

Analysis of Uniform of Flight Attendants of Air Asia via Classification and Discrete Observation

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Abstract- Airlines all over the world have their own identity and this identity is considered a brand in itself. Most flight attendant uniforms are made distinct in order to show case the airline's brand and be shown as exceptional to the public. While providing identity, the uniform of flight attendant is also functionable and is related to several criteria. This paper assessed the uniform of female flight attendants of Air Asia and assessment showed the uniform is functionable and has its own home grown signature.

I. INTRODUCTION

Airlines play a role in transporting passengers from one location to another. Most airlines have their own insignias or identities that make them stand out from the crowd. According to Etschmaier and et al, airlines have the tendencies to overlap each other's routes which entails the high demands of transportation [1]. With this in mind, airlines compete with each other to get a piece of the cake or trying to get almost 90% of the market. This substantiated the fact that insignias are needed to make the airlines prominent among themselves.

In order to strengthen the airlines identities, most airlines embarked upon the customization of their uniforms especially the uniforms of their flight attendants. Black indicated that female flight attendant uniforms portray the values of glamour, beauty, and aesthetic [2]. Black also stipulated that most uniforms are contemporary and had been evolving since the advent of the airlines [2]. This evolution, in some cases, show cased the figurine of the female flight attendants, which is acceptable in the context of marketing.

For the uniforms to be exceptionally outstanding, the wearer perhaps should be in optimum shape in order to extract the full features of the uniform. In numerous aviation organizations, there are weight checks to ensure the flight attendants are conforming to certain standards. These standards are not only for aesthetic reasons but also for health, physical fitness, and productivity since most flight attendants are experiencing long haul flights. Harridon indicated that in order to achieve the desired productivity it is also imperative for flight attendants or individuals to succumb to the proper eating culture or habits [3]. The optimum eating habits would also ensure the attendants are

within the right physical dimensions in order to portray the full aesthetic of their uniforms.

As stated earlier, the branding of the airlines is important in order to obtain continuous clients or customers. Keller elucidated the responses of customers toward certain brands and Keller also spelled out the nature of activities that could strengthen a brand [4]. In his assessment, Keller pointed out the loyalties of clients and reasons that were at play to enforce these loyalties [4].

Clothes or attires have their own functionalities. According to Gupta some forms of clothes or uniforms are designed and manufactured to fill certain roles and these roles are set by the stakeholders or users [5]. The roles or functionalities are in tandem with one's job or chores and the uniforms are clad with certain dimensions or compartments that aid the tasks at hand [5]. Thus, we had chosen Functionality as one of the assessment criteria for our analysis or evaluation of the Air Asia's uniform. Our evaluation is constricted only to Air Asia female flight attendant's uniform and this decision was arbitrary but perhaps also due to the fact that these "All Stars" are more prominent in the realm of Malaysian Aviation as compared to their male counterparts. (It has to be noted that flight attendants of Air Asia are colloquially called All Stars).

In relation with functionality, the inners that are worn by the female flight attendants of Air Asia are compressive in nature and aids the circulation of blood. Harridon stipulated that if one is not physically fit or not attentive (not able to concentrate), errors would be produced and in Aviation this is a safety concern [6]. Harridon further iterated that it's imperative for errors to be reduced or eradicated in order for safety to remain intact and this is given the highest priority in Aviation [6]. The inners aided flight attendants as effective blood circulation increases one's concentration and attentiveness and hence in a way it can reduce errors during flights.

There are numerous cases where clothes and uniforms are manufactured for the purpose of displaying aesthetic beauty. Ozlu and Sevinir mentioned that consumers, in some ways, have emotional attachments to products or clothes that are deemed beautiful [7]. There is the ingrained feeling of satisfaction in observing an entity or subject that is pretty and perfectly form [7]. This emotional play can attract customers or in the context of airlines it can attract passengers and make them loyal paying

clients. We thus decided that Aesthetic Beauty be part of the assessment criterion to assess the uniform of Air Asia.

II. LITERATURE REVIEW

Clothes or attires are worn because of their comfort and other tangible reasons. Kamalha and et al considered comfort as the yardstick for quality and they advised manufacturers to emphasize upon quality during the fabrication of the attires [8]. They also discerned several responses of wearers in order to gauge the comfort level of the fabrics or attires [8]. With this being an important aspect of clothing, we had taken the liberty to pick Comfort as one of the criterions to be evaluated in pursuant to the female flight attendant uniform.

