A study on the perception of men about the suitability of shirts with and without logos for different occasions

Anniek Christel Leonie Schrijen  
Department of international fashion and management, Amsterdam Fashion Institute.  
Amsterdam, the Netherlands.

Abstract
Purpose – The purpose of the study is to explore the different perceptions men have of the suitability of shirts with and without logos for casual, business and formal occasions. In the study an attempt is made to answer the main question: To what extent do men perceive the suitability of shirts with and without logos differently for different occasions?

Design/Methodology/Approach – Firstly, quantitative data was collected via two online surveys (n=71). Secondly, semi-structured interviews (n=8) were conducted to gain more insight in the perception men have of the suitability of shirts with and without logos. Participants for both research methods were recruited by posting requests on facebook.com and by e-mailing several respondents personally. All the respondents of the primary data are men and are Dutch.

Findings – The perception of men about shirts with and without logos was researched for three different occasions: casual occasions, business occasions and formal occasions. The majority of the respondents of this study rated shirts with and without logos as suitable for all the indicated occasion, but the shirts with and without logos were rated differently for different occasions. For casual occasions my respondents rated shirts with and without logos as equally suitable. For business occasions the respondents rated shirts with and without logos more diverse. The majority of the respondents of this study rated shirts without logos as more suitable for a business occasion, but many participants of this study also rated shirts with logos as more suitable for a business occasion. For formal occasions men rated shirts without logos as more suitable or as equally suitable.

Research limitations/implications – In general research on shirts and logos is very scarce. Therefore, the theoretical framework is based on information of several menswear blogs and on a case study of five menswear brands. This study adds to the understanding of the perception of men about logos on shirts for casual, business and formal occasions.

Practical implications – Menswear brands on the high street may use this research to better understand the perception men have of the suitability of shirts with and without logos for different occasions. With this knowledge fashion brands might be able to better understand the suitability of logos on different shirt styles.

Originality/Value – No previous research was found on the suitability of shirts with and without logos for different occasions.

Keywords – Fashion, Menswear, Shirts, Logos

Paper type – Research paper
1. Theoretical introduction
The present research is a study on the perception of men about shirts with and without logos for casual, business and formal occasions. History shows that the shirt fulfils an important role in a men’s wardrobe. Modern shirts that men currently wear date back into the Middle Ages (Brough, 2015). Nowadays, shirts are often referred to as the workhorse of the wardrobe of men. According to the market researcher the NPD group the sales of dress shirts raised to 2.9 billion dollars in 2014. The sales increased with 9% and the NPD group predicts that the sales of dress shirts will even increase more in the future. Nowadays, men are buying more shirts with collars and cuffs (NPD group, 2014). Since many menswear brands on the high street offer collared shirts, the market is very competitive. Consumers appear to value garments, and form impressions of quality and value through the use of extrinsic cues (brand name, price, package and store image) and through intrinsic cues, which are for example design, style, fabric type, fibre content, and the details of a garment (Forsythe, 1991). Consumers’ perceptions of the quality of apparel include both concrete and abstract features of the product (Abraham, 1992). One of the features of a garment that might influence the perception of consumers could be the logo.

A recent study in the Journal of Business Research shows that people are perceived differently when they wear a shirt with a logo for different occasions. In the first experiment 180 respondents were asked to estimate the wealth, status, attractiveness, trustworthiness and other characteristics of a woman wearing three different white polo shirts in a picture. Three versions of the picture were showed to the respondents. All the three pictures were the same except for the logo that was displayed on the polo shirts (the logo was of a luxury brand, a non-luxury brand or no logo was displayed). The respondents rated the picture with the woman wearing a shirt with the luxury logo significantly higher on wealth and status than the pictures of the woman that wore a shirt with the non-luxury logo or no logo. In the second experiment respondents were asked to watch a video of a woman that was interviewed for an internship. Again, three different versions of the video were showed; the only difference in the video was the type of logo that was embroidered on the shirt of the woman. The respondents were asked to judge the woman on a number of characteristics. Additionally, the respondents were asked to judge the suitability of the woman for the job. The woman that wore the shirt with the luxury logo was judged as most suitable for the job. The respondents also thought that the woman that wore the shirt with the luxury logo deserved the highest payments. Not every type of logo had a similar effect on the perception of the respondents. The woman with the shirt with logo was only valued differently when she wore a shirt with a recognisable logo. Also, a very loud logo does not have a similar effect (Harvard Business Review, 2015).

