

# **The Impact of Workplace Attire On Employees' Efficiency In The Service Industry**

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## **Abstract**

The purpose of the study was to see how workplace clothing affects employee efficiency in the service business. On the subject of organizational work clothing and staff efficiency, the review revealed that workplace attire and garbs played a role in the organization's amazing ability. The respondents agreed that employees' appearance and wardrobe influenced clients' perceptions of them, and that workplace attire was essential across all industries, particularly the service industry. In terms of organizational work clothing inspiration and employee efficiency, many respondents believed that the type of outfit worn had a moderate impact on employee efficiency, with a small percentage indicating that attire had a significant impact. The Serena Group of Hotels provides exceptional garbs to all Serena outlets around the country, according to the evaluation, which exposed organizational work dress culture and staff productivity. In addition, the hotel's organizational culture took into account employees' religious and ethnic backgrounds, resulting in costumes that met those needs.

**Keywords:** Workplace attire, Employees, Service industry, Organizational work.

## **1. Introduction**

The modern world has seen rapid advancement, improvement, and achievement in a variety of fields (Webb, 2014). This rapid growth has prompted new considerations in everyday life, increasing the complexity of how organizations think, choose, and act. The peculiarity known as workplace clothing is one of the characteristics of this new environment. Employees' workplace clothing codes vary widely over the world, almost as much as the employees themselves. This has given the impression that the board of directors in the service industry wants to keep the business competitive. The title of the board, Impression, references to people's attempts to control how they are perceived by others. Individuals' perceptions are influenced by how they are viewed, appraised, and treated, which in turn determines how they see themselves. Individuals will generally act in precise ways to produce specific impressions along these lines.

What one wears to work has a significant impact on how one operates in a work-related environment. Workplace apparel serves as an image and conveys significance to others, influencing their reactions to the wearer (Ziller, 2009). The images include uniforms that convey a corporate image, ensuring that clients can be identified without a doubt. For example, medical care personnel may not be permitted to wear jewels when working with patients for security reasons, and certain apparel may not be approved in industrial facilities while operating machinery.

The Serena Group of inns, which trades under the well-known brand Serena, provides clients with a prominent item that meets the most stringent industry-norms in terms of convenience, service, and conveniences (TPS, 2013). Every one of its inns, cottages, and resorts has unique designs that combine local designs and materials with the standards expected of world-class hospitality establishments. The

Hotel Chain has become well-known for the excellent service it provides to its numerous consumers in various parts of East Africa in terms of incentives and convenience.

The Serena Group of Hotels has made measures to control dress codes in order to reap the benefits of a well-dressed workforce. In any case, creating compelling wardrobe requirements might be risky. Employees occasionally challenge clothing laws, and in some circumstances, clothing regulations inflexibly associate more traditional dress with increased extraordinary talent 4 2014 (Pfeffer). Nairobi Serena Hotel is striving to strike a balance between efficiency and getting their workers pumped up for work by providing adjustable formal and casual dress codes to provide a modern work atmosphere and boost efficiency. Guests staying at Nairobi Serena Hotel tend to have unique needs and desires for excellent service at this time. The lodging industry has become more competitive, and owner and manager satisfaction is the most important factor for innkeepers and managers who are competing against a large number of other inns (Serena Hotels, 2014).

## **2. Literature Review**

Critical investigations and writing on working clothing are audited in this audit. Organizational work attire image, organizational work attire inspiration, and organizational work attire culture are some of the influencing factors. It compiled information from a variety of scientists who have specialized in the topic. The current writing's hypothetical and experimental audits were both covered in the poll. The hypothetical survey aids comprehension of the flow of information collection on the exploration issue, whereas the precise audit aids comprehension of what other connected investigations have discovered and proposed.

### **2.1. Organizational Work Attire Image and Employees' Productivity:**

Nisbett and Ross (1993) proposed the deduction hypothesis, which states that humans are natural researchers who use mental intuition to derive conclusions about an item from environmental clues. The major devices humans employ to make inductions are knowledge structures and critical heuristics.

Worker attire reflects the company's image and the employees' roles inside the company. Previous research has also supported the notion that people dress to project a certain image in the job. Gummato (2011) discovered that professional apparel serves as an image to others and influences their reactions to the wearer. Card (2012) investigated the concepts of control and confidence in the workplace and discovered a clear link between these two qualities and a desire to dress professionally. Hubbard (2012) focused on spotters and their positive or negative perceptions of interviewees' expert attire. In execution surveys, Hustled (2012) investigated managers' perspectives on staff.

