

# Evaluating The Relationship Between Sales Methods And Technology, And Physical Expansion As Strategies In Managing Shoplifting

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## Abstract

Shoplifting like any variety of offending behavior occurs from the interaction between individuals with certain potentials for offending and the environments or situations that provide opportunities for offending. This paper evaluates the relationship between sales methods and technology, and physical expansion as strategies in managing shoplifting with South-East Nigeria as case study. This study adopted survey research strategy, which entails examining phenomena without attempting to influence the study variables and is defined by the selection of random samples from the public to gather empirical information of current nature. The study found that there is significant positive relationship between sales methods and technology in shopping malls ( $r = 0.502 < 0.800$ ) and that there is significant positive relationship between sales methods and physical expansion of service in shopping malls ( $r = 0.595 < 0.876$ ). The study therefore concludes that Information and Communication Technology directly affects how managers decide, how they plan and what products and services are offered in the shopping industry. It is recommended that where every employee is educated on theft prevention procedures, it will create a standard that everyone is held up to; and also creates a better work environment where there is confidence on every worker to help prevent losses in the shopping mall.

**Keywords:** Shoplifting; ICT; Shopping-mall; Sales-methods; Retailers; Costumers; Shoplifters.

## I. BACKGROUND TO THE STUDY

Shopping malls earn revenue by purchasing goods from wholesalers and manufacturers and then selling those goods to end consumers in retail stores or over the Internet. Pitifully,

shoplifting is a common problem faced by retail businesses that can have a detrimental effect on profitability. Depending on a store's profit margin, it may have to sell dozens of units to make up for the revenue lost due to stolen items

(Gregory, 2019). When a shoplifter steals an item from a retailer, the business can no longer sell that item to pay for the cost it incurred when it purchased the item, and other expenses like rent and employee wages. Shoplifting, the theft of retail products by customers, is the second leading cause of inventory loss for retailers behind employee theft (Neil, 2019). The most direct financial effect of shoplifting is that it eats away at your revenue and profits. Minimizing the effects of theft is an important factor in retail safety, store design and customer service. Shoplifting also has indirect influence on employee morale and the work culture. The negative measures taken to deter shoplifting can impede employee instincts toward a positive and welcoming attitude with customers. Employees may become overly suspicious of customers and get overzealous in their efforts to protect the store's inventory (Neil, 2019).

The shopping mall retailers are operating in a highly competitive retail environment which requires effective management in order to satisfy the customers and achieve customers' loyalty. Shopping motivations have been researched in consumer shopping behaviour over the past decades (Wagner & Rudolph, 2010). Shopping mall customers visit shopping malls not only to search for products, but they also view these shopping mall visits as an entertainment activity that provides fun and pleasure (Kim, Lee and Suh, 2015). Shoplifting is a big problem for every retail mall. It's in order for the mall security force to be trained on rapid response for this type of threat. Mall security personnel need to know how and when to confront a shoplifter safely. CCTV cameras can help in this area by recording the event (Mbah, Ekechukwu and Ugochukwu, 2018). This data can easily be turned over to local law enforcement to aid in an investigation (Casino, 2020). Shopping mall customers tend to engage in various activities when visiting shopping malls. Kim, Lee and Suh (2015) today's customers tend to purchase products while spending time in a shopping mall, which includes a combination of shopping and culture, rather than just going to a mall for the sole purpose of purchasing goods, and this has

already become a lifestyle. Hunneman, Verhoef and Sloot (2017), Onodugo et al (2019) Anowor et al (2022), Mbah et al (2021) added that consumers tend to assess store attributes differently depending on the type of shopping trip.

Shoplifters have been active since the first stores or selling spots appeared, and come from all backgrounds. Shoplifting enlightens mall developers, owners, and managers on the various mall attributes that enable malls complement and compete with each other ((Otegbulu, Okechukwu and Umeh, 2015). Shoplifting is at serious retail crime for all retailers, which reduces profitability (Mine and Hakki, 2021). One of the major concerns of retail malls is "Shoplifting". Shoplifters use different shoplifting techniques for the theft. It is done deliberately with the intention of robbing the possessor for that particular piece of property that has been stolen from the retail establishment. Another term used for shoplifting is-Retail Theft. It is considered as crime and could lead to even jail term and legal action for the shoplifter. Police and courts consider it as one the most common crimes. Shoplifters by and large are categorized in two categories-professional and non-professional (Fibre2Fashion, 2016). The shoplifting of a shopping mall's safety is a function of a number of overlapping factors such as the characteristics of the customers themselves, the safety conditions of the facility, the quality and maintenance of the shopping mall environment and surrounding areas, and the security system in place (Sandberg, 2016). Hunneman, Verhoef and Sloot (2017), Agbarakwe et al (2018), Onodugo et al (2019), Mbah, Nwatu and Okwor (2021) added that consumers tend to assess store attributes differently depending on the type of shopping trip. Shoplifting enlightens mall developers, owners, and managers on the various mall attributes that enable malls complement and compete with each other (Otegbulu, Okechukwu and Umeh, 2015).

Shoplifting creates tremendous loss and disruption for retailers, while affecting all citizens by reducing product availability,

increasing the cost of goods, and creating violence in stores. Store staff and managers as well as assigned asset protection employees are trained to provide plenty of customer attention, implement loss prevention procedures and technologies, and to report suspicious people and circumstances, especially in assigned zones. Locked areas and techniques that reduce access to or the mobility of hot products can provide protection in high loss environments. Shop theft reduces item availability and retailer viability while introducing violence into shops. Shoplifting management system has been synonymous with detection and deterrence of criminal activities, despite the enormous potential that exists in surveillance systems, the public continues to play down the importance of these systems as a key element in crime prevention in the area under study. The problem in the study therefore rests on poor CCTV/Camera installation; poor frequent inventory taking; installing fog security; monitoring; store detective deployment; and sales methods, the premise that awareness of the effectiveness of surveillance systems is still significantly high in the study area despite the lack of evaluation benefits that can be connected to them. Proponents of CCTV believe that it is effective in facilitating immediate responses to incidents, combating certain types of crime and reducing fear of crime. Other concerns about the installation, implementation and usage of surveillance systems relate to the possibility that surveillance will be used to undermine individual freedoms and facilitate oppressive forms of social control.

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one the most common crimes. Shoplifters by and large are categorized in two categories-professional and non-professional (Fibre2Fashion, 2016). Shoplifting remains a serious social and economic problem in need of more dedicated research on solutions. Despite this difficulty, experts continually seek to categorize shoplifters into distinct groups or typologies in order to better understand the ongoing problem. Good management is the first line of defense against shoplifting. Managers must ensure that stores are properly laid out, have adequate inventory controls, and follow standard security practices.

This work therefore set out to evaluate the relationship between sales methods and technology, and physical expansion as strategies in managing shoplifting with the South-East, Nigeria as case study.

## II. LITERATURE REVIEW

Shoplifters range from amateurs acting on impulse, to career criminals who habitually engage in shoplifting as a form of income. Career criminals may use several individuals to shoplift, with some participants distracting store employees while another participant steals items. Amateurs typically steal products for personal use, while career criminals generally steal items to resell them in the underground economy. Other forms of shoplifting include swapping price labels of different items, return fraud, or eating a grocery store's food without paying for it. Commonly shoplifted items are those with a high price in proportion to their size, such as disposable razor blades, vitamins, alcoholic beverages, and cigarettes (Leary, 2013). Shoplifting can take on many forms, and that includes price label switching (Michelle da, 2016). This is when a shopper changes the price tag on one item for a cheaper price tag. They might still go up to the cashier to pay for it, but the item will ring in at a lower price. Shoplifting does not always consist of stealing store items. Sometimes, it can entail taking a retailer's cash. Trying to refund an item that wasn't previously purchased at the store for cash is a common form of shoplifting (Michelle da, 2016). Shoplifting is the act of knowingly taking goods from an

establishment in which they are displayed for sale, without paying for them (Budden, 2019). Shoplifting usually involves concealing items on the person or an accomplice, and leaving the store without paying. However, shoplifting can also include price switching (swapping the price labels of different goods), refund fraud, and "grazing" (eating or sampling a store's goods while in the store).