This study shows that wearing a shirt with a recognisable logo can beneficially influence the perception people have of the wearer of the shirt. Looking at the study published in the Journal of Business it would be logical that most luxury and high street brands offer shirts with logos and that most consumers would prefer to wear shirts with logos. However, this is not the case. Logos seem to appear on different styles of shirts, some menswear brands choose to only embroider logos on casual shirts, some embroider logos on business and formal shirts and some brands do not embroider logos on shirts at all. Different men have various opinions about the suitability of logos on shirts for different occasions. In order to gain more insight in shirts and logos it might be useful to find out to what extent men perceive the suitability of shirts with and without logos differently for different occasions.

Purpose
First, because little research has been conducted about shirts and logos in general shirts, logos and different occasions are further explored. Second, the study determines the different
perceptions men have of the suitability of shirts with and without logos for casual occasions, business occasions and formal occasions. An attempt is made to answer the question: To what extent do men perceive the suitability of shirts with and without logos differently for different occasions? The findings of this study may help menswear brands on the high street to consciously think about or to reconsider their current logo policy for shirts.

2. Methodology

Research design
The research design was a combination of descriptive theoretical research, quantitative research and qualitative research. The descriptive research sets the framework for the quantitative and qualitative research. The information of the theoretical framework was gathered by consulting several international menswear blogs. The quantitative research was collected via two separate online surveys (n=71) and the qualitative research was conducted via semi-structured interviews (n=8).

Sample selection online surveys and semi-structured interviews:
Participants for this study were recruited in the Netherlands. For the online surveys requests were send out via the social network website facebook.com and personal requests were send out via e-mail. The participants for the interviews were recruited by e-mail. The respondents of the online surveys are all men and represent various age groups. All the participants of the interview are men that are aged between 22 and 65 years old.

Data collection procedure online surveys and semi-structured interviews:
Triangulation of the data was applied in order to increase the validity of the study. Data was collected by conducting two online surveys and by conducting semi-structured interviews. The following questions were raised in the only surveys:

- Please indicate your age range.
- Please describe your main occupation.
- Please rate the suitability of this shirt for casual occasions on a scale from 1 to 6. Number 1 is not suitable and number 6 is most suitable.
- Please rate the suitability of this shirt for a business occasion on a scale from 1 to 6. Number 1 is not suitable and number 6 is most suitable.
- Please rate the suitability of this shirt for a formal occasion on a scale from 1 to 6. Number 1 is not suitable and number 6 is most suitable.

The first online survey displayed casual, business and formal shirts with logos. The second online survey displayed casual, business and formal shirts without logos. The only difference between the two online surveys is that in one the surveys shirts with logos are displayed and in the other survey shirts without logos were displayed.

In the semi-structured interviews the following questions were raised:

- How many shirts do you have in your wardrobe?
- How many of these shirts have a logo?
- For what kind of occasions do you wear these shirts without logos?
- For what kind of occasions do you wear these shirts without logos?
- Do you think a shirt with or without a logo is more suitable for a formal occasion?
- Do you think a shirt with or without a logo is more suitable for a casual occasion?
- Do you think these men are dressed suitable for the occasions?
• Do you notice if men wear shirts with logos to a casual occasion? Do you think these men are dressed suitable for the occasions?
• Do you notice if men wear shirts with logos to a business occasion? Do you think these men are dressed suitable for the occasions?
• To what extent do you rate shirts with and without logos differently for different occasions?

The interviews were semi-structured, because sometimes during the interviews additional questions were raised in order to clarify some of the answers of the participants.

