

Does attractiveness have an increasing probability on hiring
decision?

Case study on Marketing position in Financial Business



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จุฬาลงกรณ์มหาวิทยาลัย
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ภาพลักษณ์ภายนอกที่ดี มีผลต่อการถูกเลือกจ้างงานมากกว่าหรือไม่ กรณีศึกษาจากตำแหน่งงาน
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วิภา สุขเจริญ : ภาพลักษณ์ภายนอกที่ดี มีผลต่อการถูกเลือกจ้างงานมากกว่าหรือไม่
กรณีศึกษาจากตำแหน่งงานการตลาดในธุรกิจการเงิน. (Does
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งานวิจัยนี้แสดงหลักฐานใหม่ถึงผลกระทบระหว่างความงามและการตัดสินใจจ้างงาน
ในตลาดแรงงาน โดยเฉพาะอย่างยิ่งการศึกษาว่าผู้ที่มิมีใบหน้าที่ดึงดูดน้อยกว่ามีโอกาสน้อยกว่าที่
จะได้รับเลือกหลังจากส่งประวัติในการสมัครงาน กลยุทธ์เชิงประจักษ์ตั้งอยู่บนพื้นฐานของ
วิธีการทดลองโดยการสร้าง ใบสมัครที่มีรูปถ่ายที่น่าดึงดูดและไม่ดึงดูดสำหรับพนักงานสรร
หาบุคคลในสายงานทรัพยากรมนุษย์ในธุรกิจการเงินในเขตพื้นที่กรุงเทพมหานครประเทศ
ไทย สำหรับการจัดอันดับของใบสมัครที่ได้รับการรับเลือกจากอันดับสูงสุดไปหาอันดับต่ำสุด
จากใบสมัครที่จัดทำขึ้นทั้งหมด จากผลการวิจัยพบว่าใบสมัครที่มีรูปถ่ายน่าดึงดูดจะถูกเลือกสูง
กว่าใบสมัครที่มีรูปถ่ายที่ไม่ดึงดูด แต่ปัจจัยที่ได้รับเลือกมากที่สุดคือปัจจัยความสามารถทาง
ภาษา



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This research provides new evidence the impact between beauty and hiring decision in the labor market. Specifically, study if people with less attractive faces are less likely to be chosen after submitting a resume. The empirical strategy is based on an experimental approach by making an application that has attractive and unattractive photos for human resource workers in financial business in Bangkok, Thailand. For rating of the application that wants to choose from highest to lowest from all applications. From the results, it is found that applications with attractive images will be selected higher than applications with unattractive photos. But the factors that have been chosen the most is factor of language ability.

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TABLE OF CONTENTS

| | Page |
|-------------------------|-------------|
| | iii |
| ABSTRACT (THAI)..... | iii |
| | iv |
| ABSTRACT (ENGLISH)..... | iv |
| ACKNOWLEDGEMENTS | v |
| TABLE OF CONTENTS | vi |
| Content of Table | 1 |
| Introduction | 2 |
| Related Literature..... | 2 |
| Data..... | 4 |
| Methodology..... | 12 |
| Results..... | 17 |
| Conclusion..... | 19 |
| Discussion | 20 |
| REFERENCES | 21 |
| VITA..... | 23 |

Content of Table

| | |
|---|----|
| Table 1: List of attractive and unattractive photos..... | 5 |
| Table 2: Result of female photos..... | 7 |
| Table 3: Result of male photos..... | 7 |
| Table 4: Randomly attribute to creating resume from SPSS program..... | 8 |
| Table 5: Shown the photo that will use for creating the resume | 9 |
| Table 6: The results from pilot test questionnaire..... | 10 |
| Table 7: The results from human resource questionnaire | 11 |
| Table 8: Pearson's R statistics and Kendall's tau of the job seeker feature set. | 13 |
| Table 9: Utility value of job applicant characteristics..... | 15 |
| Table 10: Utility values for each set of applicant characteristics | 17 |

Introduction

In the age of labor market liberalization, entrepreneurs have many choices to choose their labor. Employers are still looking for high-skilled labor, which corresponds to the growth trend of the regional labor market. They are intended to seek labor who has various and specialized skills. Nevertheless, employees also need to improve their skills to match their jobs including making own strong advantages or create their own unique features. In order to get attention from employers, they need to be more outstanding than the others. In this case, Thai labor market is a chance, and also a challenge for the applicants.

According to the article above, it cannot be denied that applicants need to have high skills and high abilities which are the main objects of getting hired. In order to catch entrepreneur' attention, "the beauty and attractiveness of applicants" is also considered as an outstanding feature. The beauty and attractiveness are one of the variables to intervene the recruitment system. This intervention is intended to occur to anyone in the first step of recruitment, which is writing a resume, every applicant need to put their pictures on a resume for recruitment. Conversely, applicants can choose not to put their photos in a resume, compared to the applicants who put their photos, this will decrease the chances of getting interview invitations.

Therefore, this research would like to prove that how the intervention of beauty for seeking a job in Thailand, which is located in Bangkok, effects on the labor market? Moreover, does the beauty really increase a chance to get hired more than the unattractive personality? Or are there any variables that effect on selecting labor for getting a job more than the beauty of applicants on a resume? The conclusion of this research, studying in highly competitive area in Thailand, will reflect the values of recruitment system.

