

Abstract

The objective of the thesis "The Study and Assessment of Bank Buildings' Façade Renovations to Improve Corporate Image" is to study and assess façade renovation and to investigate the relationship between façade and corporate image to obtain the most effective renovation guideline. The information was collected by site surveys of the Headquarter of Krung Thai Bank Building 1 on Sukhumvit Road and Siam City Bank on Newpetchburi Road. 29 individuals were interviewed directly and indirectly concerned with the façade renovation. They were bank executives, architects, employees and customers. Questionnaires were distributed to 549 individuals who were bank employees and customers.

The factors that affected the façade renovation were the deterioration, updating of fashion trends and changing the corporate image for business competition. The façade renovation were categorized into 6 dimensions regarding color tone, material, texture, building transparency, building reconfiguration and signage improvement. The choice of implementation depended on building form and height as well as the work pattern. The time frame of the renovation process differed depending on the scope of work, building height, operation risks and choice of materials.

The results of this research show that 1) façade renovation effects the visions of officers and customers on corporate image in term of modern style, prominent character and clearness respectively; 2) for the employees, façade renovation creates the pride in the organization; 3) for customers, façade renovation effects bank selection and conviction and extensive use of service. Among such improvements, transparency for Krung Thai Bank is most suitable to promote corporate image. On the contrary, for Siam City Bank, the change from dark to bright color is the most effective renovation to promote corporate image.

In conclusion, renovation guidelines for improving corporate image include:

- 1) Façade renovation should consider about transparency and color as the major factors that create building identity and related corporate image.
- 2) The suitable color for promoting bank image is bright color.
- 3) Glitter materials promote modern outlook.
- 4) Modern materials

such as glass and aluminium are suitable to gain the bank image. 5) The essential of façade renovation to improve corporate image is creation of building prominence. So, the physical change is clearly the best way to promote corporate image.