

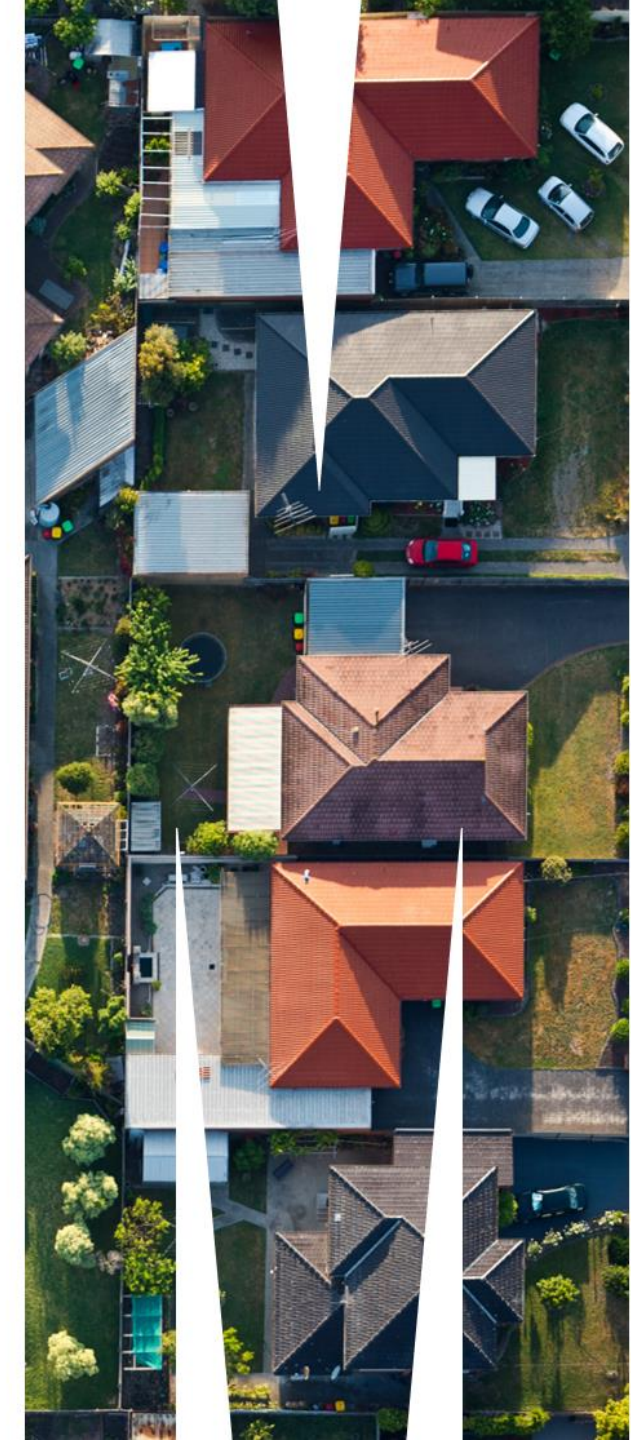
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Consumer Deviance Spotlight

