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Liberalization of shop opening hours

Consumer behaviour and opinions in shopping centre Jumbo

Helsinki Metropolia University of Applied Sciences

Bachelor of Business Administration

International Business and Logistics

Thesis

3 November 2016

Author Title Number of Pages Date	Elina Helosvuori Liberalization of the shop opening hours, Consumer behaviour and opinions in shopping centre Jumbo 54 pages + 1 appendix 2 November 2016
Degree	Bachelor of Business Administration
Degree Programme	International Degree Program
Specialisation option	International Business and Logistics
Instructor	Rebecca Kihlman, Senior Lecturer
<p>The aim for this thesis was to investigate changes in consumer behaviour in shopping centre Jumbo and find out consumers' opinions regarding the liberalization of the shop opening hours in Jumbo shopping centre. The thesis is concentrated on the law change in 1.1.2016 when the shop opening hours were liberalized for the first time in Finland and how it has affected the retail industry. Changes since 1969 in the laws of the shop opening hours are also studied. The research section of this thesis investigates the changes in consumer behaviour and consumers' opinions of the liberalization of the shop opening hours in shopping centre Jumbo. The research was conducted in shopping centre Jumbo and 90 consumers answered the survey. Most of the respondents of the survey had a positive attitude regarding the liberalization of the shop opening hours. The majority of the respondents that answered the survey felt that the liberalization of the opening hours was necessary. Liberalization of the shop opening hours was found to be very unnecessary by 27% of the respondents. However, 77% answered that they do not prefer to shop in Jumbo specifically because of the extended opening hours. 50% of the respondents felt that the extended opening hours will not change their shopping behaviour in Jumbo.</p>	
Keywords	Consumer behaviour, retail shop opening hours, liberalization of the shop opening hours, Finland

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1 Introduction

The topic of this thesis is the Liberalization of shop opening hours, Consumer behaviour and opinions in shopping centre Jumbo. The theory part is concentrated on factors that affect consumer behaviour. This thesis also investigates the laws that legislate shop opening hours and how shop opening hour legislations have changed since 1969. There have been many changes in the past years regarding shop opening hours in Finland, however this thesis concentrates on the changes in the law legislation regarding shop opening hours after 1.1.2016. Work time law is also studied.

On December 15th of 2016 the Finnish Parliament accepted the current law that regulates shop opening hours with votes 145-31. The purpose for the new law regulation was to liberalize the opening hours for shops and hairdresser salons. The overruling of the former law liberalized the opening hours and removed the need for permit of exception regarding opening hours. At the same time the right for small business owners to have one leisure day per week was retained.

The research part of this thesis studies consumer behaviour and opinions in Jumbo shopping centre, which has expanded its opening hours the most compared to other shopping centres in the Helsinki regional area. The research concentrates on all shops, restaurants and services in Jumbo which were influenced by the change in shop opening hours after 1.2.2016.

The aim of this thesis was to investigate how consumer behaviour has changed in Jumbo after the liberalization of the shop opening hours and how consumers feel about the change. The objective was to find out if consumers are satisfied with the liberalization and did they find it necessary. It was also interesting to find out which times of the day consumers tend to shop. Since the liberalization of the shop opening hours is very recent there are only few or any researches done from the consumer point of view. One example of a research from the consumers' point of view is the research conducted in 2008 by Consumer Society Research Centre by the title of "The influences of alternative opening hour regulations in retail industry for consumers, retail employees,

traffic and environment". However, this survey was conducted before 2009 when opening hours were further expanded and before 2016 when shop opening hours were liberalized.

The researcher is a 29-year old Finnish female who has worked in a retail store in Jumbo throughout the years 2011-2016. After working in Jumbo and seeing the changes in the shopping centre, the researcher was motivated to research consumer behaviour especially in Jumbo.

2 Consumer behaviour

Consumer behaviour is consisted of mental, emotional and physical activities that appear when consumers are selecting, purchasing, using and disposing of products and services that satisfy their desires and needs. Not only individual persons are defined as consumer yet also groups and organizations. According to Armstrong (2007: 148) “consumer buyer behaviour refers to the buying behaviour of final consumers.” Consumer buyer behaviour describes the buying behaviour of the final consumers which are individuals and households who buy goods and services for their individual usage. The consumer market is formed of the final consumers. According to Kotler (2013: 144) “the European consumer market contains more than 500 million people who consume over €8 billion worth of services and goods each year. More than 6.8 billion people consume annually an approximate of 70 trillion euros worth of goods and services.” However globally consumers differ hugely in age, income, taste and educational level. Consumers also buy a large variety of goods and services. Consumer’s choices with different products, companies and services is influenced by relations with other consumers and the elements of the world around them.

Consumers are not only adults because a consumer may take many forms such as a 5-year-old child or an executive in a big company. Products and services that are being consumed can be anything from music, food, health care or even other people. People are constantly feeling different needs and desires from necessary needs such as hunger and shelter to less necessary needs such as love and status. According to Solomon (2013: 5) “there is a growing interest in consumer behaviour, not only in the field of marketing but from the social sciences in general. This follows a growing awareness of the increasing importance of consumption in our daily lives.”

Solomon states that (2013: 6) “much of consumer behaviour reminds of actions in a play, where each consumer has lines, props and costumes that are necessary to a good performance.” People have a tendency to play a part and adjust their buying behaviour and decisions on the basis of the role they are playing. Consumers find it extremely important to fit in the environment they belong to. People evaluate various products and services differently depending on the environmental settings.

2.1 Factors influencing consumer behaviour

As can be seen from figure 1, there are four significant factors that affect consumer behaviour; 1. cultural factors 2. social factors 3. personal factors and 4. psychological factors. Because new trends such as social media emerge all the time, behaviour of consumers can never be taken for granted. Consumer habits are consisted of various factors yet the understanding of these influences is growing steadily. Marketers try to understand which factors influence consumer's buying decisions. Big companies have to research consumer buying decisions carefully to fully understand which factors influence consumer buy decisions. According to Kotler (2013: 144) "companies need to understand what consumers buy, where they buy, how much they buy, when they buy and why they buy." Marketers can study actual consumer purchases to find out what they buy where and how much. However, learning about the whys of consumer buying behaviour is very difficult because the answers are in the consumer's mind.

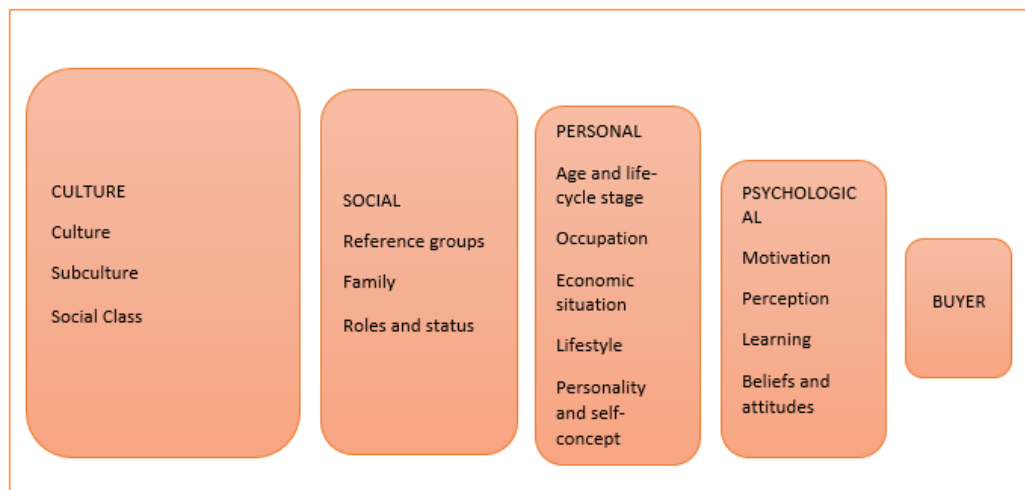


Figure 1. Four main factors influencing consumer behaviour. (Kotler 2008: 240)

2.1.1 Cultural factors

Cultural factors have the most extensive impact on consumer behaviour. It is important for marketers to acknowledge to which extent buyer's culture, subculture and social class impacts consumer's buying behaviour. Basic values, wants, perceptions and behaviours are adapted early on as a child from influential institutions such as school. In Western countries people are taught already in their early years about concepts such as freedom, materialialism, individuality, success and health.

Subculture

Subcultures are formed of religions, nationalities, racial groups and geographic regions. All cultures consist of smaller subcultures which are formed by people with same beliefs, shared values and life experiences. According to Kotler (2008: 241) “many subcultures make up important market segments and marketers often design products and marketing programmes tailored to their needs.”

Social class

Social class systems can be found from almost all societies. Kotler (2008: 242) defines social classes to be “society’s permanent and ordered divisions where members share similar values, interests and behaviours.” Social classes reflect the status in the society of families or persons and it is defined by education, occupation, salary or wealth. Many people like to act according to their social class level or according to their imagined level. Some people in the lower class may want to pursue similar buying behaviour as in the higher social class so that others would imagine them to belong to a higher social class. Then again in some cultures a caste system labels people into a certain role thus the buying behaviour is reflected more in the true social class.

2.1.2 Social factors

Social factors such as family, social roles, status and small groups affect consumer behaviour. When companies are planning their marketing strategies they have to take social factors into consideration because they strongly influence consumer behaviour.

Groups

Groups refer to a group of people that are able to affect person’s attitudes and behaviour. A primary group can consist for example of family, friends, neighbours or colleagues. According to Jobber (1998: 77) “where a product is conspicuous, for example clothing or a car, the brand or model chosen may have been strongly influenced by what buyers perceive as acceptable by their group.” Especially children are easily influenced by the groups that surround them such as fellow students.

Armstrong states that (2009: 152) “people are often influenced by reference groups they do not belong to.” Reference groups can be for example sports clubs, movie stars or music groups. As an example child can idolize bands and wish to be part of the group. Therefore, it is important for marketers to determine the reference groups in their target markets and utilize their influencing power.

Family

Family is perhaps the most influential factor in person’s buying behaviour. Family members are able to strongly influence buyer behaviour because family members’ opinions are trusted and valued. Kotler states that (2008: 247) “parents provide a person with an orientation towards religions, economics and politics, and a sense of personal ambition, self-worth and love.” Although the buyers do not connect as much as they used to in the past with their parents or other family members they are still able to affect the buyer’s behaviour. In countries such as Italy where children live with their parents for a long time or the parents move into their grown-up children’s home the influence of family member is significant.

Roles and status

During a person’s lifetime a person will belong to many groups such as family, clubs and organizations. A person’s place in the group is represented by role and status. A role is an expected pattern of behaviour which changes in different groups and varies depending on people that a person is surrounded with. According to Kotler (2008: 250) “each role carries a status reflecting the general esteem given to it by society. People often choose products that show their status in society.”

2.1.3 Personal Factors

Personal factors consist of and life-cycle stage, occupation, economic circumstances, lifestyle and personality and self-concept

Age and life-cycle stage

Consumer behaviour depends on the phase that people have reached in their lives. People change the goods and service that they purchase throughout their life because purchase requirements and disposable income changes. Person's preferences such as tastes in food, personal style and interest in art changes according to age and stage of life. Kotler states that (2008: 251) "buying is also shaped by the family life-cycle - the stages through which families might pass as they mature overtime." Changing lifestyles are the reason behind the demand in some items and downfall in others.

Occupation

A consumer's buying habits are influenced by their occupation. The goods and services bought varies depend on consumer's occupation. For example, a person working as a model usually uses more beauty related services compared to a person working in a regular office. According to Armstrong (2009: 155) "marketers try to identify the occupational groups that have an above-average interest in their products and services." Companies even produce different kind of products for consumers working in different occupations such as sales assistants, managers and chief executive officers.

