deal with the problem and which segments of consumers engage in this behaviour. This section is divided into two parts covering these two facets.

#### **6.5.1.1 Social and Cultural Factors Effect on Controlling ACB**

As discussed in section 2.5, several types of preventative and controlling methods are applied by retailers in order to control or reduce ACB, such as using guards, mirrors, floor safes, CCTV and electrical article surveillance against shoplifting (Tonglet and Bamfield, 1997; Bamfield, 2004; CRR, 2009), displaying prominent signs inviting guests to purchase items such as towels or bathrobes are methods used against pilfering from hotel rooms (Martin Gill *et al.*, 2002) and software vendor activation controls (BCA, 2007) are common methods to reduce software piracy. As almost all prevention and controlling methods that have been examined and developed are based on Western/non-Muslim consumer behaviour, they might not be applicable to Arabic/Muslim consumers like Libyan. Culture has a strong effect on consumer behaviour and religion is considered a fundamental determinant of it. It is therefore questionable whether or not these Western-based prevention and controlling methods are applicable to Muslim consumers. Islam provides a framework that controls and shapes moral behaviour for both the person and the society (Saeed *et al.*, 2001; Ali and Al-Owaidan, 2008). Also, Islam provides a framework that controls all individual's daily activities. Thus, in a Muslim country like Libya it would not be possible to apply prevention and controlling techniques that are not compatible with Islamic laws.

Due to the sensitive nature of religion and in order to avoid bias, the interview questions did not include questions about religion. Instead, open questions were included in the interview to give the interviewees an opportunity to add any related variables, e.g., can you think of any other reasons for adopting this behaviour?; Do you find any difficulties in trying to control it? This proved to be a productive technique and almost all of marketers provided information and examples related to religion. As discussed in chapter 1, although Libya seems to be a liberal country there is still a strong effect of religion, customs and traditions on Libyans' behaviour. As mentioned previously grocery/ computer stores seller jobs are still monopolised by males in Libya. Therefore, there are some limitations on the prevention of female shoplifters in these stores. Firstly, it is forbidden for men to keep looking at or touch a woman according to Islamic laws. Thus, it is sensitive in an Islamic country like Libya for male guards and/or sellers to be watching or checking female consumers. A store owner provided this example:

*I noted a couple whose manner in moving around the shop made me suspicious that they aimed to shoplift. Therefore I asked one of the assistants to watch them. When the man noticed that, he complained angrily and said: "Your employee is behaving very rudely and unacceptably because he is looking at my wife."*

Marketers try to avoid such situations because it might affect the store/ hotel's reputation. Secondly, many of the interviewees in shops said that they would not arrest a female offender inside the shop, because they fear that this offender will say that "... *I did not steal, but the seller tried to hide his attempt to molest me*". This can put the seller in a serious difficulty. One of the interviewees gave the following statement as an example of what can happen to the seller if he asks a female consumer to be checked:

*A young female had hidden a bottle of shampoo in her handbag which was noted by one of the staff. Therefore, because he is not allowed to touch her, he asked her to open her bag for checking, but she beat him with her bag. She behaved like this to create the impression of being molested.*

In addition to limitations due to Islamic laws, social pressures and Libyan cultural norms also impose some limitations on marketers' reactions towards ACB offenders in Libya. For example, as Libyan society is a collectivist society (Itim International, 2009), when marketers had problems with consumers they did not ask for help from the police. Rather, they solve the problem by using social channels, like shaming or rebuking, and the social network, by contacting the consumer's family, friends, relatives or neighbours. These limitations are due to three factors:

- high power distance;
- the importance of the family unit;
- and importance of maintaining a good social network.

The following section discusses these factors and how they limit marketers' reactions towards ACB offenders in Libya.

The first of these social and cultural factors is "high power distance". According to Geert Hofstede's Cultural Dimensions, Libya as an Arabic country is characterised as high on power distance (Itim International, 2009). Thus, older people (e.g. over 45 years old) are respected. Hence, older consumers/guests were not watched or checked so closely by staff when they were shopping or staying at hotels, and clearly this situation could provide an opportunity to engage in ACB. However, almost all of the interviewees said that many of the cases of consumer theft were conducted by a consumer/guest of an older age (i.e. 45 years or above) as demonstrated by this shoplifting example provided by one of the interviewees:

*A lady, 45 to 50 year old, always comes to the store. She has made good relations with the staff and always greeted them warmly. The staff respected and trusted her, and did not watch her. But by chance one of the staff saw her when she was shoplifting.*

Another example of the effect of this "high power distance" is respect for the more highly educated consumers/guests, especially those who occupy high or prestigious job positions. One of the interviewees said:

*It is difficult for us to stop a staff member of a university when they perform unaccepted behaviour.*

The importance of family in Libyan society applies to a third factor that limits marketers' reactions towards ACB in Libya. As an Arabic country, the main unit in Libyan society is the family (Metz, 1987; UNDP, 2005). In the Arab world in general, family links are much more rigid and highly emphasised in comparison to the West (Hammad *et al.*, 1999). Thus, marketers try to avoid any reactions that can badly influence the consumer's/guest's family. For example, if the shoplifter is a female who comes accompanied by her husband or children, no check will be made of her actions. One of the interviewees explained his reaction in this respect:

*A woman came with her husband and put an item priced 10LYD (equivalent to around £5) in her handbag. The seller noticed that and, therefore, added the sum to the total*

*and told her that the extra 10LYD was for what she had put in her bag, without her husband noticing.*

The seller behaved in this way because if the husband had noted that his wife had shoplifted and created a disturbance with her, the other consumers would approach the seller saying "... why did you shame this family?". As a consequence, he might lose some customers.

The final social and cultural factor which limits marketers' reactions towards ACB in Libya is the importance of maintaining a good social network. In a collectivist society like Libya (Itim International, 2009), the social network is an important source for help and power. For example, the social network can help in quickly resolving everyday procedures such as opening a bank account or obtaining a driving licence which otherwise can be very time consuming. A good inter-personal relationship with an employee can lead to completing a procedure that might take a month, in one day. Moreover, the social network can help in providing job opportunities as in Libya and all the Arabic World, the notion that "It's not what you know, it's who you know" is an underlying principle even more than in the West (Agnala, 1998). Therefore, marketers believe that maintaining their social networks is more important than controlling ACB. This can be evidenced by this example from one of the interviewees:

*In order to reduce shoplifting I installed cameras in my store. However, I was shocked to watch some of my friends and relatives stealing from my shop. I couldn't arrest them and keep a good relationship with them. I do not want to damage my relationships, therefore, I stopped using CCTV in the store. I prefer to lose money rather than lose relationships.*

In a collectivist society like Libya relationships are very wide and strong. For example, as Libyans live in extended families the Libyan man has strong relationships, with all his and his wife's extended families and vice versa. Also, Libyans normally have a strong relationship with their neighbours. When marketers have a strong relationship with their consumers they usually trust them and the consumer in this case would not be scrutinised. This situation might provide a good opportunity to the consumer to adopt ACB, and explains the quotation above when the marketer discovered that many people who they trusted were shoplifting from his store.

### **6.5.1.2 The Effect of the Social and Cultural Factors on ACB adoption**

The limitations in ACB control and prevention practices evidenced above have a significant effect on the adoption of some forms of ACB. Additionally, the social evaluation of ACB also influences the level of adoption of this behaviour in society. This effect is illustrated by two points: increased ACB adoption by some consumer segments and increasing adoption of the more socially acceptable forms of ACB. The following section discusses these points. First, an increase in ACB adoption by some consumer segments is due to the fact that a person's age and gender can provide opportunities for some consumers to engage in some ACB activities. Marketers in grocery stores generally consider that shoplifters fall into three segments, in terms of their age and gender. Accordingly, shoplifters were mostly women over 40 years, young women and men over 55. According to the marketers' view, engagement in shoplifting by these segments is influenced by social and cultural norms which make them all less susceptible to suspicion and scrutiny. Conversely, evidence was given of a harsh beating being given to a young male shoplifter.

The effect of social and cultural factors on ACB adoption is increasing adoption of the more socially acceptable forms of ACB. Previous studies have found that the social evaluation of ACB differs based on its form (Fukukawa *et al.*, 2006). If there is a social acceptance of ACB, then marketers may make excuses for the offenders, and they will not apply strong controlling or preventative practices against it. For example, pilfering from hotel rooms is socially accepted in Libya, according to the interviewees in hotels. Pilfering is more commonly undertaken by guests in larger groups, such as football teams and music bands, than by individual guests. Also, guests do not hide the stolen items, especially those that carry the hotel's logo. Rather, some guests put the stolen items on display in their homes to show that they have been in particular hotels. Thus the interviewees in hotels provided many excuses for pilfering by offenders, such as the guest wanting to keep the stolen item as a souvenir, or that they took it by mistake or forgot they had it or suggesting that they simply liked it.

The social acceptance of ACB also affects the application of laws. For example, as software piracy is socially acceptable in Libya, there is an unwillingness to use deterrent regulations that govern software piracy, although Libya has had the necessary copyright laws since 1968 (LMJ, 2007) which are applicable to software piracy. This can be evidenced by the Attorney-General of the North Benghazi Court's answer when he was asked about using these laws in Libya. In an interview conducted in October 2007 by the researcher, he said:

*During my working life I never came across using these types of laws. However, it will not be used unless someone reports a software piracy crime. From my experience I have not heard about anyone who took legal action on this issue.*

Also, none of the interviewees in computer stores considered software piracy as ACB. In fact, marketers think consumers perform this behaviour in order to help each other. Because of marketers' compliance with social norms and expectations, some of them were encouraging consumers to install one item of software on two PCs rather than buy two separate copies. In general, the interviewees consider it difficult to apply any law against software piracy in Libya. Typically, they said:

*In Libya the social relationships are very strong and this behaviour is normal. The consumers can help each other to copy software.*

Indeed, the interviewees themselves were against the application of anti-software piracy laws as they believed that applying this kind of law would negatively affect both consumers and marketers, pushing up prices and reducing demand.

### **6.5.1.3 Alternative Socially and Culturally Acceptable Ways to Control ACB**

Although the Libyan environment imposes some limitations on ACB control and prevention practices, it provides alternative socially and culturally acceptable approaches instead. Using a religious reminder, the social network and shaming are examples of these approaches. Islam provides a framework that controls and shapes the moral behaviour for both the person and the society (Saeed *et al.*, 2001; Ali and Al-Owaihian, 2008). Human wellbeing and a good life are fundamental points of this framework which emphasises brotherhood/sisterhood which means Muslims should consider other Muslims as their own brother or sister and any deal should be based on that (Chapra, 1992). Therefore, Islamic teachings encourage Muslims to remind each other about the allowed (*Halal*) and forbidden behaviours. Hence, as all theft is forbidden in Islam, some of the interviewees in the grocery stores said that they use "religious reminding" as a method to reduce shoplifting. In this method sellers hang a photo-frame that includes a verse of the Qur'an on the wall in the store entrance, in order to remind any consumer who plans to shoplift. The sport channel of Arabic Radio and Television (ART) in 1994 used an advertising message to remind the consumer that:

*If you use your neighbour's cable to watch football matches, this is theft. And there is on argument about this, all theft types are forbidden.*

Another example of this is informing the consumer that certain behaviour is not allowed by Islamic laws (not *Halal*). For example, Elmddlaj (2008) argued that, in Saudi Arabia, there is

an absence of applying copyright laws, but the best way to protect copyright is by making consumers aware that the unauthorised or prohibited use of works covered by copyright law is forbidden according to Islamic law.

As the Libyan society is a collectivist society (Itim International, 2009), the social network plays a very important role in solving problems between people in Libya. Thus, all the interviewees said that they do not ask for help from the police if they have problems with their consumers/guests. However, some of marketers in stores emphasised that the police always refuse to provide help in shoplifting cases anyway. Rather, the police will advise the marketer to use their social contacts to reach the offender's wider family and solve the problem through them. One of the interviewees said that:

*We do not ask for help from the police. We tried that before and they always refuse to come. They always say that: you know if we arrest the offender his family will take him out of the gaol. You should go to his family directly and solve the problem with them.*

In Libya the individual's loyalty and duty to their families are greater than any other social obligations. Also, shame and honour are highly emphasised in Libyan society and personal bad actions not only dishonour the individual, but also the entire family unit (Hammad *et al.*, 1999). These norms are also applicable in friendship relations. Thus, the social network is commonly used by the interviewed marketers to solve ACB problems. For example, marketers in the studied hotels used the social network in a method which might be not acceptable or legal in many countries. One of the interviewees described this method as:

*If we have a guest who leaves the hotel without full payment or steals expensive items, we normally check the phone numbers that guest dialled and would later redial them. We firstly ask about the type of relationship that links the person called with the guest, in order to know their ability to help. Then we ask for help from any person who we believe could influence the guest.*

In many cases marketers received a positive response and promise of help.

Shame and dishonour are powerful forces in Arab societies and personal bad actions dishonour not only the individual, but also the entire family unit (Hammad *et al.*, 1999). Therefore, some marketers use shaming to discourage unacceptable behaviour. One interviewee said:



*We find that the best deterrent is shaming the shoplifter in front of the other consumers. In this case, the shoplifter will not return to this shop again and we frighten off any other likely shoplifter.*

If the female shoplifter is alone, the seller stops her after she has exited the store and asks her to return the items. As she wants to avoid a scandal, she could either pay for or return the items. Marketers do this to avoid the problems that would be created if the female shoplifter accused them of molesting her inside the shop.

### **6.5.2 Demographic Characteristics**

Previous studies show that there is a clear relationship between demographic characteristics and adopting some forms of ACB, such as gender (Gibbens and Prince, 1962; Gamman, 2000) and age (Cox *et al.*, 1990; Babin and Griffin, 1995). As discussed previously almost all of the interviewees emphasised that ACB adoption by Libyan consumers is strongly affected by age, gender and education. However there was no evidence of any discernable effect of other demographic characteristics (e.g. occupation, economic status) in adopting this behaviour.

### **6.5.3 Perceptions of Justice**

There are relatively few studies that examine the effect of justice on consumer ACB, and moreover those studies were limited to one of two dimensions of justice (Harris and Reynolds, 2004; Yi and Gong, 2006). Here, the effect of the three recognised dimensions of justice were examined. As discussed in section 4.2.3 there are three dimensions of justice: distributive justice, procedural justice and interactional justice. This study found that there were influences of three dimensions of justice in ACB adoption. Distributive justice is "the perceived fairness of resources received" (Cropanzano and Ambrose, 2001:121). From the consumer perspective distributive justice refers to the perceived fairness of the product or service offered by the seller or company (Bies and Moag, 1986; Blodgett *et al.*, 1997; Colquitt, 2001, Yi and Gong, 2006). The interviewees indicated that there was an influence of this justice dimension on ACB adoption. For example, most of the marketers said that many consumers argue about the price, and others ask for additional special offers. These complaints are reflective of this justice dimension. A seller in a grocery store provided this example of adopting ACB for reasons of perceived unfairness regarding distributive justice. This seller said that:

*A frequent consumer came to the store with his son. When he finished his shopping and went out of the shop, his son took a piece of chocolate without paying for it. I*

*asked the father to pay for the chocolate then the father said that; 'I always do my shopping in you store. You should give my son something free'.*

This example showed that this consumer allowed his son to shoplift because he felt unfairness as he is a loyal consumer, so he felt that he should receive special treatment as a reward for store loyalty.

The second dimension of justice is procedural justice which concerns the perceived fairness of procedures that are used to determine outcome decisions (Bies and Moag, 1986; Blodgett *et al.*, 1997; Colquitt 2001, Yi and Gong, 2006). From the consumer perspective procedural justice refers to the perceived fairness of the policies and procedures used by the seller or company in processing a product or service. The interviewed marketers provided several examples that indicated that there were influences of procedural justice in ACB adoption. A marketer in a hotel provides this example:

*Two guests came to the hotel restaurant to have their dinner and they ordered different main courses. When the waiter brought the food for them, one of them said: 'I changed my mind I want to replace my main course with one similar to my friend'. The waiter told him that he could not replace it now as the courses were prepared to his order. This guest was angry about this procedure and when he left the hotel he took a dish from his room with him.*

This interviewee also said that:

*As we check the room before we finish the checkout procedures of any guest, room service told me that there was a missing dish from this guest's room. However, I decided to not ask him to return that dish because I know what happened with him in the restaurant and I think he took the dish as a punishment for us.*

Interactional justice refers to the extent to which the person is treated with politeness, dignity, and respect by those who carry out procedures or determine outcomes (Bies and Moag 1986; Blodgett *et al.*, 1997; Colquitt, 2001; Yi and Gong, 2006). From the consumer perspective, interactional justice refers to the manner in which the consumer is treated; for example, friendliness, sensitivity, interest, honesty (Clemmer, 1993). Marketers said that some Libyan consumers expect special treatment because they are working in a high level position. These consumers become unhappy and sometimes aggressively complain if marketers do not meet their expectations. One of the marketers provided this example:

*A university doctor came to the shop at the peak time when I was serving another consumer. He interrupted me and asked me to serve him first. He thought that I should do that as he is a staff member at the university.*

As Libya is characterised high on power distance, highly educated people and university staff are respected in Libyan society and culturally expect to be treated better than other consumers. In general, these findings about the influence of perceived unfairness supports the work of Harris and Reynolds (2004) and Fukukawa *et al.* (2007) as both those studies found that the consumer engages in ACB in order to redress an imbalance which is perceived as unfair.

#### **6.5.4 Availability/ Necessity**

The results show that not only do perceptions of unfairness encourage adoption of ACB, but also consumers who perceive fairness may adopt ACB due to factors such as availability and opportunity. Availability here refers to the availability of opportunities for normal consumer behaviour. For example, when the consumer would like to keep a souvenir from a hotel while that hotel does not sell any souvenirs, the consumer might pilfer some items from the hotel room which carry the hotel logo to keep them as a souvenir. So, adopting ACB in this case is due to availability, specifically the unavailability in this case of souvenirs for sale. On the other hand, adopting ACB as necessity is clearly illustrated by the software piracy case. In both the examples of pilfering from hotels and software piracy, then, it is possible that the particular situation is one where something a consumer wants is not available (i.e. a souvenir or a piece of software respectively). The key difference, however, is that while the souvenir is a rather flippant 'want' perhaps, the item of software may be perceived as closer to a necessity or a 'need' (e.g. for students who needs a Microsoft package to undertake their studies and fulfill their career plan). In the Libyan market, there is an intense shortage of the original editions of software programs (LME, 2008). The analysis showed that almost all of the software in the Libyan market is copied. Thus, software piracy is not only adopted and encouraged by consumers, but it is also adopted by marketers. However, the interviewees did not view software piracy as ACB. Thus, in Libya, software piracy is viewed as a necessity since legitimate alternatives are not available.

Although Fullerton and Punj (1993) argue that the consumer is more prone to victimise large rather than small businesses, the results have shown that some consumers adopted ACB even when they had good relationships with marketers. As marketers trusted consumers/guests who

they have good relationships with, these consumers/guests were not watched or checked so closely by staff, and clearly this situation could provide a suitable opportunity to engage in ACB. However, marketers believe that there is a strong effect of the degree of perceived behaviour control in ACB adoption. For example, the interviewees generally said that using control tools in stores, such as cameras, has resulted in a decrease in shoplifting, yet in one instance cited above was terminated when it revealed shoplifting by friends and relations.

## **6.6 Analysis and Results: Additional ACB Motivating and Influencing Factors**

In addition to the influencing and motivation factors included in the initial ACB framework in section 4.2, marketers also raised three unanticipated factors which they considered relevant. These factors are a consumer's companions, the consumer's relationship with the marketer and the marketers' perceived or expected reactions.

As discussed in section 6.5.1.1, according to marketers both engagement in ACB and the behaviour form adopted are affected by the consumer's companions, whether these companions are friends or members of the consumer's family. Further, some forms of ACB like pilfering are usually committed by hotel guests in groups, such as football teams and music bands, rather than by individual guests. Similarly, many of the shoplifting cases were adopted by consumers who were accompanied by family members. Also, the relationship with marketers was found to be an influencing factor in adopting ACB, as marketers usually do not control or monitor the consumers who they know well. This might represent a motivating opportunity to adopt ACB. Additionally, as mentioned above, the Libyan environment imposes some limitations on ACB control and prevention practices; however, it also provides alternative, socially acceptable approaches. This study found that there was a clear effect of marketers' reactions towards ACB offenders on the adoption of this behaviour. For example, the marketers report that they note a remarkable change in ACB rates due to changes in their reactions towards the ACB offender. One of the marketers in a grocery store said that he noted a decrease shoplifting cases when they started to make an example of the offender in front of other consumers in his store.

In addition to all the factors discussed above, it is important to emphasise that all these influences on ACB adoption are impacting differently based on the ACB scenario. This finding supports the work of Fukukawa (2002a) as she found that the intention to engage in ACB

differed when respondents were faced with different ethical situations. Therefore, the conceptual framework was further developed by adding the ACB scenario as a frame to all the influencing and motivation factors in ACB adoption. This extended model of ACB was examined quantitatively in the second phase of this study.

## **6.7 Conclusion**

This study confirmed that many of ACB types exist in Libya. As consumers' engagement in ACB, and their predispositions for such behaviours, differ from one environment to another (Rawwas, 2001; Al-Khatib *et al.*, 2005), the results of this phase were different to results reported by previous studies conducted outside Libya. These differences reflect cultural, economic, legal and social variables (Rawwas *et al.*, 1995; Al-Khatib *et al.*, 1997; Rawwas, 2001; Fisher *et al.*, 2003). As discussed in chapter 5 this qualitative phase was adopted in order to balance any limitation that can be caused by only using quantitative methods (Hunt, 1994; Malhotra and Peterson, 2001; Gummesson, 2005; Hanson and Grimmer, 2007). The original aim of this phase was to explore the nature of ACB in Libya to identify influencing and motivating factors that were not included in the framework (see section 4.2). This phase produced original and potentially important results, such as the influence of social and cultural factors in ACB situations in Libya. As ACB was examined by using three scenarios in this study (shoplifting, pilfering from hotel rooms and software piracy) this study confirmed that ACB evaluation in Libya differs by ACB scenario.

The theory of planned behaviour (Ajzen, 1991) offered an initial theoretical framework for developing an advanced model of ACB for Libyan consumers. The results of the current study were generally in line with previous studies which aimed to develop frameworks for ACB based on TPB. However, the results show that the effects of factors that were included in previous frameworks (Chang, 1998; Shaw and Clarke, 1999; Shaw *et al.* 2000; Wagner and Sanders, 2001; Fukukawa, 2002a; 2002b; King and Dennis, 2006; Shoham *et al.*, 2008) were different in Libya compared to their effects in other countries. Based on these results, a more developed model of ACB for Libyan consumers was produced. This model is shown in Figure 6.5.

The solid arrows show relationships that have been suggested by the literature while the broken arrow suggests somewhat neglected relationships by the literature. Also, the solid oblongs

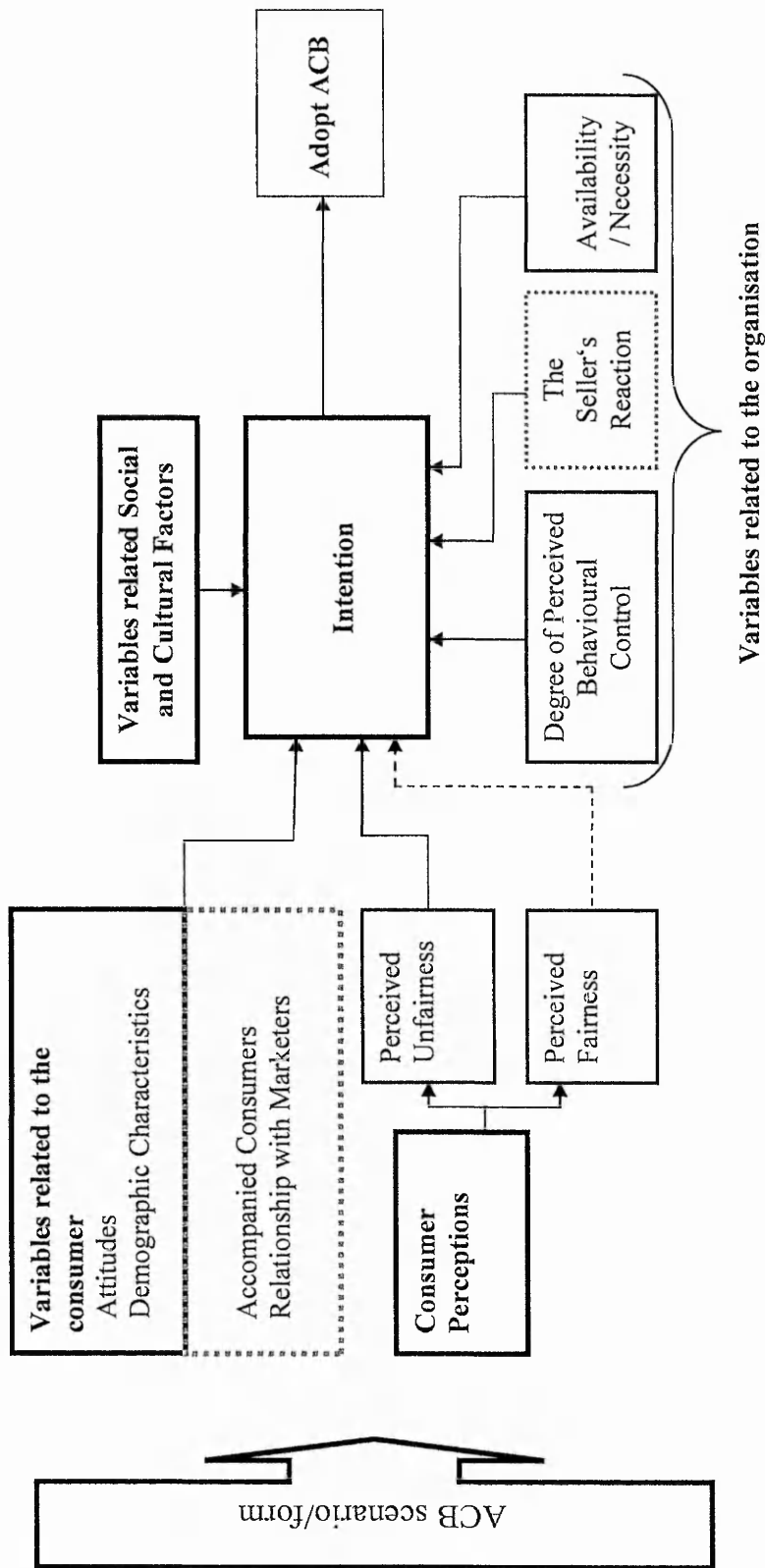
depict variables that have been included in the initial conceptual framework (see Figure 4.4) and have confirmed in this qualitative phase, while the broken oblongs depict the new variables that have explored by this phase and are examined in the second quantitative phase (see chapter 7).

This study confirmed the influence of factors identified in ACB adoption suggested by the conceptual framework in chapter 4. These factors are: demographic characteristics, attitudes, social and cultural factors, consumer perception, availability/ necessity and degree of perceived behavioural control. In addition to factors identified in previous studies, the current study explored another three influential factors on ACB adoption. These factors are the consumer's companions, the consumer's relationship with the marketer and the marketers' reactions towards ACB offenders. Although, the initial ACB conceptualisation was developed and enhanced, it is still in line with previous frameworks of ACB. The current model suggests that ACB may also be a form of consumer response to firm performance. If the consumer perceives unfairness she/he might engage in ACB. Additionally, the model proposes that consumers who perceive unfairness might adopt ACB, but also consumers who perceive fairness could adopt ACB due to other factors such as social and personal considerations. The model suggests that behavioural intention to perform ACB is influenced by three groups of factors which relate to the consumer, social and cultural factors, and the organisation. The impacts of all these motivating and influencing factors on ACB adoption are different based on the ACB scenario. Therefore, the conceptual framework was developed by adding the ACB scenario as a way of framing of all the influencing and motivation factors in ACB adoption. Even though religion significantly influences consumer unethical perceptions (Babakus *et al.*, 2004) this variable has been largely ignored in the literature (Cornwell *et al.*, 2005). In this study religion was not initially considered as a factor because the majority of Libyans (97%) are Muslims (FCO, 2008). However, the results of this phase show that this factor has important influences on ACB in Libya. Marketers' evaluation of ACB types and their reaction towards ACB offenders were partly based on Islamic laws. Therefore, this factor was highlighted in the analysis.

Very few studies have used both the views of marketers and consumers (e.g. Harris and Reynolds, 2004). This study examined marketers' views (the qualitative phase) and consumers' views (the quantitative phase). Therefore, although the results of this first fieldwork phase can be considered as original and potentially important, the second phase was conducted to provide

a more comprehensive understanding of ACB in Libya. Based on the framework produced by this fieldwork phase, questionnaires were designed for the second fieldwork phase, which was a quantitative consumer survey. That phase aimed firstly to examine interrelations between ACB influencing and motivation factors and then to rank them based on their degree of significant effect. The next chapter discusses this quantitative fieldwork phase and its results.

