

**CUSTOMER FRAUD AND BUSINESS RESPONSES: LET  
THE MARKETER BEWARE**

Isabell Mahar

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At stake for these latter organizations are the costs of customer fraud to the consumer public at large. For example, detection of false insurance claims, which requires iterative questioning of customers who submit claims and independent Exhibit 1 Types and Variations of Customer Fraud Acts 8 Exhibit 1 continued 9 10 Emergence of Customer Fraud Activity verification of the value of losses, is given a low priority so a company can concentrate on customer satisfaction. Deception includes acts in which individuals construct lies or misrepresentations, as well as acts in which individuals unexpectedly conceal information from another Ekman In other incidents, customers relayed successful attempts to smuggle merchandise Breaches of ethical duty incur the social and psychological penalties of blame from others and guilt, rather than legal sanctions. These include the hiring of services to monitor what is being said about them on the Internet, buying up Web sites under their names and all possible negative extensions i. Much of the previous literature on customer shoplifting has recognized the acts of teenagers who shoplift as a form of sensation-seeking, college students who are prompted to shoplift by peer pressure, and adults suffering from psychological disorders who chronically shoplift goods for

which they have little need or interest that is, kleptomaniacs.

As will be discussed, although customer fraud has been examined in university research, the following case study describes a single incident involving a shotgun with a blown-out barrel that was returned by a department store customer who claimed the damage occurred during normal use, despite evidence that the barrel had been Product Return Fraud 77 plugged with mud and then fired.