

**A STUDY ON PERCEPTION OF PERFORMANCE  
ATTRIBUTES AMONG AIRHOSTESS IN COIMBATORE  
INTERNATIONAL AIRPORT**

**Shyam Umasankar K K\***

**Dr. Shani N\*\***

**Abstract:**

One of the national carrier for women employees as airhostess or flight attendants ever since the inception of Airline Industry in India. When this business cycle becomes a cause of a concern, changes in performance attributes is giving rise to problems of employees in this sector. Hence the study focuses on airhostess perception towards performance expected by the employer in the latest changes coming to the airline industry. A total of 40 respondents were covered in this study. A major contribution of this study is the provision of an approach for the management of these organizations to assess the awareness of performance metrics and measure their perceived importance.

\* Research Scholar, Karpagam University, Coimbatore.

\*\* Prof & Head – Akshaya Institute of Management Studies, Coimbatore.

### **Introduction:**

Performance considerably depends on the consistent delivery of work force without expectation. Performance is the enthusiasm with hi end involvement towards particular job with which individuals respond to their situation and requirements. It is a balance between involvement and professionalism including cleanliness with on time performance while serving in the crew.

### **Definition:**

According to Franklin D Roosevelt, “Confidence... thrives on honesty, on honor, on the sacredness of obligations, on faithfull protection and on unselfish performance. Without them it cannot live

Samuel Johnson defines performance as “”Many things difficult to design prove easy to performance”.

Mae hold a view that “ The act of performing; the carrying into execution or action; execution; achievement; accomplishment; representation by action; as, the performance of an undertaken of a duty.

Cranfield Shool of Management defines performance as “The accomplishment of a given task measured against preset known standards of accuracy, completeness, cost and speed. In a contract, performance is deemed to be the fulfillment of an obligation, in a manner hat releases the performer from all liabilities under the contract”

Entrepreneur.com reviews performance as “An analysis of employees work habits undertaken at a fixed point of time to determine the degree to which stated objectives and expectations have been reached”.

### **Objectives of the study:**

The following are the objectives of the study

1. To access the awareness of airhostess about the Performance policies
2. To access the factors that have direct impact on performance
3. To identify the steps initiated which contribute to high morale among airhostess
4. To know the satisfaction level of airhostess regarding measures to maintain self efficiency

### **Scope of the study:**

Scope of the study is restricted to:

1. Airhostess working in airline companies situated in Coimbatore International Airport.
2. Further the prevalence and practices of performance factors in the following areas are investigated in the present study

### **Performance Metrics of Airhostess:**

There are many different types of Performance metrics required for this job profile. They are sense of responsibility, pleasing personality, presence of mind, initiative, good physique, Patience to work long hours, systematic approach towards duty, professional appearance, communication and interactive skills, good flow in English language, sweet voice, team sprit, positive attitude, sense of humor, strength to keep her poise in face of crisis.

### **Methodology:**

For this study the design used was descriptive. Descriptive design, as the name itself implies is conducted to describe something. The study describes the factors that lead to the employees performance in airline industries

**Data Collection:**

A questionnaire schedule was prepared to collect primary data. The secondary data was obtained from various websites, reports, and journals.

**Sample:**

Using the convenience sampling method, the data were collected from the 40 employees (airhostess alone) working in various airline industries in Coimbatore international airport viz., Air India, Spice jet, IndiGo, Kingfisher, Go Air. This study was undertaken to measure the airhostess perception towards their work force performance delivered during the productive time.

**Airline Industry Scenario:**

Indian airline industry plays a pivotal role in Indian Economy. India has more than 12 international airport and more than 87 domestic airports. Ever since Air India became India's national airline in 1953, when the airline owned by the Tatas since 1932 was nationalized. The goal was to accelerate the integrated development, expansion and modernization of facilities at airports in the nation, which match the international standards. The aviation industry is set to double its contribution. Commercial aviation which is worth between \$10- \$12 billion, contributed less than 1% to the country's GDP in the past five years. Survey says that aviation industry is booming these days and there are lot of employment generation will come in the next five years. According to industry thumb rule , 250 – 300 employees are required per aircraft and there will more players in this segment in next year which will generate more jobs in the areas of airhostess, ground staff and other related areas. Passenger growth also will exceed more than 15% compared to this year which will increase the potentiality of this industry.

