

Analysis of Voter's Acceptance to Female Politician's Appearance

Kwon, Tae-Soon* and Yang, Cheui-Kyung

Professor, Dept. of Beauty Art Design, Shinheung College*

Professor, Dept. of Clothing Sungshin Women's University

Abstract

A Politician Appearance Acceptance Model (PAAM model) was formed and designed based on an analysis of how the electorate would accept a female politician. The PAAM model evaluated factors which influenced the voter's view of the female politician based on appearance.

Causative factors were assessed that impacted acceptance based on appearance and analyzed whether voting was influenced by the appearance image; appearance image preferences for a female politician included the classic, dramatic, romantic and natural images.

Through validations, the appearance image and competency had a causative factor that contributed to the acceptance of the politician image. The Classic Image demonstrated the strongest and most important image among the appearance images. As voters were more interested in the appearance image of a female politician, more emphasis and weight was on the appearance image during the voting selection process.

Key words: nurse uniform, military uniform, domestic service, nun, nanny

I. Introduction

1. Background

Modern era is characterized as having speed, mass media and image making. Although a person is portrayed and categorized based on rational thought and scientific truth, this study demonstrates that people also have an emotional component. The image of a person touches people in an emotional way. Hence, it is very natural for a person to focus on another person's image, such the person's hairstyle, fashion style, make up and so forth. Due to the development of mass media, a person's image represents a slew

of representations, and therefore commands strength and importance.

Image is defined as an artificial copy or revival to the appearance of specific target. Walter Lippman who is famous for journalist in America, says that image is the imaginary figure in the head about an object. Daniel Boorstin defined image as a pseudo ideal. Professor Albert Mehraion in UCLA University said that the visual factor was most important in communication in his study, which was an effect of non-verbal factors on communication. This includes the facial expression, fashion, make up and posture as a visual factors.

It is especially important for a female politician

to be conscious of their visual image because people always remember the politician's image, and accept or reject their image unconsciously via mass media such as internet, TV, and magazines.

This study was conducted to examine a voter's criteria in accepting a politician, and ultimately making a voting decision.

2. Method

The Politician Appearance Acceptance Model (PAAM Model) was designed based on an analysis of the process of how the electorate accepts the female politician with reference to acceptance model, which explains what factors may influence the person to external environment.

Questionnaires were developed for evaluating variable hypothesizes. 705 questionnaires were distributed throughout the city. The total sampling gender population tallied to 277 men and 417 women. The content of questionnaire is as follows; how appearance image which consists of make-up, hair, fashion and color influences on the acceptance of appearance image and how each ability of female politician such as leadership, decision ability and honesty influence on the voter's attitude and whether acceptance of appearance image and voter's attitude influence on the voter's behavior to vote.

I. External Cognitive Theory of Politicians

1. Image

Defining image as pseudo ideals, Daniel Boorstin (1961) argues that image is more likely

to stress a framed or fragmentary aspect of a certain event than its reality. He continues to name fictional events related with a real world as pseudo events, and fictional ideals related with a false world as pseudo ideals; hence he defines these pseudo ideals as an 'image'. Furthermore, he introduces six characteristics of an image, which are synthetic, believable, passive, vivid, simplified and ambiguous at the same time.

Dan F. Hahn and Ruth N Goncher (1972) points out that the image we draw towards a candidate "is determined by an interaction between his individuality and world view, and those of ours." Dan D. Nimmo and Roder L. Savage (1976) also defines image as "a construct made up of a series of perceived characteristics on objects, events or people." Hohn E. Bowes and Herbert Strentz (1978) explains "a candidate's image as perceived characteristics by the public."

Therefore, it can be said that image is a synthesis of one's belief, ideal and impression towards a certain subject. Besides, it implies one's imitation or reproduction of the subject's external features. (Byung-Kook Park, 1991)

First of all, image, though not decisive information of the subject, is something that reflects reality, therefore, represents reality. Image can be described as a visual corporate body in general, which means it is synthetically formed through voter's evaluation on candidates' beliefs or emotions, political histories, roles and qualities. Thus, it can be defined as a wholesome image produced by various views on the subject. (Boulding, 1971)

Image is again said to be the most significant factor, which signifies that voter's decisions are greatly affected by candidate's personal characteristics- their personalities, capabilities,

experiences, backgrounds, honesty, morality, appearances, and so forth. According to the research conducted by Hahn and Gonchar, more than 40% of the voters were influenced by the candidate's characteristics in determining their votes. Generally speaking, voters are affected much more by their images than by their issues in deciding whom to vote for their president. Concerning research against the United States, voters were more than twice as engaged in their images as issues right after watching a debate between candidates. With regard to these results, Atkinson (1984) points out that a modern party leader should be able to convey a good impression to the public as a performer when appearing on TV as well as an eloquent speaker.

