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Perception of Perceived Source Credibility as a Function of Physical Attractiveness in Print Advertisements

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**PERCEPTION OF PERCEIVED SOURCE CREDIBILITY
AS A
FUNCTION OF PHYSICAL ATTRACTIVENESS
IN PRINT ADVERTISEMENTS**

A Thesis

**Presented to the
Department of Communications
and the
Faculty of the Graduate College
University of Nebraska**

**In Partial Fulfillment
of the Requirements for the Degree
Master of Arts
University of Nebraska at Omaha**

by

Susan Louise Bury

December, 1995

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THESIS ACCEPTANCE

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for the degree Master of Arts, University of Nebraska at Omaha.

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ABSTRACT

This thesis investigated perceptions of physical attractiveness and source credibility along the five dimensions of competence, character, composure, competence and sociability. The McCroskey and McCain Interpersonal Attraction Scale (1972) was used to determine levels of physical attractiveness in the advertisements used for the study. The McCroskey, Jensen and Valencia Source Credibility Scale (1973) was also used. Results indicated no significance between the perceived physical attractiveness or perceived physical unattractiveness of the sources and credibility except along one dimension of character. Those sources perceived as physically unattractive were perceived as having more character than those perceived physically attractive. Discussion, interpretation of results and future issues for research on physical attractiveness and source credibility are explored.

ACKNOWLEDGEMENTS

I am sincerely and humbly grateful to everyone who made the completion of this thesis possible. To Professor Marshall Prisbell, I acknowledge his time, energy, effort, support and kindness throughout the process. His assistance and guidance as chairman of my thesis committee is most appreciated and I will always value and admire his dedication to his students.

My thanks to the other members of my thesis committee, Professor Ray Millimet and Professor Warren Francke. I acknowledge the time and commitment they offered in my quest to complete the program.

A special thanks to my family, especially my Mother, Nancy Bury, and my husband, Dean Jindra. Without their words of kindness, support and ever-present shoulders on which to lean, this thesis would never have become a reality.

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CHAPTER 1

STATEMENT OF THE PROBLEM

Marketers and advertisers rely on various ways of advertising in order to convince the public to purchase a particular product or service. Of course, not all advertisements are successful, but, on the other hand, some advertisements are effective. What constitutes a successful advertising campaign? Is it a catchy slogan, the stability of the company behind the product or maybe the **person** who is actually promoting the product? In some advertisements, the person telling the public about the product may be influencing the public. Combined with the product's benefits and the source's expertise, the target market may be more apt to purchase the product being advertised. If the public "believes" the source in the advertisement and trusts what the source is telling them, then the public may very well see that person in the advertisement as being a credible source. In other words, the public has faith in what the source is telling them and, therefore, may be more willing to make a purchase decision based on the person in the advertisement.

Many advertisements use people to promote their products and the public may be making judgements of their physical attractiveness which could, in turn, affect purchase decisions. If a viewer saw an advertisement with an extremely attractive individual as the source and an advertisement with an "average" looking source, would the viewer be more apt to purchase one product over another just because the

sources in the advertisements had different degrees of physical attractiveness? Does physical attractiveness impact whether or not a person is perceived as a credible source in advertisements? Thus, the purpose of this thesis is to explore the relationship between perceptions of physical attractiveness and perceptions of source credibility in advertisements.

The following sections of Chapter 1 discuss how the issues of physical attractiveness and source credibility have been studied, not only in advertising, but in other contexts as well. First, let's briefly discuss factors considered by advertisers when designing advertisements.

ADVERTISING THEORY

The factor of physical attractiveness has been studied in advertising theory. According to Sandage and Fryburger (1971), the appearance of the overall advertisement is, sometimes, sufficient to attract the target audience and, furthermore, the appearance of the ad should attract attention because of its "...interpretative message rather than as a fine piece of workmanship" (p. 339). Moreover, visual images have long been the source of comprehension in humans and pictures help to produce images within our minds.

In addition, according to Kamins (1990), advertisers have gone by the "what is beautiful is good" theory. This would explain, to an extent, why advertisers use attractive sources to send their messages (Kamins, 1990).

Moreover, advertising theories also focus on the concept of consumer involvement¹. For example, a person's attitude towards an advertisement can be related to whether or not the person is involved in the message (Biehal, Stephens, & Curlo, 1992). Furthermore, according to Laczniak and Muehling (1993), "...during advertising exposure, individuals' level of involvement with the advertised message may influence the process by which attitudes are formed and/or changed" (p. 59). Finally, in relation to physical attractiveness and advertising theory, Solomon, Ashmore and Longo (1992) support the statement that physically attractive models and spokespersons are more effective in advertisements than their unattractive counterparts.

