

Impact of Colour on Worker Performance and Satisfaction in Sri Lankan Office Buildings with Reference to Bank Buildings in Gampaha District

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Abstract: Colours helps to generate spatial qualities in architecture and affect the psychological and physiological condition of the user. Colours can influence on wellbeing and provide impact on human behaviour. Careful use of colours can create harmonious spaces and change the behaviour of the users positively. colour schemes play important role in office working environments.

Office is a place where, employees spend their majority of time. Banks are a specific office type which deals with money. office environment affects directly, in shaping the day of a person, his moods, performance and satisfaction.

Main objective of this study is to enhance the awareness of designers and facility managers in the banks on the importance of colour schemes to improve bank employee's performance and satisfaction.

Three Sri Lankan office buildings with reference to banks in Gampaha district selected and see how colours have been supportive or less conducive towards, performance and satisfaction and to find out most important colour scheme for the increase performance and satisfaction. Three different bank environments in Gampaha District were selected for this study.45, were employed as participants.

Sample size was selected considering the People who facing directly to the selected colours while working.

Primary data were collected using researcher made questionnaire regarding the factors related to respondent's (A) basic information, (B) comfortability regarding applied colour scheme and its effect on the performance (C) comfortability regarding existing physical environmental factors, (D) colour scheme preferences for the working environment. (E) job satisfaction. Data were analysed descriptively.

Keywords: Gampaha District, Performance, Satisfaction

Introduction

Colours can play an important role in satisfying people. According to the Jalil et al (2011) colours provide important impact for the human lives through psychologically, physiologically, sociologically and physically. Colour affects feel of space, function of the space, activity and colour promotes satisfying human relationship and makes the built environment more comfortable. According to the UK essays (2016) Colours are identified as a powerful force which can be used for motivate, stimulate and control actions of the people. Colours can create environment whether it is joyful one or misery one. Colours play a major role in achieving the required spatial quality. As cited by Dardeer (2017) Bleicher (2005) implies that, in a space, colours affect the occupant's state of mind or mood. Thus, colours can be negatively or positively affected for the comfortability of the users.

colour schemes play important role in office working environments. Office is a place where, employees actively spend their majority of time. different offices that perform different functions and Banks are a specific office type which deals with money. office environment affects directly, in shaping the day of a person, his moods, performance as well as satisfaction. According to the Pacific interiors (2018) colours provide considerable effect for the comfortability inside the space. Comfortability inside the space is a major factor for the workspace satisfaction.

Kamarulzaman (2011) implies that employee satisfaction can be identified as an important factor in the success of an organization and it considered as a key indicator of performance. WBDG Productive Committee (2018) explains Uncomfortable conditions inside the workspaces can decrease the workspace satisfaction, so it can be a reason to decrease the performance in a workspace.

In office environments selection of interior colour is mostly done according to organizational preferences, concept or in relation to logo. User preferences and satisfaction are unconsidered while choosing colours. If inappropriate colours are chosen, for the office interiors occupants might be subject to negative psychological impacts such as tension, depression, anxiety, stress, grief, loneliness, frustration, inefficiency and indolence. Inappropriate usage of colours can contribute to decrease performance and satisfaction in the office environments. So, to overcome this issue facility managers should therefore be advised to improve the surroundings of the office to facilitate psychological needs and comfort of the employees.

In Sri Lankan context, most of banks use their interior colours based on logo colours or organization defined colours for the office interiors without considering comfort of the users. So, it can negatively affect the workers

and resulting unhealthy, lethargic and restless office environments. Therefore, the study intends to explore whether we can improve the performance and satisfaction of the bank employees, by providing their perceived colour scheme.

Main objective of this study is to enhance the awareness of designers and facility managers in the banks on the importance of colour schemes to improve bank employee's performance and satisfaction. My secondary objective is to find out whether colour scheme inside the bank building, affects employee's performance and satisfaction in Gampaha district, Sri Lanka. As tertiary objective, my attempt would be to look at Sri Lankan office buildings with special reference to banks in Gampaha district and see how the colours have been supportive or less conducive towards their performance and satisfaction and to find out most important colour scheme for the increase performance and satisfaction inside a bank.