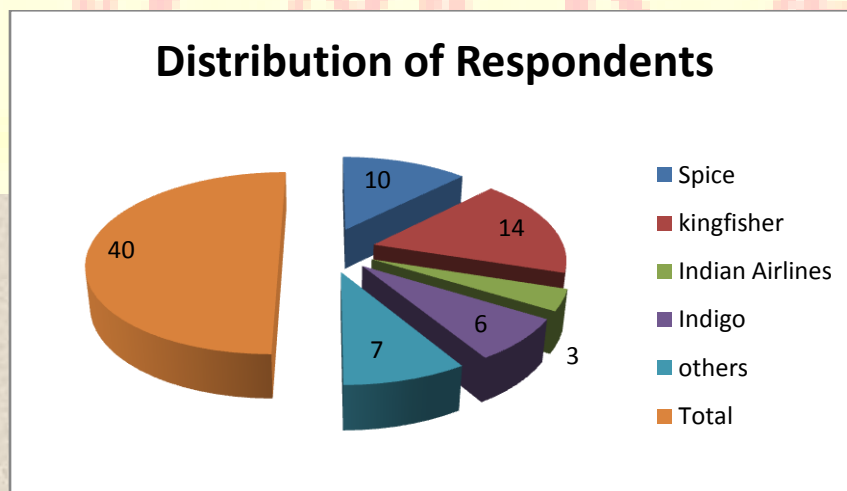
**Results and Discussion:**

Its evident from table 1 that distribution of respondents clearly indicates that 25% of the respondents are from spice jet, 35 % of respondents are from Kingfisher, 3% of respondents are from Air India, 6% of respondents are from Indigo and remaining 7% are from other airline companies like Deccan airways, Emirates etc.,

*Table: 1*

Distribution of respondents- company wise		
Name of the company	No of respondents	Percent
Spice	10	25
Kingfisher	14	35
Air India	3	7.5
Indigo	6	15
others	7	17.5
Total	40	100

*Source: Field Survey*

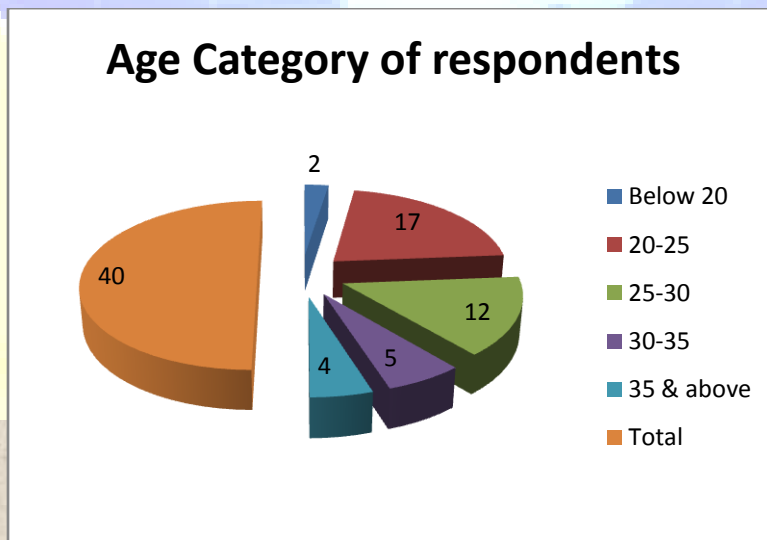


The research has found that only 5% of the respondents are coming under the category of below 20 years of age, 42.5% of the respondents are between 20 – 25 years of age, 30% of respondents are between 25-30 year of age, 12.5% of respondents are between 30-35 years of age, and remaining 10% of the respondents are 35 years and above.

*Table: 2*

Age Category of Respondents		
Age Category	No of respondents	Percent
Below 20	2	5
20-25	17	42.5
25-30	12	30
30-35	5	12.5
35 & above	4	10
Total	40	100

*Source: Field Survey*



Its evident from table 3, that 67% of respondents are unmarried and remaining 13% of the respondents are married.