Related Literature

The definition of standard meaning of attractiveness or beauty was discuss in many way and method, but normally attractive can be separate as visual attractive and physical attractive by visual attractive is appeal as the photo to impact the people stimuli or attract typically seen but for the physical attractive is the perception of the physical

of human characteristics as pleasing or beautiful, by beautiful meaning is to describe the property or characteristics to human, animal or objects that impact the perceptual experience to be pleasure or satisfaction. As one of the research papers about measuring meaning of beauty wording said that there are many researches try to describe the meaning of beauty or attractive looking and perception of beauty has long been discussion between academician and the people who interested in beauty meaning to find out the standard measuring for beauty. Some of research use the symmetry theory to measuring of attractiveness and facial symmetry to be the first criterion when evaluate the facial attractiveness and found that symmetry was more important than average-looking in facial attractiveness but in fact facial symmetry is perceived as less attractive than asymmetry, because the perfect symmetry is appearing in low rate in the society compare to asymmetry is appears as normal. This may be due to the fact that reducing asymmetry causes the face appear unemotional. Even the beauty or attractiveness can measure with theory but may have others effect to measure like the culture or generation of social. (Gunes, 2011) More than using the symmetry theory or we know as golden ratio, the technology is come to our life and we start to use the technology to measure and proof the beauty and attractiveness example the program called BQS-Beauty Quantification system by using the data store or score data archive. The data of beauty and attractiveness come from the measure of golden ration, celebrities, historical figures, and ideal face components. This program opens for everyone to measure their beauty and they will be received high score when close to the original data or golden rectangle proportion. (Roizen, Oz, Roizen, & Roizen, 2011) From this research we will know that the beauty and attractiveness also depends on the generation and social culture and beauty or attractiveness may change the standard of measuring all the time.

In the labor market society, every worker brings some physical attractiveness into the labor market and start to interest in lookism, when the labor market start concerning at workers characteristics or lookism the result of this thinking create discrimination between good looking people and plain people on wage earning (Hamermesh & Biddle, 1993). Related to (Hamermesh & Biddle, 1993) provide evidence of positive correlation between beauty and hiring decision as when the beauty premium has an impact on labor market by the people with attractive looks will receive a higher wage than the people with the lower average looks and there is a premium in wages for good-looking people that is slightly smaller than this penalty. It is also associate to the link between attractive person and hiring decision has increase in the

labor market on their wage with their resume. We can find that the resume with picture of attractive face received 36% of calling to interview more than resume with unattractive face and attractive candidates should attach a photo on their resume, it's increasing their opportunity to call back to interview about 30% and unattractive candidates shouldn't attach their photo on their resumes, it's decreasing their opportunity to call back around 5% (Bóo, Rossi, & Urzúa, 2013). Beauty Premium is one of the most impact to the first hiring process after candidates submitted the resume, attractiveness is important driver of a recruiter's decision to calling an attractive candidate to come to interview, but the impact with attractiveness on recruiter's decision higher happened on men recruiters than women recruiter (Baert & Decuypere, 2014). The women recruiter decision has a variable of jealousy when they find the resumes with attractive photo. In the other hand if women with attractive face have a lower opportunity of calling for a job interview than the resume with unattractive face or no photo attached when their resumes faced a women recruiter (Ruffle & Shtudiner, 2015). By the way the person with attractive looks and more confident than the person with lower average looks and they will also higher confident to increasing their wages but for a given level of confidence, physically attractive candidates are considered more able by employers and the controlling for candidate confidence, the physically attractive candidates should has oral skill as communication and social skills that can be raise their wages when they interact with employers (Mobius & Rosenblat, 2006)

This research finds an evident to prove that attractive candidates will receive a higher opportunity in the first hiring process of recruitment on choosing for a job interview more than unattractive candidates and education will be additional variable to impact recruiter's decision. The results of this study can inform the fact of physical value in Bangkok organization and Thailand culture for beauty premium in labor market.

Data

This research paper uses the data by using the experiment and survey to finding out what is the main variable that impact the decision from human resource to choose the resume for interviewing on marketing position for financial business.

The experiment that this paper plan to use is to create the resume with attractive and unattractive resume and give all resume to participants who work as human resource in banking industry to choose the resume by ranking the score of the most wanted resume to the lowest score resume.

First step to create the resume key independent must be the attractive and unattractive photos that will be use as a candidate's photo to attach on the resume, I start to find the photos to attach the resume by searching on the Google website with the wording as "women/men photo for applying job" and find that almost of public photos come from photography website. In summary this paper chooses 8 photos of each gender, separating by researcher opinion from attractive and unattractive as table 1 below

Table 1: List of attractive and unattractive photos

| | PHOTO 1 | PHOTO 2 | PHOTO 3 | PHOTO 4 | PHOTO 5 | PHOTO 6 | PHOTO 7 | PHOTO 8 |
|--------|--------------|------------|--------------|--------------|--------------|--------------|--------------|------------|
| FEMALE | ATTRACTIVE | ATTRACTIVE | UNATTRACTIVE | ATTRACTIVE | ATTRACTIVE | UNATTRACTIVE | UNATTRACTIVE | ATTRACTIVE |
| MALE | UNATTRACTIVE | ATTRACTIVE | ATTRACTIVE | UNATTRACTIVE | UNATTRACTIVE | UNATTRACTIVE | ATTRACTIVE | ATTRACTIVE |

To decide a photo between attractive and unattractive, but it's cannot decide by only researcher's opinion, so this paper start to create the questionnaire to asking other's opinion to rate the photo with attractive and unattractive to be the same standard.

