

## Abstract

This research is a critical study of architecture and its role in brand promotion of banking business.

The objectives of this research are:

1. To study the brand-promotion process of banking business.
2. To study the architectural characteristics that enhance brand promotion of banking business.
3. To study the consumer's attitude towards the perception of architectural characteristics in enhancing consumer brand recognition.
4. To propose a proper direction of selecting architectural characteristics to promote a brand of business.

The research is an analysis of the overall physical aspect of the architecture of selected bank compounds, together with detailed analysis of each of the buildings within them. Three banks that are selected for the studies are Bangkok Bank, Thai Farmer Bank, and Sri Ayudhaya Bank. Only the compounds within Bangkok and the surrounding provinces are studied in this research. Sampling groups consist of 400 working-age and regular-income bank customers, who regularly use the services of the three banks.

The result of the research shows that the use of appropriate and carefully designed architectural character plays a prominent role in successful brand promotion of banking business. It is found that most people are able to differentiate and identify different banks through the architectural characteristics of the bank buildings. This creates brand recognition, which is the vital starting point in brand promotion. Brand recognition may be promoted through the uniqueness and high visibility of the buildings, contemporary and international style of the buildings, and finally the uniformity of the architectural characteristics in all branches. Moreover, the research identifies that there are two different levels of the way consumers recognise the brands. Firstly, 'group recognition' which is the way in which normal people remember and categorize items seen. And

secondly, 'selective recognition', which is how returning customers remember specific features of the brands.

In conclusion, building an architectural characteristic that enhances brand promotion of banking business can be achieved through an interpretation the brand's characteristics using physical components. It is recommended to select a proper appearance that responds to the customer group and also to create a meaningful comprehensive language of a recognisable corporate identity. Lastly, creating a new architectural characteristic might be a seminal idea, however, it must be based on the existing identity of the brand to truly develop brand promotion.