



**LAUREA**  
UNIVERSITY OF APPLIED SCIENCES  
*Together we are stronger*

# The extension of trading hours - Effect on customer profiling from the security point of view

Pesu, Susanna

2016 Leppävaara

**Laurea University of Applied Sciences**  
Leppävaara

**The extension of trading hours -  
Effect on customer profiling from the security point of view**

Susanna Pesu  
Degree Programme in  
Security Management  
Bachelor's Thesis  
September, 2016

Pesu, Susanna

**The extension of trading hours - Effect on customer profiling from the security point of view**

Year	2016	Pages	34
------	------	-------	----

---

The purpose of this thesis is to examine the effect of the extended trading hours concerning the possible increase of misbehavior in shopping malls. The research examined how customer profiling was connected to security matter and does it yet have any relevancy or accuracy because of the new implementation of the extended trading hours. The co-operation with Securitas Oy and Citycon Oyj employees was beneficial to this research and the results can be also exploited later.

The theories used in this research were from the field of behavioral analyses and also from social scenarios: what people generate in their minds from the surrounding and constantly changing environment. The research was done as a case study, with semi-structured interviews among employees from security field in the shopping malls, as well as observations from the field. Few statistical notes were also given by the interviewees and used as to support the collected data in order to create triangulation. Personal knowledge was used as an advantage to strengthen the research.

It was discovered by the gained data that extended trading hours did not have any significant effect on customers' increased misbehavior nor criminal activity in the shopping malls. Based on the interviewees' professional knowledge and the observation, there has not been increased misbehavior due to the early or late trading hours. As an only concerned area to be improved by the interviewees was to reinforce security employees as to improve work, fire, and facility safety. However, the security level is in a sufficient level all together with the facility and customer safety and security.

The findings were as it was expected to be, neither significant or alarming change nor increase in criminal or misbehavior level was discovered. The public opinion was before the implementation that it would have affected more customers' behavior when shopping in the later hours. Customer profiling is one of the key elements in the security field. Reaction to harmful situation as fast as possible is the basic function when maintaining efficient security and safety level.

The further research suggestions include more examination in the singular store area since they might have stores open throughout the whole day. However, the differences between the shopping malls and retail stores are highly depending on the variability of the customers and their intension when they enter the facilities. Comparing shopping malls and retail stores and their statistical differences would be worth studying later on, because the changing environment and customer behavior affects always the security level.

Keywords: Security, Profiling, Misbehavior, Trading hours

Pesu, Susanna

### Laajennettujen aukioloaikojen vaikutus asiakkaan profilointiin turvallisuuden näkökanalta

Vuosi 2016 Sivumäärä 34

---

Tämän opinnäytetyön tarkoitus on tutkia laajennettujen aukioloaikojen vaikutusta häiriökäyttäytymisen mahdolliseen kasvuun kauppakeskuksissa. Työssä tutkitaan, kuinka asiakkaiden profilointi on yhteydessä turvallisuuteen, ja onko sillä mitään yhteyttä vapautettuihin aukioloaikoihin. Yhteistyö Securitas Oy:n ja Citycon Oyj:n työntekijöiden kanssa oli hyödyllistä ja tuloksia voidaan käyttää myöhemminkin.

Tutkimuksessa on käytetty käyttäytymisteorioita ja myös sosiaalisia skenaarioita: miten ihminen luo mielikuvia ympäröivästä ja jatkuvasti vaihtuvasta ympäristöstään. Tutkimus tehtiin tapaustutkimuksena käyttäen hyödyksi puoli-strukturoitua turvallisuusalan työntekijöiden haastattelua kauppakeskuksissa sekä myös havainnointia. Tilastollisia tuloksia haastateltavilta käytettiin hyödyksi triangulaatiossa. Henkilökohtaisia tietämystä käytettiin vahvistamaan tutkimusta.

Tutkimuksen mukaan laajennetuilla aukioloajoilla ei ollut merkittävää vaikutusta asiakkaiden lisääntyneeseen häiriökäyttäytymiseen tai rikolliseen käyttäytymiseen kauppakeskuksissa. Tämän tulokseen päästiin haastateltavien ammatillisten näkemysten perusteella ja myös havainnoinnissa. Ainoana kehitettävänä alueena mainittiin turvallisuushenkilöstön lisäämisen työ-, pelastus- ja kiinteistöturvallisuuden kannalta. Kuitenkin turvallisuuden voidaan katsoa olevan riittävällä tasolla niin kiinteistöjen kuin asiakkaiden turvallisuuden takaamiseksi.

Tulokset olivat odotettavissa, merkittävää tai hälyttävää muutosta rikollisessa tai häiriökäyttäytymisessä ei ollut havaittavissa. Julkinen mielipide ennen vapautettuja aukioloaikoja oli, että sillä olisi vaikutusta asiakkaiden käyttäytymiseen myöhäisempinä aukioloaikoina. Asiakkaiden profilointi on yksi tärkeimmistä elementeistä turvallisuusosalalla. Reagoimalla nopeasti haitallisiin tilanteisiin ylläpidetään tehokasta turvallisuustasoa.

Jatkotutkimukseksi ehdotetaan yksittäisten vähittäiskauppojen tutkimista, sillä ne voivat olla auki ympäri vuorokauden. Kauppakeskusten ja vähittäiskauppojen eroavaisuus on kuitenkin vaikuttava tekijä asiakaskunnan vaihtelevuuteen ja heidän aikeilleen tullessaan liikekiinteistöön. Kauppakeskusten ja kauppojen vertailusta ja tilastollisista eroavaisuuksista saisi tutkimuksellisesti enemmän irti myöhemmällä ajanjaksolla. Muuttuva ympäristö ja asiakkaiden käyttäytyminen vaikuttaa aina turvallisuuteen.

Asiasanat: Turvallisuus, Profilointi, Häiriökäyttäytyminen, Aukioloajat

## Table of Contents

1	Introduction .....	6
1.1	Definitions .....	7
1.2	Securitas and Citycon .....	7
1.3	The author's background .....	8
2	Research and background related to the topic .....	8
2.1	Shopping center definition .....	8
2.2	Security as private and public business .....	10
2.3	Security steward of the Public Order Act .....	11
2.4	The extended trading hours .....	12
2.5	Behavioral and social theories .....	13
3	Methodology and data collection.....	15
3.1	Research methods.....	16
3.2	Observation .....	17
3.3	Semi-structured elite interviews and statistics.....	17
4	Results .....	18
4.1	Internship results.....	19
4.2	Thesis results .....	19
4.2.1	Observation results .....	19
4.2.2	Interview results.....	21
5	Discussion.....	22
5.1	Findings .....	22
5.2	Evaluation of the research .....	24
5.3	Further research.....	25
5.4	Self-evaluation.....	26
	References .....	28
	Figures .....	31
	Tables.....	32
	Appendices .....	33

## 1 Introduction

Misbehavior and criminal behavior are expanding all the time and threats are becoming more and more risky. Is this statement also accurate when we relate it to shopping malls? That is what this thesis is trying to examine with the research problem: *are the actual misbehaviors increased due to the extended trading hours, because people have more time to spend in the shopping malls?*

The research questions for studying the research problem in this thesis are the following:

- *What kind of people do the late trading hours invite to the shopping malls?*
- *Do the extended trading hours have any significant effect on the level of peoples' misbehavior compared to a year before or so?*
- *Can the act of misbehavior and/or criminal act be prevented?*

This thesis is research based and its purpose is to examine if there is a significant connection between misbehavior and extended trading hours in the shopping malls. The research is carried out as a case study, since the relevant information can be gathered and observed only through field working whereby seeing the situations in real life. In co-operation with private security company Securitas Oy and the shopping mall owner Citycon Oyj, relevant findings are gained during this research process. The results will outline the possibilities and vulnerabilities of the point of view from extended trading hours, and how this can be developed further or to do similar studies compared to this thesis. Security is the main point of view and the basis for the whole study research. Security can be determined from different perspectives, but in this thesis the main focus is defined by the problem setting and the security in the shopping malls.