Colours can generate emotional impacts, health impacts, physical impacts, psychological impacts etc on user. This Study focuses only colours and its impact on performance and satisfaction of bank workers. The study is limited to contemporary architect designed bank interiors in Sri Lankan context, Gampaha district. Study conducted in three sub branches and it was unable to find out same working caliber large sample within the bank. Study conducted giving special reference to environmental factors which are affecting for the performance and satisfaction. Study carried out selecting only three case studies. Questionnaire helps to find out bank worker's perceive level of performances and satisfaction

Three different bank environments located in Gampaha District were selected for this study. A total of 45 individuals (15 from each bank) from different age groups were employed as participants among the people who work in

the three banks. Sample size was selected considering the People who facing directly to the selected colours while working. (Sampath bank -orange, union bank – blue, National Savings Bank (NSB) bank – grey).

Primary data were collected using researcher made questionnaire regarding the factors affecting for the performance and satisfaction in a workspace as mentioned below.

01. Ambient conditions (quality of lighting, temperature, noise level, air quality),
02. Physical characteristics of the workstation (colour, amount of floor space, quality of equipment and furniture),
03. Workspaces (differentiation between different organizational spaces and the place which is occupied by each person),
04. Office layout (disposition of space and equipment-telephone, fax, email)
05. Building layout (separation and differentiation of work units, localization of organizations different departments).”

These are number of factors that affect for performance and satisfaction of users in office environment. Out of them the study focuses on one factor which is colour of particular working environment.

questionnaire consist with 5 main parts and, (A) respondent’s basic information, (B) respondent’s comfortability regarding applied colour scheme and its effect on the performance (C) respondent’s comfortability regarding existing physical environmental factors, (D) respondent’s colour scheme preferences for the working environment. (E) respondent’s job satisfaction. Data were analysed descriptively.

Methodology/ Experimental Design

Two private banks and one state bank in Gampaha District were used as case studies namely Sampath bank, Union bank and NSB

bank. A total of 45 individuals (15 from each bank) from different age groups were employed as participants among the people who work in the three banks. Sample size was selected considering the People who facing directly to the selected colours while working. (Sampath bank -orange, union bank – blue, NSB bank – grey). Collected data were analysed descriptively.

Results and Discussion

The data which were collected through researcher made questionnaires were summarized using graphs.

Satisfaction With The Applied Colour Scheme

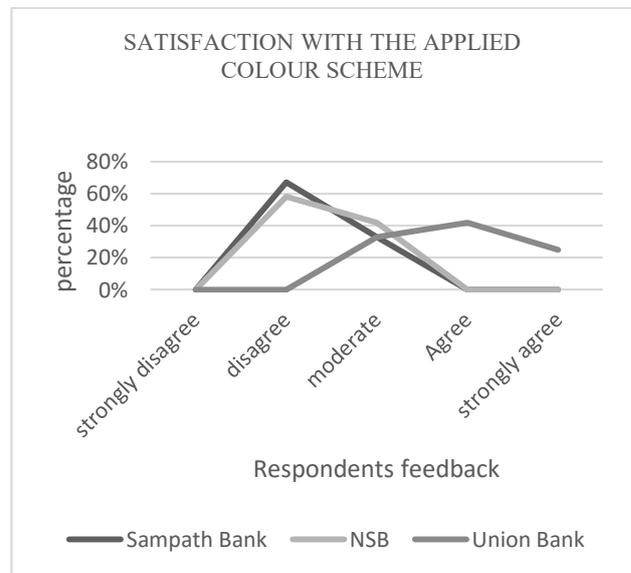


Figure 1. Satisfaction with the applied colour scheme

Analysing the results, most of the employees in Sampath bank and NSB are unsatisfied with the available colour scheme. Most of the union bank employees are satisfied with the colour scheme applied. So, Employees perceived satisfaction for blue is higher than orange and grey colours.