Researcher create questionnaire by using Google Form, the question in questionnaire for part one consists of four general questions as follow

- First question asks about respondents age, separating into seven range as 20-22 years, 23-25 years, 26-28 years, 29-31 years, 32-34 years, 35-37 years and 38-40 years respectively.
- Second question ask about respondents' highest level of completed education as Upper Vocational, Bachelor's Degree and Master's degree and above respectively.
- Third question ask about respondents estimated monthly income as less the 9,000 baht, 9,000-14,999 baht, 15,000-19,999 baht, 20,000-24,999 baht, 25,000-29,999 baht, 30,000-34,999 baht, 35,000-39,999 baht, 40,000-44,999 baht, 45,000-49,999 baht and more than 50,000 baht respectively.

- Forth question ask about respondents' gender as female, male, transgender male and transgender female respectively.

For part two will link from the question four that ask about your gender, if respondents

choose the answer female or transgender female the answer will transfer them to the questionnaire on part three. In the other hand if respondents choose the answer male or transgender male the answer will transfer them to the questionnaire on part four.

For part three will be the question for female and transgender female, researcher prepare eight photos of women by creating the question with the same question for all photos as "Please give a rating of this photo by attractiveness" and the answer will rate by scoring one to five, one is means not attractive, two is means less attractive, three is means moderately attractive, four is means highly attractive and five is means highest attractive and the list of photos are arrange as the column 1 respectively.

For part four will be the question for male and transgender male, researcher also prepare eight photos of men by creating the question with the same question for all photos as "Please give a rating of this photo by attractiveness" and the answer will rate by scoring one to five, one is means not attractive, two is means less attractive, three is means moderately attractive, four is means highly attractive and five is means highest attractive and the list of photos are arrange as the column 1 respectively same as female part.

The questionnaire to rating the attractiveness of research photos, researcher focus on randomly respondents who work in the labor market around twenty people. The results of respondents' s basic information calculate as percentage for four question as summary following;

First question asks about current age the results shown as respondents has 50 percent of age 26-28 years, 15 percent of age 23-25 years and 29-31 years and 5 percent of age 32-34 years and 38-40 years.

The second question ask about highest education of respondents the results shown as 70 percent of respondents has bachelor's degree, 25 percent of master's degree and above and 5 percent of upper vocational.

Third question ask about estimated monthly income of respondents the result shown as 25 percent has income around 20,000-24,999 baht, 20 percent has income around 25,000-29,999 and more than 50,000 baht, 10 percent has income around 15,000-19,999 baht and 35,000-39,999 baht and 5 percent has income around 9,000-14,999 baht, 30,000-34,999 baht and 45,000-49,999 baht.

The last question of basic information asks about the gender of respondents the results shown as 50 percent of respondents are male, 45 percent are female and 5 percent are transgender female.

For part two and three that separate respondents by gender to ask about photos attractiveness the results of this questionnaire calculate to percentage of each photo as table 2 and table 3 as follows,

Table 2: Result of female photos

| | PHOTO 1 | PHOTO 2 | PHOTO 3 | PHOTO 4 | PHOTO 5 | PHOTO 6 | PHOTO 7 | PHOTO 8 |
|---------------------------|---------|---------|---------|---------|---------|---------|---------|---------|
| 1 = NOT ATTRACTIVE | 0 | 10% | 60% | 0 | 0 | 50% | 60% | 0 |
| 2 = LESSATTRACTIVE | 0 | 20% | 10% | 10% | 30% | 0 | 20% | 30% |
| 3 = MODERATELY ATTRACTIVE | 30% | 30% | 20% | 30% | 10% | 30% | 10% | 10% |
| 4 = HIGHLY ATTRACTIVE | 30% | 20% | 0 | 30% | 20% | 10% | 0 | 30% |
| 5 = HIGHEST ATTRACTIVE | 40% | 20% | 10% | 30% | 40% | 10% | 10% | 30% |

Table 3: Result of male photos

| | PHOTO 1 | PHOTO 2 | PHOTO 3 | PHOTO 4 | PHOTO 5 | PHOTO 6 | PHOTO 7 | PHOTO 8 |
|---------------------------|---------|---------|---------|---------|---------|---------|---------|---------|
| 1 = NOT ATTRACTIVE | 20% | 10% | 20% | 60% | 40% | 20% | 10% | 10% |
| 2 = LESSATTRACTIVE | 20% | 0% | 10% | 10% | 20% | 20% | 0% | 0% |
| 3 = MODERATELY ATTRACTIVE | 20% | 20% | 20% | 30% | 20% | 50% | 40% | 20% |
| 4 = HIGHLY ATTRACTIVE | 30% | 50% | 50% | 0% | 10% | 10% | 10% | 30% |
| 5 = HIGHEST ATTRACTIVE | 10% | 20% | 0% | 0% | 10% | 0% | 40% | 40% |

After get the results of photo attractiveness, researcher start to create the others attribute that can impact human resource for choosing the resume apart from candidate photo. Next variable that this research create is dependent variable to input in the resume, finally this research decides to input three dependent variables as gender, education and language skill in the resume. Including the key independent as photo and

dependent variable as gender, education and language skill this research separate all attributes into two choices of each attributes.