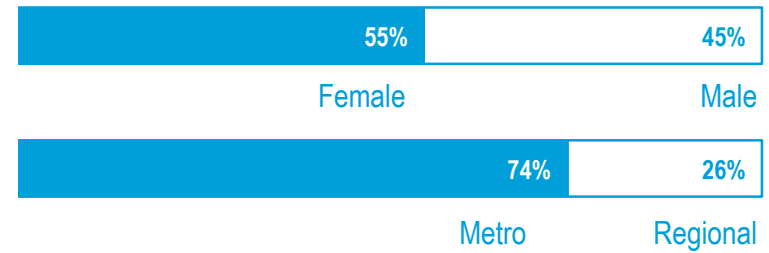
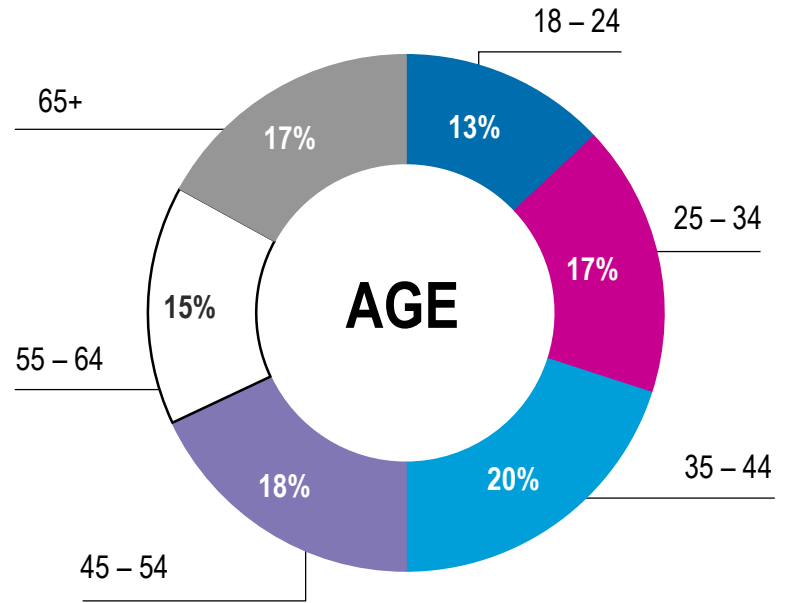
2025 Report



MONASH
University



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In June 2025, ACRS surveyed 1,047 shoppers across Australia and asked them several key questions on consumer deviance and shopping centre safety and security as part of a larger survey on retail consumer attitudes and behaviours. Data was collected between 26 June – 27 June 2025.

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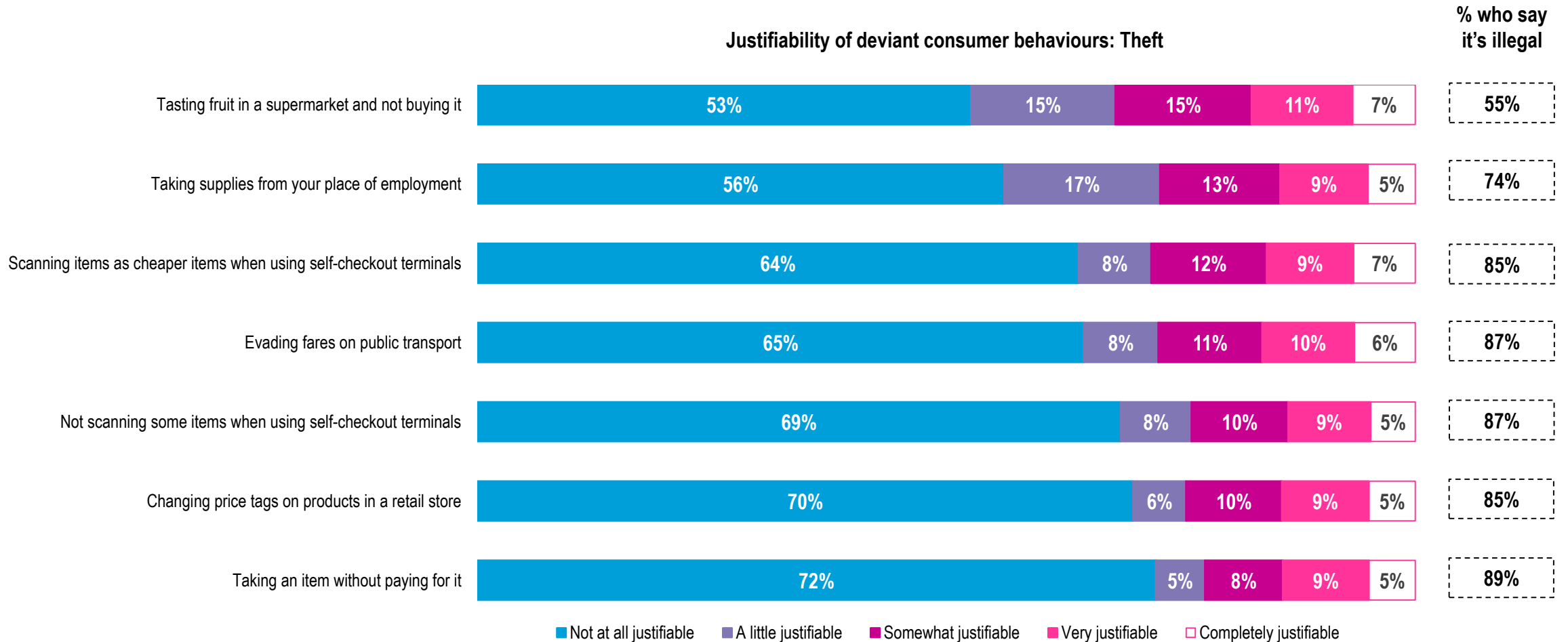
Retail theft is an ongoing issue for retailers in the current economic climate. Retail theft is only one type of **consumer deviance** that negatively impacts retailers.