Data analysis
The data of the two online surveys were automatically displayed in circle diagrams on the website survio.com. These results were transformed into graphs that display the average rating of all the shirts that were displayed for casual, business and formal occasions. The qualitative data consist out of transcripts of the interviews. The quantitative data and the qualitative data were constantly compared, in order to increase validity of the results.

3. Descriptive research
The descriptive research of this study sets the framework for the quantitative and qualitative part of this study. First, the definition of a shirt and logo will be described. Second, different shirt types will be summarized. Lastly, appropriate occasions per shirt type and different types of occasions will be explained. The data displayed in the descriptive research was retrieved from several international fashion blogs and social studies.

Definition of a shirt and a logo
In order to answer to answer the question: ‘To what extent do men perceive shirts with and without logo differently for different occasions?’ it might be beneficial to describe shirts and logos. According to the Oxford dictionary the definition of ‘shirt’ is: ‘a garment for the upper body made of cotton or a similar fabric, with a collar and sleeves, and with buttons down the front’ (Oxforddictionaries.com, 2015). A logo is described as: ‘a design or symbol used by a company to advertise its products’ (Dictionary.cambridge.org, 2016).

There are many different types of shirts. Logos can appear on all of these types of shirts. On the menswear blog, realmenrealstyle.com the following five styles shirts are described (Centeno, 2015).

Table I  Different shirt styles
| Polo Shirts | A collared shirt with short sleeves designed for comfort and casual wear |
| Work Shirts | Heavy-duty shirts worn for manual or physical work |
| Casual Shirts/ Sport shirts | A garment for the upper part of the body, typically having a collar, sleeves, and a front opening, meant for casual occasions |
| Dress Shirts | A men’s shirt, buttoning down the front and typically having long sleeves with barrel or French cuffs, and a soft or starched collar, |


**Formal Shirts**

| A men's shirt, usually white, worn as part of formal evening dress, usually having a stiffened or decorative front |

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**Different types of occasions**

Furthermore, in an attempt to answer the main question different types of occasions where men wear shirts were analysed and summarized. These different types of occasions were clustered after analysing several dress codes. Dress codes are indicators of appropriate attire for special events. Sometimes, dress codes are followed more intuitively or formed by peer pressure, sometimes the dress codes are clearly communicated and consciously indicated. Most social occasions have a certain acceptable dress code, either implied consciously or unconsciously. In the article ‘what dress codes really mean’ on businessinsider.com the different dress codes are described (Green, 2015).

Casual: anything goes, but it is important to keep the hosts and the guests of the event in mind. A jeans and T-shirt are often consider the casual uniform.

Business Casual or Dress casual: this dress code is dressier than the dress code casual. An example of appropriate attire is a chino with a blazer or sport jacket or more casual, just a chino and a dress shirt. Some offices handle this dress code.

Business attire: Sometimes applicable in corporate offices; men have to wear matching suits. Often this means a dark suit, solid or with pinstripes. These suits are often paired with a white dress shirt.

Semi-formal or black tie optional: the host of the event will most likely wear a tuxedo, but it will not be required to wear a tuxedo. Men can wear a matching suit with a dress shirt or a tuxedo.

Semi-formal - black tie: one of the strictest dress codes. Daytime and nighttime require different attire. During the day men have to wear a stroller and in the night time a tuxedo. For this occasion a formal dress shirt is appropriate. This dress code will only be used for very special events, such as weddings.

Formal dress code – white tie: this is the strictest dress code. During the daytime a morning dress with tail coat and vest is appropriate, while at night it means white tie. Examples of events where formal dress is required are: diplomatic events, high-formality award ceremonies. This dress code is commonly not used for private events.

Looking at the dress codes mapped above, three different types of dress codes can be clustered. The dress code ‘casual’ is the dress code that is most suitable for casual occasions, the dress codes ‘business casual’ and ‘business attire’ are the dress codes that are most suitable for business occasions and the dress codes ‘semi-formal’ and the ‘formal dress code’ are the dress codes that are most suitable for formal occasions. By looking at these types of dress codes, three different types of occasions can be clustered: casual occasions, business occasions and formal occasions. For all of these occasions a shirt is suitable attire.