Several methods exist to measure the overall grade of the uniform or clothes. Harridon had creatively used the Threats and Opportunities method to gauge several situations, and other researchers had utilized this method for other nouns which are strikingly different from each other [9]. This showed that the Threats and Opportunities method is universal and adaptable to various scenarios and subjects [9]. We postulated that in further and future research this method could be utilized to give different perspectives to our current research.

Users usually desire clothes that are easy to maintain as this would reduce any hassle in the maintenance process such as dry cleaning, machine wash, and others. Laitala and et al stated that it is vital for clothes to be maintained in order for the clothes to be efficiently functional and appear pristine [10]. These traits can be achieved via several maintenance practices but the complexities or intricacy of the maintenance process, which also includes environmental wastages, can be a deterrent for some to actuate the maintenance processes [10]. With regards to these arguments, we integrated the criterion Ease of Maintenance into the “female flight attendant uniform” assessment rubric.

Another aspect that is congruent to the users is the maneuverability of the clothes or uniforms. It is always crucial for the users to be able to move in a dynamic and free movement without any prominent constriction. Eryuruk and et al had investigated several fabrics and clothes within the framework of stiffness and drapeability where these two parameters contribute primarily to the maneuverability of the clothes or attires [11]. They had also taken into account parameters of weft density, fabric

weight, and others in their investigation of different fabrics [11]. We see this as highly critical and thus we had denoted Maneuverability as the assessment parameter to evaluate the flight attendant’s uniform.

In order for the uniform to look exceptionally well, the users or the individuals have to maintain an optimum figure which requires certain physical exercises and tasks. Harridon had laid out a physical fitness assessment which includes the gauging of the Body Mass Index of individuals [12]. This approach in some ways gives the individuals the necessary numerical evaluations that can be used to properly guide the individuals to achieve the desired body shape [12].

We had employed the classification method to classify the uniform into several segments or sections. Classification is an age-old method that is used vastly by researchers and scientists. Kim and Gil stated that categorization or classification was utilized in research papers where these papers were streamed in accordance to their fields and subfields [13]. This allow readers to search for intended research papers with ease and also assessments or evaluations of papers could be done in a structured manner [13].

We followed suit with our categorization or classification of the segments of the uniform of the female flight attendant. More upon this at the Methodology Section of this paper. The classification method is quite popular and Stefan advocated the usage of classification, especially in data, since an accurate classification would lead to concrete and in-depth projection or prediction [14]. This is useful in various industries and fields, especially in economics, aviation, aerospace, and others.

As seen in the Literature Review section, we had listed and described in great length and details the assessment criterions to evaluate the female uniform of Air Asia’s flight attendants. These assessment criterions are Functionality, Aesthetic Beauty, Comfort, Ease of Maintenance, and Maneuverability. The applications of these criterions are stipulated in the Methodology Section of this paper and also in the Results Section of this paper.

III. METHODOLOGY

Assessment of the uniform of the female flight attendant was done utilizing a structured approach as shown in Figure 1.

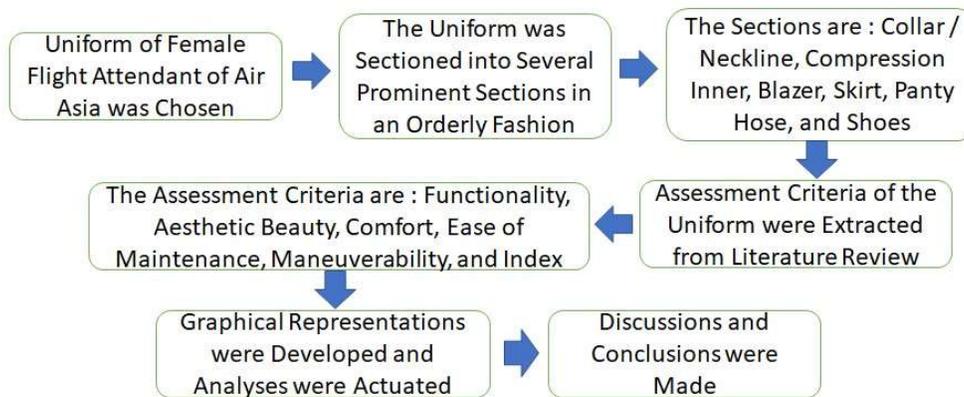


Figure 1. The Methodology to Assess the Uniform of Female Flight Attendant

We had chosen Air Asia as the subject of this paper where the uniform of the female flight attendant was scrutinized. The uniform was sectioned into several segments in a structured and orderly way starting from the top of the anatomy till the bottom of the anatomy. Within this context the uniform was segmented into Collar / Neckline, Compression Inner, Blazer, Skirt, Panty Hose, and Shoes.