Figure 6.5: Developed Model of ACB for Libyan Consumers





## Chapter 7: Second Phase of the Study (Consumer Survey)

### 6.8 Introduction

This quantitative phase of the study aimed to examine interrelations between factors which influence Libyan consumers' ACB adoption and rank these factors based on their degree of significant effect. The developed model of ACB for Libyan consumers, which was produced by the first phase of the study in section 6.5.6, was used to inform this phase. In this phase, quantitative data were collected from consumers using questionnaires. As this study investigates three scenarios (shoplifting, pilfering from hotels and software piracy), three questionnaire formats were designed based on these scenarios. The first part of this chapter discusses an operational model which defines all the included concepts conceptually as the first step to forming a model. As discussed in 6.5.6 this conceptual framework assumed that in addition to the ACB scenario, the intention is influenced by four dimensions; variables related to the consumer, variables related to social and cultural factors, variables related to the organisation and consumer perceptions. In order to examine this framework, hypotheses for each of these dimensions were formalised.

Jarvis *et al.* (2003) found that many studies in marketing research have missed an important step before running the statistical analysis. This step is the specification of indicators and measurement model (Formative or Reflective). The differences between these models are mainly related to differences in the direction of causality between items to constructs, and interchangeability of the indicators. This misspecification will adversely influence any statistical analysis and consequently building of models. Therefore, models of the measurement used in this study were specified before analysing the data in order to avoid such misspecification.

The major part of this chapter is *data analysis and results*, which includes testing reliability and construct validity, measuring consumer attitudes and intention towards ACB in general and in each scenario, hypotheses testing, testing the influence of the independent variables on consumers' intention to adopt ACB and ranking the independent variables based on their level of consumer intention to adopt ACB. In the concluding part of this chapter, the results of this phase are used to develop a model of ACB for Libyan consumers by comparing the views of

both marketers (produced by the first phase of the fieldwork) and consumers (produced by this phase of the fieldwork).

## **6.9 Operational Model**

The aim of this phase (quantitative stage) is to develop a model of Libyan consumer aberrant behaviour. Therefore, the model of ACB for Libyan consumers which was produced by the first phase (qualitative stage) was examined in this phase. This model suggested that there are four groups of factors that affect ACB adoption. These factors are variables related to the consumer, variables related to social and cultural factors, variables related to the organisation and consumer perceptions. As data collected through interviews can be valuable initially as a way of shaping the questionnaire (Denscombe, 2007), therefore, as previously mentioned in section 5.5.1, the findings of the first fieldwork phase were used to design the questionnaire for this fieldwork phase. According to Blunch (2008) the first step to forming a model is defending all the included concepts conceptually. Thus, the framework was defined conceptually in section 6.5.6. This chapter includes the second step to forming a model, which is to define the concepts operationally (de Vaus, 2007). This step aims to describe how the latent variables were measured and measured relationships between these variables. Figure 7.6 shows the ACB operational model. In this figure all the research variables and their indicators, as well as the secured relationships were included. These variables are discussed as follows.

### **6.9.1 The Scenarios of Aberrant Consumer Behaviour**

In this study, ACB was examined through three consumer theft scenarios: shoplifting, stealing from hotel rooms and software piracy and therefore three questionnaire versions, one for each scenario, were used. However, each questionnaire version included items about consumers intentions and attitudes towards the three scenarios. These items were used to test the influence of ACB scenario across the sample.

### **6.9.2 Variables Related to the Consumer**

Variables related to the consumer fell into four broad sets as follows:

#### **6.9.2.1 Demographic Characteristics**

Many previous studies showed that there is a considerable effect of some demographic characteristics on adopting some forms of ACB, notably gender (Gibbens and Prince, 1962; Gamman, 2000) and age (Cox *et al.*, 1990; Babin and Griffin 1995). Therefore, demographic characteristics were included in this model, and in particular these are: gender, age, marital

status, education, economic status and occupation. Their effects will be measured by correlations between demographic characteristics and intentions to engage in ACB.

#### **6.9.2.2 Consumer's Attitudes towards ACB**

According to Ajzen and Fishbein, the attitude towards behaviour is defined as "a person's general feeling of favorableness or unfavorableness for that behaviour" (Ajzen and Fishbein, 1980, cited in Chang, 1998: 1826). In this study the attitude was measured using two dimensions:

- ACB consequences to both others and the offender.
- ACB evaluation.

Both of these dimensions were measured on three items using Likert five-point scales. The items related to the consequences of ACB are: outcome to the actor, suppliers and other consumers (Fukukawa *et al.*, 2007). The items related to ACB evaluation were: the participant's evaluation of this behaviour as good/bad, wise/foolish and low/high risk (Chang, 1998; Jarvis *et al.*, 2003).

#### **6.9.2.3 Accompanied Consumers**

The results of the first phase show that intentions towards ACB adoption alter depending on whether the consumer is accompanied or not. Therefore, this phase examined the effect of the consumer being accompanied by friends, parents, husband and wife and sister or brother.

#### **6.9.2.4 Relationship with Marketers**

The results of the first phase show that some consumers adopted ACB even when they had good relationships with marketers. Therefore, the effect of a consumer's relationship with marketers on ACB adoption was examined in this phase. Four types of consumer- marketer relationships were examined in this study: friendship, kinship, being a frequent consumer and being a marketers' neighbour.

### **6.9.3 Variables Related to Social and Cultural Factors**

Hofstede and Bond defined culture as "the collective programming of the mind that distinguishes the members of one category of people from those of another" (Hofstede and Bond, 1988: 6, cited in Ford *et al.*, 2005). Moreover, "the culture deals with the way people live and approach problem solving in a social context" (Ford *et al.*, 2005: 36). Consequently, cultural and social factors have interactive relations. Therefore, culture was added to the current model to be evaluated alongside the effect of the social factors. This variable was measured using three indicators: respect for old age/females, social and peer pressure and social and peer

shaming or approval. As discussed previously, religion is considered a fundamental determinant of culture, although the questionnaires did not include questions about it due to its sensitive nature and in order to avoid bias. Instead, open questions were included in the questionnaires to give the consumer an opportunity to add any related variables, e.g., religious teachings. This technique was used in the first study and almost all of marketers attributed adopting ACB to not following the religious teachings.

#### **6.9.4 Variables Related to the Organisation**

Three groups of variables concerned the relationship to the organisation are included in this study. These groups are:

##### **6.9.4.1 Degree of Perceived Behavioural Control**

The degree of perceived behavioural control was tested using four indicators:

- Control level in exchange situations (Chang, 1998), (e.g., using CCTV systems and mirrors);
- Existence of the opportunity to engage in ACB (Tonglet, 2000; Fukukawa *et al.*, 2007);
- Awareness of the law (Goles *et al.*, 2008);
- The possibility of law avoidance, e.g., using the social network to solve the problem if the consumer is arrested.

##### **6.9.4.2 Availability/ Necessity**

Availability in this study refers to the potential for the consumer to behave conventionally and obey ethical norms. For example, in some cases, like a shortage of original products, the consumer might feel compelled to conduct ACB as they have no alternative. In the first phase some marketers cited necessity as excuses for the ACB offender. For example, for shoplifting one of marketers said that: *the consumers do this because they need the stolen item and it is too expensive for them*. For the case of pilfering from hotel rooms, a marketer gave the excuse: *the guests usually like to keep souvenirs from the hotel that they have been to, so they might take the towel as a souvenir because our hotel does not sell any souvenir*. While a marketer in a computer store said regarding software piracy: *you know that most of the computer stores are located in one street in the city centre, so some consumers copy the software that they need because the city centre is far from their houses and they find it difficult to go there*. Therefore, in this phase, availability was measured using three indicators based on the scenario: ease of buying software, affordable price of the product and offering towels for sale in hotels.

#### **6.9.4.3 Marketers' Reaction**

Marketers who were interviewed in the first phase said that they use a range of methods they managed the offenders based on variables such as consumer age, and gender and ACB scenario. In this phase of the fieldwork the most common forms of marketers' reactions were examined. These forms were:

- Ignore the offender;
- Ask for help from the police;
- Make an example of the offender in front of other consumers;
- Punish the offender with physical force;
- Ask the offender to return the stolen items and ask them not to visit the store/hotel again;
- Taking the offender to a back room to warn them;
- And using social networks to solve the problem.

#### **6.9.5 Consumer Perceptions**

In order to test the influence of consumer perceptions of fairness/unfairness, three dimensions of justice were examined. This section discusses the way in which each justice dimension was examined. As discussed previously, in chapters 1 and 4, there are only a limited number of studies which examine the effect of justice on consumer behaviour (Blodgett *et al.*, 1997), and almost all these previous studies, which focused on ACB, only examined the relation between one or two of the justice dimensions (Harris and Reynolds, 2004; Fukukawa *et al.*, 2007). Therefore, this study used newly developed questionnaire items in order to measure aspects of justice. However, as this study used three different ACB scenarios the questionnaire items were slightly different based on the scenario.

##### **6.9.5.1 Distributive Justice**

The first dimension of justice is distributive justice which is the perceived fairness of outcome distributions or of outcomes that the person receives (Bies and Moag 1986; Blodgett *et al.*, 1997; Colquitt 2001, Yi and Gong, 2006). In this study three perspectives of distributive justice were measured: "equity", "need" and "equality" perspectives (Colquitt, 2001). The "equity" was measured by a set of items about the retailer/hotel overcharging (Fukukawa *at el*, 2007), the store not giving the expected discount (adapted from Blodgett *at el*, 1997), the hotel/store owner having more opportunities in his life than the consumer and the store not giving an expected refund or exchange (Blodgett and Tax, 1993). The "need" was also measured by a set of items about allocating a special cash till for consumers who have few

items, satisfying the guests' needs for obtaining souvenirs in hotels and computer stores being located in one area so that they do not satisfy consumers who live far away from this area and have difficulty visiting these stores. Finally, "equality" was measured by items that asked about equal treatment and charge.

#### **6.9.5.2 Procedural Justice**

In this study procedural justice concerns the perceived fairness of procedures used to determine outcome decisions (Bies and Moag 1986; Blodgett *et al.*, 1997; Colquitt 2001, Yi and Gong, 2006). It was measured by the following criteria:

- Process control: consumers'/guests' ability to express his/her views and feelings about prices/ quality/ service quality (Thibaut and Walker, 1975).
- Decision control: to what extent the consumer/ guest influences the outcome in terms of products/ service quality (Thibaut and Walker, 1975).
- Consistency: to what extent do all consumers/ guests have to go through the same procedures such as queuing/ waiting/ filling forms.
- Accuracy: the sellers/ employees providing better treatment/ products/ services for the consumer/ guests they know.
- Freedom from bias: the fairness of current prices.
- Ethicality: the sellers/ employees adding extra charges on the final bill in order to increase the profit.

#### **6.9.5.3 Interactional Justice**

The third dimension of justice is interactional justice (Bies and Moag, 1986). This type of justice involves justification, truthfulness, respect and propriety (Colquitt, 2001). Shapiro *et al.* (1994) divided these four criteria into two dimensions based on their effects. The first group is interpersonal justice which includes respect and propriety. The second group is informational justice includes providing justifications and truthfulness. In the current study propriety was not examined as it is not applicable in the scenarios employed. Interactional justice in this study was measured by using the following items:

- Interpersonal justice (Respect): treating people in a polite manner and with respect (Bies and Moag, 1986)
- Informational justice (Truthfulness): misleading the consumer by providing the wrong information to encourage purchase of products or services.

- Informational justice (Justification): communicating details that the consumer/guest needs in a timely manner and satisfying the consumer's/guest's specific need for information (Shapiro *et al.*, 1994).

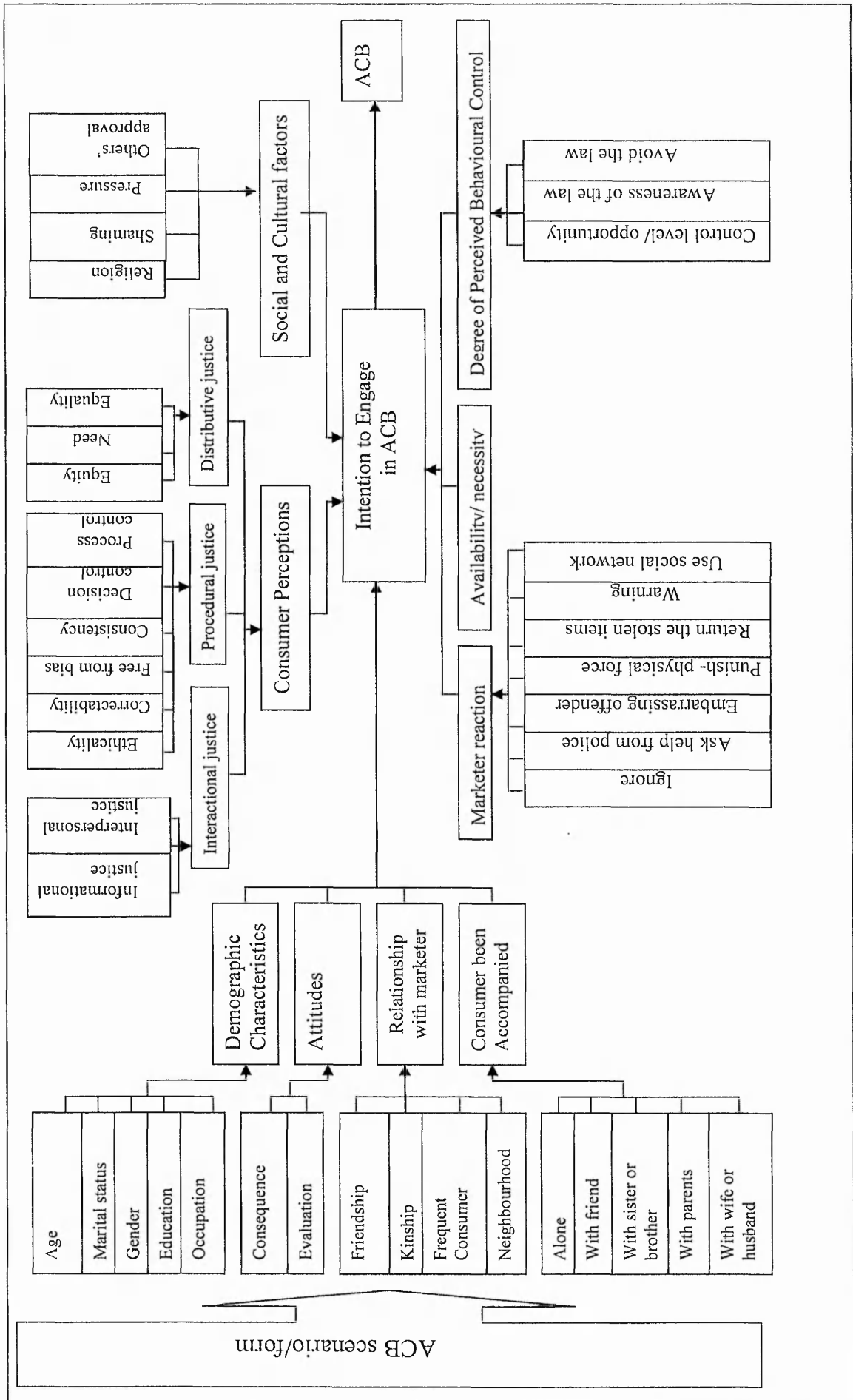
### **6.9.6 Intention to Adopt ACB**

Given the sensitive nature of the topic, consumer intention to adopt ACB was measured with reference to two indirect items on the questionnaires:

- For me I can imagine some circumstances that might lead me to do the same.
- In this situation, I would do the same.

All the measurement items which were used in the three versions of the questionnaires with are included in chapter 5, Table 5.7.

Figure 7.6: ACB Operational Model





## **6.10 Research Hypotheses**

The theoretical framework of this phase of the fieldwork is developed based on the results of the first phase of the fieldwork (chapter 6). As with many frameworks of ACB, (e.g., Ajzen, 1991; Fukukawa, 2002b) the core of the current study framework is the intention to adopt the behaviour. The intention here refers to “what an individual would do relative to ethical situations in consumption” (Fukukawa, 2002a: 237). As discussed in 6.5.6 this framework assumed that in addition to the ACB scenario the intention is influenced by four dimensions; variables related to the consumer, variables related to social and cultural factors, variables related to the organisation and consumer perceptions. In order to examine this framework this section presents hypotheses for each of these dimensions.

### **6.10.1 The Scenario of Aberrant Consumer Behaviour**

#### **Hypothesis 1**

As all the three examined scenarios (shoplifting, software piracy and pilfering from hotel rooms) are classified as aberrant consumer behaviour, this study hypothesises that:

*There is no relationship between the consumer's intention to adopt ACB and the type of ACB scenario.*

### **6.10.2 Variables Related to the Consumer**

#### **Hypothesis 2**

Although previous studies showed a clear relationship between demographic characteristics and adopting some forms of ACB, such as gender (Gibbens and Prince, 1962; Gamman, 2000) and age (Cox *et al.*, 1990; Babin and Griffin, 1995), the first qualitative phase indicated only three of the demographic characteristics (age, gender and education) had such a relationship. However, these relationships were found to be more related to the marketer's reactions towards ACB than to a consumer's intention to adopt ACB. Therefore, this phase hypothesises that:

*There is no relationship between the consumer's intention to adopt ACB and his/her demographic characteristics.*

As consumer demographic characteristics are measured using a variety of formative measures (gender, marital status, age, level of education and job), sub-hypotheses were

formulated and tested individually. The Chi Square statistic was selected to test all these sub-hypotheses, as is recommended when the variables are nominal (Burns and Burns, 2008). These sub-hypotheses are:

- **Hypothesis 2a**

There is no relationship between the consumer's intention to adopt ACB and their gender.

- **Hypothesis 2b**

There is no relationship between the consumer's intention to adopt ACB and their marital status.

- **Hypothesis 2c**

There is no relationship between the consumer's intention to adopt ACB and their job.

- **Hypothesis 2d**

There is no relationship between the consumer's intention to adopt ACB and their level of education.

- **Hypothesis 2e**

There is no relationship between the consumer's intention to adopt ACB and their age.

### **Hypothesis 3**

The consumer's attitude towards a behaviour was reported as an influencing factor on adopting that behaviour in many previous studies (Ajzen, 1991; Fukukawa, 2002b; Harris and Reynolds, 2004; Yi and Gong, 2006). The first phase of this study confirmed the influence of attitude towards ACB on its adoption. Therefore, this phase of the study hypothesises that:

*There is a positive relationship between the consumer's intention to adopt ACB and his/her attitude towards it.*

### **Hypothesis 4**

The influence of a consumer's companions have been neglected by previous ACB studies. However, the first phase of this study found that both engagement in ACB and the behaviour form adopted are affected by the consumer's companions, whether these companions are friends or members of the consumer's family. Therefore, this phase of the study hypothesises that:

*There is a relationship between the consumer's intention to adopt ACB and being accompanied.*

As hypothesis 4 was measured using a variety of formative measures (accompanied by friends, by parents, by their sister or brother, wife or husband and being alone) sub-hypotheses were formulated and tested individually. These sub-hypotheses are:

- **Hypothesis 4a**

There is a relationship between the consumer's intention to adopt ACB and being accompanied by friends.

- **Hypothesis 4b**

There is a relationship between the consumer's intention to adopt ACB and being accompanied by parents.

- **Hypothesis 4c**

There is a relationship between the consumer's intention to adopt ACB and being accompanied by their sister or brother.

- **Hypothesis 4d**

There is a relationship between the consumer's intention to adopt ACB and being accompanied by their wife or husband.

- **Hypothesis 4e**

There is a relationship between the consumer's intention to adopt ACB and being alone.

### **Hypothesis 5**

Since in a collectivist society like Libya social relationships are very extensive and strong, and maintaining social networks is very important, thus this phase hypothesises that:

*There is a negative relationship between a consumer's intention to adopt ACB and their relationship with marketers.*

As the relationship with marketers was measured using a variety of formative measures (friendship, being a frequent customer, kinship and being the marketers' neighbour) sub-hypotheses were developed and tested individually. These sub-hypotheses are:

- **Hypothesis 5a**

There is a negative relationship between the consumer's intention to adopt ACB and their friendship with marketer.

- **Hypothesis 5b**

There is a negative relationship between the consumer's intention to adopt ACB and being a frequent consumer.

- **Hypothesis 5c**

There is a negative relationship between the consumer's intention to adopt ACB and their kinship with marketer.

- **Hypothesis 5d**

There is a negative relationship between the consumer's intention to adopt ACB and being the marketer's neighbour.

### **6.10.3 Variables Related to Social and Cultural Factors**

#### **Hypothesis 6**

The first phase of this study found that social and cultural factors have a strong effect on how the marketers deal with ACB problems. However, ACB is generally conducted in a hidden way and consumers usually do not admit that they had adopted such behaviour in public conversations. Therefore, this phase of the study hypothesises that: *There is no relationship between the consumer's intention to adopt ACB and social /cultural factors.*

As the social and cultural factors were measured using a variety of formative measures (respect for old age/females, social and peer pressure and social and peer shaming and approval) sub-hypotheses were developed and tested individually. These sub-hypotheses are:

- **Hypothesis 6a**

There is no relationship between the consumer's intention to adopt ACB and respect for old age/females.

- **Hypothesis 6b**

There is no relationship between the consumer's intention to adopt ACB and social /peer pressure.

- **Hypothesis 6c**

There is no relationship between the consumer's intention to adopt ACB and social/peer shaming and approval.

## 6.10.4 Variables Related to the Organisation

### Hypothesis 7

Although there is growing use of prevention and detection methods, the incidence of cases of ACB are also increasing. Therefore, this phase of the study hypothesises that:  
*There is no relationship between the consumer's intention to adopt ACB and perceived behavioural control.*

Perceived behavioural control was measured using various formative measures (control level in the exchange situations and existence of an ACB opportunity, awareness of the law and possibility of avoiding the law) sub-hypotheses were individually formulated and tested thus:

- **Hypothesis 7a**

There is no relationship between the consumer's intention to adopt ACB and the control level in the exchange situation and the existence of an ACB opportunity.

- **Hypothesis 7b**

There is no relationship between the consumer's intention to adopt ACB and their awareness of the law.

- **Hypothesis 7c**

There is no relationship between the consumer's intention to adopt ACB and the possibility of avoiding the law.

### Hypothesis 8

ACB is widespread in Western societies, where almost all of the goods and services demanded by consumers are available and their distribution (physical or online) are convenient for the consumers. This study does not expect any relationship between the consumer's intention to adopt ACB and the availability of alternatives (availability/necessity), and therefore this phase of the study hypothesises that:

*There is no relationship between the consumer's intention to adopt ACB and the availability of alternatives (availability/necessity).*

### Hypothesis 9

Many stores and hotels nowadays have clarified and implemented regulations that marketers use against ACB offenders. However cases of ACB continue annually to increase. Therefore, this phase of the study hypothesises that:

*There is no relationship between the consumer's intention to adopt ACB and an expectation of marketer's reactions towards ACB.*

Marketers' reactions towards ACB were measured using a variety of formative measures. Therefore, sub-hypotheses were developed and tested individually. These sub-hypotheses are:

- **Hypothesis 9a**

There is no relationship between the consumer's intention to adopt ACB and an expectation of the marketer ignoring the offenders.

- **Hypothesis 9b**

There is no relationship between the consumer's intention to adopt ACB and an expectation of the marketer asking for help from the police.

- **Hypothesis 9c**

There is no relationship between the consumer's intention to adopt ACB and an expectation of the marketer making the offenders an example of in front of other customers.

- **Hypothesis 9d**

There is no relationship between the consumer's intention to adopt ACB and an expectation of the marketer punishing the offender with physical force.

- **Hypothesis 9e**

There is no relationship between the consumer's intention to adopt ACB and an expectation of the marketer asking the offender to return the stolen items and to not visit the store/hotel again.

- **Hypothesis 9f**

There is no relationship between the consumer's intention to adopt ACB and an expectation of the marketer ignoring the offender

- **Hypothesis 9g**

There is no relationship between the consumer's intention to adopt ACB and an expectation of the marketer warning the offender in private.

- **Hypothesis 9h**

There is no relationship between the consumer's intention to adopt ACB and an expectation of the marketer using the social network to solve the problem.

### **6.10.5 Consumer Perceptions**

Some ACB studies have found that the consumer can decide to engage in ACB as a punishment for a company's unfairness in order to restore equity (Harris and Reynolds,

2004; Fukukawa *et al.*, 2007). Even though these studies only examined the relation between one or two of the justice dimensions (Harris and Reynolds, 2004; Fukukawa *et al.*, 2007), they found a negative relationship between the consumer's intention to adopt ACB and perceived injustice. Therefore, this study expects a negative relationship between the consumer's intention to adopt ACB and perceived distributive, procedural and interactional justice.

#### **Hypothesis 10**

*There is a negative relationship between the consumer's intention to adopt ACB and perceived distributive justice.*

#### **Hypothesis 11**

*There is a negative relationship between the consumer's intention to adopt ACB and perceived procedural justice.*

#### **Hypothesis 12**

*There is a negative relationship between the consumer's intention to adopt ACB and perceived interactional justice.*

These hypotheses were tested using appropriate statistical tests. These tests were selected based on the variables' construct indicators and measurement models. These models are divided into two types: the formative and reflective model. The section below discusses these two models.

### **6.11 Formative versus Reflective Construct and Indicators**

Jarvis *et al.* (2003) provided a review article of construct indicators and measurement model misspecification in marketing and consumer research. In this review they find that 28% of the articles published in the top marketing journals included measurement misspecifications. Namely, they incorrectly specify formative and reflective indicator measurement models. This misspecification will adversely influence the statistical analysis and consequently building of the models. Therefore, this section is allocated to specifying the models of the measurements used in order to avoid any misspecification. The differences between these two models are summarised in Table 7.13 below. Reflective constructs appear to be saying the same thing, therefore these items are

expected to be highly correlated and to remove one of them would not really change the nature of the construct. Formative constructs, on the other hand, are asking about issues that are conceptually different, so therefore to remove one of the measures will change the nature of the thing that was being investigated.

**Table 7.13: Formative Versus Reflective Indicator Measurement Models (Jarvis *et al.*, 2003: 203)**

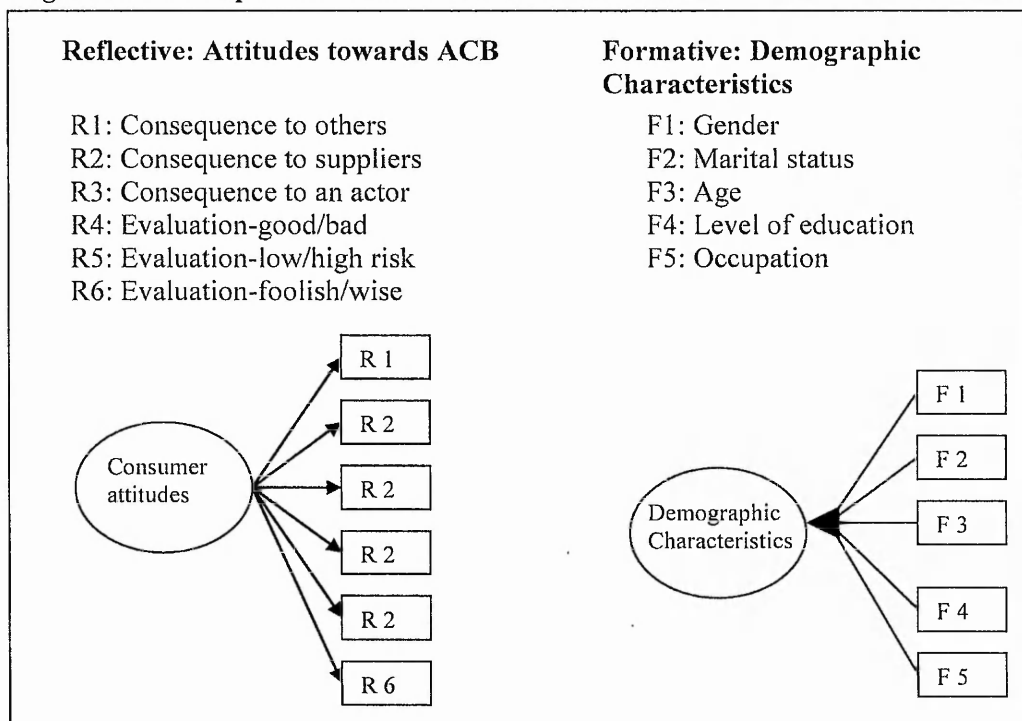
<b>Features</b>	<b>Formative model</b>	<b>Reflective model</b>
<b>Direction of causality</b>	Direction of causality is from items to construct.	Direction of causality is from construct to items.
<b>Indicators (Items) definition</b>	Indicators are defining characteristics of the construct.	Indicators are manifestations of the construct.
<b>The effect of the changes on the indicators</b>	Changes in the indicators should cause changes in the construct.	Changes in the indicator should not cause changes in the construct.
<b>The effect of the changes on the construct</b>	Changes in the construct do not cause changes in the indicators.	Changes in the construct do cause changes in the indicators.
<b>Interchangeability of the indicators</b>	Indicators need not be interchangeable. Indicators need not have the same or similar content/indicators and need not share a common theme. Dropping an indicator may alter the conceptual domain of the construct.	Indicators should be interchangeable. Indicators should have the same or similar content/indicators should share a common theme. Dropping an indicator should not alter the conceptual domain of the construct.
<b>Covariation among the indicators</b>	Not necessary for indicators to covary with each other	Indicators are expected to covary with each other
<b>Should a change in one of the indicators be associated with changes in the other indicators?</b>	Not necessarily	Yes
<b>Indicators antecedents and consequences</b>	Indicators are not required to have the same antecedents and consequences	Indicators are required to have the same antecedents and consequences

Figure 7.7 below provides an example of each of these two measurement models applied to this study. Using the differences between measurement models provided by Jarvis *et al.* (2003), consumer's attitude towards ACB is a reflective construct. This construct may include measures such as consequences to others, consequences to



suppliers, consequences to an actor, evaluation-good/bad, evaluation-low/high risk and evaluation-foolish/wise. These items are asking about the same issue and therefore they are expected to be highly correlated and removing one would not really change the nature of the result. In contrast, demographic characteristics are an example of a formative construct. These constructs consist of conceptually different indicators: gender, marital status, age, level of education and occupation. Therefore, removing one of them would lead to a change in the nature of the construct and consequently the nature of the result.

