

# **THE ROLE OF PHYSICAL APPEARANCE OF A STATE LEADER IN INSTITUTIONAL EFFECTIVENESS AN ALBANIAN SCENARIO**

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## **Abstract**

*The aim of the study is to check the historical effect of physical appearance of leaders on economic factors (Export, wealth, Health, state image, and education) in Albanian scenario. In this regards, the data has been collected from 120 people through self developed questionnaires for three different eras of leaders for these variables. Afterwards, the data has been analyzed by using the regression analysis so that the effect of physical appearance of leaders may be investigated on the economic factors. Furthermore, the statistical software (SPSS) has been used for analysis purpose. The results showed that physical appearance of leaders has its positive relationship with economic factors. The practical implication, limitations and future dimensions of the study have also been elaborated.*

*Keywords: Physical appearance of leaders, Economic factor, Attractiveness of a leader, Social effect, General Welfare*

## **INTRODUCTION**

Purpose of the study is to investigate the influence of physical appearance of leaders on economical factors (Export, Wealth, Health, state image and education). If a leader has good face expressions and charming personality, it will have good influence on economic factors as the people expect from handsome and charming personality. They think that this leader will bring better economic reforms for them. Therefore, this study has its own importance to check

the impact of beautiful personality on economical factors. In past the researchers, discussed that whenever there is uncertainty, doubtful environment and complexity, then the adaptive leadership works effectively rather than the core leadership (Karp & Helgo, 2009; Avolio, 2007). Fisher (1986) explained his study that the children want to copy the attractive movements of others. At later stage (Ellis & Young, 1989) explained such type of the study on different age group, they ranked the pictures of the different people's attractiveness with consistency. If a leader has poor physical appearance then his popularity will be decreased, which leads the negative influence on self respect and confidence of the leaders and leads to negative influence on economic condition of the country (Zuckerman, 1991).

Research shows that the leaders or people have attractive personality have competency socially as compare to the leaders have low attraction (Eagly et al., 1991) and this confidence and competency has positive influence on economic condition of a country. This study has its contribution that the how the physical appearance of leaders effect the economic factor of county. Sometimes a leader who has knowledge and has decision making power, but he has no charming and handsome personality. Furthermore, he does not remain well dressed. The problem in this case is that people obey his orders or directions due to fear or with no interest. It is further added that if a leader has good physical appearance, but have little or no experience, then it may create problem for their team. However, the aim of the study is to check the statistical impact of physical appearance of three ex-leaders of Albanian on the economic factors.

## LITERATURE REVIEW

During the 20<sup>th</sup> century, a lot of work has been conducted on leadership by the researchers. In west, studies of the leadership and practices are influenced by eight schools of thoughts (Antonakis et al., 2003). It seems, that these schools for leaderships are the alternate to each other or during competition and growth these follows with each other. Paul, Laurie and Scott (1990), while studying on the appearance of the leadership, discussed that in a school the pictures of different male and female leaders and non leaders have different sketch in the mind of students. The photographs of leaders were more attractive for them than non-leaders. This shows that personality of leadership appearance has significant influence on the people. In past the researchers, discussed that whenever there is uncertainty, doubtful environment and complexity, then the adaptive leadership works effectively rather than the core leadership (Karp & Helgo, 2009; Avolio, 2007). People think that the popular people have charming personality and they are good looking. Their personality attracts the others. For example, beautiful children attract the other, they get the superior social place and conversely, unattractive children do not

get such position. Teachers expect different from the students having different physical appearance and students also try to do so as their teachers expect from them. Patzer (1985) discussed that the students show the favorable results that have attractive physical appearance and unfavorable results that have unattractive physical appearance. Similar the people expect more with the popular leaders and leaders who have attractive physical appearance. Therefore, those leaders also try to fulfill the expectations of the people to avoid the criticism. Ultimately, this will have positive impact on economic factors. Physical appearance effect the opinion of others. Fisher (1986) explained in his study that the children want to copy the attractive movements of others. At later stage (Ellis & Young, 1989) explained such type of the study on different age group, they ranked the pictures of the different people's attractiveness with consistency. If a leader has poor physical appearance then his popularity will be decreased, which leads the negative influence on self respect and confidence of the leaders and leads to negative influence on economic condition of the country (Zuckerman, 1991). Research shows that the leaders or people have attractive personality have competency socially as compare to the leaders have low attraction (Eagly et al., 1991) and this confidence and competency has positive influence on economic condition of a country.

