

doi: 10.51639/2713-0576_2024_4_2_27

УДК 628.973.2

ГРНТИ 67.01.95

ВАК 2.1.3

The Significance of Festive Illumination in Forming a Holiday Atmosphere in Commercial Spaces

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The festive illumination and its influence on the holiday atmosphere has been actively studied within the framework of architectural lighting projects as illumination contributes significantly to the holiday ambiance [1]. However, the significance of festive lighting specifically tailored for commercial spaces remains underestimated and underexplored. In many cases, the application of festive lighting is relegated to solely functional or decorative without considering its profound impact on consumer behaviour and emotional engagement. This paper aims to illuminate the unexplored potentials of festive lighting in commercial contexts, arguing for a more nuanced and strategic approach that can transform shopping environments and enhance the consumer experience.

Keywords: festive lighting, lighting technology, architecture, consumer behaviour, commercial spaces.

Theory and Research Methods

This paper deals with the festive lighting implementation in commercial areas, which represents a complex and extensive lighting project that involves elaborate lighting arrangements, layered lighting structures, and assortments of different lighting fixtures [2].

Beyond embellishment, festive lighting in business premises serves as a pivotal element in creating an engaging and welcoming environment that can transform consumer perception and enhance their overall experience during the holiday seasons. Effective festive lighting not only captures the essence of the holiday spirit but also supports commercial objectives by increasing dwell time and encouraging consumer spending [3].

The constrained understanding among entrepreneurs regarding the potential of lighting to create a holiday ambiance in commercial spaces often results in stereotypical approaches and a reduced interest in the development of sophisticated holiday lighting strategies. This paper provides insights into the importance of festive lighting and its design aspects that influence the holiday atmosphere

in commercial areas as well. Without a nuanced appreciation of these factors, businesses may fail to leverage the opportunity to attract customers.

Festive lighting has a profound psychological impact on consumers, creating an environment that can significantly enhance their mood and satisfaction levels. Studies have demonstrated that people exhibit more positive emotional states when they are satisfied with the ambiance of the public space, which festive lighting can greatly influence. This satisfaction extends beyond mere enjoyment of the holiday visuals; it includes a heightened sense of engagement and connection with the space. [4]

Furthermore, the ambiance of a place, particularly in urban commercial zones, plays a crucial role in how individuals perceive and interact with their environment. "Although the ambiance of urban places is already recognized to have an effect on how people perceive places... it remains difficult to measure and analyse the atmosphere/ambiance of a place" [4]. This complexity often leads to underutilization in commercial strategies, where the potential of festive lighting to transform shopping experiences is not fully exploited.

The interplay of architecture, lighting, and art forms a triad that can drastically improve the attractiveness and functionality of commercial spaces [3]. Modern architectural theories support the integration of these elements, suggesting that a well-designed commercial area that incorporates artistic lighting can appeal to both locals and tourists. The transitory nature of festive lighting and art installations offers a dynamic appeal, making commercial areas prime destinations for event-tourism, especially during holidays.

Proper festive illumination [5] requires consideration of numerous factors. Specifically, it should feature a harmonious and modern design that aligns with current trends, which change annually and must also be taken into account. It is advisable to make light installations mobile and dynamic, incorporating several alternating operational modes. This approach is more effective in attracting customers than a static lighting display.

Results and Discussion

Fostering creativity and innovation in festive lighting designs enables commercial establishments to create unique illumination that affects the holiday ambiance to engage customers emotionally [6]. By embracing diverse and dynamic lighting arrangements, business premises can stand out from the competition, offering memorable shopping experiences that resonate on an emotional level with consumers.

This approach involves understanding the nuances of lighting design, such as colour, intensity, and interplay with architectural features, to create a cohesive and inviting holiday atmosphere. To achieve an optimal festive lighting design in retail areas warm colour temperatures are advisable for creating a cosy and inviting atmosphere, which is often associated with holiday warmth and intimacy. These hues can be enhanced with strategic placements that accentuate key architectural elements, such as columns, alcoves, and facades, to draw attention and create depth. Additionally, the interplay of light with architectural features should consider dynamic elements that can change over time or in response to human interaction. Lighting intensity should be moderate, resembling the soft glow of candlelight to enhance comfort and aesthetic appeal.

In conclusion, festive illumination plays a critical role in shaping the holiday atmosphere within commercial spaces, affecting consumer perceptions and behaviours in profound ways [3]. Lighting in retail areas is a significant factor that influences consumer behaviour and shapes the spatial characteristics of a sales venue, its visual accessibility, and the corresponding shopping ambiance [7]. By implementing innovative and strategically designed festive lighting, commercial establishments can enhance the aesthetic appeal of their spaces and create a more engaging and emotionally resonant environment. This paper underscores the need for a deeper understanding and appreciation of holiday lighting's potential benefits, advocating for a more thoughtful and innovative approach to its use in commercial settings. The future of commercial festive lighting lies in its ability to merge functionality with artistry, creating stunning and emotionally captivating spaces.

The further research efforts could be concentrated on investigating how different festive lighting configurations interact with consumer psychology during the holiday season. This could involve controlled experiments to determine the optimal settings for enhancing shopping experiences.

Conflict of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper and that they are unaware of any potential conflicts of interest from third parties at present.

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Молодёжный вестник НФ БГТУ. 2024. Том 04. № 02 (14)

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Роль освещения в формировании праздничной обстановки в торговых объектах

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Влияние светового оформления на атмосферу праздника активно изучается в рамках проектов архитектурного освещения, поскольку оно значительно способствует созданию ощущения веселого торжества [1].

Тем не менее, значение праздничной иллюминации, специально адаптированного для коммерческих пространств, остается недооцененным и недостаточно изученным. Во многих случаях применение праздничного освещения сводится лишь к функциональному или декоративному аспекту, без учета его глубокого воздействия на поведение потребителей и их эмоциональное вовлечение.

Данная статья направлена на разъяснение неизученных потенциалов светового оформления в коммерческих контекстах, аргументируя в пользу более детального и стратегического подхода, который может изменить торговую среду и улучшить качество обслуживания потребителей.

Ключевые слова: праздничное освещение, светотехника, архитектура, поведение потребителей, торговые объекты.

Конфликт интересов

Авторы статьи заявляют, что у них нет конфликта интересов по материалам данной статьи с третьими лицами на момент подачи статьи в редакцию журнала, и им ничего не известно о возможных конфликтах интересов в настоящем со стороны третьих лиц.

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