

## TO BE MACHO OR NOT TO BE THAT'S THE MATTER: BANKING AND TOURISM SECTORS

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**Abstract:** *It has shown that people perceived facial expressions as the richest source of information about other's emotions. Facial expressions are significant for communications among people and it contain universal symbols of emotions and thoughts. People are easily and unconsciously tend to make inferences about strangers and a simple glance of face is sufficient to do so. The appearance of people especially the facial expressions are also important in working area. For instance, such smile intensity in photos or a simple facial gesture can help individual to be employed and earn more than average. In the sectors such as tourism and banking where people communicate face to face, macho or not macho faces employees may have an influence on the customers. In this context, we have aimed to analyze the effects of macho or not macho faces on costumers in both tourism and banking sectors.*

**Key words:** *Facial expression, Macho faces, Banking and Tourism sector*

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### INTRODUCTION

Facial expression, which plays an important role in interpersonal communication, contains significant information about people's emotions, thoughts and mental states. Charles Darwin stated in his book, "The Expression of the Emotions in Man and Animals", that some innate feelings in humans and animals emerge as facial expressions, and these expressions are perceived in the same sense all over the world thus these face expressions are universal [1], [2]. The facial expressions that form the basis of face-to-face communication among people are 55% effective in all communications; voice tone is 38%, and words have only 7% effect. They can be abbreviated as the "3 Vs" for Verbal, Vocal & Visual [3], [4]. To date, facial expressions has been demonstrated as the richest source of information about emotions of people [1]. It can be understood that facial expression is one of the most fundamental aspects of people' social interactions.

According to Ekman and Friesen [5] there are six basic emotions which reveal facial expressions of people defined as happiness, sadness, fear, anger, disgust, and surprise. Emotional facial expressions known as one kind of emotionally loaded stimuli is particularly significant in daily basis interactions for humans. Understanding emotional message conveyed by facial expressions of other people is crucial for forming interpersonal relationships and

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people's career [6]. Given the significance of emotional expressions as guiding behaviour of people in everyday life, failure for processing facial expressions correctly is likely to give rise to significant reverse consequences [7].

Almost in every ancient culture, face was a window of person's true nature [8]. As Solomon Asch's statement, "we look at a person and immediately a certain impression of his character forms itself in us. A glance, a few spoken words are sufficient to tell us a story about a highly complex matter. We know that such impressions form with remarkable rapidity and with great ease. Subsequent observations may enrich or upset our view, but we can no more prevent its rapid growth than we can avoid perceiving a given visual object or hearing a melody" [9].

**Ekrem Tufan**

*He is interested in Behavioral Finance and Behavioral Economics. He has been studying on Behavioral Economics and Tourism. He is also interested in social experiences.*



Regarding stereotypes facial expression and first impression could facilitate to help construct relationship with strangers. On the other hand, this situation could create **Halo Effect** and **Stereotype Effect** biases. Halo Effect which has been first coined in the literature by Thorndike 1920 [10] is being described as:

"The halo effect can be defined as the tendency to use global evaluations to make judgments about specific traits. In other words, we use a global characteristic (such as attractive or likable) to determine specific personality traits (such as outgoing or kind). We attribute personality qualities to people we have only seen, even though we have never met them, and the qualities have nothing to do with their looks. This phenomenon happens unconsciously - we are unaware of the bias we develop simply because of a person's attractiveness..."

Stereotype Effect (or threat) could be described as follows:

"...a stereotype means that anything one does or any of one's features that conform to it make the stereotype more plausible as a self-characterization in the eyes of others, and perhaps even in one's own eyes..."

People usually think emotionally and consciously or unconsciously apply Halo Effect and/or Stereotype Effect. For example, Physically attractive is an advantage when applying for a job [11]. More attractive individual may not only have greater likelihood to be employed, but also earn on average higher wages. Attractiveness can be associated with social skills which improve worker's productivity, so employers may discriminate attractive individuals and pay them higher wages [12]. Also facial properties of politicians may play a central role in shaping voter perceptions for electing. Such as smile intensity in photos and facial cues', correlate with the election outcomes [13]. Todorov, Mandisodza, Goren and Hall [14], with their study, have shown that inferences of capability which are based completely on facial appearance predict the outcomes of U.S. congressional elections and also were linearly related to the margin of victory.