### **Benefits of customer profiling**

- 1) The ability to tailor marketing efforts to relevant audiences.
- 2) Personalization of customer experiences to increase brand loyalty.
- 3) Can provide a more holistic view of market potential.
- 4) Improved customer satisfaction
- 5) Increased response, click or open rates.
- 6) More potential customers, prospects and customer types are identified.
- 7) Increased sales and revenue (Scott, 2019).

Clery (2016) state that suspect intention, suspect possession of the merchandise, store ownership of the merchandise, and value are the components of shoplifting management. Shoplifting is an organized effort by a business to reduce any and all losses of revenue. Losses generally occur due to problems with accounting or inventory controls; and that every business can benefit by implementing loss prevention strategies that protect their inventory and accounts (Jay, 2020). Most shopping malls install CCTV security cameras to help monitor common areas of the mall like food courts, walkways, and parking lots. Some malls also employ human security guards to monitor the cameras and make random inspections around the mall and patrol parking areas. Crimes in shopping malls usually follow a typical pattern and can include shoplifting, nuisance behaviors, or even robberies. Shopping malls located in affluent areas are likely to attract a greater number of car thieves too.

CCTV cameras are a staple in crime prevention because they help ward off criminals, monitor building premises, and record valuable footage of events (Maranda, 2018). Whether you're

looking to reduce theft and loitering in your business or provide a safe haven for your residents, it is important to know the basics about video surveillance CCTV systems. CCTV cameras are used for security monitoring and surveillance in any type of facility. CCTV stands for Closed-Circuit Television, because CCTV systems transmit video footage over a single channel, essentially creating a closed circuit. This means CCTV footage is displayed on a limited number of personal monitors and screens, not publicly broadcasted. CCTV systems use cameras to capture video footage of a facility. This footage is sent to a recording device (a DVR or NVR), where it is stored for future reference. It is then sent from the cameras to a dedicated monitor, or even a smartphone or computer, which displays the footage in real time. CCTV security systems are connected with a coaxial cable, network cable, or wireless signal, depending on the system type (Maranda, 2018).

The primary purpose of the Theory of Reasoned Action is to understand an individual's voluntary behavior by examining the underlying basic motivation to perform an action (Doswell, Braxter, Cha and Kim., 2011). It also states that a person's intention to perform a behavior is the main predictor of whether or not they actually perform that behavior (Doswell et al., 2011). TRA suggests that stronger intentions lead to increased effort to perform the behavior, which also increases the likelihood for the behavior to be performed; it also belief that behavioral performance is associated with certain attributes or performances.

In line with objective of the study, the theory of reasoned action aims to explain the relationship between attitudes and behaviors within human action. It is mainly used to predict how individuals will behave based on their pre-existing attitudes and behavioral intentions. An individual's decision to engage in a particular behavior is based on the outcomes the individual expects will come as a result of performing the behavior. The theory of reasoned action (TRA) was formulated by Ajzen and Fishbein in 1980. This theory postulate that in any organisation

there are moral norms (Landridge, Sheeran and Connolly, 2007) which refer to people's sense of obligation to perform ethical behaviours and not perform unethical behaviours. There is need for the management to consider ethicality of the monitoring they are addressing in the organisation. Engagement will ensure that each party both the employees and employers engage in their practice ethically in the organisation (AL-Majali, 2011). It is a theory that predicts deliberate behavior, because behavior can be deliberative and planned. Theory of Reasoned Action suggests that a person's behavior is determined by his/her intention to perform the behavior and that this intention is, in turn, a function of his/her attitude toward the behavior and his/her subjective norm. Theory of Reasoned Action has received significant attention in the literature of information technology and information system acceptance. It is a theory that leads to the development of Technology Acceptance Model (TAM) that focuses on the attitudes and explains the intentions of the user of a specific technology or service and later translated into a Theory of Planned Behaviour (TPB) (Nasri and Charfeddine, 2012).

