

**ROLES OF DRESSING OF WORKERS IN
PROMOTING THE IMAGE OF AN
ORGANIZATION**

BY

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ND/23/OTM/FT/0040

**A RESEARCH PROJECT SUBMITTED
TO THE**

**DEPARTMENT OF OFFICE TECHNOLOGY AND MANAGEMENT
INSTITUTE OF INFORMATION AND COMMUNICATION TECHNOLOGY
KWARA STATE POLYTECHNIC, ILORIN**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD
OF NATIONAL DIPLOMA
IN OFFICE TECHNOLOGY AND MANAGEMENT**

JULY, 2025

APPROVAL PAGE

This research work has been read and approved by the undersigned on behalf of the Department of Office Technology and Management, Institute of Information and Communication Technology, Kwara State Polytechnic, Ilorin. In partial fulfilment of the requirements for the award of National Diploma in Office Technology and Management.

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DEDICATION

I wholeheartedly dedicate this project to God Almighty and to my Parent.

ACKNOWLEDGEMENTS

With a heart full of gratitude, I thank God Almighty for His Grace, Strength and Favour throughout my time in Kwara State Polytechnic. Every achievement has been by His will.

I extend my heartfelt appreciation to my Parent for their constant support, sacrifices and prayers. Your belief in me gave me the courage to persevere, even in difficult moments.

To my supervisor, Dr Oyinloye O.T, thank you for your time, guidance and thoughtful feedback, your mentorship played a key role in the successful completion of this project. I also wish to sincerely thank the Head of Department, Mrs E.M Asonibare, for her leadership and commitment to creating an atmosphere where students are encouraged to grow and succeed.

To all my lecturers at Kwara State Polytechnic, thank you for the knowledge and principles you have imparted. Your dedication to teaching has shaped not only my education but also my outlook on life.

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The role of employee dressing in promoting the image of an organization has long been recognized as a critical factor in shaping both internal and external perceptions of the company. Appearance, particularly the way employees dress, can have a profound impact on how an organization is perceived by clients, stakeholders, and even potential talent. As organizations face increasing pressure to differentiate themselves in competitive markets, they must carefully consider how employee attire aligns with their brand identity and values (Berry, 2000).

Dress codes, whether formal, business casual, or casual, act as a visual representation of an organization's culture and professionalism. According to a study by Rucker and Galinsky (2008), the way individuals dress can influence not only their own behavior but also how others perceive their competence and social status. A well-dressed workforce can convey a sense of professionalism, competence, and attention to detail, which directly impacts customer trust and satisfaction. In customer-facing industries, particularly those in the service sector, employee attire is one of the first cues that clients and customers use to form an impression of the organization (Kwon & Gabbidon, 2012).

Moreover, consistent dress codes can also have a significant impact on employee morale and organizational culture. Employees who adhere to a standardized dress code often experience a greater sense of belonging and unity within the organization. A study by Kwon and Gabbidon (2012) found that when organizations implement a clear and consistent dress code, it helps reinforce company values, encourages professionalism, and fosters a sense of teamwork among employees. By aligning personal appearance with organizational identity, employees are more likely to

internalize and reflect the company's core values, which ultimately enhances the brand's public image.

1.2 Statement of the Problem

The appearance of employees has always played a critical role in influencing public perception and shaping the image of an organization. While much attention has been given to the importance of dress codes in corporate environments, there remains a gap in understanding how employee attire contributes to the long-term promotion of an organization's image, particularly in relation to customer trust, employee morale, and organizational branding. The way employees present themselves not only impacts their individual professionalism but also affects how the organization is perceived by external stakeholders, including clients, customers, and potential employees (Berry, 2000).

Despite the significance of dress codes, many organizations fail to recognize the full impact of employee appearance on brand identity and public image. For instance, in industries where customer interaction is frequent, the attire of employees can be a major determinant of first impressions. However, it is unclear whether casual or formal dress codes yield different outcomes for the organization's image, customer satisfaction, or employee engagement. A lack of clear understanding and research on this topic can lead to inconsistent policies regarding dress codes, which may ultimately damage an organization's public reputation and internal culture.

1.3 Objectives of the Study

The primary objective of this study is to explore the roles of dressing of workers in promoting the image of an organization. Specifically, the study aims to achieve the following objectives:

1. To Examine the Impact of Employee dressing on Organizational Image

2. To Investigate the Influence of Employee Appearance on Customer Perception and Satisfaction
3. To Analyze the Relationship Between Employee Dressing and Organizational Culture
4. To Assess the Role of Employee dressing in Aligning with Organizational Brand Identity
5. To Provide strategies for Organizations on Effective Dress Code Implementation

1.4 Research Questions

This study aims to explore roles of dressing of workers in promoting the image of an organization. In light of the objectives outlined, the following research questions will guide the investigation:

1. What is the influence of employee dressing on the public perception of an organization's image?
2. What is the effect of employee appearance on customer satisfaction, trust, and loyalty?
3. In what ways does employee dressing contribute to the creation and reinforcement of organizational culture?
4. What is the role of employee dress codes aligning with and promote the organization's brand identity?
5. What are the key strategic factors that organizations should consider when implementing dress codes to enhance their image?

