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Abstract

Research reveals alarming results on the prevalence of the dishonest consumer behaviour known as deshopping. Deshopping is the “deliberate return of goods for reasons other than actual faults in the product, in its pure form premeditated prior to and during the consumption experience.” (Schmidt et al., 1999 p.2) In effect this means buying something with no intention of keeping it (Schmidt et al., 1999). The authors consider the implications of deshopping and retailers’ prevention of deshopping, exploring the research undertaken to date and the methodology for further research.

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