DIM LIGHTING CAN INFLUENCE YOU TO CHOOSE NICE OVER FUNCTIONAL PRODUCTS

According to new research conducted by Nanyang Technological University, Singapore (NTU) Singapore and Northwestern University in the United States, the lighting affects the consumer’s choice. The study suggests that a darker environment diminishes passionate associations with others, which makes people more genuine for their own needs.

Therefore, they are more likely to choose what they think will give them more pleasure, rather than what they believe to be of greater functional value. This inclination for pleasant or hedonic items is diminished when they are helped to remember their close ties, for example, relatives and companions.

Assistant professor Irene Huang of NTU’s Nanyang Business School said: “The results suggest that a brighter environment may be better if one wants to highlight products that are appreciated for their function, while a dimmer environment works better for products, appreciated for pleasure. The potential implication is that store owners can adjust store lighting to suit specific marketing campaigns, for example, to emphasize the functional or hedonic aspects of their products.”

“Often, for the same type of product, consumers can choose between what they like and what they find most practical. From the previous literature we deduce that people feel less intense emotions and feel emotionally disconnected from others in darker environments. So, we propose to discover if a darker environment can lead people to choose what they really want to themselves.”

Based on the current wording of the distributed investigations, the editors note that much thought is given to how the buyers. However, few exams have dug into the lighting effect when buyers choose between what analysts call elements, practical or “hedonic.”

In the first of three investigations, about 100 students from an Asian university were asked to choose between a relatively attractive seat with a predominant back-up job and a sharpened back-restrained seat.

Members were arbitrarily relegated to one of the following four conditions: a boring or sufficiently bright light PC lab environment, and within that context, regardless of whether their decision is perceptible (i.e., choosing a seat for their office or not discernible by others (i.e., choose a seat for your room). The results showed a more noticeable inclination for the forgetful room of the polished seat, although it was in a private setting without open examination.

In the second investigation, 180 members enrolled in an online scenario were arbitrarily assigned to boring or sufficiently bright conditions. They were asked to choose between a skilled activity computer and an applicant for funeral employment: a versatile application for work and a portable application for emotion: a solid PC for the home office and a polished workstation for the home office; and between a narrative dramatization and a show of affection.

A short time later, members answered questions that deliberated about the amount they needed to be consistent with themselves. That is, to decide on the decisions they needed most.

The findings showed that it was the emotional disconnection in the dark, rather than the lack of security of others, which resulted in a preference for hedonic options. When in the dark, the participants were more faithful to themselves and followed their hearts, with a greater preference for the hedonic option as well.

Assistant Professor Huang said: “There are other factors that affect consumer choice, for example, when a person has gone through a situation where they have less control, such as a traffic jam, they are more likely to buy products. When its very difficult to choose, one will simply follow your heart, but marketing specialists would still consider it worthwhile to consider the effect of ambient lighting by highlighting the hedonic or functional aspects of the products.”

In an article published in the International Journal of Research in Marketing in March 2018, assistant professor Irene Huang of NTU’s Nanyang Business School, and assistant professor Ping Dong and professor Aparna Labor, both of Kellogg School of Management of Northwestern University, noted the effect of environmental lighting on consumer choice through three related studies.