An Analysis of Customer Misbehaviour in Retail Sector in India

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Abstract: Consumer Misbehaviour has become more common nowadays in the case of the services industry. The threats of the job of being a call center executive or verbal by customers on employees in services or deviant consumer behavior such as shoplifting by customers in retail outlets are widely known but also largely unreported. The existing research investigates customer behaviors mainly from the perspective of positive engagement satisfaction, loyalty, and purchase behavior while neglecting disruptive effects due to customer interactions. This study explores the patterns, causes, and impacts of customer misbehavior in retail settings across India, with a focus on primary interactions between frontline employees, store managers, and customers. In this survey author used a mixed-methods approach, the research incorporates surveys of 335 respondents, including retail staff and consumers, alongside interviews, case studies, and direct observations. The study identifies several types of customer misbehavior ranging from verbal abuse to fraudulent activities and examines their primary causes, such as dissatisfaction with services, cultural attitudes, and increasing consumer demands by using the ANOVA single-factor test. In India's retail sector, customer misbehavior causes operational disruptions, impacts employee morale, and leads to financial losses.

Keywords: Business, Employee, Customer Misbehaviour, Industry, Manager, Retail Sector.

1. INTRODUCTION

The retail market of India is the biggest among other businesses, representing 13 percent of the Gross Domestic Product (GDP) and around 15 percent of employment. Growth in Retail is important to the economy but till now all success stories are not profitable since even a large capital investment would not allow other companies to grow so fast that they can gain profit without breaking even with other companies. One of the industries that have caught the focus of organized retail entrepreneurs is the food and grocery retail sector. The food and grocery segment has about 62 percent share in the total INR12000 billion (USD 270 billion) of the Indian retail markets (MA et al., 2021; von Meyerinck et al., 2021). This means that the scope for organized retail formats in food and grocery retailing (other than the Fast-Moving Consumer Goods (FMCG) products that move rapidly) is missing. It is also one of the reasons why many business houses in India want to foray into food and grocery retailing. For global retail giants looking to expand their reach into newer markets, the vast and relatively untapped retail industry in India is certainly one of its biggest drawcards this will only help the Indian retail industry grow even further, the main reason for this is the rapid growing middle class here (Srivastava et al., 2022; Vo-Thanh et al., 2022). The growth rate of Indian retail is anticipated to be 25% per annum. The size of modern retail in India could reach US$ 175-200 billion by 2016. The shopping basket is dominated by the food retail industry in India. With the market expanding government policies getting in favour and technologies helping to make operations, the future of the Indian retail industry is good (Foundation, 2024).

Retailing is nothing but selling goods and services to the end customers. It is derived from the French word retailer, then, used which means breaking of bulk. Retailing is also known as the selling of products and services to consumers, not for individual or industrial consumption, but in small quantities, focusing on a large number of individuals. This is generally done in commercial streets, roadside, shopping malls, or market streets (Fan & Wang, 2022; Mayer et al., 2022). Retailing which is conducted through mail order is another form of retailing. It is a direct stock of the point of sale to consume. Expansion of the Indian Retail Sector is also on pace. The competition is higher. Both of these types of retailers are presenting the retail field. Organized retailers which large retailers and chain stores that sell specific products to consumers. India has a large share of retail businesses owned by unorganized retailers It alludes to retailers who have their own small and medium-level stores in their hometown where they can make a living. They may not have enough experience or are not well-versed in the field. The unorganized small retailers struggle to survive in these sweeping configurations and unhealthy competition. The study attempts to predict why small-town retailers in India are suffering and with what approach they can build their share of profit (George, 2019).

