

## **Impact of Lighting in Retail Cloth Stores on Physiological Health Conditions of Salesperson**

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**ABSTRACT** Bad lighting arrangements can be unsafe and health hazard. In commercial buildings lighting should fulfill both functional and aesthetic requirements and it should be oriented towards product sales and satisfying the consumers taking into consideration the health, well-being of salespersons and purchasing behavior of consumers. A major challenge in recent times in the illumination field has been to define how light affects health, not only in aspects related to work but also to comfortable work environment. The prime objective of the study was to explore the physiological health conditions of salespersons under lighting in retail cloth stores. For the study, ten retail cloth stores were selected in Hyderabad and Secunderabad, the twin cities of Andhra Pradesh. The study was conducted on 100 salespersons, who were working in these retail cloth stores. The data was collected by using an interview schedule. The findings of the study revealed that the impact of the artificial lighting on physiological health conditions was found to be moderate. Bright lighting played a significant role on the salespersons' health.