In the 1960 United States presidential election, for instance, voters did not remember what the candidates said on TV. Only 7% of TV viewers focus on what they say while 45% of them on what they wear, and 48% on what they look like. (Yun-Mu Jung, 1995)

In this study, female politicians can be defined that she works for public affairs as one of representatives selected by the citizen.

Appearances have become more important since the advent of television. Before, people typically saw politicians in news-paper or magazine photos, maybe in a union newsletter.

Appearance does matter as general indication of that person's opinion of her self," said Cathy Hart.

2. Theory on Acceptance of External Circumstances

It is necessary to study related models to draw up an analytical model on the process in which voters accept candidate's images. The existing

acceptance models include Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB), and Technology Acceptance Model (TAM).

1) Theory of Reasoned Action (TRA)

This theory explains human behavior with a measure of four standards, which are belief, attitude, intention and behavior. It defines that an individual action is determined by his behavioral intention, and the latter by his attitude and subjective norm. (Luigi Leone 1999)

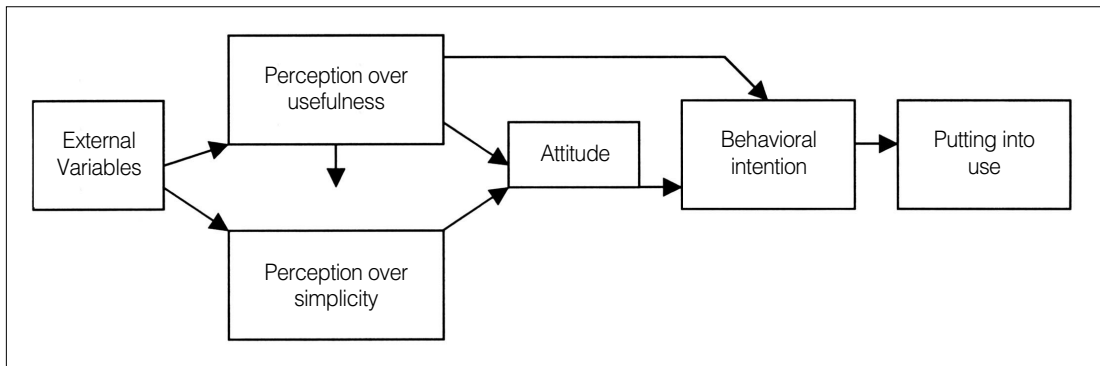
This model is made on the assumption that as a man systematically uses given information as a reasoned individual, he recognizes the consequence of his behavior and its meaning in conducting a certain action. Regarding the assumption, TRA is limited in giving full explanation on all possible human behaviors including a sexual behavior. However, it has been widely studied in social psychology as a serious theory of human behavior.

2) Theory of Planned Behavior (TPB)

Theory of Planned Behavior is an extended theory from TRA as self-confidence in carrying out one's act has emerged as a significant concept in predicting the behavior. Along with TRA, TPB also suggests one's behavioral intention as a direct determination factor of his behavior. The factors include perceived behavior control as well as attitude and subjective norm stated above. TPB can be applied in wider aspect than TRA as TPB deals with people who have incomplete voluntary control over their behavior.

3) Technology Acceptance Model (TAM)

TAM is formed, when one introduces a new technology, by usefulness- a user feels that the



<Picture 1> TAM: Technology Acceptance Model

technology may correspond with his work and needs- and simplicity- he needs not put much energy into applying it. Simple as it is, this model is very useful in analyzing the user's behavior when he invites new technology like information and communication. (Horton Robin P:2001)

4) Evaluation on General Acceptance Models

Theory of Reasoned Action explains human behavior with a measure of four standards, belief, attitude, intention and behavior. It defines that an individual action is determined by his behavioral intention, and the latter by his attitude and subjective norm.

