

UNIVERSITI TEKNOLOGI MARA

**THE POTENTIAL OF CHANDELIER
MODERNISATION AS AN ICON FOR HOUSE
DECORATION**

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ABSTRACT

The chandeliers seem to be an important interior icon to the Iranian society,. For today, chandeliers become an icon to the high class society but for modern society it may potentially become as part of the interior decoration. From the view of manufacturer that the decreasing of sell and losing chandelier industry the investigation need to be done in different part such as sell, product design and functionality , production and consumers. Studying of consumer purchasing behavior get deeper by investigate role of image and identity. Therefore the aim of this research is to investigate the problems and weakness, to help this industry to be in full swing. Many factors can affect the decision making by customer during a purchasing such as price, material, and design, technology, and function, safety of the product advertising and marketing. But the most important one is the product design appearance which can influence on consumer decision making. As fact the most important fact in this research will be product design appearance. In order to investigate the researcher uses mixed methods which consist quantitative for percentage and qualitative for depth information. The research focus on Iran (Tehran) and Malaysia (Kuala Lumpur) whereby 3 groups of participant has been chosen. A result it can be concluded that, the existing chandelier need to develop to have place in new generation lifestyle.

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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF STUDY

Lighting is one of the most overlooked and yet important elements of good interior design. After all, there is little point in creating luxury surroundings if they cannot be appreciated properly or if there is insufficient light to be able to carry out even the most basic of tasks. In addition, lighting is also essential in terms of creating the mood and ambience of a living space, so getting it right from the start is vital. (Sara Anton, 2009)

When thinking about lighting, it tends to be artificial light that comes to mind. Optimizing the use of natural light is key. However, both in terms of practicality and in order to be able to appreciate the beauty of the space. When creating an interior design scheme from scratch taking both artificial and natural lighting into consideration. Even within an existing design, there is still much that we can do to improve the matter. The importance of interior decoration in today's world can be felt. Actually it is the interior portion of the home, which speaks volumes regarding the personal tastes of the home owner. Hence, there is a requirement to be very careful and tread cautiously here. Now for any special gathering if the focus is on quality lightning then there is simply no substitute to Chandelier lighting.

In the past, the chandeliers seem to be an important interior icon to the Iranian society, particularly to be used in the halls, palace and merchant class houses. The chandelier was started in England and commonly used as hanging light fixtures that offer deem and soul effect to the people while add charm and beauty to the room. For today, chandelier become an icon to the high class society but for modern society it may potentially become as part of the interior decoration as stated by Lim Jiang that "Chandelier is smart choice in home decoration". (Home Decor magazine 16, 2009)

From the view of manufacturer that the decreasing of sell and losing chandelier industry is because of the European sanction and raw material are not