Jen and Lin, (2014) conducted a study on the Effects of service quality on organizational performance. This purpose of the study was to discuss the relations between Service Quality and Organizational Performance. The study adopted quantitative questionnaire survey. The employees and consumers of De-yi Chinese Food Company are sampled for the survey, in which total 300 copies of questionnaires are distributed and 233 effective copies are retrieved. The data was analyzed with Regression Analysis and Analysis of Variance. The finding shows that service quality presents partially positive effects on financial performance in organizational performance. The study concluded that service quality shows partially positive effects on operating performance in organizational performance.

Vander, Freda & Lange, (2016) carried out a study on exploring Retail Crime in a Business Sector of South Africa. Crime in South Africa have been found to be problematic, particularly

for the retail industry. Small businesses in the retail industry have been vulnerable to various types of crime. A cross-sectional study was conducted, consisting of 70 SMMEs in a business sector of South Africa. Descriptive statistical analyses were performed to describe the experience of crime of SMMEs which operate in the Matjhabeng municipality. The findings emanating from the quantitative research indicated that SMMEs in this business sector are experiencing various forms of crime, particularly burglary and robbery. The crimes respondents are exposed to vary from employee-related crimes, customer-related crimes to situational crime. The findings also indicated that crime has had a negative impact on the retail industry in this geographical area. However, most of the respondents are involved in some crime prevention activities. These findings deepened the understanding of retail crime as well as the effects thereof on small businesses in the retail sector.

Brijesh (2019) conducted An Empirical Study of Service Quality, Value and Customer Satisfaction for On-Demand Home Services. The study sought to examine the factors influencing customer satisfaction with references to on-demand home services, an emerging phenomenon in India. The study adopted E-SQ and SERVQUAL model. The sample respondents were surveyed using a pre-tested questionnaire. The finding shows that e-service quality (E-SQ) and service quality (SERVQUAL) contribute to the overall service quality (OSQ) which has a positive influence on customer satisfaction (CS). The study concluded that that, with reference to on-demand home services, overall service quality (OSQ) and customer satisfaction (CS) is moderated by value (VL).

### **III.METHODOLOGY**

#### **Research Design**

The collection of methodologies and processes utilized in collecting and assessing measures of the variables stated in the study issue research is referred to as the research design. A survey

research study is one in which a group of people or objects is investigated by collecting and evaluating data from a small number of individuals or items that are considered representative of the entire group. In other words, just a small portion of the population was investigated, yet the results are supposed to apply to the entire population. The knowledge enables for generalizations about the qualities, views, beliefs, attitudes, and other aspects of the entire population under study.

### Primary Sources of Data

The study made use of thirty-five (35) designed questions of the questionnaire divided into sections representing the various variables adopted for the study. The study also made use of eight questions which guide the oral interview with the respondents.

### Secondary Sources of Data

Secondary data are the already existing data collected by the investigator agencies and organizations. Secondary data include government publications, websites, books, journal articles, internal records etc.

### Area of the Study

The field of study includes a political or geographical area including its history, geography, language, and general culture. The field of the present study will be 25 selected shopping malls in south East, Nigeria. Five shopping malls from each state using stratified sampling methods. Each will be selected as result of large number staff, capital base above 20 million naira, and high ethical standard. South East is one of the six geopolitical zones in the country. The region consists of the following states- Abia State, Anambra State, Ebonyi State, Enugu State, and Imo State.

