

# Impact of malls to the lifestyle of students



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A mall is a large building with many retail stores and Interconnecting walkways designed for many purposes and needs of the visitors. Today, malls are gaining increasing popularity and are beginning to be a part of the people's lives, especially the youth, who are still In the stage of developing who they are and what they want to become In their lives. In Along City, the recent constructions of SMS and Harbor Point malls brought changes to the city and its people. But their impact still remains to be measured.

Are hey leading us towards progress, or are they Just changing the perception of the youth and stunting their growth? Are malls Just distractions for the students? The impact of malls, specifically on the youth, in different aspect of their lives is becoming important because it helps shape their personality and future, in terms of their study habits and academic performance. Background of Study Malls have gained significant Importance from college students as they have growing purchasing power; their money attitude also has been changing with relatively easy access to credit cards.

Therefore, the lifestyle of the college students hen it comes to their academic performance is worth to be researched. Basically, there are varieties of factors that influence a student to visit malls. But all these factors may contribute to their performance in school, whether positive or negative. Malls, with its diverse offerings to the youth, could provide distractions for the studying youth. But this idea depends on how we perceive the effects of malls.

The concept of research is not only to do some studies and find results, but to analyze the youth's mentality. We have chosen the SMS and Harbor Point

as representation of the large shopping malls and shall conduct a survey through a prepared questionnaire to the students of Gordon College to gather information for this research paper. Theoretical Framework According to the recent consumer studies (Andresen, 1984; Necromancer, Holman, & Solomon, 1991; Meta & Bell, 1991) people are likely to change their consumer behavior during periods of life transition.

Meta and Bell (1991) stated that consumers engage in acquiring personal possessions to help define their self and express or enact their new roles. Matter (2003) suggested that brand preference change can be viewed as the outcome of adjustments to new life conditions and changes in consumption lifestyles. There are two perspectives that have been applied to explain these changes. The first point of view in consumer behavior change is based on new role transitions.

Changes in consumer behavior are due to consumers' needs to redefine their self-concepts which come as a result of them assuming new roles (Meta ; Bell, 1991). Consumers modify their consumption behavior (such as brand preference) to adapt to their new roles and circumstances (Matter, et al. , 2003). Life events, such as graduation, causes a transition into a new students leave school and step into their careers as an employee, or get married for the role change from a student to a wife/husband, etc.

Most senior students have identified personal, professional, and educational goals for their futures (She, 1999). Some of them are searching for a first job or starting their own businesses, others are prepared to pursue an advanced degree. Students are now in the generation where big industries and big

business is just a walk away from their homes and schools. According to recent studies and surveys, some of the students' behavior is greatly affected by the malls.

This study shall identify the student profile, economic status, and academic performance that will support the assumptions that the malls contributed greatly to the students' academic performance and generally helped the students to their studies. The dependent variables that we will use to prove the assumption are the changes brought about by malls to students' behavior. Conceptual Framework Input ( Effects of malls towards the students ( Effects of malls to their study habits Process ( Conduct a survey through Questionnaires) Output ( The effects of malls to the lifestyle of college students)