

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

Victoria Antenucci

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Some of these acts involve appropriating the marketing institutions themselves. For example, as consumers began purchasing antiques as a means of distinguishing themselves, reproduction antiques became mass produced.

Merchandise that customers share as new were most often electronic goods.

The legal sanctioning of fraudulent returns differs across the various specific acts. The suburban shopping mall provides an interesting example. Summarizing, customers secure products at a lower expense than the marketer would require that they pay by covertly rebundling in the following ways:

Customers are deprived of new products that offer improved functional benefits. Customers in our study reported they repeated their shoplifting behavior. The customer fraud acts described in this book reveal that such structures are inefficient to the extent that the standardization prompts fraud acts.