We asked shoppers **how justifiable** a range of deviant behaviours are and the results continue to concern.



Across **blatant forms of theft**, more than a quarter of Aussies consider theft to be a **little to completely justifiable** and more than half believe these behaviours are **illegal**

Justifiability of deviant consumer behaviours: Theft

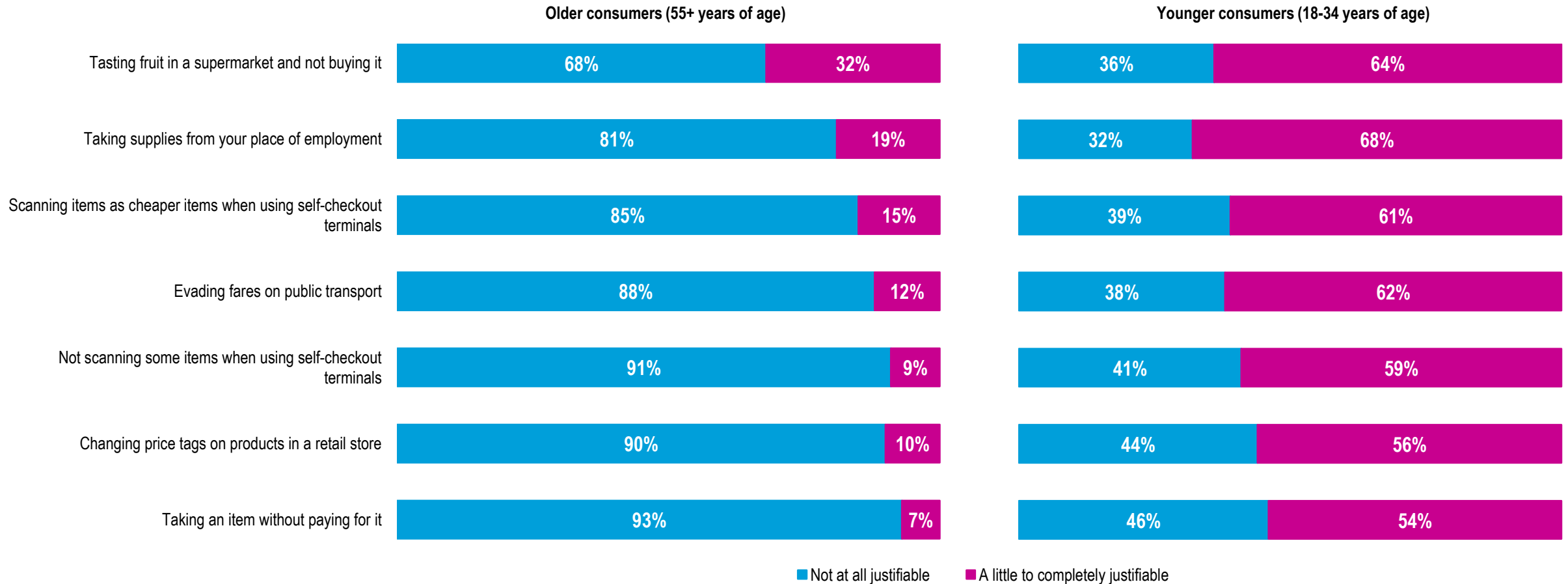


Note: Sample size n=1,047; Percentages may not sum to 100% due to rounding.

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Significantly more **older consumers** reported that **forms of theft** are **not at all justifiable** compared to other age groups, while significantly more **younger consumers** indicated that they are **a little to completely justifiable**

Justifiability of deviant consumer behaviours: Theft



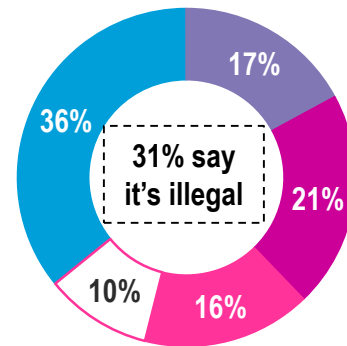