Economic circumstances

Economic circumstances refer to the financial situation of the consumers and the society. Marketers have to follow certain economic indicators such as interest rates in order to re-evaluate their prices. Some companies such as luxury brands target consumers who have a lot of money. Then again some companies such as Ikea wants to keep the prices low in order to target consumers from all economic circumstances.

Lifestyle

Lifestyle refers to the pattern of living which is reflected by the activities, interests and opinions. Lifestyles varies depending on the person. Two people that have a similar background regarding subculture, social class and occupation might have completely different lifestyles. According to Jobber (1998: 73) "lifestyle analysis (psychographics) groups consumers according to their beliefs, activities, values and demographic characteristics such as education and income."

Personality and self-concept

A person's personality is formed of the person's features and personality traits. Kotler describes (2008: 254) "personality is usually described in terms of traits such as self-confidence, dominance, sociability, autonomy, defensiveness, adaptability and aggressiveness". Traits of personality cannot be changed but behaviour can be changed and influenced. Consumer buying behaviour is strongly influenced by personality traits. Therefore, marketers have to design their products and market the product so that it has the qualities that the target market values. For example, fast food marketers can target people that appreciate family values and can make a fast food advertisement that includes family activities. Brands also have personalities and consumers tend to prefer brands that fit their own values. For example, Nike is globally recognised as a brand for "winners".

According to Armstrong (2009: 157) researchers have identified five brand personality traits:

1. Sincerity (down-to-earth, honest, wholesome and cheerful)
2. Excitement (daring, spirited, imaginative and up-to-date)
3. Competence (reliable, intelligent and successful)
4. Sophistication (upper class and charming)
5. Ruggedness (outdoorsy and tough)

Self-concept

Kotler states that (2008: 254) "many marketers use a concept related to personality - a person's self-concept (also called self-image)." Self-concept is defined by person's beliefs, attitudes, opinions and how people react in different parts during their life. Self-concept is a complex matter because understanding person's traits and actions is difficult. Consumers buy products and use services that reflect their self-concepts and identities.

2.1.4 Psychological factors

Four important factors affect consumer's buying decisions: psychological factors, motivation, perception, learning, beliefs and attitudes.

Motivation

People have multiple needs consistently. Motivation is consisted of people's drives, goals and needs. According to Jobber (1998: 72) "the basic process involves needs (deprivations) that set drives in motion (deprivations with direction) to accomplish goals (anything which alleviates a need and reduces a drive)." Different needs are stronger than others for example physiological needs which are fundamentals of survival such as thirst and hunger. Most of the needs are strong enough to drive a person to do certain actions. According to Kotler (2008: 255) "a need becomes a motive when it is aroused to a sufficient level of satisfaction. A motive (or drive) is a need that is sufficiently pressing to direct the person to seek satisfaction."

There are two popular yet different theories of human motivation, other from Sigmund Freud and other by Abraham Maslow. Both theories have different meanings for consumer analysis and marketing.

Freud's theory of motivation

Sigmund Freud was the first one to acknowledge the meaning of unconscious motivation in peoples' behaviour. According to Freud's theory of motivation consumer's buying behaviour is influenced by the unconscious motivation which the consumer herself/himself does not understand. He noticed that people are not usually aware of what they want or why they want it. In his studies he stated that the conscious motivation was only the peak of the ice berg in peoples' behaviour. These unconscious motivations are formed already as a child but they are repressed. However, the sources of these motivations are never eliminated thus they appear in dreams, in slips of the tongue or under psychoses.

Maslow's theory of motivation

Abraham Maslow's theory of motivation is explained by a hierarchy of needs that motivate person's actions. Peoples' actions are situated in a hierarchy where the purpose is to advance from necessary needs to less necessary needs. As can be seen in figure 2, the needs are in order of importance 1) psychological needs 2) safety needs 3) social needs 4) esteem needs 5) cognitive needs 6) aesthetic needs and 7) self-actualisation needs. The most important needs such as thirst and hunger and satisfied first. Once

the needs are satisfied they will stop being motivators for person's actions and a person will proceed to try to satisfy the next important need. Upper level needs can never be satisfied before the lower level needs have been satisfied. For example, it is almost impossible for a person to do anything before necessary needs such as hunger or thirst is satisfied.



Figure 2. Maslow's Hierarchy of needs (Kotler 2008: 256)

Perception

According to Jobber (1998: 70) "perception is the complex process by which people select, organize and interpret sensory stimulation into a meaningful picture of the world." People perceive things differently through our five senses; smell, hearing, taste, sense and sight. Kotler states that (2008: 258) "people can form different perceptions of the same stimulus because of three perceptual processes: selective attention, selective distortion and selective retention." As a classic example of perception one person sees a glass half empty and another person sees the glass half full. In this kind of situation,

a person who perceives the glass half empty is motivated to act on the situation so the person wants to order another glass. Instead the other person sees the glass half full and feels satisfied therefore the person is not motivated to make a new order.

Beliefs and attitudes

A belief is a thought that a person has about a certain thing. Regarding marketing belief is a thought a consumer has about a product or a service. Marketers are interested in consumers' beliefs because consumer make up brand images on the basis of their beliefs. However, marketers are able to modify or correct the brand images according to consumer beliefs.

Attitude is a psychological tendency which is shown in favouring and unfavouring certain things. Regarding marketing consumers have different attitudes about products and services. Attitudes are difficult to change therefore it is challenging for marketers to influence consumers' attitudes. Instead of trying to change consumers' attitudes, marketers try to fit products into consumer's current attitudes.

2.2 Consumer decision process

A marketer needs to identify the processes behind buying and develop their understanding of how consumers make buying decisions. As can be seen from figure 3, consumers' buying decisions are influenced by cultural, social, personal and psychological factors. For consumers the involvement of the product hence the importance of the product is a central factor in the buying decisions process. A consumer's decision process varies depending on the product. For example, consumers decide differently if they are buying a perfume, car, a vacation or a television.

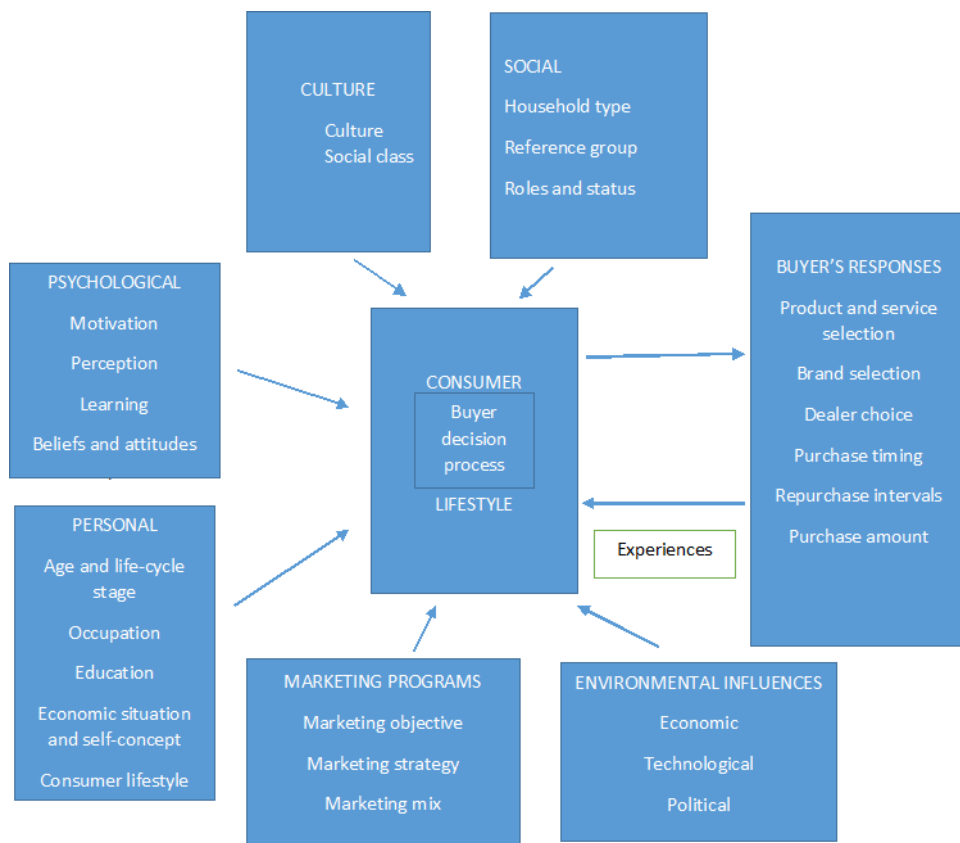


Figure 3. Factors influencing buyer decision process

Marketers' ability to influence the factors impacting decision processes may be difficult however acknowledgement of these factors is useful in marketing. Thus it is important for marketers to analyze consumer decision processes carefully.

3 Law legislations in shop opening hours

Shop opening hours have always been regulated in Finland. The increase in shops and especially shopping centres and also growth in competition has significantly influenced the shop opening hours. Competitors force each other to compete with extended opening hours.

3.1 Law changes from 1969 until 2009

Since 1960 the shop opening hours have been liberated step by step. Still in 1969 the most common closing time of the shops during the week was at 5pm. According to the law regulated in 1969, shops were allowed to be open during weekdays from 8am to 8pm. During Saturdays and bank holidays, eve of Independence Day and May Day shops were allowed to be open from 8 am to 6 pm (law regulating shop opening hours 453/1969 1.1§) Shops were not able to be open on Sundays, on bank holidays on Independent Day and on 1st of May. On eves of Christmas, New Year, Pentecost and Mid-Summer shops were allowed to be open until 3pm. (Law regulating shop opening hours 2§).

In 1971 the law title changed and law 9 expanded to concern also hair salons (Law regulating shop opening hours 919/1971).

In 1989 the shop opening hour law was changed and the opening hours of shops, store vans and other stores located in the rural area were liberalized. (Law regulating shop opening hours 918/1989 6 §).

In 1994 there was a change in the law which allowed shops to be open on weekdays from 7am to 8pm and on Saturdays. On the eve of Independence Day, New Year, Easter and 1st of May shops were allowed to be open from 7am to 6pm. On December Sundays shops were allowed to be open from 10am to 6pm and shops were also allowed to be open on six other Sundays during the same year. (Law regulating shop opening hours 446/1994 1 §.)

In 1997 the law changed and shops were allowed to be open from 7am to 9pm on weekdays and on Saturday from 7am to 6pm. (Law regulating shop opening hours 276/1997 1.1 §).

Compared to the law regulated on 1969 shops were allowed to open one hour earlier on Saturdays and be open one hour later than before. Sunday open hours were extended so that shops were allowed to be open from 12am to 9pm on June, July, August, December and on five other Sundays. This regulation was made by the Ministry of Trade and Industry of Finland. (Law regulating shop opening hours 1.2 §). Shops were not allowed to be open on bank holidays, Independence Day or First of May. On the eves of Christmas and Mid-Summer shops were allowed to be open until 1pm. (Law regulating shop opening hours 2 §.) In the law regulated in 1997 there was a possibility for the Provincial Government to allow extended opening hours with an exception permit. (Law regulating shop opening hours 4 §).

In 2001 there was no change in the weekday and Saturday opening hours. (Law regulating shop and hair salon opening hours (28.12.2000/1297 1.1 §). However, Sunday opening hours extended so that shops under 400 m² were allowed to be open during Sundays throughout the year. Bigger shops were allowed to be open on Sundays from May to August and also from November to December from 12pm. to 9pm. (Law regulating shop and hair salon opening hours 1.2 §.) Shops were not allowed to be open on Bank Holidays and on First of May, Mother's Day, Father's Day and on Independence Day. On the New Year's Eve and on eve of First of May shops were allowed to be open until 6pm and on the eve of Christmas and Mid-Summer until 1pm. (Law regulating shop and hair salon opening hours 2.1 §.) Permits of exceptions were added to the law. (Law regulating shop and hair salon opening hours 3.1 §).