There was a specific demand for this kind of study because of the new law implementation of the extended trading hours, so it is necessary to research how the security risks and issues can be handled in an optimal way. Several studies in this field have been done beforehand concerning the safety of the customers', and the feeling of safety and security in the shopping malls, shopping behavior, and so on. However, from the security point of view only a few studies have been done, but none related to the extended trading hours and security.

The possible problem setting is in the reliability of the methods used during this research. Since it is a quite new implementation and only few statistical examinations have been made, it will be interesting to see if there can be already noticeable changes from previous years, or is it still on the same level and have not increased at all. Comparing the singular retail stores, they might have more noticeable changes in this area. Findings of the observer, combined

with opinions of the other security stewards and relevant research will contribute answering the research questions.

## 1.1 Definitions

In this section a couple of definitions are discussed since they can be understood from different perspectives. The following definitions show how those are handled in this thesis. Later on, other valid definitions are handled through this thesis.

*Security* means that measures and factors are taken into consideration when it concerns public safety, threats towards other people or facilities and surroundings, vulnerability assessment, and creating safer and secured stable place for everyone and maintaining it continuously. (The Private Security Services Act; The Public Order Act.)

*Misbehavior* in this context are the acts that are either against the Public Order act or it is detected behavior towards other people or the facilities, that leads to reaction of the security steward. (The Public Order Act.)

*Criminal behavior* in this context is the act when one or more person are intending to do a criminal act which is against the law, by interfering in criminal way other customers or stealing from the retail stores. (The Criminal Code of Finland.)

*Private security* means security and guarding related services that a private security company is providing. (The Private Security Services Act.)

## 1.2 Securitas and Citycon

Citycon Oyj was founded in 1988 and nowadays it is a premier owner and developer of the shopping malls that are located in bigger cities in Nordic and Baltic countries. Citycon is also a market leader in Finland and in Estonia and has stable stand in Norway and Sweden. Citycon owns overall 52 shopping malls and 20 of them are in Finland. (Citycon 2016.)

Securitas Oy was founded in 1934 in Sweden and nowadays it is the best known private security company in 53 countries with over 330,000 employees. It provides a large area of protective services, as specialized guarding, mobile services, monitoring services, remote video solutions, and consulting and investigation. In a variety of industries and customer segments they can provide a large range of customers, all the way from small shops to global industries. (Securitas 2016.)

The co-operation with these two companies is vital to the research, as to have a wider access to places and gain more knowledge of the customers. Can there be found any significant changes because of this implementation, and did it have any effects towards the working field in the shopping malls from the security point of view, are the expectations of these two companies.

### 1.3 The author's background

The author's background on security field has been already for several years, but has been working for Securitas since spring 2014 as a security steward in the shopping malls. The principals and determination of the different meanings concerning guarding and private security are discussed later on. The author has been working in total of 10 different shopping malls through these years and has a wide range of variable situations as also from different types of customer interacts. The knowledge and background information of the author have been used as an advantage to this thesis, as the findings can be compared to the previous experience.

In the results section there will be also a short introduction and findings of author's second internship at Securitas. These results and findings will be used together with the research results and how comparable they are within each other. The internship experience and author's personal background in this field are used as an advantage to strengthen the validity of this thesis.

## 2 Research and background related to the topic

The research is mainly based on theories which illustrate the research problem and the circumstances/factors that are affecting to them. As mentioned before there are limited publications and direct background information of this area since it is a new topic to be explored. There is some relevant information and research made from the general point of view of the shopping centers and about the public safety, and why it is a common interest especially in the youth culture. (Airaskorpi et al. 2009; Lahtinen 2015; Malin 2012; Xian 2011.) By supporting the research problem in this thesis, the studies and theories are concerning from behavioral view and can the certain acts be seen or prevented in the shopping center environment. The security concept connection whereby the author's own experiences throughout the working years, with before- and after the implementation of the extended trading hours, will be discussed.

### 2.1 Shopping center definition

Finland has over 80 shopping centers under the definition of the term shopping center. To be a shopping center, the gross leasable area is in general level at least 5,000 square meter and



have the minimum of 10 retail outlets. The building itself should open inwards onto a walkway or concourse with multiple tenants, retail outlets, traders and services. The services can be either commercial or public, and the single trader cannot exceed over 50% of the total commercial space. (Finnish Shopping Centers 2015.)

The Finnish law defines a shopping center as a public premise with public hallways and indoor benches, however the shops can be concerned as a private actor and this often confuses customers especially from the security point of view (the Public Order act 2 §). As the shopping centers can be concluded to be “half public” areas, it elaborates multiple restrictions and conflicts among the everyday common customers, as well with the security employees and the retail employees (Mäkinen 2007). The half public areas and as in this matter the shopping centers are protected against public violation under the law when the facilities are closed (the Public Order act 16 §). This supports the research problem why certain people might misbehave only in certain times of the day. The next chapter will define the work and responsibilities of the shopping mall security stewards.

The following table will simplify the small differences between public areas and places and whether they are on private ownership or not. This is one of the reasons people tend to misunderstand the correct law points and rights to act in certain area. This means that although some places as for example private hospitals are in someone’s ownership, people still have general access to it as public premises, but still must act under certain behavior because they are not fully categorized as public/general areas. This means that public premises are protected against public violation. (The Public Order Act 2003.)

	Public/ general areas	Public premises	Public ownership	Private ownership
<i>Shopping centers</i>		x		x
<i>Streets &amp; parks</i>	x		x	
<i>Public hospitals</i>		x	x	
<i>Private hospitals</i>		x		x
<i>Employment office</i>		x	x	
<i>Library</i>		x	x	

Table 1: Public and Private Areas (The Criminal Code of Finland; The Public Order Act.)

Over the last decade the shopping centers have been in a spotlight of a greater criminality attacks such as terrorism, bomb threats and attacks, or stabbings, not only in the United States but also in the Europe and also in Finland. The common places of the large crowd flows are usually transport connections such as railway stations and airports. However, the increased

level of hateful and violent attacks in various shopping centers around the world bring them to be concerned as vulnerable areas. (Button 2008.) The largest shopping centers can have thousands of customers in any possible moment, and in Finland the largest shopping center with the biggest leasable retail area at the moment is Itis in Helsinki with over 19 million visitors per year. Although Kamppi in Helsinki, with the largest transportation connections and in the favor of tourists, is in the largest top 20 shopping centers in Finland having over 35 million customers per year. (Finnish Shopping Centers 2015.) Shopping centers are public and easy to just walk in for any kind of people and customers, this also outlines the fact that they can be seen as exposed areas to any level of acts and providing major harm losses when certainly aimed for it (Button 2008).

