

## **Cabin crew personality. The effective to uniform**

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### **Abstract**

The cabin crew are face of the airline and should be good-presented at all the time. Ensuring proper presentation begins with the basics, maintaining good personal hygiene and avoiding things like visible tattoos or unconventional piercings that could be seen as inappropriate. This also extends to their uniform, which should be regularly washed/pressed and worn as per company guidelines. Cabin crew should fit within your airline's height and weight requirements, and take care to ensure standard-issue cosmetics are used. Because cabin crew meet a lot of people and many That is the reason why the cabin crew personality is very effective to the uniform

*Keywords:* "Airline", "Cabin crew", "Personality"

### **Introduction**

"The cabin crew Personality is important?" According to Wikipedia, a uniform means a set of standard clothing worn by members of an organization while participating in that organization's activity. People generally wearing uniforms are armed forces, police, emergency services, schools and workplaces. Uniform also means to be the same, and without any difference. So with these basic ideas in mind the concept of having a common dress came in to picture.

If the dress of the members of a cabin crew remains the same then there is a sense on commonality which develops amongst them. Uniforms also depict solidarity, and this has been this way through out. These days wearing uniform is common with the paramilitary organizations like police etc. and the armed forces. These help them, stand out of the crowd so that they can be easily recognizable and also distinguish them for the service they do.

These uniforms not only make them feel proud but also have an imposing effect on others and with the presence of a person in uniform, can change the mood of people around. Sometimes uniforms are made mandatory by the organizations like schools, work places like hospitals, restaurants etc. The model of these organization require, people who are part of it to be in proper uniform and follow the discipline of the uniform.

## Research methodology

Aviation market it's very competitive and Airlines are making the biggest efforts to create distinctive values that attract passengers and create brand awareness.

One of the most effective forms to create brand awareness is the flight attendants uniforms. We can easily identify the airline as soon as we cabin crew member walk through the airport terminal.

Being aware that the airline crew uniform is one of the most important pieces of brand identification, airlines have been doing significant investments on it. The flight attendant uniforms became a fashion piece and in the last few years the glamour of the uniforms from the 60's has been recuperated with the cooperation of some of the most well known fashion designers. Everything from the colour to the fabric is carefully thought out to generate a distinguished image.

The cabin crew should be good-presented at all the time. Ensuring proper presentation begins with the basics, maintaining good personal hygiene that could be seen as inappropriate. This also extends to their uniform. Because cabin crew meet a lot of people and That is the reason why the cabin crew personality is very effective to the passenger.

So why is it that most of the airline industry prefer uniforms? This are five reasons which make uniform an integral part of work culture and also the lifestyle at times.

1. Industry demands: There are certain service industries which are focused on the customer, like the Airline industry, restaurants or hospitals. These industries demand that the workforce look more united and eager to serve the customer, so the role of the uniform becomes very important. When the workforce is wearing a pleasant uniform the customers approach them more confidently.

2. Uniform as perks: In some large organizations, it is considered as an honor and a kind of perk to receive uniform. This results in considerable conservation of time and energy of the personnel, as he doesn't have to choose again and again the clothes to be worn at the work place. Also a lot of money is saved since rarely will that personnel will be buying new clothes.

3. A sense of belonging: If the work force wears the same clothes to the work place then they share a feeling of commonness and belonging, which otherwise gets very difficult to achieve.

4. A feeling of equality: Uniform brings everyone to the same platform, no matter how rich or poor he or she is and thus inculcating a feeling of equality amongst those wearing the uniform.

5. Mutual growth: People wearing uniform are more caring for their fellows and colleagues, they care not only for their growth but the growth of their peers as well. Uniforms are very important and fosters traits which are very necessary for a person as an individual and an organization as a whole to thrive and prosper.

### Objective

To study why the important of cabin crew unique uniform

To explain the personality of cabin crew

The research methodology is specific to a qualitative method. Questions that asking

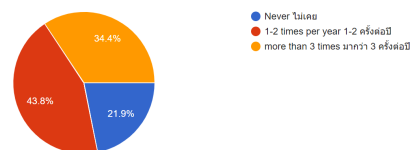
1. Frequency of travelling by air
2. Do you think dressing of the cabin crew is important?

Those questions were asking from normal person who have used to travel by air. The research found that someone who never travel by air before.

From the Question 1, which asks about frequency of travelling by air. Most of people around 43.8% used more than 3 times per year, Whereas, 34.4% never used before

Frequency of travel by air ความถี่ในการเดินทางโดยเครื่องบิน (ตอบได้เพียง 1 ข้อ) (choose only 1 )

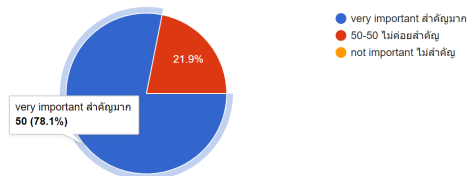
คำตอบ 64 ข้อ



The last question, the research found very interesting that 78% of the answer said that the dressing of cabin crew is important, and not have who said not important in this question

Do you think dressing of the cabin crew is important? คุณคิดว่าการแต่งตัวของพนักงานบนเครื่องบินมีความสำคัญไหม (ตอบได้เพียง 1 ข้อ) (choose only 1)

จำนวน 64 ข้อ



Perhaps, from the research methodology found that audiences do not know much about the personality of cabin crew but this is not very important as the majority of them

However, These industries demand that the workforce look more united and eager to serve the customer, so the role of the uniform becomes very important. When the workforce is wearing a pleasant uniform the customers approach them more confidently.

## Conclusion

In truth, Airline industry is large organizations, it is considered as an honor and a kind of perk to receive uniform. This results in considerable conservation of time and energy of the personnel, as he doesn't have to choose again and again the clothes to be worn at the work place. Also a lot of money is saved since rarely will that personnel will be buying new clothes.

## Discussion and Recommendation

As the most of the answers questions to recognized personality and instantly remember. These industries demand that the workforce look more united and eager to serve the customer, so the role of the uniform becomes very important. When the workforce is wearing a pleasant uniform the customers approach them more confidently.

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