People are easily and automatically tend to make decision about others, just a single glance of face is enough for that.

Faces are the rich source of people' inferences, in spite of the certainty of these inferences is arguable [15]. When we look at a person, an individual impression of his/her character instantly is shaped in our minds [16]. In instance [17];

- Baby-face people: Impressions of childlike and sincere traits, contain high warmth, low power, and low competence, are revealed by faces that look more babyish than average, and these effects take place regardless of face age, gender, or race.
- Familiar-face: People not only prefer faces they have seen before, but they also tend to prefer novel faces that are similar to previously seen ones, a generalized mere-exposure effect.
- Unattractive face: Even people that are in normal health, if they have unfit-face people are tend to think that they have lower warmth, power and competence than people with attractive face have and especially this effect at any rate partly accounts for more positive impressions of more attractive individuals, as halo effect.
- Emotional-face: As defined either by human ratters, much more dominance and lower warmth are understand not only in angry faces, it can be also in neutral-expression faces that show more similarity to angry expressions.

Almost every day people as a customer make preferences both in tourism and banking sectors. In both sectors, people make either hotel or banking preferences with applying some conscious and unconscious information which one of them is facial expression and face morphology. Especially doorstep sales, customers meet with receptionists while in a bank with desk staffs. Macho or not macho faces staff could have an effect on the customers.

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## **DATA AND METHODOLOGY**

### *Participants*

Questionnaires were completed by Turkish citizens over internet. To control cultural factors effect on the results questionnaires were applied by Turkish citizens. The total sample of 181 participants (N=181) included 105 men (58%) and 76 women (42%).

### *Questionnaire, data collection and methodology*

Data has been collected by an original questionnaire. The questionnaire covers 38 questions which first three questions searching answers about proficiency, working sector and feelings as Westerner or Easterner while last three questions directed socio-demographics (gender, age and education). Other questions directed facial impressions and prejudices in banking and tourism sectors. To search this, it has been applied eight men portraits between the ages of 18 and 40 as single and pair. The eight men have been chosen randomly which were volunteer to participate our social experiment. Five of eight men have full beard, while one of them has only moustache and one to them has got neither moustache nor beard.

### Research Questions

The questions which it has been searched are below:

1. Are there any prejudices against macho men in banking and tourism sectors?
2. Does handsomeness have an advantage in banking and tourism sectors?
3. Does to be perceived as a macho has an effect on trustfulness?

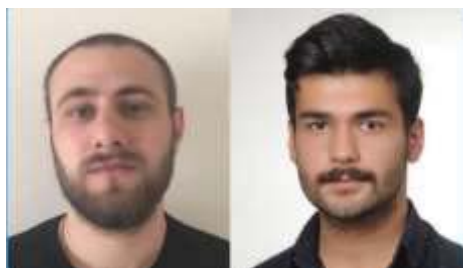
### FINDINGS AND DISCUSSION

Total Sample	Count	%
<b>GENDER</b>	181	100
Women	76	42
Men	105	58
<b>AGE</b>		
18-25	20	11,0
26-30	63	34,8
31-35	56	30,9
36-40	18	9,9
41-45	12	6,6
46-50	3	1,7
51-55	5	2,8
56-60	2	1,1
61 >	1	,6
<b>EDUCATION</b>		
Primary School	1	,6
Secondary School	17	9,4
High School	9	5,0
Vocational School	7	3,9
Faculty	60	33,1
Master/PhD	24	13,3

**Table 1. Description of the sample**

It has been showed 8 men portraits to survey participants and addressed questions such as “do you think this man has a macho face?”, “Which man is the most handsome in these paired photos?” We can claim that there is no significant difference between age, gender, education, working sector, having diploma in tourism and banking areas and perceive as macho and handsome.

We asked which one is handsome in these four paired pictures. The most difference between paired photos regarding handsomeness is shown below.



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Left	7	3,9	3,9	3,9
	Right	120	66,3	66,3	70,2
	None	43	23,8	23,8	93,9
	All	11	6,1	6,1	100,0
	Total	181	100,0	100,0	

**Table 2. Handsomeness**

As seen Table 2 left photo has voted 7 times while right one has voted 120. There are no big handsomeness differences between other paired photos like this one.

A similar question has been asked about machismos. The most voted macho photo and results are shown below.