The above discussion shows that the physical appearance attracts other people and in case of leadership people expects more from those popular and attractive leaders. Furthermore, people want to become like these personality. Such leaders also want to fulfill the expectation of the people or nation, which ultimately has positive influence on economic condition of a country. Therefore, the purpose of the study is to investigate the influence of physical appearance of leaders on economic factors. The wealth of the people will be increased if they the available resources for them have the values greater than with the costs, which they have to bear. So the resources will be available for them due to effective leaders of a particular country. Kleinke (1978), explained an experiment on self-esteem that a if a work/task, which success rate was 100% is given to a person or leader whose self esteem is low. He will be uncomfortable and it may cause the failure of that task unintentionally, which show that self esteem and self confidence is necessary for a success of a task. This show that self esteem and personality are strongly correlated to each other. As past research shows that the leaders with attractive personality have competency socially as compare to the leaders have low attraction (Eagly et al., 1991) and competency give them confidence, which ultimately has positive influence on economic condition of a country. Therefore, due to physical appearance of a leader will has positive influence on people wealth, export of a country, health sector, education and state image.

## Development of Hypothesis

- H<sub>1</sub>: Physical appearance has positive influence on export.
- H<sub>2</sub>: Physical appearance has positive influence on people wealth.
- H<sub>3</sub>: Physical appearance has positive influence on health.
- H<sub>4</sub>: Physical appearance has positive influence on state image.
- H<sub>5</sub>: Physical appearance has positive influence on education.

## METHODOLOGY

The data regarding the dependent and independent variables have been collected from 120 people by using self developed questionnaires through surveys. The survey has been administered by using self-administered questionnaires. Tables 8, 9 and 10 (see Appendix) show the formulation and content of these three different questionnaires. A 5 point likert scale has been used (1 for strongly disagree; 5 for strongly agree).

The questionnaires have been divided to different people of Albanian. Total respondents were 120, however 40 respondents were asked about the era of Enver Hoxha, 40 respondents were asked about the era of Edi Rama and remaining 40 respondents were asked about the era of Sali Berisha. After collecting the data, Statistical software (SPSS) has been used for analysis purpose. The results were obtained regarding descriptive statistics, Correlation matrix and regression analysis by formulating the following regression equations.

$$Exp = \alpha + \beta_1(PHA)$$

$$Wlth = \alpha + \beta_2(PHA)$$

$$Hlth = \alpha + \beta_3(PHA)$$

$$Stimg = \alpha + \beta_4(PHA)$$

$$Edu = \alpha + \beta_5(PHA)$$

The above abbreviations are showing the variables as follows:

Physical appearance (PHA) is a dependent variable. Furthermore, the independent variables are Export (Exp), Wealth (Wlth), Health (Hlth), State Image (Stimg) and Education (Edu).