- First attribute is photo separate into two choices as attractive and unattractive refer from the results from questionnaire on table 2 and table 3
- Second attribute is gender separate into two choices as male and female
- Third attribute is education or university this research chooses the top university in Thailand with nearly the same ranking as Chulalongkorn University and Thammasat University.
- Forth attribute is language separate into two choices as Chinese and Japanese.

Not only key independent variable as photo and dependent variable as gender, education

and language skill, this research also adds three control variables as following;

- First is major of education this research defines to use International Market major for all resume.
- Second is soft skill this research defines to use Microsoft Office and Google Analysis for all resume.
- Third is training experience this research defines to let every candidate work as trainee in banking industry for all resume.

Last step to preparing data for the experiment this research uses the SPSS program by

inputting all attributes with two choices in the program and let the program run out a random attribute of each resume for experiment. The results after inputting all attributes in the program, SPSS random attribute of each resume into eight resumes as follows;

Table 4: Randomly attribute to creating resume from SPSS program

| PHOTO | GENDER | EDUCATION | LANGUAGE SKILL | STATUS_ | CARD_ |
|--------------|--------|---------------|----------------|---------|-------|
| UNATTRACTIVE | MALE | THAMMASAT | JAPANESE | DESIGN | 1 |
| ATTRACTIVE | FEMALE | THAMMASAT | CHINESE | DESIGN | 2 |
| UNATTRACTIVE | MALE | THAMMASAT | CHINESE | DESIGN | 3 |
| UNATTRACTIVE | FEMALE | CHULALONGKORN | CHINESE | DESIGN | 4 |
| ATTRACTIVE | FEMALE | THAMMASAT | JAPANESE | DESIGN | 5 |
| ATTRACTIVE | MALE | CHULALONGKORN | CHINESE | DESIGN | 6 |
| UNATTRACTIVE | FEMALE | CHULALONGKORN | JAPANESE | DESIGN | 7 |
| ATTRACTIVE | MALE | CHULALONGKORN | JAPANESE | DESIGN | 8 |

After the program randomly the attribute of each resume, this research starts to create the resume by choosing the photo to use first. Researcher decide to choose the photo by looking at the photo that received the highest percentage of highest attractive for attractive photo and the highest percentage of not attractive for unattractive photo respectively. Definition the photo of each card as follows;

Table 5: Shown the photo that will use for creating the resume

| PHOTO | GENDER | EDUCATION | LANGUAGE SKILL | STATUS_ | CARD_ |
|---------|--------|---------------|----------------|---------|-------|
| PHOTO 4 | MALE | THAMMASAT | JAPANESE | DESIGN | 1 |
| PHOTO 1 | FEMALE | THAMMASAT | CHINESE | DESIGN | 2 |
| PHOTO 5 | MALE | THAMMASAT | CHINESE | DESIGN | 3 |
| PHOTO 3 | FEMALE | CHULALONGKORN | CHINESE | DESIGN | 4 |
| PHOTO 5 | FEMALE | THAMMASAT | JAPANESE | DESIGN | 5 |
| PHOTO 7 | MALE | CHULALONGKORN | CHINESE | DESIGN | 6 |
| PHOTO 7 | FEMALE | CHULALONGKORN | JAPANESE | DESIGN | 7 |
| PHOTO 8 | MALE | CHULALONGKORN | JAPANESE | DESIGN | 8 |

List number of photos refer to the table 2 and table 3 separate by gender

Pattern of resume come from free website to creating the resume, by just inputting the detail that you want to input in your resume. This research input the detail of each resume that random from SPSS program including control variable as major of education, soft skill and training experience and assumed that every candidate is fresh graduated by not inputting the details of their age and their working experience.

Next step after complete all resume, researcher prepare to do an experiment by questionnaire with human resource who work in financial business around ten people but before do an experiment researcher would like to would like to make sure that the

questionnaire can collect the data and can run the result by SPSS program. This research decides to create the questionnaire for pilot tests first by focusing on random employee and industry.

Questionnaire for pilot test consist of two question about basic information of respondents on part one. First question asks about respondents' s gender as male or female and the second question ask about respondents' s age as less than 25 years, 25-29 years, 30-34 years, 35-39 years, 40-44 years, 45-49 years and more than 50 years respectively.

On part two questionnaire prepare eight resumes to let the respondents ranking all the resume by number 1 to 8 as number 1 means the most resume that you want to choose for interview and 8 means the resume that you don't want to choose for interview but do not choose the same number.