The shopping malls are expected to have more minor criminal activity and misbehaviors than the other regular major public places. These minor criminal acts can be such as thefts, misbehaving towards other customers while being intoxicated, conflicts of misunderstood, and misbehavior in the retail stores. The shopping malls have still confronted tragic accidents both in Europe and in Finland. (Button 2008). In 2002 the shopping center Myyrmanni in Vantaa Finland had a bomb explosion of chemical bomb made by chemistry student, with 7 deaths and tens of severely injured (Rytsä & Fogerholm 2006). By that time, it was the biggest civil threat that Finland had since the early wars. After that there have been a few of stabbing attacks, threats, and even one shooting accident in shopping center Sello in Espoo Finland (Järvinen 2015; Yle 2009). This only features that even in a small habitant country as Finland with over 80 shopping centers and 5 million people, severe criminal acts can occur in the everyday life. (Davis et al. 2006.)

## 2.2 Security as private and public business

As security can be extremely multidimensional and complex phenomena it has to be developed continuously all the time as the threats and vulnerabilities surrounding it will also. Security management has been taken more seriously and from the different points of security levels, especially in shopping malls after some major accidents. (Paasonen & Huuononen 2011, 13.) The most of the half public places and areas are assigned from the permission of the police department to have a security steward. The proper functions in order to prevent and maintain public order and safety and secureness of the facilities and customers, are taken more accurately into account in the security and risk management of the security stewards. (Borodzicz 2005; The Public Order Act 2003.)

Paasonen & Huuononen (2011, 13) cites Matthys (2010) about public security, that private security is providing more value to the customers and clients to prevent crimes. He also says that it can be in advance or afterwards and it should have a positive effect to clients' crime preventions. (Matthys 2010, cited in Paasonen & Huuononen 2011, 13.) Risk means in general

threat or danger and with a term risk's probability x risk's seriousness, but risk management in shopping malls can be seen as a resource to prevent risks from happening and by those means to maintain security, see other possibilities and control consequences (Järvinen & Juvonen 2010).

### 2.3 Security steward of the Public Order Act

In Finnish there are two different words for security guards; "vartija" and "järjestyksenvalvoja", with different kind of settings and orders to act under the law in various places and situations. Security guard can be clearly simplified for the word "vartija" and their actions are only in appointed guarding area for example shops and markets, but as in this thesis the following analysis of the work, data, and the author's personal background will be referred to the security steward of the Public Order Act, as "järjestyslain mukainen järjestyksenvalvoja" and to their rights in the shopping centers. The definition of a shopping mall security steward will also refer to the security stewards working under the Public Order Act. (The Public Order Act 2003.)

A security steward can be appointed for example to public events, restricted camping area or universities in order to maintain safety in assigned areas as necessary when the owner has applied for it and has the permission by the local police department (Private Security Services Act 26 §). However, the security stewards can also be appointed to shopping malls when the actual facility owner cannot provide or monitor needed safety and security actions, the police department will qualify an order to have a security operator in these premises, which in this case are the shopping centers, to provide security services under the act of Private Security Services (28 §). The security stewards have the right to prevent and remove a customer who significantly violent the environment of the public place, for example by making too much noise, or making threats, do harm for other people or to the facilities, or breaking the law by stealing from the shop. That is why the law and rightful acts need to be take into consideration seriously among the security stewards. They need to know their rights properly and have a lawful meaning for their actions when they are interfering people's personal space and privacy, otherwise the security stewards of any specification is violating the law and can be penalized for the inappropriate actions. There are minor but still important differences with the rights of security guards and security stewards depending of if they work in a certain market or in the whole shopping center. (The Private Security Services Act 2002.)

The other services that private security services provide along with the security guard and security steward are store monitoring and -detectives, personal guarding, security transport, and security including planning and installation of structural protection or monitoring system. According to the Private Security Services Act, security guard's work is more to guard prop-

erty, to protect of personal inviolability, to uncover crimes concerning a person or object under guard or the client, and to supervise of such assignments. For security steward the work description is to maintain the public order and security with monitoring and risk assessment. (The Private Security Services Act 2 §.)

Then why the shopping centers need a security steward if we have a general police officer? These two have different rights, but do act under the same laws. Although they are more often compared to each other, still the police officers do hold the major rights when it comes to public authority, criminal law and et cetera. The police and other officers can only use public authority, these rights are not in the use of security stewards and security guards. (The Constitution of Finland 2 §, 3 §, 119 §, 124 §.) Security stewards do not do the work of a police, they are there to maintain the order and public safety and helping for other authorities in cases necessary in the shopping centers. The hard truth is that the police can hardly have resources only to act in the shopping malls while doing other services and duties as well. On the other hand this issue was addressed in *Turvallisuus & Riskienhallinta* -magazine (Lahtinen 2015) that could the biggest shopping centers in Finland already have an assigned police patrol to the main and close by area of the centers, with the vision of effective cooperation and easier and/or faster handling of the crime cases. As well the security measures are developing all the time, so does the other side and in this case it is the criminality and threats towards people. Misbehavior will be considered in this thesis later on, and do the late or early trading hours bring people that would most likely to misbehave in the shopping centers. After all it might not be a critical idea to assign polices to the shopping centers, but in the end is there a direct need for it, since in Finland the act of Private Security Services has already conducted well the rights and elements of this area. Does it take the general environmental functions of the shopping centers that brings the safety and secure -feeling for the customers, or does it vary only with the people with different occasions and time, that security stewards should be able to prevent those misbehavior acts? (Lahtinen 2015.)

#### 2.4 The extended trading hours

In 2015 the Finnish parliament accepted the repeal of an act that retail stores as well the barbershops are free to extend and decide their own trading hours individually from 1<sup>st</sup> of January 2016 onward. Before this reformation the retail stores needed to have an exemption to keep their shops open late for example in Christmas day. For several years there has been a demand for the early and late hours, and the consumers have been listened to when the retail stores have planned and extended their opening times. (Eduskunta 2015; Kauhanen 2015.) Therefore retail stores and shopping centers can be open 24/7 and 365 days in a year if they decide so. For example before the implementation the basic trading hours of the shopping malls were between 7 am to 9 am, and nowadays they might have extended 1-2 hours from mornings and from evenings, even during the weekends. For retail stores it is more common

to be open now from 6 am to 11 or 12 pm or otherwise throughout the whole day. Although this is still a quite new implementation and mostly giving advantages to consumers, the employers and part time workers are also getting advantages from this new implementation (Kauhanen 2015). Late or full time hours give more opportunities to employer to hire people. Also as addressed in this thesis, the security companies and industries are as well a huge part of this implementation. Working days can be longer, hiring new people, and giving more possibilities to their clients to have security throughout the day and night time. This will address the research problem managed through this thesis the effects of these new extensions. Since the new act of law has been only implemented for less than a year, there are limited statistical surveys that can give a more reliable picture of this wide range.

