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# Corporate strategy as design orientation of spatial function and environmental identity: a case of Kasikorn Bank's branch office in Bangkok

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## Abstract

Recent literatures empirically proved that spatial arrangements, interior ambient environment and architectural legibility are features reflecting corporate distinctiveness. This study endeavors to examine the linkage between corporate strategic orientation and its environmental design as corporate identity, focusing on visual and spatial design features. The objectives of the research are to study factors determining the design which conveys the corporate strategies, to investigate clients' perceptions vis-a-vis the existing corporate design and finally, establish the relationship between the environmental identity design and corporate strategies. Furthermore, the process within which the design is derived.

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## 1. Introduction

Set within the present ramifications of globalization, all businesses have been operating in the extremely competitive environment. To survive in such conditions, business organizations must be adaptive and sustain their strength through the excellent strategies. The corporate strategies must convey the orientation and vision of the organization in order to attain the success under the limited resource circumstances. The strategies thus are very important and greatly rely on the effective communication that could be able to establish public recognition and obtain positive perceptions from its clients. Environmental design is considered as a significant communicating instrument reflecting the corporate identity and determining the recognition and perceptions from customers.

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## 2. Theoretical Background

The research bases its framework on a combination of three approaches—the orientation of corporate strategy, environmental design, and elements of behaviour and perception.

### 2.1 *Corporate Strategic Orientation*

One of the key corporate strategies is creating corporate identity to simplify customer perception. Shape, color and content are the top three mnemonic devices as an essential in identity design (Wheeler, 2003). Due to the intangibility of services, most customer satisfaction relies on the physical environment that surrounds the service consists of ambient conditions, inanimate objects. Function, form and space of environmental design, also, are relevant to psychological consideration (Moore et al., 1997)

### 2.2 *Environmental Design*

To align corporate strategy, environmental design requires spatial configuration and physical environment studies. Four components are required to analyze environmental quality – the activity proper, the specific way of doing it, adjacent or associated activities that become part of the activity system, and the meaning of the activity (Douglas and Isherwood, 1979). Environments are more than physical (Rapoport, 1990). One acts toward objects in term of meaning. Meaning is often expressed through sign, material, colors, forms, sizes, furnishings, landscaping and so on. Furthermore, Space Organization reflects the activities, values, purpose of the individuals or group doing the organizing, and ideal images. Space organization is the way of separating and linking between people and people, people and things, things and things. To create effective or satisfactory environmental design, it requires post-occupancy evaluations (POEs) of a particular building type or design (cf. Wener, 1989).

### 2.3 *Behavior and Perception*

The meaning of behavior in a particular setting depends on the setting for use. Physical characteristics of places as shape, orientation, size, and environmental conditions influence behavior relationships between people. Barriers, wall, screens, objects and symbols can alter people's behavior to be together or apart. Environmental perception is the activity of getting information from the environment. This process of information receiving involves the exploratory activity of looking around, getting around, and looking at things (Gibson, 1977)

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