The following sections explore the nature of physical attractiveness and conclude with a discussion of the role of physical attractiveness and advertising.

LITERATURE REVIEW

PHYSICAL ATTRACTIVENESS

A person can hardly go through a day without noticing or even commenting on another person's appearance. The physical attractiveness of a person will not only affect the interaction between people, but it also has an impact on the way we form judgments or evaluate others. Do we have a tendency to initiate conversations with people who are attractive rather than with those who are unattractive? Furthermore,

do we evaluate the physically attractive individual more positively? The following sections define and review the literature on physical attractiveness. In addition, literature on the role of physical attractiveness in advertising is discussed.

DEFINITION

Richmond, McCroskey and Payne (1991) define physical attractiveness as "...the degree to which we perceive another person as someone with whom we would desire to associate" (p. 17). Furthermore, physical attractiveness can also be seen as "...the degree to which a person's facial features are pleasing to observe" (Patzner, 1983, p. 229). McCroskey and Wheelless (1976), state physical attraction is related to our perceptions of a person's physical appearance and if we find another person physically unattractive, then are we not only unlikely to initiate communication with that person, but we are also apt to resist communication by that person. According to McCroskey and McCain (1972), physical attraction can be defined in terms of a person being handsome, pretty and sexy looking. Thus, for the purpose of this research, this definition of physical attractiveness is used.

RELATED RESEARCH ON PHYSICAL ATTRACTIVENESS

Now that the concept of physical attractiveness is defined, a review of research focusing on the evaluation of physically attractive individuals in specific contexts is explored.

First, according to Patzer (1983), four generalizations can be made about a physically attractive person:

1. Attractive people have greater social power.
2. Attractive people are perceived as being more intelligent and having greater success in life.
3. They have positive effects on others while receiving positive responses.
4. They are more persuasive.

In other related research, Frieze, Olson and Russell (1991) explored whether or not a person's attractiveness was related to their level of income. The authors stated attractiveness would affect decisions of hiring and income levels because people appear to favor those who are considered physically attractive more frequently than those who may be considered unattractive. Furthermore, people have a tendency to react differently towards attractive people in the workplace. Maybe an attractive person is taken more seriously and his/her ideas are given more consideration (Frieze, Olson & Russell, 1991). The results of the study by Frieze, Olson and Russell,

(1991) indicate a person's level of attractiveness affects a person's level of income over time. In fact, for both men and women, those who are rated as physically attractive earned more than their unattractive counterparts (Frieze, Olson & Russell, 1991). In addition, researchers have noted how managers in a business environment may evaluate a person's attractiveness when considering that person for a possible promotion (Chung & Leung, 1988). A study by Chung and Leung (1988) asked managers to evaluate photographs of men and women. They were also supplied with information pertaining to their work performances and, in addition, were supplied with information about their attractiveness. At that point, the managers were then asked to evaluate which candidate would most likely be promoted. Results indicated a person's physical attractiveness was only important in regards to a promotion when that person's work performance was considered "mediocre".

Not only is this concept prevalent in the business community, but it is a determinant in the evaluations of teachers as well. Buck and Tiene's (1989) research focused on, in part, how attractiveness affected student's evaluations of teachers. Physically attractive people are perceived as more persuasive than a less attractive individual (Patzner, 1983). In addition, attractive female teachers are seen with traits associated to femininity while attractive males conform to the masculine stereotypes (Buck & Tiene, 1989). In this study, senior education majors evaluated photographs of teachers. Attached to each photograph were two written descriptions of the person's teaching style, either authoritative or "humanistic". Results of this study

indicated "...if subjects knew something about an instructor's teaching style, physical appearance would cease to be an important factor in evaluations" (Buck & Tiene, 1989, p. 175). However, the affect physical attractiveness had in combination with the authoritative factor was of significance. For example, if an attractive female subject was perceived as an authoritarian in regards to her teaching style, she was viewed more positively. The researchers suggested she was seen in a positive light because she "...may have escaped some of this negative reaction because she was not as believable as an authoritarian personality" (p. 176). Therefore, an attractive female was not viewed as being a "credible authoritarian teacher" whereas the authoritative males were seen as credible (Buck & Tiene, 1989). Because of these studies, we can see that **how** we perceive others is an important part of the communication process. The way we perceive others, as well as ourselves, affects how we will communicate with another person (Wilmot, 1987). Whether or not we find a person attractive depends on the communication experience (Garko, 1993). Furthermore, "...the communicator styles of attentive, friendly and relaxed play on important role in whether a person is perceived as attractive" (Garko, 1993, p. 62). In addition, previous research indicates a physically attractive source is more persuasive than an unattractive source (Debono & Telesca, 1990; Patzer, 1983).