According to consumer survey from Statistics Finland (2016) Nurmela indicates how the extended trading hours can be seen especially among student consumers, and with so called higher working class officials to use the late hours more effectively than other age and gender groups. The statistics highlights that 45 percent of Finnish 15-84 aged consumers have been using extended opening and closing times in general, and even the most of the targeted group are the customers under 35 years old. To be expected, the public holidays and feasts, such as Christmas and Easter, will bring more people to buy “last minute shopping” and mostly those people are the younger adults and students, as also the higher educated people. This survey and phenomena will be explored in the methods and what the results will bring up. Although the survey will give general point of view of this implementation, the autumn will also provide new information of this matter and will the retail stores have a beneficial success in their businesses. (Nurmela 2016.)

## 2.5 Behavioral and social theories

In this section there will be outlined some behavioral theories and social theories. The delimitation for the theories is concerned only from what we can see and expect when we interact with people, and as in this thesis, how we see people in the shopping malls. These behavioral theories are connected to criminal behavior and how it could be detected. Although misbehavior and criminal behavior might be connected to as one behavior, it should not be misled and in this context they are separate terms but widely reviewed together. Misbehavior and criminal behavior are discussed later on the result section. (Hollin 2001; Xian 2011.)

The term profiling in this context means detecting and distinguishing misbehavior and criminal activity on people based on theories, experience, environment, facts, communication and real life situations in order to get the one who might or is attending a crime. The security stewards have to do at least minor profiling every day at the shopping malls. Although they do not have that wide facts of one particular person nor knowledge about these studies, they have to act and react based on what they see in those moments when someone with certain

characteristics is misbehaving or trying to attend a crime. Therefore this section is considered from outside the factors on people what we see all the time and how crimes or misbehavior could be prevented based on that. (Canter 2004.)

The first theory concerning of behavioral actors was from the widely acknowledged physician from Italy in the late 19<sup>th</sup> century, who was thought of as the father of the modern criminology, Cesare Lombroso. He created the “born criminal” theory, which addresses believing that criminality was inherited and they could have been identified by physiognomy. In other words, that person can be justified as a criminal by physical attributes such like strong jaw, big nose or wide eyes. From the early ages when criminology was founded, it included more social theories, but Lombroso used scientific methods to study crime and people. (Ellwood 1912; Lombroso 1876.) However, this theory is no longer valid and is rejected and ignored because of its unreliability to have biological factors deciding whether we are already “born” criminal or not. The curiosity here is that based on observer’s own experience in the working field and the observations, people still tend to believe that one who is looking weird or with poor clothing or misaligned eyes or mouth, justifies that particular person to be a criminal or at least to misbehave. Although security stewards look at peoples’ outfits, facial expressions and how it connects to their behavior, it is not justified to say that one person is a criminal because he/she looks strange. After that if the person caught security steward’s eye, they might track the person a while and see is there anything to happen at all. (Anonymous B 2016. Personal communication.) Most commonly, what there can be personally stated according to the observations, people who misbehave or do criminal acts are the ones we would not most likely to expect. (Ellwood 1912; Hollin 2001; Mason 2015.)

The other behavioral approach is how psychopathy personality connects to criminal behavior. This content will not widely consider all the facts about mental disorders or the depth of misbehavior, however this will view it from how behavior, psychopathy and experiential sensation can be connected to criminal behavior. Häkkänen-Nyholm (2009) states that experiential sensations is a part of the personality, and it has changeable, complex experiencing and sensation seeking need, and also need to have physical and social risks. This means that person who might misbehave or do violent or minor criminal act more in an active way, or challenges his or her boundaries in certain matter, for example interrupting other customers, there might be a background and stimuli for these acts. Since misbehavior can lead to criminal behavior or vice versa, these person who might have mental disorders are unpredictable on those situations and that creates for the security stewards a high risk to react in a certain way in order to prevent possible causes. It cannot be completely stated that every person who misbehave is a mentally disordered, but the possibility still lies underneath and much more can occur from the right triggers for the person. Security stewards cannot prevent and

be known of all the possibilities, but they still need to be aware of the environment all the time. (Häkkinen-Nyholm 2009, 206-208.)

The last interesting approach can be connected to the previous theories based on what we have seen and what we are seeing in those situations: social cognition with schemas, scripts, and stereotypes. All the knowledge from our social world are stored in our minds as schemas. The script is about how we have interfaced some situations and how we are supposed to act whenever facing similar situations again. Our interpretation and previous assumptions guides our knowledge and acts further. It is connected to our memory as also to our cultural base. Helkama et al. (2007) states that situations, surrounding, mood and environmental factors are constantly stored in our mind and we also create persons' schemas and stereotypes. These interpretations are vital to manage the situations we might face, but it also creates false reaction and invalid facts and that causes unwanted situations. (Helkama et al. 2007.) These situations the security stewards might face in shopping malls, for example if a person has negative thought of a drunken person or a foreign person, this can trigger unwanted social situations with misbehavior acts, such as yelling, violating or hitting one another. Also just the other person's outlooks just can be a needed schema that other one would start misbehaving. These are situations security stewards often face and then trying not to let the situations to be escalated. (Anonymous C & E 2016. Personal communication.)

### 3 Methodology and data collection

This section will provide information on how the research was carried out during the thesis process and how the data was collected. It will determine which methods were used and why, and afterwards there will be also included a timetable of the research and data collection process. Results will be combined later on in another section whereby also the reliability of the findings will be discussed.

The following table will outline the time taken during the research process and in which timeline the observations were taken. The observation were done in total of five different capital area shopping malls

Work	Deadline
Start of the thesis	23.5-30.5
Thesis proposal	26.5
Observing	23.5-15.7
Interviews	22.6-5.7
Gathering results	1.7-20.7
Finalizing	20.7-6.8
Seminar/opponent	7.8
Publication	September 2016

Table 2: Timetable of the research

### 3.1 Research methods

To clarify the research problem presented in this thesis, as if the extended trading hours would have an effect to misbehavior among customers and did it increase compared to year before, the aim is to find answers and conclude findings made from the security point of view in the shopping centers. In this thesis, qualitative methods were used to implement the research and it was done as a case study due to the context of the work in this field. The methods will be shown as descriptive and inferential. To support this case study research, the data collection methods used are observation, elite interview, and statistical records gained through interviews, as to compare and support other findings. Previous knowledge and background for this topic can be considered as a method also. (Gillham 2000.)

The case study research refers to a situation where a unit of human activity is embedded in the real world and can be mainly understood and studied in the context (Gillham 2000). There can be multiple ways to conduct the surveys to study and have more evidence (Yin 2004). As Yin (2004) states that to have evidence to make the findings as robust as possible, there needs to be triangulation between the evidence. Triangulation means that two or more different and independent sources will give the same answer to the subject or the assumption in order to state that as a fact. In this context the aim is to find out if the several methods will give the same kind of answers and ascertain the findings in order to have a clear conclusion of the evidence. This will be challenging in any way to establish, as interviews can also vary as much as there are people to be interviewed. (Yin 2004.) Therefore the observation and interviews as a “verbal data”, statistical numbers are compared to these findings to support them and to have more reliability and adequate results. (Gillham 2000; Yin 2004.)