Note: Sample size n=1,047; Percentages may not sum to 100% due to rounding.



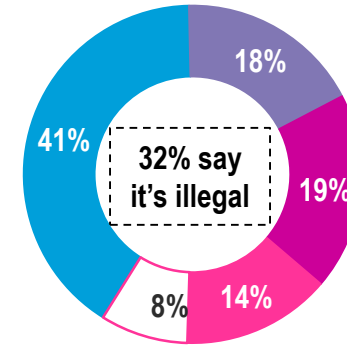
Close to half or more of Aussies consider **manipulating deals and promotions** to be **a little to completely justifiable**, while close to a third or more believe these behaviours are **illegal**

Justifiability of deviant consumer behaviours: Deals and promotions

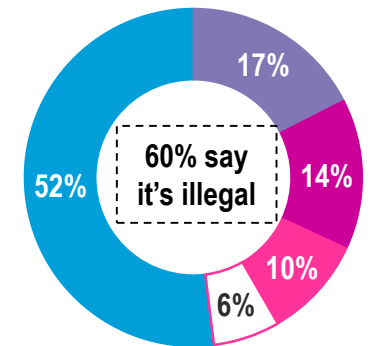
Claim a price is better at a competing retailer in order to get a discount



Creating multiple email accounts to redeem retailer 'one-time' offers



Lying about a child's age in order to get a cheaper price



■ Not at all justifiable ■ A little justifiable ■ Somewhat justifiable ■ Very justifiable ■ Completely justifiable

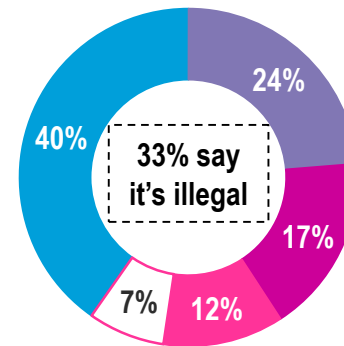
Note: Sample size n=1,047; Percentages may not sum to 100% due to rounding.



