

To Study the Importance of Uniform in Corporate World

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Abstract: *Uniforms, be in corporate or industrial, are strengthening the structures of any organization in today's society. The importance of wearing uniforms at work is not limited to just creating brand awareness, but can also be functional like in the case of industrial workwear or be worn as a matter of pride like in the military. Within a manufacturing industry mainstay in today's world, they serve a larger purpose than being a brand identity by providing production, maintaining safety, security, and other functionality. Earlier, during the industrial revolution, employees and managers were made to wear uniforms to distinguish them between their ranks and roles. This report highlights the importance of uniforms in corporate world. As work uniforms promote a sense of team spirit and a sense of belonging. This, in turn, can improve worker productivity. Employee benefit. Employer provided uniforms save employees money, and when provided as part of a Rental Program, eliminate employee laundering time and expense.*

Keywords: Uniform Corporate World

I. INTRODUCTION

Numerous companies consider wearing work uniforms to be important as they help in establishing good impression about the company in the mind of the consumer. Moreover, it exhibits company's professionalism. Wearing corporate uniforms helps the consumers in distinguishing the employees from other people. Employees' appearance plays a vital role in creating a positive impression on the customer and thereby projecting the corporate image. There are numerous professions that have work uniforms. The professions include military soldiers, police, defense forces, pilots, flight attendants, nurses and doctors, security guards, etc. Work uniforms represent team spirit. The dress code creates the discipline for all employees.

Moreover, if the company has a dress code to follow then in that case proper discipline is maintained and thus employees act and behave in a conserved manner. The employees conduct themselves appropriately. However, it is imperative that before selecting the uniforms ensure that they are comfortable as then only you can perform your tasks in the office hassle free. While selecting ensure that the length of the business shirt and skirt are not too short and at the same time are not too revealing. Similarly, also take care of the heels and the office shoes to be worn in the office with the uniform. So, it is important to look for all these things while selecting the corporate work uniforms. While buying always keep in mind that the professional business clothing determines the positive image of the company rightfully. Keep in mind the colors, comfort, style and quality. Also make sure that the business clothing that you have opted matches your business brand. Also take into account your size while selecting as too big or too small or tight fitting or loose-fitting T-shirt, pants, skirts, etc. can later create inconvenience. And moreover, inappropriate clothing spoils your image.

II. REVIEW OF LITERATURE

Hospitality services are characterized by numerous aspects of service production and service marketing : Intangibility of services and the associated quality uncertainty of customers; simultaneity of production and consumption of services; non-storability of services and the labor intensity of services production are also mentioned. The main stakeholders who primarily manage and stage the service encounter phase are the contact personnel and customers, but also the service

organization itself. At a strategic level, Heide, et al., Gronhaug, et al., and Miller suggested that service management needs to create a desirable atmosphere within the tangible service encounter variables (e.g., restaurant environment) to optimize social interactions. Earlier Gardner, et al., highlighted that the style of uniform and colors are important aspects when setting up the stage for 'theatrical food service encounters. Employee uniforms are recognized as an important tangible service aspect and can also reduce uncertainty for consumers as uniforms can inform customers about service contact job sphere

III. OBJECTIVES

1. To study the requirement of uniform.
2. To study the advantages of formal appearance
3. To study how uniform denotes professionalism
4. To study how uniform affect the workplace
5. Analyze the existence of uniform in corporate world
6. Influence of wearing and not wearing uniform

IV. RESEARCH METHODOLOGY

The current analysis is based solely on secondary information that was gathered from a variety of periodicals, books & blogs related to uniform and formal attire.

The purpose of the study is to investigate how different styles of employee uniforms affect customers' perceptions of the hotel image and employees' self-perceptions. The results of the study indicated a significant relationship between uniforms and employees' job performance. Significance also existed between employees' job satisfaction and styles of uniform. A significant relationship between styles of uniform and customers' perception of employee performance was found as well.

V. ANALYSIS OF INTERPRETATION

Based on Bourdieu's theory of practice, power is unequally distributed among social actors (Navarro, 2006). A considerable number of scholars has concluded that uniform's function as a sort of capital constructs symbolic communication and underpins hierarchy (Aggleton and Whitty, 1985; Archer, Hollingworth & Halsall 2007; Hertz, 2015; Horvat & Antonio, 1999; Lovett, 2013; Michelman, 1997; Raby, 2005). These perceptions are similar to the research finding: the uniform of manufacturing sector in Thailand's context produces symbolic communication and sustains hierarchy.

Themes	Subthemes
The uniform as the representation of power relations	Symbolic communication
The influence of the dress code on student's	Hierarchical empowerment
Personal development Illusion of uniformity	Suppression of individuality
Limiting gender acceptance	Not promoting life goals

Table 1: Themes and subthemes regarding the student uniforms at Thai industries

The Uniform as the Representation of Power Relations

In terms of power relations, uniform functions as symbolic communication and plays an important role in hierarchical empowerment.

Symbolic Communication

The uniform provides symbolic communication among different groups of social actors inside and outside the university. The symbolic communication consists of two categories namely social class and economic capital i.e., prosperity. In terms of social class, the uniform is a cultural representation of a certain group of people belonging together. Hence the students have positive views toward the university uniform because it is a symbol of their group and the unity shows that they are members of a manufacturing industry.

VI. SCOPE OF THE STUDY

The purpose of the study is to investigate how different styles of employee uniforms affect customers' perceptions of the hotel image and employees' self-perceptions. The results of the study indicated a significant relationship between uniforms and employees' job performance. Significance also existed between employees' job satisfaction and styles of uniform. A significant relationship between styles of uniform and customers' perception of employee performance was found as well. The scope of the study is limited to secondary data and there is no utilization of primary data in it.

VII. FINDINGS

A significant relationship between uniforms and employee perceptions, of job performance. Significance also existed between employee's job satisfaction and styles of uniforms.

Their findings were as follows: Uniforms affect customer perceptions of a hotels image and may affect a hotels long term business profit. Employees felt that their credibility and professionalism increased when they wore formal uniforms, and thus confidence increased when interacting with customers. The recommendations made following the study were as follows:

1. Formal style uniforms should be required by hotels to increase employee's job performance.
1. Uniforms should be considered an element affecting employees' satisfaction and job performance, and,
2. Formal style uniforms should be required by hotels that want high end service for their clients. (Ltd, 2014)

VIII. CONCLUSION

Uniforms are a great team-building resource for your staff, and they can improve overall customer service as well as brand awareness. Company uniforms make it easy for buyers to locate employees in a crowd, cutting down on response time. Uniforms also benefit client satisfaction by extending awareness of your company both during and outside of work hours. Employees who wear uniforms with a company's logo and colors allow your business to become instantly recognizable by local customers.

There are also many benefits for employees who wear uniforms. Company-issued clothing, like hard hats or non-slip shoes, protects workers from injuries on the job. Best of all, uniforms cut down on the amount of work clothing that an employee must purchase, lowering yearly expenditures.

REFERENCES

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