“Shopping While Black”: Racial Profiling by Retailers
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Introduction
The term “Shopping While Black” relates to:
• Overt discrimination by store retailers
• Revenue-based Statistical Discrimination (The exclusion of Black consumers in order to cater to other customers)
• Cost-based Statistical Discrimination (subconscious racism)
• Stereotype assumption Blacks are likelier than others to commit crimes and are less credit-worthy.

Research Question
Based on racial and/or ethnic background, are college-aged students (17-19) victims of racial profiling by retailers?

Background
The term “Shopping While Black” relates to:

Data Collection and Findings
The purpose of this study was to discover whether or not college students feel discriminated against while they are shopping in stores.

Demographics of the Participants: Twenty (20) students enrolled in a First-Year Seminar at JJC, ages 17-19 years old answered the question, Whether retailers racially profiled JJC students based on their race and/or ethnicity?

Findings

Recommendations
• Support Congressional legislation that penalizes retail department stores
• Criminalize conduct of retailers
• Draft a Consumer Bill of Rights with federal penalties
• Permit federal civil rights law suits
• Jones v. Alfred Mayer Co. (1968) If Congress were powerless to assure that a dollar in the hands of a Negro will purchase the same thing as a dollar in the hands of a white man. At the very least, the freedom that Congress is empowered to secure under the Thirteenth Amendment includes the freedom to buy whatever a white man can buy, the right to live wherever a white man can live. If Congress cannot say that being a free man means at least this much, then the Thirteenth Amendment made a promise the Nation cannot keep.
• Boycott retailers accused of racial profiling, in-store and the Internet
• Boycott Black Friday and other major retail store sales
• Black Shoppers Matter!

References