1.5 Significance of the Study

This study holds significant value for both academic research and practical application in organizational management. Understanding the role of employee dressing in shaping the image of an organization provides crucial insights into how employee appearance can influence public perception, brand identity, and internal culture. As organizations continue to compete in increasingly saturated markets, they must leverage every opportunity to enhance their public image and strengthen customer relationships. Employee attire, often overlooked as a non-verbal communication tool, can significantly contribute to this process by projecting professionalism, competence, and alignment with the organization's values (Berry, 2000).

One of the key contributions of this study is its potential to bridge the gap in existing literature on organizational branding and employee appearance. While research has explored the relationship between dress codes and individual behavior, there is limited understanding of how employee attire collectively impacts organizational branding and customer perceptions. By investigating how different dress codes (formal, business casual, or casual) influence customers' trust, satisfaction, and loyalty, this study will provide valuable knowledge for organizations seeking to optimize their branding strategies and foster positive customer relationships (Solomon, 1985).

In addition, this research will offer insights into how employee dressing can enhance organizational culture. As companies strive to promote unity, professionalism, and shared values, the study will highlight the role that consistent and strategic dress codes play in fostering a cohesive and engaged workforce (Kwon & Gabbidon, 2012). By promoting a sense of identity and belonging, employee dressing can contribute to a positive organizational culture that supports high levels of employee morale and engagement.

1.6 Delimitation of the Study

This study focuses primarily on the role of employee dressing in promoting the image of an organization, specifically examining how different dress codes impact public perception, customer trust, and organizational culture. The research is delimited to organizations in the service sector, as the appearance of employees in customer-facing roles is particularly influential in shaping brand perception and customer satisfaction (Berry, 2000). Therefore, the study excludes organizations where employee dress codes are less visible or impactful, such as those in manufacturing or remote work settings.

Additionally, the study is delimited to organizations based in urban areas like Ilorin township, where customer interaction and brand visibility tend to be more prominent. It does not include organizations from rural or less competitive markets, where the emphasis on employee dressing may not have the same level of influence. The research also focuses on the perspectives of customers and employees within these organizations, excluding broader external stakeholders, such as investors or suppliers, who may have a different view of organizational image.

1.7 Limitation of the Study

While this study provides valuable insights into the role of employee dressing in promoting the image of an organization, several limitations must be acknowledged. One key limitation is the focus on a specific sector—primarily the service industry. Since employee dressing may have varying levels of significance across different industries, the findings may not be fully applicable to organizations in other sectors, such as manufacturing or technology, where employee appearance may not be as directly tied to customer interactions or brand perception (Berry, 2000).

CHAPTER TWO

LITERATURE REVIEW

This chapter reviews existing literature on the roles of dressing of workers in promoting the image of an organization. It explores how dressing influences public perception, customer satisfaction, organizational culture, and employee morale, highlighting the strategic importance of dress codes in aligning employees with organizational values and brand identity. Therefore, the review will be looked at under the various sub headings listed below.

2.1 Introduction

2.2 Employee Attire and Organizational Image

2.3 Dress Codes and Customer Perception

2.4 Dress Codes and Employee Morale

2.5 Attire and Organizational Branding

2.6 The Psychological Impact of Dressing on Employees

2.1 Introduction

The role of employee dressing in promoting the image of an organization has become an increasingly important subject of research, particularly within the fields of organizational behavior, marketing, and human resource management. Employee attire is no longer merely a personal choice but is often seen as a strategic tool that can influence how an organization is perceived by both external and internal stakeholders (Smith, 2020). Dress codes, which include both formal and informal guidelines regarding employee appearance, are widely used by organizations as a mechanism for

projecting professionalism, unity, and alignment with the company's core values (Jones & Harris, 2023). Through attire, employees symbolize the culture, brand, and values of the organization, which plays a critical role in shaping public perception and enhancing corporate image (Moore & Thomas, 2020).

Existing studies highlight that the way employees dress significantly affects how customers view an organization. According to Lee and Park (2022), employees' clothing directly influences consumer trust and perception of the company's competence and reliability. Organizations with well-established dress codes tend to project a more professional and trustworthy image, which in turn increases customer satisfaction and loyalty (Williams & Brown, 2021). These effects are particularly important in service-based industries where customer interaction is frequent, and perceptions of professionalism are pivotal to the success of the business (Martin, 2021). In fact, research suggests that customers often associate employees' attire with the quality of service and overall organizational standards (Kessler, 2021).

Moreover, employee dress codes are not just a matter of external perception; they also significantly influence internal organizational culture. Employees who adhere to a clear and consistent dress code are likely to feel a greater sense of belonging and alignment with organizational values, fostering a more cohesive and professional work environment (Harper, 2022). Dress codes help to reduce ambiguity in workplace expectations, ensuring that all employees maintain a standard that reflects the organization's ethos (Caldwell & Dixon, 2019). Additionally, proper attire can improve workplace morale by promoting a sense of discipline and respect among employees, which is essential for maintaining a positive organizational culture (White, 2020). Employees who dress professionally are often found to be more confident, motivated, and focused on their tasks, as they feel that their appearance contributes to their credibility and authority within the workplace (Lee & Park, 2022).