**Figure 7.7: Example of Formative and Reflective Indicator Measurement Models**



It is very important to classify all the research measurements before starting the statistical analysis because measurement convergence represents a limitation in running some analyses (Bagozzi, 1981). For example, while correlation is an appropriate test of the relationship between dependant and independent variables, if these variables were measured by reflective indicator measurement models, that analysis cannot be used with variables that were measured by formative indicator measurement models. Instead regression is used with these variables.

The average variance extracted (AVE) could be used as a technique to determine whether the measurement is reflective or not (Coltman *et al.*, 2008; MacKenzie *et al.*,

2011). AVE measure developed by Fornell and Larcker (1981) which is a summary measure of convergence among a set of items representing a construct and it is the average percent of variation explained among the items (Paswan, 2009). This value should be compared with the corresponding squared correlation between the variables (SIC). The construct average variance extracted (AVE) between the variables should be larger than the corresponding squared correlation (SIC) between them in the reflective variables. Therefore, AVE and SIC were calculated and compared in table 7.14 in order to avoid any measurement misspecifications. Table 7.14 below shows the models of the used measurements. This table shows that that for the reflective variables the average variance extracted is larger than the corresponding squared correlation.

**Table 7.14: The Models of the Used Measurement**

<b>Measurement</b>	<b>Squared Correlation</b>		<b>Average Variance</b>	<b>Measurement models</b>
ACB scenario.	-		-	One item
Social and cultural factors.	Shamed Family	0.898	0.067	Formative
	Shamed Friends	0.817	0.064	
	Societal approval	0.230	0.096	
	Societal pressure	0.141	0.087	
	Peer pressure	0.137	0.084	
	Gender respect2	0.105	0.068	
	Age respect2	0.107	0.066	
	Gender respect1	0.120	0.058	
	Age respect1	0.158	0.070	
Consumer attitudes towards ACB.	Peer approval	0.309	0.026	Reflective
	Evaluation2	0.142	0.549	
	1evaluation3	0.238	0.542	
	1evaluation1	0.491	0.537	
	1consequence3	0.404	0.538	
	1consequence2	0.388	0.563	

Table 7.14: The Models of the Used Measurement (Continued)

Measurement	Squared Correlation		Average Variance	Measurement models
Consumer accompanied when engaging in ACB.	Alone	0.155	0.055	Formative
	Acco friends	0.354	0.047	
	Acco wifehusband	0.230	0.098	
	Acco parents	0.605	0.086	
	Acco sisterbrother	0.741	0.113	
Relationship with marketers.	Kinshiprelationship	0.525	0.057	Formative
	Frequentconsumer	0.64	0.057	
	Friendshiprelationship	0.625	0.054	
Perceived behavioural control.	Lawaverting3	0.167	0.070	Formative
	Controllevel3	0.119	0.112	
	Lawaverting2	0.133	0.080	
	opportunity	0.163	0.070	
	Lawaverting1	0.154	0.073	
	Controllevel2	0.650	0.090	
	Controllevel1	0.607	0.074	
	Guestexperience	0.412	0.088	
Possibilityvoid2	0.139	0.121		
Availability/ Necessity: availability of alternatives.	–	–	–	One item
Marketers' reactions towards ACB.	socialnetwork	0.187	0.074	Formative
	Expose	0.355	0.070	
	Callpolice	0.226	0.063	
	Ignore	0.226	0.065	
	Rebukes	0.303	0.065	
	Returnitem	0.194	0.068	
	Physicalpunishment	0.260	0.074	

**Table 7.15: The Models of the Used Measurement (Continued)**

<b>Measurement</b>	<b>Squared Correlation</b>	<b>Average Variance</b>	<b>Measurement models</b>
Distributive justice	Equality2	0.595	Reflective
	Equality3	0.557	
	Equity3	0.048	
	Equality1	0.473	
	Equity2	0.343	
	Equity1	0.127	
Procedural justice	Correctability	0.284	Reflective
	Decisioncontrol	0.286	
	Bias	0.509	
	Processcontrol	0.476	
	Ethicality1	0.321	
Interactional justice	Justification2	0.408	Reflective
	Justification1	0.388	
	Respect2	0.434	
	Respect1	0.340	
	Truthfulness	0.131	

The direction of causality from the latent variables to measurements of all the factors of this study is available in appendix D1.

### **6.12 Data Analysis and Results**

The main analysis techniques employed were analysis of variance (to compare the differences between the groups of interest), factor analysis (to examine the construct validity) and regression (to examine the impact of influencing factors on consumer attitudes towards ACB and intention). Both reliability and construct validity were measured before starting this analysis. These measurements, as well as data analysis, are discussed in this section.

### **6.12.1 Reliability and Construct validity**

As discussed in the methodology chapter, one of the best known ways to assess internal consistency is calculating Cronbach's alpha coefficients (Cronbach, 1951, cited in Punch, 2005: 95). This assessment was used for establishing the reliability of the quantitative data of this phase of the study. The limit of acceptability of alpha is 0.7 while an alpha of 0.8 or above is regarded as highly acceptable (Burns and Burns, 2008). However, some researchers argue an alpha of 0.6 may be acceptable if it is conceptually justifiable (Walker, 1994; Abimbola, 2003). In this study an attempt was taken to improve measurements' reliability by removing some items. This process was useful and therefore the lowest Cronbach's Alpha was 0.653 which was calculated for "respect of age and gender". Table 7.15 shows reliability measurements (Cronbach's Alpha) and construct validity (factor analysis).

Table 7.15: Measuring Reliability (Cronbach's Alpha) and Construct Validity (Factor Analysis)

The factor	Cronbach's Alpha	Further actions	Factor analysis	Further actions
Demographic Characteristics	Formative constructs, so Cronbach's Alpha and factor was not run.	As all of the indicators are measured using one item, no further actions were taken.	Formative constructs, so analysis was not run.	N/A
Consumer being accompanied	.745	N/A	All of the items load on in one component.	N/A
Attitudes towards ACB	.644	One item was removed (consequence to others) and alpha increased to .686	All of the items load on in one component.	N/A
	.705	N/A		
	.802			
Attitudes towards piracy	.653	No item can be removed to increase alpha	All of the items load on in one component.	N/A
	.696			
	.837	N/A		
Social and Cultural Factors	.794	N/A	All of the items load on in one component.	N/A
	.764	N/A	All of the items load on in one component.	N/A

Table 7.15: Measuring Reliability (Cronbach's Alpha) and Construct validity (Factor analysis) (Continued)

The factor	Cronbach's Alpha	Further actions	Factor analysis	Further actions
Interactional justice	.845	N/A	All of the items load on in one component.	N/A
Control level and opportunity	.660	One item was removed (the controlling practices could not stop me) and alpha increased to .735	All of the items load on in one component.	N/A
Possibility of avoiding the law	.665	No item can be removed to increase alpha	All of the items load on in one component.	N/A
Awareness of the law	Was not measured as only one item was used.	N/A	Was not run as only one item was used.	N/A
Intention	Was not measured as 1-2 items were used for each scenario.	N/A	Was not measured as 1-2 items for each scenario.	N/A
Availability/necessity	As the constructs are formative Cronbach's Alpha and factor could not be run.	N/A	As the constructs are formative factor analysis could not be run.	N/A
Marketers reaction	.814	N/A	All of the items load on in one component.	N/A
The relationship between the consumer and marketers				

### 6.12.2 Sample Personal Characteristics

As mentioned in chapter 5.5.4, 697 questionnaires were available for analysis. Table 7.16 shows the personal characteristics of the consumer sample.

**Table 7.16: The Sample's Personal Characteristics**

<b>Characteristic</b>	<b>The Sample n= 679</b>		<b>Missing data</b>
<b>Gender</b>	Male	319 (47%)	2 (0.3%)
	Female	358 (52.7%)	
<b>Marital status</b>	Single	400 (59 %)	45 (6.6)
	Married	231 (34.1%)	
	Divorced	2 (0.3%)	
	Widowed	1 (0.1%)	
<b>Age</b>	18-27 years	276 (40.6%)	0
	28-37 years	246 (36.2%)	
	38-47 years	114 (16.8%)	
	48-57 years	30 (4.4%)	
	58-67 years	11 (1.6%)	
	68 years and above	2 (0.3%)	
<b>Level of education</b>	Postgraduate degree	49 (7.2%)	9 (1.3%)
	Graduated from university or equivalent	412 (60.7 %)	
	High School or equivalent	187 (27.5 %)	
	Preparatory School or equivalent	18 (2.7%)	
	Primary school	3 (0.4%)	
	Just read and write	1 (0.1%)	
<b>Job</b>	Business (commercial organisations)	262 (38.6 %)	14 (2.1 %)
	Student	188 (28.3%)	
	Education and Academic	84 (12.4 %)	
	Professional	43 (6.5 %)	
	Don't work	40 (5.9 %)	
	Social service	14 (2.1 %)	
	Retired	12 (1.8 %)	
	Health care sector	9 (1.4 %)	
	Legal Services	7 (1 %)	
	Other Services	6 (0.9 %)	

As shown in this table, the sample comprises a mixture of age, gender, marital status, and education and job characteristics. Thus it differs from samples used in several previous studies which have often been limited to samples of students (e.g., Wang *et al.*, 2005; Lau, 2006), or job (e.g., Idris, 2001; Jones and Groenenboom, 2002). In this study the percentages of consumer by gender were in broad balance; male (47%) and female (52.7%). The sample also, included consumers from six age groups, the highest percentages were in 18-27 years (40.6%) and 28-37 years (36.2%). The sample included



a variety of occupations, however, consumers who work in the business (e.g., employees in public and private commercial organisations) sector would the highest percentage (38.6 %).

### 6.12.3 Consumer Attitudes towards ACB in General and for Each Scenario

In order to examine whether consumers' attitudes towards ACB differ based on the scenario or not, the consumer's attitudes in this study were measured towards each scenario of ACB; shoplifting, pilfering and piracy. Also, the attitude towards ACB in general was measured using the item batteries of the three scenarios. Table 7.17 shows results of attitudes towards ACB in general and each scenario individually. The top sub-table shows that 82.2% of the sample has negative attitudes towards ACB. However, only 13.1% has highly negative attitudes. Comparing consumers' attitudes towards the three scenarios in the subsequent sub-tables in Table 7.17, it is clear that general attitudes towards shoplifting and pilfering are negative (90% and 86.4% of the sample respectively). On the other hand, more than half of the sample (57.3) had positive attitudes towards piracy.

**Table 7.17: Consumer Attitudes towards ACB in General and for Each Scenario**

Attitudes towards ACB in General						
HNA %	NA %	Total %	N %	PA %	HPA %	Total %
13.1	69.1	82.2	4.3	13.1	0.3	13.4
Attitudes towards Shoplifting						
HNA %	NA %	Total %	N %	PA %	HPA %	Total %
32.0	58.0	90.0	2.8	6.2	1.0	7.2
Attitudes towards Pilfering from Hotel Rooms						
HNA %	NA %	Total %	N %	PA %	HPA %	Total %
39.0	47.4	86.4	3.4	9.0	1.2	10.2
Attitudes towards Piracy						
HNA %	NA %	Total %	N %	PA %	HPA %	Total %
8.2	28.3	36.5	6.2	44	13.3	57.3
<i>HNA: Highly Negative Attitude</i>			<i>N:</i>	<i>HPA: Highly Positive Attitude</i>		
<i>NA: Negative Attitude</i>			<i>Neutral</i>	<i>PA: Positive Attitude</i>		

### 6.12.4 Consumer Intention to Adopt ACB in General and for Each Scenario

Consumers' intentions to adopt ACB in general were measured using items batteries of the three scenarios. Table 7.18 below shows that only 18% of the sample had positive intentions to adopt ACB. However, these intentions are different from one scenario to another. While overall the sample has negative intentions to adopt shoplifting and pilfering from hotel rooms (74% and 76.8% respectively), only 25.8% of the sample have negative intentions to adopt software piracy.

**Table 7.18: Consumer Intention to adopt ACB in General and for Each Scenario**

Intention to adopt ACB in General						
HNA %	NA %	Total %	N %	PA %	HPA %	Total %
19.3	52.9	72.2	9.9	15.3	2.7	18.0
Intention to adopt Shoplifting						
HNA %	NA %	Total %	N %	PA %	HPA %	Total %
46.2	27.8	74.0	11.8	9.4	4.7	14.1
Intention to adopt Pilfering from Hotel Rooms						
HNA %	NA %	Total %	N %	PA %	HPA %	Total %
42.9	33.9	76.8	7.8	10.5	5.0	15.5
Intention to adopt Piracy						
HNA %	NA %	Total %	N %	PA %	HPA %	Total %
9.0	16.8	25.8	18.3	38.0	18.0	56.0
<i>HNA: Highly Negative Attitude</i>			<i>N:</i>	<i>HPA: Highly Positive Attitude</i>		
<i>NA: Negative Attitude</i>			<i>Neutral</i>	<i>PA: Positive Attitude</i>		

While shoplifting is conceded as more negative and unacceptable behaviour than pilfering from hotel rooms in Libyan society, it is interesting to note that the negative intentions to adopt pilfering were very high 76.8%, and higher than negative intentions to adopt shoplifting. This might be cause most Libyan consumers do not have any experience of staying on hotels so are unaware of what is unacceptable/ acceptable behaviour in this situations.

### **6.12.5 Hypotheses Testing**

Chi Square and Spearman were used to test the 12 hypotheses. The power of the statistical test, of determining the validity of the null hypothesis, is influenced by two factors which are the sample size and the level of significance. Sample size influence power because the larger the sample size, the smaller the standard deviation of the distribution of means. The test was accepted with a level of significance  $p < 0.05$  while the level  $p < 0.01$  means more power or a stronger relationship between the tested variables (Burns and Burns, 2008). As discussed in section 5.5.1, despite the similarity of the three versions of the questionnaire (one questionnaire related to each scenario: shoplifting, pilfering from hotel rooms and software piracy) items, there were some differences between them. Consequently, there were differences between the sample sizes of these items. These differences lead to different levels of significance within the hypotheses testing.

#### **6.12.5.1 Hypothesis 1**

*There is no relationship between the consumer's intention to adopt ACB and the type of ACB scenario.*

A significant strong relationship between ACB scenario and the consumer's intention to adopt it was present with Chi Square = 45.34,  $df = 8$ ,  $p < 0.01$ , so hypothesis 1 must be rejected. Also, this result can be supported by the results provided in table 7.18 above as only 14.1% of the sample had a positive intention to adopt shoplifting and only 15.5% of the sample had a positive intention to pilfer from hotel rooms while more than half of the sample (56%) had a positive intention to engage in software piracy. In fact they do not see software piracy as ACB. Thus, this means the Libyan consumers had different intentions to adopt ACB based on its type.

#### **6.12.5.2 Hypothesis 2**

*There is no relationship between the consumer's intention to adopt ACB and his/her demographic characteristics.*

As mentioned above, this variable was measured using a variety of formative measures and, therefore, sub-hypotheses were formatted based on this hypothesis and tested individually. Two statistical tests were used, the significance of the relationship between consumer's intention to adopt ACB and each of these characteristics. Chi Square was used with the nominal scales (gender, marital status, level of education and job). However, the Spearman test was used with (age) as it was measured by interval scale.

- **Hypothesis 2a**

*There is no relationship between the consumer's intention to adopt ACB and their gender.*

A non significant relationship was present with Chi Square = 0.232,  $df = 2$ ,  $p < 0.05$ . The hypothesis that there is no association between gender and the consumer's intention to adopt ACB must be accepted.

- **Hypothesis 2b**

*There is no relationship between the consumer's intention to adopt ACB and their marital status.*

A non significant relationship was again present with Chi Square = 0.750  $df = 2$ ,  $p > 0.05$ , and hence the hypothesis that there is no association between marital status and the consumer's intention to adopt ACB must be accepted.

- **Hypothesis 2c**

*There is no relationship between the consumer's intention to adopt ACB and their job.*

A non significant relationship was present with Chi Square = 2.90  $df = 8$ ,  $p > 0.05$ . The hypothesis that there is no association between job and the consumer's intention to adopt ACB must be accepted therefore.

- **Hypothesis 2d**

*There is no relationship between the consumer's intention to adopt ACB and their level of education.*

A non significant relationship was present with Chi Square = .938  $df = 4$ ,  $p > 0.05$ , so the hypothesis that there is no association between the level of education and the consumer's intention to adopt ACB must be accepted.

- **Hypothesis 2e**

*There is no relationship between the consumer's intention to adopt ACB and their age.*

A Spearman rho of - 0.78 was recorded between age and consumer's intention to adopt ACB. The test shows that there was a strong, negative correlation between these two variables, which was statistically significant at  $P < 0.05$ . Therefore the hypothesis must be accepted. From the analysis above the null hypothesis 2 must be accepted as there was a strong significant, negative correlation between age and consumer's intention to adopt ACB, meaning that younger people are more likely to adopt ACB.

### 6.12.5.3 Hypothesis 3

*There is a positive relationship between consumer's intention to adopt ACB and his/her attitude towards it.*

Correlations between consumers' intentions and attitudes were tested using the Spearman test in the three scenarios. Table 7.19 below shows that there were statistically significant positive correlations between these variables in the three scenarios. Therefore the hypothesis 3 must be accepted.

**Table 7.19: Spearman Analysis Results: Correlation Between Intention and Attitudes**

Correlation between	Spearman's rho
Shoplifting (intention X attitudes)	0.308*
Hotel Pilfering (intention X attitudes)	0.438*
Software (piracy intention X attitudes)	0.449*

\*Correlation is significant at the 0.01 level

Although the correlation was significant in the three scenarios, the highest level of correlation between consumer intention and attitude (0.449) was in the software piracy scenario. The correlation in the scenario of pilfering from hotel rooms was slightly lower at the level of 0.438, while the lowest correlation level was for shoplifting. This means that the consumer is more likely to adopt ACB when they have positive attitudes towards it.

### 6.12.5.4 Hypothesis 4

*There is a relationship between the consumer's intention to adopt ACB and being accompanied.*

As mentioned above, this variable was measured using a variety of formative measures and, therefore, sub-hypotheses were tested individually as follows:

- **Hypothesis 4a**

*There is a relationship between the consumer's intention to adopt ACB and being accompanied by friends.*

A Spearman rho of +0.066 was recorded in relation to the consumer's intention to adopt ACB and if they were accompanied by friends. This was not statistically significant and therefore the hypothesis must be rejected.

- **Hypothesis 4b**

*There is a relationship between the consumer's intention to adopt ACB and being accompanied by parents.*

A Spearman rho of +0.108 was recorded in relation to the consumer's intention to adopt ACB and if they were accompanied by parents. This was statistically significant at the 0.01 level and therefore the hypothesis must be accepted.

- **Hypothesis 4c**

*There is a relationship between the consumer's intention to adopt ACB and being accompanied by their sister or brother.*

A Spearman rho of +0.086 was recorded in relation to the consumer's intention to adopt ACB and if they were accompanied by their sister or brother. This was statistically significant at the 0.05 level and therefore the hypothesis must be accepted.

- **Hypothesis 4d**

*There is a relationship between the consumer's intention to adopt ACB and being accompanied by their wife or husband.*

A Spearman rho of +0.018 was recorded relation to the consumer's intention to adopt ACB and if they were accompanied by their wife or husband. This was not statistically significant and therefore the hypothesis must be rejected.

- **Hypothesis 4e**

*There is a relationship between the consumer's intention to adopt ACB and being alone.*

A Spearman rho of +0.024 was recorded relation to the consumer's intention to adopt ACB and if they were alone. This was not statistically significant and therefore the hypothesis must be rejected.

From the analyses above, hypothesis 4 must be accepted as there were positive correlations between being accompanied by their parents and sister or brother and a consumer's intention to adopt ACB. This results show that the consumers are more likely to adopt ACB if they are with close family.

### 6.12.5.5 Hypothesis 5

*There is a negative relationship between a consumer's intention to adopt ACB and their relationship with marketers.*

Again relationships with marketers were measured using a variety of formative measures, and sub-hypotheses and tested individually.

- **Hypothesis 5a**

*There is a negative relationship between the consumer's intention to adopt ACB and their friendship with marketer.*

- **Hypothesis 5b**

*There is a negative relationship between the consumer's intention to adopt ACB and being a frequent consumer.*

- **Hypothesis 5c**

*There is a negative relationship between the consumer's intention to adopt ACB and their kinship with marketer.*

- **Hypothesis 5d**

*There is a negative relationship between the consumer's intention to adopt ACB and being the marketer's neighbour*

Table 7.20 below presents the Spearman test results of the sub-hypotheses above.

**Table 7.20: Spearman Analysis results: Correlation Between Intention and Relationship with Marketers**

Correlation between	Spearman's rho
intention X friendship	0.68
intention X being frequent consumer	0.030
intention X kinship	0.003
intention X being marketers' neighbour	- 0.081

Table 7.20 shows that Spearman's rho calculated between a consumer's intention to conduct ACB and each type of relationship with marketers, were not statistically significant and therefore hypothesis 5 must be rejected. This means that there is a relationship between a consumer's intention to adopt ACB and their relationship with the marketers.

### 6.12.5.6 Hypothesis 6

*There is no relationship between the consumer's intention to adopt ACB and social /cultural factors.*

Once again, sub-hypotheses were formulated based on this hypothesis and tested individually:

- **Hypothesis 6a**

*There is no relationship between the consumer's intention to adopt ACB and respect for old age/females.*

- **Hypothesis 6b**

*There is no relationship between the consumer's intention to adopt ACB and social /peer pressure.*

- **Hypothesis 6c**

*There is no relationship between the consumer's intention to adopt ACB and social/peer shaming and approval.*

Table 7.21 below presents the Spearman test results of the sub-hypotheses above.

**Table 7.21: Spearman Analysis Results: Correlation between Intention and Social and Cultural Factors.**

Correlation between	Spearman's rho
intention X respect for old age/females	0.309*
intention X social/peer pressure	0.461*
intention X social/peer shaming and approval	- 0.221*

\*Correlation is significant at the 0.01 level

Table 7.21 shows that the three Spearman's rhos calculated between a consumer's intention to conduct ACB and the three groups of social and cultural factors were statistically significant at the 0.01 level. These results show that there was a positive correlation between a consumer's intention to adopt ACB and both respect for old age/females, and social/peer pressure while the correlation with social/peer pressure and



social/peer shaming and approval was negative. Hypothesis 6 must therefore be rejected. These results reflect the fact that elderly people and women are respected in Libya, and thus these people may be more likely to engage in ACB ( i.e they can get away with it). Also, social and peer pressure would encourage the consumer to adopt ACB. The negative correlation between social and peer shaming and approval and a consumer's intention to adopt ACB means that the consumer would avoid adopting ACB if they expected to be shamed or disapproved of their peers or society.

As discussed above, the questionnaires did not include any questions about religion. However, the participants supplied many comments to the open question that concerned religion, which differed based on the scenario. Table 7.22 below provides a comparison between numbers of participants who mentioned religion in their comments and a consumer's intention to adopt ACB. The relationship between the consumer's intention to adopt the behaviour and mention religion cannot be statistically tested as the second variable was measured using qualitative data. However, Table 7.22 suggests there was a negative relationship between mentioning religion in the participants comments and the intention to adopt ACB.

**Table 7.16: Comparison between the Number of Participants who Mentioned Religion in their Comments and Consumer Intention to Adopt ACB**

Scenario	Mentioned religion	Intention to adopt the behaviour %
Shoplifting	35 (5.2%)	14.1
Pilfering	27 (4%)	15.5
Piracy	2 (0.3%)	56.0

This relationship can also be evidenced by the nature of comments about each scenario. For example, one of the participants said about shoplifting that:

*This behaviour is contrary to the law and religious teachings*

In the pilfering from a hotel room scenario comments relating to religion were fewer and also gave some justification for the offender. One of these comments was:

*I think this behaviour is because of a misunderstanding; some people think that taking such items from public places is not forbidden by religion!*

On the other hand the comments about software piracy were totally different as a lot of the participants did not see this behaviour as wrong behaviour. One of the consumers said that:

*This is not forbidden behaviour according to our religion and it is allowed as it is not theft!*

This suggests that people are more like to adopt ACB if they believe that the behaviour is not going against their religion's teachings

#### 6.12.5.7 Hypothesis 7

*There is no relationship between the consumer's intention to adopt ACB and perceived behavioural control.*

As perceived behavioural control was measured using a variety of formative measures (control level in the exchange situations and, awareness of the law and possibility of avoiding the law) sub-hypotheses were formulated accordingly:

- **Hypothesis 7a**

*There is no relationship between the consumer's intention to adopt ACB and the control level in the exchange situation and the existence of an ACB opportunity.*

- **Hypothesis 7b**

*There is no relationship between the consumer's intention to adopt ACB and their awareness of the law.*

- **Hypothesis 7c**

*There is no relationship between the consumer's intention to adopt ACB and the possibility of avoiding the law.*

These sub-hypotheses were tested individually by using Spearman's test as following:

**Table 7.17: Spearman Analysis Results: Correlation Between Perceived Behavioural control.**

Correlation between	Spearman's rho
intention X control level and opportunity	0.201*
intention X awareness of the law	- 0.114**
intention X possibility of avoiding the law	0.201*

\* Correlation is significant at the 0.01 level

\*\*Correlation is significant at the 0.05 level

Table 7.23 shows Spearman's rho statistics recorded between a consumer's intention to adopt ACB and the three factors of perceived behavioural control and the existence of an ACB opportunity, were statistically significant at the 0.01 and 0.05 levels. These results show that there were positive correlations between a consumer's intention to adopt ACB and both control levels/opportunity and the possibility of avoiding the law, while the correlation with awareness of the law was negative. This hypothesis 7 must be rejected. This result means that people are more likely to adopt ACB when they believe that there are low levels of control and there is an opportunity of ACB. However, people are less likely to adopt ACB when they are aware ACB is against law.

#### **6.12.5.8 Hypothesis 8**

*There is no relationship between the consumer's intention to adopt ACB and the availability of alternatives (availability/ necessity).*

A Spearman rho of+ 0.101 was recorded between a consumer's intention to adopt ACB and availability/necessity. This was statistically significant at the 0.01 level, so therefore the hypothesis must be rejected. This result results means that people are more likely to adopt ACB if no alternatives are available. For example, the guest might be more likely to take a towel from the hotel room as a souvenir if the hotel does not sell souvenirs.

#### **6.12.5.9 Hypothesis 9**

*There is no relationship between the consumer's intention to adopt ACB and an expectation of a marketer's reactions towards ACB.*

As marketers' reactions towards ACB were measured using a variety of formative measures, sub-hypotheses were formatted based on this hypothesis and tested individually. These sub-hypotheses are:

- **Hypothesis 9a**

*There is no relationship between the consumer's intention to adopt ACB and an expectation of the marketer ignoring the offenders.*

- **Hypothesis 9b**

*There is no relationship between the consumer's intention to adopt ACB and an expectation of the marketer asking for help from the police.*

- **Hypothesis 9c**

*There is no relationship between the consumer's intention to adopt ACB and an expectation of the marketer making the offenders an example of in front of other customers.*

- **Hypothesis 9d**

*There is no relationship between the consumer's intention to adopt ACB and an expectation of the marketer punishing the offender with physical force.*

- **Hypothesis 9e**

*There is no relationship between the consumer's intention to adopt ACB and an expectation of the marketer asking the offender to return the stolen items and to not visit the store/hotel again.*

- **Hypothesis 9f**

*There is no relationship between the consumer's intention to adopt ACB and an expectation of the marketer ignoring the offender.*

- **Hypothesis 9g**

*There is no relationship between the consumer's intention to adopt ACB and an expectation of the marketer warning the offender in private.*

- **Hypothesis 9h**

*There is no relationship between the consumer's intention to adopt ACB and an expectation of the marketer using the social network to solve the problem.*

These sub-hypotheses were tested individually by using Spearman test as showed in Table 7.24. Spearman's rho, were calculated between a consumer's intention and perceptions of marketers' reactions towards ACB. These results show that the only statistically significant relationship was between the consumer's intention to adopt ACB and the marketer potentially ignoring the offender, a positive correlation at the 0.05 level. Thus hypothesis 9 must be rejected. This result means that people are more likely to engage in ACB if they believe that in this case they will be ignored.