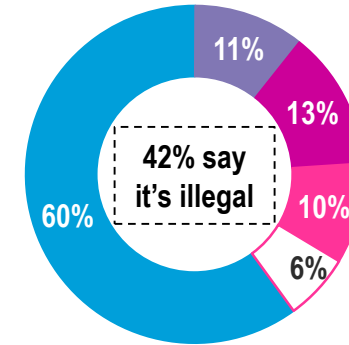
A third or more of Aussies consider **taking advantage of customer service** to be **a little to completely justifiable** and a third or more believe these behaviours are **illegal**

Justifiability of deviant consumer behaviours: Customer service

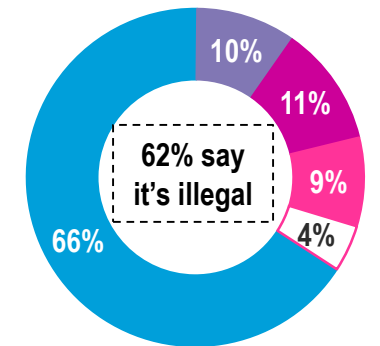
Not saying anything when a waiter miscalculates a bill in your favour



Writing a negative online review to receive compensation



Giving misleading price information to a clerk for an unpriced item



■ Not at all justifiable ■ A little justifiable ■ Somewhat justifiable ■ Very justifiable ■ Completely justifiable

Note: Sample size n=1,047; Percentages may not sum to 100% due to rounding.

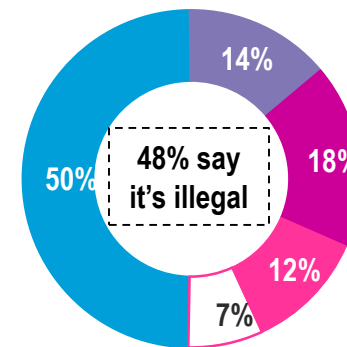
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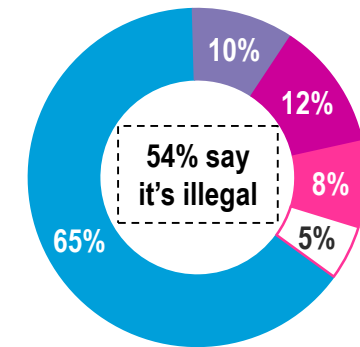
A third or more of shoppers consider **questionable returns** to be **a little to completely justifiable**, while close to half believe these behaviours are **illegal**

Justifiability of deviant consumer behaviours: Returns

Returning used goods for a refund



Buying items for single use, and then returning them



■ Not at all justifiable ■ A little justifiable ■ Somewhat justifiable ■ Very justifiable ■ Completely justifiable

Note: Sample size n=1,047; Percentages may not sum to 100% due to rounding.

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Shopping centre safety and security has been put under a microscope in recent years due to several alarming incidents reported in the news.

We asked shoppers about their safety and security **experiences at shopping centres** and the results were mostly positive.



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Majority of Aussie shoppers **visited a shopping centre** in the last three months, with almost two-thirds of those shoppers visiting **once or more a week**

95%

of Aussie shoppers
visited a shopping
centre in the last
three months



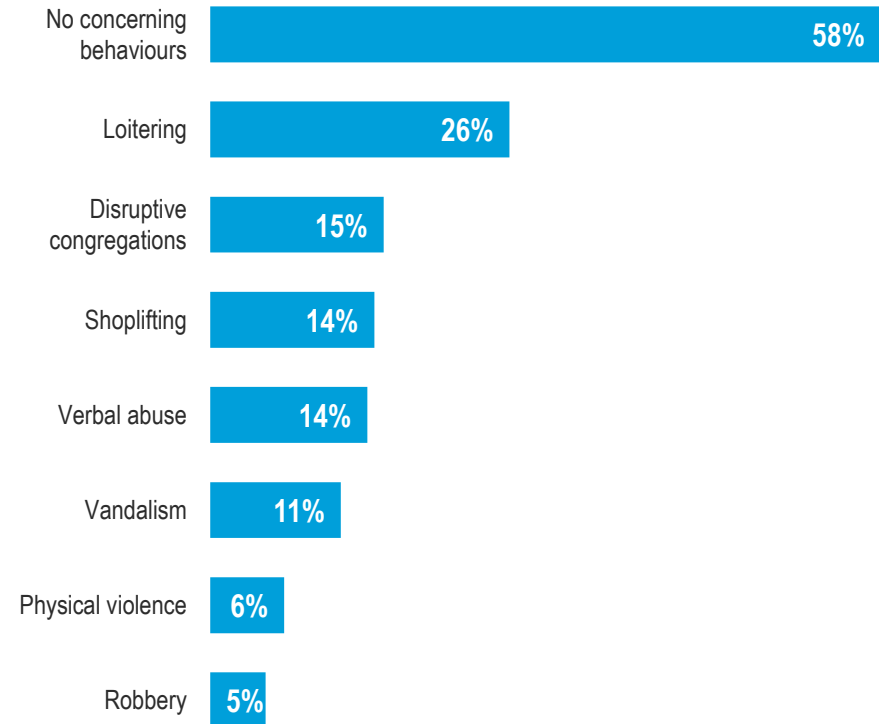
Note: Sample size n=1,047; Percentages may not sum to 100% due to rounding.