Now that research on physical attractiveness was reviewed, we can conclude that those of higher perceived physical attractiveness are viewed differently than people who are considered to be less attractive (McCroskey & McCain, 1972; Patzer 1985; 1983). Now we are going to look at the nature of physical attractiveness in advertising research.

PHYSICAL ATTRACTIVENESS AND ADVERTISING

We now need to review how the concept of attractiveness is used in advertising in order to persuade the general public.

A viewer can be presented with the facts regarding a product and left to make his/her own decision whether or not to purchase the item. A spokesperson may be used or maybe an advertiser will resort to the trend of using image and emotion to promote a product. As viewers, we can almost relate to the emotions portrayed in the advertisements and associate those emotions to our personal lives. For example, will we feel better if we use a certain laundry detergent because the people in the advertisement felt good about the product? (Trachtenberg, 1987). Of course, if advertisers are going to attempt to conjure up emotions in consumers, they will more than likely also use people who are considered to be physically attractive. We noted earlier a few generalizations associated with the physically attractive and further research has indicated those who are attractive are "credited with positive attributes

while unattractive persons are assigned negative attributes" (Downs & Harrison, 1985).

In the article, "Source Credibility as a Function of Communicator Physical Attractiveness," Patzer (1983) attempts to support the following hypothesis in relation to advertising:

1. Physically attractive communicators will be seen as more trustworthy and of higher expertise.
2. The more the communicator is physically attractive, the more the receiver will like the speaker (p. 231).

This study was conducted using subjects who were familiar with a particular pain reliever product. The participants were required to rate photographs of other students based solely on physical attractiveness. The photos were then grouped into categories of low, moderate or high attractiveness and presented with a simulated advertisement for a non-existent pain reliever. Students were then asked to evaluate the advertising "campaign". The results supported the study's hypotheses concluding that perception of physical attractiveness of the source **did** affect the receiver's reaction to the product. The receivers had a more favorable perception of the product when a more attractive individual was pictured with the pain reliever.

Advertisements which show attractive celebrity endorsers can also have a major impact on how the audience views the product. First, the public may be better able to "relate" to the source because they are familiar with his or her

accomplishments or fame. Furthermore, the attractive celebrity endorser is seen as more dynamic and possesses "likeable" qualities. Therefore, the public associates these positive qualities with the product which is being advertised (Kamins, 1990).

Caballero, Lumpkin and Madden (1989) also researched the affects of source attractiveness in advertising in relation to **specific products**. The researchers first point out an attractive person is seen in a different light than an unattractive individual. For example, an attractive person is perceived as more sociable, sensitive, kind and "...more desirable for romantic involvement" (p. 16). Attractive individuals are also perceived as more outgoing, have greater success in their careers and tend to elicit **positive** instead of negative impressions when in social settings. Furthermore, the issue of physical attractiveness is important in advertising because it "...can serve as a strategic tool for increased marketing effectiveness for all types of organizations" (p. 20). Of course, the assumption that those who are physically attractive can influence another person to purchase a product is not **always** true. For example, in this particular research study (Caballero, Lumpkin & Madden, 1989), respondents were asked whether or not they would purchase a product based upon the source's physical attractiveness. In addition, the issue of product involvement was research in relation to the perceived attractiveness of the source promoting the product. The hypotheses were:

1. The source's degree of attractiveness will not influence the receiver to purchase a product.

2. The source's attractiveness will not influence the receiver to purchase a high involvement product.

Six male and six female spokespersons were selected out of a field of over 59 potential spokespersons. Each spokesperson was rated on their physical attractiveness by people selected in mall interviews. The respondents rated the spokespersons by using a seven point attractiveness scale. The spokespersons were categorized by "low", "medium" and "high" physical attractiveness. Results indicated significant differences in the attractiveness rating of the spokespersons in the three categories. In regards to the product involvement aspect of the study, a soft drink was selected as a low involvement item while cheese (caraway, garden vegetable and muenster) was used as a high involvement item. Subjects (shoppers) were asked whether or not they would purchase each item. Results of this study indicated the perceived physical attractiveness of the spokesperson did **not** influence the subject in their purchase decision for either product, but for the cheese item, the subjects were slightly more apt to purchase the product when presented by a person with **low attractiveness**, although the difference was considered nonsignificant. Even though the results did not indicate physical attractiveness affected the subjects' purchase decisions in a "positive manner", the researchers advise marketers and advertisers to thoroughly research an ad campaign which revolves around the issue of physical attractiveness perceptions. According to the authors, this research was based upon several theoretical constructs. The **exchange theory** states attraction can "mediate exchange

decisions by influencing the subjective probabilities and utilities of the outcome" (p. 16). In other words, the attractiveness of the spokesperson is the reward for the exchange (buying the product). The authors also discuss the importance of the **reinforcement theory of attraction**. This states:

...that stimuli with reinforcing properties can determine not only affective responses but can also cause positive evaluative responses toward neutral stimulus objects associated with positive stimulus objects (p. 17).

Research conducted by Baker and Churchill (1977) explored the effects of perceived attractiveness in advertising, the gender of the source and the product which was being promoted. Respondents were exposed to two different advertisements, one for coffee and the other for a perfume/cologne product. The advertisements were printed with a male holding the product and the same with a female. For example, a male respondent would first view the advertisement where a female was pictured with the coffee. The subject would rate the model's attractiveness and indicate his willingness to purchase the product. The respondent would then see the same advertisement with a male model pictured. This procedure would be repeated until the respondent viewed numerous advertisements for the coffee, perfume/cologne where a male or female was the model. Results indicated the model of higher physical attractiveness elicited a more favorable response than the less attractive models and, in addition, the respondents were more favorable to an advertisement when a member of the opposite sex was promoting the product. When there was

romantic involvement associated with the product (perfume/cologne), the subjects responded more favorably to the product when the source was physically attractive.

The authors concluded:

The sex and physical attractiveness of an advertiser model do influence people's evaluations of the aesthetic qualities of an advertisement and, therefore, seem to be more important determinants of the attention getting value of the ad and the subjects' liking of the ad (p. 553).

Based on the previous literature, it appears that physically attractive individuals are used in advertising campaigns to promote products/services. We evaluate others based on their appearance and we may even let their attractiveness influence us in our everyday purchase decisions. In regards to advertising, we have all been subject to numerous advertisements which attempt to project certain images. To achieve a desired effect, a marketer may use an attractive source to promote a product. Therefore, we are continuously given messages that beauty is the goal. Of course, this is just an assumption and research has indicated perceptions of physical attractiveness are **not always** a determinant in purchase decisions. Consumers may be looking at a variety of aspects of a product and not focusing solely on the visual impact of the person in the advertisement.

Perceptions of physical attractiveness in advertising are the focus of this thesis. Physical attractiveness has been viewed as perceiving another as a person with whom we desire to associate, having positive effects on others, being perceived as more

intelligent and more persuasive than people who are considered unattractive (Richmond, McCroskey & Payne, 1991). Research on the effects of physical attractiveness have been studied in business, teaching and advertising, to name a few. Since the purpose of this thesis is to examine the relationship between perceptions of physical attractiveness and perceptions of source credibility, the following sections review the nature of source credibility.

SOURCE CREDIBILITY

In our everyday lives, we seem to be inundated with commercials either promoting products or featuring a spokesperson attempting to influence us to conform to his/her beliefs. Who among us can go through an entire day without the "bombardment" of commercials in some form, whether it be radio, television or print media? Furthermore, when you are subject to these advertisements, are you ever actually convinced to purchase the product which is being promoted? What is it that makes up a successful advertising campaign? It could be many things, such as a good product, a catchy slogan, the stability of the company or maybe it has to deal directly with the way the company is actually promoting the product. In the advertisement, do you see a person who possesses the knowledge to promote the product? Does he/she have the ability to influence you to go out and buy the item? In other words, do you see this person in the advertisement as a credible source? It is proposed in

this thesis that source credibility is an important area to examine in relation to advertising.

Since this thesis focuses on the relationship between perceived physical attractiveness and perceptions of source credibility in print advertising, a summary of source credibility research is needed.

DEFINITION

Many people have various ways of defining this term. To some, people are seen as credible sources if they are dynamic in nature or are authoritative in manner (Ohanian, 1990). To others, a source is credible if he/she is simply being **objective**. However, source credibility, as defined by Ohanian, "...is a term commonly used to imply a communicator's positive characteristics that affect the receiver's acceptance of the message" (p. 41).

