Theatrical Lighting in Discount Retail Environments: A Study of Light as a Retail Atmospheric and How the Addition of Theatrical Lighting Techniques might Benefit Consumers and Retailers

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In a time when retail environments have become focused on providing customers with experiential environments and emotional connections to store brands, the manipulation of environmental factors called “atmospherics” has become an important differentiating marketing tool. Lighting is one important atmospheric that can contribute to a positive customer shopping experience. This study sought to explore the type of customer experience created through traditional discount retail lighting designs, the ways in which theatrical lighting elements might be integrated into retail lighting designs to enhance customers’ emotional experience, and the potential benefits and drawbacks that could be identified by comparing typical discount retail environments with those modified to include theatrical lighting techniques.

Modified Discount Clothing Store

Modified Discount General Store