**Table 7.18: Spearman Analysis Results: Correlation between Intention and an Expectation of Marketer's Reactions towards ACB**

Correlation between	Spearman's rho
intention X ignore the offender	0.083*
intention X ask for help from the police	-0.044
intention X make the offender an example of in front of other consumers.	0.013
intention X punish the offender with physical force.	0.010
intention X ask the offender to return the stolen items and ask them to not visit the store/hotel again.	-0.087
intention X warning the offender in private	-0.022
intention X using the social network to solve the problem.	0.021

\*Correlation is significant at the 0.05 level

#### **6.12.5.10 Hypothesis 10**

*There is a negative relationship between the consumer's intention to adopt ACB and perceived distributive justice.*

A Spearman rho of +0.114 was recorded between a consumer's intention to adopt ACB and distributive justice. This was statistically significant at the 0.01 level. This result shows a positive correlation between consumer intention to adopt ACB and distributive justice. It is a positive relationship and therefore the hypothesis must be rejected. This implies that people are more likely to adopt ACB if they perceive that the outcome is unfair, for example they might adopt ACB if they feel they have been over-charged.

#### **6.12.5.11 Hypothesis 11**

*There is a negative relationship between the consumer's intention to adopt ACB and perceived procedural justice.*

A Spearman rho of +0.690 was recorded between a consumer's intention to adopt ACB and procedural justice. This was statistically significant at the 0.01 level. This result shows a positive correlation between consumer intention to adopt ACB and procedural justice. Therefore the hypothesis must be rejected. This suggests that people are more likely to adopt ACB if they perceive that the seller's procedures are unfair, for example they might adopt ACB if they feel they were treated differently to other customers.

#### **6.12.5.12 Hypothesis 12**

*There is a negative relationship between the consumer's intention to adopt ACB and perceived interactional justice.*

A Spearman rho of  $-0.076$  was recorded between a consumer's intention to adopt ACB and interactional justice. This was statistically significant at the 0.05 level. Therefore the hypothesis must be rejected. This result means that the people are more likely to adopt ACB if they perceive the interpersonal treatment they have received is unfair, for example they might adopt ACB if they feel they were treated disrespectfully.

#### **6.12.6 Summary of the Hypotheses Testing Results**

Table 7.25 summarises the research hypotheses, tests used and results. There were relationships between the consumer's intention to adopt ACB and most of the variables that were tested.

Table 7.19: Hypotheses Testing

Hypothesis	Test	Result
<b>ACB Scenario</b>		
1) There is no relationship between the consumer's intention to adopt ACB and the type of ACB scenario.	Chi Square	Retained A significant relationship was present between the ACB scenario and the consumer's intention to adopt it.
<b>Variables Related to the Consumer</b>		
2) There is no relationship between the consumer's intention to adopt ACB and his/her demographic characteristics.	Chi Square and Spearman	Accepted There was a strong significant, negative correlation between age and a consumer's intention to adopt ACB.
3) There is a positive relationship between consumer's intention to adopt ACB and his/her attitude towards it.	Spearman	Accepted There were statistically significant positive correlations between consumer's intention to adopt ACB and his/her attitude towards it in the three scenarios.
4) There is a relationship between the consumer's intention to adopt ACB and being accompanied.	Spearman	Partly accepted There were positive correlations between being accompanied by parents and sister or brother and consumer's intention to adopt ACB.
5) There is a negative relationship between a consumer's intention to adopt ACB and their relationship with marketers.	Spearman	Rejected The correlation between a consumer's intention to adopt ACB and each type of relationship with marketers, were not statistically significant.

**Table 7.25: Hypotheses Testing (continued)**

Hypothesis	Test	Result
<b>Variables Related to Social and Cultural Factors</b>		
6) There is no relationship between the consumer's intention to adopt ACB and social /cultural factors.	Spearman	Rejected There was a positive correlation between a consumer's intention to adopt ACB and both respect for old age/females, and social/peer pressure. The correlation with social/peer pressure, and social/peer shaming and approval was negative.
<b>Variables Related to the Organisation</b>		
7) There is no relationship between the consumer's intention to adopt ACB and perceived behavioural control.	Spearman	Rejected There were positive correlations between a consumer's intention to adopt ACB and both control levels and the possibility of avoiding the law, while the correlation with awareness of the law was negative.
8) There is no relationship between the consumer's intention to adopt ACB and the availability of alternatives (availability/ necessity).	Spearman	Rejected There was a statistically significant positive correlation between consumer's intention to adopt ACB availability of alternatives (availability/ necessity).
9) There is no relationship between the consumer's intention to adopt ACB and an expectation of marketer's reactions towards ACB.	Spearman	Rejected The only statistically significant correlation was between a consumer's intention to adopt ACB and marketers likelihood of ignoring the offender.



**Table 7.25: Hypotheses Testing (continued)**

Hypothesis	Test	Result	
<b>Consumer Perceptions</b>			
10) There is a negative relationship between the consumer's intention to adopt ACB and perceived distributive justice.	Spearman	Rejected	This result shows there was a statistically significant positive correlation between a consumer's intention to adopt ACB and distributive justice.
11) There is a negative relationship between the consumer's intention to adopt ACB and perceived procedural justice	Spearman	Rejected	This result shows there was a statistically significant positive correlation between a consumer's intention to adopt ACB and procedural justice.
12) There is a negative relationship between the consumer's intention to adopt ACB and perceived interactional justice.	Spearman	Rejected	This result shows there was a statistically significant positive correlation between a consumer's intention to adopt ACB and interactional justice.

These hypotheses tests identified the variables that have relationships with the consumer's intention to adopt ACB. However it does not show the comparative influence of each of these variables. Therefore the section below includes regression analyses between the consumer's intention to adopt ACB and each set of variables. These tests determine the influence of these variables, and then their ranking based on these levels.

### 6.12.7 Test the Hypotheses in one a single model: the Influence of the Independent Variables on Consumer's Intention to Adopt ACB

This section presents the results of multiple regression tests which measure the strength of the relationship between the dependent variable (DV) and the independent variables (IVs) (Burns and Burns, 2008). In this study the consumer's intention to adopt ACB is the dependent variable and there were four sets of independent variables which are the four dimensions of the model: variables related to the consumer, variables related to social and cultural factors, variables related to the organisation and consumer perceptions.

**Table 7.26: Multiple Regression for ACB Intention and the independent Variables**

Model	B	t	Sig.	VIF
Pilfering scenario (dummy)	0.351	7.014	0.000	2.331
Shoplifting scenario (dummy)	0.316	4.636	0.000	4.329
Software Parity scenario (dummy)	-.313	-5.465	0.000	1.303
The consumer's attitudes towards ACB	.269	6.903	0.000	1.335
Social/peer pressure	.392	8.201	0.000	1.870
Social/peer shaming and approval	.106	2.397	0.017	1.809
Respect for old age/females	0.143	4.796	0.000	1.402
availability of alternatives (availability/necessity).	0.262	2.155	0.032	1.392
The possibility of avoiding the law	.075	1.966	0.050	1.273
Distributive justice	0.123	3.322	0.001	1.276

As ANOVA test assesses the overall significance of a model (Nicola *et al.*, 2009), hence it was carried out here. The model is significant as  $p < 0.01$  ( $F = 16.943$ ;  $df = 2$ ).

Table 7.26 shows the results of standard multiple regressions, performed between the consumer's intention to adopt ACB as the DVs, being accompanied by parents, and being ... what?. Ten variables were found to uniquely and significantly contribute to the consumer's intention to adopt ACB. B's (standardized coefficients for the independent variables) are "indicating that for one unit increase in the IV the DV will increase by that amount" (Burns and Burns, 2008: 388). Thus, according to this test these significant variables had different influence on the consumer's intention to adopt ACB.

Table 7.26 also show the collinearity (VIF) which is used to describe the situation when a high correlation is detected between two or more predictor variables. High correlations cause problems when trying to draw inferences about the relative contribution of each predictor variable to the success of the model (Nicola et al., 2009). All the VIF of the significant DVs in this test are acceptable as VIF values become of concern when grearer than 10.0 (Burns and Burns, 2008).

#### **6.12.8 Ranking the Independent Variables based on their level of influence on Consumer Intention to Adopt ACB**

Although, some of the examined factors were not statistically significant in the regression analyses, this does not mean that these factors do not have any relationship with the DV. The regression tests show the level of influence of IVs on the DV. As mentioned above B's are interpreted as "indicating that for one unit increase in the IV the DV will increase by that amount" (Burns and Burns, 2008: 388), consequently, Table 7.30 ranks the five sets of variables as follows: first, ACB scenario (8.068), second, consumer perceptions (B = 5.679), third, social and cultural variables (B = 4.865), fourthly, variables related to the organisation (B = 3.519) and finally, variables related to the consumer (B = 3.314).

**Table 7.27: The Variables based on their Level of Influence on the Consumer Intention to Adopt ACB Ranked**

<b>Independent variables dimensions</b>	<b>B's</b>	<b>Variables</b>	<b>B's</b>
<b>ACB scenario</b>	8.068		
		Distributive justice	0.123
<b>Consumer Perceptions</b>	5.679		
		Distributive justice	0.120
<b>Social and cultural variables</b>	4.865		
		Social/peer pressure	0.479
		Respect for old age/females	0.143
<b>Variables related to the organisation</b>	3.519		
		The marketer might ignore the offender	0.344
		Availability/ necessity	0.262
		The control level/opportunity	0.141
<b>Variables related to the consumer</b>	3.314		
		Being accompanied by sister or brother	0.209
		The consumer's attitudes towards ACB	0.080

The consumer's evaluation and intention to engage in ACB as well as the marketer's evaluation and reaction towards this behaviour are also all influenced by the type of ACB. From this rank of IVs it can be summarised that ACB is often a consumer reaction to perceived unfairness. However, ACB can be also motivated and influenced by social and cultural variables, variables related to the organisation and variables related to the consumer.

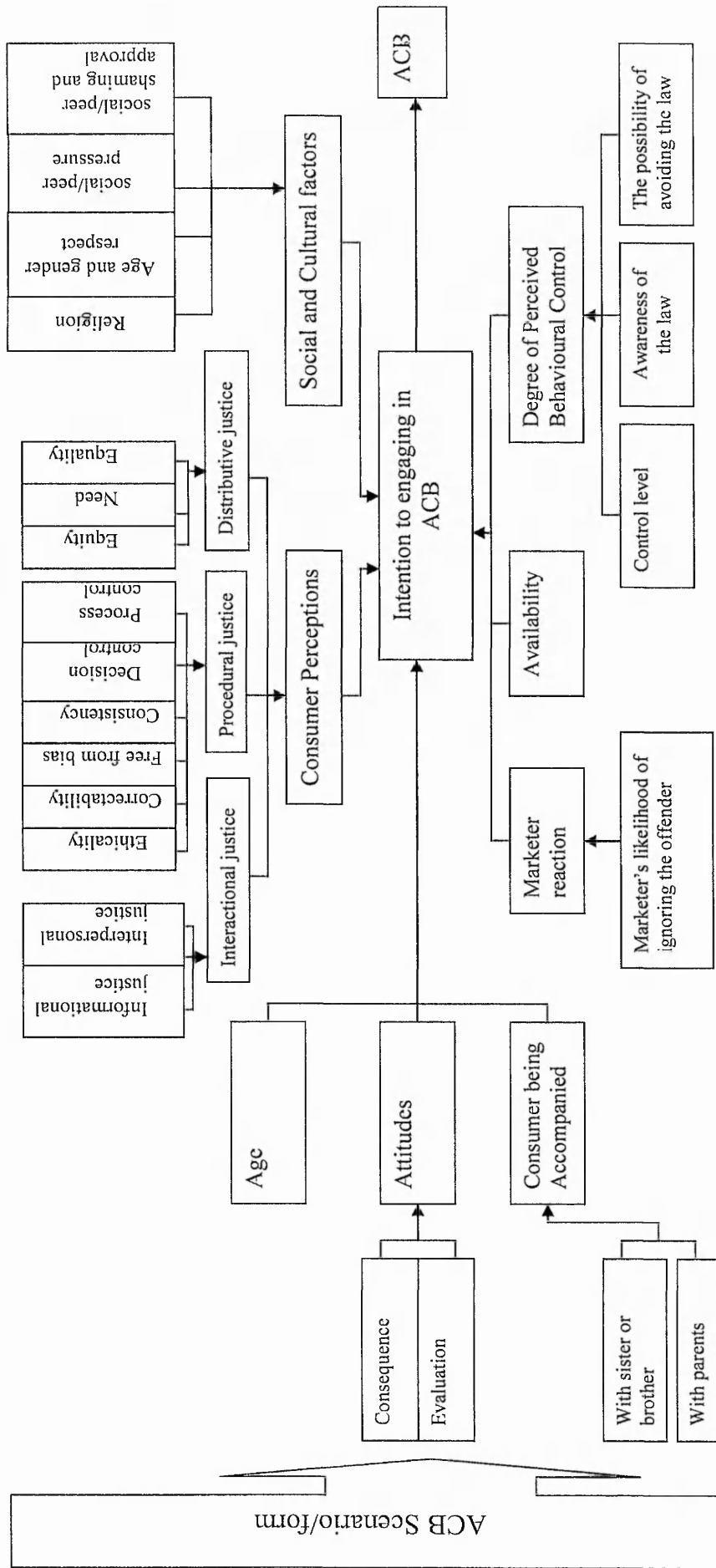
## **6.13 Conclusion**

The quantitative phase of the study used data collected from Libyan consumers to examine interrelations between factors which influence Libyan consumer's adoption of ACB and ranked these factors based on their degree of significant effect. The hypotheses which were tested in this phase were based on the development framework of ACB for Libyan consumers, which

were produced after the first phase of the study in section 6.5.6. In this study the consumer's intention to adopt ACB is the dependent variable. The analysis identified that, in addition to the types of ACB scenario, the four sets of independent variables which were included in the framework of ACB for Libyan consumers, produced from the first phase of the study have statistical significant relationship with the DV. These four dimensions of IVs were: variables related to the consumer, variables related to social and cultural factors, variables related to the organisation and consumer perceptions. Figure 7.8 presents a developed model of ACB for Libyan consumers based on consumers' views. There were some conformed variables in the developed model of ACB for Libyan consumers based on marketers' views (chapter 6) were not in this model (based on consumers' views), e.g., consumer gender and relationship with marketers. The differences between these two models are discussed in details in chapter 8.

In order to rank the independent variables based on their level of influence on the consumer's intention to adopt ACB, multiple regression tests were run for the DV and the five dimensions of IVs. Consequently, these dimensions are ranked respectively as: ACB scenario, consumer perceptions, social and cultural variables, variables related to the organisation and finally variables related to the consumer. This study is shows ACB to be a consumer reaction to preserved unfairness. However, the consumer who preserved fairness might adopt ACB as he/she might be motivated and influenced by social or cultural variables, variables related to the organisation or, finally, variables related to the consumer. All these influencing and motivating factors are impacting differently based on the ACB type.

Figure 7.8: Developed model of ACB for Libyan Consumers based on the consumer view



As the results and the model in this phase of the study were limited to consumer's views, the next chapter discusses the results from both the first phase of the study (marketers' view) and the second phase of the study (consumers' view). This discussion chapter leads to a wider understanding of ACB in Libya and therefore, a fuller and refined model of ACB for Libyan consumers which integrates both perspectives.

## Chapter 8: Discussion of the Results

### 7.1 Introduction

As there have been very few studies that have used both the views of marketers and consumers (e.g. Harris and Reynolds, 2004) this study examined both marketers' and consumers' views in order to understand the two perspectives on ACB in Libya. Although using quantitative methods provided many advantages, they also have some limitations. Qualitative research also has value in marketing (Hunt, 1994; Malhotra and Peterson, 2001; Gummesson, 2005; Hanson and Grimmer, 2007). Consequently, this study adopted quantitative and qualitative methods in the two fieldwork phases. Marketers' and consumers' views (qualitative and quantitative findings) are discussed in detail in their respective chapters. The purpose of this chapter is to explore the research findings by linking the emerging themes from both the qualitative and quantitative studies. This chapter starts by pointing out the forms and characteristics of ACB in Libya and the methods of adopting ACB within the Libyan context. The chapter then compares the results of the first and second fieldwork studies in order to demonstrate the variables that lead to adopting ACB in Libya.

A section is allocated in this chapter to discussing ACB within the Libyan context by emphasising the role of social factors and religion. As this chapter covers both marketers' and consumers' views about ACB, the subsequent part of this chapter provides a newly developed classification of ACB types based on both marketers' and consumers' views. This classification is based on two dimensions (marketers' and consumer' views) and three degrees of behaviour evaluation (good, acceptable and misbehaviour). As a consequence of this discussion the two main research aims to (1) determine the influencing and motivating factors in the adoption of Aberrant Consumer Behaviour (ACB) by Libyan consumers; and (2) refine the model of ACB for Libyan consumer are addressed.

The chapter ends with a summary which includes answers to the four research questions of this study:

1. What are the factors which lead the Libyan consumer to engage in aberrant consumer behaviour?
2. How can these factors be ranked based on their level of influence on the Libyan consumers' intention to adopt ACB?



3. Are there similarities or differences between these factors and the factors reported in previous studies in other environments (outside of Libya)?
4. If there are differences between these factors and the factors reported in previous studies, why are there differences within the Libyan context?

To summarise answers to the research questions and to synthesise research findings, the chapter also provides a refined model of ACB for Libyan consumers.

## **7.2 ACB in Libya: Existing Forms and Characteristics**

As this is only the second study about ACB in Libya (the previous study was about shoplifting (Al Awjili, 1988)), the first phase of the study aimed to explore the nature of ACB in Libya. According to the literature this behaviour is in general divided into six categories: consumer theft, vandalism, aggressive interaction, rule breaking, deadbeat and vandalism (Vliet, 1984; Penaloza and Price, 1993, 2000; Fullerton and Punj, 2003 and Lovelock and Wright, 2007). Although, the interviewees reported that almost all of these forms are adopted by Libyan consumers, consumer theft is the most common form. However, as consumers' intentions to engage in ACB and their predispositions for such behaviours are different from one environment to another (Rawwas, 2001; Al-Khatib *et al.*, 2005), the results of this study were different to results that reported by previous studies conducted outside Libya. This section discusses different ACB forms in Libya with a focus on the three studied scenarios. Thus, the first part of this chapter explains findings which are unique to the three scenarios. The second part considers themes which are common to all three scenarios.

As discussed in section 2.4 there are six principal categories of ACB: consumer theft, vandalism, aggressive interaction, rule breaking and vandalism (Vliet, 1984; Penaloza and Price, 1993, 2000; Fullerton and Punj, 2003; Lovelock and Wright, 2007). Although, the interviewees believed that most of these forms are adopted by Libyan consumers, there are different characteristics of ACB in Libya. In the literature, such differences have been found to reflect cultural, economic, legal and social variables (Rawwas *et al.*, 1995; Al-Khatib *et al.*, 1997; Rawwas, 2001; Fisher *et al.*, 2003). Similarly, in this study, these differences are largely due to economic, and social and cultural variables. In terms of economic variables, for example, unlike the West where large corporations control business, in Libya there are no retailing chains and the same is the case in the hotel sector. Therefore, owner-managers make their own rules rather than follow predetermined company procedures. For example, one of the marketers in a hotel said about their comment about pilfering towels from hotel rooms:

*In our hotel we do not care about this behaviour. I know some hotels check the room before completing the checkout process. I think it depends on the hotel manager. In our hotel we do not like to disturb the guest by asking them to return a cheap item like a towel.*

Also, because almost all of the grocery and computer stores in Libya are small or medium sized, most of the interviewed marketers were using basic cash tills which sometimes do not provide an itemised receipt or do not provide a receipt at all. This situation allowed some Libyan consumers to conduct forms of shoplifting. Another example of the influence of economic and legal factors on ACB characteristics in Libya is related to software piracy. There is a severe shortage of the original editions of software programs in the Libyan market, as none of the software companies have any presence there (LME, 2008). Therefore, almost all of the software in the Libyan computer stores is pirated, which means that software piracy is adopted by both marketers and consumers even though there are laws in place to protect software companies. Although this behaviour is construed as ACB in Western societies (Givon *et al.*, 1995; Glass and Wood 1996; Fukukawa 2002a; 2002b; Shoham *et al.*, 2008), this study found that it is not in Libya. This might explain the high rate of piracy at 88% in Libya, which cost US\$74 Million in 2010 (BSA, 2011).

A clear example of the influence of social and cultural variables on forms and characteristics of ACB in Libya is the influence of age. As Libya is high on power distance (Itim International, 2009), older people (e.g. over 45 years old) are respected and were not watched or checked so closely by staff when they were shopping or staying at hotels. As this situation could provide an opportunity to engage in ACB, very many of the recorded cases of consumer theft in the stores were conducted by a consumer/guest of an older age. Also, the Islamic religion imposes some limitations on marketers' reaction towards ACB offenders, especially if they were females. As mentioned previously the grocery/ computer stores seller jobs are still monopolised by males in Libya. Therefore, there are limitations on the prevention of female shoplifters in these stores. As it is forbidden by Islam for men to keep looking at or to touch a woman, it is sensitive in an Islamic country like Libya for male guards and/or sellers to be watching or checking female consumers.

### **7.3 ACB Adopted by Libyan Consumers**

This study examined all the factors reported in the literature as influencing and motivating factors on ACB adoption (e.g., Adams, 1963; Shaw and Clarke, 1999; Tonglet, 2001; Harris and Reynolds, 2004; Fukukawa *et al.*, 2007). In addition to these factors, the study included some neglected variables such as a consumer being accompanied by others and their relationship with marketers. In addition although, there are some studies which have examined the relation between perceived unfairness and ACB (Harris and Reynolds, 2004; Fukukawa *et al.*, 2007), those studies typically used one or two of the justice dimensions. This study extended the consideration of justice by disaggregating this into three factors which are the three dimensions of justice: distributive, procedural, and interactional justice (Bies and Moag, 1986; Blodgett *et al.*, 1997; Colquitt, 2001, Yi and Gong, 2006).

The findings of this study indicate that four groups of variables are confirmed as motivational and influencing variables on the Libyan consumers' intentions to adopt ACB. This section discusses the variables that were reported in previous studies that have been tested in this study. Also, this study found that the impacts of these variables are markedly different based on the ACB type. The first part of this section identifies which of the previously reported variables were confirmed while the second part offers more focus on new and extended variables. Table 8.31 summarizes the results of the qualitative and quantitative studies in this research in addition to what were reported in the literature. These results are discussed in more detail in the following parts of the chapters. This table show that many ACB motivational and influencing variables have been neglected by previous studies. As a consequence of the shortage of studies on this topic, theory development is still at an early stage (Shaw and Clarke, 1999; Tonglet, 2001; Fakwkawa, 2002a; Fukukawa *et al.*, 2007), and therefore previous ACB studies typically call for further research (Al-Khatib *et al.*, 2005; Fukukawa *et al.*, 2007) which this study has attempted to address.

**Table 8.20: ACB Motivating and Influencing Variables: a Comparison between These Findings and Literature.**

Variable	Related factors	The literature	Consumers' views	Marketers' views
<b>ACB Type</b>	-	√	√	√
<b>Variables Related to the Consumer</b>	Demographic Characteristics (gender, marital status, age, level of education and job)	Pi	Pi	Pi
	Consumer's Attitudes towards ACB	√	√	√
	Accompanied Consumers	Ne	√	√
	Relationship with Marketers	Ne	X	√
<b>Variables Related to Social and Cultural Factors</b>	Respect for old age/females	Ne	√	√
	Social/peer pressure	√	√	√
	Social/peer shaming and approval	√	√	√
	Religion	Pi	√	√
<b>Variables Related to the Organisation</b>	Degree of Perceived Behavioural Control	Ex	Pi	Pi
	Availability/ Necessity	Ne	√	√
	Marketers' Reaction	Ne	√	√
<b>Consumer Perceptions</b>	Distributive Justice	Ex	√	√
	Procedural Justice	Ne	√	√
	Interactional Justice	Ne	√	√

(√ = influences) (X = does not influence) (Ne = neglected: not covered in the literature) (Ex = extended) (Pi = partly influence)

### **7.3.1 ACB Motivating and Influencing Variables which are Confirmed in the Literature**

Table 8.31 shows that the results of this study are consistent with the results of previous studies (Adams, 1963; Shaw and Clarke, 1999; Tonglet, 2001; Harris and Reynolds, 2004, Fukukawa *et al.*, 2007), and all the reported motivating and influencing variables in the literature were found in this study. However, there were some differences in the manner these variables influenced ACB in the Libyan context. These variables are the form of ACB, variables related to the consumer and variables related to social and cultural factors.

#### **7.3.1.1 The Influence of ACB Types on the Libyan Consumer's intention to Adopt ACB**

This study found that the intention to adopt ACB is significantly different based on its scenario. While only 7.2% and 10.2% of the consumers had a positive intention to adopt shoplifting and

pilfering from hotel rooms respectively, more than the half of the consumers (57.3%) had a positive intention to adopt software piracy. Also, marketers' attitudes and, therefore, the controlling practices adopted are different based on its scenario. While marketers have negative attitudes towards shoplifting and therefore they apply many methods to stop this behaviour, they have less negative or neutral attitudes towards pilfering from hotels. Therefore they make excuses for pilfering offenders, and they do not apply strong controlling or preventative practices against it. However, marketers have positive attitudes towards software piracy and indeed they adopt it themselves and encourage the consumer to adopt it as well. In fact in Libya, software piracy is viewed as a necessity since legitimate alternatives are not available. This finding supports the work of Fukukawa (2002a) as she found that the intention to engage in ACB differed when the respondents were faced with different ethical situations. Due to the collectivist nature of Libyan society, Libyan consumers avoid adopting the behaviour that is not socially accepted because such behaviour can impact their reputation.

#### **7.3.1.2 How do Libyan Consumers' Demographic Characteristics and Attitudes Influence their ACB Adoption?**

*Variables Related to the Consumer:  
demographic characteristics and  
Consumer's Attitudes towards ACB*

The findings from consumers' and marketers' views indicate that demographic characteristics have an influence on intentions to adopt ACB in Libya. The results of this study are consistent with results of previous studies (Cox *et al.*, 1990; Babin and Griffin, 1995; Gamman, 2000). Although, the consumers' and marketers' views are consistent in terms of confirming the influence of demographic characteristics, there were conflicts between these two views in terms of the type of influence and relationship between the intention and some demographic characteristics. For example, while the findings of the quantitative study (the consumer's view) indicated there was a strong negative correlation recorded between age and the consumer's intention to adopt ACB, the findings of the qualitative study (the marketer's view) indicated a positive relationship. This variation in the two results can be ascribed to the fact that (as is discussed in section 8.2) in Libya older people face very low levels of control in the exchange situation and therefore, even if they do not have intentions to adopt ACB they might do so in certain circumstances. Also, the gender and level of education had a clear influence in Libyan consumer intention to adopt ACB. As it is forbidden for men to keep looking at or touch a woman according to Islamic laws, therefore there are some limitations on the prevention of

female ACB in Libya. Similarly, as Libya is characterised as high on power distance (Itim International, 2009) thus, the highly educated people are respected. Hence, they were not watched or checked so closely by staff in shops or hotels, and clearly this situation could provide an opportunity to engage in ACB.

The consumer's attitude towards ACB had a significant influence on the consumer intention to adopt it. This finding supports the work of Harris and Reynolds (2004), and Yi and Gong (2006) who confirm a similar influence. For example, the findings indicated that almost all the consumers and marketers consider software piracy as good behaviour and it is even promoted in Libyan society. Therefore, this behaviour was widely adopted by both consumer and marketers in Libya. This finding shows that attitudes towards software piracy in Libya were different from attitudes towards it in many Western societies where this behaviour would be considered illegal (Givon *et al.*, 1995; Glass and Wood, 1996; Shoham *et al.*, 2008).

