

**BRANDING AND COLOUR OF OFFICE INTERIOR ON
STAFF SATISFACTION: A STUDY ON INTERIORS OF
PRIVATE BANKS OF SRI LANKA**

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Degree Master of Science in interior Design

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"Alone we can do so little, together we can do so much."

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ABSTRACT

In today's competitive business world private banks are in competition with both state banks and private banks to acquire higher number of customers and accounts for their own financial growth and stability. In this competition the biggest difference the clients notice is branding. Branding differentiates the otherwise similar services and give them value and emphasize them differently.

Branding was popular mainly among the communication designers and is widely used by them to create more sales propositions. Branding for interiors recently hiked up with the merging of communication design and interior design in the applications of commercial interiors.

Simultaneously, bank office workers spend long hours inside the banks engaged in tedious and monotonous work. They are exposed to all the branding and use of corporate colours that are intended to attract potential customers and retain the existing customers against the rapidly growing competition. The long hours of exposure to these branding and colour in the banking interior, creates effects on the bank staff.

The aim of this research is to identify and analyze how branding and colour in the workplace interior effects on satisfaction of its employees. The effect of branding and colour on the bank staff is an area that is not much researched about and hence there is a huge void for research there. Further intention is to find better practices to implement branding and colour in the bank interior for the benefit of both customers and staff, it will be beneficial for the future of the interior design arena.

Keywords - private banks, bank office Interior, Branding, Colour, Staff Satisfaction

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LIST OF ABBREVIATIONS

Abbreviation	Explanation
ID	Interior Design
ES	Employee Satisfaction

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