

**UNIVERSITI TEKNOLOGI MARA**

**LIGHTING SELECTION FOR EFFECTIVE  
SHOPPING ENVIRONMENT  
IN URBAN MARKET**

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## ABSTRACT

**Abstract:** The aim of this research is to in study on the lighting function in creating mood and highlighting ambience at the urban market. It is the place that easy on getting their needs of products or needs and part of that also can be a suitable place to buy anything with the affordable price. This approach is to make market more known to people with the great of light that bring an enjoyment and unique interior to get an attraction to those who never step their feet in the market especially to the families. This research aim is to identify the selection of lighting should be considering in and improve the effective use of lighting on user's expectation in Urban Market. The objective of the study is to identify on the types and functions of lighting preferable for Urban Market design, to investigate on the people attraction on buying and related to the comfortable ambience and lastly to determine the effectiveness usage of lighting in Urban Market. This research was conducted at 3 Urban Market in Puncak Alam that was chosen for the purpose of this research. The research approach applied in this research is the mixed method can be carried out and achieved. A set of questionnaires were formed to identify the users' feedback towards the objectives of this research. The outcomes of this research will benefit all the customer's market also has been come in the urban market at Puncak Alam. This pattern of findings explained on the lighting of lighting selection, effective use on perception, mood, attention.

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# CHAPTER ONE

## INTRODUCTION

### 1.1 RESEARCH BACKGROUND

Urban market is a marketing campaign that best targets a metropolitan audience, such as those that live in big cities or villages, is considered urban market. The metropolitan population is traditionally more populated and concentrated, with a wide range of goods and labels to choose from and greater exposure to marketing communications. From the aspect of interior design environment is the part of under-studied which described as the unpopular role that vast numbers of people in high density metropolitan area across the globe play in learning services (Lee et al., 2017). The effect of lighting on collaboration in social contexts was a particularly surprising discovery (Lee et al., 2017). According to a recent study, spaces with dim, warm lighting are more likely to encourage social collaboration than ones with bright, chilly lighting (Kombeiz et al., 2017). The adaptation to each user's specific needs, and the personal behaviors of coexistence being difficult. The primary significance of light for humans is that it aids in the creation of vision (Ünver, 2009).

Even little changes to our physical surroundings, such as the color of a wall's paint, appear to influence the overall sense of the space. One of the most common urban lighting misunderstandings was to associate brightness with space aesthetics, resulting in micro-scale issues such as glaring urban places that were impossible to enjoy or light spillage that had a macro-scale negative influence on the ecological system (Kombeiz et al., 2017). Prior research, for example, found that variations in interior colors of a store influenced participants' perceptions of the store as either "high luxury" or "low luxury," as well as impacting overall store choice (Cho & Lee, 2017).

Furthermore, the color of light has psychological and physiological consequences for people. Light color elicits strong emotional and aesthetic responses, as well as likes and dislikes, pleasant and unpleasant associations. All these impacts of light on humans make light an important part of city life (Ünver, 2009). Warm environments made participants feel calmer in one research, and many reported feeling a sense of familiarity while in them (Zanjani, Hilscher, & Cubchik, 2016).