#### **7.3.1.3 The Impact of Social and Cultural variables on ACB adoption by the Libyan Consumer**

*Variables Related to Social and Cultural Factors: respect for old age/females, social/peer pressure, social/peer shaming and approval and religion*

The second group of influencing and motivating variables is related to social and cultural factors. In general, published research suggests that consumers' intentions to engage in unethical behaviours and their predispositions for such behaviours are different from one environment to another (Rawwas, 2001; Al-Khatib *et al.*, 2005). Findings here, from both qualitative and quantitative studies, indicated that social and cultural factors have a strong influence on consumers' intentions to adopt ACB in Libya and this influence is distinctive among different ACB types. This finding supports the work of Fukukawa *et al.* (2007) as they also found that social variables had different impacts on consumer intentions to engage in ACB across their five types of behaviour.

Although religion significantly influences consumer unethical perceptions (Babakus *et al.*, 2004), this variable has been largely ignored in the literature (Cornwell *et al.*, 2005). The findings indicate that there was a significant influence of religion on the evaluation of ACB, both in terms of a consumer's intention to adopt it and the marketer's reaction towards it.

Although, this finding appears at odds with the work of Rawwas and *et al.* (2006) who reported that religion had no influence on daily activities, these findings support the work of Babakus *et al.* (2004) who indicated that religion significantly influences consumers' perceptions of what is unethical.

### **7.3.2 Newly Revealed ACB Motivating and Influenceing Variables**

As mentioned previously this study examined some variables that have been neglected in previous studies and extended some others which were previously examined by single items. As Table 8.31 shows these studies were allocated into three groups which are discussed in the following sections.

#### **7.3.2.1 The Influence of consumer relationships and Intention to adopt ACB**

*Variables related to the consumer:  
consumers being accompanied and  
relationship with marketers*

The first group of the new/ extended influencing and motivating variables consists of additional variables relating to the consumer. These variables related to consumers being accompanied and the relationship they have with marketers. The findings of both the qualitative and quantitative studies indicate that the consumer being accompanied had an influence on their intention to adopt ACB. More specifically, the finding shows consumers are more likely to engage in the socially accepted ACB, such as software piracy and pilfering form hotel rooms when they are accompanied with friends or team mates (e.g., the football teams are more likely to pilfer from hotel rooms). However, people are more likely to adopt socially unacceptable ACB types, such as shoplifting, if they are with close family (parents, sister or brother). This finding can be ascribed to the fact that in Libyan society, shame and dishonour are highly emphasised and personal bad actions not only dishonour the individual, but also the entire family unit (Hammad *et al.*, 1999). This fact means that the consumer who engages in ACB would be confident that no one in the close family would talk about the shoplifting and so avoid bringing shame to the family.

The second new variable in this group is the relationship with the marketer. The findings of the qualitative study (marketers' view) indicated that there was a link between a consumer's relationship with the seller and the store/hotel owner and their intention to adopt ACB. As

marketers trust the people they know, they do not normally scrutinise them, and these low levels of control encourage some consumers to adopt ACB. However, findings of the quantitative study (the consumer's view) did not confirm this correlation. The conflict between these two views may be due to consumers' social desirability, as they may have been unwilling to betray those they share a close relationship with. However, this result was confirmed by many examples given by marketers. This conflict between the quantitative results (the consumers' views) and the qualitative results (marketers' views), emphasise the important of using mixed methods and also the views of both marketers and consumers to fully understand ACB.

#### **7.3.2.2 The Influence of Organisational Variables on ACB in Libya**

*Variables related to the organisation:  
degree of perceived behavioural  
control (extended), availability/  
necessity, marketers' reaction towards  
ACB offenders*

The second group of the new/ extended influencing and motivating variables consists of a numbers of factors relating to the organisation: the degree of perceived behavioural control (extended variable), availability/ necessity (which refers to the potential for the consumer to behave conventionally and obey ethical norms), and marketers' reaction towards ACB offenders (new variable). As is discussed in section 8.2, in Libya there are no retailing/ hotel chains and therefore, owner-managers make their own individual decisions rather than follow predetermined company procedures. This provides more flexibility to marketers in Libya in their reactions towards ACB offenders. According to the findings of the qualitative study, many ACB offenders are aware that, even if there is a law against ACB there is a possibility they can avoid it if they are arrested (e.g., by using their social network). Therefore, measurement of the degree of perceived behavioural control was extended in this study to include the possibility of avoiding the law. In general, the findings of the qualitative and quantitative studies indicate a negative relationship between perceived behaviour control and the consumer's intention to adopt ACB. Thus, the consumer is less likely to adopt ACB if they are aware of the law and they do not have the possibility of avoiding it. This supports the work of Goles *et al*, (2008) who also found that awareness of the law is significant in reducing positive attitudes towards software piracy.



As the Libyan market can be considered a new and unknown market for many international firms (Jodie and Gorrill, 2007), there is a shortage of many products and services. Therefore, this study examined availability/ necessity which refers to the potential for the consumer to behave conventionally and obey ethical norms. The findings indicate that the consumer who is faced with a shortage in the product (e.g., original software and souvenirs in the Libyan hotels) act out of necessity and are therefore more likely to adopt ACB in order to satisfy their needs.

The final new variable in this group is the marketers' reaction towards the ACB offender. As discussed previously, in Libyan owner-managers make their own rules rather than follow company procedures. Therefore, reactions towards ACB offenders vary and are based on the specific situation. The findings of the current study showed that social variables and the Islamic context imposes some limitations on both the marketer's reactions towards ACB and the control and prevention practices they employ to deter it. However, marketers in Libya, as a part of a collectivist Muslim society, see themselves as part of the wider society, consequently, they do not ask for help from the police to solve ACB problems. Instead, they use alternative practices such as using the social network. In order to control ACB, Libyan marketers apply alternative practices to those of the West (Tonglet and Bamfield, 1997; Bamfield, 2004; CRR, 2009) which are more socially acceptable and in line with Islamic laws such as reminding and shaming. This finding indicates that the marketers' reaction and the use of alternative controlling practices had a significant influence on reducing consumers' intentions to adopt ACB, and hence controlling this behaviour.

### **7.3.2.3 The Effects of Distributive Justice, Procedural Justice and Interactional Justice on ACB**

*Consumer perceptions: distributive justice, procedural justice and interactional justice*

In order to test the influence of consumer perceptions of fairness/unfairness on ACB, three dimensions of justice were examined. This section discusses the ways in which each justice dimension was examined. Van Vliet (1984) theorised that customers cause damage in order to obtain revenge. The findings of this study similarly indicated that the consumer may intend to adopt ACB when they perceived injustice. This supports the work of Harris and Reynolds (2004) and Fukukawa *et al.* (2007) as both these studies found that consumers engage in ACB

in order to redress an imbalance which is perceived as unfair. Of the three dimensions of justice, this study found that distributive justice had the largest impact on the Libyan consumer's intention to adopt ACB. However, the interactional justice in Libya context has been somewhat over-shadowed by cultural and religion norms that influence how different people are treated e.g females, older people.

#### **7.4 ACB within Libyan Context: What Shapes the Differences?**

Several studies have shown that consumer judgment, understanding, and predispositions can differ markedly between cultures (Rawwas 2001; Fisher *et al.*, 2003; Ford *et al.*, 2005). The findings of this study also indicate that social factors and religion have a strong effect on ACB in Libya. The findings indicate that ACB evaluation, consumers' intentions to adopt it, the marketer's reaction towards the offender and the control and prevention practices they employ to deter it are different based on ACB type. For example, while marketers and consumers are completely against shoplifting, and marketers apply many methods to control this behaviour, they have a less negative evaluation towards pilfering from hotel rooms as they provide excuses for it. Therefore, many marketers in the hotels did not like to apply control measures against this pilfering. This behaviour is not considered as bad as shoplifting by Libyan consumers; therefore, some guests did not hide the stolen items, especially those that carry the hotel's logo. Rather, some guests put the stolen items on display in their homes to show that they have been in particular hotels.

The Libyan environment imposes some limitations on both the marketer's reactions to ACB behaviour and the control and prevention practices they employ to deter ACB. Paradoxically, these limitations have increased the adoption of some forms of ACB by Libyan consumers. In Libya, like most Arabic countries, shame and honour are highly emphasised and personal bad action dishonours all the extended family unit. Therefore, frequently unethical behavioural solutions are sought through contact with the extended families rather than by asking for help from the police. In order to control ACB, Libyan marketers applied alternative practices to those of the West which are seen as more socially acceptable. Even though some of these practices are illegal and clearly not acceptable in the West, such as using the phone numbers that are dialled by guest to reach his/her social network, they are commonly used by Libyan marketers. These marketers choose to use this type of practice instead of asking for help from the police because marketers desire to remain in line with social norms and within socially

accepted boundaries of behaviour. As Libya is a collectivist society, marketers interpret the social responsibility of their business in different ways to Western businesses. For example, the Libyan marketers tolerate or ignore consumer practices that in the West would be seen as clearly anti-social and unacceptable in order to avoid shaming people or causing problems for the offender's family.

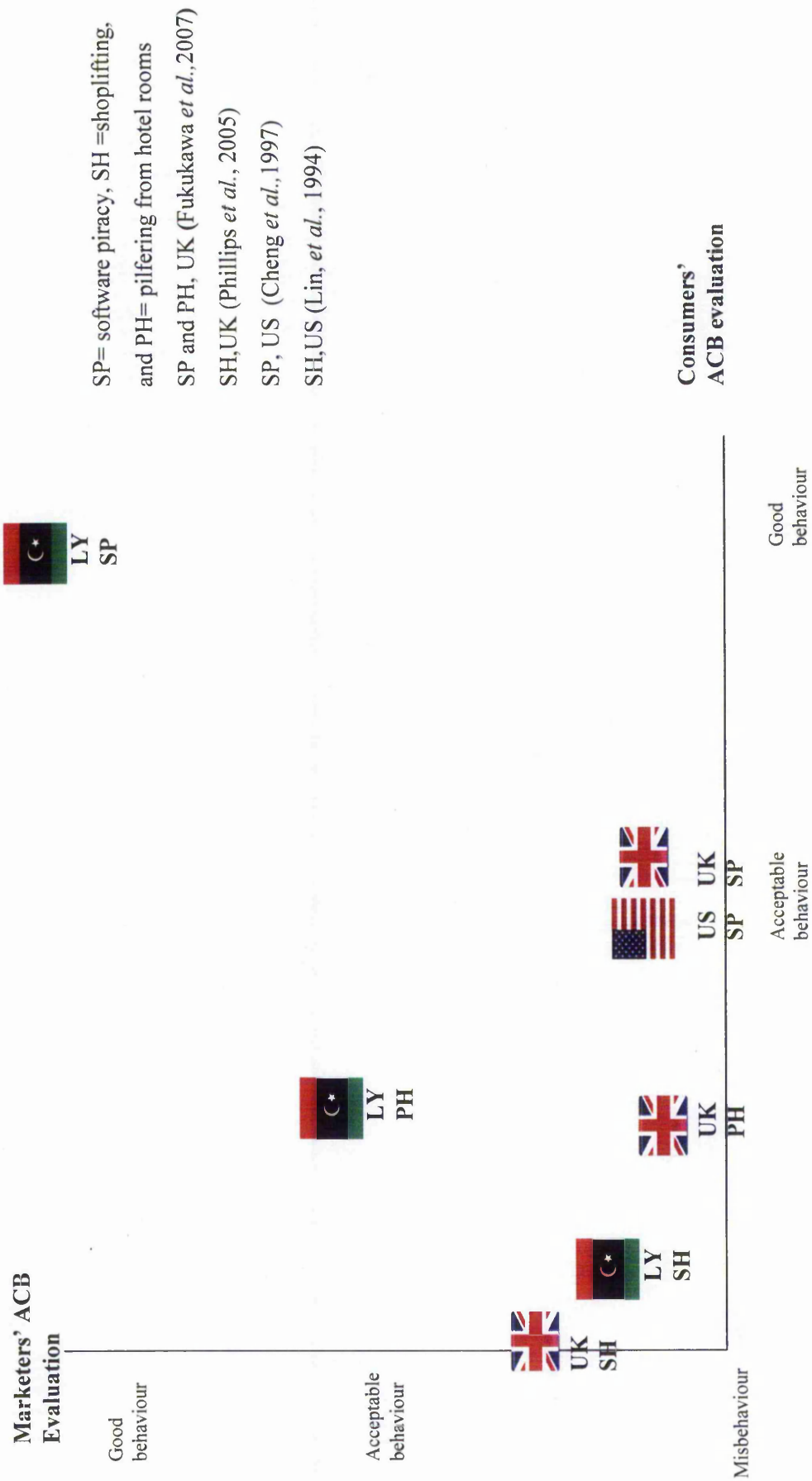
## **7.5 Towards a New Classification of ACB based on Marketers' and Consumer' Views in Libya**

As discussed previously, this study found that the consumer's and marketer's evaluation of ACB are not always consistent. Further, ACB evaluations differed based on the form of ACB. Furthermore, the study found that not all consumer behaviours that were considered as bad behaviour in other countries have the same evaluation in Libya; for example, software piracy. This section provides a newly developed classification of ACB based on marketers' and consumers' views. This classification provides 9 ACB types within two dimensions (marketers' and consumers' views) and three degrees of behaviour evaluation (good, acceptable and misbehaviour; see Figure 8.9). The *good behaviour* in this classification refers to the types of behaviours which are completely acceptable and recommended to adopt. These behaviours are also considered as a consumer's right and no one should blame them for engaging in it. *Acceptable behaviour* refers to behaviours which are not considered as a consumer's right but which they may be excused for engaging in it. Also, the consumer should not be punished for adopting this type of behaviour. *Misbehaviour* in this classification includes the bad behaviour which is considered not to be a consumer's right and that they should be punished for it if they adopt this type of behaviour. As shown in Figure 8.9, shoplifting, pilfering from hotel rooms and software piracy, within the Libyan context, have different positions on the diagram. Shoplifting in the Libyan context is evaluated as misbehaviour by both marketers and consumers in contrast to software piracy which is considered as good behaviour by both groups. However, the marketers' and consumers' evaluation of pilfering from hotel rooms is not so consistent. Within the Libyan context marketers consider pilfering from hotel rooms as acceptable behaviour while the consumers consider it as misbehaviour.

In order to compare the evaluation of ACB in Libya with other countries, results of previous studies were positioned on the Figure 8.9. However, there is a limitation of the other studies as they rarely use samples from both marketers and consumers, therefore most of the used

examples have a one sided view and are typically studies conducted in the UK and/or USA. For example, shoplifting is a major concern of USA (Lin *et al.*, 1994 U.S.A) and UK (Phillips *et al.*, 2005) marketers, and therefore they employ many controlling methods to stop it. It is therefore regarded as misbehaviour. Regarding pilfering from hotel rooms, no study was found of this behaviour in the USA. However, Fukukawa *et al.* (2007) suggests most consumers in the UK do not have intentions to adopt pilfering; this behaviour is conducted in private and is less likely to be discussed publicly. This means this behaviour is not socially accepted in the UK. The same study also tested software piracy in the UK and found that more than half of the sample had an intention to adopt it. Also, they provided some excuses for adopting this behaviour. Similar results are found by Cheng *et al.* (1997) about US consumers. So, according to the classification in Figure 8.9, software piracy is classified as broadly acceptable behaviour by the UK and US consumers.

Figure 8.9: Newly Developed Classification of ACB Scenarios based on Marketers' and Consumers' Views



## 7.6 A Refined ACB Model for Libyan Consumers

This study initially developed a model of Aberrant Consumer Behaviour (ACB) by Libyan consumers based on the theory of planned behaviour (TPB) (Ajzen, 1991). However, the aim was to confirm or refine the model. This section presents the refined model of Aberrant Consumer Behaviour (ACB) by Libyan consumers.

Ajzen's theory of planned behaviour (TPB) (Ajzen, 1991) was initially enhanced through a process including two consecutive steps. The first step was by considering published modifications to TPB (e.g., Shaw and Clarke, 1999; Tonglet, 2001; Fukukawa *et al.*, 2007) as well as adding some factors that were somewhat neglected in previous studies. This step provided the ACB framework which was examined in the qualitative study (marketers' view). The second step of the TPB enhancing process was to use the results of the qualitative study to further develop a model of ACB for Libyan consumers. This model included some new variables which were identified as influencing variables by marketers in Libya, such as accompanied consumers and relationships with marketers. This step then used the developed model from the qualitative study to examine the Libyan consumer view. The study consequently produced the ACB Model for Libyan Consumers which is presented in Figure 8.10 below. This model hypothesises that ACB in Libya is dependent on five sets influencing and motivating variables: the ACB scenario, variables related to the consumer, variables related to social and cultural factors, variables related to the organisation and consumer perceptions.

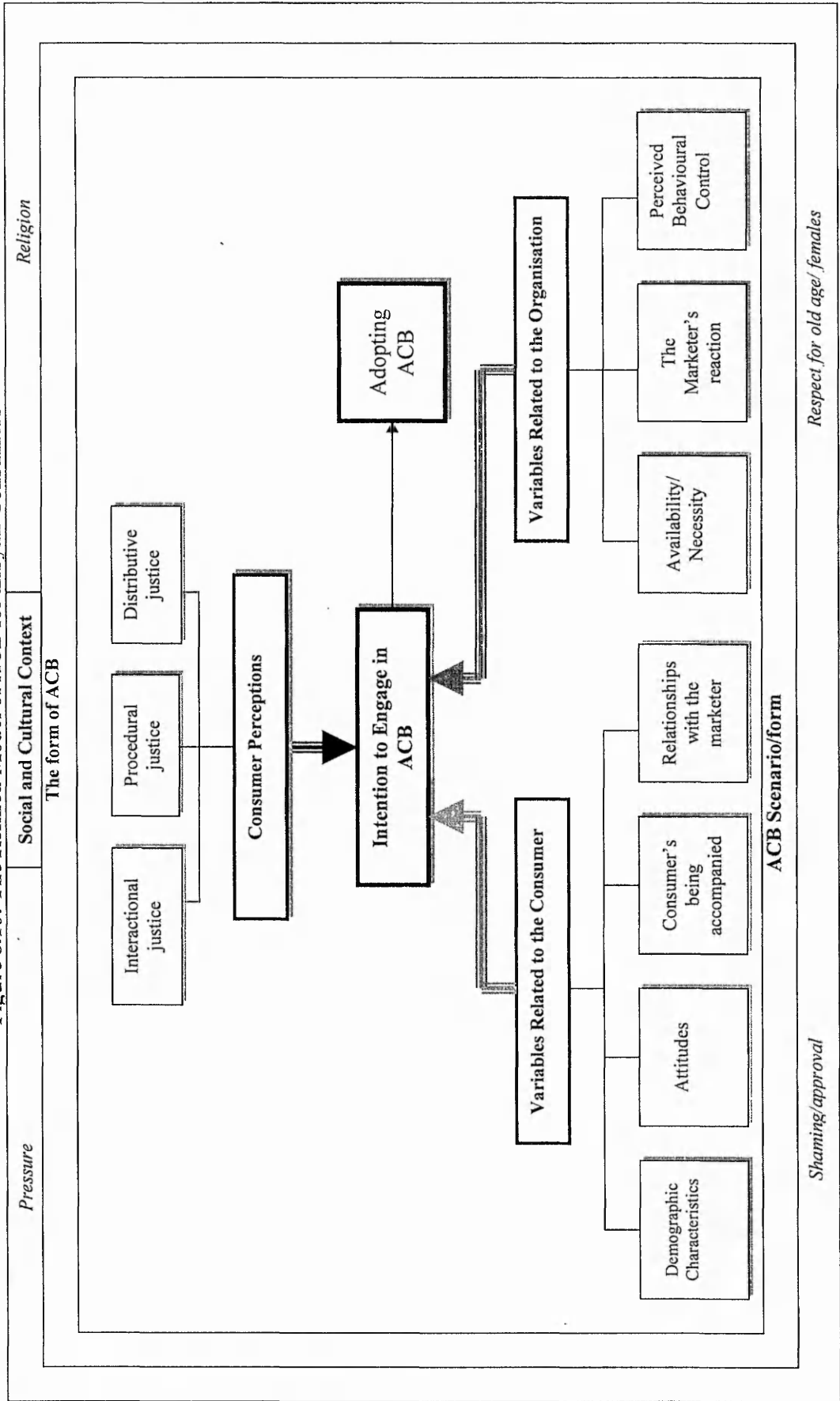
This study ranked these variables based on their level of influence on the Libyan consumers' intention to adopt ACB respectively as:

- consumer perceptions;
- variables related to social and cultural factors;
- variables related to the organisation;
- variables related to the consumer.

It is important to note here that the impact of the variables relating to social and cultural factors is not limited by the consumer's intention to adopt ACB, but it goes beyond that to influence many other variables such as consumers' and marketer's ACB evaluation and marketers reactions towards an ACB offender. Because all the relationships between the consumer's intention to adopt ACB and IVs are influenced by both social and cultural variables and the

ACB type, this model therefore proposes that both the social and cultural variables and the ACB type should frame the model as shown in Figure 8.10

Figure 8.10: The Refined Model of ACB for Libyan Consumers





## 7.7 Summary

This section aims to extend the discussion in this chapter by answering the four research questions of this study.

Regarding the first research question:

(1) *What are the factors which lead the Libyan consumer to engage in aberrant consumer behaviour?*

This study indicates that there are five factors, of which one or more might lead to a Libyan consumer to adopting ACB. These factors are:

1. The form of ACB, as the study indicated significant differences in the consumers' intention, evaluation and attitudes between the scenarios (shoplifting, software piracy and hotel pilfering).
2. Variables related to the consumer: demographic characteristics (gender, age and job), consumer's attitudes towards ACB, if the consumer is accompanied and their relationships with marketers
3. Variables related to social and cultural factors: respect old age/ females, social/peer pressure, social/peer shaming and approval and religion
4. Variables related to the organisation: degree of perceived behavioural control, availability/ necessity and the marketers' reaction to ACB.
5. Consumer perceptions of justice, comprising: distributive justice, procedural justice, interactional justice.

(2) *How can these factors be ranked based on their level of influence on the Libyan consumers' intention to adopt ACB?*

This study provided a ranking of these variables based on their level of influence on the consumers' intention to adopt ACB. Firstly, consumer perceptions had the highest level of influence, then variables related to social and cultural factors, then variables related to the organisation and finally variables related to the consumer. However, this ranking did not include the ACB scenario as it was measured by a different type of measurement and so could not be included. That ranking was also limited to the influence of these factors on the consumer intention's to adopt ACB. However, the impact of variables related to social and cultural factors is not limited by this, but goes beyond that to influence many other such considerations

such as consumers' and marketers' ACB evaluation and marketers' reaction towards ACB offenders. Clearly social and cultural variables has the widest influence on ACB in Libya.

*(3) Are there similarities or differences between these factors and the factors reported in previous studies in other environments (outside of Libya)?*

*(4) If there are differences between these factors and the factors reported in previous studies why are there differences within the Libyan context?*

Table 8.31 shows that the results of this study are consisted with the results of previous studies and all the reported motivating and influencing variables are confirmed. However, there were some differences in the influences of these variables within the Libyan context. These differences are due to some particular characteristics of the Libyan environment. Social variables and religion impose some limitations on both marketers' reactions to ACB behaviour and the control and prevention practices they employ to deter ACB. These situations lead to an increase in the adoption of particular forms of ACB by Libyan consumers. However, marketers in Libya applied alternative practices to those of the West which they find more socially acceptable. The findings of this study, therefore, are in line with previous studies which focused on the effects of social and cultural variables on ACB evaluation and adoption (e.g., Al-Khatib, Vitell and Rawwas 1997; Rawwas *et al.*, 1998; Ford *et al.*, 2005, Mitchell *et al.*, 2009), if enriching the awareness that ACB is also influenced and motivated by the specifics of a cultural, social and economic context.

## **Chapter 9: Conclusion**

### **8.1 Introduction**

This Chapter concludes the thesis by considering the implications this research has for existing knowledge about aberrant consumer behaviour. More specifically the contributions this work makes to present theory, practice and methodology are discussed. Limitations of this work are also considered and suggestions are made with regard to how the study could have been improved, and how it could be further developed.

A purpose of undertaking the current research was to gain a better understanding of aberrant consumer behaviour within the Libyan context and factors affecting its adoption. The current chapter provides a brief summary of the thesis and empirical findings followed by their implications. Thereafter, the limitations and the contributions of the current research are reflected upon. In conclusion, further directions in this area of research are considered.

### **8.2 A Brief Summary of the Thesis Structure**

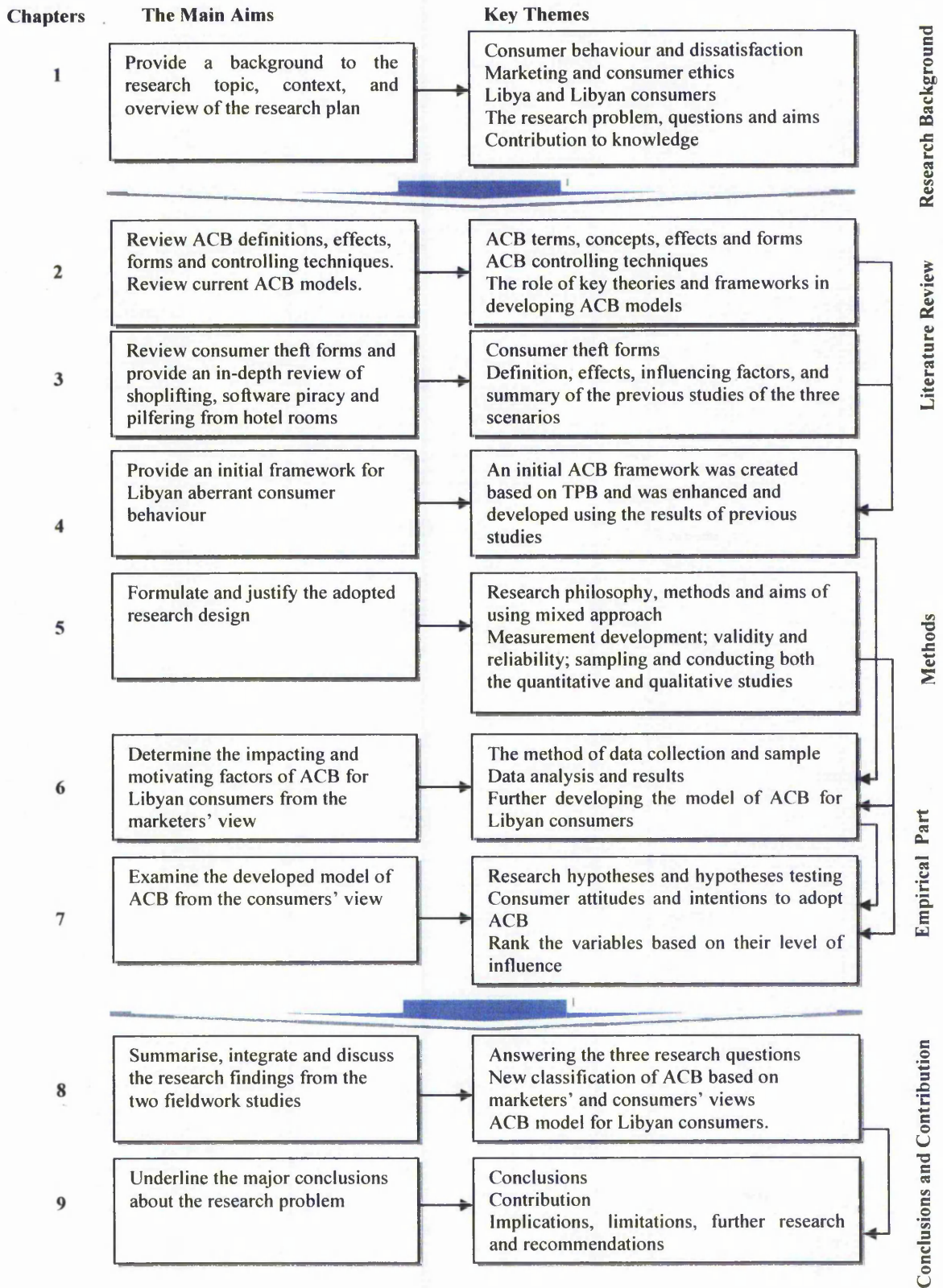
In summary this thesis has been structured into nine chapters. Figure 9.11 reveals the main aims and key points of each chapter. To illustrate, as an introductory chapter, chapter 1 aimed to provide a background to the research topic, Libya and Libyan consumers as the research context, and an overview of the research plan. The theoretical part of this research was discussed in chapters 2 and 3. Firstly, chapter 2 reviewed current ACB models, terms, concepts, effects, and controlling techniques that are used against ACB. This chapter also discussed the role of key related theories and frameworks in developing ACB models. Chapter 3 then focused on consumer theft in its various forms and provided in-depth reviews of shoplifting, software piracy and pilfering from hotel rooms as those are the examined ACB scenarios in this study. The chapter also defined the three scenarios, considered effects on the economy, influencing factors, and summarises previous studies of the three scenarios. This literature review was used in chapter 4 to provide an initial framework for Libyan consumer aberrant behaviour which was created based on TPB (Ajzen, 1991) and was enhanced and developed using the results of previous studies.