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Most shoppers did not witness **concerning behaviours at shopping centres**, but a small number witnessed **aggressive retail crimes**

Behaviours witnessed by shoppers at centres



Note: Sample size n=998; This was a multiple response question and therefore percentages do not sum to 100%.



Other shoppers were the primary **victims of retail crimes witnessed at shopping centres**, followed closely by retail stores and/or staff

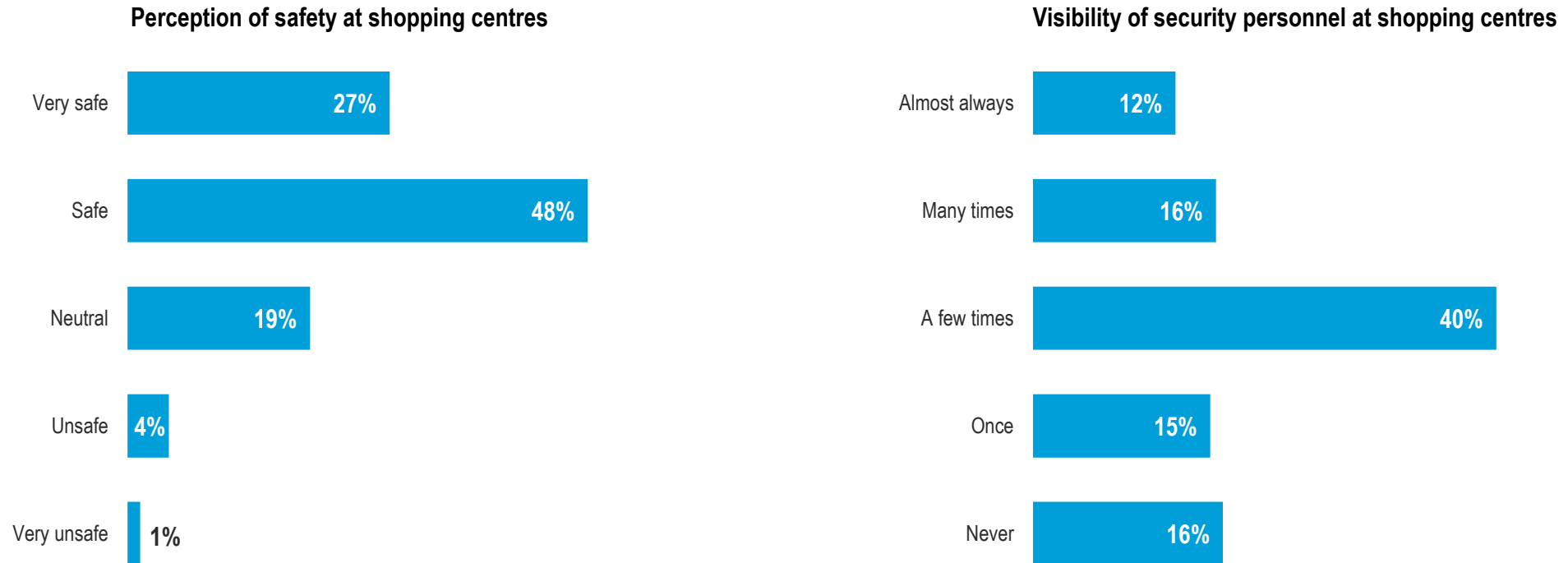
Victims of retail crimes witnessed at centres

