



Understanding Corporate Identity in the Office of Automotive Business in Bangkok through Building Users and Design Professionals

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Abstract

The objective of this research is to investigate and understand the difference in physical factors that contribute to corporate identity which can influence the perception of building users inside five automotive business offices in Bangkok in order to compare the perception level between groups of office building users and design professionals with some evaluations on the physical factors within the offices. The conclusion showed different approaches to interior design that can shape corporate identity and affect the actual building users.

Keywords: Corporate Identity, Perception, Physical factor

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1.0 Introduction

Visible corporate identity in the physical environment not only plays a significant part in the overall aesthetics but also reflects the corporate image that can support work values and strongly contribute to credibility management. The identity can also indicate the efficiency in the management peculiar to the company within the automotive businesses (Edmund R. Gray and John M.T. Balmer, 1998). The office environment that incorporates the concept of corporate identity in its designs shall give rise to outstanding, beautiful, and unique area compartmentalization. What's more, the business identity in a safe office environment can denote specific characteristics, capability, and the overall efficiency of employees and personnel within that organization. The corporate identity can practically be seen from the various physical factors such as light factors, colors used for decoration, style of furniture, styles of decoration, area shapes, area continuity, wall decorations and graphic works as well as the use of interior decoration materials in the office space. All these essential physical components can be used to show corporate identity as well as catch the general perception of employees within the organization along with all other parties relevant to the company's image -- whether positively or negatively. The perception level, however, will largely depend on the quality and communication within the particular environment (Seyed, 2014).

This research focuses on the investigation of perception level of physical factors denoting corporate identity between a group of office building users and a group of design professionals who also represent non-members of outsiders to the organization. The two teams will play important roles in the evaluation of the perception of eight physical factors used to communicate corporate identity. Note that these factors are variables from the previous research. These factors can relate and reflect corporate identity within an automotive business office. And in this research, we will also examine the roles they have on the perception level of building users and all other relevant individuals to the particular business.

Hence, in this research, the author aims to uncover the relevant and pertinent issues, in particular on the perception level of physical factors denoting corporate identity among direct building users and from the viewpoints of design professionals, and in particular, on the user's satisfaction or any suggestion and recommendation for further improvement within the office's environment to better incorporate the concept of corporate identity in designs that will concretely impact the overall work efficiency of building users. The conclusion of this research will reveal the perception of both building users and professionals, specifically on the congruity and differing opinions on the physical factors that effectively communicate corporate identity and suggestions that can be used as

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alternative approaches to design and some basic information that can be used to develop design strategies for physical factors that can better communicate cooperate identity in an automotive business office in the future.

2.0 Reviews

The concept of corporate identity in the physical environment in office buildings refers to the physical factors visible to the eyes that are critical in the organizational management and business operations in automotive companies. Not only do they reflect the personality and uniqueness of an office, but they also denote credibility and the right image which are both considered essential elements to a customer's buying decision process (Mihaela, 2015). As such, physical factors that communicate clearly the cultivated and intended image and corporate identity will impact all appropriate individuals within the organization. And this is especially the case for the building users using the buildings/offices for work and work management as well as customers and relevant individuals from elsewhere (Hashim, 2010).

2.1 The Components in Communicating Corporate Identity in the Environment

Corporate identity in the physical environment of an office is a critical tool in reflecting the characteristics and ability in organizational management, which are achieved through some essential components which can be used to communicate or represent the organization clearly and accurately. Such components include the name of the organization, formats and shapes of symbols, colors and forms of characters (Edmand R. Gray and John M.T. Balmer, 1998). They can also indicate the differences in status among organizations (Jeremiah Iyamabo, 2013), the general perception of outsiders with regards to the quality of the products, the services provided, and the leadership roles of the organization in the realm of technology and innovation. And lastly, they can also serve as a reflection of the efficiency of the organization's employees and the manufactured products within the office environment (Mihaela, 2015).

Corporate identity in the environment inside an office that is visible to the eyes does not only reflect working culture of the organization, it also influences the perception and the behaviors often associated with quality of works essential to the possible improvement of the internal management of the organization under the prescribed management strategies (Isabel Olmedo, 2014). By communicating the meaning concerning corporate identity, one can paint a picture of the expected environmental condition within an office through functionality designs, the shape of the area, general atmosphere, and general physical condition, using the available space within the office (Thuckavadee, Nopadon, 2010). These elements, therefore, are critical for communicating the meaning behind corporate identity because they can impact the work of building users and are the decisive factor for fostering credibility and trust from customers and other relevant individuals to the business operations (Seyed, 2014).

2.2 Corporate Identity in Physical Environment

The visible physical environment within the office which communicates cooperate identity can serve as a reflector of sound images for the organization. The image and identity can be expressed through various physical factors including decoration lighting, decoration colors, types of furniture, interior designs, area shapes, space continuity, wall decorations and graphic works, and decoration materials. All of these are physical factors can be used, applied, arranged to communicate corporate identity toward building users and all other relevant individuals (Nopadon, 2011). At the same time, the working environment may affect the work efficiency of the building users -- positively or negatively. The outcome will depend in large part on the physical factors used to communicate with the actual building users. Such factors include colors used for decoration, quality of light in work areas -- all of which directly affect the work efficiency of building users (Rasha, 2011). Also, a graphic design system can also be used to communicate corporate identity using the coherent wall and visual decorations (Thuckavadee, 2010). These factors can bring about an environment with good internal quality, good organizational image, and the real satisfaction will have a positive impact on the quality of services and products as well as the loyalty of both customers and relevant parties. In effect, this will be a perfect reflection of the quality of the services provided to outsiders and non-members of the organization (Jamaliah, 2014).