According to Ohanian (1990), two qualities of source credibility can separate a "good" source from an "okay" source: **expertise** and **trustworthiness**. The term "expertise" in source credibility can be referred to as the qualification of the speaker or person and how competent he or she is perceived by the audience (Ohanian, 1990). Expertise deals with the ability of the source to make assertions based on his/her "relevant skills. (Homer & Kahle, 1990). Furthermore, according to Ohanian (1990), a source's expertise does appear to have a positive affect on attitude change in the receiver. For example, when studying salesmen, the researcher noted those who

were "experts" had the greater ability to influence a consumer than a salesman who was not an "expert" or was not knowledgeable about the product.

Another aspect of credibility is trustworthiness. A speaker, or source, must also be perceived as being trustworthy by the audience or receiver(s) of the message. In other words, do we believe what this person is telling us? Trustworthiness is seen as "...the degree of confidence in the communicator's intent to communicate the assertions to be considered most valid" (Ohanian, 1990). Together these issues relating to trustworthiness and expertise "...represent the cognitive component of source credibility. The two work together in order to bring about attitude changes in the receiver in a more immediate manner" (Chebat, Filiatrault & Perrien, 1990). Based upon the qualifications of the source and our personal knowledge about the person (if any), do we view them as an effective source?

McCroskey, Larson and Knapp (1971) also researched source credibility. As receivers of a message, we look at 1) whether the source is competent, 2) what is the source's motive, 3) the source's character: do we trust them?, 4) the source's personality: are they friendly or sociable? and 5) the dynamism or extroversion of the source: people perceive the more dynamic individual as more credible (McCroskey, Holdridge & Toomb, 1974).

On the other hand, some research results challenge which of the two most common measures of credibility, **trustworthiness** or **expertise**, is more effective. For example, in the study conducted by Lui and Standing (1989), the researchers

were attempting to determine if a trustworthy source (a priest), an expert source (a doctor) or a neutral source (a citizen) would be perceived as more credible when delivering a message concerning AIDS (Lui & Standing, 1989). The three sources delivered a 15-minute taped message to Catholic nuns regarding the transmission of AIDS. The results indicated the subjects viewed the message delivered by the priest as more credible than either the doctor or the citizen (Lui & Standing, 1989). Furthermore, the expert (doctor) had no more of an impact on source credibility than the neutral source (citizen) (Lui & Standing, 1989).

Based on previous research, this thesis examines credibility along the dimensions of: competence, composure, sociability, extroversion and character (McCroskey, Holdridge & Toomb, 1974). **Competence** would be defined as to whether or not the source was perceived as an expert, intelligent, intellectual and qualified. **Composure** would be viewed in terms of the source being poised, relaxed, calm and composed. **Character** would indicate a source perceived as honest, good, kind and responsible. **Extroversion** would be defined in terms of the source being bold, verbal, talkative and aggressive. Finally, **sociability** would be viewed defined in terms of the source being nice, pleasant, good natured and gloomy (McCroskey & Wheelless, 1976).

RELATED RESEARCH ON SOURCE CREDIBILITY

As stated earlier, this thesis examines perceptions of source credibility in advertising. Below is a brief review of source credibility literature.

Similarity/Involvement

One may ask why this issue of source credibility is even studied. Does a credible source really possess the ability to influence another person and, if so, are there certain conditions which may be more conducive when it comes to social influence? According to Chebat, Filiatrault and Perrien (1990), there are several factors which assist a person when trying to influence another person to accept a message or idea. For example, there is a greater chance of influencing another if there is **similarity** between the source and the receiver. Does the receiver of the message share the same views and ideas as the speaker and vice versa? In addition, the researchers discuss the concept of "involvement" in source credibility. This particular issue has been open to much debate. On one end, there are those researchers who believe a person who is highly involved in a topic or issue is easier to influence than those people who have low involvement in a topic or issue. This is mainly due to the fact those with higher involvement are capable of processing more information. However, Chebat, Filiatrault and Perrien (1990) cite research (Petty, Cacioppo & Schumann, 1983) which contradicts this way of thinking. In fact, the

researchers make note of studies which state the acceptance of a message is only enhanced by source credibility when there is **low involvement** by the receiver. As can be seen, the role of credibility in the influence process is a complex one.

Nonverbal Communication

Researchers have also discussed the relationship between nonverbal communication and source credibility. For example, a study by Burgoon, Birk and Pfau (1990) concluded that certain sets of nonverbal behaviors affected source credibility and, furthermore, as credibility increased, so did the ability to **influence** others. More specifically, a person had greater influence and was perceived as more credible if they used increased eye contact, had pleasant facial features and were more immediate with the receiver. Furthermore, increased speech fluency and pitch variety added to the perceived credibility of the source which, in turn, enhanced their ability to influence others.