Based upon Literature Review, several assessment criteria were extracted and denoted. These criteria are Functionality, Aesthetic Beauty, Comfort, Ease of Maintenance, and Maneuverability. We however went further and added another assessment criteria which is called the Index where the Index gave a numerical representation of each segment of the uniform. If a criterion is deemed above normal or above average, the criterion is given one point. If a criterion is deemed normal or average or below average, the criterion is given zero point. The value of the index is obtained by summing all points and the sum is divided by 5 (since there are 5 criterions).

For example, in Table 1, for the section Collar / Neckline, the criterions Functionality, Aesthetic Beauty, Comfort, Ease of Maintenance, and Maneuverability were given 1 point each and based upon these, the Index value for the section Collar / Neckline is 1.0. It has to be noted that the numerical value in the bracket at Table 1 represents the said point.

We then proceeded and developed the graphical representation of the index for each section of the uniform. This is shown in Figure 2. We then discussed the results and made conclusions from the derived results.

IV. RESULTS

The assessments of the segments or sections of the uniform are shown in Table 1 and Figure 2.

Table 1. Assessments of Sections of Uniform of Flight Attendants

Section of Uniform of Female Flight Attendant	Functionality	Aesthetic Beauty	Comfort	Ease of Maintenance	Maneuverability	Index
Collar / Neckline	The Collar is Loose which Allows Proper Breathing (1)	Contoured (1)	There is a Zipper to Control Constriction (1)	Easy to Maintain (1)	Easy to maneuver the neck and neckline (1)	5/5 = 1.0
Compression Inner	Allow Efficient Blood Flow (1)	Shapely (1)	Stretchable (1)	Easy to Maintain (1)	Easy to maneuver the body (1)	5/5 = 1.0
Blazer	For Warmth (1)	Red is Considered Striking (1)	It is Adequate (0)	Need Proper Care (0)	Attendants Able to Transverse Effectively (1)	3/5 = 0.6

Skirt	As Covering (1)	Shapely and Red which is Striking (1)	It is Adequate (0)	Need Proper Care (0)	Attendants Able to Transverse Effectively as Slit is Integrated (1)	3/5 = 0.6
Panty Hose	As Covering and Warmth (1)	Black is Considered Elegant (1)	It is Adequate (0)	Need Delicate Care (0)	Its Stretchable (1)	3/5 = 0.6
Shoes	To Cover Distance (1)	Adequate (0)	Adequate / Challenging (0)	Easy to Maintain (1)	Adequate (0)	2/5 = 0.4