2.3 Physical factors that impact building users

Previous research has shown the effects of physical factors within office space which affect both employees and building users, whether regarding the general satisfaction or work efficiency -- all of which remain crucial factors for relevant design considerations. Such factors include the general atmosphere within the office space, lighting, and light usage, the suitable degree of temperature, air quality, and the colors used for decoration. Research has proven that all of these factors directly influence the satisfaction level of employees (N. Kamarulzaman, 2011). Such factors include lighting used for decoration, working with different ceiling heights which negatively affects working, clarity in the work environment, and also the interrelations among personnel within the workplace (Greg R. Oldham, 1983). The main factors that will most likely affect work behaviors and perception are color tones and decoration lighting. The two factors will dramatically affect the satisfaction level of building users (Nattha, 2016) with regards to the general atmosphere within the office spaces (Nurlelawati, 2011).

3.0 Data Collection and Sample

The data collection for this research was carried out in 2016, from January to April. All relevant data were collected through questionnaires which were sent directly to sampling groups at five automotive business offices which were all multinational companies. The motor vehicle business offices used in this research include the offices of HONDA, MINI, BMW, NISSAN, LEXUS. A total of 161 completed questionnaires was returned. Table 1 shows the specific characteristics of the respondents: male (54.03) and female (45.96). The respondents' ages are 21–30 years old (50.93), 31–40 (32.91) and (16.14) for 41–50 years old. The employment period between 1–5 years is (68.32) on average.

Table 1: Showing Specific Characteristics of Research Sampling Groups

Description	Automotive Office										Total (%)
	HONDA	(%)	MINI	(%)	BMW	(%)	NISSAN	(%)	LEXUS	(%)	
Gender											
• Male	22	71.0	14	42.4	17	53.1	15	45.5	19	51.4	54.03
• Female	9	29.0	19	57.6	15	46.9	18	54.5	13	35.1	45.96
Age											
• 21-30	19	61.3	14	42.4	10	31.3	18	54.5	21	56.9	50.93
• 31-40	8	25.8	15	45.5	9	28.1	11	33.3	10	27.0	32.91
• 41-50	4	12.9	4	12.1	13	40.6	4	12.1	1	2.7	16.14
Time/Year											
• 1-5 years	26	83.9	25	75.8	12	37.5	29	87.9	18	48.6	68.32
• 5-10 years	5	16.1	6	18.2	14	43.8	3	9.1	8	21.6	22.36
• More than 10	-	-	2	6.1	6	18.8	1	3.0	6	16.2	9.31
Responsibility											
• Chief Executive	-	-	-	-	1	3.1	-	-	-	-	0.62
• Head to Division	5	16.1	2	6.1	3	7.4	4	12.1	4	10.8	11.18
• Employees	26	83.9	31	93.9	28	87.5	29	87.9	28	75.7	88.19

(Source: Author)

Between 5–10 years (22.36) and more than a decade (9.31). Regarding work division, 88.19% are at officer levels while 11.18% are at executive levels. Both groups are actual building users. The data collected from the surveys/questionnaires were then compared with the data gathered in another sampling group of design professionals.

4.0 Methodology

This report is part of the full-version research which selects sample groups from 4 different types of businesses from a total eight business groups according to the registration database of The Stock Exchange of Thailand. The business categorization can be compared with the corporate classification in other countries (SET data: 2015).

The four different companies sampled for our research are advertising business, real estate business, automotive business, and banking business. This report is that of the automotive business. The necessary steps taken for this research and the subsequent data collection are as follows.

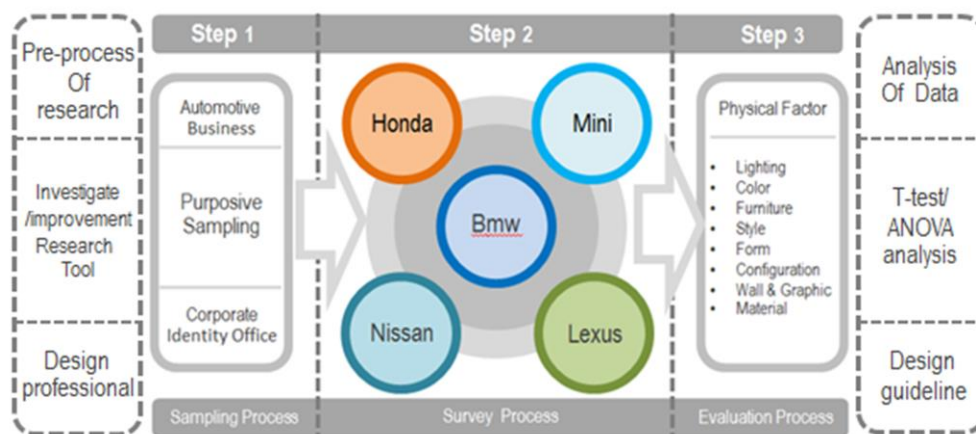


Fig. 1: Research Methodology

(Source: Author)

(1) In the procedure to check the Physical Evaluation Form to ensure the accuracy of the analysis tools on the consistency between variables in the research and questions in the evaluation as well as the understanding of the respondents being evaluated, before implementation, the researcher modified the physical evaluating tool as suggested by the office design experts who used the

concept of Corporate Identity in the organization to develop their evaluation and a group of academic experts specialized in interior architecture to make some improvements for accuracy and consistency with the goals of this research.

