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RMM Case Assignment

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Answer the following questions based on the above case.

1) In the light of the information provided, suggest research objectives in case a study is to be conducted on the topic of shoplifting.

After going through the information given in the case study related to the problem of shoplifting, there are various research objective that can be understood. They are listed below:

- How many shopliftings has taken place?
- What proportion of shrinkage does shopliftings account for? Compared with employee theft or delivery fraud?
- What is the dollar value of goods lost during each shoplifting?
- How are the shoplifted goods sold?
- What is the information about shoplifter?
- What is the group size of shoplifters?
- How often does the offender repeat?
- Do some types of offenders use particular shoplifting methods?
- What type of product offender target more often?
- What is the demographic profile of the members involved in the group?
- What is the nature of the surrounding neighbourhood?
- Is there any time when most of the shoplifting take place?
- Is the problem concentrated at particular stores, or does it affect all stores?
- What are the shop hours? Is it open at night?
- Does the store have a security department or set of policies on apprehending shoplifters?
- Does the store report shoplifting incidents to the police?
- After stealing, can thieves harm the employees?
- What type of security system have shops employed?
- How do police handle shoplifting incidents?
- Do police have a separate unit dealing with organized shoplifting groups?
- How do prosecutors handle shoplifting charges?

2) Which research design would be most appropriate for investigating the issues involved?
Discuss

The “Exploratory Research Design” will be the most appropriate design to follow, as this research design is used to investigate a problem which is not clearly defined like shoplifting discussed in case study. New data related to problem is generated by studying and developing relationship with the existing phenomenon. This type of research is usually carried out when the problem is at a preliminary stage.

Characteristics of Exploratory Research Design are:

- Such a research usually produces qualitative data, however in certain cases quantitative data can be generalized for a larger sample through use of surveys and experiments.
- To carry out exploratory research, generally there is no prior research done or the existing ones do not answer the problem precisely enough.
- It is usually low cost, interactive and open ended.

Why to use exploratory research design?

- It will help in understanding the case of shoplifting in depth.
- It operates at low cost.
- It has a lot of flexibility and can adapt to changes as the research progresses.
- It can help to find out possible causes for the problem.
- Exploratory research will help to establish research priorities.

Exploratory research will help in finding more information through carefully analysing existing cases of shoplifting.