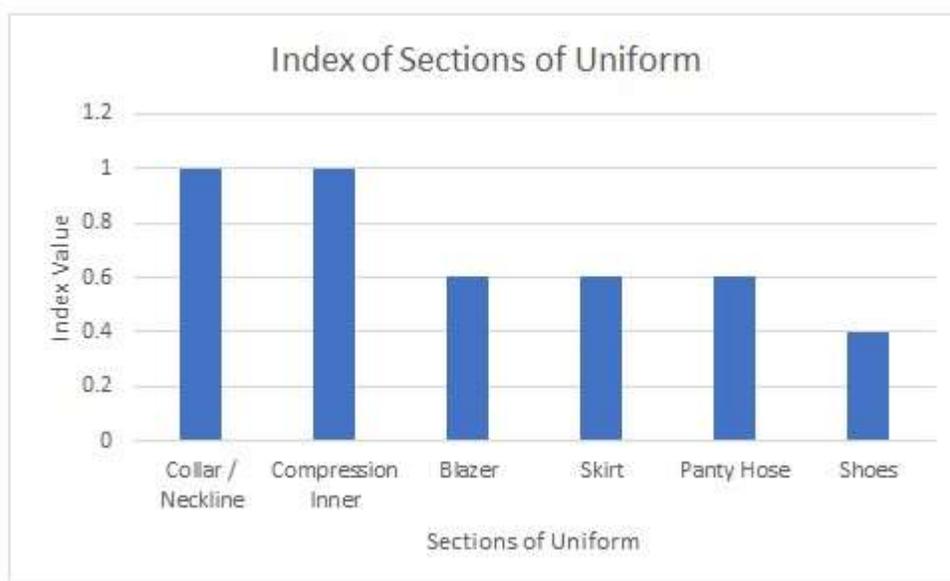


Figure 2. The Index Value of Segments of the Uniform

V. DISCUSSION

As seen in Table 1, for the section Collar / Neckline, this section concerns the segment collar or the neckline of the compression inner of the uniform. This section or segment scored the maximum one point in each of the criterion being assessed, thus given it an Index Value of 1.0.

The Air Asia’s uniform consists of an inner which is compressive in nature. This compressive inner is akin to the compression shirt wore by athletes to increase performance by stimulating blood flow. This is quite revolutionary for Air Asia to be using it as the science of sports is integrated into the uniform of female flight attendants. For this segment, the Index Value of 1.0 was achieved which is indicative of the novel idea of Air Asia.

The Air Asia’s blazer is red in colour and this colour made the blazer stand out and exceptional from other blazers. The blazer scored an emphatic 1.0 point in the Aesthetic Beauty criterion. However, in terms of comfort it was deemed comfortable as any other blazers and hence it was denoted as on par or on average with other blazers. This is also similar to the Maintenance criterion

where the maintenance routine is similar to other blazers. Thus, in a nutshell the Index Value of this segment is 0.6.

The skirt forms part of the uniform and it has an ingrained aesthetic beauty due to its characteristic of being shapely when adorned by female flight attendants. This contributed to the value of 0.6 in its Index. The skirt however is deemed average in terms of care and comfortability. One of the desirable traits of the skirt is its slit where the slit allows the flight attendants to dynamically shift their legs in an efficient manner. This is an absolute plus as the flight attendants are required to transverse the cabin of the aircraft frequently during services or emergencies.

The panty hose is wore by flight attendants to cover their legs and subsequently provided warmth to that region. The black colour gives an elegant look to it and its stretchability is an advantage for the constantly moving flight attendants. These plus points contributed to the overall Index of 0.6. As most panty hoses, they require delicate care as to not break or tear the soft structure of the fabric. The comfortability of the panty hose is similar to others in the market and as such it gains the label of being average.

The flight attendants usually wear 2 types of shoes depending on the premises they are at. The first type is worn on the ground and the second type is worn in the cabin of the airplane. The shoes are “challenging” to be worn and it may take several attempts to normalize the adaptation. On a plus side, the shoes are easily maintained and serve its purpose of aiding the traversing of flight attendants.

In Figure 2, the Index of all segments are shown. Comparison between all segments indicated that Collar / Neckline and Compression Inner fared better than other segments. This also stipulates that these 2 segments are perhaps the most prominent features of the female flight attendant uniform and contributed to the branding or identity of Air Asia. The red blazer and skirt also fared well in the Index Grade and it had to be noted that the colour red is the primary ingredient in promulgating the insignia of Air Asia.

VI. CONCLUSIONS

The uniform of the female flight attendant of Air Asia is striking due to its Red Colour and its signature inner, which is compressive in nature. The fabric of the inner is akin to the compressive shirt adorned by athletes to facilitate their performances via effective circulation of the blood. The utilization of this fabric by Air Asia is seen as novel as numerous benefits, within the context of physical fitness, are gained by perpetually using the said fabric. The Collar / Neckline of the indicated inner is also contoured and this indicatively portrayed an entity of aesthetic beauty. The skirt of the flight attendants is shapely and this reinforces the hourglass shape of the flight attendants and some say this is the pull factor that reinforces the identity of Air Asia. Apart from Aesthetic Beauty, all of the segments of the uniform have inherent functionalities. For example, the blazer and panty hose functioned as warmers that warm the individuals while the slit on the skirt allows significant leverage in order for the flight attendant to dynamically transverse and move. The Index that we had introduced had also stipulated, that overall, the uniform of the female flight attendants is expressive in terms of branding and symbolism.

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