1.1. History of the Retail Industry:

The retail market has had its history since ancient times with the growth of populations, barter was gradually replaced by retail trade and the use of currencies. The concept of buying and selling originated in ancient coinage developed in the 7th century Before Common Era (BCE) Asia Minor or today's Tukay around the region we discovered as Turkey. In the land of the first department store, China has become a bargain-basement opportunity. Permanent shops emerged by the 17th century as well as companies that suffered trade. The shops were customs and fairs the main trading outlet. Almost every English market town had its Shopkeepers. In the late 19th century, the field of luxury and service was reinterpreted by a proliferation of departmental stores all over (Har et al., 2022; Youssef et al., 2022). American is where the name Departmental Store began. The initial Departmental Store was launched in London at Regent Street and Oxford Street. There were big department stores for shopping in America, England and Europe. Main department stores also had restaurants and tea rooms and treated women to powder their noses. Modern retail Industry has been recognized as the largest growth potential globally Last year, it increased by close to 30% in India and by 13% each in China and Russia (Gouveia & Mamede, 2022; Purnomo et al., 2022). The developed markets are continuing to mature, so retailers are proactively seeking growth in emerging economies. It is said that Brazil is the most attractive in terms of market attractiveness, country risk, and time pressure. China is ranked fourth and India is 14th. Organized retailing in the developed world is undoubtedly far ahead of India. According to estimates, organized retailers account for more than 80% of all retail sales in the United States (Sharma, 2022).

An Analysis of Customer Misbehaviour in Retail Sector in India. The remaining paper structure follows as the introduction provides the background information on consumer behavior. In review of literature is to identify gaps in current knowledge and discuss previous work that informs the research question, providing context and grounding for the study. This approach follows purposed sampling to represent differences among various retail environments (from small independent stores to large corporate retail chains). The methodology explains how the research was conducted, ensuring transparency and replicability, and justifies the chosen methods concerning the objectives. The results and discussion are quantitative and analyzed using statistical methods, while the qualitative data are presented in themes that emerge from the coding of these responses.

2. LITERATURE REVIEW

2.1. Impact of Customer Misbehavior and Employee Effort on Customer Satisfaction

K. Rummelhagen and M. Benkenstein explored in their research that the frequency of misbehavior on the part of consumers is a difficulty for managers and staff in determining how best to deal with deviant clients while maintaining the satisfaction of other customers. Much of the service literature proposes that high employee effort is optimal. Research including two service settings demonstrated that the degree of the observed customer misbehavior has a significant impact on the effect of staff effort on other customers' satisfaction. If a customer engages in extreme misbehavior, the employee must exert more effort. Instead, if the customer's misbehavior is less severe, the employee's effort will be far less effective, requiring the employee to exert a moderate, but never low, amount of effort. Other consumers' ideas of fairness explain the impact of staff effort. The efficacy of client misbehavior is also determined by the service setting in which it takes place. Future research potential and implications are highlighted (Rummelhagen & Benkenstein, 2019). C.W. Chao discussed the link between the three components and the situational moderating of self-efficacy. Their work aims to demonstrate, through the use of hospitality industry employees as an example, how regression analysis can be used to give a framework explaining how customer misbehaviours have beneficial effects on the intention to leave. Also, the author explained how self-efficacy has an impact on turnover intention and how self-efficacy is analyzed to find that self-efficacy has a moderating impact on customer misbehaviours and turnover intention. The findings indicate not all theories are supported. These results support the theoretical framework and organizational management of the hotel sector (Chao, 2019). According to research done by Zhao, colleague support may act as a moderator in the explanatory processes of customer misbehavior impacting staff attitudes, which may be explained by emotional rumination and problem-solving pondering. The research used a mixed-method technique to investigate its hypotheses. In Study 2, 305 individuals participated in a two-wave, longitudinal survey, whereas in Study 1, 215 full-time hospitality workers participated in a scenario-based experiment. The findings show how customer misconduct affects work-family friction and withdrawal symptoms. The processes are moderated by colleague support and the mediation function of emotional rumination is validated. Customer misconduct has a detrimental effect on frontline staff in both the work and family spheres (Zhao et al., 2024).

