

DESIGN CRITERIA FOR FEMALE FLIGHT ATTENDANT UNIFORMS: WEARER PREFERENCE NEEDS ASSESSMENT

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(ABSTRACT)

The purpose of this research was to gather the preferences of flight attendants for garment characteristics of the ideal flight attendant uniform, then translate those garment characteristics to design criteria.

Using uniform silhouette, interior design lines and fabric characteristics as dependent variables, garment characteristics of clothing length and shape, sleeve length and shape, neckline, collar, pocket style, pocket placement, closing type, closing location, waist style, fabric care, color, type, stretch, weight, hand, surface and fabric design were selected as independent variables. The objectives of the study were to determine 1) the flight attendant preferences for an ideal uniform and 2) if a relationship existed between flight attendant age and garment characteristics and between flight attendant years of service and garment characteristics.

A questionnaire was developed and tested as the instrument to be used to gather the wearer preferences and garment characteristics. The development of the questionnaire evolved through a series of pretests. Changes were made based on the reader comprehension of questions, terminology, illustrations and instructions. The data were analyzed using frequency counts, cross-tabulations and independent sample chi-square test.

The data were gathered in the crew lounge of a major southeast airline. The sample consisted of 218 actively employed, Caucasian and non-Caucasian female flight attendants between the ages of 25 to 51 with 1 to 36 years of service. The findings indicated this group of flight attendants preferred three garments; shirt, slacks and cardigan sweater as uniform clothing, and no relationships existed between flight attendant age or flight attendant years of service and preferred garment characteristics.