The results from pilot test questionnaire for first question that ask about the gender, the results shown as there are 50 percent of both male and female. The second question that ask about current age the results shown as respondents has 70 percent of 25-29 years and 30 percent of 30-34 years and the results from part two resume ranking shown as table below;

Table 6: The results from pilot test questionnaire

| | CARD 1 | CARD 2 | CARD 3 | CARD 4 | CARD 5 | CARD 6 | CARD 7 | CARD 8 |
|---------------|--------|--------|--------|--------|--------|--------|--------|--------|
| RESPONDENT 1 | 6 | 3 | 5 | 7 | 4 | 2 | 8 | 1 |
| RESPONDENT 2 | 8 | 2 | 5 | 4 | 6 | 1 | 7 | 3 |
| RESPONDENT 3 | 7 | 3 | 6 | 8 | 4 | 1 | 5 | 2 |
| RESPONDENT 4 | 6 | 2 | 5 | 8 | 1 | 4 | 7 | 3 |
| RESPONDENT 5 | 8 | 4 | 5 | 6 | 3 | 1 | 7 | 2 |
| RESPONDENT 6 | 8 | 3 | 5 | 6 | 4 | 1 | 7 | 2 |
| RESPONDENT 7 | 8 | 3 | 7 | 6 | 2 | 1 | 5 | 4 |
| RESPONDENT 8 | 8 | 3 | 6 | 5 | 4 | 1 | 7 | 2 |
| RESPONDENT 9 | 8 | 2 | 6 | 5 | 4 | 1 | 7 | 3 |
| RESPONDENT 10 | 8 | 2 | 7 | 6 | 3 | 1 | 5 | 4 |

After got the results from questionnaire, this research input the data in SPSS program again to run out the result. The results from pilot test as shown in table 6. After

get the results from questionnaire researcher input the data back to SPSS program and can summary the results as the respondents from pilot test choose resume by photo up to 40.253 percent, by gender around 25.874 percent, by education around 20.742 percent and by language skill around 13.131 percent. From this result can summary that the person who not work as human resource choose the resume by attractiveness.

For the real experiment for human resource we must get the data from questionnaire to input in SPSS program and run out the results as well. Questionnaire for human resource also has the same pattern as pilot test.

For questionnaire part one consists of three question about basic information of respondents on part one. First question asks about respondents' s gender as male or female and the second question ask about respondents' s age as less than 25 years, 25-29 years, 30-34 years, 35-39 years, 40-44 years, 45-49 years and more than 50 years respectively. The additional question from pilot test is the third question that ask about working experience in human resource field as 1-2 years, 3-4 years, 5-6 years, 7-8 years, 9-10 years and more than 10 years.

On part two also same as pilot test questionnaire by preparing eight resumes to let the respondents ranking all the resume by number 1 to 8 as number 1 means the most resume that you want to choose for interview and 8 means the resume that you don't want to choose for interview but do not choose the same number.

The results from human resource questionnaire for first question that ask about the gender, the results shown as there are 60 percent of female and 40 percent of male. The second question that ask about current age the results shown as respondents has 40 percent of 30-34 years, 20 percent of 35-39 years, 20 percent of 25-29 years and 20 percent of less than 25 years. The third question that ask about working experience in human resource field the results shown as 30 percent of 5-6 years and 1-2 years, 20 percent of 3-4 years and 10 percent of 7-8 years and 9-10 years and the results from part two resume ranking shown as table below;

Table 7: The results from human resource questionnaire

| | CARD 1 | CARD 2 | CARD 3 | CARD 4 | CARD 5 | CARD 6 | CARD 7 | CARD 8 |
|---------------|--------|--------|--------|--------|--------|--------|--------|--------|
| RESPONDENT 1 | 8 | 2 | 5 | 6 | 4 | 1 | 7 | 3 |
| RESPONDENT 2 | 6 | 2 | 5 | 7 | 4 | 1 | 8 | 3 |
| RESPONDENT 3 | 6 | 3 | 4 | 7 | 5 | 2 | 8 | 1 |
| RESPONDENT 4 | 7 | 1 | 5 | 6 | 4 | 2 | 8 | 3 |
| RESPONDENT 5 | 6 | 3 | 4 | 7 | 5 | 2 | 8 | 1 |
| RESPONDENT 6 | 6 | 1 | 5 | 8 | 4 | 3 | 7 | 2 |
| RESPONDENT 7 | 6 | 2 | 5 | 7 | 3 | 1 | 8 | 4 |
| RESPONDENT 8 | 7 | 3 | 4 | 6 | 5 | 2 | 8 | 1 |
| RESPONDENT 9 | 8 | 1 | 5 | 6 | 4 | 2 | 7 | 3 |
| RESPONDENT 10 | 7 | 2 | 4 | 6 | 5 | 3 | 8 | 1 |

Methodology

This research experiment focuses on facial attractiveness, the first step of experiment design to create the resume including both of male and female by creating four attributes with two choices input to SPSS program and random out to be eight resumes for experiment.