Chapter 5 aimed to formulate and justify the adopted research design. Therefore, that chapter discussed research philosophy, methods and aims of using a mixed method approach. Also, the

chapter discussed the measurement, development, validity and reliability, sampling and conducting of both the quantitative and qualitative studies. The initial ACB framework provided in chapter 4 was explored qualitatively in chapter 6 by using data collected from marketers in Libya. The results of the qualitative study in chapter 6 were used in the design of the quantitative study in chapter 7. In this chapter quantitative data collected from Libyan consumers were analysed.

The results of both the qualitative and quantitative analyses were discussed and compared in chapter 8 in order to answer the three research questions. This discussion also provided a new classification of ACB and an ACB model based on both marketers' and consumers' views. Finally, limitations and recommendations emerging from Chapters 6, 7 and 8 are addressed and discussed in chapter 9. This chapter also includes the research contribution and indications for further research.

**Figure 9.11: The Thesis Overview**



### 8.3 Research Findings

Although, many studies attempt to develop a model of Aberrant Consumer Behaviour (Shaw and Clarke, 1999; Tonglet, 2001; Fukukawa *et al.*, 2007), all of these studies are considered as initial stages in a longer process of theoretical development. The current study attempts to develop further the modified TPB (Ajzen, 1991) by adding some factors that were possibly neglected previously in the literature.

The findings of this study were broadly in line with previous studies which focused on the effect of social and cultural influences on ACB evaluation and adoption (e.g., Al-Khatib *et al.*, 1997; Rawwas *et al.*, 1998; Ford *et al.*, 2005, Mitchell *et al.*, 2009). However, the results show that the effects of factors that were included in previous frameworks (Chang, 1998; Shaw and Clarke, 1999; Shaw, *et al.* 2000; Wagner and Sanders, 2001; Fukukawa, 2002a; 2002b; King and Dennis, 2006; Shoham *et al.*, 2008) are different in Libya compared to their effects in other countries. ACB is thus a cross-cultural and international phenomenon but are that varies according to local conditions and circumstances.

The findings of the current study show that Libya's context as an Arabic/Muslim society imposes some limitations on both marketers' reactions towards ACB offenders and the employed control and prevention practices to deter it. Instead, they use practices such as using social networks in order to control shoplifting, Libyan marketers apply alternative practices to those of the West which they find more socially acceptable but crucially are in line with Islamic laws, such as reminding customers of religious teachings and shaming. In addition to factors which were reported in previous studies and confirmed in this study, the study revealed some rather neglected variables which impact upon ACB, such as consumers being accompanied and dimensions of justice. This study, therefore, indicates that there are five factors, one or more of which might lead to adoption of ACB in Libya.

Comparing the two perspectives of consumers and marketers leads to a wider understanding of ACB in Libya and, therefore, a more fully refined model of ACB for Libyan consumers integrating both perspectives. This model suggests that ACB in Libya is dependent on five groups of variables: the ACB scenario/type, variables related to the consumer, variables related to social and cultural factors, variables related to the organisation and consumer perceptions. Four of these group of variables are ranked as follows, based on their level of influence on the

consumer intention to adopt ACB, as: consumer perceptions, variables related to social and cultural factors, variables related to the organisation and variables related to the consumer.

However, the impact of social variables and religion in Libya goes beyond influencing the consumer intention to adopt ACB. These variables have a significant influence on many other issues such as consumers' and marketers' ACB evaluation and marketers' reaction towards ACB offenders. Clearly this group of variables has the greatest influence on ACB in Libya.

## **8.4 Contribution**

The theoretical and empirical contributions of this research can be summarised in the four following points.

Firstly this study is innovative because there are few previous studies dealing with ACB in Arab/Islamic countries. Also this study, by adopting mixed methods and exploring three ACB scenarios adds greater depth to our understanding of consumer behaviour in this country. Thus the findings of this study provide additional research to counteract the shortfall in knowledge about Muslim consumers' (un)ethical behaviour and to broaden understanding of this behaviour in general.

Second, almost all of the previous studies of ACB looked at a single representation of ACB, typically shoplifting. However, this study provides a wider contribution to the literature on ACB from its synthesis across a wider set of scenarios: shoplifting, software piracy and pilfering from hotel rooms.

Third, using the wider set of scenarios in this study enabled the researcher to provide a newly developed classification of ACB scenarios based on marketers' and consumers' views. This classification is based on two dimensions (marketers' and consumers' views) and three degrees of behaviour evaluation (good, acceptable and misbehaviour).

Finally, there are few previous studies dealing with Libyan consumer behaviour. Thus the results of this study provide additional knowledge about Libyan Consumer Aberrant Behaviour as well as broadening understanding of ACB and Libyan consumer in general. Moreover, selecting Libya as a place to conduct this study may be useful in this stage of consumer ethics

research as almost all the previous studies were conducted in western countries like, notably the U.K and U.S.A.

## **8.5 Managerial Implications**

The Islamic world, nowadays, is considered as a large emerging market (Marinov, 2007). However, the Islamic faith is one of the most misunderstood religions in the world today (Kurtz, 2007) and consequently, marketers have a limited understanding of Muslim consumers (Vohra *et al.*, 2009). Therefore, this study contributes to a broader understanding of Islamic views of consumer behaviour in general, and specifically ACB and its treatment. This strong direct influence of Islam on Muslim consumer behaviour and judgments indicates that, it is important for the international companies, which aim to enter Islamic markets to have a better understanding of Islam intervention in consumer attitudes and behaviour in order to be successful.

Also, with the remarkable changes that Libya is currently passing through it is hoped that the economic environment will progress toward international openness and the new Libya will seek to enhance regional integration and international co-operation (ITNC, 2011). However, international companies do not have enough knowledge of Libyan consumer behaviour particularly due to the economic sanctions imposed during (1986 – 2004) by U.S. and the U.N. (Jodie and Gorrill, 2007). Therefore, a second practical contribution of this study is providing a more refined model of ACB for Libyan consumers. This model determines the influencing factors on this behaviour which Libyan and international organisations can use to build their marketing strategies directed at the Libyan market. Moreover, the research results could help companies avoid and control ACB. The importance of cultural and religious considerations in Libya is clear as a result of this research. If Libya does “open up” to international business it will be important for businesses to appreciate these considerations.

Clearly since the fieldwork for this thesis was completed, there have been dramatic changes in Libya culminating in the overthrow of the Gaddafi regime. It is as yet, however, unclear quite what the longer term implications of this will although one probable outcome is that the Libyan market will become more open to international businesses. That may directly impact aspects such as software piracy, as there are likely to be pressures to implement copyright laws perhaps, but more generally the cultural and religious environment is only likely to evolve or



change slowly. A more open regime is more likely to provide protection of consumer rights. As discussed previously, both marketers and consumers are, directly and indirectly, bearing the costs of ACB. Moreover, there are clear weaknesses in the policies that regulate the relationships between the marketers and consumers in Libya. Therefore, it is important for policy makers in Libya to address ACB and its implications for all the related variables such as pricing, products and service quality and return of goods. However, these policies should be evaluated and revised in a manner that reduces and controls ACB without reducing consumers' basic rights.

Consumers' predispositions for ACB differ from one environment to another as a consequence of the differences in cultural, economic, legal and social variables (Rawwas *et al.*, 1995; Al-Khatib *et al.*, 1997; Rawwas, 2001; Fisher *et al.*, 2003). These differences emerge even when there are minor differences at the micro level, such as among Arab Gulf countries (Al-Khatib *et al.*, 2005). Also, this study found that Libya's context imposes some limitations on both marketers' reactions towards ACB offenders and the employed control and prevention practices to deter it, therefore international companies that aim to enter the Libyan market should adapt their marketing activities according to Libyan local conditions and circumstances. Designing market programmes based on the specific needs of local consumers can help companies to increase market share and profitability (Lindridge and Dibb, 2003; Steenkamp and Hofstede, 2002; Peter and Olson, 2008).

## **8.6 Limitations**

Given the sensitive nature of this study, informed consent and confidentiality underpinned the fieldwork. Furthermore, participants were briefed on the nature of the research and had the opportunity to refuse involvement or stop at any time they wanted. However, participants were open and keen to talk and provide comments about their experiences and opinions, suggesting concerns ethical were not a major distorting factor on the results presented. Also, as with nearly all studies of consumer behaviour, the current study is limited by the samples and techniques used in the research. These limitations curb the extent to which the findings of the research can be generalised but also, more helpfully, provide a useful framework for the suggestion of future studies.

Fieldwork was undertaken before the Arab Spring which led to the overthrow of Muammar Gaddafi in Libya. During the Gaddafi era, academic research was not supported and there were a lot of barriers faced by researchers, such as the lack of research databases and the lack of research centers. This situation meant that a considerable time was spent on collecting related data and references.

There are clearly limitations to this research relating to the fieldwork area and time. Even though Benghazi is the second largest city in Libya which attracted people from all Libyan cities, the generalisation of this study to all Libyan consumers would be debatable. Also, as this study has to be completed by certain deadline, the researcher could not include more than three scenarios in the study.

Also, this study has examined the motivation and influencing factors without classifying them into two categories. In other words in line with the studies in this field a distinction has not been made between 'influencing' and 'motivating'. This is despite some variables like availability/ necessity (the potential for the consumer to behave conventionally and obey ethical norms) having the potential to be classified as a motivating factor and the variable such as the socially acceptable behaviours being potentially classified as an influencing factor.

## **8.7 Directions for Future Research**

As none of the literature including in this study has provided a classification or criteria to differentiate between ACB motivating and influencing factors, an opportunity for future research is presented. Such classification will provide an added contribution to the academic understanding of ACB and may provide practical guidance to firms considering how to control this behaviour. The data of this study were collected before the war in Libya and the Libyan liberation. The new Libya is likely to be open an market country (ITNC, 2011) and it would be beneficial to re-conduct this study in Libya when the country has settled into normality. Also, future research should examine the revised model and use larger samples covering other sectors highlighted in the literature, such as music piracy, riding free on public transportation, entering into movie theatres for free and using fraudulent forms of payment. This would explore wider factors influencing ACB adoption. Also, conducting further ACB research using larger samples covering other Arabic countries which have different economic and legal environments such as the countries that have activated copyright laws against software piracy (e.g., Egypt and UAE) would be beneficial.

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## Appendices

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### **Appendix (1A): Experts' Profiles**

**Christine Ennew:** Professor of Marketing, Nottingham University, Business School, U.K

**Ben Issa Hudanah:** Professor of Marketing, Marketing Division, Faculty of Economics, University of Garyounis, Libya.

**Girish Punj:** Professor and Ackerman Scholar, Marketing Department, University of Connecticut, USA

**Kate Reynolds:** Dr, Lecturer in Marketing and Strategy, Cardiff Business School, UK.

**Kyoko Fukukawa:** Senior Lecturer in Marketing, Bradford University School of Management, UK.

**Mohammed Rawwas:** Professor of Marketing, University of Northern Iowa, USA.

**Scott Vitell:** Professor of Marketing and Pharmacy Administration, the University of Mississippi, USA.

## Appendix (2A): Evaluation Form for the Experts' Review

### 1. A few things about yourself

Name of expert: \_\_\_\_\_

Qualification: \_\_\_\_\_

Current post: \_\_\_\_\_

Date of review: \_\_\_\_\_

2. Three questionnaire versions have been designed based on three different scenarios. These scenarios are in the table (1) below:

Table (1) the scenarios

Scenario label	Description
Scenario 1(S1): Shoplifting	Sarah/Simon goes shopping at a grocery store. She/he finds quality chocolate bars on the shelf near the cashier, and thinks it would be a good idea to take one of them for free. She/he put it in her/his pocket and leaves the store without paying for it.
Scenario 2* (S2): Pilfering from hotel rooms	Sarah/Simon goes on a trip and stays in a hotel. She/he finds a quality towel in her/his room, and thinks it would make a nice souvenir. When checking out, she/he takes the towel away with her/him.
Scenario 3* (S3): Copying software from a friend	Sarah/Simon buys a new computer but chooses not to purchase the extra game software priced at 50 LYD from the computer shop. Sarah/Simon then copies the game software from a friend.

\*adopted from Fukukawa, *at el*, (2007)

The table (2) below shows research variables (constructs) and their measurements. I would like you to review some aspects of these measurements which are; first, their representativeness for the research aim (RRA). Second, the measures' ability to capture the research constructs (ACC). Third, the measures' representativeness for the research constructs (RRC).

*Use the scale and write the number that best describes your evaluation*

Very poor	poor	Neither	Good	Very Good
1	2	3	4	5

Table (2): variables and their measurements

(RRA= Representativeness for the research aim) (ACC = ability to capture the constructs) (RRC = representativeness for the constructs)					
Variable (Construct)	Items (measures)	Their questions numbers in the tables below	RRA	ACC	RRC
Socio-demographic	Gender, age, marital status, level of education, economic status and occupation	Not included in the tables			
Comments					
Attitudes	Consequence to others	Q1			
	Consequence to suppliers	Q2			
	Consequence to an actor	Q3			
	Evaluation, good/bad	Q4			
	Evaluation, low risk/high risk	Q5			
	Evaluation, foolish/wise	Q6			

Table (2): variables and their measurements (continued)

(RRA= Representativeness for the research aim) (ACC = ability to capture the constructs) (RRC = representativeness for the constructs)					
Variable (Construct)	Items (measures)	Their questions numbers in the tables below	RRA	ACC	RRC
Accompanied Consumers	Accompanied with friends	Q7-Q9			
	Accompanied with parents				
	Accompanied with sister or brother				
Comments					
Social and Cultural factors	Peer approval	Q10-Q15			
	Societal approval				
	Peer pressure				
	Societal pressure				
Comments					

Table (2): variables and their measurements (continued)

(RRA= Representativeness for the research aim) (ACC = ability to capture the constructs) (RRC = representativeness for the constructs)							
Variable (Construct)	Sub Variable	Items (measures)	Their questions numbers in the tables below	RRA	ACC	RRC	
Perceived Unfairness	Distributive justice	Equity	Q16-Q19				
		Need	Q20-Q22				
		Equality	Q23 - Q26				
Comments							
Perceived Unfairness	Procedural justice	Process control	Q27				
		Decision control	Q28				
		Consistency	Q29				
		Free from bias	Q30 and Q31				
		Correctability	Q32				
		Ethicality	Q33				
Comments							
Perceived Unfairness	Interactional justice	Interpersonal justice	Respect	Q34- and Q35			
			Informational justice	Truthfulness			
		Justification		Q37 and Q38			
Comments							

Table (2): variables and their measurements (continued)

(RRA= Representativeness for the research aim) (ACC = ability to capture the constructs) (RRC = representativeness for the constructs)					
Variable (Construct)	Items (measures)	Their questions numbers in the tables below	RRA	ACC	RRC
Degree of Perceived Behavioural Control	Control level in exchanging places	Q39			
	Awareness of the law	Q40 -Q42			
	Possibility of avoiding the law	Q43 and Q44			
	Existence of opportunity	Q45 and Q46			
Comments					
Intention	Intention to perform ACB	Q47 and Q48			
Comments					
Availability	Availability	Q49 -Q51			
Comments					



Table (2): variables and their measurements (continued)

(RRA= Representativeness for the research aim) (ACC = ability to capture the constructs) (RRC = representativeness for the constructs)					
Variable (Construct)	Items (measures)	Their questions numbers in the tables below	RRA	ACC	RRC
The seller reaction	Arrest the consumer	Q52 –Q55			
	Ask help from police	Q56			
	Expose the lifter to other consumers/ guests	Q57			
	Using the social network	Q58 –Q60			
Comments					
The relationship between the consumer and marketers	Friendship	Q61			
	Kinship	Q62			
	Frequent consumer	Q63			
	Neighborhood	Q64			
Comments					

Table (2): variables and their measurements (continued)

3. The following table (3) includes the questions for the three questionnaire versions. I would like you to review some aspects of these which are; understandability of formation, capture of information and representativeness for the research aim

*Use the scale and write the number that best describes your evaluation*

Very Bad	Bad	Neither	Good	Very Good
1	2	3	4	5

*Not: the Likert 5-points scale will be used for all these questions.*

Table (3): the questions of the three questionnaire versions

(UF= Understandability of formation) (CI= Capture of information) (RRA= Representativeness for the research aim)				
Question of the Questionnaire	Scenario	UF	CI	RRA
1. If I did the same, other shoppers/guests could be: extremely harmed – extremely benefited.	S1,S2 and S3			
2. If I did the same, the retailer /the software store /the hotel could be: extremely harmed – extremely benefited.				
3. If I did the same, I could be: extremely harmed – extremely benefited.				
4. Doing this could be: extremely good – extremely bad.				
5. Doing this could be: extremely low risk – extremely high risk.				
6. Doing this could be: extremely foolish – extremely wise.				
7. For me to do the same would be more likely, if I was accompanied with my friends				
8. For me to do the same would be more likely, if I was accompanied with my parents				
9. For me to do the same would be more likely, if I was accompanied with my sister or brother				
10. If I did this, my friends will strongly disapprove.				
11. If I did this, other shoppers/ other users/other guests could strongly disapprove.				

(UF= Understandability of formation) (CI = Capture of questions) (RRA= Representativeness for the research aim)				
Question of the Questionnaire	Scenario	UF	CI	RRA
12. If I was faced with this situation, I could do what I think my friends could do.				
13. If I was faced with this situation, I could do what I think other shoppers/ other users/other guests could do.				
14. If I did this, I could shame my family.				
15. If I did this, I could shame my friends.				
16. Such behaviour could compensate for the retailer's/hotel's overcharging.		S1, S2 and S3		
17. Such behaviour could be a reaction for the store/hotel do not giving the expected discount.				
18. Such behaviour could be as revenge, because this guest/consumer feels that the hotel/store owner has more opportunities in his life than the consumer				
19. Such behaviour could be a reaction because the store does not give the expected refund or exchange	S1 and S3			
20. Such behaviour could be a reaction because the store does not allocate a special cashier for consumers who have few items	S1			
21. Such behaviour could be a reaction for the hotel does not satisfy their guests' needs for keeping souvenirs, as the hotel does not offer souvenirs for sale.	S2			
22. Such behaviour could be a reaction because the computer stores are located in one area and they do not satisfy their consumers who live far from this area and have difficulty visiting these stores.	S3			
23. Such behaviour could be a reaction to the sellers/ employees providing a special price for the consumer/ guests they know.	S1, S2 and S3			
24. Such behaviour could compensate for the consumers not being treated equally, depending on their gender.				
25. Such behaviour could compensate for not being treated equally, depending on the consumer's age.				
26. Such behaviour could be a reaction to the sellers/ employees providing better treatment/ products/ services for the consumer/ guests they know.				
27. Such behaviour could be a reaction to the consumer/ guest was not being able to express his/her views and feelings about prices/ quality/ service quality.				
28. Such behaviour could be a reaction to the consumer/ guest does not have influence over the (outcome) products/ service quality.				
29. Such behaviour could be a reaction to prices/ procedures not consistent.				
30. Such behaviour could be a reaction to this consumer feeling that the current prices are not fair, as there are no existing laws for pricing.				
31. Such behaviour could be a reaction to the consumer/ guest not having a reduced price even he/she bargained for that.				
32. Such behaviour could be as revenge, as the consumer thinks that the sellers/ employees add an extra charge on the final bill in order to increase the store/ hotel profit.				

33. I think this consumer/ guest would not behave like this if he/she was treated in a polite manner.			
34. I think this consumer/ guest would not behave like this if he/she was treated with respect.			
35. Such behaviour could be revenge if the consumer was misled as the sellers/ employees provided him/her with wrong information in order to encourage him/her to buy their product/services.			
36. I think this consumer/ guest would not behave like this if a justifications were provided about the points that he/she was not happy about. For example, why the shop did not allow the consumer to return some items or why he/she did not get the discount he/she asked for.			
37. I think this consumer/ guest would not behave like this if his/her individual specific need of information was satisfied.			
38. If I want to, I could easily do the same.			
39. This behaviour is illegal.			
40. Anyone who performs this behaviour for personal use (not for reselling it for a profit) can't be sued.			
41. Anyone who performs this behaviour for personal use (not for reselling it for a profit) can be jailed.			
42. If I did this, and I was arrested; my friends or family would be able to solve this problem.			
43. If I did this, I will not be jailed.			
44. If a shop environment provides a shoplifting opportunity, some consumers might shoplift, even though they may not have planned to shoplift before entering the shop.	S1		
45. For me this situation could be too good an opportunity to miss.	S2 and S3		
46. I can imagine some circumstances that might lead me to do the same.	S1		
47. In this situation, I could do the same.	S2 and S3		
48. This consumer might behave like this when he/she needs this item but feel it is too expensive.	S1		
49. This guest might behave like this when he/she wants to keep this towel as a souvenir, but it is not offered for sale.	S2		
50. This consumer might behave like this when he/she needs the software and the computer store is far away.	S3		
51. If the seller/ store owner/ hotel employee notes this behaviour he/she will not arrest the consumer/ guest.	S1, S2 and S3		
52. If the seller/ store owner/ hotel employee arrests the consumer/ guest he/she will only receive rebukes.			
53. If the seller/ store owner/ hotel employee arrest the consumer/ guest, he/she will be asked to return the items/ towel/ copied software and be asked to not visit the store/ hotel again.			
54. If the seller/ store owner arrests this consumer, the offender will be physically	S1		

harmed.				
55. If the seller/ store owner/ hotel employee notes this behaviour he/she will ask for help from the police.	S1,S2 and S3			
56. If this consumer/guest is arrested. he/she will be exposed. as an example to other consumers.				
57. If this consumer/guest is arrested his/her family will be called to solve this problem.	S1,S2 and S3			
58. If the employee notes this behaviour, they will contact social networks to help them return the missing towel.	S2			
59. If the seller/ store owner notes this behaviour, they will contact social networks to stop it.	S3			
60. If this consumer/guest has a friendship with the store owner/sellers/ hotel owner/employees he/she would not conduct this behaviour.	S1,S2 and S3			
61. If this consumer/guest has a kinship relation with the store owner/sellers/ hotel owner/employees he/she would not conduct this behaviour.				
62. If this consumer/guest is a frequent consumer/ customer of this store/hotel, he/she would not conduct this behaviour.				
63. If this consumer lives in the same area of this store, he/she would not conduct this behaviour.	S1 and S3			

### Appendix (3A): Measurement Modification According to the Experts' Review

Variable	Comments and modifications	Sub Variables	Items were added (A) or modified (M)
Social and Cultural factors	These items were critiqued as: This is 'subjective (social) norm' in TPB? The label 'social and cultural factors' gave me a different impression.  Therefore, the researcher suggest adding some items to cover the cultural part. As in the opposite columns	Age respect  Gender respect	- I think the sellers/hotel employees should not arrest this consumer/guest if he/she is old age (A). - If this consumer/ guest is old, and the seller/hotel employees arrest him/her, the other consumers/ guest, will shame this reaction (A). I think the sellers/hotel employees should not arrest this consumer/guest if she is female (A). - If this consumer/ guest is female, and the seller/hotel employees arrest her, the other consumers/ guests, will shame this reaction (A).
Accompanied Consumers	The questions were evaluated as low, in terms of the capture of information. Therefore, the researcher have changed these questions to be asked about the actor of the scenario rather than the participant him/herself.	- Doing this would be more likely, if this consumer/guest was accompanied by his/her friends (M). - Doing this would be more likely, if this consumer/guest was accompanied by his/her parents (M). - Doing this would be more likely, if this consumer/guest was accompanied by his/her sister or brother (M).	
The seller reaction	Some questions were suggested to be added	- If the seller/hotel employees notes this behaviour he/she will ignore it (M). - If the seller/hotel employees arrest this consumer/guest, the offender will be accompanied to a back room, only to warn (M). - This consumer/guest could not behave like this if he/she knew about similar cases in which the offender had been arrested (M).	
Degree of Perceived Behavioural Control	Comment: Just one item for control level?	- This consumer/guest would not behave like this if the cameras are used in this shop. (S1) (M). - This consumer/guest would not behave like this if he/she knew that the room will be checked before finishing his/her checkout. (S2) (M). - This consumer/guest would not behave like this if he/she knew that the copied software can be discovered (S3) (M). - This consumer/guest would not behave like this if he/she knew that this store/ hotel use a perfect control system. (M).	

## Appendix (1B): The English Version of the Interview Schedules

NOTTINGHAM  
TRENT UNIVERSITY

### CONSENT FORM

Please read and confirm your consent to being interviewed for this project by initialling the appropriate box(es) and write your job title and date this form

1. I confirm that the purpose of the project has been explained to me, that I have been given information about it in writing, and that I have had the opportunity to ask questions about the research
2. I understand that my participation is voluntary, and that I am free to withdraw at any time without giving any reason and without any implications for my legal rights
4. I agree to take part in this project

\_\_\_\_\_  
The job title of interviewee

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name of researcher taking consent

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

#### **PROJECT:**

*The PhD research under the title of: Libyan Consumer Aberrant Behaviour: factors affecting its adoption  
By: AMAL MOHAMED H. ABDELHADI, PhD student at Nottingham Business School, NTU (Interview  
Questions).*

*Email address: [Amal.abdelhadi@ntu.ac.uk](mailto:Amal.abdelhadi@ntu.ac.uk)*

1. What is your position in this shop/store/hotel?
2. How long have you been working for this grocery store /computer store/hotel in general?
3. Have you observed any behaviour by consumers in this shop/store/hotel that violates the generally accepted norms of conduct here?
4. If the answer is yes, what form/s of unacceptable behaviour are they? Why do you consider it unacceptable behaviour?
5. If there are any cases of shoplifting/piracy/pilfering, could you please describe them?
6. How often does this happen?
7. Do you have any record of this case(s)?
8. Which goods/items are more likely to be stolen/software more likely to be copied?
9. Can you describe the type of consumer who usually tends to engage in this behaviour? e.g, gender, age, accompanied consumers (alone, with friends, one of the family members), marital status ...and so on.
10. Do you think that the consumers' beliefs about this behaviour (good, bad, forbidden or not/one of her/his rights, etc impacts their engagement in it?
11. Do you think that the consumer might not engage in this behaviour if he/she believes that the behaviour could harm others, the shop/store/hotel or themselves?
12. Do you think that the consumer might engage in this behaviour if he/she believes that doing it would be high risk? For example, do you think using CCTV, or shop guards, might limit this behaviour?
13. Do you think that the consumer acts like this as revenge, or because she/he has received an unfair outcome? For example, in relation to quality, quantity or price.
14. Do you think that the consumer acts like this as revenge, because she/he thinks your policies/ procedures are unfair? For example, long queues, or serving other consumers first because of their relation with the employee
15. Do you think that the consumer acts like this as revenge for bad treatment; for example an absence of friendliness, sensitivity, interest, honesty?

16. Do you think that the social or cultural acceptance or rejection of this behaviour could influence the consumers who engage in it?
17. Is there a time(s), day(s), month(s) or period(s) when this behaviour is more likely to happen?
18. Why do you think this behaviour increased in these situations?
19. Do you apply any kind of deterring or controlling technique to stop this behaviour?  
If the answer is Yes, the interviewees were asked the following questions.
  - If you have deterring or controlling techniques, when did you introduce this?
  - Why did you particularly select this technique?
  - Do you think this technique is effective?
20. If the answer is No, do you know anybody applying deterring or controlling techniques in their shop//store/hotel?
21. According to your information, is there any deterrent law to stop this behaviour?
  - If yes, can you tell me about it/ them?
  - Do you think that this law is applied in this country?
22. Do you think that the consumers know about the relevant laws?
23. Do you think that there is any way/ ways that the consumers can avoid this law?
  - If yes, could you give me some examples?
24. From your opinion, what are the reasons that lead consumers to adopt this behaviour?  
Because they are poor, for example?
25. Is there anything else you want to add about your experiences of consumer misbehaviour?

**Exploring the currant situation of software exchange in Libyan market (used only in the interview with marketers in computer stores)**

26. Do you sell any original software in your shop?
27. If the answer to the above question is yes, how much does it cost in comparison with the copied version?
28. What do you know about the availability of original software in the Libyan market?
29. Is there demand for original software? By consumers or companies? How often does this happen?
30. Some consumers give software to their friends after they have installed it on their PC. How does such behaviour affect your work?