3.2 Expansion of shop opening hours in 2009

In 2009 the shop opening hours were expanded. (The law regulating shop and hair salon opening hours 945/2009). The basis of the law was the agreement done by Service Union United and the Federation of Finnish Commerce of in 2008. The agreement included main policies in shop opening hours and labor force agreement changes. The aim of the law was to clarify and expand the shop opening hours during Sundays so

that small shop services would remain and that small shops could compete with gas stations.

Since 2009 the Regional State Administrative Agency was able to grant permit exceptions to shop opening hours. Most of the permits of exceptions were granted based on fairs, shop openings or other events. Also permits of exceptions were granted on the basis of tourism.

When the Parliament approved of the law extending the shop opening hours in 2009, the Parliament required for the government to report of the influences of the extended shop opening hours. The government conducted a report in December 2012 regarding the extended shop opening hours which was assigned to the Parliament. Especially big corporations profited from the expanded shop opening hours. However, many small entrepreneurs felt that it is unprofitable and hard to keep the shops open on Sundays.

The report combined officials', employee organizations and also employer organization's probes of the influences of the extended shop opening hours. According to the report many employees felt that their daily lives and routines have gotten more difficult. Longer and changing work shifts influence combining work and family life and also influence transportation and safety.

According to the reports most of the consumers had a positive attitude regarding shops being open on Sundays; third of the consumers shop during Sundays at least every other Sunday.

In 2012 the Minister of Labour Lauri Ihalainen stated "Too little time has passed since the new opening hours came into effect so it is too early to draw conclusions if the law should be changed regarding the opening hours. The situation should be followed and evaluated also in the future. It is good that different organizations are active in this matter." (yrittajat.fi)

4 Opening hours in the retail industry after 1.1.2016

On 15th of December 2016 the Finnish Parliament accepted the current law that regulates shop opening hours with votes 145-31. The purpose for the new law regulation was to liberalize the opening hours for shops and hairdresser salons. The overruling of the former law liberalized the opening hours and removed the need for permit of exception regarding opening hours. At the same time the right for a small entrepreneur to have one leisure day per week was retained.

Different lobbys and officials have had opposite views regarding expansion or liberalization of the shop opening hours. Big commerce alliances, consumers, consumer officials and competition officials have supported liberating the shop opening hours. However, entrepreneurs in the retail industry, merchants of specialty shops, retail industry employees and their advocacy groups have opposed liberating the opening hours. They have even suggested restricting opening hours. Liberalization of shop opening hours of big shops has been opposed to ensure sustainable development and to ensure service availability. Behind the different views are perceptions about shop opening hour liberalization's influences on opening hours, industry's competition, shop structure, sales volume, price level, productivity, employment, work times and other work terms. There has been only few researches done in Finland on the influences of the expansion or liberalization of opening hours and therefore different opponents' perceptions probably rely on practical knowledge and international researches done on this subject.

5 Work time law

Employees' safety and wellbeing is secured with work time law. The essential work time regulations are in the work time law. The main purpose of the law is to protect the employee. Work time law is a general law which is applied in all work contracts. There are also work time regulations in the work contracts. Because the regulations in the collective labour agreements are generally better for the employee than work time law, one should always study own field's collective labour agreement.

Work time law is not applied on company's managerial work such as chief executive officer. The law is not also applied in the work which is done in the circumstances where the employer has no possibilities to monitor the work time arrangements.

If the employer has a possibility to monitor the work time arrangements, but fails to do this, a work time law is applied. Current technology makes it possible to include home and distant work to work time law circuit.

It is exceptional that work would remain outside of the work time law. Therefore, one has to always contact the head shop steward if the employer for example claims that the wage includes work overtime compensations or that the employee does not have a right for overtime compensations because the company policy is that work overtime compensation is not paid.

The employee has to keep the work time law visible in the work place and law regulations related to it and also exception permits, the work time levelling system and the work shift list.

Work safety officials' mission is to monitor the compliance of work time law. They also have the right to investigate the work place's documents regarding work time law. Breaking of the work time law regulations can cause punishments regulated in the criminal law 47 chapter 2§ (work safety crime) or work time law 42 § (work time crime).

The current work time law in Finland was regulated in 1996. Officials have gotten involved in work time already in the early days. In 1800 there has been labour movements which demanded daily work time to be shortened into eight hours. However, in many countries work time laws were regulated after the First World War had ended in

1918. For example, in 1917 a law was regulated in Finland which regulated that daily work time could last a maximum of eight hours and weekly work time maximum of 47 hours.

There has been a regulation about the weekly leisure time in the work time law 31§. According to the law, an employee must have at least once a week a continuous 35-hour rest period which should be situated on a Sunday if possible.

According to the work time law a person's regular work day length can be a maximum of eight hours. A weekly work time maximum is 40 hours of work per week. However, work times can be negotiable in the work place as long as they follow the work time contract. In many work places daily work time has been negotiated to be maximum of 7.5 hours per day and maximum of 37.5 work hours per week. (Finnish Labour Market Organization's web pages).

Work time law also regulates Sunday work. According to work time law 33§ Sunday work includes work done also during bank holidays, independence day and first of May.

6 Studies about liberalization of shop opening hours

There have been a few studies made about liberalization of the shop opening hours and consumer satisfaction regarding opening hours.

YLE, a public service broadcasting company conducted a survey in 2015 where they asked K Market merchants if they believe that the liberalization of the shop opening hours will increase the expenses in the retail industry. As can be seen from figure 4, 71.8% of the respondents believed that the liberalization of the shop opening hours will increase the expenses in the retail industry. Only 12.3% did not believe that the expenses will increase.

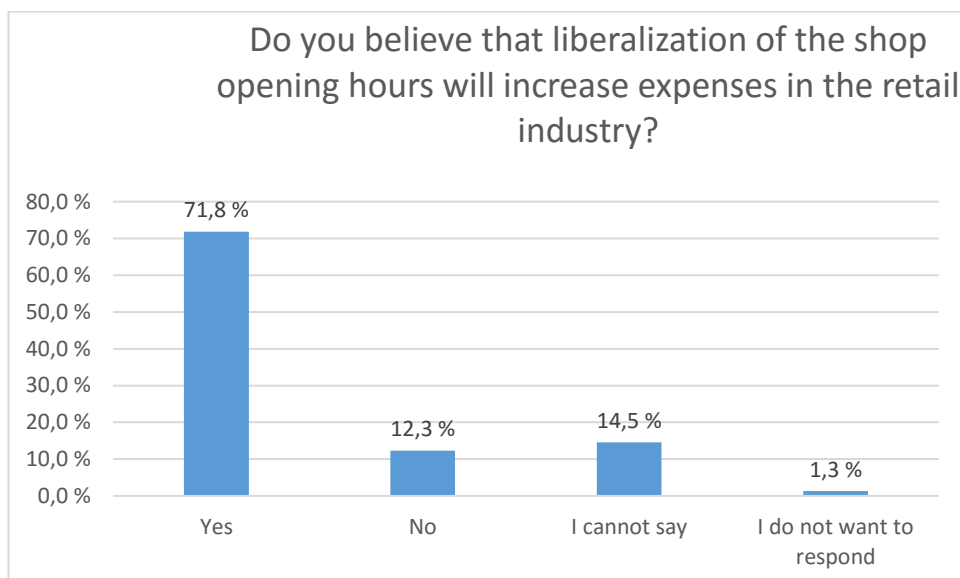


Figure 4. A survey conducted by Yle in 2015 on the topic of “Do you believe shop opening hour liberalization will increase expenses in the retail industry?”

K Market merchants believe that expenses will have to be financed by cutting the margin in the retail industry, increasing sales or increase the performance and efficiency. Because shop opening hours have always been restricted in Finland, the opening hours have not been based on merchant’s decision. Originally merchants have kept their shops open according to bigger stores’ opening hours in order to achieve a competitive edge.

TNS Gallup conducted a study in 2015 which 1000 Finnish citizens answered between 31.8-14.9.2015. The title of the study was Survey of the liberalization of the shop opening hours.



Figure 5. A survey by TNS Gallup "Are you satisfied with the opening hours of the shops you visit most often?"

As can be seen from figure 5, 92% of the respondents were satisfied with the current opening hours of the shops they mostly visited. Only 8% were not satisfied with the current opening hours.

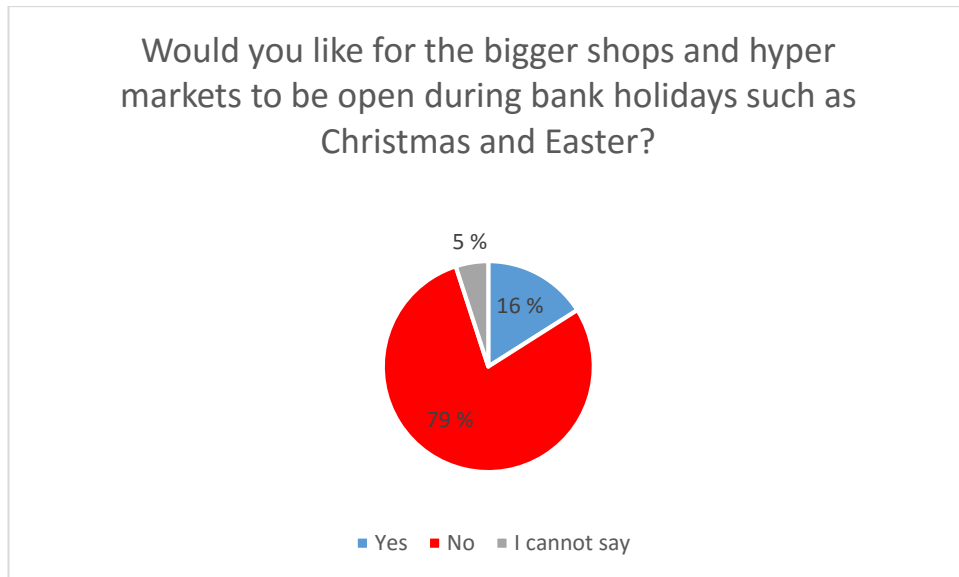


Figure 6. Survey by TNS Gallup "Would you like for the bigger shops and hyper markets to be open during bank holidays such as Christmas and Easter?"

Another question in the study was "Would you like for the bigger shops and hyper markets to be open during bank holidays such as Christmas and Easter?" As can be seen from figure 6, almost eight out of ten of the respondents (79%) do not want shopping centres or hyper markets to be open during bank holidays such as Christmas and Easter. Service Union United believes that customers want merchants to be able to spend bank holidays with their family and friends. Customers do not feel the need to go shopping during bank holidays. Only 16% of the respondents would like that shopping centres and hypermarkets are open during bank holidays such as Christmas and Easter.

7 Liberalization of the shop opening hours and employees in the industry

During the last decades peoples' work times have been concentrated more on the night times and weekend. Therefore, shops have been forced to extend their opening hours. The retail industry is a big employer in Finland thus many people do shift work because of the extended opening hours. This causes a vicious cycle, because shift work partially requires that services and shops are available during extended opening hours in order for the shift workers to have the possibility to take care of their shopping.

There has been a lot of debate in the media regarding liberalization of the shop opening hours. Service Union United has stated that the liberalization of shop opening hours has awakened worry amongst workers in the retail industry. They are worried about how they are going to manage to handle work and family life when work shifts are changed. For example, child care is not necessarily provided at night times.