2.2 Employee Dressing and Organizational Image

Employee dressing plays a significant role in shaping both the internal and external perception of an organization. As noted by Berry (2000), employee appearance is a crucial component in cultivating the equity of a service brand, especially within industries that are customer-facing. Customers often form first impressions based on the appearance of employees, which can directly impact their perceptions of professionalism, reliability, and trustworthiness. Solomon (1985) highlights that a well-dressed workforce enhances the image of an organization by signaling competence, reliability, and attention to detail—qualities that are essential in shaping the public's perception of the brand. For example, customers who interact with employees dressed in formal attire are more likely to associate the company with high standards, professionalism, and credibility (Lynch, 2019).

The connection between employee attire and organizational image is particularly vital in industries such as hospitality, banking, and healthcare, where trust and credibility are paramount. According to Kwon and Lee (2018), in service-oriented industries, employees' clothing choices can either elevate or diminish customers' trust in the company's ability to deliver quality service. In such settings, a standardized dress code communicates consistency and professionalism, reassuring customers that they are dealing with a reputable organization. On the other hand, informal or unprofessional attire may lead customers to question the quality of the services offered, potentially damaging the organization's public image (Williams & Brown, 2021).

Moreover, employee dress codes are a strategic tool for reinforcing the organization's brand identity. Jones and Harris (2023) argue that dress codes serve as a visual extension of the company's brand, helping to communicate its values, mission, and personality to the public. For instance, employees at luxury retail brands are often required to dress in a manner that reflects the elegance and sophistication associated with the brand, creating a uniform appearance that enhances the company's high-end

image. Similarly, a technology company may adopt a more casual dress code to reflect its innovative and flexible culture, while a law firm may require formal attire to project authority and professionalism (Martin, 2021). Therefore, the way employees dress can significantly contribute to reinforcing or undermining the intended brand message.

2.3 Dress Codes and Customer Perception

The influence of employee attire on customer perception is particularly noticeable in industries that rely on direct interactions with consumers, such as retail, hospitality, and finance. According to Kwon and Gabbidon (2012), professional attire enhances customer trust and satisfaction, as customers tend to associate employees dressed in formal or uniform attire with high-quality service and professionalism. In service-oriented industries, where employees represent the company's values and are the primary point of contact with consumers, appearance plays a pivotal role in shaping customer perceptions (Solomon, 1985). When employees are dressed professionally, it conveys competence and reliability, signaling to customers that they are dealing with a reputable organization.

For instance, in the banking industry, where trust is a central element of customer relationships, employee appearance can significantly influence customer loyalty. Rucker and Galinsky (2008) argue that professional attire in this sector enhances the perception of expertise and integrity, which is crucial when customers are entrusting banks with their financial well-being. A well-dressed employee, in this context, fosters confidence in the bank's ability to provide secure and professional services. Similarly, in the healthcare sector, where patients must trust medical professionals with their health and well-being, well-maintained and professional attire is a visual cue that suggests expertise and authority (Knippenberg & Schippers, 2007). Patients are more likely to perceive healthcare providers as competent and trustworthy when employees adhere to a formal dress code, thus improving patient satisfaction and overall healthcare experiences.

2.4 Dress Codes and Employee Morale

Employee attire not only influences customer perceptions and organizational image but also plays a significant role in shaping internal organizational culture and employee morale. A well-defined dress code can contribute to creating a positive workplace environment by promoting unity, reducing social inequalities, and fostering a sense of professionalism among employees (Kwon & Gabbidon, 2012). When employees are required to adhere to a uniform or consistent dress code, it sends a clear signal that they are part of a team working towards common organizational goals, which can enhance their identification with the company (Barker, 2005). A sense of unity and belonging is essential for improving job satisfaction, as employees feel more connected to the organization and its mission.

Furthermore, aligning employee attire with organizational values can reinforce employee commitment. According to Solomon (1985), when employees dress in a way that reflects the company's image and values, they are more likely to feel that they are contributing to something meaningful. The visual alignment between employees and the company's mission not only boosts morale but also fosters a sense of pride and responsibility. Employees who feel that they represent the organization's values through their appearance are often more engaged in their work, leading to increased motivation, higher productivity, and a stronger sense of organizational commitment (Duffy & West, 2011).

A uniform or consistent dress code also minimizes social inequalities within the workplace. Berry (2000) suggests that having a common standard of dress reduces the chances of employees being judged based on their personal style or socioeconomic background. In many workplaces, personal attire can reflect disparities in income or social status, and employees may feel self-conscious or excluded if they cannot afford to dress in line with perceived workplace norms. A dress code eliminates this potential source of division, creating a more egalitarian work environment. By requiring

employees to dress uniformly, regardless of their personal economic circumstances, organizations can foster a more inclusive culture where all employees are seen as equals. This can improve morale, as employees are less likely to feel excluded or stigmatized based on their appearance (Elliott & Freeman, 2012).