(2) Simple Random Sampling Method Figure 1 shows the selection of automotive business from a total of 8 industries, and five automotive business offices resulted from the use of purposive sampling method in selecting sampling groups that are in line with the purposes of this research. The sampling teams selection criteria are as follows (1) The interior of the office must use the concept of corporate identity in its space arrangements and designs (2) The working area must not be smaller than 500 square meters and (3) The office must have no less than 50 full-time workers



Fig. 2: A physical of participant Automotive business group (HONDA)
(Source: Author)

(3) Conduct surveys on the physical conditions inside the selected automotive business offices, including those of HONDA, MINI, BMW, NISSAN, LEXUS. Record the details through taking photos of the environment within the offices for them to be evaluated by design professionals on the perception level, characteristics, and the physical factors that effectively communicate corporate identity. The eight physical factors used in the evaluation include lighting for decoration, colors used for decoration, furniture styles, interior decoration designs, area shapes, space continuity, wall decorations and graphic works and decoration materials. Figure 2-6 show the physical conditions within the offices of the sampling groups in this research.



Fig. 3: A physical of participant Automotive business group (MINI)
(Source: Author)



Fig. 4: A physical of participant Automotive business group (BMW)
(Source: Author)

(4) Proceed with fieldwork surveys and data collection. The sampling teams are 161 full-time employees and 5 Ph.D. level design professionals. The surveys and data collection are achieved through questionnaires on the aggregated assessment of the internal environment of corporate identity and the eight physical factors often used to communicate corporate identity.



Fig 5: A physical of participant Automotive business group (NISSAN)
(Source: Author)

The questionnaire was sent directly to respondents for physical evaluation inside the offices. The deadline for the evaluation and the feedback was within two weeks.

(5) The data was analyzed by SPSS19 program, using the descriptive statistics data to analyze the different demographics from respondents on a 5-level scale (Likert scale), having (1 = lowest and 5 = highest) level for the evaluation of the degree of Identity as a whole and Physical Variable factors that reflected the 8 physical factors of corporate identity as well as the satisfaction and improvement levels in physical offices. For the reliability of the data, it was measured by using Cronbach's Alpha. Any data greater than 0.70 was a reliable and acceptable score level whereas Cronbach's Alpha at each factor, ranging from 0.70 to 0.95, indicated a reliability and consistency of data at a much higher level. Analysis of the experience of variables in this research used statistical T-Test and ANOVA for the Analysis and Summary, recommendations, and setting the level of statistical significance at 95 or 0.05 percent.



Fig. 6: A physical of participant Automotive business group (LEXUS)
(Source: Author)

5.0 Measures

5.1 Independent Variables

This is a measurement of the visible characteristics and the obvious physical factors that communicate corporate identity. The variables used in this evaluation cover all important factors in designing an office by making use of corporate identity to indicate unique character and distinctive management system (Edmund R. Gray & John M. T. Balmer, 1998). The particular characteristics and the unique corporate identity are communicated through colors usage, decoration lighting, furniture styles, interior designs, shapes of internal spaces, area continuity, wall decorations and graphic works as well as decoration material (Thuckavadee, Nopadon, 2010) that can all represent the image of the specific workplace. Also, the tools used also cover the evaluation at a deeper level, i.e. the overall corporate identity within the office of the building users. They affect physical factors on some secondary level as well as the satisfaction level of usage and aspects that are in need for further improvement. The investigation and modification of tools used in fieldwork data collection had been achieved with assistance from university professors with a Ph.D. in designs. The close cooperation helped ascertain the employers' understanding, and ultimately the accuracy of the information obtained.

5.2 Dependent Variables

The dependent variables of the perception level of physical factors that communicate corporate identity within automotive business offices in Bangkok can be divided into the following three areas : (1) The overall assessment of corporate identity level in the office environment, with 3 indicators for detailed evaluation (A) The quality of being outstanding and beautiful (B) The quality of being unique and distinct (C) The quality of being supportive and contributing to the works and business operations. In the (2) area is the evaluation of the eight physical factors that communicate corporate identity which include (A1) Prominence (outstanding) (B1) Clarity for Work Usage (C1) Uniqueness (D1) Corporate Image Continuity (E1) Aesthetics. All of the factors were used to analyze and process the information obtained to estimate the perception level for each physical factors. The (3) area is the evaluation of

satisfaction level and the aspects of physical factors communicating corporate identity that must be improved. The information obtained at this stage will be used to reflect the degree of corporate identity resulted from designs to understand perception variables and how physical factors can denote corporate identity and correspond to the general usage of the building users in the automotive business.