Effect of Applied Colour Scheme For The Performance

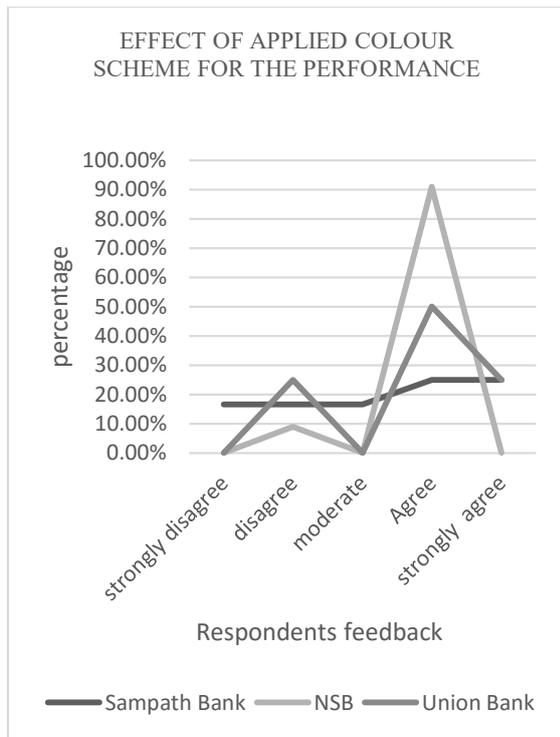


Figure 2. Effect of applied colour scheme for the performance

According to the results, most of the employees in all three banks provided agreement or strongly agreement for the given statement. This means that the workers are aware of the importance of the colour scheme towards their work performance. This results tally with the previous studies conducted by fisher (1997), which reveals applied colours in the workspace affect the worker performance.

Feeling About Applied Colour

Range Between Very Sad To Very Happy

Figure 3 shows that most of the employees in Union bank happy with the colour scheme (blue) inside. Followed by Sampath bank(orange) and NSB (grey).

Range Between Very Boring To Very Exciting

Analysing the results in figure 3, it is clear to see NSB respondents perceive, they feel boring and very boring compared to other two bank employees. NSB employees work with grey based environment and this result is matched with

the TMD studio (2017) findings which explains grey provide boring feelings to occupants.

Range Between Very Deactivating To Very Energizing

According to the figure 3 results, it is clear to see NSB respondents perceive, they are less energized compared to other two bank employees. Also, NSB employees are more deactivated compared to other two banks. NSB employees work with grey based environment and this result matched with Adams (1973) in literature review which explains grey as a deactivating colour.

Range Between Very Distracting To Very Concentrating

Considering the figure 3 results most of the employees in NSB bank feel their colour scheme is distracting compared to other two banks. These results match with Kuller et.al (2007) in literature review, which says grey colour happens to decrease the concentration of the occupants. Most of the employees in Sampath bank feel distracting compared to other bank employees. This results match with the findings of Wexner (1954) which identified orange as disturbing colour.

Ability To Finish Work Within Given Time

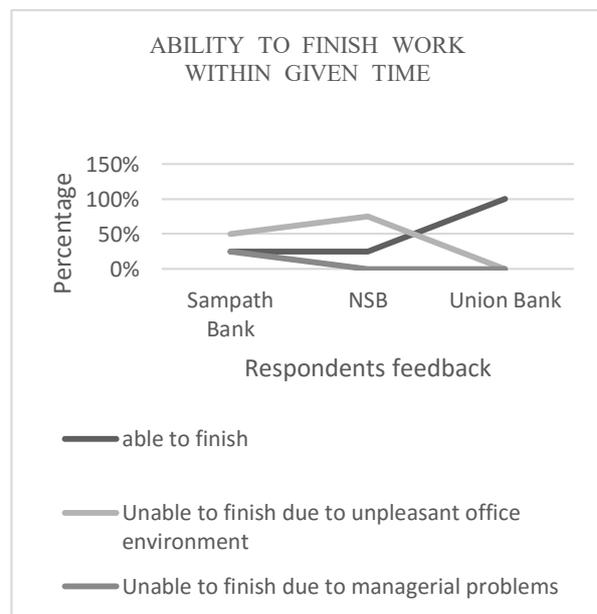


Figure 4. Ability to finish work within given time

(75%) of Sampath bank workers are unable to finish the work within given time due to

unpleasant work environment and managerial problems respectively. (75%) employees in the NSB bank are unable to finish the work during the given time due to unpleasant office environment. 100% of the employees inside Union bank are able to finish their work during the given time. According to the results it is clear that union bank employees perform well compared to NSB and Union bank.