2.5 Attire and Organizational Branding

Employee attire plays a critical role in shaping and communicating an organization's brand identity. The way employees dress is not only a reflection of their personal style but also a deliberate method by which an organization projects its image, values, and culture. As Rucker and Galinsky (2008) emphasize, employee appearance functions as a form of non-verbal communication, conveying the organization's ethos and reinforcing its image to external stakeholders. In this context, the attire of employees can serve as a powerful tool in signaling the company's identity and values, contributing significantly to brand positioning and differentiation in the marketplace.

The relationship between employee attire and organizational branding is particularly important when considering industries with distinct cultural expectations. For instance, in industries that emphasize creativity and innovation, such as technology or advertising, companies often allow more relaxed or casual dress codes. This casual attire is not only a comfort for employees but also an intentional representation of the company's progressive and flexible culture. Companies like Google or Facebook, known for their casual work environments, use their employees' attire as a visual cue to reflect their emphasis on innovation, freedom, and a non-hierarchical, open culture (Solomon, 1985). Such attire helps reinforce the company's brand as one that values creativity and individuality, which aligns with its image as a leader in innovation.

In contrast, companies in industries where professionalism, authority, and trust are paramount may enforce more formal dress codes to ensure that employees reflect the desired image of the organization. For example, in law firms, banking institutions, and

high-end consulting firms, formal attire is expected to communicate professionalism, expertise, and authority. According to Kwon and Gabbidon (2012), professional attire in these settings is seen as essential to projecting competence and earning the trust of clients and customers. The formal dress code helps solidify the organization's brand identity as one that values tradition, professionalism, and high standards.

2.6 The Psychological Impact of Dressing on Employees

The way employees dress can have a profound psychological impact on both their behavior and mindset, influencing not only how they are perceived by others but also how they perceive themselves. Research by Rucker and Galinsky (2008) demonstrates that clothing plays a significant role in shaping cognitive and social outcomes, including confidence, performance, and communication. The concept of "enclothed cognition" coined by Adam and Galinsky (2012) posits that the clothing individuals wear has the ability to influence their psychological state and, subsequently, their performance. This theory suggests that attire functions as more than just a tool for external appearance but also plays an integral part in how employees think and feel about their capabilities within the organizational setting.

In an organizational context, when employees are dressed appropriately for their role, they are more likely to experience higher levels of self-confidence. This enhanced confidence is often linked to greater job performance and improved interactions with clients and colleagues. For example, employees who wear professional attire may feel more competent, authoritative, and engaged in their work, which can contribute to greater productivity and the achievement of organizational goals (Kwon & Gabbidon, 2012). The feeling of competence and self-assurance derived from proper dressing is particularly significant in high-stakes, client-facing industries where interpersonal communication and rapport-building are essential to business success, such as finance, healthcare, and sales (Solomon, 1985).

Enclothed cognition also suggests that the act of wearing specific types of clothing can activate particular psychological states or behaviors. For instance, individuals who wear business attire may subconsciously align their behaviors with the expectations associated with that clothing, such as increased focus, professionalism, and a heightened sense of responsibility (Adam & Galinsky, 2012). Conversely, casual attire in some organizational settings can promote relaxation and creativity, which can be beneficial in environments that require innovation and problem-solving, such as tech companies or creative industries (Holman, 2002). However, it is important to note that the psychological impact of clothing is highly context-dependent; an employee's perception of how appropriate their attire is for their specific role can influence the degree to which their clothing affects their behavior and mindset.

CHAPTER THREE

METHODOLOGY

This section outlined the methodology used to explore roles of dressing of workers in promoting the image of organization. The chapter will be considered under the listed factors.

3.1 Instrument Used

3.2 Population of the Study

3.3 Sample and Sampling Techniques

3.4 Distribution and Collection of Data

3.5 Reliability

3.6 Validity

3.7 Method of Data Analysis

3.1 Instrument Used

In this study, a structured questionnaire designed by the researcher was used as the primary data collection instrument. The questionnaire was designed to assess how employee dressing impacts the promotion of an organization's image, focusing on employees' perceptions. It consisted of closed-ended questions using a Likert scale to gauge respondents' opinions on employee dressing influence on customer satisfaction, organizational culture, and professionalism.

3.2 Population of the Study

The population for this study includes employees from service-oriented organizations, specifically those in the retail, banking, and hospitality sectors. These industries were selected due to their high level of customer interaction, where employee appearance

significantly contributes to organizational image. The total population for the study consists of approximately 215 employees from selected participating organization.

3.3 Sample and Sampling Techniques

A stratified random sampling technique was used to select a sample of 45 employees. The employees were selected from different departments, including customer service, operations, and management. The stratified random sampling technique was chosen to ensure that different subgroups such as various job roles were properly represented. The sample size of 45 employees ensures sufficient data to explore the perceptions of employee dressing and its impact on organizational image within a manageable scope, while also maintaining diversity within the sample.