**Casual occasions, business occasions and formal occasions**

In this paragraph casual, business and formal occasions are defined more in detail. Additionally, the appropriate shirt types for these occasions are described.

First, A casual occasion is an occasion with the dress code ‘casual’ or ‘business casual’. This means suitable attire is for example jeans and a t-shirt or a chino and a casual shirt. Types of shirts that are most suitable for this type of occasions are polo shirts, casual shirts and the more casually styled dress shirts. Most casual occasion of men will occur in the leisure time of males. The research ‘time spend around the world’ shows that men from 18 different countries spend 20% of their day on leisure time (Organization for Economic Co-
Examples of leisure activities are watching TV and listening to the radio, other activities, visiting and entertaining friends, sports and attending special events.

Second, a business occasion will often have the dress code ‘business casual’ or ‘business attire’. Examples of appropriate attire for this type of occasion are a chino with a blazer and a sport jacket or a suit. The type of shirt that fits a business or work related occasions are dress shirts that are styled more conservatively and the sometimes-mandatory work shirts. The study of the OECD shows that men spend 19% of their time on paid work (Organization for Economic Co-operation and Development, 2014). The activities that are included in paid work are described as main job, other job, work in family business or farm, work breaks, job search, job related training other and associated travel.

Third, formal occasions have the strictest dress codes, i.e. semi-formal, black tie or a formal dress code. These dress codes require different attire for the daytime and the evening. The types of shirts that are appropriate for this dress code are white (sometimes black) dress shirts or formal shirts. These shirts will be styled most conservatively, since they are the most formal. Formal occasions with a dress code are often special events, like graduations, weddings, premieres, diplomatic events and high-formality award ceremonies.

**Appropriate occasions per shirt type**

In this paragraph the appropriate occasions to wear different shirt types are further researched. This information was used to make the online surveys and to create a greater understanding of shirts in general. Shirts are appropriate attire for different occasions. Articles on menswear blogs advice what type of shirt is appropriate for different occasions (fashionbeans.com, vastrm.com, realmenstyle.com, effortlessgent.com, blog.landsend.com, sebastianward.com, gentlemandegazette.com, 2015).

<table>
<thead>
<tr>
<th>Shirt category</th>
<th>Appropriate occasion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Polo shirts</td>
<td>Appropriate for casual occasions. Casual occasions are events where it is not necessary to dress up. Furthermore, polo shirts are appropriate for performing particular sport activities such as tennis or golf.</td>
</tr>
<tr>
<td>Work Shirts</td>
<td>Appropriate shirts, for manual or physical work. These shirts are sometimes mandatory for specific jobs. These shirts are appropriate attire for some business occasions.</td>
</tr>
<tr>
<td>Casual Shirts/ Sport shirts</td>
<td>The name already implies that casual shirts are suitable for casual occasions. The suitability of this shirt is similar to the polo shirt, except a casual shirt is not appropriate for performing sports.</td>
</tr>
<tr>
<td>Dress shirts</td>
<td>Dress shirts are appropriate for many occasions, it is the workhorse of a men’s wardrobe. Dress shirts are most suitable for business and more formal occasions.</td>
</tr>
<tr>
<td>Formal shirts</td>
<td>Appropriate occasions to wear a formal shirt are formal occasions that often have an indicated dress code.</td>
</tr>
</tbody>
</table>
4. Results online surveys and semi-structured interviews

**General findings**

The data of the quantitative research show that on average the respondents rated the shirts without logos as more suitable than the shirts with logos. Figure (I) shows how the respondents rated all the shirts with logos (shirt type A) and the all shirts without logos (shirt type B) on average. The only variable between shirt type (A) and shirt type (B) is the logo. **Figure I** Overview of the average results of the online survey that requested respondents to rate shirts with logos (shirt type A) and the average results of the questionnaire that requested respondents to rate shirts without logos (shirt type B).

