

The Effect of Clothing Style on Applicant Physical Attractiveness by Integrating Kansei Engineering

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ABSTRACT

In the process of interviewing an applicant, the interviewer is exposed to many factors that may affect the outcome of the interview, such as the interviewer's first impression of the applicant, the ideal applicant stereotypes that the interviewer has in mind, and the appearance and attitude of the applicant. Several previous studies have shown that people with a more attractive appearance are considered by others to possess more positive personality traits, have a higher social and career status, is able to succeed more effortlessly, is believed to have a happy marriage and life, and is even more likely to receive help from others. In a interview scenario, many studies have concluded that if the applicant's physical appearance is more favorable, chances are that the interviewer will have a better first impression. Previous studies related to physical attractiveness were mainly focused on variables of a wider scale, such as facial and body image. In contrast, not much has been studied on the effect of clothes on physical attractiveness. This study merges the field of Kansei Engineering and Sensory Evaluation, and approaches the relation between clothing and physical attractiveness with a multidimensional scaling method. Results show that the type of clothing worn has a significant effect in two categories: the interviewer's industrial category and the applicant's field of interest. For example, high-tech industries appeal to more young and lively forms of dressing. Also, it would be universally acceptable to wear friendly and outgoing styles to interviews in general. This study extends Kansei Engineering to the field of Human Resources exploring the effect of clothing on the applicant's physical attractiveness. Through this method, the inner perspective factors of the mind and brought forth, and the relation between human emotion and decision making is researched more thoroughly. Moreover, the results of the study can serve as a guideline for applicants attending interviews, aiding them to strive for the best possible outcomes.

Keywords : Physical Attractiveness、Kansei Engineering、Sensory Evaluation、multidimensional scaling (MDS)

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