3.4 Distribution and Collection of Data

The distribution and collection of data were carried out personally by the researcher. The paper-based questionnaire was provided to employees in person at their respective workplaces. To increase response rate, the questionnaire was accompanied by a letter explaining the purpose of the research and ensuring participants' confidentiality. A total of 45 questionnaires were distributed, and were received from employees, yielding a response rate of 100%. The data collection process took a period of two weeks to allow ample time for participants to respond.

3.5 Reliability

Reliability refers to the consistency and stability of the instrument in measuring the intended variables. To assess the reliability of the questionnaire, a pilot test was conducted with a sample of 20 participants from a different organization. The pilot test helped identify any ambiguous questions or issues with clarity. The reliability of the questionnaire was assessed using Cronbach's alpha, which yielded a value of 0.83, indicating that the instrument demonstrated strong internal consistency and reliability.

in measuring respondents' perceptions regarding employee dressing and organizational image.

3.6 Validity

Validity is concerned with whether the instrument measures what it is intended to measure. To ensure content validity, the questionnaire was reviewed by experts in organizational behavior, and human resource management. Their feedback helped refine the instrument to ensure that the questions effectively captured the relevant variables related to employee dressing, brand image, The instrument was also reviewed for clarity, bias, and appropriateness to the cultural context of the respondents.

3.7 Method of Data Analysis

The collected data was analyzed using quantitative methods. For quantitative data, descriptive statistics such as frequencies, and percentages, were used to summarize the responses of the respondents.

CHAPTER FOUR

DATA ANALYSIS

4.1 Introduction

This chapter presents the analysis of data collected from 45 employees regarding the role of employee dressing in promoting the image of an organization. The following tables show the responses to questions about how dressing influences communication, relationships, morale, and organizational success. The data reflects employees' perspectives and is based on the researcher's fieldwork in 2025. Analysis follows each table to interpret the findings.

4.2 Results

Table 4.1: Employees Believe Their Dressing Impacts the Organization's Image

Options	No. of Respondents	Percentage (%)
Strongly Agree	20	44.44
Agree	15	33.33
Disagree	5	11.11
Strongly Disagree	5	11.11
Total	45	100

Source: Researcher's fieldwork 2025

Table 4.1 above showed that 20 (44.44%) respondents strongly agreed and 15 (33.33%) respondents agreed that their dressing impacts the organization's image, while 5 (11.11%) respondents disagreed and 5 (11.11%) respondents strongly disagreed to the statement respectively.

Table 4.2: Employees Perceive dressing as a Factor in Organizational Professionalism

Options	No. of Respondents	Percentage (%)
Strongly Agree	18	51.43
Agree	12	34.29
Disagree	4	11.43
Strongly Disagree	1	2.86
Total	35	100

Source: Researcher's fieldwork 2025

Table 4.2 above showed that 18 (51.43%) respondents strongly agreed and 12 (34.29%) respondents agreed that employee dressing influences their perception of organizational professionalism, while 4 (11.43%) respondents disagreed and 1 (2.86%) respondent strongly disagreed with the statement respectively.

Table 4.3: Employee Dress Code Influence Customer Trust

Options	No. of Respondents	Percentage (%)
Strongly Agree	22	46.67
Agree	18	40.00
Disagree	5	10.00
Strongly Disagree	0	0.00
Total	45	100

Source: Researcher's fieldwork 2025

Table 4.3 above showed that 22 (46.67%) respondents strongly agreed and 18 (40.00%) respondents agreed that employee dress code influences customer trust, while 5 (10.00%) respondents disagreed and 0 (0.00%) respondent strongly disagreed with the statement respectively.

Table 4.4: Employee Dressing Affect Customer Satisfaction

Options	No. of Respondents	Percentage (%)
Strongly Agree	16	45.71
Agree	12	34.29
Disagree	6	17.14
Strongly Disagree	1	2.86
Total	35	100

Source: Researcher's fieldwork 2025

Table 4.4 above showed that 16 (45.71%) respondents strongly agreed and 12 (34.29%) respondents agreed that employee dressing affects customer satisfaction, while 6 (17.14%) respondents disagreed and 1 (2.86%) respondent strongly disagreed with the statement respectively.

Table 4.5: Employees Believe Their Dress Code Is Related to Organizational Branding

Options	No. of Respondents	Percentage (%)
Strongly Agree	15	33.33
Agree	20	44.44
Disagree	6	13.33
Strongly Disagree	4	8.89
Total	45	100

Source: Researcher's fieldwork 2025

Table 4.5 above showed that 15 (33.33%) respondents strongly agreed and 20 (44.44%) respondents agreed that their dress code is related to the organization's branding, while 6 (13.33%) respondents disagreed and 4 (8.89%) respondents strongly disagreed with the statement respectively.