### 3.2 Observation

The observation has three basic elements which need to take place in the process: watching what people do, what do they say, and sometimes asking questions to clarify something. In this research process the observations are performed as a participant observer, meaning that the observer will be involved in the situations that are observed and the results will be descriptive. (Gillham 2000.)

The objectivity of the observations is gained through a “checklist” and more open eyed observing. What, when, and who was seen, and where and in which time that happened, was as the base for doing the observation notes. Due to the nature of the work and full-time observing during the work, the research observing was made more in a keen and authentic way. Every little function or curiosity for the customers were observed, noticed and marked to the notes. Even if the person most likely would not offend anything, those situations were also gathered up. The observation was done during the working hours, but also as a civil customer. The observation and the opinions of the other security stewards were also taken into account.

Since multiple methods are used in this thesis research, observations are done in the same environment as the interviewees are working in order to establish a clear view of the findings and to enhance them to support each other. The shopping malls were located in the capital area of Finland. Due to observer’s background and experience in this field, the previous observations from daily basis work environment in the shopping malls can be compared to the results, and how the observer has seen the possible effect of the changed trading hours. The working hours varies from 8 to 14 hours per day, so therefore there was plenty of time and variation to observe people in different times. The observation was done as walking and standing around in the shopping malls, interacting with customers, as also monitoring using camera controls. The results of the observation were gathered to personal notes by comparing genders, age groups and times within each other. Considering of what time the any type of customers are coming to the shopping malls and what is the variation between morning-, day- and nighttime, are dealt within the observation. According to these findings there will combination to see if there is a lot of misbehavior and what kind of people tend to do that. Since the work was also customer service related, observer often got feedback from different customers from the trading hours and security related concerns. Therefore observations will get more information from face-to-face situations concerning the research.

### 3.3 Semi-structured elite interviews and statistics

Semi-structured interviews are used in this thesis research, and as an old definition “elite” interviews, which in this context means a person who has higher stand according to other em-

ployees, such as supervisors, all kind of authorities and high managers. Semi-structured interview is one of the most general methods used, because of its flexibility balanced by structure and wide open style questions in conducting the interviews. The main contents in these kinds of interviews are that the same questions are asked from all of the involved ones, the questions and focus of development goes through the questions, supplementary question can be involved when needed more specific answer or so, and the same amount of time is used with every interview. The questions are open so it creates more variation to the answer if needed and gives more authentic answer, in this case study thesis this supports the survey being made. (Gillham 2005; Hirsjärvi et al. 2005.)

The questions made for this research were based on the theories and research questions and what was wanted to be discovered from the results, with the support of the observation results. In this thesis only four open-ended questions were used for the selected six employees and supervisors from the security point of view in the shopping malls in order to have enough data and evidence. The interviewees were asked in advance if they wanted to participate and were informed of the area included throughout the questions. The interviews took place in the shopping malls. As the interviewer was familiar beforehand to all of the participants, more “official” introduction of the interviewer and the thesis were made shortly to the beginning of the interview. The interviews were anonymous due to the working environment in the shopping malls and they were not recorded otherwise than observer’s own handwriting and hearing. Although the observer has a certain background from this field already, she was being objective to the answers with the advantage of knowing what to ask more if wanted. Supplementary questions were needed to make couple of times because of the lack of adequate information given by interviewees. Interviews took approximately 10 minutes with every interviewee.

The objectivity of the interviews was secured to use a “starting point zero” meaning the interviewees were only guided and walked through the supplementary question when needed. The interview situation was made professionally and the observer was not personally working on that time when interviewing. The advantage of the personal background knowledge was in the way of the interview questions were addressed. As mentioned above, the supplementary questions were made only a couple of times since the interviewees misunderstood the question or thought it from a different perspective. Otherwise the interviewees gave fully their own authentic answers to the question.

#### 4 Results

There will be two sections of results combined. First there will be outlined shortly the internship interview results and their connections and reliability to this thesis’ results. Afterwards

the observation will in a descriptive way, and also the semi-structured interview results will be brought up as descriptive and in inferential points since they were not recorded at all.

#### 4.1 Internship results

The author's second internship was done in Securitas Oy as a security steward in certain shopping centers. The purpose of the internship was to have a working life concerned research problem what was needed to look out for or to find a solution for it. The methods for this were also observations and interviews with the same employees as the thesis' interviews. The questions were about guarding and the differences between morning- and nightshifts. There was also examined have the employees or camera controls any effect to this matter of security/surveillance area to be developed.

To summarize the interviews, which were anonymous, not recorded and made with the security related persons in the shopping malls, similarities were noticeable in the answers despite the different age- and gender groups of the interviewees. Hereby the common answers were that surveillance levels are in sufficient level at the moment although there is always the need for further developments. Nobody stated that the security level would not be harmed or at risk on any point, although the need for more employees and inside trainings are most commonly stated component. Everybody being up to date is relevant also since the variability of staff members are in constant change area in shopping mall security level, as also with the tenants of the shopping mall. It would be an area to develop but not as a threat or risk to the environment. Also the significance of the variability between shifts was not that high or to be noticed more. However, the shifts are in certain way different and have diversity of tasks during the daytime, but not in the level that either one would be too lacked of staff members or with minor surveillance level.

#### 4.2 Thesis results

The thesis results are divided in two parts, observation and interview results. The gathering of the results cannot be done in chronological way, so they are categorized materially. In interview results there are common themes which came up continuously during the interviews.

##### 4.2.1 Observation results

Observation findings were gathered to personal notes in variable times from early mornings to late nights and in couple of different shopping malls in the capital area. The observer noted the findings from objective point, however she constantly compared them to the previous experiences of those situations years before as well with the knowledge of the current co-workers. That as an advantage, interesting findings were discovered.

Previous basic trading hours have varied between 7 am to 9 am, depending how big the facilities are, but most recognizable change is in the weekend times. The shopping malls open earlier than before (7 am as previous 8/9am) and are open later (to 22 pm, as previous 18 pm) during the weekends. Also during the week time the shopping malls extended one hour later in average level. What was founded during the observation is that people who use to come very early to the shopping mall, came also now earlier because of the extended trading hours. This observation is based on the observer's knowledge of those certain people from years before and also on the co-workers. The same can be seen also in the evening hours, people who tend to come later to shopping malls, also now extended their visit time there.

As one of the research question implies, who are the people then that are using the most of the extended trading hours, got also an answer. There can be seen in early mornings that more elderly people as well as above 40 year old men tend to come more often to the shopping mall than other gender or age group. These people came between 7 am and 9 am. After that there is always constant flow of various people. More in the evening hours, people from higher manager positions, as well the young students tend to use the late hours as their advantage shopping time. Young people from ages 12 to 18 have always showed common interest towards shopping malls as more "hanging out" area without doing any kind of shopping at all. This was stated also in the interviews, but because of the late trading hours the younger people also come to the shopping mall a bit later and hang out more to the late hours. This phenomena is discussed next.