2.2. Impact of Payment Systems on Consumer Fraud and Retail Behavior

I. Garnefeld *et al.* proposed a novel method based on behavioral pricing studies and mental accounting theory. Payment systems have an impact on consumer fraud, according to a follow-up trial and extensive field data gathered from over 100,000 insurance customers. In particular, consumers with monthly payment plans show higher levels of customer fraud, while customers with yearly payment schedules submit more rejected claims shortly after receiving lump sum payments. This impact grows over time and diminishes with more category engagement. Compared to customers who use more passive payment options like autopay or direct debit, customers who proactively pay using money transfers submit around 40% more claims that are denied. Marketing professionals should therefore re-evaluate regular payment schedules, provide proactive payment options, and track customer behavior after one-time payments. This study develops a new research avenue for marketing research by combining behavioral pricing research and customer abuse within a mental accounting framework (Garnefeld et al., 2019). V. Jain conducted a study on the inclinations of customers toward structured and unstructured retail forms within the Indian retail sector. With 13% of the GDP coming from it, retailing is one of the main drivers of the Indian economy. The paper aims to examine consumer preferences, perceptions of the functional advantages provided by the two retail models, as well

as personal and demographic aspects. This research produced valuable information that may be used to better forecast customer behavior. Despite their preferences for certain stores or store formats, customers shop at several locations. This indicates that customers' preferences and perceptions of outlets do not influence their decision to shop at retail establishments. To improve the predictability of customers' purchasing behavior, the study also makes the case that situational considerations should be taken into account (Jain, 2012). Tarbiyat conducted a study to understand how Jordanians view and use electronic payment systems and how these systems have influenced their purchasing behavior. To get primary data in this area, the Jordanian population was surveyed using a Likert scale. Next, to confirm the impact of the e-payment system on consumer behavior, descriptive, factor, correlation, and regression analyses were carried out. The results demonstrate that the e-payment system has significantly impacted Jordanians. According to the study, a nation must have e-payment systems to effectively join the global financial network, compete in this market, and benefit from globalization. Electronic payment methods, like the cash-lite economic strategy introduced by Jordan's Central Bank in 2012, have to be proactively developed and implemented by financial institutions. Utilizing electronic payment methods has been shown via statistical research to have a very positive impact on consumer behavior (Tarbiyat, 2015).

2.3. Impact of Emotional Labour and Customer Service Failures on Consumer Responses

Y. S. Kim and M. A. Baker examine the observation of other customers' rudeness during another customer service incident, in addition to the frontline employee's use of emotional labor, and the client's responses, such as appreciation, loyalty, and desire to tip. The A2 experiment, which compares deep-acting versus surface-acting emotional labor and high versus low service consumption criticality, reveals that customers appreciate deep-acting emotional labor more and are more likely to tip and remain loyal. However, the criticality of the service does not significantly impact this appreciation. It highlights the importance of genuine emotional displays, especially in recovery situations, in fostering positive customer responses, building on earlier studies of emotional labor and customer misbehavior. Managers should emphasize to employees how their authentic emotional efforts lead to better customer outcomes, encouraging higher tipping and loyalty, particularly in challenging service scenarios (Kim & Baker, 2019). Gong *et al.* have developed and tested a moderated mediation model that investigates the mechanisms underlying the impact of employees' emotional labor on customer loyalty. To complete the survey, a sample of 259 people over 20 from throughout the United States were enlisted on Amazon Mechanical Turk. The social information-based model of our emotions makes clear the many ways that consumers' emotional responses and cognitive evaluations are influenced by their perceptions of workers' deep and surface behavior. It shows that the influence of consumers' perceptions of workers' emotional labor on customer results changes depending on the employees' nonverbal communication (Gong et al., 2020). Smith & Bolton investigated the impact of customer emotions on service failure and recovery interactions was investigated. Once the cognitive antecedents of satisfaction have been taken into consideration, it explores how consumers' emotional reactions to service failures affect their judgments of satisfaction. In addition, the research also focuses on how consumers' emotional reactions to service failures affect their assessment of the company's recovery efforts. As part of the study, consumer satisfaction ratings were surveyed in two service environments: restaurants and hotels. According to the findings, consumers' emotional reactions to poor service can, in some situations, affect their assessment of recovery efforts and satisfaction levels, and the effect of emotion varies depending on the industry. Their research is based on the efforts that work best to help customers "recover" from unpleasant feelings brought on by inadequate customer service (Smith & Bolton, 2002).