<table>
<thead>
<tr>
<th>Percentage of respondents</th>
<th>Most unsuitable (1)</th>
<th>Unsuitable (2-3)</th>
<th>Suitable (4-5)</th>
<th>Most suitable (6)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average shirt type A</td>
<td>4,28</td>
<td>23,85</td>
<td>54,23</td>
<td>17,55</td>
</tr>
<tr>
<td>Average shirt type B</td>
<td>3,12</td>
<td>18,77</td>
<td>57,58</td>
<td>20,56</td>
</tr>
</tbody>
</table>

Figure I shows that the shirts without logos are rated as more suitable for all the occasions. That the shirts without logos were rated as more suitable might depend on the look of the logo that is displayed on the shirts, because the data of the interview show that all of the interviewees stated that a prominent logo is unwanted on shirts for all the occasions. All of the eight participants of the interview clearly stated that a logo on a shirt should be subtle for all of the occasions. None of the participants of this study would wear a shirt with a prominent logo and most of the men clearly state that they would never buy a shirt with a big logo. On average the results of the online surveys show that shirts without logos are rated as more suitable for all the occasions.

However, the majority of the respondents of the online survey rated both shirt types as suitable and as most suitable. This is in line with the results of the interviews. The majority of the respondents that were interviewed explained that for them a logo is only of little importance when they rate the suitability of shirts for different occasions. Additionally, all interviewees own and wear shirts with logos. Therefore, the men that were interviewed will wear shirts with logos for at least one of the three occasions and therefore think that shirts with logos are suitable for casual, business or formal occasions. Some of the participants of the interview only wear shirts with logos for casual occasions, some of the interviewees wear shirts with logos for casual, business and formal occasions and some of the respondents of the interview only wear their shirts with logos for business and formal occasions. The qualitative research makes clear that not all the participants of this study perceive the suitability of shirts with and without logo similar for different occasions. Therefore, the results of research are also analysed separately for casual occasions, business occasions and formal occasions.
Casual occasions
In one of the online surveys respondents were asked to rate three polo shirts with logo on their suitability for casual occasions. In the other online survey respondents were asked to rate the suitability of three similar polo shirts without logos on their suitability for casual occasions. The only difference between the shirts in the online surveys was whether or not the shirts displayed a logo. Table II shows how the respondents rated the three polo shirts with logos on average (shirt type A) and how the respondents rated the three polo shirts without logos on average (shirt type B) in the online surveys.

Figure II- Average results of quantitative research polo shirts

Table II displays that the respondents of the online surveys rated the polo shirts without logos as more suitable for casual occasions, but table II also shows that shirt type (A) and shirt type (B) are rated very similar and therefore as almost equally suitable for casual occasions. This is in line with the results of the qualitative research. The data of the interviews showed that the majority of the respondents think that shirts with and without logos are equally suitable for casual occasions.

Additionally, respondents were asked to rate three casual shirts with logo on its suitability for casual occasions. In another survey respondents were asked to rate the suitability of three similar casual shirts without logos on their suitability for casual occasions. The only difference between the shirts in the online surveys was whether or not the shirts displayed a logo. Figure III shows how the respondents rated the casual shirts with logo (shirt type B) and how the respondents rated casual without logo (shirt type B) on average.
Most unsuitable (1)
Unsuitable (2-3)
Suitable (4-5)
Most suitable (6)

Casual shirt type A 1,80 30,60 59,40 8,10
Casual shirt type B 4,16 25,00 58,37 12,50

Figure III shows that the casual shirts without logo (shirt type B) were more often rated as most unsuitable and more often rated as most suitable compared to the casual shirts with logos. The casual shirts with logos were more often rated as unsuitable and more often rated as suitable for casual occasions. This means that the respondents of the online survey have stronger opinions about the suitability of shirts without logos, because shirt type (B) was more often rated with the most extreme suitability grades. This underwrites the findings of the interview. Most of the men that were interviewed explained that besides the logo other factors play a role in the perception men have of the suitability for certain shirts. For example one of the respondents of the interview explained: ‘for a casual occasion the focus does not lie on the logo, but more on the style of the shirt’.