Artifacts are also an aspect of nonverbal communication and the act of smoking can affect whether or not a receiver views a smoker as being a credible source (Richmond, McCroskey & Payne, 1991). When subjects were asked to rate photographs of smokers and nonsmokers, the nonsmokers ranked higher in composure, character and competency than the smokers, thus contributing to their overall credibility (Tokheim, Wanzenried & Powell, 1992).

Clothing can also affect a person's perception of a source's credibility. Dacy and Brodsky (1992) studied this particular nonverbal communication dimension in relation to therapists. Subjects were shown photographs of male and female models in either informal (jeans), causal (slacks) and formal attire (suits). Subjects were then asked which of the "therapists" they would go to see (Dacy & Brodsky, 1992). Results indicated that formal attire was preferred by the subjects because the models were seen as more knowledgeable and experts in their fields (Dacy & Brodsky, 1992).

Counselor Credibility

Thus far, we have discussed what the perception of source credibility is (character, expertise, composure, sociability and extroversion) and how a person can better influence another person in certain situations (involvement). Another area of credibility research has focused on counselors. Counselors need to be seen as credible sources in order to assist their clients. According to Carey, Williams and Wells (1988), counselors rely on trustworthiness and expertness when they try to influence their clients. Furthermore, if the counselor is able to establish himself/herself as a credible source, then their clients are less likely to behave in a way which would result in a negative outcome during the course of their therapy.

As one can see, source credibility has been studied in a variety of ways. We will now look at this concept as it relates to advertising.

SOURCE CREDIBILITY AND ADVERTISING

Involvement

As discussed earlier, we are all subject, in one way or another, to advertising. In order for advertisers to get their message across and to ultimately influence the public, they may use a credible source as a spokesperson for their product or idea. When dealing with advertising, we once again discuss the issue of involvement which can be viewed as a "personal relevance". That is, if a person is highly involved in or with an idea or product, he/she may be more motivated to evaluate **all** of the options or claims made in order to make the best decision. On the other hand, if a person doesn't really care about the idea or product, they may not be very concerned about hearing the message either (Gotlieb & Sarel, 1991). If this idea of involvement were broken down more specifically, we would see two types of involvement by consumers: **issue** and **response**. Issue involvement occurs when the receiver of the message is likely to form an attitude only if it is consistent with the person's "...values and goals" (Gotlieb & Sarel, 1991, p. 39). On the other hand, response involvement develops when the receiver forms an attitude which can "...pass public scrutiny" (p. 39). Construction-motivated involvement has been defined as a form of issue involvement. For example, if a person does not have an attitude about something, they may feel they have to develop an attitude which corresponds to their current attitudes, goals and beliefs (Gotlieb and Sarel, 1991). Research in this area of

construction-motivated involvement and advertising suggests source credibility plays an important part in developing a consumer's attitude about a product. In other words:

The level of construction-motivated involvement increased, when the source providing the advertising information is perceived as providing an accurate perception of external reality for a new brand (Gotlieb & Sarel, 1991, p. 43).

Spokespersons

Many companies rely on celebrity spokespersons to advertise their products because the advertisers believe the messages will draw more attention from consumers and, in addition, will achieve more recall from the receiver as well. In advertisements with celebrities we associate what we already know about that person to the product they are endorsing (Ohanian, 1991). For example, Joe Namath promotes a sports cream product. We know he was a professional athlete and he should know what works well for a sports-related injury. Therefore, we may be more apt to purchase the product since a former professional athlete has placed his endorsement upon the item. Research indicates:

Highly credible sources also have been found to produce more positive attitude changes toward the position advocated and to induce more behavioral changes than less credible sources (Ohanian, 1991, p. 46).

Celebrity spokespersons in advertisements are also able to invoke **cognitive** responses in the viewers. The audience sees particular celebrities in a certain light

and, in turn, relate what they feel or know about that person onto the product which they are promoting. For example, according to McCracken (1989), audiences may see Audrey Hepburn as a "regal woman" representing upper class and high society while the actress Shelley Long is more representative of the upper middle class.