### Population

The emphasis was on the human population of the twenty-five selected shopping malls in South East, Nigeria. The population for the study includes two thousand, five hundred and eighty-three staff (2583) staff that will be made up management and senior staff

### Sample Size Determination

The population of the study will be drawn from the staff of these organizations under study using a stratified sampling method. To determine the adequate sample size, the study used Cochran, (1963) sampling technique.

$$n = \frac{Z^2 N(pq)}{N(e)^2 + Z^2(pq)}$$

Where n = Sample Size

N = The population

p = Probability of success/proportion

q = Probability of failure/proportion

Z = Standard error of the mean

e = Limit of tolerable error (or level of significance)

N = 2583

p = .5

q = (1 - .5) = .5

Z = 95 percent = 1.96

e = 0.05 percent

$$= \frac{(1.96)^2 \times 2583 \times .5 \times .5}{2583(0.05)^2 + (1.96)^2 \times .5 \times .5}$$

$$\frac{3.8416 \times 2583 \times .25}{6.4575 + 3.8416 \times .25}$$

$$\frac{2480.713}{6.4575 + .96} = \frac{2480.713}{7.4175} = 334.440 \approx 334$$

The study sample size is three hundred and thirty-four (334) respondents. This sample size is justified because the population is huge and such the sample is sufficient to address the research problem.

### Proportionate Allocation of Questionnaire

Using Bowley's (1976) proportional allocation formula for stratified sampling:

$$nh = \frac{n(Nh)}{N}$$

Where:

Nh = Group population from each stratum

n = overall sample size

N = the overall population

nh = sample size from each stratum, in this case each state.

### Instrument for Data Collection

The study used a questionnaire as the primary data collection instrument. The questionnaire

was designed to introduce the twenty-five (25) selected shopping firms in Southeast, Nigeria. Thirty-five (35) designed questions of the questionnaire were divided into sections representing the various variables adopted for the study. The views, opinions, and attitude from the respondents were captured by the study with the use of questionnaires. The questionnaires were administered through the drop and pick method to the respondents working in the selected firms. The respondents comprised Management and Senior staff of the firms. The study used research assistants distributed through hand copies of the questionnaire which were completed by the selected respondents. Upon completion, the research assistants collected the questionnaires and ensured high completion rate and the return of the completed questionnaires

#### **Validity of the Instrument**

The face and content validity of the instrument was ensured by giving out copies of the questionnaire to some experts in research in the Department of Business Administration, and they reviewed the content items of the questionnaire for clarity of words, contents coverage, relevance, and effectiveness in measuring the variables under study. The researchers also gave other validators some copies. The researchers requested them to assist him in using their expertise to validate the instrument regarding its clarity, appropriateness of language used and of instruction to the respondents. In the end, some of the items were modified, discarded and new ones introduced. Thus, an instrument with better items emerged which the study used to collect the much-needed data for the study.

#### **Reliability of the Instrument**

Reliability of a measure concerns its ability to produce similar results when repeated

measurements are made under identical condition (Borden, 2008). A test-re-test method of reliability was adopted for the study in which 50 copies of 35 items questionnaire were distributed to the twenty-five (25) selected organisations; two copies to each firm. The instrument was re-administered for the second time after two weeks and the outcome was subjected to consistency test using Cronbach Alpha Coefficient testing tool.

#### **Method of Data Analyses**

The questionnaire responses were grouped into various categories and entered in the SPSS version 20 software to facilitate analysis using descriptive statistics. Frequency distribution tables was used to summarize the data from the respondents. The analyzed data was presented in frequency distributions table and bar charts for ease of understanding and analysis. Data from the questionnaire was analyzed using simple percentages, mean and standard deviation. The data was expressed in scale, For the 5-point likert scale questions, the scale and decision rule stated below was used in analysing the findings.