Still, the results of the online surveys and the interview show that my respondents rated casual shirts with and without logos very similar. The difference between the suitability grades of shirts with and without logos given by the respondents of the online survey is very minor. Looking at the results of the online surveys the participants value shirts with and without logos as almost equally suitable. The interviews resulted in similar findings. Seven out of the eight men that were interviewed stated that they think shirts of both shirt types are equally suitable for casual occasions. Therefore, the respondents of this study perceive the suitability of shirts with and without logos as equally suitable for casual occasions.

Business occasions
In one of the online surveys respondents were asked to rate three business shirts with logo on their suitability for business occasions. In another questionnaire respondents were asked to rate the suitability of three similar business shirts without logos on their suitability for business occasions. The only difference between the shirts in the online surveys was whether or not the shirts displayed a logo. Table IV shows how the respondents rated the three business shirts with logos on average (shirt type A) and how the respondents rated the three business shirts without logos on average (shirt type B).
Figure IV shows that shirt type (A) is more often rated as ‘most unsuitable’ and ‘unsuitable’ in comparison with shirt type (B). Additionally, shirt type (B) is more often rated as ‘suitable’ and as ‘most suitable’ by the respondents of the questionnaires. The quantitative data shows that men perceive business shirts without logos as more suitable for business occasions in comparison with business shirts that do display a logo. The results of the semi-structured interviews showed that men have different opinions about the suitability of shirt type (A) and shirt type (B) for business occasions. Similar to the results of the online survey three out of the eight respondents that were interviewed explained that they think a shirt without a logo (shirt type B) is more suitable for a business occasion. For example two of the participants of the interview explained that they would not wear a shirt with logo for a business occasion, because they thinks that a shirt should be as neutral and simple as possible for business meetings. Therefore both of the respondents would not a wear shirt with logo for business occasions unless the logo is subtle. In contrary, two of the respondents that were interviewed explained that they think a shirt with a logo (shirt type A) is more suitable for a business occasion. Two other participants of the interview explained that the suitability of shirt type (A) and (B) depend on the type of company they will visit or work for. Only one of the respondents that was interviewed stated in his interview that both shirt types are equally suitable for business occasions. Since for this occasion, most of the respondents of the online surveys and the participants of the interview think that shirt type (A) and (B) are not equally suitable for business occasions it appears that the logo plays an important role in the perception men have of the suitability of a shirt for business occasions. The majority of the respondents of the interview made a clear distinction between business shirt type (A) and business shirt type (B). Furthermore, all the men that were interviewed notice when other men wear shirts with logos for business occasions. Whether the respondents of the interview think these men are dressed appropriate differ, but the respondents explain that is also depends on the type of brand, the general finishing of the shirt, the type of business occasion, the dress code and the subtlety of the logo. The results of the online survey show that men rate the business shirt without logo as more suitable for business occasions. Some of the results of the qualitative research are line with the results of the quantitative research, but some men that
were interviewed stated that shirts with logos are more suitable for business occasions. The results of the interview also show that the logo plays an important role in the perception men have of the suitability of shirts for business occasions, because all of the participants of the interview notice when men wear shirts with logos. Therefore, the respondents of this study perceive the suitability of business shirts with logos (shirt type A) as more suitable or shirts without logos (shirt type B) as more suitable for business occasions.

**Formal occasions**

In one of the online surveys respondents were asked to rate three formal shirts with logo on the suitability for formal occasions. In another online survey respondents were asked to rate the suitability of three similar formal shirts without logos on their suitability for formal occasions. The only difference between the shirts in the online surveys was whether or not the shirts displayed a logo. Table IV shows how the respondents rated the formal shirts with logos on average (shirt type A) and how the respondents rated the formal shirts without logos on average (shirt type B).