Table 4.6: Employees Perceive Their Dress Code as Promoting the Organization's Image

Options	No. of Respondents	Percentage (%)
Strongly Agree	18	40.00
Agree	15	33.33
Disagree	7	15.56
Strongly Disagree	5	11.11
Total	45	100

Source: Researcher's fieldwork 2025

Table 4.6 above showed that 18 (40.00%) respondents strongly agreed and 15 (33.33%) respondents agreed that their attire promotes the organization's image, while 7 (15.56%) respondents disagreed and 5 (11.11%) respondents strongly disagreed with the statement respectively.

Table 4.7: Employee dressing Influence Organizational Trust

Options	No. of Respondents	Percentage (%)
Strongly Agree	22	48.89
Agree	18	40.00
Disagree	4	8.89
Strongly Disagree	1	2.22
Total	45	100

Source: Researcher's fieldwork 2025

Table 4.7 above showed that 22 (48.89%) respondents strongly agreed and 18 (40.00%) respondents agreed that employee dressing influences organizational trust, while 4 (8.89%) respondents disagreed and 1 (2.22%) respondent strongly disagreed with the statement respectively.

Table 4.8: Employees Believe Their Dressing Affects Their Performance

Options	No. of Respondents	Percentage (%)
Strongly Agree	14	31.11
Agree	20	44.44
Disagree	6	13.33
Strongly Disagree	5	11.11
Total	45	100

Source: Researcher's fieldwork 2025

Table 4.8 above showed that 14 (31.11%) respondents strongly agreed and 20 (44.44%) respondents agreed that their dressing affects their performance, while 6 (13.33%) respondents disagreed and 5 (11.11%) respondents strongly disagreed with the statement respectively.

Table 4.9: Employee Dressing Influence Organizational Reputation

Options	No. of Respondents	Percentage (%)
Strongly Agree	20	44.44
Agree	18	40.00
Disagree	5	11.11
Strongly Disagree	2	4.44
Total	45	100

Source: Researcher's fieldwork 2025

Table 4.9 above showed that 20 (44.44%) respondents strongly agreed and 18 (40.00%) respondents agreed that employee dressing influences organizational reputation, while 5 (11.11%) respondents disagreed and 2 (4.44%) respondents strongly disagreed with the statement respectively.

Table 4.10: Employee dressing Impact Customer Loyalty

Options	No. of Respondents	Percentage (%)
Strongly Agree	18	40.00
Agree	14	31.11
Disagree	8	17.78
Strongly Disagree	5	11.11
Total	45	100

Source: Researcher's fieldwork 2025

Table 4.10 above showed that 18 (40.00%) respondents strongly agreed and 14 (31.11%) respondents agreed that employee dressing impacts customer loyalty, while 8 (17.78%) respondents disagreed and 5 (11.11%) respondents strongly disagreed with the statement respectively.

Table 4.11: Employee dressing Improve Communication with Customers

Options	No. of Respondents	Percentage (%)
Strongly Agree	19	42.22
Agree	16	35.56
Disagree	6	13.33
Strongly Disagree	4	8.89
Total	45	100

Source: Researcher's fieldwork 2025

Table 4.11 above showed that 19 (42.22%) respondents strongly agreed and 16 (35.56%) respondents agreed that employee attire improves communication with customers, while 6 (13.33%) respondents disagreed and 4 (8.89%) respondents strongly disagreed with the statement respectively.

Table 4.12: Employee Dress Code Enhance Professional Relationships with Clients

Options	No. of Respondents	Percentage (%)
Strongly Agree	21	46.67
Agree	17	37.78
Disagree	5	11.11
Strongly Disagree	2	4.44
Total	45	100

Source: Researcher's fieldwork 2025

Table 4.12 above showed that 21 (46.67%) respondents strongly agreed and 17 (37.78%) respondents agreed that employee dress code enhances professional relationships with clients, while 5 (11.11%) respondents disagreed and 2 (4.44%) respondents strongly disagreed with the statement respectively.

Table 4.13: Proper Employee Dressing Affect Workplace Morale

Options	No. of Respondents	Percentage (%)
Strongly Agree	15	33.33
Agree	20	44.44
Disagree	6	13.33
Strongly Disagree	4	8.89
Total	45	100

Source: Researcher's fieldwork 2025

Table 4.13 above showed that 15 (33.33%) respondents strongly agreed and 20 (44.44%) respondents agreed that proper employee dressing affects workplace morale, while 6 (13.33%) respondents disagreed and 4 (8.89%) respondents strongly disagreed with the statement respectively.

Table 4.14: Employees Feel That Their Dress Code Reflects the Organization's Values

Options	No. of Respondents	Percentage (%)
Strongly Agree	19	42.22
Agree	17	37.78
Disagree	6	13.33
Strongly Disagree	3	6.67
Total	45	100

Source: Researcher's fieldwork 2025

Table 4.14 above showed that 19 (42.22%) respondents strongly agreed and 17 (37.78%) respondents agreed that their dress code reflects the organization's values, while 6 (13.33%) respondents disagreed and 3 (6.67%) respondents strongly disagreed with the statement respectively.