Service Union United has stated that it fears that employers will use to their advantage the liberalization of the shop opening hours and increase part time and temporary contracts of employment. In 2009 opening hour liberalization was justified by increasing work hours. According to Service Union United work hours have not increased after 2009 when shop opening hours were partly liberated. Part time contracts have increased and full time contracts have not increased although that was promised. Service Union United believes that the liberalization of shop opening hours will only increase work in shops in the forms of cleaning, transportation and security without increasing sales.

However, S Group stated in August 2016 that the liberalization of shop opening hours has increased work hours. The total sales for S Group in the first quarter of 2016 was over 3 billion euros reflecting an increase in sales by more than 4% compared to 2015. The Chief Executive Officer of S Group Taavi Heikkilä stated that the visitor count for S-Market has increased and therefore there has been an increasing demand for work force. Not only have work hours increased but also new employees have been hired. According to S Group the liberalization of the shop opening hours has increased work hours equalling the amount of 500 personnel work years. However, compared to 2015 the amount of personnel in S Group and SOK Corporation has decreased by a few thousand because of outsourcing.

The Finnish newspaper Kaleva reported in May 2016 that the liberalization of the shop opening hours directed sales to larger grocer shops during January to April. Sales in smaller shops decreased by 10%. The total sales in grocery stores decreased by 0.5% during January to April. One can assume that there might have been a decrease in the demand for work force in small grocery stores. Therefore, work hours for employees might have decreased. However, the demand for part time employees has grown because of the late night shifts during the extended opening hours. The liberalization of the shop opening hours has caused both positive and negative consequences. According to the report done in 2016 by the Finnish Commerce Federation the amount of hired employees grew by 2500 during January-June 2016. However, the amount of retail entrepreneurs and their family members that were employed in the family business decreased by 2000. Thus the liberalization of the opening hours has increased the attraction of hypermarkets but smaller shops held by entrepreneurs have suffered.

According to the Ministry of Economic Affairs and Employment, unemployment has grown fastest amongst employees in the service and retail industries compared to 2015. There has been an increase of 3200 unemployed people. All in all, there were about 340 900 unemployed people in Finland in April 2016 and of which there were 49 000 unemployed people in the service and retail industries in April 2016 according to Service Union United.

8 Shopping centre Jumbo

According to Solomon (2002: 283) the shopping centre has replaced the traditional town square or country fair as a community gathering place. Especially in the rural areas people like to spend time in shopping centres. As shopping centres are full of restaurants, cafeterias and shops it is a suitable place for people to meet and socialize with each other. Shopping centres are also popular hangout places for teenagers especially during the winter time as it gets cold outside. Families and elderly people tend to favour shopping centres as shopping centres provide a safe and controlled shopping environment.

8.1 History of shopping centre Jumbo

Shopping centre Jumbo was opened in October 1999 in Pakkala, Vantaa. It is located five kilometres from Finland's biggest airport Helsinki-Vantaa Airport. At the time Jumbo was Finland's second biggest shopping centre however later other shopping centres such as Sello have surpassed it. Jumbo was expanded in October 2005 and then also the amount of special retail shops almost doubled. Jumbo has over 120 special retail shops and 86,100 square metres of retail floor area. Nowadays Jumbo is owned by Unibail-Rodamco, Elo Mutual Pension Insurance Company, Kesko and HOK Elanto.



20 Largest

Shopping Centers in Helsinki Metropolitan Area

Pääkaupunkiseudun
20 suurinta kauppakeskusta

Nro	Shopping Center Kauppakeskus	Municipality Pölkka	Leasable Retail Area (m ²) Vuosittainen liikepinta-ala	Gross Leasable Area (m ²) Vuosittainen kokonaisliikepinta-ala	Visitors (M, 2013) Kävijämäärä	Sales per year (M€, 2013) Myynti	Sales / Leasable retail area (€/m ²) Myynti / Liikepinta-ala	Sales / Visitors (€/visitor) Myynti / Kävijämäärä
1	Itis	Helsinki	106 165	122 295	19,2	367,5	3 462	19,1
2	Sello	Espoo	97 900	102 000	22,8	381,0	3 892	16,7
3	Jumbo	Vantaa	85 000	86 100	10,4	403,0	4 741	38,8
4	Iso Omena	Espoo	51 600	63 300	8,8	248,0	4 806	28,2
5	Kaari	Helsinki	47 445	48 708	5,3	178,0	3 752	33,6
6	Myymanni	Vantaa	34 300	39 600	6,7	144,0	4 198	21,5
7	Forum	Helsinki	34 100	75 400	13,7	172,3	5 053	12,6
8	Kamppi	Helsinki	33 176	44 363	35,0	232,0	6 993	6,6
9	Ruoholahti	Helsinki	24 996	28 516	3,1	71,2	2 848	23,0
10	Malmin Nova	Helsinki	20 900	24 000	5,9	79,3	3 794	13,4
11	Lilla	Espoo	19 419	23 784	0,0	20,0	1 030	**
12	Columbus	Helsinki	19 400	21 000	6,4	98,5	5 077	15,4
13	Citycenter	Helsinki	18 148	49 887	12,0	76,4	4 210	6,4
14	Entresse	Espoo	17 030	17 530	3,6	51,2	3 006	14,2
15	Lippulaiva	Espoo	16 900	19 000	4,0	94,9	5 615	24,0
16	Malmintori	Helsinki	16 267	18 680	7,1	62,0	3 811	8,7
17	Isomyyri	Vantaa	12 700	15 000	1,8	18,1	1 423	10,2
18	Ristikko	Helsinki	12 650	14 540	1,3	33,9	2 681	26,5
19	Arabia	Helsinki	12 240	14 500	2,8	58,0	4 739	20,7
20	Ainoa	Espoo	10 906	11 249	2,1	29,0	2 659	13,7
			691 242	839 452	172,0	2 818	3 890	18,8

Figure 7. Statistics of 20 biggest shopping centres in the Metropolitan Area in Finland. (Finnish Council of Shopping Centres, 2013)

In 2014 Jumbo had the highest total sales compared to all of the shopping centres in Finland. In 2014 Jumbo had 10.4 million visitors during the whole year, however newer statistics of visitors or customer flows cannot be found. As can be seen from figure 7, in 2013 visitors of Jumbo spent 38.8 euros per visit which is higher than in any other shopping centre in Finland. Newer information for public cannot be found. In 2008 Flamingo shopping centre was built next to Jumbo and the two shopping centres were connected. Together with Flamingo the two shopping centres combine to be the biggest entertainment centre in Finland.

8.2 New opening hours in Jumbo

Shop opening hours were liberalized in 1.1.2016. Opening hours of shopping centre Jumbo were changed after 1.2.2016. As can be seen from table 1, new opening hours

are weekdays and Saturdays from 9 am to 9 pm and on Sundays 11 am to 6 pm. Hypermarkets Prisma and Citymarket are open every day from 7 am to 11 pm. Previously all the stores of Jumbo were open on weekdays from 9 am to 9 pm, on Saturdays from 9 am to 6 pm and on Sundays from 12 pm to 6 pm. In 2016 Jumbo will be open during most bank holidays. During spring 2016 Jumbo tested the new opening hours and the same opening hours will continue until further notice. Individual entrepreneurs were not able to influence the changes in opening hours and all the stores have to follow the same opening hours regulated by Jumbo management or else they will be penalized.

Table 1. The changes in opening hours in shopping centre Jumbo (Jumbo, 2016).

	Weekdays		
	Previous opening hours	New opening hours	Difference
Hypermarkets	9 am - 9 pm	7 am to 11 pm	4 hours
Other shops	9 am - 9 pm	9 am to 9 pm	
	Saturday		
	Previous opening hours	New opening hours	Difference
Hypermarkets	9 am - 6 pm	7 am to 11 pm	7 hours
Other shops	9 am - 6 pm	9 am to 9 pm	3 hours
	Sunday		
	Previous opening hours	New opening hours	Difference
Hypermarkets	12 pm - 6 pm	10 am to 11 pm	7 hours
Other shops	12 pm - 6 pm	11 am to 6 pm	1 hour

After liberalization of the shop opening hours the opening hours of Jumbo were extended more drastically compared to other shopping centres in the Helsinki metropolitan area. For example, in shopping centre Sello which is located in Espoo the opening hours extended only for hypermarkets by a few hours. Opening hours for other shops were not changed. In shopping centre Myyrmanni which is located in Vantaa the opening hours extended only for hypermarkets by a few hours.

8.3 Growth in total sales and visitor counts in 2016

According to Finnish Council of Shopping Centres the total sales in the shopping centres grew by 3.9% compared to last year in the second quarter of 2016 (figure 8). In the Helsinki metropolitan area growth was 6.1% and in other areas of Finland 3.6% compared to 2015. The visitor count grew by 5.3% from April to June compared to last year. In the regional area the growth was 6.1% and in other areas 3.7%.

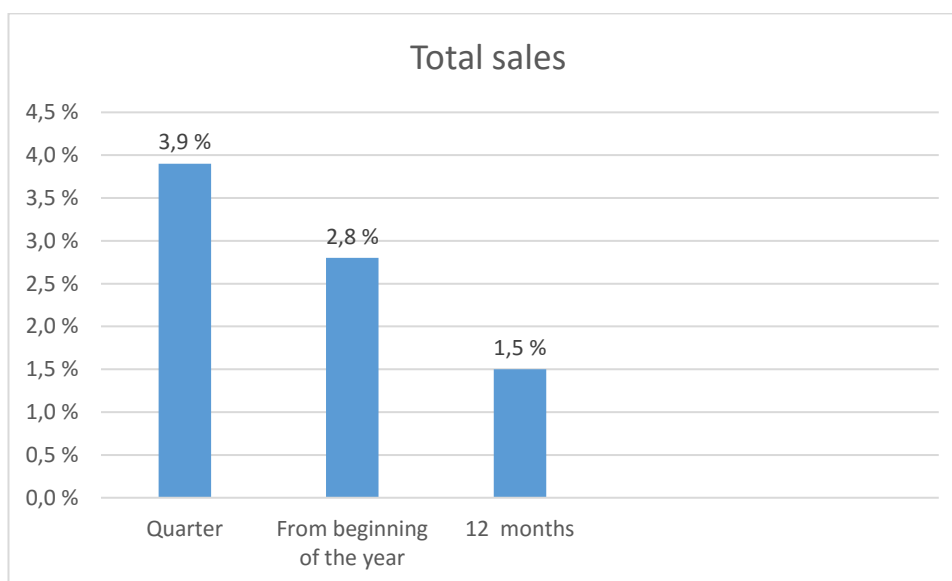


Figure 8. The growth in total sales in shopping centres in Finland in 2016

The Finnish Council of Shopping Centres states that the liberalization of the shop opening hours can be seen in the figures positively. The total sales grew by 4.6% in the second quarter compared to 2015 in shopping centres which have hyper markets. The best month in the second quarter for shopping centres regarding sales was April. In April the growth in sales was 8.2% compared to 2015.

The growth in visitors in the metropolitan area has been more intense compared to other areas in Finland however the development in sales has been similar. As can be seen from figure 9, the visitor count has grown by 4.6% in shopping centres from the beginning of the year. The difference in the metropolitan area and other areas in Finland has narrowed when the development of total sales is considered in a longer period of time.