Research gap

Although customer behavior is becoming an increasingly important focus in retail management, limited research has been done on the issue of customer misbehavior in the Indian Retail Market. Current literature investigates customer behaviors mainly from the perspective of positive engagement satisfaction, loyalty, and purchase behavior while neglecting disruptive effects due to customer interactions. Based on the works of literature some gaps are identified that were left unnoticed or need further research. Whether the misbehaving consumers are having an impact on the financial health of the company or affecting the front-line employees on psychological grounds needs to be checked. What preventive measures are used to handle misbehaving customers? Also, how the presence of misbehaving consumers affects fellow consumers' shopping behavior, their loyalty to the store, etc. are the other areas of concern.

Objective

This research aims to investigate the strategies employed by retailers in the Indian retail industry to effectively manage customer misbehavior and understand how they address this challenge more efficiently. Its purpose is to examine the effects of such strategies on employee well-being, customer relations, and retail store performance.

3. METHODOLOGY

3.1. Design

The research applied a mixed-method design, including both qualitative and quantitative approaches. The survey will be conducted among N=335 respondents, which includes frontline employees, Store managers, and customers across several retail outlets such as Department stores, Supermarkets, Convenience stores, and Warehouse stores in India. The survey will incorporate both closed-ended questions (for quantitative information) as well as open-ended questions (to gather qualitative responses). Figure 1 shows the flow chart of the mixed-method design.
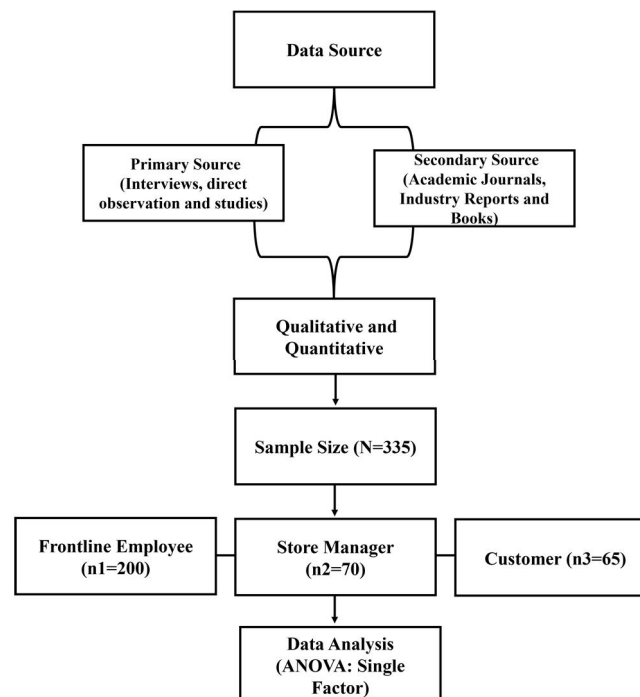
Figure 1: Present a flow chart of the mixed-method design.

3.2. Sample and Instrument:

To carry out the study a total of N= 335 respondents will be surveyed. Out of the total, n1=200 can be frontline workers in Table 2. Store managers working at retail stores are n1=70 who will form the second category of respondents. n3=65 customers will be surveyed to obtain information about customers and co-customers. Table 1 shows the demographic profile of respondents. The SPSS (Statistical Package for the Social Sciences) tool is used for statistical analysis of quantitative data for consumer behavior.

Table 1: Represent the categorizes respondents into three groups such as frontline employees, store managers, and customers.

Respondent type	Gender	Age Group	Sample size	Percentage
Frontline Employees	Female	18-24 Years	40	11.94
	Male	25-34 Years	60	17.91
	Female	35-44 Years	30	8.96
	Male	45-54 Years	40	11.94
	Female	45-54 Years	10	2.99
	Male	55 and above	20	5.97
Store Managers	Male	18-24 Years	10	2.99
	Male	18-24 Years	10	2.99
	Female	25-34 Years	20	5.97
	Male	35-44 Years	10	2.99
	Female	45-54 Years	10	2.99
	Male	45-54 Years	5	1.49
	Male	55 and above	5	1.49
Customers	Female	18-24 Years	5	1.49
	Male	25-34 Years	15	4.48
	Male	35-44 Years	15	4.48
	Male	45-54 Years	10	2.99
	Female	35-44 Years	10	2.99
	Female	45-54 Years	5	1.49