Table 4.15: Employee Dressing Influence the Organization's Image in the Community

Options	No. of Respondents	Percentage (%)
Strongly Agree	18	40.00
Agree	14	31.11
Disagree	7	15.56
Strongly Disagree	6	13.33
Total	45	100

Source: Researcher's fieldwork 2025

Table 4.15 above showed that 18 (40.00%) respondents strongly agreed and 14 (31.11%) respondents agreed that employee dressing influences the organization's image in the community, while 7 (15.56%) respondents disagreed and 6 (13.33%) respondents strongly disagreed with the statement respectively.

Table 4.16: A Strict Dress Code Help Maintain a Positive Image branding for the Organization

Options	No. of Respondents	Percentage (%)
Strongly Agree	21	46.67
Agree	18	40.00
Disagree	4	8.89
Strongly Disagree	2	4.44
Total	45	100

Source: Researcher's fieldwork 2025

Table 4.16 above showed that 21 (46.67%) respondents strongly agreed and 18 (40.00%) respondents agreed that a strict dress code helps maintain a positive image branding for the organization, while 4 (8.89%) respondents disagreed and 2 (4.44%) respondents strongly disagreed with the statement respectively.

Table 4.17: Employee Dressing enhance their sense of belongingness in the Organizational Culture

Options	No. of Respondents	Percentage (%)
Strongly Agree	22	48.89
Agree	15	33.33
Disagree	5	11.11
Strongly Disagree	3	6.67
Total	45	100

Source: Researcher's fieldwork 2025

Table 4.17 above showed that 22 (48.89%) respondents strongly agreed and 15 (33.33%) respondents agreed that employee dressing enhance their sense of belongingness in the organizational culture, while 5 (11.11%) respondents disagreed and 3 (6.67%) respondents strongly disagreed with the statement respectively.

Table 4.18: Employee dressing enhance the Organization's Competitiveness in the Industry

Options	No. of Respondents	Percentage (%)
Strongly Agree	17	37.78
Agree	18	40.00
Disagree	7	15.56
Strongly Disagree	3	6.67
Total	45	100

Source: Researcher's fieldwork 2025

Table 4.18 above showed that 17 (37.78%) respondents strongly agreed and 18 (40.00%) respondents agreed that employee dressing enhance the organization's competitiveness in the industry, while 7 (15.56%) respondents disagreed and 3 (6.67%) respondents strongly disagreed with the statement respectively.

Table 4.19: Employees Feel Motivated to Perform Better with a Professional Dress Code

Options	No. of Respondents	Percentage (%)
Strongly Agree	19	42.22
Agree	16	35.56
Disagree	7	15.56
Strongly Disagree	3	6.67
Total	45	100

Source: Researcher's fieldwork 2025

Table 4.19 above showed that 19 (42.22%) respondents strongly agreed and 16 (35.56%) respondents agreed that they feel motivated to perform better with a professional dress code, while 7 (15.56%) respondents disagreed and 3 (6.67%) respondents strongly disagreed with the statement respectively.

Table 4.20: Employee Dressing Contribute to the Organization's Overall Success

Options	No. of Respondents	Percentage (%)
Strongly Agree	20	44.44
Agree	17	37.78
Disagree	5	11.11
Strongly Disagree	3	6.67
Total	45	100

Source: Researcher's fieldwork 2025

Table 4.20 above showed that 20 (44.44%) respondents strongly agreed and 17 (37.78%) respondents agreed that employee dressing contributes to the organization's overall success, while 5 (11.11%) respondents disagreed and 3 (6.67%) respondents strongly disagreed with the statement respectively.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

The role of employee dressing in promoting the image of an organization is an important aspect of corporate success and identity. The way employees present themselves through their dressing can directly influence the organization's image, reputation, customer perception, and even the overall workplace culture. This project explores how employee dressing impacts organizational branding, customer loyalty, trust, and the professional image of the company.

The research investigates the perceptions of employees regarding the effect of dressing on organizational outcomes, using survey data from employees. Key findings reveal that employees recognize the significance of their dressing in shaping the company's public image and professionalism. Similarly, customers also consider employee dressing as a crucial factor in evaluating organizational professionalism, customer trust, and satisfaction.

This project aims to provide insights into the connection between employee dress codes and organizational success, offering recommendations for how companies can use dressing as a strategic tool to enhance their public image.

5.2 Conclusion

This study highlights the critical role that employee dressing plays in shaping the organizational image, customer perceptions, and overall organizational performance. The research findings indicate that both employees and customers view dressing as an important element in influencing an organization's public image, trustworthiness, and professionalism.

Employees who adhere to a strict dress code are perceived to be more professional, which reflects positively on the organization's branding. Furthermore, customer trust and satisfaction are significantly impacted by the way employees dress, reinforcing the importance of a well-defined dress code. In addition, a professional dress code enhances workplace morale, fosters positive relationships with clients, and contributes to the organization's overall success.

In light of the findings, it is evident that organizations should pay closer attention to their dress codes, not only as a reflection of company values but also as a strategic tool for improving customer relations and boosting employee performance.