#### **Scale**

Strongly Agree (SA) -5, Agree (A) 4,  
Neutral(N) -3, Disagree (D)-2, Strongly  
Disagree (SD)

#### **Decision Rule**

If mean  $\geq 3.0$ , the respondents agree  
If mean  $\leq 3.0$ , the respondents disagree  
(F-statistics) was used to test the hypotheses, determine the nature, and strength of the research variables.

## **IV. DATA PRESENTATION AND ANALYSES**

### **The relationship between sales methods and technology in shopping malls in South East Nigeria**

**Table 1:** Responses on the relationship between sales methods and technology in shopping malls in South East Nigeria

		<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	$\Sigma$ <b>FX</b>	<b>-</b>	<b>SD</b>	<b>Decision</b>
		<b>SA</b>	<b>A</b>	<b>N</b>	<b>DA</b>	<b>SD</b>		<b>X</b>		
1	High tech tools enhance balancing of inventory assortments in the stores and sales floor	605 121 37.3	392 98 30.2	105 35 10.8	30 15 4.6	55 55 17.0	1184 324 100%	3.66	1.445	Agree
2	There is effective ordering of goods through technological tools	605 121 37.3	356 89 27.5	111 37 11.4	44 22 6.8	55 55 17.0	1171 324 100%	3.61	1.465	Agree
3	Tracking of price with systems promote sales in the shopping stores	415 83 25.6	608 152 46.9	51 17 5.2	40 20 6.2	52 52 16.0	1166 324 100%	3.60	1.358	Agree
4	The use of mobile and smartphone boost sales	965 193 59.6	104 26 8.0	81 27 8.3	52 26 8.0	52 52 16.0	1254 324 100%	3.87	1.560	Agree
5	The changes in technology made online consumers to pay without any effort	580 116 35.8	580 145 44.8	45 15 4.6	30 15 4.6	33 33 10.2	1268 324 100%	3.91	1.226	Agree
<b>Total Grand mean and standard deviation</b>								<b>3.730</b>	<b>1.4108</b>	

**Source: Field Survey, 2022**

Table 1 showed that 219 respondents of 324 representing 67.5 percent that high tech tools enhances balancing of inventory assortments in the stores and sales floor with mean score 3.66 and standard deviation of 1.445 agreed. There is effective ordering of goods through technological tools 210 respondents representing 64.8 percent agreed with mean score of 3.61 and standard deviation of 1.465. Tracking of price with systems promote sales in the shopping stores 235 respondents representing 72.5 percent

agreed with mean score of 3.60 and standard deviation of 1.358. The use of mobile and smartphone boost sales 219 respondents representing 67.6 percent agreed with mean score of 3.87 and 1.560. The changes in technology made online consumers to pay without any effort 261 respondents representing 80.6 percent agreed with a mean score of 3.91 and standard deviation 1.226.

**The relationship between sales methods and physical expansion of service in shopping malls in South East Nigeria**



**Table 2:** Responses on the relationship between sales methods and physical expansion of service in shopping malls in South East Nigeria

		<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	$\Sigma$ <b>FX</b>	<b>-</b>	<b>SD</b>	<b>Decision</b>
		<b>SA</b>	<b>A</b>	<b>N</b>	<b>DA</b>	<b>SD</b>		<b>X</b>		
1	Customers are made feel safe and free to shop in the organisation	320 64 19.8	624 156 48.1	48 16 4.9	114 57 17.6	31 31 9.6	1137 324 100%	3.51	1.255	Agree
2	There is online search of results in the shopping services	435 87 26.9	504 126 38.9	36 12 3.7	136 68 21.0	31 31 9.6	1142 324 100%	3.52	1.336	Agree
3	There is effective implementation of click and collect in the shopping services	485 97 29.9	376 94 29.0	78 26 8.0	142 71 21.9	36 36 11.1	1117 324 100%	3.45	1.399	Agree
4	Hiring and developing employees provide exceptional customer experiences	240 48 14.8	648 162 50.0	15 5 1.5	138 69 21.3	40 40 12.3	1081 324 100%	3.34	1.301	Agree
5	There is display of local inventory in Google search and maps.	360 72 22.2	440 110 34.0	27 9 2.8	138 69 21.3	64 64 19.8	1029 324 100%	3.18	1.486	Agree
<b>Total Grand mean and standard deviation</b>								<b>3.40</b>	<b>1.3554</b>	