*Table: 3*

Marital Status of Respondents		
Marital Status of Respondents	No of respondents	Percent
Unmarried	27	67.5
Married	13	32.5
Total	40	100

*Source: Field Survey*

**Marital Status of Respondents**

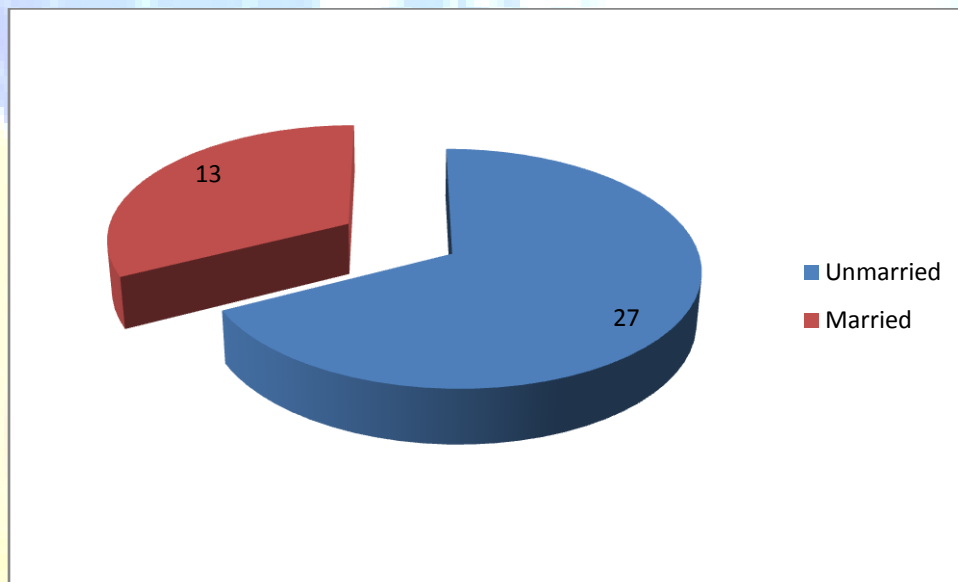


Table 4 clearly shows that 5% of the respondents are from Higher secondary, 25% of the respondents are from Diploma in aviation and airline courses, 60% of the respondents are graduates, 5% are post graduates and remaining 5% are comes from other background like referrals, passion towards airline industry etc.,

*Table: 4*

Educational Qualification of Respondents		
Educational Qualification of Respondents	No of respondents	Percent
HSC	2	5
Diploma	10	25
Graduation	24	60
Post Graduation	2	5
Others	2	5
Total	40	100

*Source: Field Survey*

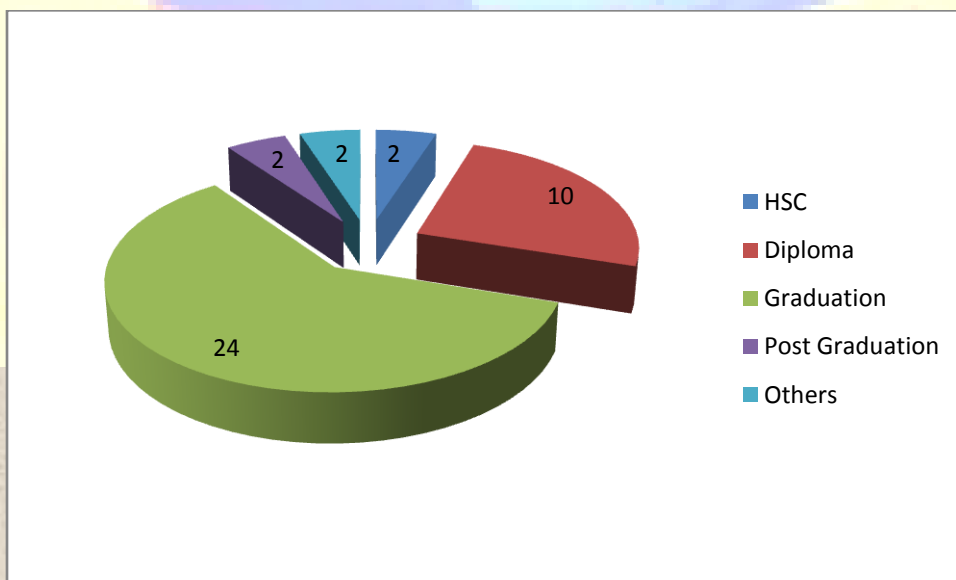




Table 5 explains that 72.5% of respondents are facing stress in their work, 15% of respondents say there is not stress at their work and the remaining 12.5% of respondents are saying sometimes there will be stress during festival seasons, peak seasons like summer, in case any problem while travelling in air they need to convince passengers to stay calm to make things under control.