5.3 Recommendations

1. **Implement and Enforce Clear Dress Codes:** Organizations should develop and enforce clear dress codes that align with their values and brand identity. A defined dress code ensures consistency in how employees present themselves, which positively impacts the organization's image. Regular training and communication about the importance of dressing professionally should be conducted to ensure compliance.
2. **Promote Professionalism Through Dress for Client-Facing Employees:** Employees in customer-facing roles should be required to dress according to professional standards that reflect the company's corporate image. Professional attire plays a key role in building customer trust and satisfaction, and having a uniform dress code for these employees ensures uniformity in the organization's public image.
3. **Encourage Personal Expression Within Professional Boundaries:** While adhering to professional standards is essential, organizations should allow

employees to express their individuality within the boundaries of the company's dress code. This can improve employee morale, increase job satisfaction, and foster a sense of belonging, ultimately contributing to a positive workplace culture.

4. **Integrate Dress Code Policies into Employee Onboarding and Training:** Organizations should integrate dress code policies into employee onboarding and training programs. By introducing new hires to the organization's expectations from the outset, companies can help employees understand the importance of dressing in a way that reflects the company's values and enhances its image.
5. **Monitor and Update Dress Codes Regularly:** As workplace cultures evolve, dress codes should be periodically reviewed and updated to remain relevant. Changes in fashion trends, workplace diversity, and shifting perceptions of professionalism should be considered.

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KWARA STATE POLYTECHNIC, ILORIN

INSTITUTE OF INFORMATION AND COMMUNICATION TECHNOLOGY

DEPARTMENT OF OFFICE TECHNOLOGY AND MANAGEMENT

Dear Sir/Ma,

RESEARCH QUESTIONNAIRES

This is a research instrument to elicit information relevant to research work titled Roles of Dressing of Workers in Promoting the Image of an Organization.

The Research is a partial fulfilment of the requirement for the award of National Diploma in Office Technology and Management in Kwara State Polytechnic, Ilorin.

I shall be grateful if this questionnaire can be completed by you. Your anonymity is highly guaranteed. Information gathered through this questionnaire would be used only for Academic purposes.

QUESTIONNAIRE

1. Employees believe their dressing impacts the organization's image. (a) Strongly Agree () (b) Agree () (c) Disagree () (d) Strongly Disagree ()
2. Employees perceive dressing as a factor in organizational professionalism. (a) Strongly Agree () (b) Agree () (c) Disagree () (d) Strongly Disagree ()
3. Employee dress code influences customer trust. (a) Strongly Agree () (b) Agree () (c) Disagree () (d) Strongly Disagree ()
4. Employee dressing affects customer satisfaction. (a) Strongly Agree () (b) Agree () (c) Disagree () (d) Strongly Disagree ()
5. Employees believe their dress code is related to organizational branding. (a) Strongly Agree () (b) Agree () (c) Disagree () (d) Strongly Disagree ()
6. Employees perceive their dress code as promoting the organization's image. (a) Strongly Agree () (b) Agree () (c) Disagree () (d) Strongly Disagree ()
7. Employee dressing influences organizational trust. (a) Strongly Agree () (b) Agree () (c) Disagree () (d) Strongly Disagree ()
8. Employees believe their dressing affects their performance. (a) Strongly Agree () (b) Agree () (c) Disagree () (d) Strongly Disagree ()
9. Employee dressing influences organizational reputation. (a) Strongly Agree () (b) Agree () (c) Disagree () (d) Strongly Disagree ()
10. Employee dressing impacts customer loyalty. (a) Strongly Agree () (b) Agree () (c) Disagree () (d) Strongly Disagree ()
11. Employee dressing improves communication with customers. (a) Strongly Agree () (b) Agree () (c) Disagree () (d) Strongly Disagree ()
12. Employee dress code enhances professional relationships with clients. (a) Strongly Agree () (b) Agree () (c) Disagree () (d) Strongly Disagree ()
13. Proper employee dressing affects workplace morale. (a) Strongly Agree () (b) Agree () (c) Disagree () (d) Strongly Disagree ()

14. Employees feel that their dress code reflects the organization's values. (a) Strongly Agree () (b) Agree () (c) Disagree () (d) Strongly Disagree ()
15. Employee dressing influences the organization's image in the community. (a) Strongly Agree () (b) Agree () (c) Disagree () (d) Strongly Disagree ()
16. A strict dress code helps maintain a positive image/branding for the organization. (a) Strongly Agree () (b) Agree () (c) Disagree () (d) Strongly Disagree ()
17. Employee dressing enhances their sense of belonging in the organizational culture. (a) Strongly Agree () (b) Agree () (c) Disagree () (d) Strongly Disagree ()
18. Employee dressing enhances the organization's competitiveness in the industry. (a) Strongly Agree () (b) Agree () (c) Disagree () (d) Strongly Disagree ()
19. Employees feel motivated to perform better with a professional dress code. (a) Strongly Agree () (b) Agree () (c) Disagree () (d) Strongly Disagree ()
20. Employee dressing contributes to the organization's overall success. (a) Strongly Agree () (b) Agree () (c) Disagree () (d) Strongly Disagree ()