5.3 Credibility Analysis

After data collection, the researchers presented a credibility model for the critical issues of measurement tools and the evaluation of the perception level of physical factors that communicate corporate identity using Cronbach's Alpha Coefficient Method. In Table 2, all coefficients show high scores for each questionnaire topic, when the data are compared between that of building users and design professionals. The scores are shown in 3 parts, with (1) being the evaluation of identity level in the overall physical condition, (0.866) for building users and (0.988) for design professionals

Table 2: The Summary of Credibility Analysis on Research Variables

Measures Item	Participants	
	Building Users	Design Professional
Over all office identity level	0.866	0.988
Physical factor of identity		
• Interior Lighting	0.918	0.984
• Interior Color	0.918	0.984
• Style Furniture	0.926	0.984
• Interior Style	0.929	0.989
• Interior form	0.928	0.989
• Configuration	0.925	0.993
• Wall Decoration & Graphic	0.943	0.966
• Material & Decoration	0.929	0.995
Satisfaction level/8 Factor	0.929	0.992
Adjustment level/8 Factor	0.937	0.992

(Source: Author)

Part (2) is the evaluation of the eight physical factors which signify the corporate identity. As shown in the Table below, the Cronbach's Alpha value is relatively high, at (0.918–0.995) with some differences from factor to factor. For Part (3) which is the satisfaction level of building users on the physical factors, the value is (0.927) for building users and (0.992) for design professionals. As for the areas where further improvement is needed, the value is (0.937) for building users and (0.992) for design professionals. Additionally, the content investigation and the accuracy of the scores evaluation show that the credibility and the understanding of the questionnaire respondents remain in the same direction. The information obtained at this stage will prove essential for the next steps in our research.

6.0 Results and Discussion

6.1 Comparing the Overall Perception Level of Corporate Identity in Offices among the two different groups of Building Users and Design Professionals

Data shows the comparison of the overall perception level of corporate identity among the two diverse groups of building users and design professionals, with questions used as the indicators of corporate identity in the visible environment. The indicators are directed in the following four areas, including, (1) the quality of being outstanding and beautiful (2) the quality of being unique and particular (3) the quality of being supportive and contributing to the works and business operations and (4) the incorporation of corporate identity in office designs using 5 levels rating scale, with a statistical significance value of 0.05.

Table 3: Showing the Overall Perception of Corporate Identity in Office Spaces in Automotive Business Companies.

Dependent variables	Participants					
	Building Users			Design Professional		
	Priority	\bar{x}	SD	\bar{x}	SD	Priority
Over all office Identity level						
• Office space is distinctive and beautiful.	2	3.701	0.705	3.640	0.907	2
• Office space is unique and has the particular model.	3	3.689	0.717	3.520	0.871	3
• Office space, support and promote the work.		3.534	0.758	3.760	0.969	1
• Office space can reflect the identity of the organization.	1	3.801	0.797	3.520	0.962	3
Total		3.681	0.629	3.610	0.857	

(Source: Author)

Data in Table 4 show the scores of the evaluation on the overall perception of corporate identity in the offices among building users, with the highest scores at (3.912) in LEXUS automotive office, whereas at MINI office, the perception score is (3.727) and (3.414) at BMW which is the lowest. On the other hand, for design professionals, the highest score of (4.350) is from MINI office and 2

locations obtained the score of (3.800). These were the HONDA office and LEXUS office. The scores are quite different from that obtained from the evaluation at NISSAN office, which has the lowest score, at (2.450)

Table 4: Showing the Overall Perception of Corporate Identity in the Offices Among Building Users and Designs Professionals

Dependent variables (Over all office identity level)	Participants					
	Building Users			Design Professional		
	Priority	\bar{x}	SD	\bar{x}	SD	Priority
HONDA	3	3.693	0.597	3.800	0.715	2
MINI	2	3.727	0.721	4.350	0.5184	1
BMW	5	3.414	0.442	3.650	0.602	3
NISSAN	4	3.643	0.496	2.450	0.512	4
LEXUS	1	3.912	0.745	3.800	0.737	2

(Source: Author)

The data in-depth investigation on the details and the differences in each physical factor show that the average score for LEXUS office is (3.912) for building users and (3.800) for design professionals. The differences in the score result mostly from the high scores from building users in the use of colors in the interior designs of the office, the usage of decoration colors, furniture styles, and decoration styles. Building users also mostly agreed on other factors including the area shapes and space continuity. For BMW office, the evaluation scores are relatively lower, with only (3.414) among building users and (3.650) among design professionals. They also disagreed on the use of decoration lights, the choice of colors for decoration, decoration styles, as well as the wall decoration and graphic works in general.

6.2 Comparing the Perception Level of Physical Factors that Communicate Corporate Identity of the Organization

From the preliminary building users' data analysis in the evaluation of the physical factors that communicate corporate identity within the five offices, the data in Table 6 shows the average score for each physical factor from the total of 8 elements. The score for each factor seems to correspond with one another. The average score for HONDA is (3.55) and mostly comes from the color uniqueness (3.73), lighting and area continuity (3.67) with the overall design and decoration of the building that strongly contribute to the firm perception of the corporate identity of HONDA. On the other hand, for MINI office, the data table indicates high average scores from the evaluation. The average score is (3.83) with the score for uniqueness in terms of decoration colors at (4.06), interior designs styles (4.00) and the use of interior decoration materials within MINI office at (3.87) -- all of which can very well reflect the strong perception level of the MINI Organization through the three physical factors aforementioned.

Table 5: Showing the Perception of Physical Factors in Automotive Business Among Building Users and Design Professionals.