## RESULTS AND DISCUSSION

### Descriptive Statistics

Table 1: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
EXMEAN	120	1.00	5.00	3.4167	.80527
PWMEAN	120	1.00	5.00	3.3611	.84082
HLMEAN	120	1.33	5.00	3.2972	.79541
SIMEAN	120	1.00	5.00	3.2542	.81991
EDMEAN	120	1.00	5.00	3.3222	.85114
PHAMEAN	120	1.00	5.00	3.4972	.74095
Valid N (listwise)	120				

The above table is showing the results regarding the descriptive statistics. The mean values of all variables are showing the average response of the respondents. As the mean value of export is 3.4167, which means that averagely respondents considers nearly that the exports have increased during the era of three leaders. Similarly, the average response regarding the other independent variables are approximately 3 to 4, which means average response is neutral or the respondents are agree that the people wealth, health, state image and education have increased during the era of these leaders. Furthermore, the minimum and maximum values of each variable are also be there, which means the people of Albania have their different opinion regarding these variables and the variation of their response is also confirmed by the values of the standard deviations. The values of the standard deviations are showing that there is 80% variation is existed in the response for exports, 84% for people wealth, 79% for health, 81% for state image, 85% for education and 74% variation is for the physical appearance of leaders.

### Correlation Analysis

Table 2: Correlation Matrix

		EXMEAN	PWMEAN	HLMEAN	SIMEAN	EDMEAN	PHAMEAN
EXMEAN	Pearson Correlation	1	.817**	.598**	.680**	.747**	.687**
PWMEAN	Pearson Correlation	.817**	1	.603**	.638**	.692**	.652**
HLMEAN	Pearson Correlation	.598**	.603**	1	.710**	.717**	.495**
SIMEAN	Pearson Correlation	.680**	.638**	.710**	1	.775**	.627**
EDMEAN	Pearson Correlation	.747**	.692**	.717**	.775**	1	.696**
PHAMEAN	Pearson Correlation	.687**	.652**	.495**	.627**	.696**	1

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The above table is showing the relationship between the variables. The results are showing that there is positive relationship between export and people wealth as the value of coefficient

correlation is 0.817. Furthermore, the results are depicting that there is positive correlation between all variables as the coefficient correlation between all variable is positive. The correlation between the export and health is 0.598, between export and state image is 0.680, between export and education is 0.747, between export and physical appearance of leaders is 0.687. It is further added that the relationship between people wealth and health is 0.603, between people wealth and state image is 0.638, between people wealth and education is 0.692 and between people wealth and physical appearance of leaders is 0.62. The relationship between health and state image is 0.710, between health and education is 0.717, between health and physical appearance of leaders is 0.495. The relationship between state image and education is 0.775, between state image and physical appearance of leaders is 0.687. It is further added that the coefficient of correlations is showing that the relationship between education and physical appearance is 0.696. The above discussion is showing that the relationship between all variables is positive.

## Regression Analysis

### *Export*

Table 3: Regression Analysis\_Export

Model	Coefficients		
	Beta	T	Sig.
(Constant)		3.096	.002
PHAMEAN	.687	10.280	.000

The above table is showing the regression analysis of the model. These results are depicting the impact of independent variables on the dependent variable (Export). The value of the intercept (Constant) with P-value less than 0.05, which means constant, is significant and it is explaining that more explanatory variables (Independent variables) are needed to be added in the model. Furthermore, the coefficient of export is 0.687 with P-value approximately 0.000, which means the physical appearance of leaders has positive impact on the export of the country. The results are showing that if one unit of physical appearance of leadership is increased then 0.687 unit exports will also be increased. On the basis of the results our Hypothesis H<sub>1</sub> is accepted that the physical appearance of a leader has positive influence on exports of the country.

**People Wealth**

Table 4: Regression Analysis\_ People Wealth

Model	Coefficients Beta	t	Significance (P-value)
(Constant)		2.732	.007
PHAMEAN	.652	9.343	.000

The above table is showing the regression analysis of the model. These results are depicting the impact of independent variables on the dependent variable (People wealth). The value of the intercept (Constant) with P-value less than 0.05, which means constant, is significant and it is explaining that more explanatory variables (Independent variables) are needed to be added in the model. Furthermore, the coefficient of people wealth is 0.652 with P-value approximately 0.000, which means the physical appearance of leaders has positive impact on the wealth of the people of the country. The results are showing that if one unit of physical appearance of leadership is increased then 0.652 unit of people wealth will also be increased. On the basis of the results our Hypothesis H<sub>2</sub> is accepted that the physical appearance of a leader has positive influence on wealth of the people.

**Health**

Table 5: Regression Analysis\_Health

Model	Coefficients Beta	t	Significance (P-value)
(Constant)		4.689	.000
PHAMEAN	.495	6.187	.000

The above table is showing the regression analysis of the model. These results are depicting the impact of independent variables on the dependent variable (Health). The value of the intercept (Constant) with P-value less than 0.05, which means constant, is significant and it is explaining that more explanatory variables (Independent variables) are needed to be added in the model. Furthermore, the coefficient of people wealth is 0.495 with P-value approximately 0.000, which means the physical appearance of leaders has positive impact on the health of the people of the country. The results are showing that if one unit of physical appearance of leadership is increased then 0.495 units increase will be seen in health sector. On the basis of

the results our Hypothesis H<sub>3</sub> is accepted that the physical appearance of a leader has positive influence on health of the people.

### **State Image**

Table 6: Regression Analysis\_ State Image

Model	Coefficients Beta	T	Significance (P-value)
(Constant)		2.917	.004
PHAMEAN	.627	8.745	.000

The above table is showing the regression analysis of the model. These results are depicting the impact of independent variables on the dependent variable (State Image). The value of the intercept (Constant) with P-value less than 0.05, which means constant, is significant and it is explaining that more explanatory variables (Independent variables) are needed to be added in the model. Furthermore, the coefficient of state image is 0.627 with P-value approximately 0.000, which means the physical appearance of leaders has positive impact on the state image of the country. The results are showing that if one unit of physical appearance of leadership is increased then 0.627 units increase will be there in the image of the state. On the basis of the results our Hypothesis H<sub>4</sub> is accepted that the physical appearance of a leader has positive influence on state image.

### **Education**

Table 7: Regression Analysis\_ Education

Model	Coefficients Beta	T	Significance (P-value)
(Constant)		1.941	.055
PHAMEAN	.696	10.524	.000

The above table is showing the regression analysis of the model. These results are depicting the impact of independent variables on the dependent variable (Education). The value of the intercept (Constant) with P-value less than 0.05, which means constant, is significant and it is explaining that more explanatory variables (Independent variables) are needed to be added in the model. Furthermore, the coefficient of education is 0.696 with P-value approximately 0.000, which means the physical appearance of leaders has positive impact on the education sector in



the country. The results are showing that if one unit of physical appearance of leadership is increased then 0.696 units increase will be there in education sector. On the basis of the results our Hypothesis H<sub>5</sub> is accepted that the physical appearance of a leader has positive influence on education sector in the country.

## **CONCLUSION**

The effect of physical appearance of leaders on the economic factors is the aim of the study. The results are showing that the physical appearance of leadership has positive impact on export as the coefficient of export is positive and significant. Furthermore, coefficient of correlation is also showing that there is positive relationship between export and physical appearance of leaders. Therefore, the hypothesis (H<sub>1</sub>) of the study is accepted. Furthermore, the statistical results regarding hypothesis (H<sub>2</sub>) that physical appearance of leadership has positive impact on the wealth of people is accepted, as the value of the coefficient of the people wealth is positive and significant. Furthermore, the coefficient of correlation is positive between these variables. The results regarding hypothesis (H<sub>3</sub>) that the physical appearance has positive impact on people health are showing that there is positive influence of physical appearance on health of the people. Therefore, on the basis of the results this hypothesis is accepted. The results are showing that the hypothesis (H<sub>4</sub>) is accepted as the coefficient of state image is positive and significant. Furthermore, coefficient correlation between physical appearance and state image is positive. On the basis of the results, hypothesis (H<sub>5</sub>) is also accepted as the coefficient of education is positive and significant; furthermore, the coefficient of correlation is also positive between physical appearance of leaders and education. Therefore, the entire hypotheses are accepted and relates with the literature.