Satisfaction With The Ambient Conditions

According to the figure 5 most of the employees are satisfied about ambient conditions inside their banks.

Satisfaction With The Physical Characteristics Of The Workstation

Figure 6 shows that most of the employees are satisfied about physical characteristics of the workstations inside their banks. Satisfaction With The Workspaces

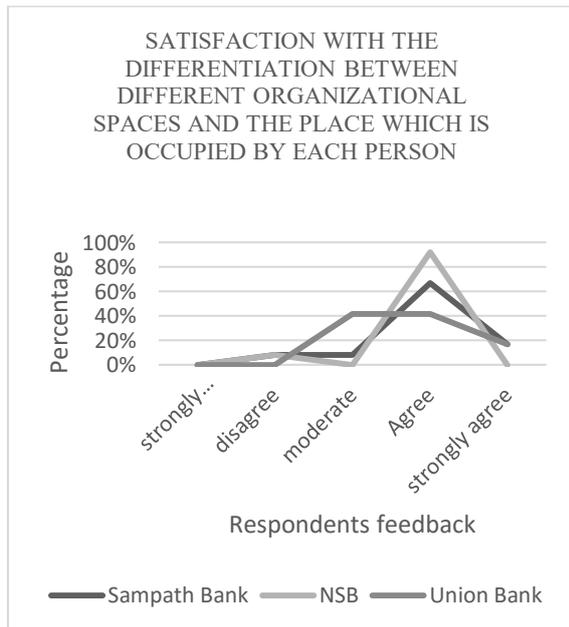


Figure 7. Satisfaction with the workspaces

According to the figure 7 most of the employees are satisfied about workspaces inside their banks.

Satisfaction With The Office Layout

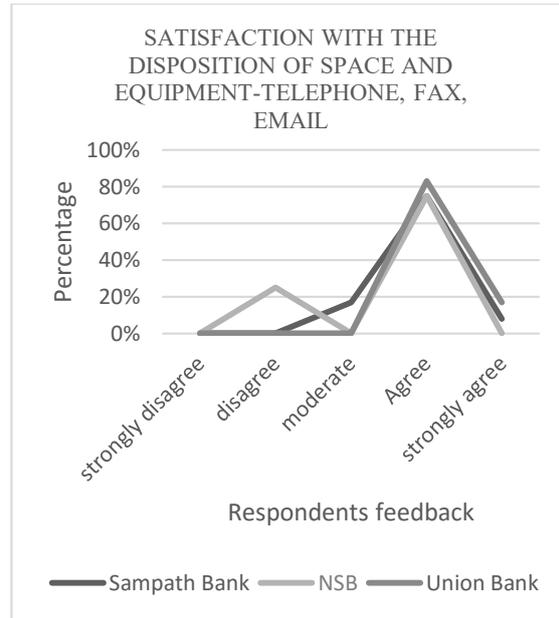


Figure 8. Satisfaction with the office layout

Figure 8 shows that, most of the employees are satisfied about the office layout inside their banks.

Satisfaction With The Building Layout

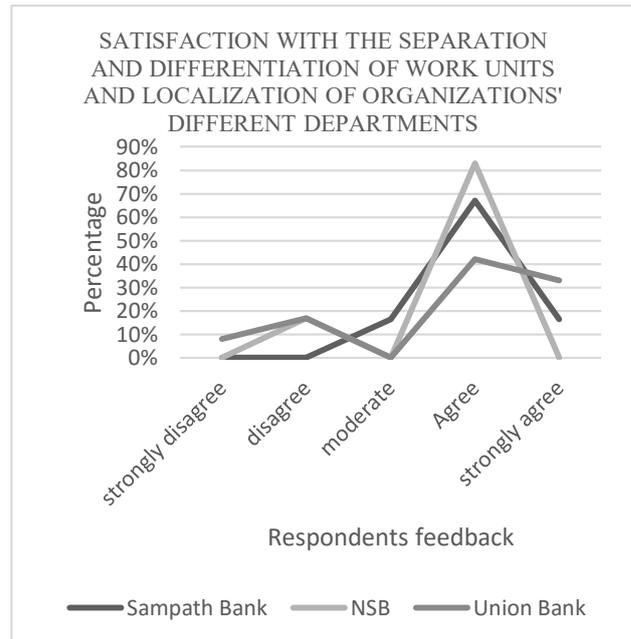


Figure 9. Satisfaction with the building layout

Figure 9 shows that most of the employees are satisfied about the building layout inside their banks.

