

結合感性工學與官能評價探討服裝款式對應徵者外表吸引力之影響

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摘要

在應徵者面談的情境與過程中，面試官會受到許多變數而影響其面談決策，例如面試官對應徵者的第一印象、面試官心目中應徵者的理想典型、外表及態度等因素。過去許多研究顯示，較具外表吸引力的人，會被視為擁有較多正向的人格特質、較高尚的社會地位與職業、被認為事業較易成功、婚姻及生活較幸福美滿，甚至較容易得到他人的幫助。在徵選面談情境中，有許多相關文獻證明了應徵者的外表吸引力，確實會讓面試官對於應徵者有較佳的印象。過去對於外表吸引力之相關研究，焦點大多放在其大範圍之整體、臉部吸引力、身體意象等部分，較少探討穿著服飾對外表吸引力之影響。本研究結合感性工學與官能評價，並以多元尺度法探討影響應徵者穿著服飾與外表吸引力間之關係。研究結果發現，應徵者之服裝穿著款式在面試官所屬之產業類別以及應徵者所應徵的職務類別中，會產生比較顯著之影響。其中，高科技業對於創新年輕的穿著款式類別的接受最高，而以親近外向的服裝款式類別去面試，則是比較通用與保險的作法。本研究將感性工學延伸利用於人力資源領域探討應徵人員之外表吸引力，藉由感性工學手法，提取人更深層的知覺因子，藉此更深入的研究感性與決策間的關係，而研究結果則能進一步提供給應徵者做為面試穿著之參考，將有助於應徵者於求職上獲得正面之評價。

關鍵詞：外表吸引力、感性工學、官能評價、多元尺度法

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