Researcher restricted the analysis to people who working as recruiter in human resource field in financial business, Bangkok Thailand area. Before running the result from the experiment by human resource participants by SPSS program we can roughly summary the experiment that selecting the ranking from direct recruiter experience from column 7 will find that the ranking resume of each respondent will have the detail as follow;

- Respondent 1 choose the resume 6 to be the first ranking, second rank is resume 2, third rank is resume 8, fourth rank is resume 5, fifth rank is resume 3, sixth rank is resume 4, seventh rank is resume 7 and the last rank is resume 1.
- Respondent 2 choose the resume 6 to be the first ranking, second rank is resume 2, third rank is resume 8, fourth rank is resume 5, fifth rank is resume 3, sixth rank is resume 1, seventh rank is resume 4 and the last rank is resume 7.
- Respondent 3 choose the resume 8 to be the first ranking, second rank is resume 6, third rank is resume 2, fourth rank is resume 3, fifth rank is resume 5, sixth rank is resume 1, seventh rank is resume 4 and the last rank is resume 7.

- Respondent 4 choose the resume 2 to be the first ranking, second rank is resume 6, third rank is resume 8, fourth rank is resume 5, fifth rank is resume 3, sixth rank is resume 4, seventh rank is resume 1 and the last rank is resume 7.
- Respondent 5 choose the resume 8 to be the first ranking, second rank is resume 6, third rank is resume 2, fourth rank is resume 3, fifth rank is resume 5, sixth rank is resume 1, seventh rank is resume 4 and the last rank is resume 7.
- Respondent 6 choose the resume 2 to be the first ranking, second rank is resume 8, third rank is resume 6, fourth rank is resume 5, fifth rank is resume 3, sixth rank is resume 1, seventh rank is resume 7 and the last rank is resume 4.
- Respondent 7 choose the resume 6 to be the first ranking, second rank is resume 2, third rank is resume 5, fourth rank is resume 8, fifth rank is resume 3, sixth rank is resume 1, seventh rank is resume 4 and the last rank is resume 7.
- Respondent 8 choose the resume 8 to be the first ranking, second rank is resume 6, third rank is resume 2, fourth rank is resume 3, fifth rank is resume 5, sixth rank is resume 4, seventh rank is resume 1 and the last rank is resume 7.
- Respondent 9 choose the resume 2 to be the first ranking, second rank is resume 6, third rank is resume 8, fourth rank is resume 5, fifth rank is resume 3, sixth rank is resume 4, seventh rank is resume 7 and the last rank is resume 1.
- Respondent 10 choose the resume 8 to be the first ranking, second rank is resume 2, third rank is resume 6, fourth rank is resume 3, fifth rank is resume 5, sixth rank is resume 4, seventh rank is resume 1 and the last rank is resume 7.

From the experiment that rank by the recruiter form direct financial business we found that the

First ranking resume that they picked was the resume 6 which is the attractive resume but we can't summary the result of experiment yet, we have to input the detail of respondent ranking into Conjoint Analysis by SPSS program again to run out the result and see what is the main attribute that impact the respondent. After submit the detail from experiment into SPSS program show the results exhaustively as follows;

Suitability of the model

Table 8: Pearson's R statistics and Kendall's tau of the job seeker feature set.

| DETAILS | STATISTICS |
|---------------|------------|
| Pearson's R | 64.2 |
| Kendall's tau | 40 |
| Significant | 0.043 |

From table 8, the analysis results of the model for analyzing common elements analysis are given Pearson's R statistical values means that to predictive relationship between the model and the predictive value from the sample which is equal to 0.642 or 64.2 percent and Kendall's tau is forecasting value satisfaction of the sample group which is equal to 0.400 shows that the correlation between the values obtained from the sample and the estimates obtained from the model are reliable which means this model can predict the satisfaction of the sample group by 40.0 percent.

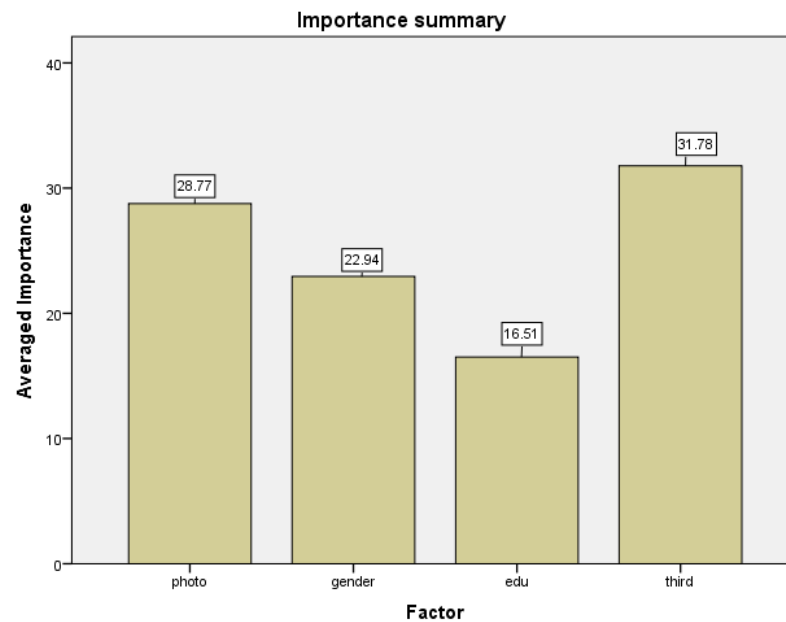
Important factors to the selection of job applicants

The important score and utility value are the result that calculating from Conjoint Analysis in SPSS program by using the detail from two files, there are random property resume file from SPSS program in table 4 and the answer from experiment by recruiter respondents in table 7, the Conjoint Analysis program will match both of two files and run out the result as important score and utility value as detail follow;

Importance Values

| | |
|----------------|--------|
| Photo | 28.769 |
| Gender | 22.942 |
| Education | 16.514 |
| Third Language | 31.775 |

Average importance Score



From the consideration of Importance value, the sample group emphasized the characteristics of job applicants, found that the third language or language skill, the characteristics which the sample group gave the most importance were 31.78 percent. Next is the photo feature, representing 28.77 percent, gender characteristics were 22.94 percent and educational establishments were 16.51 percent respectively.