### **2.2. Organizational Work Attire Motivation and Employees' Productivity:**

The Herzberg two-factor hypothesis was developed by Herzberg in 1988. According to Herzberg, certain components known as inspirations will frequently lead to professional contentment, while others known as cleanliness factors would lead to disappointment most of the time (Goby, 2011). Persuasive aspects, according to Herzberg, result in good fulfillment and motivate employees to improve their efficiency in areas other than the work itself. In this way, chiefs should ensure that their personnel are stirred by high pay, a pleasant working environment, and appropriate work gear, all of which will result in amazing efficiency, causing them to feel the weight of their work (Kwon, 2006).

In the service industry, the sales representative has a significant impact on customers since they build loyalty based on the salesman's efficiency and traits such as mindfulness, mastery, amicability, and appearance (Michaela et al., 2012). In their showcasing blend rates, Rao and Dewar (2012) discovered that a modern firm valued the sales rep's capacity multiple times more than advertising. Supporting the

importance of salesman clothes, Cox (2012) reasoned that a sales representative's strategic moves play a 15 significant role when the buyer appreciates the sales rep clothing regulation.

### **2.3. Organizational Work Attire Culture and Employees' Productivity:**

In the 1960s, Vroom proposed the Expectancy Hypothesis (Moral, 2008). The idea states that an individual's behavior is framed by their abstract discernment. Vroom focused on the three elements that influence anticipation. These are the depths to which the individual has realized that a given demonstration will produce a specific consequence. Vroom explains how anticipation, instrumentality, and valence come together to form a main thrust culture that persuades people to reach a certain level of execution and efficiency (Hales, 2013).

All organizations have societies, although some appear to be more anchored and well-established than others. Solid culture is a conscious set of beliefs, assumptions, attitudes, and behaviors shared by the majority of members of the organization. While strong culture can be considered to inspire inspiration, responsibility, personality, and fortitude, all of which function with coordination and interior joining, Koch an et al., (2011) points out that cultures that lead to control and co-optation are problematic. Because today's organizations are characterized by a diverse workforce (on the inside) and a rapidly changing external environment, they require firm yet adaptable recommendations for specific standards of conduct and standards that may not have existed previously (Phaedra, 2010).

According to Cox (2012), trendy attire gave the appearance of greater friendliness than unfashionable clothing. Apparel popularity 22 was also a variable in relational distance, according to Workman (1987). A person dressed in a stylish outfit made more solid connections with people than someone dressed in shabby clothing. The wearer may be perceived as different if the dress worn does not reflect the organization's organizational culture. Crane, Hamilton, and Wilson (2012) demonstrated that the organizational culture of a friendly partnership, such as an organization, can be influenced by a specific clothing policy. Peak (1986) investigated how perceivers of an individual wearing moderate, difficult, easygoing, or dressy styles framed perceptions of individual traits in Burundi.

### **3. Impact of Workplace Attire on Employees' Productivity**

Employees should dress to reflect their level of involvement and position in the firm hierarchy, according to Money Street culture. Kevin Rose discusses how the dress regulation of newly confronted recruits determines how quickly they climb the stepping stool in his book *Young Money: Inside the Hidden World of Wall Street's Post-Crash Recruits*. The custom of wearing fitted suits has a greater significance for venture investors than in other areas of specialty. According to the International Finance Institute, the occupation entails an unique societal status and order, thus it's critical that the dress code reflects the expectations for clients, companions, and employers.

Nonetheless, Wall Street is progressively adopting the "business casual" attire regulation, thanks to Silicon Valley's push. According to a recent announcement, JPMorgan Chase, the nation's largest investment bank, has enabled its employees to wear casual business clothing when appropriate or in light of the nature of the job at hand. When a worker is supposed to meet a client, for example, they should dress to match the client's expectations.

Various Wall Street corporations have adopted a less traditional dress code, with the traditional formal uniform losing its particular attraction. According to a study by the Society for Human Resource Management, 62 percent of firms in the United States allow casual attire at least once a week, and 36 percent allow it on a regular basis. Even in the most traditional organizations, the transition is visible in all

