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# Security in Future Shopping Malls

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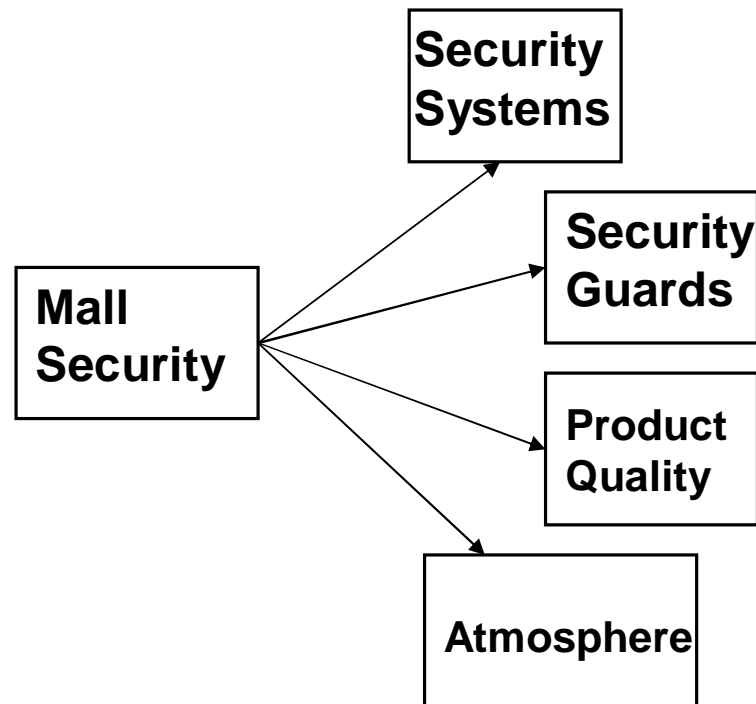
# Structure

- **Purpose of the study**
- **Framework**
- **Data & Methodology**
- **Main results of the study**
- **Three scenarios**
- **Discussion & Conclusion**

# Purpose of the study

- *to discuss the content and importance of security in the future shopping malls*
- *to develop three alternative scenarios for future shopping malls*

# Framework: Elements of the mall security



# Data

- **3 sub-studies**
  - Sub-study 1:
    - 7 focus groups, total 40 consumers in Turku and Helsinki areas
  - Sub-study 2:
    - 16 interviews: 3 shop owners, 5 shop managers, 6 members of sales staff, 2 security guards in Helsinki area
  - Sub-study 3:
    - 18 interviews: 5 shop owners, 4 shop managers, 9 members of sales staff in Turku and Tampere areas
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# Methodology

## Qualitative methods

- Focus group method
- Content classification
- Scenario method (deterministic based on historical and hypothetical perspectives)

# Main results of the study

<b>Elements of Security</b>	<b>Consumers</b>	<b>Staff</b>
<b>Security systems</b>	<b>Interior design</b> <b>CCTV</b> <b>Product alarms</b> <b>Check-outs and payments</b> <b>Disorder</b>	<b>IT-assisted information sharing</b> <b>CCTV</b> <b>Product alarms</b> <b>Fire alarms</b> <b>Locked glass displays</b>
<b>Security guards</b>	<b>Amount and quality of guards</b> <b>Staff quality</b> <b>Co-customers</b>	<b>Amount and quality of guards</b> <b>Staff quality</b> <b>Customer satisfaction</b>
<b>Product quality</b>	<b>Spoiled products</b> <b>Dirty shelves, displays and dishes</b> <b>Unclear product specifications</b> <b>Price</b> <b>Assortment</b>	<b>Complaints</b> <b>Product returns</b>
<b>Atmosphere</b>	<b>Staff social competence</b> <b>Loitering gangs</b> <b>Crowded malls</b>	<b>Staff service orientation</b> <b>Disturbance</b> <b>Problematic patrons</b> <b>Shoplifting</b> <b>Vandalism, Cheating</b>

# Most significant risks in the future

- Shoplifting
- Robbery
- Narcotics
- Threatening customers

(Juvonen & Järvinen 2010)

# Importance of security is increasing

***”I look to the future and I am scared,  
extremely scared,  
how to do my shopping and  
how to take care of my money.”***

***(consumer)***

# Customer service is crucial

***”Customer complaints can be highly demanding, of course they tend to lead overreactions, but so far they have been settled during the discussions with customers.”***

***(Sales staff)***

# Thinking beforehand prevents risks

*”Meanwhile, at least sometimes, people should consider, what happens if a knife or scissors are being waved right here in front of their nose (...) one should think those things. If something happens, it all happens so suddenly.”*

*(Shop owner)*

# How to maintain security in shopping malls

- Risk management training programs
- Updating risk management manuals and motivating staff to study them
- More security personnel
- Investing in security systems
- Risk prediction

## Also

- Managing reputation risk: Enhancing reputation of safe shopping è decreases disorder and theft in every store

# Future scenarios

- Human oriented scenario (consumer perspective)
- Technology oriented scenario (staff perspective)
- Co-operative scenario (both above perspectives combined)

# Discussion

- Staff orientation and actions towards security is important
- Staff has important role in preventing risks
- Security guards need more service orientation
- Consumers prefer personal service instead of self-service
  
- Are there Black Swans in shopping malls?

# Conclusion

- Consumers prefer “soft” security methods, but..
- Best and most successful results are achieved with superior technology that co-operates with superior staff and security guards.
- Security belongs to the attraction factors of the shopping malls

Thank you

Questions or comments?