Favourite Colour Scheme For Office Environment

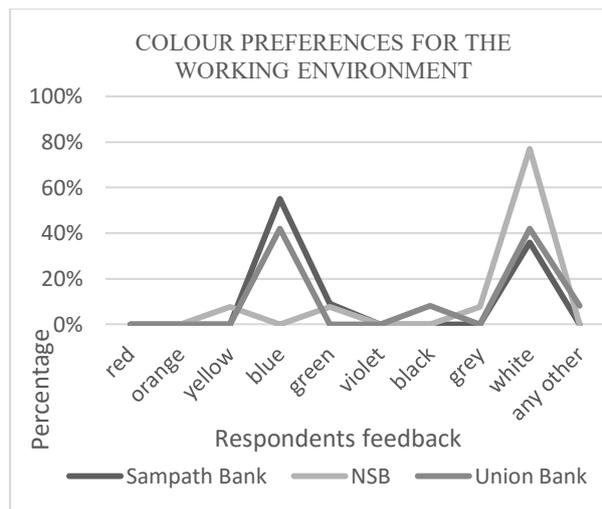


Figure 10. Favourite colour scheme for office environment

Union bank employees equally prefer blue and white for their working environment. They are currently working with their preferred colours for work. Results clearly show that the favourite colour preference for the working environment for most of the respondents is White; this finding is not tallying with brill.et al (1985) findings from the literature review, which stated that blue is the most preferred colour for the working environment. This finding completely deviates from the findings which are established in the western countries. These findings match with satio (1996) findings as the literature review says most of the Asians prefer white colour for their working environment

Respondent’s Job Satisfaction

According to the figure 11 results most of the employees are happy and very happy about level of work fairness, enjoying their jobs, having good relations among each other and they think every employee in the bank is treated equally. Considering the results of the Job satisfaction questions, it seems that most of the employees in all three banks are satisfied with their jobs.

Conclusion

According to the results it is clear that most of the employees’ performance of the Sampath bank and NSB is less, compared to the

employee’s performance in Union bank. As perceived by the employees it is mostly because of the unpleasant environmental condition.

Managers responses for the given questionnaire also proved the same order of performance. (Highest performance is recorded for union bank, secondly Sampath bank and least in NSB respectively.)

When considering the section C results, it is proved most of the employees in all three banks are satisfied with the environmental factors inside their offices including lighting level, temperature, noise level, air quality, floor space, quality of equipment and furniture, differentiation between different organizational spaces and place which is occupied by each person, disposition of space and equipment-telephone, fax, email, separation and differentiation of work units, localization of organizations’ different departments.

So, according to the section B results NSB and Sampath bank employees said they are unable to finish their work due to unpleasant environmental condition and when considering section C, most of them are satisfied with the working environment conditions.

According to the results of the satisfaction with applied colour scheme, Union bank

most of employees are satisfied with it and other two banks are not. So, employees

perceived satisfaction for blue is higher than orange and grey. This finding again is

proved by managers’ answers for the given questions. Union bank manager is

satisfied about the colour scheme inside and other two managers are little unsatisfied.

According to the analysis, most of the employees prefer white as their favourite colour for working environment. This finding deviates from the previous studies which are

conducted in western countries. In the western countries most of them prefer blue colour as their first choice for the working environment. Thus, results match with Satio (1996) findings which says most of the people in Asian countries prefer white for their working environment

The analysis revealed the following findings.

Union bank employees equally prefer blue and white as their highest favourite colours for the working environment and union bank employees are working under their preferred colours.

Perceived performance is high in Union bank

Perceived Satisfaction is high in Union bank

So, the research question was Can we improve the performance and satisfaction of the bank employees, by providing their perceived colour scheme?

It is proven that organization can improve the employee performance and satisfaction by providing them, their perceived colour scheme.

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