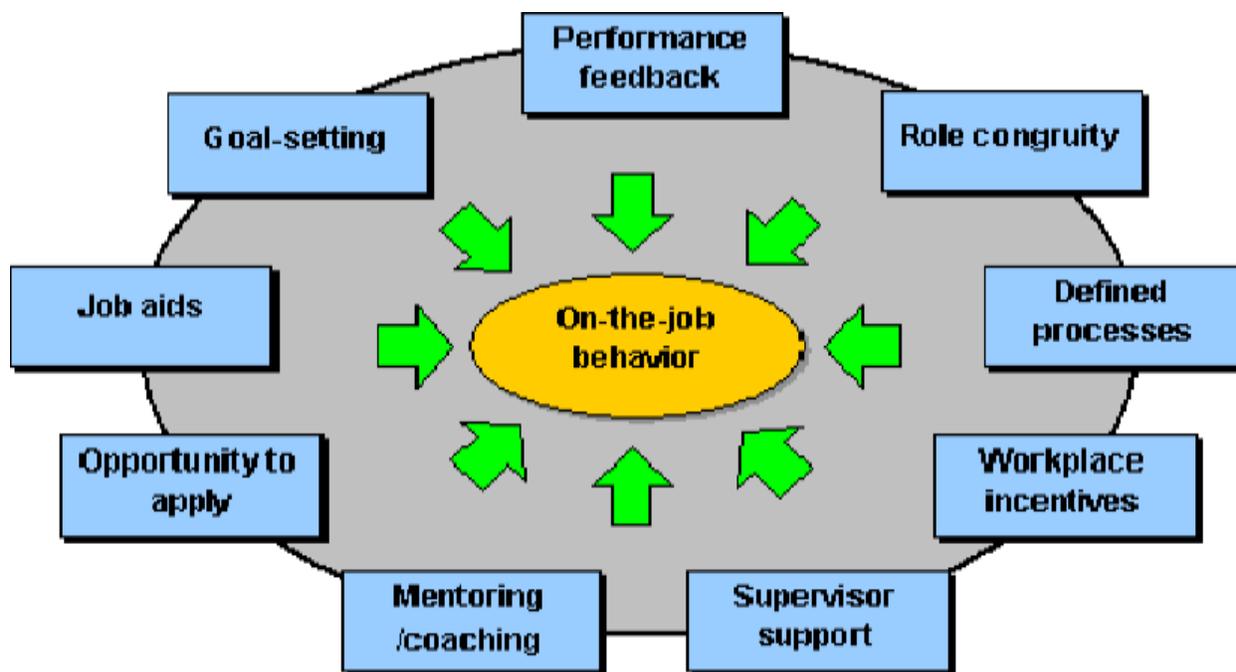
areas. Large corporations, such as PricewaterhouseCoopers, allow employees to wear whatever they want as long as it reflects their work.

While a company's liberal attitude toward working clothes may be perceived as a way of keeping up with the times, it has sparked a heated debate about what the clothing standard means for an organization's efficiency.

According to research, 61 percent of employees are more useful when the clothing standard is relaxed, and 80 percent of persons who operate in a climate with a clothes standard stated that they don't think they are valued," Rollins continues. Those are some truly amazing insights.

- **Guidelines for the Company**

1. Take note of employee preferences before implementing a new dress regulation to better estimate the influence on staff attitudes and behavior.
2. Make adjustments to the dress code rules as painless as possible. Making a substantial change too soon may have a detrimental impact on employee productivity, performance, and budget (Peluchette & Karl, 2007).
3. Establish a set of clearly defined criteria for workplace clothing dos and don'ts (Reddick, 2007).
4. Make sure staff understands the consequences of not following the policy.
5. Be receptive to employee criticism and able to explain why policy adjustments are necessary.
6. Make certain that all employees who may be affected by the policy are informed of the new expectations. E-mail, a large group gathering, or an updated staff handbook are the most convenient methods.



**Figure: 1.** Impact of workplace quality on Employee’s productivity

#### 4. Conclusion

Based on these findings, the review concludes that workplace dress ensures a more formed 55 association picture, which in turn affects representative efficiency in the service business. According to Nairobi Serena Hotel's findings, worker attire is designed to help with the hotel's image. The management acknowledges that ensembles provide a long-term net benefit to the inn.

Employees are assumed to be the most basic aspect of the inn since they come into intimate touch with tourists and are charged with the responsibility of service delivery, according to the evaluation. As a result, employees should be motivated to improve efficiency. The findings of the study suggest that outfit adaptability aided in the development of staff confidence, which ensures representative inspiration.

The concentrate also assumes that, although being the least powerful source of efficiency, culture has a significant impact on efficiency. Work dress, according to the study, became a more engaging advertising tool that also established an organization culture that exhibits exceptional skill. The accommodation staff's uniform adapts to the general Serena culture as well as the Kenyan market specialty. The inn's association culture takes into account the religions and ethnic cultures of its employees, and appropriately provides clothing that meets those needs.

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