## **PRACTICAL IMPLICATIONS OF THE STUDY**

The results of the study give some directions that the leader should have a charming personality. He should be a good looking person. If physical appearance of the leadership is charming, he remains well dressed and he have nice face expression then it will have positive influence on economic factors.

## **LIMITATIONS OF THE STUDY & FUTURE DIMENSIONS**

Although a lot of work has been done in the study, but there remains always a space to fill the gap. These studies also have some limitations.

1. As the intercepts are significant, which are showing that other explanatory variables are needed to be added in the study?

2. Sample size is small.
3. Data was collected for three different eras of the leaderships, but collected at the same time of period.
4. Three different eras of the leaderships are not compared to each other.

There are some dimensions, which may be used for future studies.

1. Other explanatory variables may be included.
2. Sample size may be increased.
3. The study may be conducted in different countries.
4. Different eras of the leaderships may be compared to each others.

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## APPENDICES

Table 8: Survey Questionnaire

Era of Enver Hoxha						
S. No	Questions	1	2	3	4	5
<b>A</b>	<b>Leader's appearance</b>					
1	He has a charming personality					
2	He has a attractive face expression					
3	He remains well dressed					
<b>B</b>	<b>Export</b>					
4	During his era economy was stable					
5	During his era exports increased					
6	During his era different industry has grown					
<b>C</b>	<b>People wealth</b>					
7	During his era income of people has increased					
8	During his era GDP increased					
9	During his era job opportunities have increased.					
<b>D</b>	<b>Health</b>					
10	During his era health facilities are/were increased					
11	During his era new hospitals are/were built					
12	During his era death rate has increased					
<b>E</b>	<b>State Image</b>					
13	During his era state image has improved globally					
14	During his era tourism industry grew					
<b>F</b>	<b>Education</b>					
15	During his era education sector grew					
16	During his era literacy rate increased					
17	During his era new education institutions have built					

Table 9: Survey Questionnaire

Era of Edi Rama						
S.No	Questions	1	2	3	4	5
<b>A</b>	<b>Leader's appearance</b>					
1	He has a charming personality					
2	He has a attractive face expression					
3	He remains well dressed					
<b>B</b>	<b>Export</b>					
4	During his era economy was stable					
5	During his era exports increased					
6	During his era different industry has grown					
<b>C</b>	<b>People wealth</b>					
7	During his era income of people has increased					
8	During his era GDP increased					
9	During his era job opportunities have increased.					
<b>D</b>	<b>Health</b>					
10	During his era health facilities are/were increased					
11	During his era new hospitals are/were built					
12	During his era death rate has increased					
<b>E</b>	<b>State Image</b>					
13	During his era state image has improved globally					
14	During his era tourism industry grew					
<b>F</b>	<b>Education</b>					
15	During his era education sector grew					
16	During his era literacy rate increased					
17	During his era new education institutions have built					

Table 10: Survey Questionnaire

Era of Sali Berisha						
S.No	Questions	1	2	3	4	5
<b>A</b>	<b>Leader's appearance</b>					
1	He has a charming personality					
2	He has a attractive face expression					
3	He remains well dressed					
<b>B</b>	<b>Export</b>					
4	During his era economy was stable					
5	During his era exports increased					
6	During his era different industry has grown					
<b>C</b>	<b>People wealth</b>					
7	During his era income of people has increased					
8	During his era GDP increased					
9	During his era job opportunities have increased.					
<b>D</b>	<b>Health</b>					
10	During his era health facilities are/were increased					
11	During his era new hospitals are/were built					
12	During his era death rate has increased					
<b>E</b>	<b>State Image</b>					
13	During his era state image has improved globally					
14	During his era tourism industry grew					
<b>F</b>	<b>Education</b>					
15	During his era education sector grew					
16	During his era literacy rate increased					
17	During his era new education institutions have built					