	Male	55 and above	5	1.49
Total			335	100%

3.3. Data Collection:

The primary source or qualitative data gathered from interviews and surveys of retail employees and managers, receiving input on their encounters with customer misbehavior. Additionally, direct observation of customer interactions in various retail environments can provide real-time examples of misbehavior, such as rudeness, shoplifting, or vandalism. Individual case studies of particular retailers and what they did wrong, as well as their fallout, could also be publicized more. Lastly, examining consumer complaints or logs of complaints and retail store service records will provide insight into the nature and ratchet of problematic behavior typical in the industry. Secondary sources for the paper should include academic journals and articles on consumer behavior and misbehavior, including studies that have already appeared in publications like the Journal of Retailing and the Journal of Consumer Behaviour. Reports from Industries like India Brand Equity Foundation (IBEF), or Nielsen India can teach a retailer about the changing scene and challenges in front of the retailers in Figure 2. Also, books on retail management and consumer psychology along with government publications of the Ministry of Commerce and Industry, etc., It provides can offer valuable data and context. Indian news articles from The Economic Times and Hindustan Times would enrich the research by highlighting Indian retail incidents and case studies. These primary and secondary sources would provide a robust foundation for a research paper on customer misbehavior in the Indian retail sector.
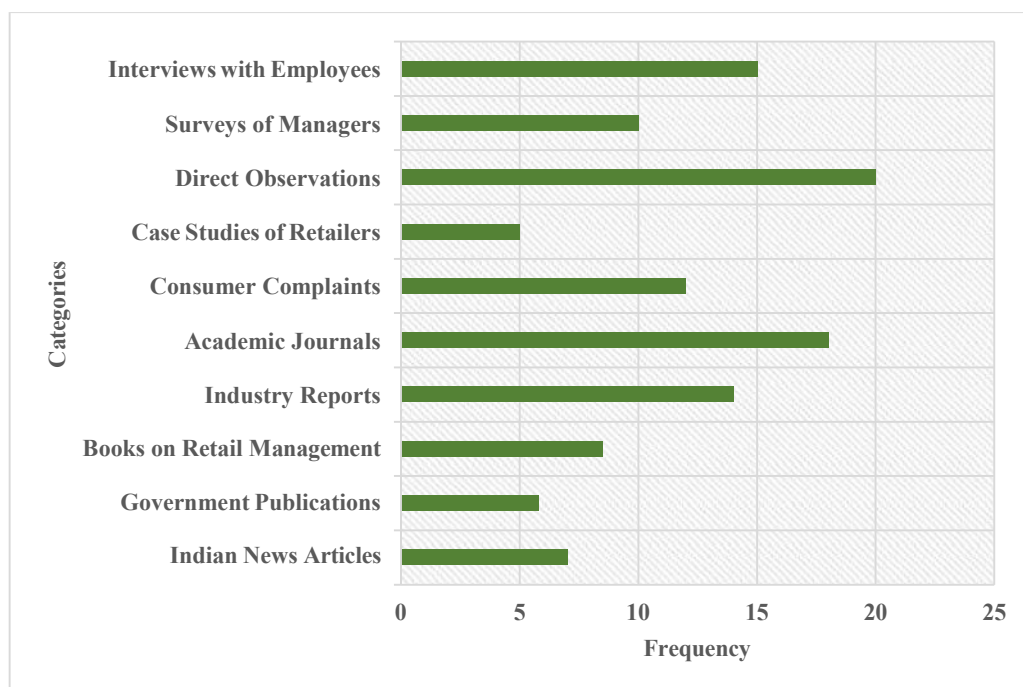
Figure 2: Represent the Sources of Data for Research on Customer Misbehavior in the Indian Retail Sector.

