LIGHTS AND PURCHASES:
AN ANALYTICAL STUDY OF PURCHASE BEHAVIOR

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ABSTRACT

Different people have different likings and therefore they prefer different lighting patterns. Most of the people prefer the Soft lighting pattern as it relaxes the mind and gives a soothing effect. Lighting pattern has a very significant impact on the minds of the people. If it matches with the attitude of the customer, then he feels very comfortable in the environment of the store. Different colors complement different products so the use of lighting to create a differentiated effect for some products is definitely very appealing as it shows that special care has been taken for the experience of the customer in the store.

KEY WORDS: Lighting, prefer, purchase behavior.

REFERENCES:


