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Effect of Applicant's Clothing on Interviewer's Decision to Hire.
Journal of Applied Social Psychology.
20. 1579 - 1595. 10.1111/j.1559-1816.1990.tb01494.x.

This research investigated the extent to which an applicant's clothing influenced interviewer's perceptions of management characteristics and decisions to hire women for management positions.

One hundred nine respondents (from marketing and banking) viewed color videotapes of four women applicants interviewing for a management position. The applicants were wearing one of four experimental costumes, which differed in masculinity. The respondents rated each applicant on five management characteristics and made hiring recommendations for each applicant.

Clothing masculinity was significant in predicting the perception of all the management characteristics examined. Applicants were perceived as more forceful, aggressive and so on when wearing more masculine clothing. Applicants also received more favorable hiring recommendations when wearing more masculine clothing.

The mediating effect of the respondent's gender and occupation on perception of management characteristics and hiring decisions was not significant. The findings are discussed from an integrated conceptual framework.