Theory of Planned Behavior stressed self-confidence as a significant concept in predicting one's behavior. Unlike TRA, factors for its behavioral intention include perceived behavior control as well as attitude and subjective norm stated above. TPB can be applied in wider aspect than TRA as TPB deals with people who have incomplete voluntary control over their behavior.

Finally, Technology Acceptance Model has been strongly recommended by Davis that when one introduces a new object or new technology, it is a useful means of defining the cause. This is

useful in proving whether one accepts a new system, new clothing or new appearance. What is important in this model is that, firstly, it should give impression that it is useful and effective, and second, it should prove that one can learn the new technology with ease. These simplicity and usefulness affect the user's behavior, and, in turn, it affects his behavioral intention. Looked at more closely, the model is a theoretical study on variables influencing a user's acceptance, which show why one accepts certain new technology and products while rejecting others as well as help to answer the very question.

The afore-mentioned models, however, are limited in analyzing external images; therefore, a new model is inevitably to be established.

III. Research Models and Hypothesis

There are four types of a candidate's image-making. First, she breaks from his unfavorable image and accepts a favorable one. He can also create a new image of his, and implant it into the public. Second, she can reinforce his existing but vague image, and magnify and emphasize one that the public regard less important. Third, he

keeps a good image as it is, and recreates an old image into something novel and appealing. And finally, she keeps his fixed image stable and persistent, which, in turn, renders this image as one of his own.

It is said that Images have many visual components, an hair, make-up, face, color, gesture, speaking method and walking way.

Though these components have the important meanings which is forming the appearance image.

We performed the pretest targeted on the students for this research, which can show the most important facts among several image components.

In order to analyze the process in which voters accept a politician's look, and to establish its model, we have looked at existing researches regarding appearance acceptance, and formed some models concerning politician's perception and acceptance.

Based on those models, this research is to

analyze voter's behavioral intention or attitude and establish a model to show if the behavioral intention or attitude leads to actual behavior. Their behavioral intention is related to female politician appearance acceptance and quality acceptance, on which Politician Appearance Acceptance Model (PAAM) is based.

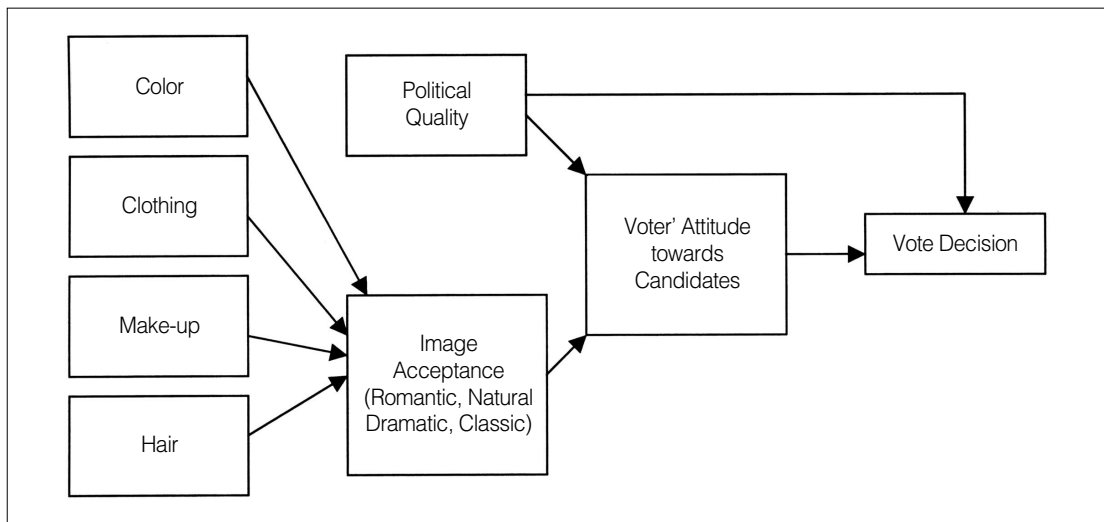
As described in the diagram, voter's attitude towards a candidate is determined by the female politician's quality and image acceptance, and her quality includes her democracy, integrity, honesty, decisiveness, leadership, tolerance, and administration ability. Hence, We developed the following hypotheses.

These hypotheses assume that image is composed of make-up, hairstyle, color and fashion styles.

Hypothesis 1. A female politician's style can affect how voters accept her image.