*Table: 5*

Is the job stress full?		
Particulars	No of respondents	Percent
Yes	29	72.5
No	6	15
Sometimes	5	12.5
Total	40	100

*Source: Field Survey*

**Stress level**

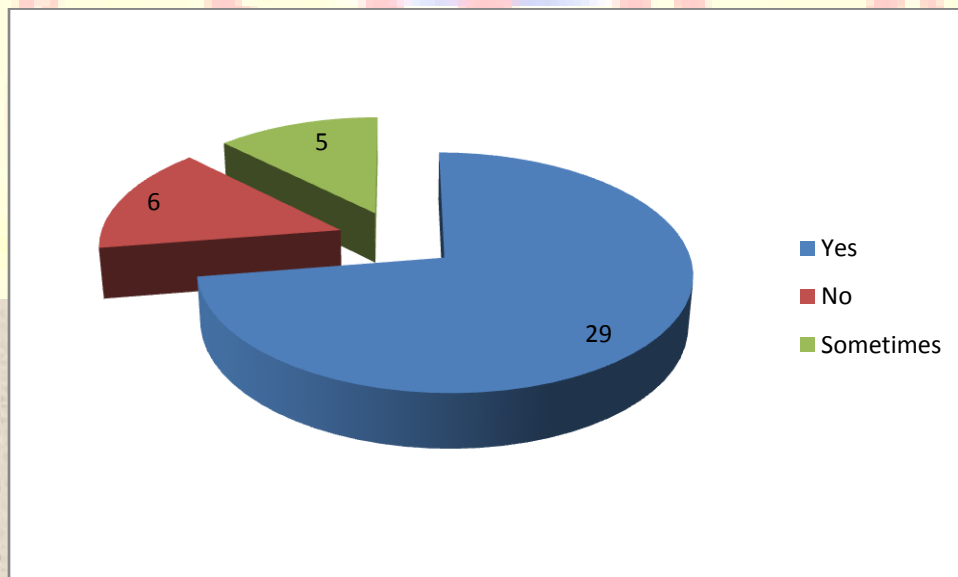
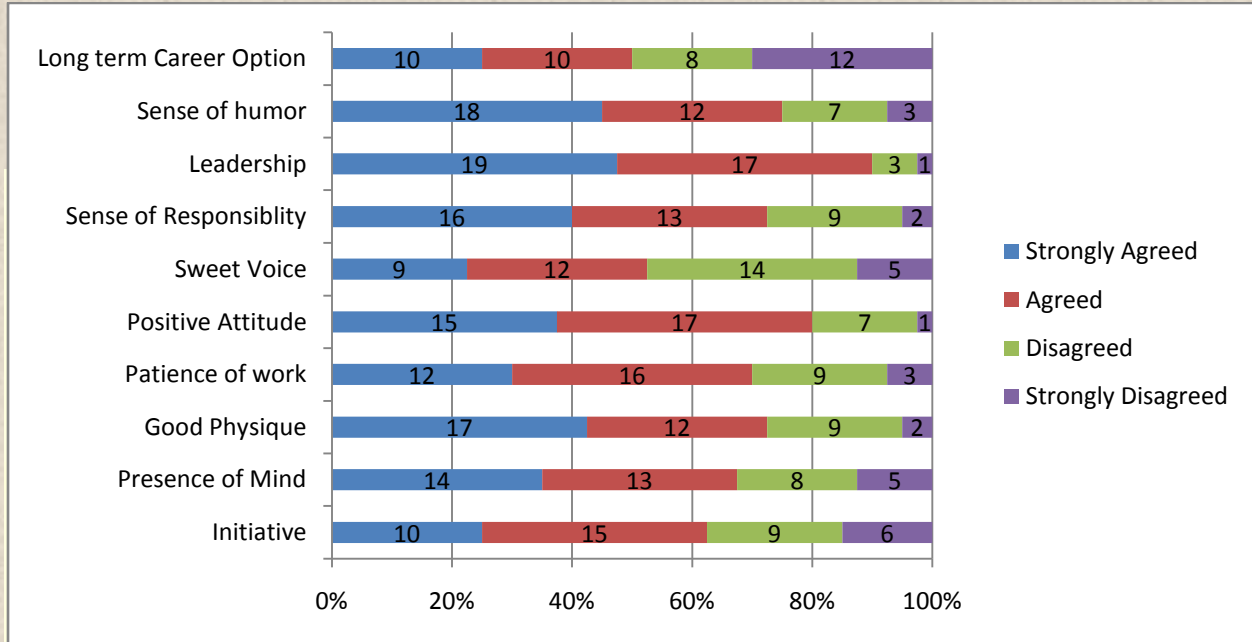