**Source: Field Survey, 2022**

Table 2 showed that 220 respondents of 324 representing 67.9 percent Customers are made feel safe and free to shop in the organisation with mean score 3.42 and standard deviation of 1.255 agreed. There is online search of results in the shopping services 213 respondents representing 65.8 percent agreed with mean score of 3.52 and standard deviation of 1.336. There is effective implementation of click and collect in the shopping services 191 respondents representing 58.9 percent agreed with mean score of 3.45 and standard deviation of 1.399. Hiring and

developing employees provide exceptional customer experiences 210 respondents representing 64.8 percent agreed with mean score of 3.34 and 1.301. There is display of local inventory in Google search and maps 182 respondents representing 56.2 percent agreed with a mean score of 3.18 and standard deviation 1.486.

### **Test of Hypotheses**

**Hypothesis One: There is no significant positive relationship between sales methods and technology in shopping malls in South East Nigeria**

**Table 3: Correlations**

		High tech tools enhance balancing of inventory assortments in the stores and sales floor	There is effective ordering of goods through technological tools	Tracking of price with systems promote sales in the shopping stores	The use of mobile and smartphone boost sales	The changes in technology made online consumers to pay without any effort
High tech tools enhance balancing of inventory assortments in the stores and sales floor	Pearson Correlation Sig. (2-tailed) N	1  324	.782** .000 324	.800** .000 324	.721** .000 324	.560** .000 324
There is effective ordering of goods through technological tools	Pearson Correlation Sig. (2-tailed) N	.782** .000 324	1  324	.794** .000 324	.745** .000 324	.566** .000 324
Tracking of price with systems promote sales in the shopping stores	Pearson Correlation Sig. (2-tailed) N	.800** .000 324	.794** .000 324	1  324	.796** .000 324	.502** .000 324
The use of mobile and smartphone boost sales	Pearson Correlation Sig. (2-tailed) N	.721** .000 324	.745** .000 324	.796** .000 324	1  324	.562** .000 324
The changes in technology made online consumers to pay without any effort	Pearson Correlation Sig. (2-tailed) N	.560** .000 324	.566** .000 324	.502** .000 324	.562** .000 324	1  324

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 3. Showed the Pearson correlation matrix on **sales methods and technology** showing the correlation coefficients, significant values and the number of cases. The correlation coefficient shows  $0.502 < 0.800$ . This value indicates that correlation is significant at 0.05 level (2 tailed) and implies that **there was significant positive**

**relationship between sales methods and technology in shopping malls in south east Nigeria**, ( $r = 0.502 < 0.800$ ). The computed correlations coefficient is greater than the table value of  $r = 0.000$  with at alpha level for a two-tailed test ( $r = 0.502 < 0.800, p < 0.05$ ).

**Hypothesis Two: There is no significant positive relationship between sales methods and physical expansion of service in shopping malls in South East Nigeria**