Furthermore, the audience has the tendency to associate certain gender categories upon the celebrity spokesperson. Sigourney Weaver and Loni Anderson are seen as representing two different types of women: one being very male-oriented in her actions while the other upholds to the behavior of the "traditional" feminine woman (McCracken, 1989). Once again, the issue of involvement and advertising has been studied in regards to the celebrity endorser. For example, if a person had low involvement in a product and was briefly exposed to an advertisement promoting the product, she/he may form judgements about the product based only on the product name and the impression the celebrity is conveying. On the other hand, if a person is highly involved in a product, she/he may be more apt to pay attention to the arguments made about the product instead of relying solely on the visual aspects of the advertisement (Kahle and Homer, 1985).

Thus far, we have defined credibility along the dimensions of composure, sociability, character, competence and extroversion and have noted the role of credibility in advertising. Now we will focus on literature examining **attractiveness** and **source credibility**.

ATTRACTIVENESS AND SOURCE CREDIBILITY

Related Research

Past research has studied perceived attractiveness on source credibility. For example, Ohanian (1991) states perceived physical attractiveness is an important dimension of source credibility because consumers see credible sources in a positive light. Furthermore, attractive people are more successful than unattractive people when trying to influence others or change their beliefs (Ohanian, 1991). Chaiken (1979) indicates if a communicator was attractive, then his/her "desire to influence" would increase their opportunity of actually influencing their receivers. So how do we determine if a source/speaker is physically attractive? As noted earlier, we discussed how receivers of a message look for similarity between them and the communicator. In regards to the issue of physical attractiveness, people also use the concept of similarity to determine whether or not they find another person attractive. In other words, the receiver of the message compares the source to himself/herself and, therefore, concludes if the person is physically attractive (Lewis & Bierly, 1990). Furthermore, if an attractive communicator informed his/her audience he/she is going to attempt to influence them, the receivers of the message may be more open to accepting the communicator's ideas. An entirely different type of effect could occur if the audience viewed the source as unattractive. In other words, if the source stated his/her intentions were to **influence** the audience, and the audience found the source unattractive, then the audience may disassociate themselves altogether from the

source and disregard the message as well (Mills & Aronson, 1965). Once again, the issue of involvement has been studied in regards to attractiveness and advertising.

Source credibility is not limited to spokespersons, this term can also apply to the company which is actually promoting the product. We have already discussed how a highly credible source is better able to influence a person than a person of low perceived credibility, but what about the company's reputation? Would you purchase a product from a company who had a bad reputation or would you be more influenced to purchase a product from a company with a positive reputation? According to Goldberg and Hartwick (1990) companies who had a positive reputation with the public were, basically, seen in a more favorable position. Furthermore, the advertisements for those companies were seen as more credible.

RATIONALE AND HYPOTHESIS

The preceding sections presented an overview of how source credibility has been studied and the role it can play when attempting to influence others in various contexts. Specifically, credibility has been shown to be an important person perception variable in advertising. In addition, physical attractiveness has been noted as being important in understanding the influence process in advertising.

Together, perceptions of source credibility and perceptions of physical attractiveness are important factors in advertising campaigns since physically attractive individuals are seen as intelligent, having greater degrees of perceived power and are

more persuasive in nature. In order to promote products and services, marketers and advertisers attempt to influence people in the target market to make the "right" purchase. Since companies spend a great deal of money on advertising, it is essential to understand perceived individual characteristics of the source used in advertising. Therefore, this thesis focuses on receiver perceptions of source credibility and perceptions of physical attractiveness in selected print advertisements. Thus, the following hypothesis is posited in this thesis:

- H1: Physically attractive individuals in print advertisements will be perceived as more credible sources along the dimensions of sociability, extroversion, character, competence and composure than individuals in print advertisements perceived physically unattractive.

CHAPTER 2

METHODOLOGY

This thesis examines the relationship between perceived source credibility along the dimensions of sociability, extroversion, composure, competence and character to perceptions of physical attractiveness of sources used in print advertisements. In order to meet the needs of this thesis project two samples are needed. First, a preliminary study establishing three levels (high, moderate and low) of perceived physical attractiveness of sources in advertising is needed. A second sample then completes the source credibility instrument for the three levels of attractive sources in the print advertisements. Also, subjects are asked to re-evaluate the degrees of physical attractiveness of the sources in the print advertisements which they used in evaluating the individuals' source credibility. By analyzing the data collected, one would be able to draw inferences regarding perceptions of source credibility on levels of attractiveness in print advertisements.

In this research, the independent variable is levels of perceived physical attractiveness. This variable was manipulated in order to determine any affect on the dependent variable, source credibility along the dimensions of: character, competence, composure, sociability and extroversion. In other words, are there source credibility differences on a priori perceptions of physical attractiveness?