A detailed overview of the different types (primary and secondary) of data that were used for studying misbehaving customers in the Indian retail sector. Direct observations (20%), academic journals (18%), and industry reports (14%) are among the most used sources, confirming that customer behavior should be understood with time as well as through various

channels. Interviews with employees (15%) and surveys of managers (10%) are also critical, providing insider accounts and managerial perspectives that are key in evaluating the dynamics of misbehavior from inside the retail sector. This research is also completed by data from secondary sources like consumer complaints (12%), books on retail management (8.5%), Indian news articles (7%), publications of the Government (5.8%), and case studies of retailers (5%). These provide a broader context and historical analysis, enhancing the understanding of patterns and implications of customer misbehavior. Together, the blend of primary and secondary data sources ensures a robust and multi-faceted examination of the issue, allowing for both qualitative and quantitative insights.

4. RESULTS AND DISCUSSION

Table 2 represents the responses from both customers and employees regarding inappropriate behaviors and incidents in retail stores. These questions ask respondents how frequently they have used or observed non-sibling and sibling physical aggression, abusive language, threats, shouting, pushing, damaging property, and brandishing weapons. The behaviors in the average score, rated on a scale from "Never" to "Always," were that of abuse language (2.83) and product packaging (3.3), whereas those at the lower end included showing off a weapon (1.2) or making threats to harm others (1.34). The average calculated based of these Reponses (Never = 1, Rarely = 2, Sometimes = 3, Often= 4, Always = 5).

Table 2: Represent the Respondents and Responses from customers and employees.

Question	Respondents on behalf of customer and employee					Average	Customer and employee responses
How often have you used/witnessed abusive words for a fellow customer/employee in a retail store?	Never (25)	Rarely (16)	Sometimes (51)	Often (63)	Always (65)	2.83	Sometimes
How often have you threatened/witnessed a co-customer/employee in a retail store?	Never (169)	Rarely (34)	Sometimes (10)	Often (7)	Always (0)	1.34	Rarely
How often have you shouted at/witnessed shouting at a fellow customer/employee in a retail store?	Never (145)	Rarely (31)	Sometimes (36)	Often (8)	Always (0)	1.57	Rarely

	Never	Rarely	Sometimes	Often	Always		
How often have you pushed/witnessed pushing a co-customer/employee in a retail store?	Never (152)	Rarely (38)	Sometimes (19)	Often (11)	Always (0)	1.49	Rarely
How often have you damaged/witnessed damaging the retail store's property in any manner?	Never (95)	Rarely (31)	Sometimes (88)	Often (5)	Always (0)	2	Rarely
How often have you shown off/witnessed a weapon in a retail store?	Never (189)	Rarely (17)	Sometimes (14)	Often (0)	Always (0)	1.2	Rarely
How often have you tempered/witnessed the tempering of the packaging of a product in a retail store?	Never (31)	Rarely (19)	Sometimes (48)	Often (78)	Always (44)	3.3	Often

The data from the survey regarding customer and employee behavior in retail industries shows high rates of abusive behavior. In the analysis, the frequency of the use of abusive language is equal to 2.83, indicating a characterization of "Sometimes." In other words, both customers and employees often use verbal aggression. However, it cannot be said about threatening behavior and shouting, the averages of which were 1.34 and 1.57, demonstrating "Rarely" abuse. The same applies to pushing and damage to property whose averages were 1.49 and 2.0, respectively, falling under "Rarely." Particularly, showing off weapons in retail stores was extremely rare, averaging just 1.2. Interestingly, the tampering of product packaging was reported more frequently, with an average of 3.3, placing it in the "Often" category. While this signifies those verbal threats and aggression are abating, product quality issues may need further attention. In a nutshell, these results indicate a worrying increase in violence against employees by customers and the necessity for more adroit conflict management mechanisms and setting an organized aim to cultivate a respectful atmosphere not just towards the customer but also employees within the retail industry.