## Appendix (2B): The Arabic Versions of the Interview Schedules

- 1- ما هي وظيفتك بهذا المحل/الفندق؟
- 2- كم مدة عملك بهذا المحل؟ أو في محلات بقالة بشكل عام؟
- 3- هل سبق وأن لاحظت قيام أحد الزبائن بسلوك ينتهك المعايير السنوكية المقبولة في هذا المحل؟
- 4- إذا كان إجابة السؤال السابق (نعم) ماهو شكل هذا السلوك غير المقبول؟ لماذا تعتبره سلوك غير مقبول؟
- 5- إذا سبق وأن حدثت سرقات بهذا المحل من قبل المستهلكين، هل بإمكانك وصفها؟
- 6- ما هو معدل حدوث هذه السرقات؟  
يومياً  أسبوعياً  شهرياً
- 7- هل لديك تسجيل لهذه الحالات؟
- 8- هل هناك وقت أو يوم أو فترة تكون فيها هذه السرقات أكثر حدوثاً؟
- 9- لماذا برأيك أن هذا السلوك يزداد بهذه الأوقات بالذات؟
- 10- ماهي القطع أو السلع الأكثر تعرضاً للسرقة؟
- 11- برأيك، ما هي الأسباب التي تؤدي إلى سلوك المستهلكين بهذه الطريقة؟ لأنهم فقراء مثلاً؟
- 12- هل يمكنك وصف المستهلكين الذين في العادة ينخرطون بمثل هذا السلوك؟  
الجنس، العمر، الصحبة (لوحدة/ بصحبة: اصدقاء / أحد أفراد العائلة)، الحالة الاجتماعية... إلخ
- 13- هل تعتقد أن معتقدات المستهلك عن هذا السلوك (سيء، جيد، حرام، حلال، من حقة، كل الناس تقوم به فهو ليس بذلك السوء) تآثر على قيام المستهلك بهذا السلوك من عدمه؟
- 14- هل تعتقد أن المستهلك قد يمتنع عن هذا السلوك إذا شعر بأن هذا السلوك قد يكون السبب في الأذى للآخرين أو للمحل أو أذى لنفسه؟
- 15- هل تعتقد أن بعض المستهلكين يتصرفون بهذه الطريقة كأنتمقام لأنه شعر بأن السنعة/الخدمة غير عادلة؟ على سبيل المثال الجودة أو الكمية أو السعر.
- 16- هل تعتقد أن المستهلك قد يمتنع عن هذا السلوك إذا شعر بأن هذا السلوك قد يعرضه لخطر شديد. مثلاً وجد كميرات أو اشخاص للمراقبة قد يخفظ من حدوث هذا السلوك؟
- 17- هل تعتقد أن بعض المستهلكين يتصرفون بهذه الطريقة كأنتمقام لأنهم شعروا بأن السياسات والاجراءات المستخدمة في المستخدمة في تقديم السلعة/الخدمة غير عادلة؟ على سبيل المثال: الطابور الطويل، الوسطة في الاسراع بتقديم الخدمة؟

- 18- هل تعتقد أن بعض المستهلكين يتصرفون بهذه الطريقة كأنتقام لسوء المعاملة عنى سبيل المثال : عدم اللطافة في المعاملة، عدم الصدق ،عدم الاحترام؟
- 19- هل تعتقد أن قبول المجتمع لهذا السلوك أو عدم قبوله قد يؤثر في قيام المستهلك به من عدمه؟
- 20- هل تستخدم أي وسيلة لردع أو التحكم أو إيقاف هذا السلوك بهذا المحل؟
- إذا كانت الإجابة نعم أجب عن الاسألة التالية . و إذا كانت لا ، هل تعرف أحد لديه وسيلة؟
- إذا كانت لديك وسيلة متى تبينت هذه الطريقة؟
- لماذا قمت- قام- بتبني هذه الوسيلة بالذات؟
- هل تعتقد ان هذه الوسيلة فعالة؟
- 21- على حسب علمك ، هل يوجد أي قانون يمنع أو يحد القيام بهذا السلوك؟
- إذا كانت الاجابة نعم ، هل بإمكانك أخباري عن هذا القانون؟
- هل تعتقد أن هذا القانون مطبق؟
- 22- هل تعتقد إن المستهلكين لديهم علم بهذا القانون؟
- 23- هل تعتقد أن لدى المستهلكين أي طريقة لتجنب تطبيق هذا القانون عليهم ؟ على سبيل المثال تدخل الواسطة أو القبيلة في حل الموضوع إذا مسك متلبساً.
- هل بإمكانك أعطائي أمثلة؟
- 24 - هل ترغب في تقديم اي إضافة بخصوص هذه السلوكيات . او إضافة إي معلومات ترى أنها مفيدة.

## Appendix 1C: The English Versions of Questionnaires

### Questionnaire Related to Shoplifting



#### A questionnaire for the PhD research about behavioural aspects of Libyan consumers

This study focuses on some behaviours which are adopted by some Libyan consumers. These behaviours like: returning cloths to the shop after using them, taking some items from hotel rooms, copying software instead of buying them, taking some products from grocery shops without paying.

To complete this research, I need your help in filling this questionnaire. Answering this questionnaire is easy and it will only take you about 15 minutes to complete. There are no right or wrong answers! Please answer all questions in a way that best describes your opinion.

Thanks for your help... Amal Abdelhadi  
Marketing division – Business school- Nottingham Trent University- UK  
amal.phd\_ntu@yahoo.com

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**Firstly: A few things about yourself. Please check (✓) in the suitable place.**

1. **Gender:** Male      Female ( )

2. **Marital status:** Single ( )      Married ( )      Divorced ( )      Widowed ( )

3. **Age:** (18-27 years) ( )      (28-37 years) ( )      (38-47years) ( )  
(48-57 years) ( )      (58-67 years) ( )      (68 years and above) ( )

4. **Your level of education**

Just read and write ( )      Primary school ( )      Preparatory school or equivalent ( )      High School or equivalent ( )      Graduated from university or equivalent ( )      Postgraduate degree ( )

5. **Your work:** Student ( )      do not work ( )      retired ( )

I am working and my job is.....

**Secondly: The following case has happened in a grocery store ...please read it.**

**A buyer goes to a grocery store. She/he finds mix nuts pack on the shelf near the cashier, and thinks I could have some of these nuts. She/he puts a pack in her/his pocket and leaves the store without paying for it.**

The following sentences describe some opinions about the above case, please show your level of agreement with them by using the scale and tick (✓) the box that best describes your opinion this in front of each sentence.

Doing the same would be more likely, if this buyer was...	Strongly agree	Agree	Neither	Disagree	Strongly disagree
accompanied with his/her friends.					
accompanied with one of his/her friends parents.					
accompanied with his/her brother or sister.					
accompanied with his/her husband/ wife.					
alone.					

Such behaviour could be a reaction to...	Strongly agree	Agree	Neither	Disagree	Strongly disagree
the consumer feeling that the store owner has more opportunities in his life than the consumer					
the consumer/ thinks that the sellers add an extra charge on the final bill in order to increase the store profit.					
the consumer being misled as the sellers provided him/her with wrong information in order to encourage him/her to buy their product.					
the store's overcharging.					
the sellers providing special prices for the consumer they know.					
the sellers/ store owner not caring about consumer's views and feelings about prices and quality.					
this consumer feeling that the current prices are not fair, as there are no existing laws for pricing.					
the sellers/ store owner not alloweding the consumer to return some items.					
the consumer not have a reduced price even he/she bargained for that.					
the store not allocating a special cashier for consumers who have few items					
the sellers providing better treatment and products for the consumer they know.					
the store do not treating consumers equally.					
the store not allowing the consumer to check the final receipt and sort out any mistakes.					

The consumer would not behave like this if ...	Strongly agree	Agree	Neither	Disagree	Strongly disagree
treated in a polite way.					
treated with respect.					
a justification were provided about, forexample, high price or long queue.					
his/her individual specific need of information was satisfied.					
he/she knew about similar cases in which the offender had been arrested					
his/her has a personal relationship with the store owner/a seller.					
the store uses a perfect control system.					
his/her lives in the same area of this store.					
if this consumer is a frequent customer of this store.					
if cameras are used in this shop.					
if this consumer/guest has a kinship relation with the store owner/sellers/ hotel owner/ an employee.					

Please complete this sentence if you would like to add opinion: I think this consumer behaves like this because.

.....

If the seller/ store owner/ notes this behaviour ...	Strongly agree	Agree	Neither	Disagree	Strongly disagree
the offender will be accompanied to a back room, only to warn.					
will ask for help from the police.					
the consumer will be exposed, as an example to another consumers.					
call the offender's family to solve this problem.					
the consumer will be asked to return the stolen items and be asked to not visit the store again.					

The following sentences describe some opinions about the above case, please show your level of agreement with each sentence.	Strongly agree	Agree	Neither	Disagree	Strongly disagree
Anyone could do the same if he/she were this consumer.					
If the seller/ store owner notes this behaviour he/she will ignore it.					
If the seller/ store owner arrests this consumer, the offender will be physically harmed.					
The sellers/ store owner should not arrest this consumer if he/she is elderly.					
If this consumer is female, and the seller/ store owner arrests her, the other consumers, will shame this reaction.					
If this consumer is old, and the seller/ store owner arrest him/her, the other consumers, will shame this reaction.					
The sellers/ store owner should not arrest this consumer if she is female.					
The store owners expect this type of behaviour and take it into account in the pricing process.					
If one of my friends was taking this item, I could do the same one day.					
Anyone who performs this behaviour, can't be sued.					
This behaviour is illegal.					
If a shop environment provides a shoplifting opportunity, some consumers might shoplift, even if they were not planning for that.					
This consumer might behave like this when he/she needs this item but feel it is too expensive.					
This is bad behaviour.					
Doing this could be extremely low risk.					
Doing this behaviour is foolish.					
Anyone who performs this behaviour for personal use (not for reselling it for a profit) can be jailed.					
If almost all the consumers do this behaviour, I also could do it.					
I can imagine some circumstances that might lead me to do the same.					
If I want to, the controlling tools could not stop me.					

If I did this...	Strongly agree	Agree	Neither	Disagree	Strongly disagree
other shoppers will be harmed.					
the store owner will be harmed.					
I will be in trouble.					
and I was arrested; my friends or family will be able to solve this problem.					
my friends will be strongly disapproved.					
and I was arrested, I will not be jailed.					
other shoppers will strongly disapprove.					
and I was arrested, my friends will be shamed.					
and I was arrested, my family will be shamed.					

Would you like to add any notes? .....

Thirdly: The following case has happened in a hotel ...please read it.

A guest likes towels which he/she found in his room. Before leaving the hotel he/she takes one of these towels in his/her suitcase, and then leaves the hotel.

The following sentences describe some opinions about the above case, please show your level of agreement with them by using the scale and tick (✓) the box that best describes your opinion in front of each sentence.

	Strongly agree	Agree	Neither	Disagree	Strongly disagree
In this situation, I could do the same.					
Anyone could do the same if he/she were this guest.					
If I did the same, the hotel owner will be harmed.					
If I did this other guests could be harmed.					
If I did the same, I will be in trouble.					
This is bad behaviour.					
Doing this could be extremely low risk.					
Doing this behaviour is foolish.					

Would you like to add any notes? .....

Fourthly: The following case has happened with a customer ...please read it.

A customer bought a computer. But he/she did not buy some extra software such as game, photo manipulation and translation software, which cost 20 LYD. Instead he/she copies software from a friend.

The following sentences describe some opinions about the above case, please show your level of agreement with them by using the scale and tick (✓) the box that best describes your opinion in front of each sentence.

	Strongly agree	Agree	Neither	Disagree	Strongly disagree
In this situation, I could do the same.					
Anyone could do the same if he/she were this consumer.					
If I did this other consumers could be harmed.					
If I did the same, the store owner will be harmed.					
If I did the same, I will be in trouble.					
This is bad behaviour.					
Doing this could be extremely low risk.					
Doing this behaviour is foolish.					

Would you like to add any notes? .....

The end... Thank you very much for taking the time to complete this questionnaire!

I am pleased to send the abstract of this research to you, if you provide me with your emails address.

Email address (optional): ..... @ .....

*The Questionnaire Related to Pilfering form Hotel Rooms*



**A questionnaire for the PhD research about behavioural aspects of Libyan consumers**

This study focuses on some behaviours which are adopted by some Libyan consumers. These behaviours like: returning cloths to the shop after using them, taking some items from hotel rooms, copying software instead of buying them, taking some products from grocery shops without paying.

To complete this research, I need your help in filling this questionnaire. Answering this questionnaire is easy and it will only take you about 15 minutes to complete. There are no right or wrong answers! Please answer all questions in a way that best describes your opinion.

Thanks for your help... Amal Abdelhadi  
Marketing division – Business school- Nottingham Trent University- UK  
amal.phd\_ntu@yahoo.com

---

**Firstly: A few things about yourself. Please check (✓) in the suitable place.**

**6. Gender:** Male  Female

**7. Marital status:** Single  Married  Divorced  Widowed

**8. Age:** (18-27 years)  (28-37 years)  (38-47 years)   
(48-57 years)  (58-67 years)  (68 years and above)

**9. Your level of education**

Just read and write  Primary school  Preparatory school or equivalent  High School or equivalent  Graduated from university or equivalent  Postgraduate degree

**10. Your work:** Student  do not work  retired   
I am working and my job is.....

**Secondly: The following case has happened in a hotel ...please read it.**

<p><b>A guest likes towels which he/she found in his room. Before leaving the hotel he/she takes one of these towels in his/her suitcase, and then leaves the hotel.</b></p>
--

The following sentences describe some opinions about the above case, please show your level of agreement with them by using the scale and tick (✓) the box that best describes your opinion in front of each sentence.

Doing the same would be more likely, if this guest was...	Strongly agree	Agree	Neither	Disagree	Strongly disagree
accompanied with his/her friends.					
accompanied with one of his/her friends parents.					
accompanied with his/her brother or sister.					
accompanied with his/her husband/ wife.					
alone.					

Such behaviour could be a reaction to...	Strongly agree	Agree	Neither	Disagree	Strongly disagree
this guest feeling that the hotel owner has more opportunities in his life than the consumer					
the guest thinking that the employees add an extra charge on the final bill in order to increase the hotel profit.					
the guest being misled as the employees provided him/her with wrong information in order to encourage him/her to buy their services.					
the hotel's overcharging.					
the employees providing aspecial price for the guests they know.					
the employees/ hotel owner not caring about guest views and feelings about prices/ service quality.					
this guest feeling that the current prices are not fair, as there are no existing laws for pricing.					
the guest not have a reduced price even he/she bargained for that.					
the hotel not satisfying their guests' needs for keeping souvenirs. As the hotel does not offer souvenirs for sale.					
the employees providing better treatment/ services for the guests they know.					
the hotel not treating guest equally.					
the hotel not allowing the consumer to check the final bill and sort out any mistakes.					

The guest would not behave like this if ...	Strongly agree	Agree	Neither	Disagree	Strongly disagree
treated in a polite way.					
treated with respect.					
justifications were provided about the points that he/she was not happy about, for example why the hotel did not get the discount the he/she asked for.					
his/her individual specific need of information was satisfied.					
he/she knew about similar cases in which the offender had been arrested					
the hotel uses a perfect control system.					
he/she is a frequent customer of this hotel.					
this hotel check the rooms before finishing his/her checkout.					
he/she has a kinship relation with the hotel owner/employees.					

Please complete this sentence if you would like to add opinion: I think this guest/ consumer behaves like this because. ....



If the hotel owner/ employee notes this behaviour...	Strongly agree	Agree	Neither	Disagree	Strongly disagree
he offender will be accompanied to a back room, only to warn.					
will ask for help from the police.					
the guest will be exposed, as an example to another consumers.					
the guest will be asked to return the towel and be asked to not visit the hotel again.					

The following sentences describe some opinions about the above case, please show your level of agreement with <b>each sentence.</b>	Strongly agree	Agree	Neither	Disagree	Strongly disagree
Anyone could do the same if he/she were this guest.					
If the hotel employee notes this behaviour he/she will ignore it					
If the hotel employee arrests this guest, the offender will be physically harmed.					
The hotel employees should not arrest this guest if he/she is elderly.					
If this guest is female, and the hotel employees arrest her, the other guests, will shame this reaction.					
If this guest is old, and the hotel employees arrest him/her, the other guest, will shame this reaction.					
The hotel employees should not arrest this guest if she is female.					
If the hotel employees notes the missing towel they will check the phone numbers that the guest dialled from the hotel phone, and would later redial them in order to ask them help to return this.					
The hotel owners expect this type of behaviours and take it into their account in the pricing process.					
If one of my friends who were taking this towel, I could do the same one day.					
Anyone who performs this behaviour, can't be sued.					
This behaviour is illegal.					
If a hotel environment provides a pilfering opportunity, some guests might pilfer, even if they were not planning for that.					
This guest might behave like this when he/she wants to keep this towel as a souvenir, but it is not offered for sale.					
This is bad behaviour.					
Doing this could be extremely low risk.					
Doing this behaviour is foolish.					
Anyone who performs this behaviour, can be jailed.					
If almost all the guests this behaviour, I also could do it.					
This is a good opportunity to have a free towel					
If I want to, could easily do the same.					

If I did this...	Strongly agree	Agree	Neither	Disagree	Strongly disagree
other guests will be harmed					
the hotel will be harmed.					
I will be in trouble.					
and I was arrested; my friends or family will be able to solve this problem.					
my friends will be strongly disapproved.					
other guests could strongly disapprove.					
and I was arrested, my friends will be shamed.					
and I was arrested, my family will be shamed.					

Would you like to add any notes? .....

Thirdly: The following case has happened in a grocery store ...please read it.

A buyer goes to a grocery store. She/he finds mix nuts pack on the shelf near the cashier, and thinks I could have some of these nuts. She/he puts a pack in her/his pocket and leaves the store without paying for it.

The following sentences describe some opinions about the above case, please show your level of agreement with them by using the scale and tick (✓) the box that best describes your opinion in front of each sentence.

	Strongly agree	Agree	Neither	Disagree	Strongly disagree
I can imagine some circumstances that might lead me to do the same.					
Anyone could do the same if he/she were this buyer.					
If I did the same, the store owner will be harmed.					
If I did this other consumers will be harmed.					
If I did the same, I will be in trouble.					
This is bad behaviour.					
Doing this could be extremely low risk.					
Doing this behaviour is foolish.					

Would you like to add any notes? .....

Fourthly: The following case has happened with a customer ...please read it.

A customer bought a computer. But he/she did not buy some extra software such as game, photo manipulation and translation software, which cost 20 LYD. Instead he/she copies software from a friend.

The following sentences describe some opinions about the above case, please show your level of agreement with them by using the scale and tick (✓) the box that best describes your opinion in front of each sentence.

	Strongly agree	Agree	Neither	Disagree	Strongly disagree
In this situation, I could do the same.					
Anyone could do the same if he/she were this consumer.					
If I did this other consumers will be harmed.					
If I did the same, the store owner will be harmed.					
If I did the same, I will be in trouble.					
This is bad behaviour.					
Doing this could be extremely low risk.					
Doing this behaviour is foolish.					

Would you like to add any notes? .....

The end... Thank you very much for taking the time to complete this questionnaire!

I am pleased to send the abstract of this research to you, if you provide me with your emails address.

Email address (optional): ..... @ .....

## *Questionnaire Related to Software Piracy*



### **A questionnaire for the PhD research about behavioural aspects of Libyan consumers**

This study focuses on some behaviours which are adopted by some Libyan consumers. These behaviours like: returning cloths to the shop after using them, taking some items from hotel rooms, copying software instead of buying them, taking some products from grocery shops without paying.

To complete this research, I need your help in filling this questionnaire. Answering this questionnaire is easy and it will only take you about 15 minutes to complete. There are no right or wrong answers! Please answer all questions in a way that best describes your opinion.

Thanks for your help... Amal Abdelhadi  
Marketing division – Business school- Nottingham Trent University- UK  
amal.phd\_ntu@yahoo.com

---

**Firstly: A few things about yourself. Please check (✓) in the suitable place.**

11. **Gender:** Male  Female
12. **Marital status:** Single  Married  Divorced  Widowed
13. **Age:** (18-27 years)  (28-37 years)  (38-47years)   
(48-57 years)  (58-67 years)  (68 years and above)
14. **Your level of education**  
Just read and write  Primary school  Preparatory school or equivalent  High School or equivalent  Graduated from university or equivalent  Postgraduate degree
15. **Your work:** Student  do not work  retired   
I am working and my job is.....

**Secondly: The following case has happened with a customer ...please read it.**

<p><b>A customer bought a computer. But he/she did not buy some extra software such as game, photo manipulation and translation software, which cost 20 LYD. Instead he/she copies software from a friend.</b></p>
--

The following sentences describe some opinions about the above case, please show your level of agreement with them by using the scale and tick (✓) the box that best describes your opinion in front of each sentence.

Doing the same would be more likely, if this consumer was...	Strongly agree	Agree	Neither	Disagree	Strongly disagree
accompanied with his/her friends.					
accompanied with one of his/her friends parents.					
accompanied with his/her brother or sister.					
accompanied with his/her husband/ wife.					
alone.					

Such behaviour could be a reaction to...	Strongly agree	Agree	Neither	Disagree	Strongly disagree
this consumer feeling that the store owner has more opportunities in his life than the consumer					
this consumer/ thinks that the sellers add an extra charge on the final bill in order to increase the store profit.					
consumer being misled as the sellers provided him/her with wrong information in order to encourage him/her to buy their product.					
the store's overcharging.					
the sellers providing a special price for the consumer they know.					
the sellers/ store owner not caring about consumer views and feelings about prices and quality.					
this consumer feeling that the current prices are not fair, as there are no existing laws for pricing.					
the customer not having a reduced price even he/she bargained for that.					
the not allowing the consumer to return some items.					
the computer stores are located in one area and they do not satisfy their consumers who live far from this area and have difficulty to visit these stores.					
the sellers providing better treatment and products for the consumer they know.					
the store not treating consumers equally.					
the store not allowing the consumer to check the final receipt and sort out any mistakes.					

The consumer would not behave like this if ...	Strongly agree	Agree	Neither	Disagree	Strongly disagree
reated in a polite way.					
treated with respect.					
justifications were provided about, for exampl high price or long queue.					
his/her individual specific need of information was satisfied.					
his/her has a personal relationship with the store owner/a seller.					
his/her lives at the same area of this store.					
if this consumer is a frequent customer of this store.					
the store uses a perfect control system against piracy.					
if this consumer/guest has a kinship relation with the store owner/sellers.					

Please complete this sentence if you would like to add opinion: I think this consumer behaves like this because.  
 .....

If the seller or store owner notes this behaviour he/she will.....

The following sentences describe some opinions about the above case, please show your level of agreement with <b>each sentence</b> .	Strongly agree	Agree	Neither	Disagree	Strongly disagree
In this situation, I could do the same.					
If the seller/ store owner notes this behaviour he/she will ignore it.					
The hotel/store owners expect this type of behaviours and take it into their account in the pricing process.					
This behaviour is illegal.					
Some consumers might behave like this when they are facing low level of control, even if they were not planning for that.					

The following sentences describe some opinions about the above case, please show your level of agreement with <b>each sentence</b> .	Strongly agree	Agree	Neither	Disagree	Strongly disagree
This consumer might behave like this when he/she needs the software and the computer store is far away.					
This is bad behaviour.					
Doing this could be extremely low risk.					
Doing this behaviour is foolish.					
Anyone who performs this behaviour, can be jailed.					
If almost all the consumers doing this behaviour, I am also could do it.					
It is too good opportunity fro saving money.					
If I want to, I the controlling tools could not stop me.					

If I did this...	Strongly agree	Agree	Neither	Disagree	Strongly disagree
other shoppers users will be harmed.					
the store owner will harmed.					
I will be in trouble.					
my friends will be strongly disapproved.					
other consumers will strongly disapprove.					
my friends will be embarrassing.					
my family will be embarrassing.					

Would you like to add any notes? .....

Thirdly: The following case has happened in a hotel ... please read it.

A guest likes towels which he/she fond in his room. Before leaving the hotel he/she takes one of these towels in his/her suitcase, and then leaves the hotel.

The following sentences describe some opinions about the above case, please show your level of agreement with them by using the scale and tick (✓) the box that best describes your opinion in front of each sentence.

	Strongly agree	Agree	Neither	Disagree	Strongly disagree
In this situation, I could do the same.					
Anyone could do the same if he/she were this guest.					
If I did the same, the hotel owner will be harmed.					
If I did this other guests could be harmed.					
If I did the same, I will be in trouble.					
This is bad behaviour.					
Doing this could be extremely low risk.					
Doing this behaviour is foolish.					

Would you like to add any notes? .....

Fourthly: The following case has happened in a grocery store ...please read it.

A buyer goes to a grocery store. She/he finds mix nuts pack on the shelf near the cashier, and thinks I could have some of these nuts. She/he puts a pack in her/his pocket and leaves the store without paying for it.

The following sentences describe some opinions about the above case, please show your level of agreement with them by using the scale and tick (✓) the box that best describes your opinion in front of each sentence.

	Strongly agree	Agree	Neither	Disagree	Strongly disagree
I can imagine some circumstances that might lead me to do the same.					
Anyone could do the same if he/she were this buyer.					
If I did the same, the store owner will be harmed.					
If I did this other consumers will be harmed.					
If I did the same, I will be in trouble.					
This is bad behaviour.					
Doing this could be extremely low risk.					
Doing this behaviour is foolish.					

Would you like to add any notes? .....

The end... Thank you very much for taking the time to complete this questionnaire!

I am pleased to send the abstract of this research to you, if you provide me with your emails address.

Email address (optional): ..... @ .....

## Appendix 2C: The Arabic Versions of Questionnaires

### Questionnaire Related to Shoplifting

NOTTINGHAM  
TRENT UNIVERSITY

استبيان لبحث دكتوراه عن بعض المظاهر السلوكية للمستهلك الليبي

هذا البحث يدرس بعض السلوكيات التي يقوم بها بعض المستهلكين الليبيين. هذه السلوكيات مثل: إرجاع الملابس بعد استعمالها، أخذ بعض الاغراض من غرف الفنادق، نسخ برامج الكمبيوتر بدلاً من شرائها، أخذ بعض السلع من محلات المواد الغذائية دون دفع ثمنها. أنا أحتاج لمساعدتك في إتمام هذا البحث؛ وذلك بملء هذا الاستبيان. الاجابة عن هذا الاستبيان سهلة ولن تأخذ منك أكثر من 15 دقيقة. لا توجد إجابة صحيحة وأخرى خاطئة، لذلك أرجو منك إختيار الأجوبة التي تتناسب مع آرائك.

شكراً لمساعدتك

أمل الشريف: قسم التسويق- كلية الأعمال جامعة نوتنجهام ترنت -المملكة المتحدة [amal.phd\\_ntu@yahoo.co](mailto:amal.phd_ntu@yahoo.co)

أولاً: بيانات شخصية

- 1- الجنس : ذكر [ ] أنثى [ ]  
2- الحالة الاجتماعية: أعزب [ ] متزوج [ ] أرمل [ ] مطلق [ ]  
3- العمر: 18 - 27 [ ] 28 - 37 [ ] 38 - 47 [ ] 48 - 57 [ ] 58 - 67 [ ] 68 - فما فوق [ ]  
4- المستوى التعليمي: أجد القراءة والكتابة فقط [ ] الشهادة الابتدائية [ ] شهادة التعليم المتوسط أو مايعادلها [ ]  
الشهادة الجامعية أو مايعادلها [ ] شهادة عليا [ ]  
5- الوظيفة: طالب [ ] لا أعمل [ ] متقاعد [ ] أعمل ووظيفتي هي.....

ثانياً: الموقف التالي جرت أحداثه في فندق... أرجو قراءته

ذهبت مشترية إلى محل مواد غذائية، فوجدت على الأرفف بالقرب من مكان دفع الحساب (الكاسه) أكياس مكسرات. فقلت في نفسي لما لا أحصل على بعض هذه المكسرات. فوضعت كيس مكسرات في جيبيها وغادرت المحل دون أن تدفع ثمنه.

العبارات التالية هي بعض الآراء حول الموقف السابق، أرجو أن توضح مدى اتفاقك معها وذلك بوضع علامة ( ✓ ) في المربع

المناسب

لاوافق مطلقاً	لا أوافق	لا أدري	أوافق	أوافق تماماً	القيام بهذا السلوك يكون أكثر احتمالاً إذا جاءت هذه المشترية للمحل...
					بصحبة أصدقائها.
					بصحبة أحد والديها.
					بصحبة أخوها أو أختها.
					بصحبة زوجها.
					لوحدها.

لا أوافق مطلقاً	لا أوافق	لا أدري	أوافق	أوافق تماماً	قد يكون هذا السلوك ردة فعل لأن...
					هذه المشتري شعرت بأن صاحب المحل قد تحصل على فرص أكثر و مستوى معيشي أفضل منها.
					هذه المشتري تظن أن المحل يقوم بإضافة مبلغ على إجمالي الحساب ليزيد أرباحه.
					البائع قد ضلل هذه المشتري بأعطائها معلومات غير صحيحة لدفعها للشراء.
					أسعار هذا المحل مبالغ فيها.
					المحل يقدم أسعار أقل للمعارف.
					البائع أو صاحب المحل لا يهتم بآراء الزبائن حول الأسعار أو الجودة.
					هذه المشتري تعتقد أن الأسعار غير عادلة لعدم وجود قانون للتسعير.
					هذه المشتري قامت بالمفاصلة لكنها لم تحصل على أي تخفيض.
					لم يسمح لهذه المشتري رد أو إستبدال سلعة كانت قد أشترتها من هذا المحل.
					المحل لا يراعي الزبائن المستعجلين.
					المحل يقدم معاملة خاصة للمعارف.
					معاملة المحل تختلف بحسب الزبون.
					المحل لا يسمح بمراجعة الحساب وتصحيح الخطاء إن وجد.

