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To: sujono@budiluhur.ac.id

Mon, Jan 20, 2025 at 3:46 PM

Dear Respected Scholar,

Hope this email finds you well.

Considering your great achievements within academia, we sincerely invite you to review the manuscript JIPD-11242, which has been submitted to our open access journal Journal of Infrastructure, Policy and Development (JIPD, ISSN 2572-7931). The journal has been indexed in Scopus. We hope that you will consider undertaking this important task for us.

The basic information of the article is as follows:

Title: The impacts of distributed lighting in the public space of Chinese shopping centres on customer behaviour

Abstract: Chinese shopping centres are facing operational challenges, and they are resorting to lighting design and effects to attract and retain customers. This study aims to explore how lighting in public space of Chinese shopping centres on customer behaviour. The study used a non-random sampling method to collect and analyse data from 607 participants. The study revealed that distributed lighting influenced customer behaviour and customer synaesthesia(customer emotional and psychological responses to lighting), which further impacted customer behaviour. The results of the study show that customer synaesthesia accounts for 75% of the total impact of lighting and plays a key role in mediating between lighting and customer behaviour. This study filled the gap of lacking researches into lighting in public spaces and its impacts on customer behaviour. Its innovative contribution is linking synaesthesia with customer behaviour via a strong mediating effect. The practical implications, limitations, and areas for further studies are given.

Keywords: light; synaesthesia; customer behaviour; shopping centres; public space

If you are willing to accept this invitation, the full text will be sent to you in the subsequent email.

Thank you very much for your consideration and we look forward to hearing from you.

Best regards,
Elisabeth Aiden
Assistant Editor
JIPD Editorial Office