The study was conducted among 335 respondents who were divided into three groups based on gender, age group, and occupation such as frontline, employees, store managers, and customers. To analysis of variance (ANOVA) shows that the critical value of 3.0094 is significantly less than the F-value of 96.2391 obtained by the secondary data source in Table 3. This surprising discrepancy shows that the three groups under analysis differ significantly by gender, occupation, and age group. When comparing the variation between group means to the variance within the groups, the F-value in hypothesis testing is a ratio. An elevated F-value

indicates that not only are the group means distinct, but also that there is a greater degree of variance across the groups than within each group. As a consequence, the findings suggest that the independent factors this research looked at had an impact on the dependent variable. In addition, the very low P-value of 2.21E-37 supports the assumption that there are significant differences between the groups. The null hypothesis, which states that there is no difference in means between the groups, is supported by the data, and the P-value in hypothesis testing helps assess the strength of that evidence. This small P-value proposes that the observed differences were probably not the result of random chance. As a result, it allows us to firmly reject the null hypothesis and supports the claim that the mean of at least one group differs considerably from the others.

Table 3: Represent the analysis of three groups age, gender, and occupation by the ANOVA test.

| ANOVA: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
Gender	220	340	1.54545454 5	0.249066		
Occupation	220	323	1.46818181 8	0.47843504		
Age Group	220	497	2.25909090 9	0.576401		
ANOVA						
Source of Variation	Sum of Squares	Degrees of Freedom	Mean Square	F-value	P-value	F crit
Between Groups	83.65757576	2	41.82878788	96.23910 41	2.21E-37	3.009434
Within Groups	285.5545455	657	0.43463401 1			
Total	369.2121212	659				

If it rejects the null hypothesis, the assumption will be that factors of Gender, Occupation, and Age Group have a statistically significant effect on our dependent variable. This would probably negate future research as a need to find out which traits or which features of these groups make a difference they said, so information in between these groups can become indicative for several applications in social science studies, marketing studies, health studies, and other decisions where the design of the results could be mediated with demographic factors measured in this research. ANOVA results show that the differentiation between groups is a relevant point in our research question and practice. The large F-value and the small P-value suggest that significant differences between groups in this research exist. They can get new insights into the relationships between groups by rejecting the null hypothesis, and can thus make more sound judgments because they know that some of them at least based on what these tests looked at are not simply assumptions.

Research on customer misbehavior in the Indian retail sector draws from a variety of data sources (primary and secondary), with "*direct observation*" being the most frequently used

method in 20 cases. "*Interviews with employees*", "*academic journals*" and "*industry reports*" are also heavily relied upon. "*Consumer complaints*" and "*surveys of managers*" make significant contributions, while sources such as "*books on retail management*", "*Indian news articles*" and "*government publications*" provide substantial but less frequent inputs. "*Case studies of retailers*" are the least frequently used of the sources. This diverse mix of data sources ensures a comprehensive understanding of the issue.

Impacts of Consumer Misconduct on Retail

The antecedents (motivations) and consequences of consumer misconduct are provided in the conceptual framework for misbehavior. Misbehaving by customers has negative effects on staff morale, employee turnover, word-of-mouth about the quality of the service, and other customers' experiences with service in Figure 3. All of these effects result in a damaged reputation for the service firms' brands and increased operating expenses. Their research reveals the existence of consumer motivations like "everyday sadism," which has not been sufficiently addressed in previous studies on abnormal or misbehaving customer behavior. Sadism is seen to be the extreme conduct of psychopaths and has traditionally been associated with gloomy personality qualities in individuals. However, their study's results indicate that sadism does occur in more subdued forms, which is in line with current studies on the psychology of daily sadism, which suggest that sadism encompasses the typical spectrum of personality traits (CARR, 1922). Researchers in the market have long observed that, while making a purchase, using, or discarding a product or service, customers often act politely and acceptably. Yet it's evident that the number of disrespectful clients is rising quickly, mostly during service interactions. The activities of consumers who defy commonly accepted or relevant norms of conduct in a variety of consuming settings are best described as consumer misbehavior (Fullerton & Punj, 1993).
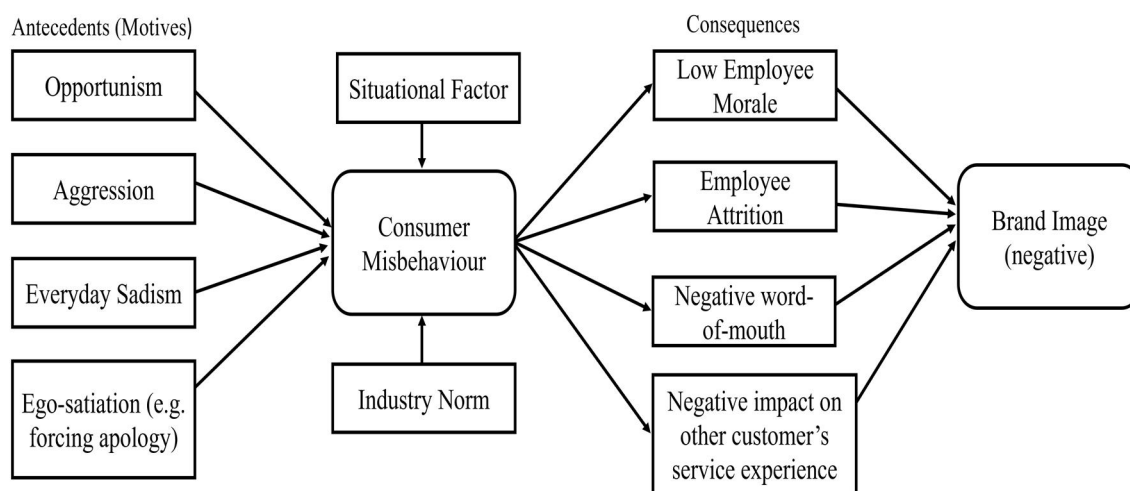
Figure 3: Represent the Antecedents and Consequences of Consumer Misbehaviour (Bhattacharjee & Purohit, 2021).