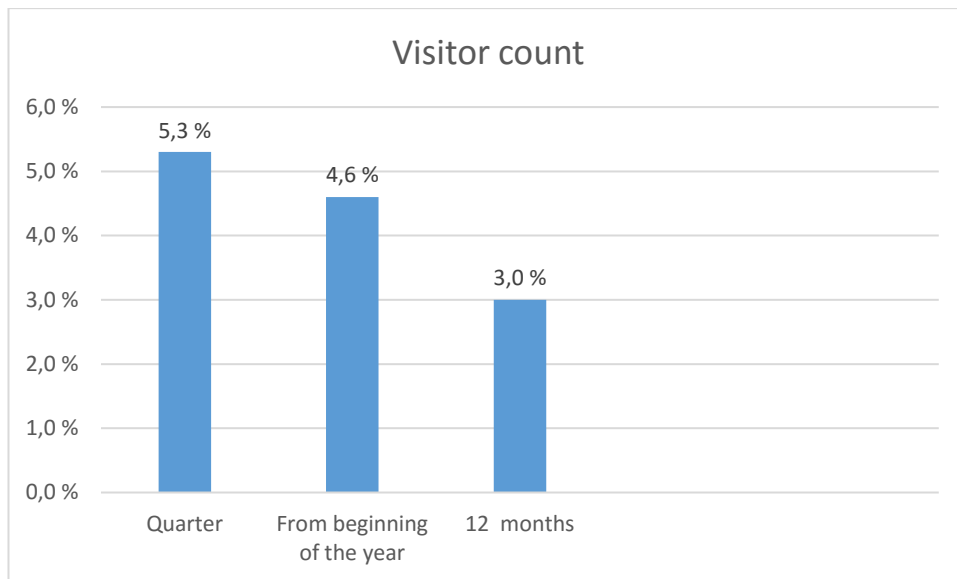


Figure 9. The growth in the visitor counts in shopping centres in Finland in 2016

Shopping centres have succeeded better than other operatives in the retail industry when the development of total sales and visitors from January to June in 2016 is compared to last year. According to Statistics Finland the total sales grew by 2.8% the first quarter of 2016 in shopping centres when the total sales in the retail industry grew only by 0.7%.

8.4 The future of shopping centres

The Finnish Council of Shopping Centres stated in 2015 that Finnish shopping centres have done relatively well during this challenging economic period. The sales figures and visitor counts are positive compared to the average performance in the retail industry. However, the general economic situation and changes in the operational environment are a challenge for shopping centres all over Finland. Urbanization, aging of the population and developments in technology changes the operational environment of shopping centres. Therefore, shopping centres have to be renewed and differentiated. Shopping centres that respond to ever changing consumer demands by offering new services will perform the best. According to the Finnish Council of Shopping Centres, the future position of shopping centres in the retail industry is perceived as positive.

According to the Finnish Council of Shopping Centres the demand for cafeterias and restaurants is growing but the demand for clothing stores and department stores is decreasing. As the previous high performers such as clothing stores and department stores

weaken the shopping centres have to allure new leaseholders which will attract more customers and visitors. The turnover in leaseholders will grow and the size of the rental space will decrease.

The future success of the shopping centre lies in a good location. The ideal place for a shopping centre is in a central place in the urban structure. It is also important to have the shopping centres next to public transportation routes. In the near future shopping centres will be built to be the meeting and hangout places for the whole population. Shopping centres will be moulded into entertainment centres rather than traditional shopping centres for example, the entertainment centre combination of Jumbo and Flamingo in Vantaa. Shopping centres will be able to grow in the future by adding nearby services for the elderly, meeting points for teenagers and high quality restaurants and other services catering to everyone.

9 Research

9.1 Aim of the research

The aim of this thesis was to study consumer behaviour changes and consumers' opinions regarding liberalization of shop opening hours in shopping centre Jumbo.

A quantitative research method was chosen for this thesis. The aim for the research was to find out consumers' opinions regarding Jumbo's new opening hours and consumers shopping behaviour in Jumbo. Shopping Centre Jumbo has 28493 visitors per day on average (Finnish Council of Shopping Centres, 2014). The aim was to get roughly 100 responses from consumers. The survey response rate can be described as the percentage of the interviews that have been successfully finished. According to Malhotra (2012: 343) "face-to-face, home and workplace, street and CAPI surveys yield the highest response rates (typically between 60% and 80%), though this is not generalizable to all countries."

The aim for this research was to find out for example if consumers felt that the liberalization of the shop opening hours was necessary and if they think that they will change their buying behaviour. The survey was conducted on two different days and during different times of the day so that there is as much variability in the respondents as possible. The hypothesis for the research was that consumers do not find the liberalization of the shop opening hours necessary. Also the extended shop opening hours would not be found necessary.

Public studies regarding consumers' shopping behaviour and opinions regarding new opening hours in Jumbo cannot be found so the current study can be one of the first studies made after the liberalization of the shop opening hours after 1.2.2016. This research could be very useful for Jumbo's owners, management and individual merchants.

9.2 Conducting the research

A face to face interview is an efficient way to collect information and data. Malhotra states that (2012: 340) "because the respondent and interviewer meet face to face the

interviewer can lead complex questionnaires, explain and clarify difficult questions, and even use unstructured techniques.” When street surveys are made, the respondents are stopped when they are shopping or spending time for example in a shopping centre. Street surveys are convenient since interviewers are able to approach potential participants easily. If the person is not interested the interviewer can quickly approach the next person. Respondents can either answer questionnaires on the spot or they may be directed to a certain place where the survey is made. When participants are asked to test new products it is sensible to have a specific location for testing. In order to achieve a decent review, it is beneficial to let participants have enough time to examine and test the products. According to Malhotra (2012: 228) “the technique can also be used to test merchandising ideas, advertisements and other forms of marketing communication.” (Malhotra 2012: 338)

The research was conducted in Jumbo shopping centre during two days. The interview was a personal face to face interview with respondents. Two different days and two different times of the day were chosen so that there could be more variability in the respondents. After the liberalization of shop opening hours Jumbo changed its opening hours after 1.2.2016 so that it could be open during most bank holidays and also extended opening hours. For this reason, Good Friday was chosen to be one of the research days because it is a bank holiday in Finland and during previous years Jumbo has not been open on Good Friday. Another research day was a regular Tuesday. Research was conducted on Good Friday on 25 March 25th 2016 at 12 am to 3 pm and on Tuesday March 29th 2016 at 4 pm to 7 pm. There were 90 respondents.

The respondents were formed of the visitors of shopping centre Jumbo at the time of the study. Age range for the research was 15 years or more and therefore only older looking than 15 year olds were chosen to respond. Customers were generally not interested on answering the survey because there was no incentive or prize offered.

The research included a survey (appendix 1) which contained 14 questions regarding consumers’ shopping behaviour in Jumbo and their opinions on new opening hours. The survey was filled in an iPad or on a traditional paper form by the researcher. SPSS and Excel were used to analyse the research results.

The design of the survey was simple and the questions were straightforward. Questions were not too personal because personal could have increased the response rate. Only one open ended question was included so that the survey would be easy and quick to answer. Basic background information such as age, gender and size of household was asked. According to Malhotra (2012: 347) “social desirability is the tendency of participants to give answers that they feel to be acceptable in front of others, including interviewers.” Some participants might give false responses because they feel pressured to give the appropriate or right answer in front of the interviewer. There is a possibility that participant’s true feelings are not reflected in the responses.

9.3 Research results

The questionnaire was answered by 90 consumers. Respondents were between 15 and 65 years of age.

Question 1: Age

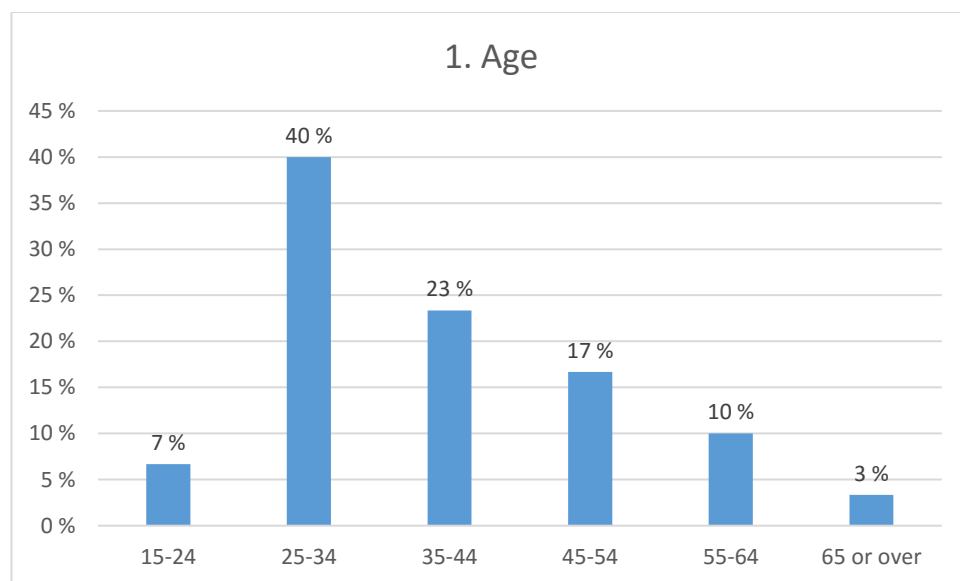


Figure 10: "Age"

The aim of this question was to find out the age range of respondents. Figure 10 shows that 7% of the respondents were 15-24 years old, 40% of the respondents were 25-34 years old, 23% of the respondents were 35-44 years old, 17% of the respondents were 45-54 years old, 10% of the respondents were 55-64 years old and 3% of the respondents were 65 or over.

Question 2: Gender

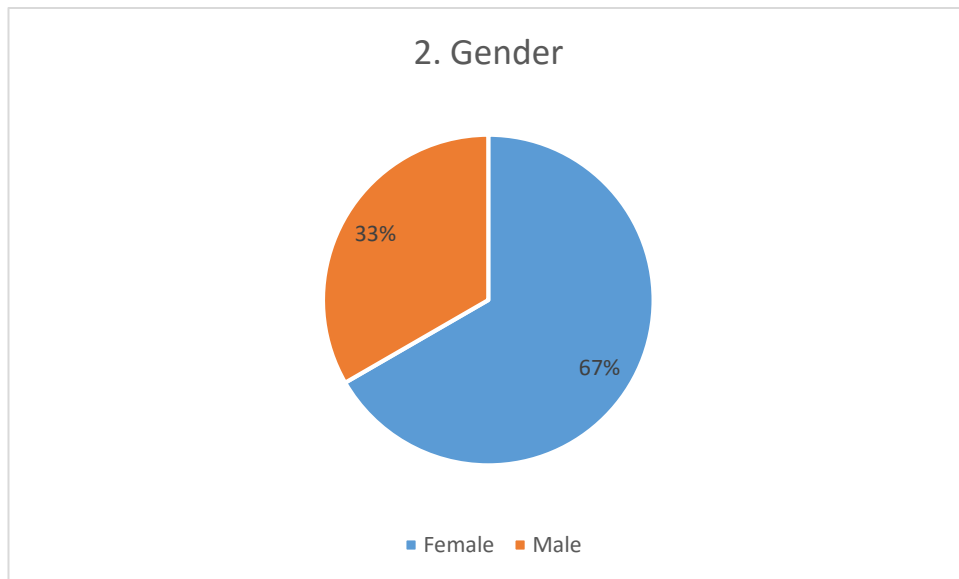


Figure 11. "Gender"

The purpose for this question was to find out the gender of the respondents. Figure 11 shows that 67% of the respondents were female and 33% of the respondents were male. The survey was made by a young Finnish female and this might affect the amount of female and male respondents. As an assumption it might be easier for females to be interviewed by another female. Also one has to consider that the interviewer might have a subconscious tendency to turn to other females rather than males when doing face to face surveys.

