

Aberrant Consumer Behavior in Seller's and Consumer's Eyes: Newly Developed Classification

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Abstract : Consumer misbehavior evaluation can be markedly different based on a number of variables and different from one environment to another. Using three aberrant consumer behavior (ACB) scenarios (shoplifting, stealing from hotel rooms and software piracy) this study aimed to explore Libyan seller and consumers of ACB. Materials were collected by using a multi-method approach was employed (qualitative and quantitative approaches) in two fieldwork phases. In the phase stage, a qualitative data were collected from 26 Libyan sellers' by face-to-face interviews. In the second stage, a consumer survey was used to collect quantitative data from 679 Libyan consumers. This study found that the consumer's and seller'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 behaviors that were considered as bad behavior in other countries have the same evaluation in Libya; for example, software piracy. Therefore this study suggested 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 behavior evaluation (good, acceptable and misbehavior).

Keywords : aberrant consumer behavior, Libya, multi-method approach, planned behavior theory

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