The significant effect of younger people misbehaving more in the evening times was not observed, at least comparing to year before situation. This came up as well in the interviews that although younger people are most commonly in large groups and that occasionally escalates to some kind of misbehaving, which is usually messing and yelling around the shopping mall. However, in the morning time it could be seen that elderly people, mostly men, tend to have alcoholic beverages inside the shopping mall, and this is concerned as misbehavior and also against the Public Order Act. These situations with young and elderly people are the misbehavior situations that the observer faced during the observation.

General misbehavior, as interfering other customers, yelling, and drinking alcohol inside, were situations that could have been often prevented based on the assumption of the behavior on that situation and the possible effects. Criminal acts could have been more prevented based on previous experience, but most often the persons who were attending criminal act, could hardly be seen in advance or estimated based on the certain time of the day. This finding is significant to the research question, that criminals can be the ones you would not assume to suspect nor to watch time when they might act. It was not impossible to detect or

prevent the criminal acts but most commonly it was already happened before the security steward could react towards it.

#### 4.2.2 Interview results

Interview results are based on the employees in the security field in the shopping malls. Below this chapter there is a figure, which outlines the most common and repetitive answers or themes of the interviews. Question about the general view of the trading hours brought the discussion of who is getting the advantage more of the trading hours: the customers or the workers? There was not any relevant answer to that question, since everyone is waiting for the statistic of next year that did it actually have any affect in financial way.

It was stated clearly with every interviewee that there was not any significant difference of the extended trading hours, nor that it would have an effect to the misbehavior acts more or less than before the implementation. Although late hours bring younger people to the shopping malls as stated also in the observation section, but it does not have any coherent connection due the late trading hours. As more in further development suggestion and improvement, interviewees stated that more staff is always needed, but they are in a balanced and sufficient level at the moment. Work and fire safety were common concerns that in bigger case there is always the need for more staff and everyday there has to be prepared for anything to happen. Although there cannot ever be enough security, but it can always be enhanced to better way.

Some statistical data of the actions done during the day by the security stewards came up in the interviews and established that there is not that big change in people's behavior or movements in shopping malls due to extended trading hours. The interviewees were all curious for full year statistics, but at this point the change is not that high or remarkable in the shopping malls.



Figure 1: Repetitive Interview Answers

## 5 Discussion

The overall findings of the research will be discussed and evaluated. Also the reliability and validity of the findings will be assessed. Further research proposals are covered in this section with finally author's personal point of view and self-evaluation.

### 5.1 Findings

As the consumer survey from Statistics Finland (Nurmela 2016) showed that the activity on certain types of people are student and higher status workers that use more in beneficial way extended trading hours. However, the statistics barely show how much the customer flow has increased and especially in shopping malls. Most of the shopping malls extended their trading hours, but the bigger change can be seen more in the singular retail stores, which can be open also during night time or 24/7.

From theoretical point of view the assumptions and profiling towards customers has not changed that much, it is only more to notice those misbehavior acts and react on them faster so they will not escalate too far. The criminal activity barely changed when concerning various trading hours due to the observation, interviews and previous experience. However, it will be stated in the improvement chapter that this research was only concerning shopping malls which includes several of small retail stores and services with different trading hours all together, there might be more relevant changes to be seen in the singular retail stores. The

difference between previous years and this spring is not that high that most people might think of or expected to be before the repeal of the act.

Although any kind of threats are possible in minor and major possibility way and they will change all the time as the security needs to also enhance itself, but any significant risks or threats were not observed nor that these trading hours would have affected on them. Shopping malls tend to be quite secured and monitored from faculty security to fire and people safety, a change that something dangerous would occur suddenly is of course always possibility, but the coincidence of it are still in minor risk level. Customers tend to think that the shopping malls are at a high risk level and dangerous especially in the evening time, despite the reality does not confirm this. Much less people can be seen in the late hours in the shopping malls and also the misbehavior acts are not that frequently to happen in the late hours. This causes the mislead thoughts that you cannot go to the shopping mall when are the late hours (from 8pm to 11 pm). Usually the expected "danger" is somewhere else than in the shopping malls, most likely on the way to stores or somewhere on the way home. This might create the false illusion that if you are already afraid when you enter to the shopping mall full of people and security stewards around you, the danger feeling is also linked to your environment.

The shopping malls are for much more than only for grocery shopping, it is also for other kinds of services as bank and hairdresser services, cafés, common benches, and clothing stores. Often people do not even buy anything when they are in the shopping mall, they can also just sit down and socialize with other people or just do window shopping and walk through the place. The singular retail stores are more in specified visits, people come and buy whatever they might need and leave, otherwise in shopping mall one can just sit down for couple of hours, visit toilet and then leave. People experience more in the shopping malls and everyone creates their own environment from the feeling of it. This is why the shopping malls are created and improvement widely for everyone pleasant to visit and use services.

From the background knowledge, there is more misbehavior in the shopping malls compared to retail stores, which in the other hand has more criminal activity such as thefts. People are more freely connected to each other in the hallways, so for the stimuli can create more misbehavior among the ones who are more exposure to it. Misbehavior can expand to criminal behavior when offending physically or verbally someone as a specific target, which is one critical point when security stewards tries to calm down the situation among the participants. However, the criminal act can also lead to strong misbehavior towards the security stewards and security guards, for example when someone has done theft in retail store, security stewards have the right to take the criminal offender for further resolving with police's attendance, the offender might use force or verbal threatening towards them, resist the holdings and

trying to escape. In these situations security stewards have rights to act and use force in the minor possible way. These situations are not that regular, but there is always the possibility that it happens, depending of the offending person. These are the moments that there needs to be pre-evaluation and profiling of the situations and people, so any major accidents would not occur and be less harmful among each party. It can be taken in positive way that no significant increase on misbehavior was observable as people tend to thought about this implementation.

To conclude the findings, it is always more about the behavior evaluation and profiling than the outlooks as Lombroso stated in his theory (1876). Usually criminal and misbehavior of offenders are those who we might expect the least. Basic situation knowledge, background and fast reactions are the key terms in sense of profiling customers, especially in the shopping mall environment.

## 5.2 Evaluation of the research

Reliability of the research means repeatability of the results without incidental results. To gain and state reliability for example if candidates are giving the same kind of answer without knowing one another or there is several examination of it and the same result can be stated each time. (Hirsjärvi et al. 2005, 216.)

In this research observation and interviews were the methods for gathering the data. The reliability was gained through numerous hours of observation with continuity in the notes, with also doing the interview for different kind of persons with variable working experience, in order to gain reliable and repetitive answers. It was discovered that the interview answers as well the observation notes were supporting each other and were identical. Although doing more wide interviews would have given more knowledge to the background, the kind of answers would probably be the same. The personal background was not blind or suggestive for the results, it was taken more as an advantage when doing the research, as to where and what to look for during the observation, or only to guide interviewees during the interviews. The interviewees were not supplemented with the wanted answer, but guide more towards the wanted theme.

The reliability of this research results could have been more accurate, hence that there could have been more statistical data provided from this area. Under these circumstances of the new implementation of the law, the findings were not that variable compared for example to the next autumn half period. Also the author's personal statement compared to the interview results and more keen observation results than years before, any relevant change was not detected on this period. If the research would have covered other part of Finland, such as more



northern part shopping malls, the results may vary a little but would still give more reliability for the research.