**Figure IV Average results of quantitative research formal shirts.**

Looking at figure IV, the quantitative data shows that the formal shirts without logos are rated as more suitable for formal occasions. On the contrary, the formal shirts with logos are slightly more often rated as most suitable than the formal shirt without logo in the online surveys. This is only a very minor difference. The results of the online survey are in line with the results of the interviews. In the interview there were three respondents that stated that they think a shirt without logo is more suitable for formal occasions. The rest of the men that were interviewed stated that both shirt types are equally suitable for a formal occasion. The results of the qualitative and the quantitative research show that men perceive the suitability of formal shirts without logos (shirt type B) as more suitable or as equally suitable for formal occasions in comparison with formal shirts with logos (shirt type A).

5. **Discussion**

The respondents of the study did perceive the suitability of shirts differently for different occasions. This is particular interesting for high street menswear brands that offer shirts and that do not have a clear logo policy yet. However, the results of the study also show that the majority of the respondents of the online surveys rate shirts with and without logo as suited
for all the indicated occasions and the men that were interviewed explained that the logo only influences the perception men have of shirts a little. Therefore, the differences between the occasions should be seen as general tendencies and not as solid rules. Looking at the theoretical introduction I expected that shirts with logos would be rated as more suitable for casual and business occasions. The results of this research show that the design of the logo plays a role in the perception men have of shirts for different occasions. All the men that were interviewed clearly stated that a prominent logo is unwanted. This could also explain the surprising outcome that shirts with logos are rated as less suited for all the occasions. The study in the Journal of Business Research showed that people that wear shirts with a luxury logo are perceived as wealthier and better educated than people that wear a shirt without a logo, but the study also explains that a loud logo does not have the same effect. The look of the logo displayed in the online questionnaires might have influenced the outcomes of this study.

6. Conclusions and implications
Looking at the results of the primary and secondary research it appears that men perceive the suitability of a shirt with and without a logo differently for different occasions.

The data of the online surveys and the semi-structured interview showed that shirts with and without logos are rated as equally suitable for casual occasions in this study, except the polo shirts with logo were rated as less suitable for casual occasions.

The primary research also showed that the perception my respondents have of the suitability of shirts with and without logo for business occasions is more diverse. The results of the online surveys showed that the respondents rated the shirts without logo as more suited for business occasions, but in the semi-structured interviews the interviewees expressed a preference for shirts with logos or shirts without logos. Only one of my respondents stated that shirts with and without logos are equally suited for business occasions. Therefore, the results of the interview show that for business occasions the logo plays a bigger role in the perception men have of the suitability of a shirt for business occasions, because the respondents did not think shirts with and without logos are equally suitable. The respondents either think a shirt with logo is suitable for business occasions or they think a shirt without logo is suitable for business occasions.

For formal occasions both the online surveys and the interviews resulted in a similar outcome. The respondents of the online surveys rated formal shirts without logo as more suited or as equally suited for formal occasions. None of my participants of the online survey and the interview rated shirt type shirts with logos as more suited for formal occasions.

Designers or product developers of a menswear brand on the high street that offer shirts might utilize this study to gain more insight in the different perceptions of men about a shirt with logo and a shirt without logo for casual, business and formal occasions. This study might help designers and product developers to make a better judgement on what types of shirts a logo is perceived as suitable or as unsuitable.

7. Limitations and future research
This study has several limitations that should be addressed for future research. Firstly, the theoretical framework of this study is based on information of websites and menswear blogs. Therefore, the theoretical framework was based on scarce secondary research.

In addition, future research should divide casual occasions, business occasions and formal occasions even more in detail. During all of these occasions different types of events occur. Men might have different opinions about these different events that occur in casual, business and formal occasions. Especially, business occasions should be researched more in detail. The outcome of this study is that men think that either a shirt with logo or a shirt
without logo is more suitable for a business occasions. It would be interesting to find out for what events within business occasions men perceive shirts with and without logos differently. Furthermore, a business occasions is a more complicated type of occasion because some companies have a strict dress code for work attire.

Thirdly, the sampling method of the online survey is another limitation of the research. Most of the respondents of the online survey were Dutch. This might have influenced the outcomes of the study. Therefore, this study focused on the Dutch market. The outcomes of this study might differ per country. Thus, future research should focus on other countries as well to develop a deeper understanding of the perception of men about shirts with and without logos for casual, business and formal occasions.

References