Table 6 explains the performance metrics required for airhostess in order to deliver the best work force in day to day operations. All forty respondents are clear what is the quality level they need to deliver in terms of hospitality, professional appearance and where they need to maintain their strength, and what is their sense of responsibility. Aviation industry employee's airhostess not only based on physical appearance and also people who have a strong drive to deliver adequate performance, passion towards travel and willingness to take this job profile as career. The reason is airline industry is giving latest training modules for airhostess, flight attendants and ground staff in terms of motivation, language skills, team building exercise, management games in regard to stress etc., Performance level expected from airhostess is more because all passengers will come with lot of different frequency both positive and negative like business pressure, honey moon journey, casual trips, personal tension etc., By looking at the face and gesture of the passenger, airhostess will customize her behavior to make the passenger satisfied until the journey gets concluded. Performance of this profile is pretty competent and challenging because every day they need to meet a limited passengers with different culture. Airhostess will get a continuous learning curve in daily basis which helps them to deliver hi-end professionalism.

*Table: 6*

Is the performance metrics applicable?				
Performance Metrics of Airhostess	Strongly Agreed	Agreed	Disagreed	Strongly Disagreed
Initiative	10	15	9	6
Presence of Mind	14	13	8	5
Good Physique	17	12	9	2
Patience of work	12	16	9	3
Positive Attitude	15	17	7	1
Sweet Voice	9	12	14	5
Sense of Responsibility	16	13	9	2
Leadership	19	17	3	1
Sense of humour	18	12	7	3
Long term Career	10	10	8	12

Option				
<i>Source: Field Survey</i>				



**Limitations:**

The study has the following limitations:

1. Study has done in Coimbatore International Airport
2. Accuracy of the primary data collected depends upon the authenticity of the information filled by the respondents in the questionnaire.
3. Due to the busy schedule, respondents gave only few informations which is considered to be the major constrain of the study.

**Suggestions:**

1. Awareness about Aviation industry and its growth prospects should be given in colleges located in tier 3 and tier 4 areas.

2. Women should get some relaxation in regard to age factor during their tenure as airhostess because that is not a factor where quality level they deliver to passenger that means a lot.
3. Till certain age, airhostess should maintain a specific age limit which will create some harm to the health factor of airhostess which should be relaxed.
4. Grievance handling procedure should be enhanced with transparent procedure to improve the growth prospects of airhostess.
5. Gender battles between men and women in the airline industry in terms of promotion, long term career should be considered by the aviation authorities.

### **Conclusion:**

The airline industry is the most attractive industry when compared to all other travel segments. Many airline industry works with a vision of is to satisfy the passengers in terms of end to end service like hospitality, peace, safe and make him or her to get relieved from all this stress and other pressure. There are many backward areas doesn't know the growth opportunities of aviation industry. Source from a newspaper says that in 2004 one of the recognized airlines in india decided to recruit 400 plus flight attendants, where they received more than 30000 bio-datas in a quick run. Even though this industry gives lot of benefits to their employees the critical issue is that is employees are in system can see this industry as a long term growth option. As the airline industry is going to multiply its segment in next five years, existing airhostess, flight attendants, ground staff people can enhance themselves and be a eye opener in terms of training to deliver performance for the beginners to take this profession as a long term career.

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