Dependent variables	Participants					
	Building Users			Design Professional		
	Priority	\bar{x}	SD	\bar{x}	SD	Priority
Physical factor of identity						
• Interior Lighting	3	3.68	.724	3.45	.845	2
• Interior Color	1	3.80	.688	3.58	.989	1
• Style Furniture	6	3.60	.719	3.28	.930	6
• Interior Style	2	3.72	.710	3.35	.915	5
• Interior form	6	3.60	.688	3.40	.970	4
• Configuration	5	3.61	.682	3.41	.969	3
• Wall Decoration & Graphic	7	3.55	.722	3.20	.828	8
• Material & Decoration	4	3.64	.678	3.27	1.01	7

(Source: Author)

Table 6: Showing the Perception of Physical Factors that Communicate Corporate Identity Among Building Users.

Table Automotive Office	Interior Lighting	Interior Color	Style Furniture	Interior Style	Interior form	Configuration	Wall Decoration & Graphic	Material & Decoration	Total (Average)	Priority
HONDA	3.67	3.73	3.43	3.52	3.62	3.67	3.32	3.49	3.556	4
MINI	3.77	4.06	3.69	4.00	3.79	3.72	3.81	3.87	3.838	1
BMW	3.21	3.38	3.33	3.42	3.36	3.38	3.46	3.39	3.366	5
NISSAN	3.60	3.90	3.80	3.79	3.50	3.61	3.58	3.72	3.687	3
LEXUS	4.04	3.83	3.81	3.81	3.72	3.68	3.51	3.70	3.762	2

(Source: Author)

BMW office had an average rating of (3.36), with the highest score of (3.46) in wall decorations and graphic designs and (3.42) in interior design styles. Similarly, NISSAN office had an average rating of (3.68), with the highest score of (3.79) in the area of interior design styles and (3.72) for the use of decoration materials. For LEXUS, the average score was (3.76) with the highest score in interior

lighting (4.04) and (3.83) for the use of colors in interior decoration as well as (3.81) for the overall interior designs and the styles of the furniture used.

Table 7: Showing the Perception of Physical Factors that Communicate Corporate Identity Among Design Professionals.

Table Automotive Office	Interior Lighting	Interior Color	Style Furniture	Interior Style	Interior form	Configuration	Wall Decoration & Graphic	Material & Decoration	Total (Average)	Priority
HONDA	3.84	3.56	3.64	3.40	3.36	3.64	3.08	3.12	3.455	3
MINI	4.16	4.24	3.92	4.28	4.40	4.08	3.92	4.36	4.170	1
BMW	3.48	3.56	3.32	3.32	3.32	3.44	3.32	3.28	3.380	4
NISSAN	2.36	3.08	2.00	2.24	2.28	2.28	2.44	2.16	2.355	5
LEXUS	3.44	3.48	3.52	3.52	3.68	3.64	3.24	3.44	3.495	2

(Source: Author)

The evaluation of design professionals on the perception of the physical factors in 5 automotive business offices that communicate corporate identity is obtained through the photograph-based assessment with photographs from the process of physical surveys and fieldwork data collection. The data obtained show the perception levels of the physical factors that are similar to those of the building users, with some minor differences from office to office. The data from Table 6 shows the evaluation at HONDA office which is relatively outstanding regarding decoration lighting. However, the opinions regarding the furniture styles and area connectivity remain the same at (3.64), with the score for color decoration at (3.56).

Table 8: Showing the Physical Factors that Communicate Corporate Identity in Each Automotive Business Office

Dependent variables	HONDA				MINI			
	Participants				Participants			
	Building Users		Design Professional		Building Users		Design Professional	
	\bar{x}	SD	\bar{x}	SD	\bar{x}	SD	\bar{x}	SD
Physical factor of identity								
• Interior Lighting	3.677	0.599	3.840	0.887	3.775	0.708	4.160	0.477
• Interior Color	3.735	0.703	3.560	0.993	4.066	0.752	4.240	0.712
• Style Furniture	3.438	0.578	3.640	1.143	3.690	0.905	3.920	0.540
• Interior Style	3.529	0.660	3.400	1.058	4.000	0.761	4.280	0.593
• Interior form	3.625	0.658	3.360	0.973	3.793	0.783	4.400	0.616
• Configuration	3.677	0.578	3.640	0.963	3.727	0.748	4.080	0.912
• Wall Decoration & Graphic	3.329	0.578	3.080	0.769	3.812	0.815	3.920	0.769
• Material & Decoration	3.490	0.574	3.120	0.831	3.872	0.724	4.360	0.622
	BMW				NISSAN			
Physical factor of identity								
• Interior Lighting	3.218	0.374	3.480	0.540	3.600	0.827	2.360	0.498
• Interior Color	3.381	0.466	3.560	0.622	3.909	0.644	3.080	1.682
• Style Furniture	3.331	0.470	3.320	0.460	3.806	0.742	2.000	0.469
• Interior Style	3.425	0.497	3.320	0.460	3.793	0.581	2.240	0.589
• Interior form	3.362	0.429	3.320	0.540	3.503	0.626	2.280	0.641
• Configuration	3.381	0.480	3.440	0.654	3.618	0.752	2.280	0.641
• Wall Decoration & Graphic	3.462	0.543	3.320	0.389	3.581	0.721	2.440	0.973
• Material & Decoration	3.393	0.405	3.280	0.576	3.727	0.685	2.160	0.792
	LUXUS							
Physical factor of identity								
• Interior Lighting	4.043	0.755	3.440	0.654				
• Interior Color	3.837	0.666	3.480	0.540				
• Style Furniture	3.724	0.712	3.520	0.609				
• Interior Style	3.816	0.835	3.520	0.576				
• Interior form	3.729	0.811	3.680	0.831				
• Configuration	3.686	0.779	3.640	0.864				
• Wall Decoration & Graphic	3.513	0.825	3.240	0.654				
• Material & Decoration	3.702	0.809	3.440	1.003				