1.1 Fashion, hairdo, make-up and color give a positive effect on her outer image.

1.2 Fashion gives a positive effect on her outer



<Picture 2> Politician Appearance Acceptance Model

image.

1.3 Hairstyle gives a positive effect on her outer image.

1.4 Make-up gives a positive effect on her outer image.

Hypothesis 2. A female politician's appearance acceptance and quality give a positive effect on voter's attitude.

2-1. Appearance acceptance gives a positive effect on voter's attitude.

2-2. Quality gives a positive effect on voter's attitude.

Hypothesis 3. Voter's attitude towards a female politician's image and her political quality give a positive effect on their votes.

3-1. Attitude towards a female politician's image gives a positive effect on voting.

3-2. Political quality of a female politician gives a positive effect on voting.

In order to prove these hypotheses, We made a questionnaire, and evaluated appropriateness of the questions conducting a pilot study. Afterwards, We distributed the questionnaire across the country, and analyzed their responses.

Factor analysis was used to show the factors regarding appearance image. Regression analysis was used to show the effect of appearance image on the acceptance of appearance image and the effect of acceptance of appearance and ability in female politician on the voter's attitude.

And correlation analysis was used to evaluate correlation between appearance acceptance and decision to vote. The relationship between voter's attitude or acceptance of appearance image and decision to vote was analysed by regression analysis.

IV. Results and Discussion

The appearance image composed of four factors, which were make-up, hair, fashion and color. We choose leadership, honesty and decision ability as the politician's competency, also referred to ability. We analyzed to what degree these factors are attributory to the politician image.

Factor of which proper value is above one could be regarded as a validated causative factor. We classified appearance image into classic, romantic, dramatic and natural image. We made a confidence validation on each causative image by factor analysis. (Table 1) Cronbach's Alpha coefficient of classic image was highest, 0.7239. Cronbach's Alpha coefficient of Romantic, dramatic and natural image was decreasing by order. Classic image could explain 21.8% of total image formation. romantic 15.3%, dramatic 8.6% and natural 6.3%.

1. Validation of Hypothesis 1

Hypothesis 1. A female politician's style can affect how voters accept her image.

1.1 Fashion, hairdo, make-up and color give a positive effect on her outer image.

1.2 Fashion gives a positive effect on her outer image.

1.3 Hairstyle gives a positive effect on her outer image.

1.4 Make-up gives a positive effect on her outer image.

We used regression analysis to validate the hypothesis 1. We summed each value of four factors gathered by questionnaire. <Table 1> show that four factors all give positive impact on the acceptance of appearance image. According

<Table 1> Factor analysis of effect level on appearance image

factor	Effect level on appearance image	factor sum	Proper value	variance	Cronbach's & alpha
CLASSIC	A single graceful, elegant striped fashion style	0.749	3.48	21.75	0.7239
	A middle noble color, composed arranged makeup	0.714			
	Well arranged bobbed hair and neat, putting up hair	0.696			
	noble color of middle tone	0.661			
ROMANTIC	A feminine, romantic, pale water drop or floral design fashion style	0.733	2.462	15.39	0.6251
	Soft, streamy, long wave hair	0.663			
	Soft color tone of pastel tone	0.602			
	Bright, soft, feminine makeup	0.585			
DRAMATIC	Preceded trend, one's characteristic abstract and bold up-topdate material, pattern, design style	0.752	1.368	8.55	0.6481
	Bold cut and intense innovational wave hair	0.711			
	intense and gorgeous color tone	0.710			
	Various color or plain color natural makeup	0.564			
NATURAL	One and two color or plain color, natural makeup	0.657	1.008	6.30	0.5363
	Easy design, comfortable presentation style	0.642			
	check pattern or animal and plant shape	0.598			
	Showy color tone as comfortable nature				
	Well arranged bobbed hair and neat, putting up hair	0.384			

<Table 2> Effect of appearance image on the acceptance of appearance image

100, 105a

Appearance image	Reg. coffe.	standardized regression coefficient	p-value
Make-up	0.153	0.146	0.000
Hair	0.102	0.096	0.024
Fashion	0.143	0.137	0.002
Color	0.241	0.240	0.000
F-Value	P-value	R-square	Adjusted R-square
50.423	0.000	0.240	0.235

to analyzing by standardized beta values, Color is most influent on the voters and Make-up, fashion, and Hair in order of importance. It is quite different from actress whose hair, fashion and accessory draw more attraction to the audience. Anyway female politician should pay attention to the color.

