

Abstract

The objectives of the research on “Identity Construction in Middle Tier Housing Projects through the Use of Architectural Features” are (1) to evaluate and prioritize ranking types of architectural features which customers can easily recognize and identify the suitable design approach that enhances customers’ satisfaction, (2) to explore identity creating method and limitation in design and marketing process, and (3) to propose appropriate method of identity construction by using architectural features. The researcher distributed a questionnaire survey of 150 respondents in 5 research study areas, including an interview with stakeholders and a physical survey.

The results showed that type of architectural features which customers can easily recognize are style, form, layout, composition, roof, façade, color, shape, and fin/rail, respectively. The aspirer and the mainstreamer have the same level of satisfaction on some architectural features: form, style, material, façade, and rail/fin. On the other hand, both groups have different level of satisfaction on several features, e.g. shape, layout, composition, color, and roof. The process of creating identity comprises of setting one main concept and to adapting it in various ways which customers can perceive. Limitation of using architectural features to create identity is caused by several factors: type of organization, type of project, and customer behavior. This research proposes how to use lay out to create project identity by 2 types of design process. If customers are aspirer, project layout should be arranged into gridline and each plot should be overlapped. If customers are mainstreamer, layout should not be arranged into gridline and each house should be overlapped. In summary, some recommendations from this research study can help developers or architects to make identity in housing projects by using appropriate architectural features.