(Source: Author)

The MINI office had the highest average score (4.17) and is rated outstanding by its interior design (4.28), similar scores with that from design professionals regarding color usage for interior decoration (4.24) as well as for decoration lighting (4.16). The information shows the similarities in the perception level of building users and design professionals. On the other hand, BMW office had an average score of (3.38), with (3.56) rated for outstanding quality regarding the colors used for office space decoration. The lighting score for the position was (3.48) and (3.44) for internal area continuity. As for NISSAN office, Overall, the average score was (2.35). After comparing the data of building users, it was found that there are some differences in the scores. More specifically, the NISSAN

office is outstanding in its use of colors for interior decoration, which is (3.08) and wall decorations and graphic works (2.44) as well as the use of lighting for decoration, which is (2.36). And finally, LEXUS office, with the average overall score of (3.49), rated outstanding regarding the shapes of the areas (3.68) and area continuity (3.64), furniture styles and decoration styles (3.52). The more in-depth details of the evaluation and scores for each office are shown in Table 8.

6.3 Comparing the Physical Condition Satisfaction Between Building Users and Design Professionals

Apart from the evaluation of the distinct physical factors used to communicate corporate identity about the perception level of building users within office buildings, the other evaluation factors that must be taken into account is the efficiency enhancement that may affect the general usage of the building among building users. The comparison of the users' satisfaction and the areas where further improvements are needed between building users and design professionals relevant to the automotive industry.

With representatives who are outsiders to the organization and qualified designers from all five automotive business companies. In Figure 7, building users evaluated and rated LEXUS office the lowest in all five offices, with a total score of only (3.59) and (2.84) for further improvement scores. The improvement needed are in the areas of wall decorations and graphic works, with a score of only (3.05). From Figure 7, with design professionals evaluating LEXUS office, the satisfaction rating is (3.57) and (2.10) for things/aspects that must be improved. Improvement is needed in similar areas of wall decorations and graphic artworks, with a score of only (2.60). The data, therefore, corresponds to that of the building users from LEXUS office building.

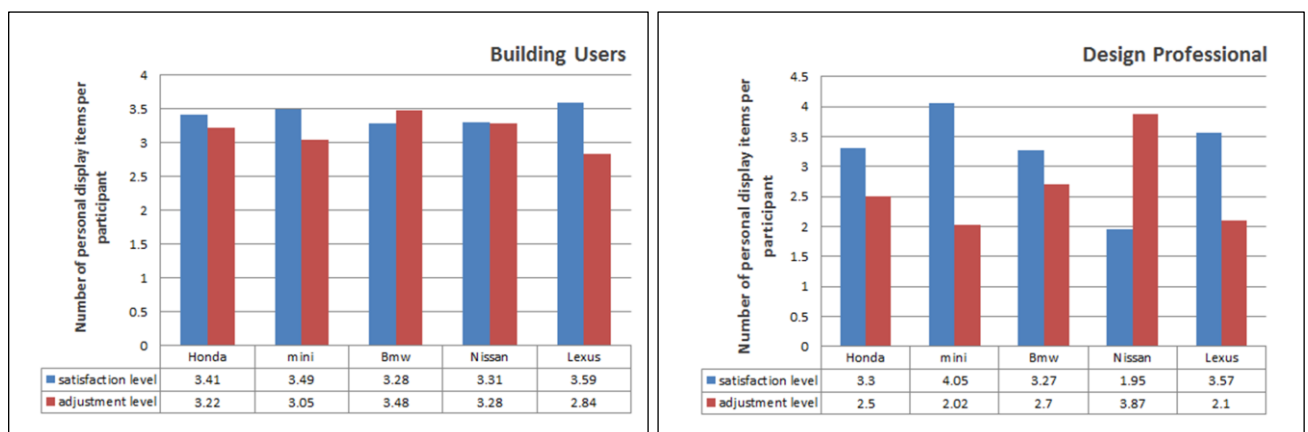


Fig. 7: Satisfaction Level and Areas Where Further Improvements Are Needed, as Suggested by Building Users and Design Professionals. (Source: Author)

From Figure 7 in BMW office, building users evaluated their satisfaction level in relation the physical factors. The score is (3.28). However, regarding the areas in need of physical improvement, the score was (3.48). The data, therefore, indicate the issues/areas where further development are required, including (1) lighting for decoration (2) area continuity (3) usage of decoration materials. At the same time, design professionals evaluated BMW offices and rated their satisfaction level at (3.27). As for the aspects and areas in need of improvement, the score was (2.70). Further improvement is required in 3 areas, including (1) area continuity (3.00) (2) usage of decoration materials (3.00) and (3) wall decorations and graphic artworks (3.00). More accurate data is shown in Table 11.