2. Validation of Hypothesis 2

Hypothesis 2. A female politician's appearance acceptance and quality give a positive effect on voter's attitude.

2-1. Appearance acceptance gives a positive effect on voter's attitude.

2-2. Quality gives a positive effect on voter's

<Table 3> The effect of acceptance of appearance and ability in female politician on the voter's attitude

political ability and acceptance of appearance image	Reg. coeffi.	Standardized regression. Coeffi.	P-value
Leadership	0.159	0.145	0.001
Honesty	-0.031	-0.031	0.525
Decision ability	0.121	0.113	0.018
Acceptance of appearance image	0.156	0.390	0.000
F-value	P-value	R-square	Adjusted R-square
56.501	0.000	0.260	0.255

<Table 4> Correlation between appearance acceptance and decision to vote

Acceptance of appearance trend to vote		Female politician has her own image	Her own image upgrade her political level.	Female politician should pay attention to appearance
Electorate vote to the female politician with	Correlation coefficient	0.242	0.238	0.324
good appearance	p-value	0.000	0.000	0.000

attitude.

This results show that the ability and acceptance of appearance image is affirmative to the voter's favor. We checked what ability is important to be a good politician. Leadership and decision ability were proven as a important field to be a good politician, but honesty was not. I think it is because honesty is a kind of passive ability, not influencing to the citizen, but leadership and decision ability is a ability to lead citizen actively. But in other view, female is basically honesty, so voters think weak point in female politician is leadership and decision ability.

3. Validation of Hypothesis 3

3-1. Attitude towards a female politician's image gives a positive effect on voting.

3-2. Political quality of a female politician gives a positive effect on voting.

This table show that the more electorate are willing to vote to the female politician with good appearance, the more electorate think female politician should pay attention to appearance to improve image. We also asked whether politician who has her characteristic feature is affirmative to the voters to accept the politician. The result suggested that it is important for female politician

<Table 5> The effect of appearance acceptance and voter's attitude on decision to vote

Attitude and acceptance	Regression coffecient	Standardized regression coefficient	p-value
Voter's attitude	0.192	0.222	0.000
Acceptance of appearance image	0.062	0.192	0.000
F-value	p-value	R-square	corrected R-square
46.017	0.000	0.126	0.123

to appeal her characteristic feature to improve image.

We checked how the acceptance of appearance image and voter's attitude influence on the voter's behavior to vote. This results showed that acceptance of appearance image and voter's attitude influence on the voter's behavior to vote, but the degree of influence was not high because regression coefficient was low. It means that electorate choose the politician not only based on appearance image, but also based on political ability, identity of party and so on.

V. Conclusion

This study raises the following research questions: how does citizen recognize the appearance of female politician?; do the appearance image of female politician have an effect on the voting of citizen?

For this research, we design the relevant model, titled as PAAM (Politician Appearance Acceptance Model) by analyzing the process that citizen has recognition of female politician focused on the citizen's acceptance of her appearance.

We can get the research contributions as follows.

Firstly, the appearance image factor such as make-up, hair, fashion, and color has the high correlation with the voter's acceptance of female politician, of which color prove to be the greatest factor.

Secondly, the fashion style has the close relationship with the voter's acceptance of female politician. The analysis result can show the difference how to have an effect on the acceptance of female politician, which comes out

the following ordinals: first classic, second natural, third romantic, and fourth dramatic

Third, in view of the voter's favor to the ability of politician, citizens is in favor of leadership, decision ability and honesty by order of importance. Honesty is a kind of private issue, so voters usually expect politician who have a ability in public issue such as leadership and decision ability.

Fourthly, the appearance acceptance as well as qualification has an effect on the voter's behavior. Fifthly, the co-relational analysis between acceptance and voting shows that the better voter has the good emotion on the female politician, the more he/she is inclined to vote her.

Sixthly, this research results show that voting is affect by the appearance of female politician as well as voter's behavior.

Our life is always involved with political issue. Politician is selected by citizen's choice, so politician always concentrate on the mind of citizen in terms of ability and appearance. I hope this study is contributory to the strategy to improve image in politician. But strong influence of appearance image was criticized by some people, but we should know appearance image is also interactional with ability in some portion and influence instinctly to the person. So the importance of appearance image should not be underestermated .

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