Question 3: Size of household

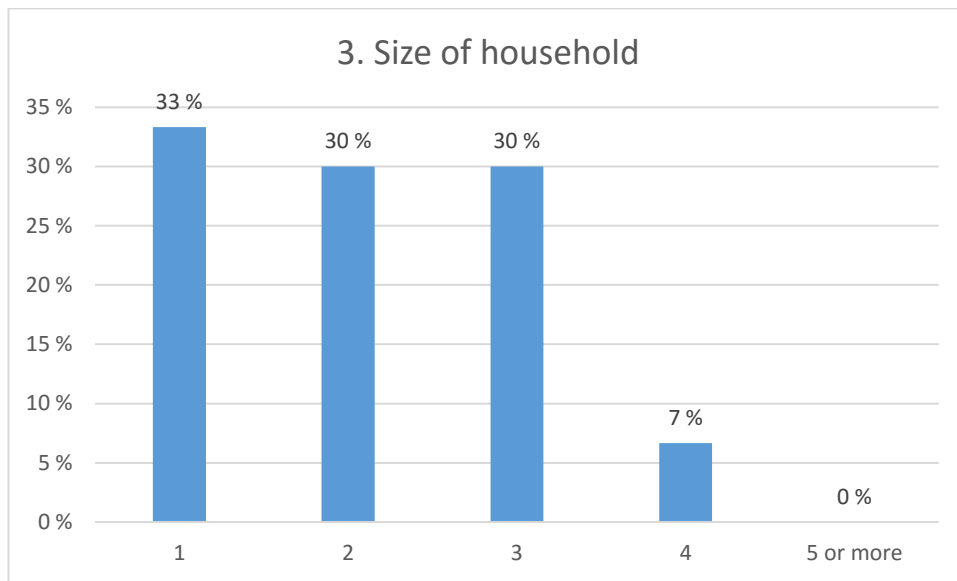


Figure 12. "Size of the household".

The purpose of this question was to find out the size of the respondents' household. Figure 12 shows that 33% of the respondents had a household size of one, 30% of the respondents had a household size of two, 30% had three, 7% had four and none of the respondents had 5 or more. It is surprising that none of the respondents live in a household which has 5 or more people. One could assume that the majority of the respondents would be people that live in a big household since Jumbo attracts families. However, according to Statistics Finland the average size of a household was 2.04 persons in 2014.

Question 4: What are your working hours?

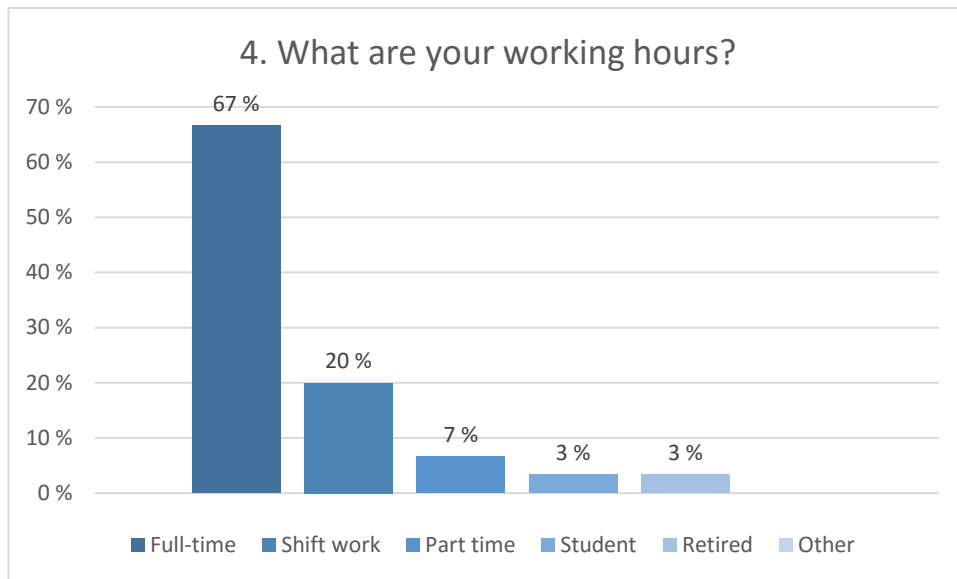


Figure 13. "What are your working hours?"

The aim of this question was to find out the working hours of respondents. Figure 13 shows that 67% of the respondents work full-time, 20% do shift work, 7% work part time, 3% are students, 3% retired and 0% other. As the majority of the respondents are consumers working full-time according to regular work times (no changing shifts), they are probably able to visit Jumbo during normal opening hours. Also one can assume that for these consumers that work from Monday to Friday the extended opening hours during the weekend are beneficial.

Question 5: On what basis do you choose your shopping time?

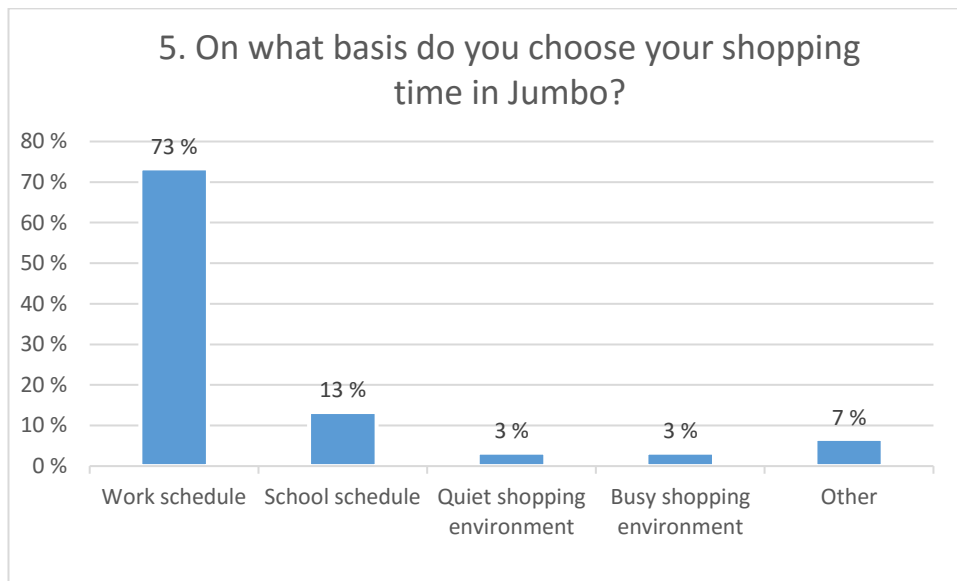


Figure 14. "On what basis do you choose your shopping time in Jumbo?"

The aim for this question was to find out on what basis respondents choose the shopping time in Jumbo. Figure 14 shows that 73% of respondents choose their shopping time based on work schedule, 13% choose based on school schedule, 3% choose based on quiet shopping environment, 3% choose based on busy shopping environment and 7% based on other. As 75% of the respondents choose their shopping time according to work schedule, it is important for shops to take into consideration different work schedules and keep shops open accordingly.

Question 6: What is the frequency of your visit to Jumbo?

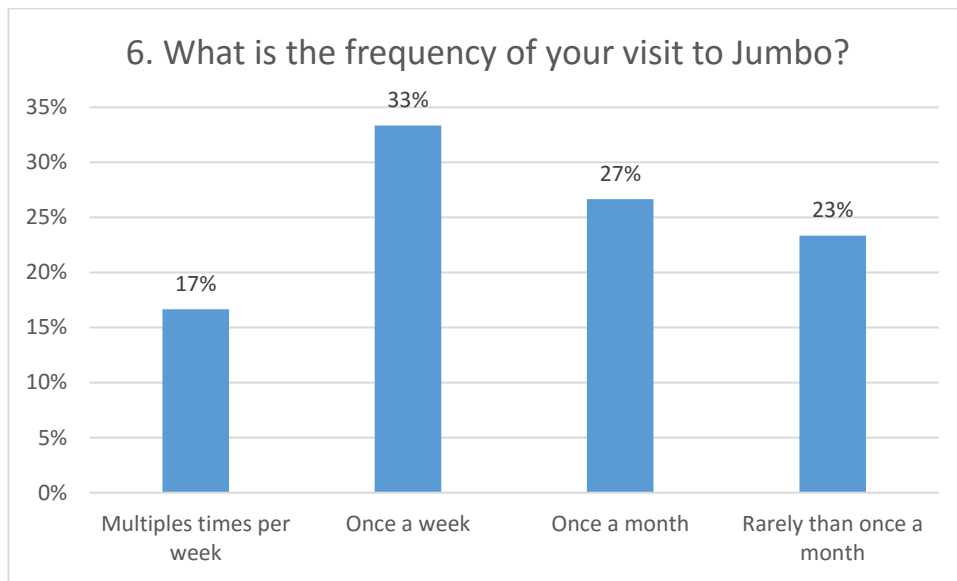


Figure 15. "What is the frequency of your visit to Jumbo?"

The purpose of this question was to find out the frequency of respondents' visit to Jumbo. Figure 15 shows that 33% of respondents visit Jumbo once a week, 27% of respondents visit once a month, 23% of respondents visit more rarely than once a month and 17% of respondents visit multiple times per week.

Question 7: Which time of the day do you prefer for shopping in Jumbo?

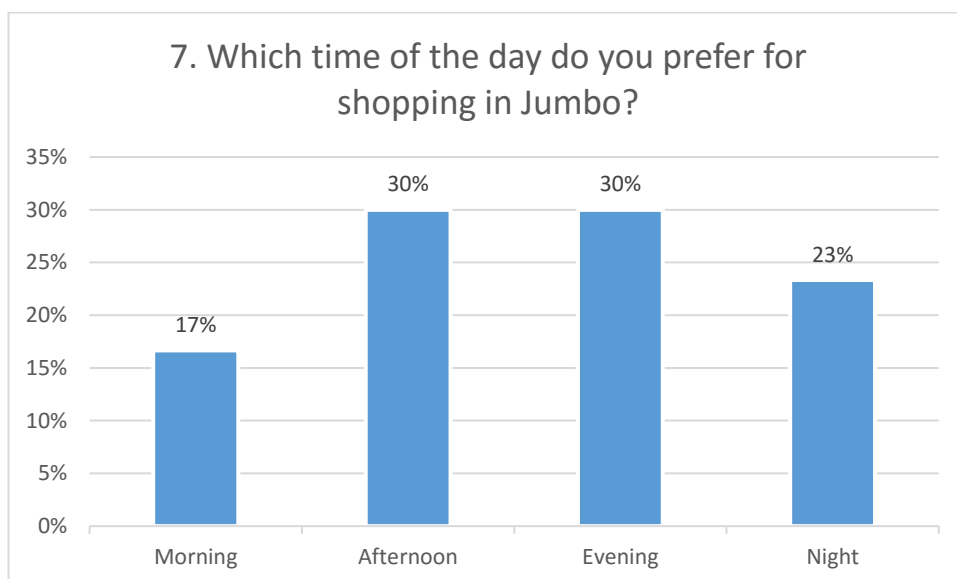


Figure 16. "Which time of the day do you prefer for shopping in Jumbo?"

The purpose for this question was to find out which time of day respondents prefer to shop in Jumbo. Options were morning from 7am to 12am, afternoon from 12am to 4pm, evening from 4pm to 8pm and from 8pm to 11pm. Figure 16 shows that 30% of the respondents prefer to shop at Jumbo during afternoon, 30% prefer evening, 23% prefer night and 17% prefer morning. According to the results there is a demand for extended opening hours during evening and nights.

Question 8: Do you visit Jumbo mostly during the week or during the weekend?