Validity of the research means the accuracy and the capability to examine exactly what was wanted to research by telling the exact research processes where, why and how. For example understanding completely what is asked in the interviews or inquiries, and that the researcher understand what is needed to look out for and change the perspective according to the answers. To enhance the validity, multiple methods can be used also to create the triangulation between the answers. (Hirsjärvi et al. 2005, 216-218.)

In this research validity was gained through telling how the research was done, where it was done, and how. Here the background knowledge is taken as an advantage for the validity of the processes. The observation was done in several shopping malls, and years before there have already been personally tens of different kinds of shopping malls with a lot of experience as a customer but also as the security steward. This creates more validity to the research. The interview questions were accurate and open-ended, so therefore it created a chance for the interviewee to ask if they were not sure about the questioned area. This gives more validity to the research to have all the interviewees on the same level but with their own authentic answers. Although the Citycon participant was not working directly on the security field, the answers were given from the shopping mall facility and security point of view, which still gave the same answers as the security related employees.

To conclude the evaluation, in case of doing wider interviews from different sectors and from other parts of Finland as well, the results would be more reliable. However, the results would have been gained through field working, not only by looking statistics or having inquiries. Internship results were used also to give more perspective to the work in this field and how variable the day- and night time can be. This means that even though there is a lot of variability in the shifts, nothing noticeable, as increased misbehavior, was not detected. This creates more reliability for the research results. Although this research is one of a kind at the moment with only a few theoretical starting points, this research will give more value to this area and can be used afterwards as the base for other similar researches.

### 5.3 Further research

With further suggestions to study and research more, the singular retail stores that are open much later than shopping malls or even throughout the day would be more appropriate in this field. They have more specific customer visits, but they also have the night "vision" in more clear way and there can be seen the effect on customer variability. Also if the night hours create more misbehavior or criminal act might come out more from next year's statistics, but also how happy customers are with the implementation and are they feeling safe on those

places. The most advantages and benefits are going more for the retail store owners and also for the private security companies. It would be curious to see after one year has it truly been beneficial for all parties.

Young people tend to do more misbehavior acts as mentioned before, so for the suggestions for future would be more active interactions with the young ones from the shopping mall point of view as from the security point of view. This would create a more stable and calm place to be and hang out without the intention to misbehave towards anyone or among each other. There has been several studies about young people's behavior in the shopping malls, but it is still very fragile area to discover and improve all the time, as the young ones also change and vary from year to year.

There are going to be changes and enhancements in the Private Security act (2002) which are coming into practice from the beginning of 2017, as also affecting to this research in minor way. Some of the rights of the security stewards and guards are more specified and expanded. Some of the regulations mentioned before might not be that accurate later on, but this thesis and the research was made under the rights in the current year 2016.

Moreover this area of research needs more statistics and comparison between singular retail stores and the shopping malls, with also effective observing and monitoring. Surveys would also produce reliable data, but real life material and observations give more authentic view of this subject.

People vary as much as there are personalities and people in the environment. That is why the security stewards might not be ever fully prepared for all possible situation that they confront or what will happen inside of the facilities of the shopping malls. There is always space for improvement.

#### 5.4 Self-evaluation

Because of this research, I have personally get to know more deeply to the challenges to do qualitative research and how to get the optimal way of it. It has several of styles and methods and afterwards how to use the knowledge you gained, has improved my own field of studying and researching.

The idea for this research came truly from myself and my own interest for the topic and also for the matter of profiling. I hope this research will create value for the working field or at least used as a reference for further research in this area. Since it is one of a kind at the moment, I would like to see a year from now how the effect of the trading hours has changed or

what the current situation is on that moment. I am also curious for the development of the singular retail stores, this research would be a good foundation for it.

With more time and more resources to implement and wider qualitative study from multiple shopping malls, this process would be more reliable and valid. This research is nearly a starting point, but at least aiming for something bigger. The personal aim was to gain more knowledge of this area by studying it. I got more knowledge from the literature that I would have thought of, and also from more keen observation sections I have seen and experienced a lot. I completed my personal objectives.

Security was the main topic and the main point of view for the research. Because of its sensitivity and constantly changing environment and the adaption for rising and developing risks, it is very important for me personally to produce this kind of research. Security cannot be underestimated, but it also cannot be overestimated because of someone's beliefs. You need to understand all the facts and beware the risks there are all the time. That creates the curiosity for this field to gain success.

I would like to thank my interviewees, who gave me valuable help, and were also helpful in the observation field during my working hours. They also created various perspectives to look for, even some things I would not have thought myself of. Security stewards and guards are the ones maintaining and bringing the security and safety to the shopping malls and retail stores.

## References

## Printed sources:

Borodzicz, E. 2005. Risk, Crisis and Security Management. Chichester: John Wiley & Sons Ltd.

Gillham, B. 2000. Continuum Research Methods: Case Study Research Methods (1). Continuum.

Gillham, B. 2005. Research Interviewing: The Range of Techniques. Berkshire: Open University Press.

Helkama, K., Myllyniemi, R., Liebkind, K. 2007. Johdatus sosiaalipsykologiaan. Helsinki: Edita Prima Oy.

Hirsjärvi, S., Remes, P., Sajavaara, P. 2005. Tutki ja Kirjoita. Jyväskylä: Gummerus Kirjapaino Oy.

Hollin, C. 2001. Criminal Behaviour: A Psychological Approach to Explanation and Prevention (1). Taylor & Francis.

Häkkänen-Nyholm, H. 2009. Psykopatia ja Rikollisuus. In. Häkkänen-Nyholm, H. (ed.) Psykopatia Helsinki: Edita Prima, 206-209.

Lahtinen, T., Kelo, J. 2015. Näin luodaan kauppakeskuksen turvallisuus. Turvallisuus & Riskienhallinta. 1, 12-16.

Lombroso, C. 1876. Criminal Man. Translated by Mary Gibson and Nicole Hahn Rafter. Durham: Duke University Press.

Paasonen, J., Huuonen, T. 2011. Yksityisen turvallisuusalan empiirinen tutkimus. Helsinki: Edita Prima Oy.

## Electronical sources:

Airaskorpi, A., Hallikas, J., Kojo, J., Suokas, T., Tuhkanen, T. 2009. Turvallisuuden tunteeeseen vaikuttavia tekijöitä kauppakeskuksen kilpailukyvyyn edistämiseksi. Hospitality Management Program and Service Management Program. Laurea University of Applied Sciences. Accessed 14 June 2016.  
[http://www.theseus.fi/bitstream/handle/10024/4073/Airaskorpi\\_Hallikas\\_Kojo\\_Suokas\\_Tuhkanen.pdf?sequence=1](http://www.theseus.fi/bitstream/handle/10024/4073/Airaskorpi_Hallikas_Kojo_Suokas_Tuhkanen.pdf?sequence=1)

Button, K. 2008. The economics of shopping mall security. Journal of Transportation Security, 1 (2), 127-139. Accessed 12 June 2016.  
<http://search.proquest.com/docview/198866203/fulltextPDF/AC753F330FA14270PQ/1?accountid=10286>