Table 9: Showing the Satisfaction Level Among Building Users and Design Professionals Pertinent to Automotive Business

Dependent variables	Participants					
	Priority	Building Users			Design Professional	
		\bar{x}	SD	\bar{x}	SD	Priority
Physical factor of identity						
• Interior Lighting	3	3.43	.804	3.52	1.04	2
• Interior Color	2	3.46	.806	3.32	.900	3
• Style Furniture	5	3.40	.809	3.16	.850	6
• Interior Style	1	3.47	.888	3.24	1.051	5
• Interior form	6	3.35	.801	3.28	1.021	4
• Configuration	1	3.47	.766	3.28	1.100	4
• Wall Decoration & Graphic	7	3.33	.858	2.92	.909	1
• Material & Decoration	4	3.42	.834	3.12	1.09	7

(Source: Author)

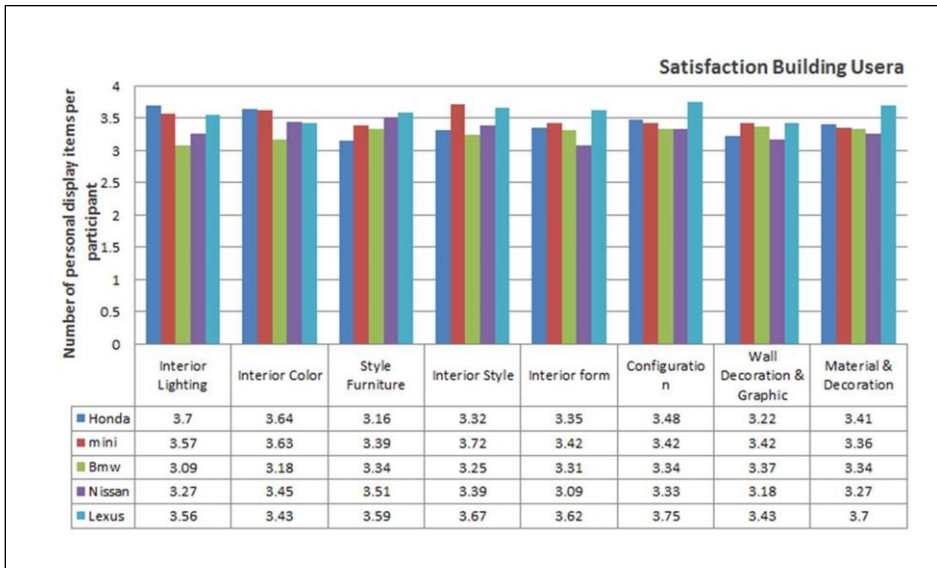


Fig. 8: Data Showing the Comparison of Satisfaction Level on the Physical Condition Among Automotive Business Office/Building Users
(Source: Author)



Fig. 9: Data Showing the Comparison of Satisfaction Level on the Physical Condition Among Automotive Business Design Professionals
(Source: Author)

For design professionals, the MINI office has the highest satisfaction level at (4.05) which is consistent with the lowest score in need for physical improvement (2.02). More specifically, the score for the development required in wall decorations and graphic artworks are only (2.40) while the building users express their satisfaction level on the physical conditions inside MINI office at (3.49) and the need for improvement at only (3.05). Most building users want development in the following areas of (1) area shape (3.21), (2) furniture styles (3.18) and (3) area continuity (3.18). Figure 10 shows the areas in all five offices that were called for physical improvements by both building users and design professionals.

Table 10: Showing the Improvement Needed Pertinent to Automotive Business Among Building Users and Design Professionals

Dependent variables	Participants					
	Building Users			Design Professional		
	Priority	\bar{x}	SD	\bar{x}	SD	Priority
Physical factor of identity						
• Interior Lighting	5	3.20	.949	2.36	1.113	8
• Interior Color	7	3.11	.951	2.60	1.04	5
• Style Furniture	4	3.21	1.002	2.64	1.036	4
• Interior Style	7	3.11	1.036	2.72	1.17	3
• Interior form	2	3.25	.957	2.52	1.15	7
• Configuration	6	3.18	.995	2.56	1.22	6
• Wall Decoration & Graphic	1	3.27	.982	2.92	1.18	1
• Material & Decoration	3	3.22	1.03	2.80	1.25	2

(Source: Author)

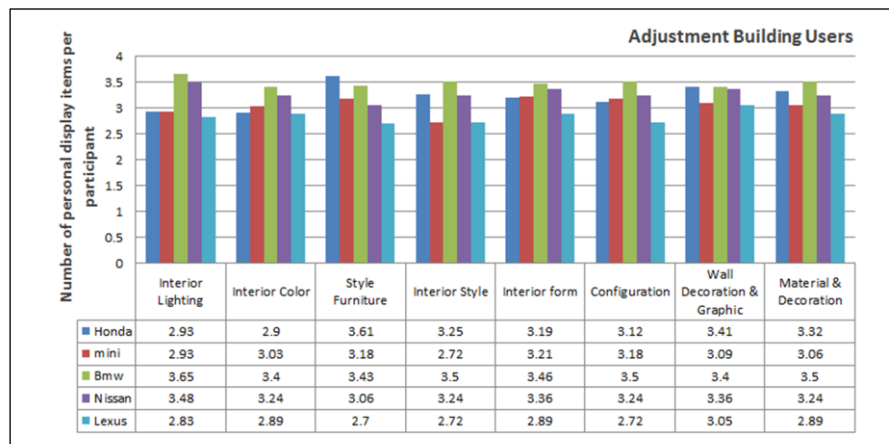


Fig. 10: Data comparison by office on the physical aspects that must be improved, according to building users
(Source: Author)

