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Article

The dark side of employer branding: Aesthetic labour and employer attractiveness in the beauty and cosmetics industry

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Online-Appendix

„The Dark Side of Employer Branding – Aesthetic Labour and Employer Attractiveness in the Beauty and Cosmetics Industry “

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APPENDIX A: INTERVIEW GUIDELINE

Introductory question

1. Please tell me something about yourself and your work.
2. How long did you work/have you worked for this company so far?

Questions about the perception of the brand and brand image before starting your career

3. When did you first become aware of the brand? What was your first point of contact with it?
4. Which emotions did you have towards the brand?

Questions about the decision to apply

5. If you think back to the time before you started working for the company, how did the company's focus on aesthetics/beauty influence your decision to apply?
 - a. Where did your confidence in the brand come from?
 - b. Where did the interest in the industry come from?
 - c. Where did the image of beauty come from?
 - d. Where does the positive image of the company/brand/industry come from?
6. Are there certain aesthetic elements that particularly attracted you to the company? (Examples: Store design, appearance of employees, marketing campaigns, ...)
7. How important was the company's brand image and the lifestyle it represents in your decision-making process?
8. Did you consider other job opportunities at this time? If so, what made you choose this company over another?
9. Can you tell me about how the company's focus on aesthetics influenced your expectations of the job?
 - a. Expectations of type of person?
 - b. Expectations of the characteristics of employees?
 - c. Expectations of the company culture?
 - d. Expectations of the job itself?

Questions about the employment relationship and aesthetics in the company

10. How do your initial expectations compare with the reality in the company?
 - a. Type of person
 - b. Corporate culture
 - c. Job
11. Were there certain aspects (of the job or company culture) that differed from what the company had stated about itself?
12. Have you ever felt pressured to meet aesthetic standards as part of your job?
 - a. How did this affect your work experience?
 - b. Why is it that in some areas, more attention is paid to this?
 - c. Can you imagine what this looks like in other industries?
13. Looking back, how much did the image of beauty and aesthetics that the company stands for affect your desire to work there?

Final question

13. is there anything else you would like to add to the topic?

APPENDIX B: ASSUMPTIONS ON SELECTION BIAS

Interview	Quote
1	"Maybe sympathy on HR side to a certain group of people, that get employed in one department" (l. 210 f)
2	"It's probably also with some employment criteria, maybe also subconsciously" (l. 254)
4	Selection bias: "they [AI] automatically look for a certain type of person who answers these questions accordingly." (l. 143 f) "You have a certain expectation which people go to [company] and are interested in it. And that's how it is then." (ll. 184 f)
5	"It was a bit uniform. But that's probably already in the application process I think, that they already looked who's coming." (ll. 321 f)
6	"They always take as representatives people who best address the potential employee in their opinion. And so you can see again, okay, those are the type of people who work there. And that spreads, that goes through at some point. Once you've seen it once, you probably transfer it directly to several people." (ll. 199 ff)
7	"It's the basic property of the industry that brought expectations to a certain point." (ll. 111 f)
9	"All are super beautiful people who work there and you also have to fit into that. And that you're more likely to get taken by them because you look good and do good work at the same time" (ll. 329 ff)
11	"Maybe in marketing you have a lot of touchpoints to customers, especially to end-consumers. Maybe there's a reason why and they do it on purpose." (ll. 308 ff)
12	"They only want to employ people that actually, yeah, that look the part, that are obviously interested in the products, but also use them themselves." (ll. 267 f) "I actually think maybe it's purposefully done, because we're selling these products." (ll. 275 f)

Table 1: Assumptions on Selection Bias