Qualification of applicants satisfied by the sample

Table 9: Utility value of job applicant characteristics

| CHARACTERISTICS | CHARACTERISTICS LEVEL | UTILITY |
|-----------------|-----------------------------|---------|
| PHOTO | 1. ATTRACTIVE | 0.388 |
| | 2. UNATTRACTIVE | -0.388 |
| GENDER | 1. FEMALE | -0.288 |
| | 2. MALE | 0.288 |
| EDUCATION | 1. CHULALONGKORN UNIVERSITY | 0.363 |
| | 2. THAMMASAT UNIVERSITY | -0.363 |
| LANGUAGE SKILL | 1. CHINESE | 0.238 |
| | 2. JAPANESE | -0.238 |

From table9, utility levels of each feature level can be described as follows;

- 1) When looking as the utility value of each level of photo, it is found that the characteristics that the sample group is most important and satisfied are attractive photos with the total utility cost increased to 0.388 units and the less characteristics of the photo that decrease the sample group satisfied was unattractive photo with the total utility cost reduced to -0.388 units.
- 2) For gender, when considering the utility value of each level of gender characteristics, it was found that the characteristics that the most important and the most satisfied were male with the total utility cost increased to 0.288 units and the decrease in photographic characteristics that satisfied the sample group is female, with total utility cost decreased to -0.288 units.
- 3) For education when considering the utility value of each feature level education found that the characteristics that the most important and satisfied sample group are Chulalongkorn University with the total utility cost increased to 0.363 units and the education characteristics that decrease the sample group satisfied are Thammasat University with the total utility decrease to -0.363 units.
- 4) Third language or language skill when considering the utility value of each feature level language skill it was found that the characteristics that the most important and the most satisfied were the Chinese language with the total utility cost increased to 0.238 units and the language skill characteristics that the sample group decreased in satisfaction was Japanese language, with the total utility cost reduces to -0.238 units.

The feature set of the sample satisfaction

For finding the feature set, applicants satisfied by all eight sets will be considered from the total utility value by adding utility value at each feature level to be added.

For example, feature set 1 has utility values for each feature level as follow;

Unattractive photo has utility = -0.388

Female has utility = -0.288

Thammasat University has utility = -0.363

Language skill has utility = -0.238

Constant has value = 4.488

After get all the utility values of each attribute level of characteristics and constant, then put it together as follows;

$$-0.388 - 0.288 - 0.363 - 0.238 + 4.488 = 3.211$$

Therefore, feature set 1 has a total utility value of 3.21. For finding the integrated utility of

Other feature sets there is a method for finding values as in the example of feature set 1 with the result of the following utility values;

Table 10: Utility values for each set of applicant characteristics

| FEATURE SET | PHOTO | GENDER | EDUCATION | LANGUAGE SKILL | UTILITY | PREFERENCE |
|-------------|--------------|--------|---------------|----------------|---------|------------|
| 1 | UNATTRACTIVE | MALE | THAMMASAT | JAPANESE | 3.211 | 8 |
| 2 | ATTRACTIVE | FEMALE | THAMMASAT | CHINESE | 5.039 | 2 |
| 3 | UNATTRACTIVE | MALE | THAMMASAT | CHINESE | 3.678 | 7 |
| 4 | UNATTRACTIVE | FEMALE | CHULALONGKORN | CHINESE | 4.989 | 3 |
| 5 | ATTRACTIVE | FEMALE | THAMMASAT | JAPANESE | 4.563 | 5 |
| 6 | ATTRACTIVE | MALE | CHULALONGKORN | CHINESE | 5.189 | 1 |
| 7 | UNATTRACTIVE | FEMALE | CHULALONGKORN | JAPANESE | 4.513 | 6 |
| 8 | ATTRACTIVE | MALE | CHULALONGKORN | JAPANESE | 4.713 | 4 |

From table 10, the finding of total utility values, it is found that feature set 6 is the sample set that is the most satisfied by the sample group with total utility value of 5.189. Next is feature set 2 with total utility value 5.039, feature set 4 with total utility value 4.989, feature set 8 with total utility value 4.713, feature set 5 with total utility value 4.563, feature set 7 with total utility value 4.513 and feature set 3 with total utility value 3.678 respectively, and the feature set of the applicants with the least satisfaction in the sample group is feature set 1 with total utility values of 3.211

Results

For the propose of this research, which aims to test whether a good external appearance will result in the applicant receiving more opportunities in the labor market

than those with a moderate appearance or not attractive or not. From the experiment to make a simulation application form that consists of photographs and the information of the applicant that has been created will find that the properties of the application have different qualifications in the field of photos, gender, educational and Language ability that the research will be analyzed Marketing job position needs in the financial business.