The majority of customer misbehavior consists of verbal or physical abuse, causing a loss or costs, trashing, stealing, and vandalism. These behaviors are conceptually distinct from other more proper (but -ve) behaviors like leaving, switching, or filing a valid complaint. The majority of instances of consumer misbehavior indicate that there are significant and adverse social, financial, and psychological consequences that must be borne by the organizations, other customers, and employees of the business (Fullerton & Punj, 1993). Thus, consumer misbehavior is defined as behavior that deviates from the generally recognized standard in society. Consumers exhibit a wide range of inappropriate behaviors, some of which include

shoplifting and product theft from physical retail businesses. There has been a significant increase in organized retail crime as a result of groups of individuals who pay others or themselves to shoplift items from retail establishments, which these organized crime organizations then resell on the black market.

Consumer fraud is another very widespread kind of misbehavior on the part of consumers. Consumer fraud is the deliberate use of one's position to deceive, exploit, or hurt others. Some examples that are widespread in society and widely seen include making fraudulent insurance claims, returning clothes after using them, stealing identities, and using deception to get checks, bank accounts, or credit cards. Piracy, sharing, or copying of video games, music, computer software, movies, and other media is another very prevalent kind of consumer misbehavior that is often seen. Ultimately, the most concerning aspect of customer misbehavior is the presence of impolite customers who engage in extremely abusive verbal or physical interactions or who refuse to cooperate, leading to violations of corporate regulations (Ferrell & Pride, 2019). Hence, it is possible to see consumer misbehavior as a subset of human deviance.

5. CONCLUSION

The present study on customer misbehavior in the Indian retail sector has reinforced the complexity of consumer behavior and its consequences on retail operations. Several types of customer misbehavior ranging from aggression to shoplifting and violation of rules allow customers to get away with their crimes. This not only disrupts the retail market but also has serious monetary implications for businesses. Based on the data analysis, both primary and secondary data have been collected which present the conclusion that cultural influences, socio-economic conditions, and psychological aspects are important for any consumer behavior. The findings suggest that retailers should adopt a comprehensive approach to consumer misbehavior in the future. This may include implementing strong staff training programs to ensure the right skills among employees, increasing customer engagement through loyalty programs, and promoting a welcoming store environment that minimizes potential conflict. The results are statistically significant and supported by strong statistical analyses such as ANOVA, which suggest proper diagnosis between demographic factors including gender, occupation, and age group for further retail research and intervention. As a result, this research provides a basis for further investigation of customer misbehavior and suggests that it is essential to create an environment of mutual respect for both customers and employees. By addressing these issues, retailers can increase their service quality and create a more positive shopping experience.

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