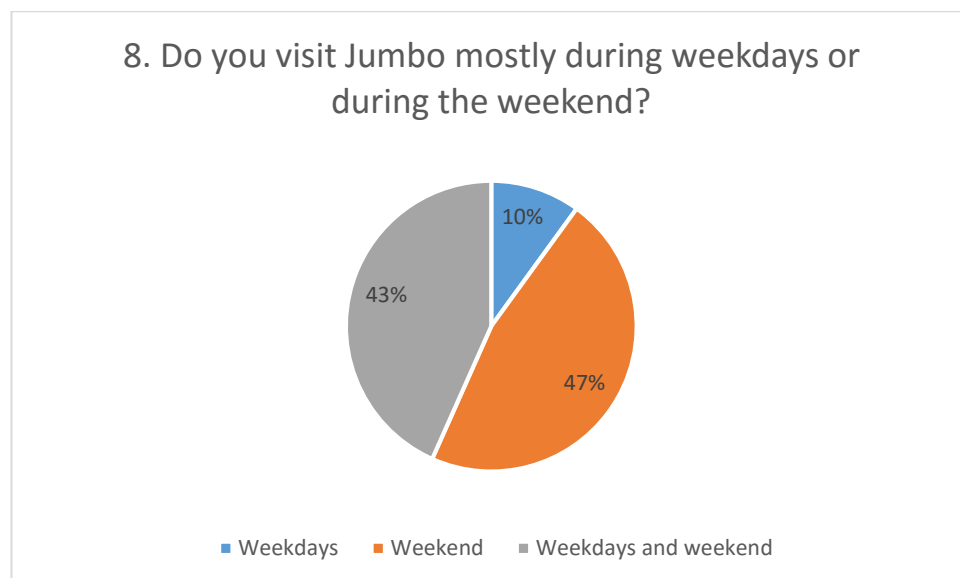


Figure 17. "Do you visit Jumbo mostly during the weekdays or during the weekend?"

The aim for this question was to find whether respondents visit Jumbo mostly during the weekdays or during the weekend. Figure 17 shows that 47% of the respondents visit Jumbo mostly during the weekend, 43% answered mostly during weekdays and weekend and 10% mostly during the weekdays. According to the results there is a significant demand for coextended opening hours during the weekend.

Question 9: Do you do shopping or use services in Jumbo?

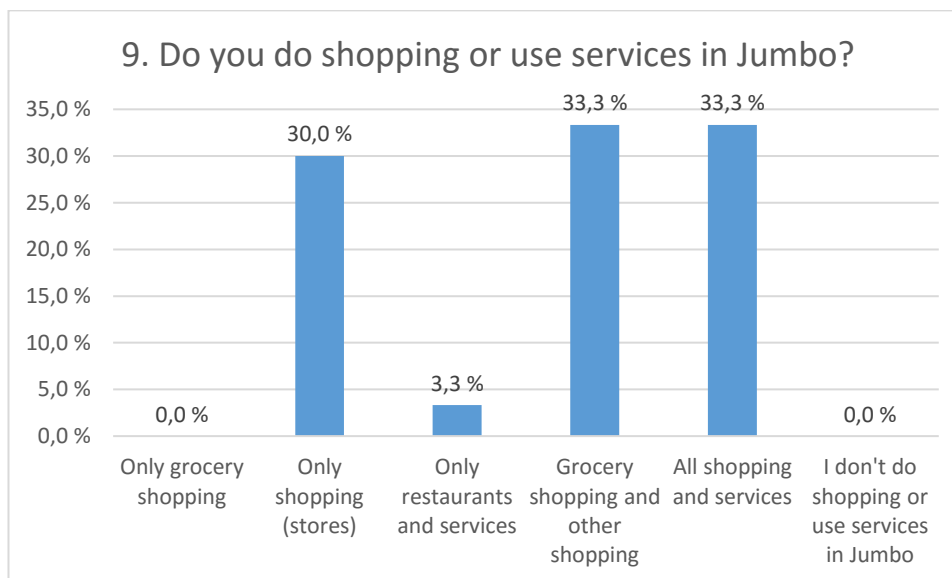


Figure 18. "Do you do shopping or use services in Jumbo?"

The aim for this question was to find out the reason for respondents' visit to Jumbo and to find out which shops or services they use or visit. Figure 18 shows that 33.3% of the respondents do grocery shopping and other shopping in Jumbo. Also 33.3% of the respondents answered that they do all their shopping in Jumbo. 30% of the respondents only do shopping in stores. 3.3% respondents use restaurants and services. None of the respondents answered that they only do grocery shopping or do not shop or use services in Jumbo.

According to the survey it is interesting to find out that people visiting Jumbo probably do not visit Jumbo just to spend time in the shopping centre. They also spend money in shops or use Jumbo's services. Jumbo is located in a relatively remote area which attracts mostly families arriving to Jumbo by car. The location of Jumbo might exclude teenagers that usually like to hang out in shopping centres without any particular reason or intention to spend money in the shopping centre. Therefore it is safe to assume that people visiting Jumbo will most likely spend money in the shops or use services.

Comparison between Kamppi shopping centre which is located in central Helsinki and Jumbo shows that visitor count does not reflect the amount of visitors that spend money in the shopping centre. For example according to Finnish Council of Shopping

Centres, Kamppi had approximately 35 million visitors in 2013 and a visitor spent on average 6,6 euros in Kamppi. Then again in 2013 Jumbo had only 10.4 million visitors however a visitor spent on average 38.8 euros. Because Kamppi is located in a busy area, many visitors might only walk through Kamppi shopping centre just to go to the tram or buses. Therefore one can conclude that in most cases the visitor counts of shopping centres do not reflect the actual amount of people that visit shopping centres to do shopping or use the services.

Question 10: Do you prefer to shop in Jumbo because of the extended opening hours?

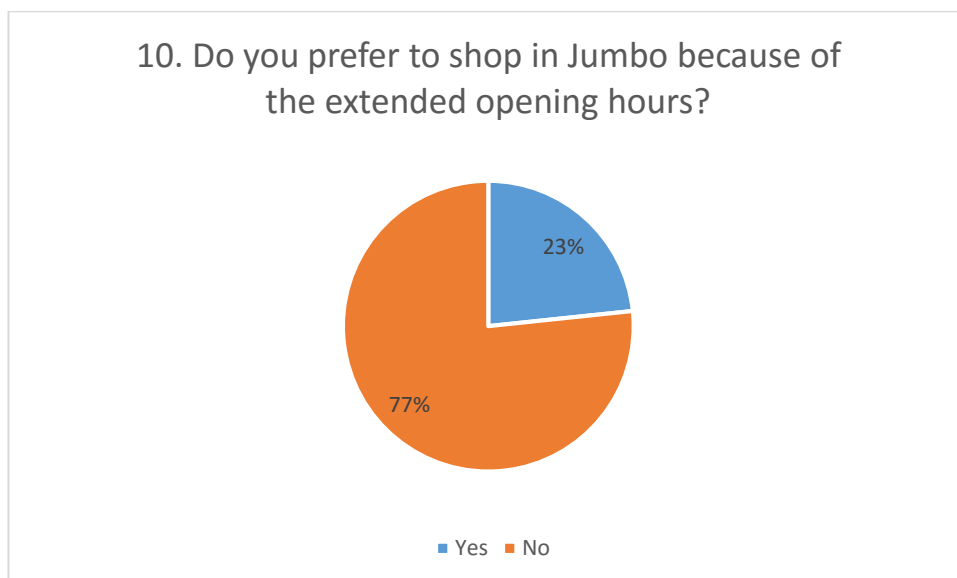


Figure 19. "Do you prefer to shop in Jumbo because of the extended opening hours?"

The aim for this question was to find out whether visitors of Jumbo prefer to shop in Jumbo because of the extended opening hours. Figure 19 shows that 77% of the respondents do not prefer to shop in Jumbo because of the extended opening hours and only 23% of respondents preferred to shop in Jumbo because of the extended opening hours.

Question 11: Have you already benefited from the extended opening hours of Jumbo?

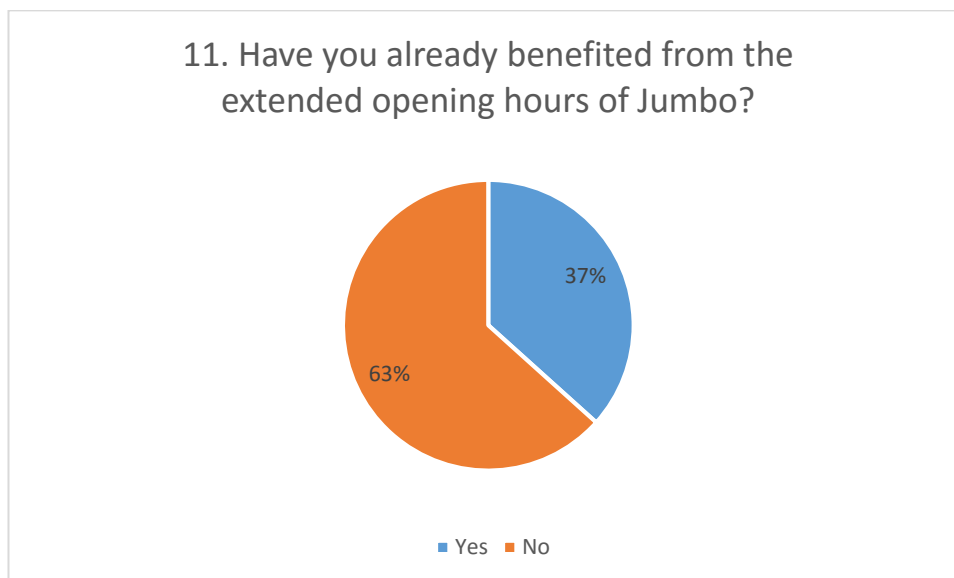


Figure 20. "Have you already benefited from the extended opening hours of Jumbo?"

The aim of this question was to find out whether the respondents felt that they had already benefited from the extended opening hours. Figure 20 shows that 63% of the respondents felt that they had already benefited from the extended opening hours of Jumbo. 37% of the respondents felt that they had not yet benefited from the extended opening hours. However, the research was partly conducted in Jumbo during a bank holiday, which customers might not have realised when answering. This means that in fact respondents already benefited from extended opening hours whether they realised it or not because they were shopping during a bank holiday (Good Friday).

Question 12: How do you think the new opening hours of Jumbo will change your shopping behaviour?

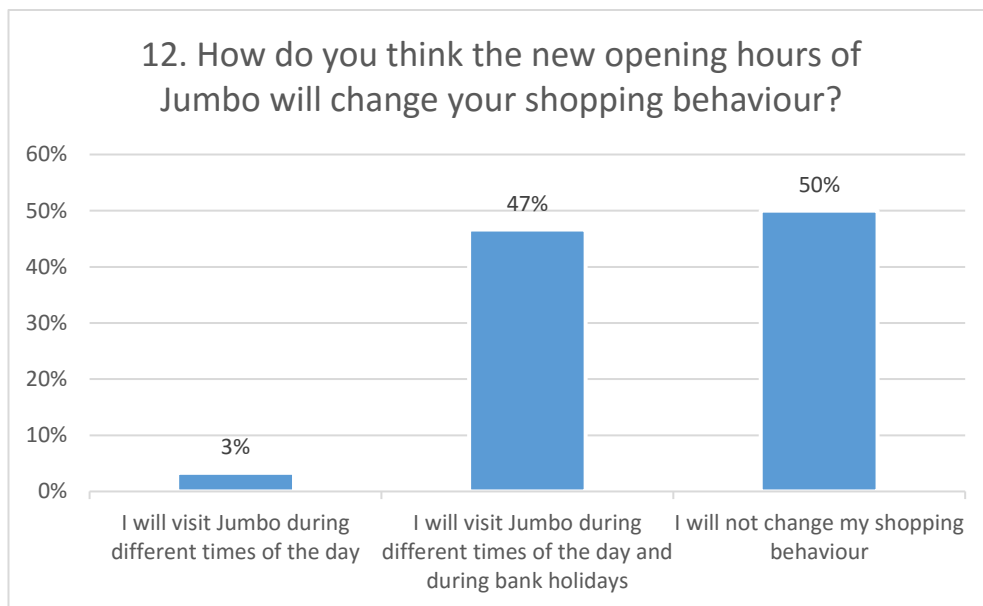


Figure 21. "How do you think the new opening hours of Jumbo will change your shopping behaviour?"