From the first experiment that was conducted with randomly employees, it was discovered that the number one factor that was chosen to apply for a job was the photo with a high score of 40.253 percent, next was gender, which received 25.874 percent of the vote, and next was the education that received 20.742 percent and the lowest score was the third language ability with a score of 13.131 from all respondents. It can be seen that the randomly employees' respondents will choose the application from the most obvious and attractive, that is the photograph of the applicant.

But if taking the result from the actual experiment with HR respondents directly, the result will be the opposite of the result of the experiment by randomly employees. The results of the experiment with experienced workers in the selection of direct workers from financial business will find that the factor that made the most of the candidates selected was the third language ability that received the most votes at 31.775 percent which is the opposite of the experiment results from the randomly employees who give the last chosen with the third language ability. The next ranking that was chosen by HR with direct experience is the photo or external appearance with a score of 28.769 percent. The third rank is the gender factor that was chosen with 22.942 percent and the least considered factor was the educational chosen by 16.514 percent.

From the comparison of experimental results, it can be seen that although the attractiveness factor was not chosen as the first place of the real experiment with human resource respondents but can see that it is still the main factor chosen at a high rate and has a greater effect on being chosen to work than people with unattractive appearances and there are still other factors that affect the recruiter who will select people to work according to their line of work that is the special ability that affects work. As an experiment of this research in a marketing position. It is known that it is a position to meet and interact with many other people, especially foreigners. Aside from English

that is needed. Right now, the Thai labor market is still popular with China and Chinese is another language that Thai people are interested in and started to study more and there is a need to contact the business as well causing experienced recruiters to directly select people to work directly for this point and give the value of Chinese ability higher than the attractiveness factor, as the result of the experiment

Conclusion

From the results of experiments with people working in the human resource field of select candidates for marketing positions in the financial business in Bangkok will find that people with direct experience in human resources in the financial business place more importance on candidate's language ability than candidate attractiveness. In contrast to the hypothesis of the research that the applicants will give the highest priority to the photos of the applicants but even though the attractiveness factor is not chosen as the highest factor but was still chosen as the second of all factors and with a score of just 3 percent away from the first rank factor in language ability and instead from gender factors that came in at rank number 3 up to 6 percent.

If look at the possibility of the selection of the selector, it can be seen that If not concern to the attractiveness factor and concern only the ability factor will find that at the same level of ability will impact in males more females as shown in the results of the experiment, the male and female applications with attractive photo and have the same language skills but the selectors instead gave more score to males than females and if looking at the attractive factor which is the main factor of the research, it will be found that from all the resume that has been created a resume that contain with attractive photos is chosen more than a resume with unattractive photos.

Therefore, the experimental results are of the opinion that the attractiveness is important for selection and get more opportunities than those with an unattractive photo and photographs are an important part of increasing your chances of being selected for a job interview. Composing a photo to look neat and beautiful is another option that applicants should focus on but if the applicant has personality that is not attractive the factor that can increase the chances of applying for a job is that other special talents related to the desired field of work as from the results of this research where language

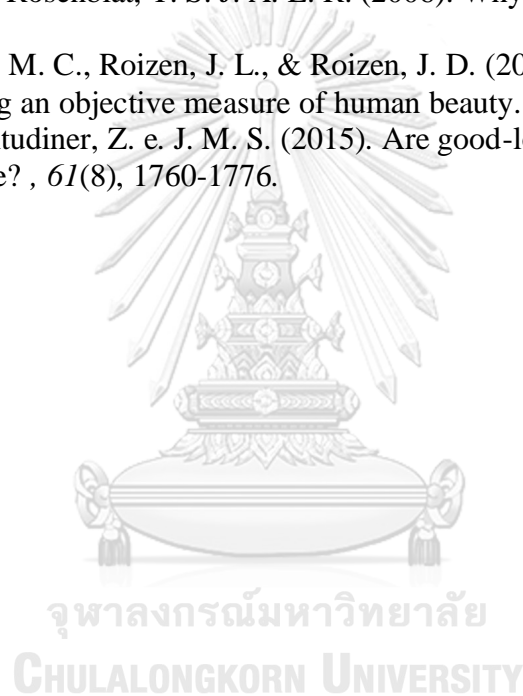
ability can increase the opportunity to be chosen from job interviews in marketing positions in financial business even though it affects people with an attractiveness more than people with an unattractiveness but if compared with an application that is the same level of unattractive people, language ability factors also result in applicants with language proficiency more than applicants who do not have language ability.

Discussion

Refer to the experiment of this research paper find the respondent who work as the recruiter in the financial business and do an experiment with only one financial organization even, they are one of the biggest financial business in Thailand and have a thousand employee but have the people who work as recruiter not over 20 people. Within the short period to do an experiment this research can contact only one financial organization and has respondent from recruiter only 10 people, if the research can continue must find the respondent more than 10 people and more than one organization as the result statistics will change with the increasing of respondent and be more trustworthy.

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