	Behaviours witnessed by shoppers at centres	Shopper themselves	Another shopper	Retail store/ staff	Centre staff
Shoplifting	14%	12%	52%	51%	8%
Verbal abuse	14%	18%	60%	46%	18%
Vandalism	11%	13%	35%	48%	33%
Physical violence	6%	17%	78%	25%	16%
Robbery	5%	19%	65%	29%	15%

Note: Sample size n=284; This was a multiple response question and therefore percentages do not sum to 100%.

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Only a small minority of Aussie shoppers felt **unsafe at shopping centres** and most shoppers **recalled seeing security personnel** once or more during their visit/s to centres over the past three months

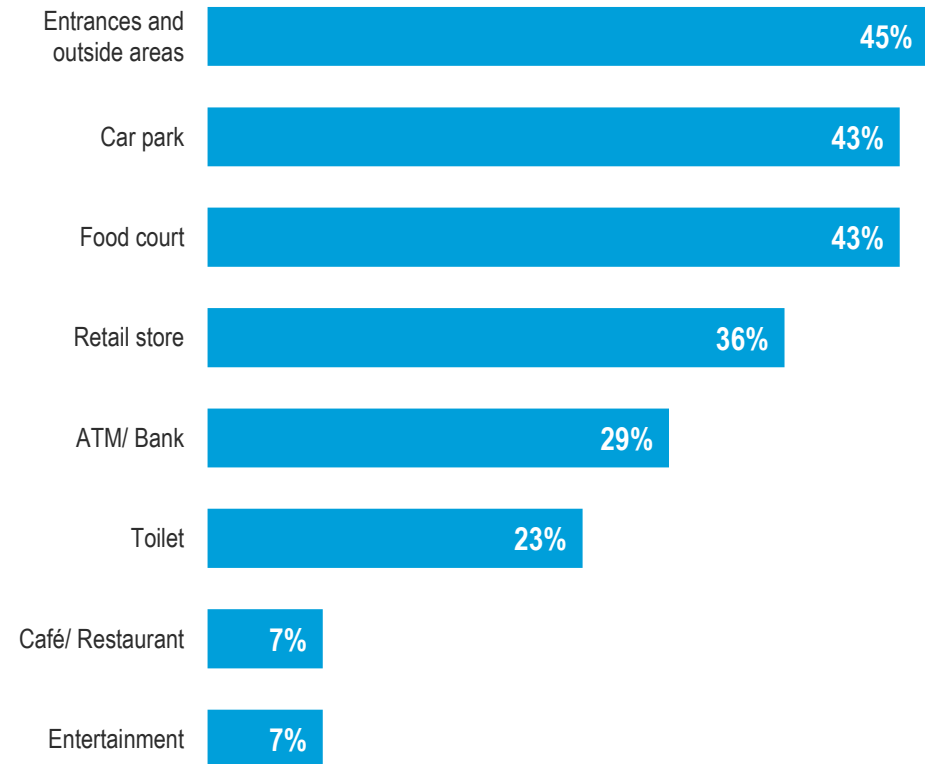


Note: Sample size n=998; Percentages may not sum to 100% due to rounding.



Shoppers felt most unsafe at the **entrances and outside areas**, followed closely by the **car park** and **food court**

Areas where shoppers felt unsafe



Note: Sample size n=56; This was a multiple response question and therefore percentages do not sum to 100%.

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