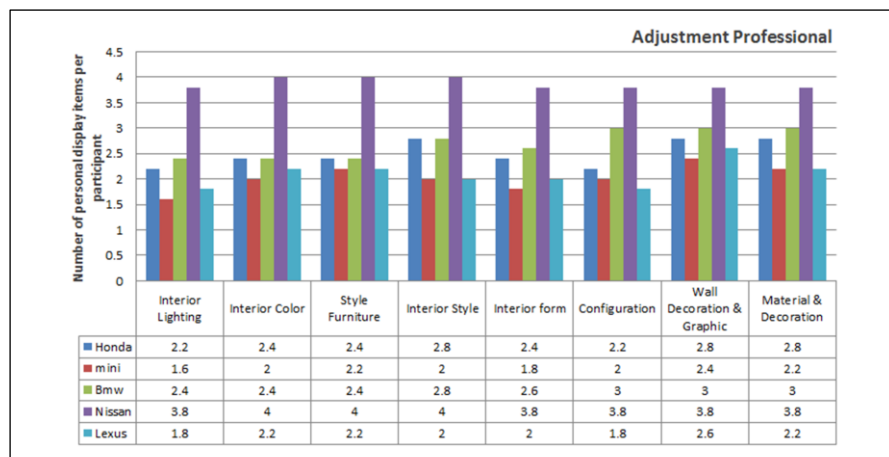


Fig. 11: Data comparison by position on the physical aspects that must be enhanced, according to design professionals
(Source: Author)

NISSAN building has the lowest physical factors satisfaction level, especially regarding its functionality (1.95), according to design professionals. The need for physical improvement was rated at (3.87), and the physical factors in NISSAN office that must be improved are (1) colors used in decoration (4.00) (2) furniture styles (4.00) and (3) decoration styles (4.00) as shown in figure 11. On the other hand, for NISSAN, the building users had a satisfaction level of (3.31) and called for physical improvement (3.28), more specifically in the areas of (1) lighting for decoration (3.48), (2) area shape (3.36), (3) wall decoration and graphic artworks (3.36), (4) colors for decoration (3.24), (5) decoration styles (3.24), (6) area continuity (3.24) and (7) materials usage for interior decoration, as shown in Figure 10.

7.0 Conclusion

The outcome of our data analysis shows the perception level of various physical factors that are crucial to communicating corporate identity within an office among a group of actual building users who work daily with the visible physical factors and a group of design professionals who can offer some design insights and can represent non-members to the organizations with no stake on the surveys and the research conducted.

One observation from our data analysis is that, overall, the preliminary assessments on the corporate identity of all five offices shows notable differences in NISSAN office. Building users rated relatively high corporate identity when compared to design professionals who rate it much lower. Taken all results into consideration, the reasons for the low score come primarily from two factors, namely, colors for interior decoration for building users and furniture styles for design professionals. We may conclude then that the proper dispersion of furniture within working areas can affect the overall communication and representation of corporate identity of an organization

The scoring from the overall evaluation by design professionals and building users at MINI office show that two factors can most affect the perception level and the communicability of corporate identity. The two factors are the usage of decoration materials (rated by both design professionals and building users) and decoration colors. The low scores in furniture styles and the emphasis on functionality for building users may be the reason for negligence on furniture designs and furniture styles. Thus, these two factors will be critical areas for future consideration.

The last part of data collected shows the response to the perception of corporate identity and how it can impact physical factors within an office. Data from all five offices have been analyzed together and show the highest perception level among building users in the areas of (1) Physical factor of the color used for decoration (2) Interior decoration style and (3) Interior decoration materials. As for design professionals, their perception level of the physical factors used to communicate corporate identity is prominent in the areas of (1) decoration colors (2) area continuity and (3) shapes of interior spaces, with the lowest scores rated in wall decorations and graphic artworks for both groups of building users and design professionals.

The data also shows the satisfaction level regarding the functionality of the environment that communicates corporate identity, with the highest level of perception among building users in interior design styles and area continuity and the lowest level of satisfaction on the styles of furniture used. For design professionals, the highest perception level is rated for decoration lighting and the most moderate in wall decorations and graphic artworks. In the areas for further improvements, building users call for physical improvement in decoration colors and interior designs while design professionals call for development in the area of lighting for decoration.

The data shows the importance of design, which will be a decisive factor and an essential reflector for corporate image and identity. What's more, the design must respond to the functionality needs among building users. Some parts of the data collected also show differences in opinions among building users in specific physical factors such as lighting for decoration which can reflect and encourage the aesthetics while retaining the needed functionality among building users or on the use of colors for decoration which can be an indicator and also represent corporate identity. However, difference physical conditions may still affect different levels of identity.

Consequently, those as mentioned above are important factors which can determine the overall designs, decorations and the use of colors or decoration materials. Designers must, therefore, take into account all of the factors discussed, as well as the functionality needs of building users to ensure good designs that are not only aesthetically pleasing but can also effectively communicate the corporate identity. But even more importantly, good designs must incorporate all essential features and translate them into useful functionality.

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