

Communication Skills, Work Motivation and Goal Setting Tendencies: A Study on Airhostess

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Abstract

The aim of the present investigation is to study the impact of age on communication skills, work motivation and goal setting tendencies of a group of airhostesses of Indian Airlines. Accordingly, a group of 100 airhostesses (50 from above 40 years of age and 50 from below 40 years of age) were selected in this investigation. A General Information Schedule, Communication Skill Questionnaire, Motivation Feedback Questionnaire and Goal-Setting Questionnaire were administered to them by giving proper instruction. The findings reveal that airhostesses of above 40 years of age have strong and satisfactory communication skill in comparison to the below 40 years of age-group. Besides this, there is a significant difference between the two groups in connection with basic need and self actualization need. Not only this, goal setting tendency of the airhostesses of above 40 years of age is more strong and proactive in comparison to the below 40 years age-group. No organization can run successfully only by depending on machines. Thus, there is a need for proper utilization of the human resources by identifying the strengths and weaknesses of the airhostesses. Implementation of training program especially for the juniors is necessary for better communication skills, work motivation and also for goal-setting tendencies.

Key words: Communication skills, work motivation, goal setting tendencies and airhostess