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	141	77,9	78,3	78,3
	No	39	21,5	21,7	100,0
	Total	180	99,4	100,0	
Missing	System	1	,6		
Total		181	100,0		

**Table 3. The Most Machismos**

Interestingly, not to be seem as a macho does not mean that be handsome or vice versa.



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	15	8,3	8,3	8,3
	No	166	91,7	91,7	100,0
	Total	181	100,0	100,0	

**Table 4. The Machismos**

91.7% of survey participants voted against machismos for the babe face man above while 35.9% is accepted him as handsome when they compare with the paired partner.

It has also been searched if there is a prejudice against macho men in tourism and banking sectors. To measure possible prejudice, we used paired photos and asked two questions to the survey participants: Who could be responsible customer complaints and who should be dismissed because of economics crisis? Shortly it could be reported that macho perceived men dismissed first.

The macho perceived man has had 77.9% vote in paired photo and he is also the first dismissed person by the survey participants. He also has the highest complained perception. The results are shown below Tables 5 and 6.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Left	92	50,8	50,8	50,8
	Right	13	7,2	7,2	58,0
	None	48	26,5	26,5	84,5
	All	28	15,5	15,5	100,0
	Total	181	100,0	100,0	

**Table 5. To be Perceived as a Macho and Dismissed**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Left	119	65,7	65,7	65,7
	Right	9	5,0	5,0	70,7
	None	15	8,3	8,3	79,0
	All	38	21,0	21,0	100,0
	Total	181	100,0	100,0	

**Table 6. To be Perceived as a Macho and Being complained Perception**

Our second research question is: “Do handsome men have an advantage to get job in tourism and banking sectors?” It has been asked that “who could work for a tourism company as a cashier?”, “Who could be a customer service representative in a bank?” and “Who could deserve promotion?”. Unsurprisingly, survey participants have given highest scores to the most handsome perceived man’s photo (66.7%) and accepted a promotion for him in highest level (68%) and accepted to give a cashier position in a hotel (70.4%) and voted for his become a customer service representative in a bank (63.1%).

The last research question is aimed to search reliability and asked exactly the same questions with above. To be perceived as a macho has a disadvantage as to be perceived a reliable person.

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The results could be seen in Table 7, 8 and 9.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Left	8	4,4	4,4	4,4
	Right	102	56,4	56,4	60,8
	None	58	32,0	32,0	92,8
	All	13	7,2	7,2	100,0
	Total	181	100,0	100,0	

**Table 7. Perceived to be as the Most Macho and Possibility of being Work as a Customer Service Representative in a Bank**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Left	16	8,8	8,8	8,8
	Right	82	45,3	45,3	54,1
	Nonei	71	39,2	39,2	93,4
	All	12	6,6	6,6	100,0
	Total	181	100,0	100,0	

**Table 8. Perceived to be the as Most Macho and Possibility of being work for a tourism company as a cashier**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Left	10	5,5	5,5	5,5
	Right	69	38,1	38,1	43,6
	None	80	44,2	44,2	87,8
	All	22	12,2	12,2	100,0
	Total	181	100,0	100,0	

**Table 9. Perceived to be as the Most Macho and Possibility of Deserve Promotion**

## CONCLUSION

The facial expression is an important indicator of individual emotions, thoughts and mental states in decision-making process. A real-life decision involves some of the aims or values, some facts about the environment and some inferences taken from values and facts. Targets and values can be basic or complex, consistent or contradictory; while facts can be real or assumed based on observation or others' reports, inferences can be real or fake [18]. In the literature, it has come to the conclusion that attracting people are on average higher employment and higher wages [19]. In our study, we also found that macho faces are not related to handsomeness and as a result of the disadvantages of employment in the banking and tourism sectors, macho-style people are more likely to be preferred by the tourism sector than in the banking sector. In general, better looking individuals exhibit better communication skills, have more confidence and are more outward extroverted [20]. For this reason, there is a positive relationship between the employment of the people who do not have macho appearance and the jobs that require trust. In our study we investigated whether there are differences in the employment and promotion possibilities in banking and tourism sectors depending on physical appearance. As a result, it has been determined that there is no significant relationship between age, gender, certificate, face perception and education in banking-tourism sectors.

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*She is doing her tourism master and dreaming of to be an academic researcher*



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