Canter, D. 2004. Offender Profiling and Investigative Psychology. Journal of Investigative Psychology and Offender Profiling. 1 (1), 1-15. Accessed 1 September 2016.  
<http://onlinelibrary.wiley.com/doi/10.1002/jip.7/pdf>

Citycon. 2016. Vahva asema Pohjoismaissa ja Baltiassa. Accessed 5 August 2016.  
<http://www.citycon.com/fi/citycon-lyhyesti>

Davis, R., Ortiz, C., Rowe, R., Broz, J., Rigakos, G., Collins, P. 2006. An Assessment of the Preparedness of Large Retail Malls to Prevent and Respond to Terrorist Attack. National Criminal Justice Reference Service. Accessed 15 June 2016.  
<https://www.ncjrs.gov/pdffiles1/nij/grants/216641.pdf>

- Eduskunta. 2015. Eduskunta hyväksyi kauppojen aukioloaikojen vapauttamisen äänin 145-31. Accessed 14 August 2016.  
<https://www.eduskunta.fi/FI/tiedotteet/Sivut/kauppojenaukiolohyvaksyty.aspx>
- Ellwood, C. 1912. Lombroso's Theory of Crime. *Journal of Criminal Law and Criminology*, 2 (5), 716-723. Accessed 3 August 2016.  
<http://scholarlycommons.law.northwestern.edu/cgi/viewcontent.cgi?article=1128&context=jclc>
- Finland. 1889. The Criminal Code of Finland. Accessed 31 August 2016.  
<http://www.finlex.fi/fi/laki/kaannokset/1889/en18890039.pdf>
- Finland. 1999. The Constitution of Finland. Accessed 15 August 2016.  
<http://www.finlex.fi/en/laki/kaannokset/1999/en19990731.pdf>
- Finland. 2002. The Private Security Services Act. Accessed 11 June 2016.  
<http://www.finlex.fi/en/laki/kaannokset/2002/en20020282.pdf>
- Finland. 2003. The Public Order Act. Accessed 11 June 2016.  
<http://www.finlex.fi/fi/laki/kaannokset/2003/en20030612.pdf>
- Finnish Shopping Centers. 2015. Accessed 11 June 2016.  
<http://www.kauppakeskusyhdistys.fi/attachements/2015-03-20T15-06-1748.pdf>
- Järvinen, M. 2015. Kahta puukotettiin Itäkeskuksessa - poliisi vaitonainen teon motiivista. Accessed 22 June 2016.  
<http://www.metro.fi/uutiset/a1387809130376>
- Järvinen, R., Juvonen, M. 2010. Turvallisuus kaupan vetovoimatekijäksi? Kokonaisvaltaisen riskienhallinnan toteutuminen kauppakeskusympäristössä toimivissa liikkeissä. Aalto-yliopiston kauppakorkeakoulu. Aalt-Print. Accessed 10 June 2016.  
<http://epub.lib.aalto.fi/pdf/hseother/b117.pdf>
- Kauhanen, A-L. 2015. Kauppojen aukioloajat vapautuvat tällä viikolla: muutos näkyy selvimmän lauantai-illoissa. Accessed 25 May 2016  
<http://www.hs.fi/talous/a1451287462816>
- Malin, S. 2011. Kamppi, nuorten olohuone - Nuorten hengailua Kampissa syksyllä 2011. Degree Programme in Civic Activities and Youth Work. Humak University of Applied Sciences. Accessed 13 June 2016  
[http://www.theseus.fi/bitstream/handle/10024/39046/Malin\\_Salla.pdf?sequence=1](http://www.theseus.fi/bitstream/handle/10024/39046/Malin_Salla.pdf?sequence=1)
- Mason, E. 2015. The 'born criminal'? Lombroso and the origins of modern criminology. *BBC History Magazine*, online article. Accessed 3 August 2016.  
<http://www.historyextra.com/article/feature/born-criminal-lombroso-origins-modern-criminology>
- Mäkinen, E. 2007. Puolijulkisen tilan kontrolli kauppakeskuksessa. M.Soc.Sc. Sociology. Helsinki University. Accessed 12 June 2016.  
<https://helda.helsinki.fi/bitstream/handle/10138/18239/puolijul.pdf>
- Nurmela, J. 2016. Nuoret hyödynsivät kauppojen pidentyneitä aukioloaikoja. Helsinki: Statistics Finland. Accessed 25 May 2016.  
<http://tietotrendit.stat.fi/mag/article/169/#sthash.LJvUQEWI.dpuf>
- Rytsä, P., Fogerholm, S. 2006. Räjähdyksessä Myyrmannissa kesken iltaruuhkan. Accessed 14 June 2016.  
<http://yle.fi/aihe/artikkeli/2006/09/26/rajahdys-myyrmannissa-kesken-iltaruuhkan>

Securitas. 2016. Brief Facts about the Securitas Group. Accessed 5 August 2016.  
<http://www.securitas.com/en/about-us/brief-facts/>

Xian, Y. 2011. Häiriökäyttäytyminen myymäläympäristössä - kuluttajien narratiiveja häiritsevän tai uhkaavan käyttäytymisen ja turvattomien asiointipaikkojen kokemisesta. MSc. Marketing. Aalto University. Accessed 11 June 2016.  
[https://aaltodoc.aalto.fi/bitstream/handle/123456789/2284/hse\\_ethesis\\_12721.pdf?sequence=1&isAllowed=y](https://aaltodoc.aalto.fi/bitstream/handle/123456789/2284/hse_ethesis_12721.pdf?sequence=1&isAllowed=y)

Yin, R. 2004. Case Study Methods. Revised Draft. Accessed 16 June 2016.  
<http://www.cosmoscorp.com/docs/aeradraft.pdf>

Yle. 2009. Kuusi kuoli Espoon ammuskelussa - uhrit valittu etukäteen?. Accessed 14 June 2016.  
[http://yle.fi/uutiset/kuusi\\_kuoli\\_espoon\\_ammuskelussa\\_-\\_uhrit\\_valittu\\_etukateen/6156032](http://yle.fi/uutiset/kuusi_kuoli_espoon_ammuskelussa_-_uhrit_valittu_etukateen/6156032)

Private interviews:

Anonymous A. Securitas Oy. 22 June 2016. Vantaa. Personal communication.

Anonymous B. Securitas Oy. 22 June 2016. Vantaa. Personal communication.

Anonymous C. Securitas Oy. 24 June 2016. Helsinki. Personal communication.

Anonymous D. Securitas Oy. 27 June 2016. Vantaa. Personal communication.

Anonymous E. Securitas Oy. 5 July 2016. Helsinki. Personal communication.

Anonymous F. Citicon Oyj. 8 July 2016. Espoo. Personal communication.

## Figures

Figure 1: Repetitive Interview Answers .....	22
--	----

## Tables

Table 1: Public and Private Areas (The Criminal Code of Finland; The Public Order Act.)...9	
Table 2: Timetable of the research .....	16



## Appendices

Appendix 1: Interview questions .....	34
---------------------------------------	----

## Appendix 1: Interview questions

### **Semi-structured interview questions**

1. What is your professional view of the extended trading hours?
2. Can you see the effect or variation on people than for example year before? What kind of?
3. Do you think the misbehavior has changed because of this? Why?
4. What would be the challenges to develop the security level?