The aim for this question was to find out if the respondents thought that the new opening hours will change their shopping behaviour. Figure 21 shows that 50% of the respondents thought that they will not change their shopping behaviour, 47% thought that they will visit Jumbo during different times of the day and during bank holidays and only 3% thought that they will visit Jumbo during different times of the day.

At the time of the survey it had been less than two months since the opening hours for Jumbo had changed. It will probably take more time for consumers to process the idea of new opening hours and adjust their shopping behaviour accordingly. Therefore, these results can only be referential since it is unknown how long it will take for consumers to change their shopping behaviour in Jumbo.

Question 13: Was the liberalization of the shop opening hours necessary?



Figure 22. "Was the liberalization of the shop opening hours necessary?"

The aim for this question was to find out opinions of the respondents regarding the necessity of the liberalization of the shop opening hours. The figure 22 shows that most of the respondents (33%) felt that the liberalization of the opening hours was necessary. 27% of the respondents felt that the liberalization of the opening hours was absolutely unnecessary. 27% of the respondents felt that it was absolutely unnecessary and only 13 % answered that it was very necessary.

There was a strong correlation between male respondents and how necessary they thought the shop opening liberalization was, 40% of male respondents thought that the liberalization of the shop opening hours was very necessary, 50% of the male respondents thought the liberalization of the shop opening hours was necessary and only 10 % thought that the liberalization of the shop opening hours was absolutely unnecessary. None of the male respondents answered "unnecessary".

It is interesting to find out that none of the female respondents answered that the liberalization of the shop opening hours was very necessary. Only 25% of female respondents thought that the liberalization of the shop opening hours was necessary. Then again 40% thought that it was unnecessary and 35% thought that it was absolutely unnecessary. There is a clear difference between female and male attitudes towards the liberalization of the shop opening hours.

Question 14: What do you think of liberalization of the shop opening hours?

The aim for this question was to find out respondents' opinions regarding the liberalization of the shop opening hours. As open ended questions require more thought and time, not all (7%) respondents wanted to answer an open ended question. However most (93%) respondents gave at least a short answer. Only a few responses have been selected for this research.

" It is a good thing that unnecessary regulation is decreased."

" In my opinion if people are not able to shop according to previous opening hours I have to wonder because I feel sorry for the shop assistants and their family and their leisure time."

" This is very stupid and unnecessary. This makes it even harder for small entrepreneurs to operate in shopping centres. It also weakens the profitability of the small yet necessary corner stores' because they lose their competitive advantage in opening hours. Not to mention how it affects people working in retail and the whole industry. Retail industry will change to become an industry for students working temporary. The field will not be suitable anymore for adults let alone people with families who want to sleep and maintain some sort of social relations."

" I do not find it necessary for shops to be open until 10pm however I find it useful that on Saturdays grocery shops will be open until 9pm."

" A first step to bringing down bureaucracy. However, I am not sure if it is necessary to have big shops open during bank holidays."

" It does not matter to me because I benefit from it maybe for a couple of times per year when I come back home from travelling and want to do grocery shopping after nine. I do not need to go shopping after nine because the buses do not operate after nine as frequently."

" Sounds like a good idea for example in England shops are open almost without exception from 7am to 12pm during weekdays and Saturdays."

10 Findings

According to the research 33% of the respondents felt that liberalization of the shop opening hours was necessary. On the other hand, 27% of the respondents felt that it was absolutely unnecessary. Although most of the respondents felt that the liberalization of the shop opening hours was necessary or very necessary, 50% of the respondents thought that they will not change their shopping behaviour in Jumbo. Then again, 47% thought that they will visit Jumbo during different times of the day and during bank holidays. Most of the respondents (73%) answered that they choose their shopping time based on work schedule and 67% of the respondents work full-time in a regular 8am to 4pm job. Although the research was conducted during extended opening hours (Good Friday), still 77% of the respondents felt that they had not benefited from the extended opening hours. Only 23% of the respondents prefer to shop in Jumbo because of the extended opening hours.

One can conclude that according to the research there is a positive attitude regarding the liberalization of the shop opening hours and it was thought to be necessary. However, the results of the necessity of Jumbo's extended opening hours were somewhat incoherent. Therefore, it is very important for Jumbo to keep measuring actual customer flows and sales during extended opening hours so that the new opening hours will be beneficial for both consumers and Jumbo.

11 Conclusions

The aim for this thesis was to investigate changes in consumer behaviour in shopping centre Jumbo and find out consumers' opinions regarding the liberalization of the shop opening hours. 90 visitors of Jumbo answered the questionnaire. Because the sample for the survey was so small the findings are only directional. However, there are only few or none researches made on the topic of liberalization of shop opening hours in Finland so this research can show directional findings of consumers' opinions.

When looking at the results of the research it has to be considered that only a little time has passed after the liberalization of the shop opening hours. As the change is still rather new it takes time for consumers to adjust to the new opening hours. For example, in three or five years' consumers' attitudes and opinions might be completely different regarding the liberalization of shop opening hours. Therefore, this research could be followed after three years and not only consider consumer opinions but also the merchants' opinions on the extended shop opening hours in Jumbo. It would be interesting to find out which shops survived the change in the opening hours and which lost the competition.

The hypothesis for this research was that consumers in Jumbo would not find the liberalization of the shop opening hours necessary. Also extended opening hours would not be necessary. However most of the respondents found the liberalization of the shop opening hours necessary or very necessary. According to the research respondents had a positive attitude in general towards the new opening hours of Jumbo. There is a demand for extended opening hours especially during the weekends since 47% of the respondents answered that they tend to shop only during the weekends and 43% of the respondents shop during weekdays and weekends.

The location and the size of the shop or shopping centres probably affects consumers' opinions about the opening hours. For example, if the shop is located next to a consumer's home or place of work, the consumer is probably going to use the services more often rather than when the shopping has to be planned beforehand if there is a longer distance. For this reason, it would be interesting to conduct a research on this same topic in rural areas where shop opening hours have not been extended as much as in the capital area of Helsinki. Research results could show if the distance of shops would matter to how consumers relate to shop opening hours.

As the shop opening hours have extended in Jumbo there will probably be both positive and negative causes and new possibilities for both small entrepreneurs and big corporations. Small entrepreneurs and specialty shop owners are likely forced to move away from Jumbo because they have to follow the same opening hours as the other stores in Jumbo. Probably only bigger companies are able to survive the extended opening hours in Jumbo because smaller entrepreneurs do not have sufficient resources. The opening hours of Jumbo were quickly extended after the liberalization of the shop opening hours thus not. This might be damaging for smaller entrepreneurs since customers might not change their shopping behaviour so drastically that quickly. Small shops in Jumbo might not be able to cover for the losses of poor sales during bank holidays and night opening hours.

According to Service Union United the sufferers in the liberalization of the shop opening hours are the employees in the retail industry. For the employees their daily lives will get heavier than before because there will be more different work shifts and changes in the work schedule organization. Extended shop opening hours will mean more unsteady life style for the employees working permanently in retail shops. They will have more difficulties in combining work and family life together. According to Service Union United many employees are also worried about their safety in night time shifts. Employees are also worried of the work transportation since the public transportation schedules should also change as the shop opening hours extend to earlier and later hours.

The big question is that who are the ones benefiting from the liberalization of the shop opening hours? Is it the consumers, employees of shops or merchants? According to the report conducted by the Government in 2012, consumers benefit from the extended opening hours because their shopping options extend. Consumers are able to shop any time of the day and shopping time does not have to be planned beforehand. According to the Finnish Commerce Federation the liberalization of the shop opening hours did not in the end cause a significant change in the opening hours in general, however it influenced consumer behavior. Especially the extended Sunday opening hours have normalized Sunday as a regular shopping day. Nowadays consumers spend time shopping during bank holidays compared to previously only supplementing necessities such as milk.

All in all, the winners of the liberalization of the shop opening hours seem to be big corporations such as S Group and shopping centres because they are the ones that have the most capital. Flexible employees make it possible for shops to be open more extensively however employees are not getting higher salaries or other benefits.

12 Recommendations

Shopping centre Jumbo has same opening hours for all shops excluding hypermarkets. Therefore, individual merchants operating in Jumbo are not able to influence the shop opening hours. Even after the liberalization of the shop opening hours the opening hours remain the same for all the shops excluding hypermarkets.

In their 2015 press release regarding the future of shopping centres, the Finnish Council of Shopping Centres emphasized the importance of communication between leaseholders and shopping centre management. Therefore, it would only be reasonable for Jumbo management to ask all merchants and leaseholders in Jumbo about their opinions regarding shop opening hours. It might be beneficial for the merchants to be able to choose themselves the shop opening hours within reasonable terms. As the shop opening hours have been liberalized, the opening hour policy of Jumbo could also align with the change. What if the opening hours of Jumbo would be liberalized?

It would only be reasonable for each individual shop to aim to keep the shops open concerning their sales and optimal times of the sales. Opening hours could be changed according to competition and demand. Extended opening hours increases the employees' wage expenses, for example night and Sunday wages. It also increases possible security and cleaning service fees. Therefore, it might be possible that during the extended hours the sales might remain so small that the morning and night hours are not profitable. Thus it would be sensible for Jumbo management to continue to follow the visitor counts and sales figures carefully on a monthly basis. Especially visitor counts on bank holidays and on the extended opening hours should be followed. It will also be important for Jumbo to continue to market the changed opening hours so that consumers are aware that Jumbo has extended opening hours.

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Survey in shopping centre Jumbo**1. Age**

15-24

25-34

35-44

45-54

55-64

65 or over

2. Gender

Female

Male

3. Size of household

1

2

3

4

5 or more

4. What are your working hours?

Full-time

Shift work

Part time

Student

Retired

Other

5. On what basis do you choose your shopping time?

Work schedule

School schedule

Quiet shopping environment

Busy shopping environment

Other

6. What is the frequency of your visit to Jumbo?

Multiples times per week

Once a week

Once a month

Rarely than once a month

7. Which time of the day do you prefer for shopping in Jumbo?

Morning (7am-12pm)

Afternoon (12pm-4pm)

Evening (4pm-8pm)

Night (8pm-11pm)

8. Do you visit Jumbo mostly during the week or during the weekend?

Weekdays

Weekends

Weekdays and weekend

Question 9: Do you do shopping or do you use services in Jumbo?

Only grocery shopping

Only shopping (stores)

Only restaurants and services

Grocery shopping and other shopping

All shopping and services

I don't do shopping or use services in Jumbo

10. Do you prefer to shop in Jumbo because of the extended opening hours?

Yes

No

11. Have you already benefited from the extended opening hours of Jumbo?

Yes

No

12. How do you think the new opening hours of Jumbo will change your shopping behaviour?

I will visit Jumbo during different times of the day

I will visit Jumbo during different times of the day and during bank holidays

I will not change my shopping behaviour

13. Was the liberalization of the shop opening hours was necessary?

Very necessary

Necessary

Unnecessary

Absolutely unnecessary

Question 14: What do you think of liberalization of the shop opening hours?