**Table 4** Correlations

		Customer s are made feel safe and free to shop in the organisati on	There is online search of results in the shopping services	There is effective implemen tation of click and collect in the shopping services	Hiring and developin g employee s provide excepual customer experienc es	There is display of local inventory in Google search and maps.
Customers are made feel safe and free to shop in the organisation	Pearson Correlation Sig. (2-tailed) N	1  324	.876** .000 324	.748** .000 324	.828** .000 324	.707** .000 324
There is online search of results in the shopping services	Pearson Correlation Sig. (2-tailed) N	.876** .000 324	1 .000 324	.772** .000 324	.808** .000 324	.767** .000 324
There is effective implementation of click and collect in the shopping services	Pearson Correlation Sig. (2-tailed) N	.748** .000 324	.772** .000 324	1 .000 324	.877** .000 324	.595** .000 324
Hiring and developing employees provide excepual customer experiences	Pearson Correlation Sig. (2-tailed) N	.828** .000 324	.808** .000 324	.877** .000 324	1 .000 324	.724** .000 324
There is display of local inventory in Google search and maps.	Pearson Correlation Sig. (2-tailed) N	.707** .000 324	.767** .000 324	.595** .000 324	.724** .000 324	1 .000 324

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 4 Showed the Pearson correlation matrix on **sales methods and physical expansion of service** showing the correlation coefficients, significant values and the number of cases. The correlation coefficient shows  $.595 < .876$ . This value indicates that correlation is significant at 0.05 level (2 tailed) and implies that **there was significant positive relationship between sales methods and physical expansion of service in shopping malls in south east Nigeria**, ( $r = .595 < .876$ ). The computed correlations coefficient is greater than the table value of  $r = .000$  with at alpha level for a two-tailed test ( $r = 0.595 < 0.876$ ,  $p < 0.05$ ).

### Discussion of Findings

From the result of Hypothesis One, it was observed that there was significant positive relationship between sales methods and technology in shopping malls in south east Nigeria, ( $r = 0.502 < 0.800$ ). In the support of the result in the literature review, Amir and Mahmoud (2015) conducted a study on the Impact of information technology on productivity and efficiency in Iranian manufacturing industries. The finding shows that IT has a positive and statistically significant effect on the productivity of manufacturing industries. Michael, Robert and Krishnan (2018) conducted a study on the Impact of CRM technology on sales process behaviors: empirical results from US, Europe, and Asia. The finding shows that a significant influence of CRM effectiveness, but a non-significance for geography and a non-significance for the interaction between CRM effectiveness and geography.

From the result of Hypothesis two, that there was significant positive relationship between sales methods and physical expansion of service in shopping malls in South East Nigeria, ( $r = .595 < .876$ ). In the support of the result in the literature review, Lakhwani, Dastane, Satar, and Johari (2020) conducted a study on The Impact of Technology Adoption on Organizational Productivity in Malaysia. The finding shows that

technological change and IT infrastructure positively and significantly impact the organisation's productivity while IT knowledge management has significant but negative impact on organizational productivity of IT companies in Malaysia. Ananda, Suganya and Imayavendan (2018) conducted An Empirical Study on Sales Promotion Techniques. The finding shows that, product price could be made desirable for the customers Steps could be taken for the availability of the products.

### V. CONCLUSION

The study concluded that sales methods had significant positive relationship with technology and physical expansion of service in shopping malls in South East Nigeria. The role of technology is well recognized by business, industry, and government and is completely woven into their organisational structures and strategic planning processes. Business organisations, especially the shopping malls industry of the 21st century operate in a complex and competitive environment characterized by these changing conditions and highly unpredictable economic climate. ICT directly affects how managers decide, how they plan and what products and services are offered in the shopping industry.

### VI. RECOMMENDATIONS

Contending shoplifting is an unavoidable cost in doing business; hence business owners and managers should:

1. Incorporate theft prevention lessons in employees' training to make it easier to identify shoplifting and shoplifters. When every employee is educated on theft prevention procedures, it creates a standard that everyone is held up to. It also creates a better work environment where there is confidence on every worker to help prevent losses in the shopping mall. These will help reduce loss.
2. Publicize the consequences of shoplifting. By posting shoplifting policy on prominent locations within the shopping malls should be enough to scare off potential shoplifters.

3. Install mirrors and cameras to help scare and intimidate shoplifters. It will help identify shoplifters and their mere presence will act as theft deterrents.

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