لا أوافق مطلقاً	لا أوافق	لا أدري	أوافق	أوافق تماماً	ما كانت هذه المشتري لتتصرف بهذه الطريقة إذا...
					عُوملت معاملة حسنة.
					عُوملت بإحترام.
					قُدمت لها بعض التبريرات كسبب إرتفاع الأسعار أو طول الطابور.
					أُجيب عن كل أسئلتها عن المحل والسلع.
					علمت بحالات مماثلة لما فعلتة تم فيها ضبط ومعاقبة من قام بهذا التصرف.
					كانت تعرف البائع أو صاحب المحل معرفة شخصية.
					كان هذا المحل يستخدم نظام رقابة جيد.
					كانت تسكن بقرب هذا المحل.
					كانت زبونة دائمة للمحل.
					كان هذا المحل يستعمل كاميرات الرقابة.
					كانت قريبة البائع أو صاحب المحل.

أكمل العبارة الآتية إذا أردت إضافة رأي آخر: أعتقد أن هذه المشتري قامت بهذا السلوك بسبب:



لاوافق مطلقاً	لا أوافق	لا أدري	أوافق	أوافق تماماً	إذا ضبط البائع أو صاحب المحل هذه المشتريّة سوف ...
					يصطحبها على إنفراد لإنذارها وتوبيخها (لومها بشدة) فقط.
					يتصل بالشرطة.
					يفضحها أمام باقي الزبائن، وذلك لتكون عبرة لهم.
					يتصل بعائلتها لحل هذه المشكلة.
					يطلب منها إعادة كيس المكسرات، وعدم القدوم لهذا المحل مرة أخرى.

لاوافق مطلقاً	لا أوافق	لا أدري	أوافق	أوافق تماماً	العبارات
					مثل هذا السلوك قد يقوم به أي شخص آخر لو كان في مكانها.
					إذا لاحظ البائع أو صاحب المحل هذا السلوك سوف يتجاهله.
					لو كانت هذه المشتريّة رجلاً وتم ضبطه في هذا الموقف فإنه من الممكن أن يتعرض للضرب.
					يجب أن يتجاهل البائع أو صاحب المحل هذه المشتريّة إذا كانت كبيرة في السن.
					إذا ضبط البائع أو صاحب المحل هذه المشتريّة سوف يلومه الأشخاص المتواجدين في المحل لأننا أنثى.
					قد يتعرض البائع أو صاحب المحل للموم شديد إذا ضبط. شخص كبير في العمر قام بنفس سلوك هذه المشتريّة.
					يجب أن يتجاهل البائع أو صاحب مافعلته هذه المشتريّة لأنها أنثى.
					اصحاب المحلات يتوقعون مثل هذه السلوكيات و يضعونها في الحسبان عند قيامهم بالتسعير.
					إذا كان أحد أصدقائي هو من أخذ كيس المكسرات، فأني قد أتصور نفسي قد أتصرف مثله يوماً ما.
					عملياً لا يمكن مقاضاة أي شخص يقوم بهذا السلوك.
					أن هذا السلوك غير قانوني.
					الحلان المتساهلة في الرقابة تشجع بعض المستهلكين على القيام بمثل هذا السلوك، حتى ولو لم تكن لديهم نية مسبقة للقيام به.
					يمكن أن يتصرف الزبون بهذه الطريقة إذا كان محتاجاً لسلعة ما وضمن إن سعرها مبالغ فيه.
					يعتبر هذا السلوك سلوكاً سيئاً.
					هذا السلوك لا يعترض فاعلة لأي خطر.
					هذا السلوك يعتبر حماقة.
					لا يمكن سجن أي شخص يقوم بهذا السلوك لغرض.
					إذا كان معظم الزبائن يقومون بنفس سلوك هذه المشتريّة ، فأنا أيضاً قد أقوم به يوماً ما.
					يمكنني أن أتصور بعض الظروف التي قد تدفعني للقيام بمثل هذا السلوك.

إذا كنت أرغب في القيام بهذا السلوك، فإن أدوات الرقابة لا يمكن أن تمنعني.

لاوافق مطلقاً	لا أوافق	لا أدري	أوافق	أوافق تماماً	إذا قمت بمثل هذا السلوك
					فإن الزبائن الآخرين سوف يتضررون.
					فإن صاحب المحل سوف يتضرر.
					سأقع في مشاكل.
					وتم ضبطي فإنه سيكون بإمكان أصدقائي أو عائلتي إخراجي من هذه المشكلة.
					فإن أصدقائي سوف يستنكرون قيامي بذلك.
					وتم ضبطي، سوف لم أسجن.
					المستهلكين الآخرين سوف يستنكرون قيامي بذلك.
					وتم ضبطي، سيشعر أصدقائي بالخزي.
					وتم ضبطي، سيشعر أفراد عائلتي بالخزي.

ثالثاً: الموقف التالي جرت أحداثه في فندق... أرجو قراءته

وجدت نزيلة فندق مناقش اعجبتها. قبل مغادرتها للفندق وضعت في حقيبة ملابسها أحد هذه المناشف، ثم غادرت الفندق.

العبارات التالية هي بعض الآراء حول الموقف السابق، أرجو أن توضح مدى اتفاقك معها وذلك بوضع علامة ( ✓ ) في المربع المناسب

لاوافق مطلقاً	لا أوافق	لا أدري	أوافق	أوافق تماماً	العبارات
					في مثل هذه الحالة قد أقوم بنفس السلوك.
					إذا قمت بمثل هذا السلوك، فإن باقي الزبائن سوف يتضررون.
					إذا قمت بنفس هذا السلوك، فإن صاحب الفندق سوف يتضرر.
					إذا قمت بنفس هذا السلوك، فإنني سوف أقع في مشاكل.
					هذا السلوك يعد سيء.
					القيام بهذا السلوك لا يعرض لأي خطر.
					هذا السلوك يعد حماقة.

هل ترغب في إضافة أي ملاحظة؟.....

رابعاً: الموقف التالي جرت أحداثه مع زبونة... أرجو قراءته

إشترت زبونة جهاز كمبيوتر. لكنها لم يشتري له بعض البرامج الإضافية، كبرامج الألعاب، معالجة الصور، الترجمة، والتي تكلف 20 د.ل بدلاً من ذلك قامت هذا الزبونة بنسخ تلك البرامج من صديقتها.

العبارات التالية هي بعض الآراء حول الموقف السابق، أرجو أن توضح مدى إتفاقتك معها وذلك بوضع علامة ( ✓ ) في المربع المناسب

العبارات	أوافق تماماً	أوافق	لا أدري	لا أوافق	لاأوافق مطلقاً
يمكنني أن أتصور بعض الظروف التي قد تدفعني للقيام بهذا السلوك.					
مثل هذا السلوك قد يقوم به أي شخص آخر لو كان في مكانها.					
إذا قمتُ بمثل هذا السلوك، فإن الزبائن الآخرين سوف يتضررون.					
إذا قمت بنفس هذا السلوك ، فإن صاحب المحل سوف يتضرر.					
إذا قمت بنفس هذا السلوك، فإني سوف أقع في مشاكل.					
هذا السلوك يعد سيء.					
القيم بهذا السلوك لا يعترض لأي خطر.					
هذا السلوك يعتبر حماقة.					

أنتهى الاستبيان...شكراً للمساعدة

ملاحظة : إذا قمت بوضع بريدك الإلكتروني (الاي ميل) في الفراغ ادناه ، سيسعدني أن أرسل لك نسخة من ملخص نتائج هذه الدراسة.....

### Questionnaire Related to Pilfering from Hotel Rooms

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استبيان لبحث دكتوراه عن بعض المظاهر السلوكية للمستهلك الليبي

هذا البحث يدرس بعض السلوكيات التي يقوم بها بعض المستهلكين الليبيين. هذه السلوكيات مثل: إرجاع الملابس بعد استعمالها، أخذ بعض الاغراض من غرف الفنادق، نسخ برامج الكمبيوتر بدلاً من شرائها، أخذ بعض السلع من محلات المواد الغذائية دون دفع ثمنها. أنا أحتاج لمساعدتك في إتمام هذا البحث؛ وذلك بملاء هذا الاستبيان. الاجابة عن هذا الاستبيان سهلة ولن تأخذ منك أكثر من 15 دقيقة. لا توجد إجابة صحيحة وأخرى خاطئة ، لذلك أرجو منك إختيار الأجوبة التي تتناسب مع آرائك.

شكراً لمساعدتك

أمل الشريف :قسم التسويق- كلية الأعمال جامعة نوتنجهام ترنت -المملكة المتحدة amal.phd\_ntu@yahoo.co

أولاً: بيانات شخصية

- 1- الجنس : ذكر [ ] أنثى [ ]
- 2- الحالة الاجتماعية: أعزب [ ] متزوج [ ] أرمل [ ] مطلق [ ]
- 3-العمر : 18 -27 [ ] 27-38 [ ] 38-47 [ ] 47-57 [ ] 57-67 [ ] 67-68 فما فوق [ ]
- 4-المستوى التعليمي: أحميد القراءة والكتابة فقط [ ] الشهادة الابتدائية [ ] شهادة التعليم المتوسط أو مايعادلها [ ] الشهادة الجامعية أو مايعادلها [ ] شهادة عنيا [ ]

5- الوظيفة: طالب [ ] لا أعمل [ ] متقاعد [ ] أعمل ووظيفتي هي .....

ثانياً: الموقف التالي جرت أحداثه في فندق... أرجو قراءة

ووجدت نزلة فندق في غرفتها مناشف اعجبته. قبل مغادرتها للفندق وضعت في حقيبة ملابسها أحد هذه المناشف، ثم غادرت الفندق.

العبارات التالية هي بعض الآراء حول الموقف السابق، أرجو أن توضح مدى إتفاقك معها وذلك بوضع علامة ( ✓ ) في المربع المناسب أمام

كل جملة

لاوافق مطلقاً	لا	لا أدري	أوافق	أوافق تماماً	القيام بهذا السلوك يكون أكثر إحصائياً إذا كانت النزيلة...
					مصحوبة بأصدقائها.
					مصحوبة بأحد والديها.
					مصحوبة بأخوها أو بأختها.
					مصحوبة بزوجها.
					لوحدها.

لاوافق مطلقاً	لا	لا أدري	أوافق	أوافق تماماً	قد يكون هذا السلوك ردة فعل لأن...
					هذه النزيلة شعرت بأن صاحب الفندق قد تحصل على فرص أكثر و مستوى معيشي أفضل منها.
					هذه النزيلة تظن أن الفندق يقوم بإضافة مبلغ على إجمالي الحساب ليزيد أرباحه.
					موظفوا الفندق قد ضلوا هذه النزيلة بأعطائها معلومات غير صحيحة لدفعها للنزول بالفندق.
					أسعار هذا الفندق مبالغ فيها.
					الفندق يقدم أسعار أقل للمعارف.
					صاحب الفندق أو الموظفون لا يهتمون بآراء النزلاء حول الأسعار أو جودة الخدمة.
					هذه النزيلة تعتقد أن الأسعار غير عادلة لعدم وجود قانون للتسعير.
					قامت هذه النزيلة بالمفاصلة لكنها لم تحصل على أي تخفيض.
					الفندق لا يلبى احتياج النزلاء الذين يرغبون في الإحتفاظ بتذكارات من هذا الفندق. حيث أن الفندق لا يبيع أي قطع تحمل علامته، والتي يمكن الإحتفاظ بها كتذكارات.
					الفندق يقدم معاملة أفضل للمعارف.
					معاملة الفندق تختلف على حسب الزبون.
					الفندق لا يسمح بمراجعة الحساب وتصحيح الخطاء إن وجد.

لاوافق مطلقاً	لا	لا أدري	أوافق	أوافق تماماً	ما كانت هذه النزيلة لتصرف بهذه الطريقة إذا...

				عُوملت معاملة حسنة.
				عُوملت بإحترام.
				قُدمت لها بعض التبريرات كسبب إرتفاع الأسعار أو بطء الاجراءات.
				أجيب عن كل أسئلتها عن الفندق وخدماته.
				علمت بحالات مماثلة لما فعلته تم فيها ضبط ومعاقبة من قام بهذا التصرف.
				كانت تعرف صاحب الفندق أو أحد الموظفين معرفة شخصية.
				كان هذا الفندق يستخدم نظام رقابة جيد.
				كانت نزيلة دائمة للفندق.
				كان هذا الفندق يقوم بتفتيش الغرف قبل إتمام اجراءات المغادرة.
				كانت قريبة صاحب الفندق أو أحد الموظفين.

أكمل العبارة الآتية إذا أردت إضافة رأي آخر: أعتقد أن هذه النزيلة قامت بهذا السلوك بسبب:

لاوافق مطلقاً	لا أوافق	لا أدري	أوافق	أوافق تماماً	إذا ضبط البائع أو صاحب المحل هذه النزيلة سوف...
					يصطحبها على إنفراد لإنذارها وتوبيخها (لومها بشدة) فقط.
					يتصل بالشرطة.
					يفضحها أمام باقي النزلاء، وذلك لتكون عبرة لهم.
					يطلب منها إعادة المنشقة، وعدم القدوم لهذا الفندق مرة أخرى.

لاوافق مطلقاً	لا أوافق	لا أدري	أوافق	أوافق تماماً	العبارات
					مثل هذا السلوك قد يقوم به أي شخص آخر لو كان في مكانها.
					إذا لاحظ موظفوا الفندق هذا السلوك سوف يتجاهلونه.
					لو كانت هذه النزيلة رجلاً وتم ضبطه في هذا الموقف فإنه من الممكن يتعرض للضرب.
					يجب أن يتجاهل موظفوا الفندق هذه النزيلة إذا كانت كبيرة في السن.
					إذا ضبط موظفوا الفندق هذه النزيلة سوف يلومه الأشخاص المتواجدين في الفندق لأنها أنثى.
					قد يتعرض صاحب الفندق أو الموظفون للوم شديد إذا ضبط شخص كبير في العمر قام بنفس سلوك هذه النزيلة .
					يجب أن يتجاهل موظفوا الفندق مافعلته هذه النزيلة لأنها أنثى.
					إذا لاحظ موظفوا الفندق فقدان المنشقة، سوف يتصلون بأحد الأشخاص الذين اتصلت بهم هذه النزيلة من هاتف الفندق ويطلبون مساعدتهم لإرجاع المنشقة.

					يتوقع اصحاب الفنادق مثل هذه السلوكيات و يضعونها في الحسبان عند قيامهم بالتسعير.
					إذا كان أحد أصدقائي هو من أخذ المنشقة، فأني قد اتصور نفسي أتصرف مثله يوماً ما.
					عمياً لا يمكن مقاضاة أي شخص يقوم بهذا السلوك لغرض الإستخدام الشخصي (ليس لإعادة البيع).
					هذا السلوك غير قانوني.
					الفنادق المتساهلة في الرقابة تشجع بعض النزلاء على القيام بهذا السلوك، حتى ولو لم تكن لديهم نية مسبقة للقيام به.
					قد يتصرف النزول بهذه الطريقة لأنه يود الاحتفاظ بهذه المنشقة كتذكّار، والفندق لا يوفرها للبيع.
					يعتبر هذا السلوك سلوكاً سيئاً.
					القيام بهذا السلوك لا يعرّض لأي خطر.
					هذا السلوك يعتبر حماقة.
					لا يمكن سجن أي شخص يقوم بهذا السلوك لغرض الإستخدام الشخصي (ليس لإعادة البيع).
					إذا كان معظم النزلاء يقومون بنفس سلوك هذه النزيلة ، فأنا أيضاً قد أقوم به يوماً ما.
					هذه فرصة يجب اغتنامها وأخذ منشقة مجانية.
					إذا كنت أرغب في القيام بهذا السلوك، فإن أدوات الرقابة لا يمكن أن تمنعني.

لاوافق مطلقاً	لا أوافق	لا أدري	أوافق	أوافق تماماً	إذا قمت بمثل هذا السلوك
					فإن النزلاء الآخرين سوف يتضررون.
					فإن صاحب الفندق سوف يتضرر.
					سأقع في مشاكل.
					وتم ضبطي فإنه سيكون بإمكان أصدقائي أو عائلتي إخراجي من هذه المشكلة.
					فإن أصدقائي سوف يستنكرون قيامي بذلك.
					النزلاء الآخرين سوف يستنكرون قيامي بذلك.
					وتم ضبطي، سيشعر أصدقائي بالخزي.
					وتم ضبطي، سيشعر أفراد عائلتي بالخزي.

ثالثاً: الموقف التالي جرت أحداثه مع زبونة... أرجو قراءة

إشترت زبونة جهاز كمبيوتر. لكنها لم يشتري له بعض البرامج الإضافية، كبرامج الألعاب، معالجة الصور، الترجمة، والتي تكلف 20 د.ل بدلاً من ذلك قامت هذا الزبونة بنسخ تلك البرامج من صديققتها.

العبارات التالية هي بعض الآراء حول الموقف السابق، أرجو أن توضح مدى إتفاقتك معها وذلك بوضع علامة ( ✓ ) في المربع المناسب

العبارات	أوافق تماماً	أوافق	لا أدري	لا أوافق	لا أوافق مطلقاً
يمكنني أن أتصور بعض الظروف التي قد تدفعني للقيام بمثل هذا السلوك.					
مثل هذا السلوك قد يقوم به أي شخص آخر لو كان في مكانها.					
إذا قمتُ بمثل هذا السلوك، فإن الزبائن الآخرين سوف يتضررون.					
إذا قمت بنفس هذا السلوك ، فإن صاحب المحل سوف يتضرر.					
إذا قمت بنفس هذا السلوك، فإنني سوف أقع في مشاكل.					
هذا السلوك يعد سيء.					
القيام بهذا السلوك لا يعرض لأي خطر.					
هذا السلوك يعتبر حماقة.					

رابعاً: الموقف التالي جرت أحداثه في فندق... أرجو قراءته

وجدت نزيلة فندق مناقش اعجبتها. قبل مغادرتها للفندق وضعت في حقيبة ملابسها أحد هذه المناشف، ثم غادرت الفندق.

العبارات التالية هي بعض الآراء حول الموقف السابق، أرجو أن توضح مدى إتفاقتك معها وذلك بوضع علامة ( ✓ ) في المربع المناسب

العبارات	أوافق تماماً	أوافق	لا أدري	لا أوافق	لا أوافق مطلقاً
في مثل هذه الحالة قد أقوم بنفس السلوك.					
إذا قمتُ بمثل هذا السلوك، فإن باقي الزبائن سوف يتضررون.					
إذا قمت بنفس هذا السلوك ، فإن صاحب الفندق سوف يتضرر.					
إذا قمت بنفس هذا السلوك، فإنني سوف أقع في مشاكل.					
هذا السلوك يعد سيء.					
القيام بهذا السلوك لا يعرض لأي خطر.					
هذا السلوك يعد حماقة.					

هل ترغب في إضافة أي

ملاحظة؟.....

أنتهى الاستبيان...شكراً للمساعدة

ملاحظة : إذا قمت بوضع بريدك الإلكتروني (الايمل) في الفراغ ادناه ، سيسعدني أن أرسل لك نسخة من ملخص نتائج هذه الدراسة.

## Questionnaire Related to Software Piracy

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استبيان لبحث دكتوراه عن بعض المظاهر السلوكية للمستهلك الليبي

هذا البحث يدرس بعض السلوكيات التي يقوم بها بعض المستهلكين الليبيين. هذه السلوكيات مثل: إرجاع الملابس بعد استعمالها، أخذ بعض الاغراض من غرف الفنادق، نسخ برامج الكمبيوتر بدلاً من شرائها، أخذ بعض السلع من محلات المواد الغذائية دون دفع ثمنها. أنا أحتاج لمساعدتك في إتمام هذا البحث؛ وذلك بملء هذا الاستبيان. الاجابة عن هذا الاستبيان سهلة ولن تأخذ منك أكثر من 15 دقيقة. لا توجد إجابة صحيحة وأخرى خاطئة، لذلك أرجو منك إختيار الأجوبة التي تتناسب مع آرائك. شكراً لمساعدتك

أمل الشريف: قسم التسويق- كلية الأعمال جامعة نوتنجهام ترنت -المملكة المتحدة amal.phd\_ntu@yahoo.co

أولاً: بيانات شخصية

- 1- الجنس : ذكر [ ] أنثى [ ]  
2- الحالة الاجتماعية: أعزب [ ] متزوج [ ] أرمل [ ] مطلق [ ]  
3- العمر: 18 - 27 [ ] 28 - 37 [ ] 38 - 47 [ ] 48 - 57 [ ] 58 - 67 [ ] 68 - فما فوق [ ]  
4- المستوى التعليمي: أجد القراءة والكتابة فقط [ ] الشهادة الابتدائية [ ] شهادة التعليم المتوسط أو مايعادلها [ ]  
الشهادة الثانوية أو ما يعادلها [ ] الشهادة الجامعية أو مايعادلها [ ] شهادة عليا [ ]  
5- الوظيفة: طالب [ ] لا أعمل [ ] متقاعد [ ] أعمل ووظيفتي هي.....

ثانياً: الموقف التالي جرت أحداثه في مع زبونة... أرجو قراءة

اشترت زبونة جهاز كمبيوتر. لكنها لم تشتري له بعض البرامج الإضافية، كبرامج الألعاب، معالجة الصور، الترجمة، والتي تكلف 20 د.ل. بدلاً من ذلك قامت هذه الزبونة بنسخ تلك البرامج من صديقتها.

العبارات التالية هي بعض الآراء حول الموقف السابق، أرجو أن توضح مدى اتفاقك معها وذلك بوضع علامة ( ✓ ) في المربع المناسب أمام كل جملة

القيام بهذا السلوك يكون أكثر احتمالاً إذا هذه جنائت للمحل بصحبة...	أوافق تماماً	أوافق	لا أدري	لا أوافق	لا أوافق مطلقاً
أصدقائها.					
أحد والديها.					
أخوها أو بأختها.					
زوجها.					
لوحدها.					



لاوافق مطلقاً	لا أوافق	لا أدري	أوافق	أوافق تماماً	قد يكون هذا السلوك ردة فعل لأن...
					هذه الزبونة شعرت بأن صاحب المحل قد تحصل على فرص أكثر و مستوى معيشي أفضل منها.
					هذه الزبونة تضمن أن المحل يقوم بإضافة مبلغ على إجمالي الحساب ليزيد أرباحه.
					البائع قد ضلل هذه الزبونة بأعطائها معلومات مغلوطة لدفعها للشراء.
					أسعار هذا المحل مبالغ فيها.
					المحل يقدم أسعار أقل للمعارف.
					صاحب المحل أو البائع لا يهتمون بآراء الزبائن حول الأسعار أو الجودة.
					هذه الزبونة تعتقد أن الأسعار غير عادلة لعدم وجود قانون للتسعير.
					قامت هذه الزبونة بالمفاضلة لكنها لم تحصل على أي تخفيض.
					لم يسمح للزبونة برد أو إستبدال سلعة قد أشترتها من هذا المحل.
					المحل يقدم معاملة أفضل للمعارف.
					معاملة المحل تختلف على حسب الزبون.
					المحل لا يسمح بمراجعة الحساب وتصحيح الخطاء إن وجد.

لاوافق مطلقاً	لا أوافق	لا أدري	أوافق	أوافق تماماً	ما كانت هذه الزبونة لتصرف بهذه الطريقة إذا...
					عُوملت معاملة حسنة.
					عُوملت بإحترام.
					قُدمت لها بعض التبريرات كسبب إرتفاع الأسعار.
					أُجيب عن كل أسئلتها عن المحل و السلع.
					كانت تعرف البائع أو صاحب المحل معرفة شخصية.
					كانت تسكن بقرب هذا المحل.
					كانت زبونة دائمة للمحل.
					كان هذا المحل وسائل جيدة لمنع نسخ البرامج.
					كانت قريبة البائع أو صاحب المحل.

أكمل العبارة الآتية: 1- إذا أردت إضافة رأي آخر: أعتقد أن هذه الزبونة قامت بهذا السلوك بسبب:

2- إذا علم البائع أو صاحب المحل عن تصرف هذه الزبونة سوف

لاوافق مطلقاً	لا أوافق	لا أدري	أوافق	أوافق تماماً	العبارات هي بعض الآراء حول الموقف السابق، أرجو أن توضح مدى إتفاقتك مع كل جملة
					أعتقد أنه في مثل هذه الحالة قد أقوم بنفس السلوك.
					إذا لاحظت البائع أو صاحب هذا السلوك سوف يتجاهله.
					يتوقع اصحاب المحلات مثل هذه السلوكيات و يضعونها في الحسبان عند قيامهم بالتسعير.
					هذا السلوك غير قانوني.
					بالرغم من عدم وجود نية مسبقة... بعض المشترين قد يقومون بذلك بسبب ضعف وسائل منع النسخ.
					قد يتصرف الزبون بهذه الطريقة إذا كان محتاج لبعض برامج الكمبيوتر و وجد صعوبة في الذهاب للمحل.
					يعتبر هذا السلوك سلوكاً سيئاً.
					القيام بهذا السلوك لا يعرّض لأي خطر.
					هذا السلوك يعتبر حماقة.
					لا يمكن سجن أي شخص يقوم بهذا السلوك.
					إذا كان معظم الزبائن يقومون بنفس سلوك هذه الزبونة ، فأنا أيضاً قد أقوم به يوماً ما.
					هذه فرصة لا يمكن تركها لتوفير بعض المال.
					إذا كنت أرغب في القيام بهذا السلوك، فإن وسائل منع النسخ لا يمكن أن تمنعني.

لاوافق مطلقاً	لا أوافق	لا أدري	أوافق	أوافق تماماً	إذا قمت بمثل هذا السلوك
					فإن المستخدمين الآخرين لهذه البرامج سوف يتضررون.
					فإن صاحب المحل سوف يتضرر.
					سأقع في مشاكل.
					فإن أصدقائي سوف يستنكرون قيامي بذلك.
					المستهلكين الآخرين سوف يستنكرون قيامي بذلك.
					سيشعر أصدقائي بالخزي.
					سيشعر أفراد عائلتي بالخزي.

هل ترغب في إضافة أي ملاحظة؟.....

ثالثاً: الموقف التالي جرت أحداثه في فندق... أرجو قراءة

وجدت نزيلة فندق مناشف اعجبتها. قبل مغادرتها للفندق وضعت في حقيبة ملابسها أحد هذه المناشف، ثم غادرت الفندق.

العبارات التالية هي بعض الآراء حول الموقف السابق، أرجو أن توضح مدى إتفاقتك معها وذلك بوضع علامة ( ✓ ) في المربع المناسب

العبارة	أوافق تماماً	أوافق	لا أدري	لا أوافق	لا أوافق مطلقاً
في مثل هذه الحالة قد أقوم بنفس السلوك.					
إذا قمتُ بمثل هذا السلوك، فإن باقي الزبائن سوف يتضررون.					
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إذا قمت بنفس هذا السلوك، فإنني سوف أقع في مشاكل.					
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القيام بهذا السلوك لا يعرّض لأي خطر.					
هذا السلوك يعد حماقة.					

هل ترغب في إضافة أي

ملاحظة؟

رابعاً: الموقف التالي جرت أحداثه في محل مواد غذائية... أرجو قراءة

ذهبت مشترياً إلى محل مواد غذائية، فوجدت على الأرفف بالقرب من مكان دفع الحساب (الكاسمة) أكياس مكسرات. فقالت في نفسها لما لا أحصل على بعض هذه المكسرات. فوضعت كيس مكسرات في جيبيها وغادرت المحل دون أن تدفع ثمنه.

العبارة التالية هي بعض الآراء حول الموقف السابق، أرجو أن توضح مدى اتفاقك معها وذلك بوضع علامة ( ✓ ) في المربع

المناسب

العبارة	أوافق تماماً	أوافق	لا أدري	لا أوافق	لا أوافق مطلقاً
يمكنني أن أتصور بعض الظروف التي قد تدفعني للقيام بمثل هذا السلوك.					
إذا قمتُ بمثل هذا السلوك، فإن الزبائن الآخرين سوف يتضررون.					
إذا قمت بنفس هذا السلوك ، فإن صاحب المحل سوف يتضرر.					
إذا قمت بنفس هذا السلوك، فإنني سوف أقع في مشاكل.					
هذا السلوك يعد سيء.					
القيام بهذا السلوك لا يعرّض لأي خطر.					
هذا السلوك يعتبر حماقة.					

هل ترغب في إضافة أي

ملاحظة؟

أنتهى الاستبيان... شكراً للمساعدة

ملاحظة : إذا قمت بوضع بريدك الإلكتروني (الايمل) في الفراغ ادناه ، سيسعدني أن أرسل لك نسخة من ملخص نتائج هذه الدراسة.