This thesis is based, in part, on the research conducted by Downs and Harrison (1985). Their study focused solely on the physical attractiveness of sources on **television** commercials while this research differs in two ways: 1) uses print advertisements and 2) examines perceptions of physical attractiveness of sources in print advertisements. Prior to data collection in this thesis subject approval was obtained from the University of Nebraska Medical Center Institutional Review Board (see Appendix A).

Phase One

Subject Selection

For this thesis, two subject samples were used. The first subject sample consisted of people who assisted in prioritizing the print advertisements. A letter was sent to the Basic Source Instructor of the Public Speaking Fundamentals course requesting the help of graduate teaching assistants in the Department of Communication on a M.A. student thesis (see Appendix B). Given the number of Graduate teaching Assistants (GTA) willing to work on this phase of the thesis, two GTAs were chosen to help in the manipulation of the independent variable of perceived physical attractiveness of sources in print advertisements.

Procedure

Printed advertisements were used as stimulus materials for this research. The printed advertisements came from the first issue of each quarter from 1993 from the

following magazines. Glamour, Good Housekeeping and Sports Illustrated. The advertisements were initially chosen by the thesis investigator (see Appendix C). Only advertisements using **people** were chosen. Any reference to a product/service mentioned was omitted and only one person was used in each of the final advertisements. This researcher chose 10 varying degrees of physically attractive and 10 varying degrees of physically unattractive sources based on the four items reflecting physical attractiveness. Those items were obtained from the McCroskey and McCain (1972) interpersonal attraction scale:

- a. I think he(she) is quite handsome(pretty).
- b. He(she) is very sexy looking.
- c. I find him(her) very attractive physically.
- d. I don't like the way he(she) looks.

After this initial procedure, two GTAs were trained in coding the print advertisements using the same four items of physical attractiveness. Two graduate students coded the advertisements separately. The graduate students placed the print advertisements which portrayed the attractive sources, moderately attractive and unattractive sources into three separate categories. After placing the photographs in the three categories, an intercoder reliability estimate was computed using the formula used previously by Downs and Harrison (1985) in their research². Agreement was found on eight of the photographs (Appendix D).

Phase Two

Subject Selection

The second subject sample chosen for this thesis consisted of students enrolled in basic speech communication classes at the University of Nebraska at Omaha. Since the public speaking fundamentals class is required of most students, a wide variety of majors from various colleges were represented. Prior to data collection, the subjects were told that this study was being conducted for a M.A. thesis and the primary interest was on mass media effects. Data collection occurred during regular scheduled class periods and subjects were not given any monetary compensation nor were they given extra credit in their coursework for their participation. The questionnaire packets were administered by the researcher in the presence of the class instructor. Subjects were informed that responses were confidential and complete anonymity was given. The subjects were debriefed as to the nature of the study after completion of the administered scales. A total of 155 subjects participated in this thesis investigation.

Procedure

The thesis investigator sent a letter (see Appendix B) to the Basic Course Instructor of the Public Speaking Fundamentals Course asking permission to request the use of the graduate teaching assistant classes if they approve. Since a total of **eight** sources in print advertisements were used in this thesis, each subject received

one print advertisement as a reference to complete the instruments used in this thesis. The researcher of this thesis then attended each available class and distributed the research packet to the subjects. The only personal information which was required on the questionnaire was the participant's sex, age and year in school. The participants were also instructed to note the number of the print advertisement which they viewed and subsequently scored on the questionnaire (see Appendix D for a copy of the questionnaire items used in this thesis). All packets were collected after completion and the subjects were told of the nature of the thesis. They were also informed that the results of the thesis would be available by the end of the summer of 1994.

MEASUREMENT

Source Credibility

Perceptions of source credibility were operationalized by using the 20-item, seven-step semantic differential-type measure originally designed by McCroskey, Jensen and Valencia (1973). This measure taps five dimensions of source credibility: sociability, extroversion, competence, composure and character. Previous internal reliability estimates for each dimension were: sociability = .91; extroversion = .96; competence = .79; composure = .92; and character = .81 (McCroskey, Hamilton & Weiner, 1974). Subjects were given a copy of the 20-item measure and asked to complete the items with the reference print advertisement in mind.

Physical Attractiveness

Subjects in this research study also completed McCroskey and McCain's Interpersonal Attraction Scale (1972) to determine the physical attractiveness of each source. Prior research conducted by Burleson, Kunkel & Birch (1994) showed a reliability of .93 for determining physical attractiveness.

Statistical Analysis

The alpha level of significance for all tests was set at .05. In order to assess the internal reliability for each dimension of the source credibility instrument and the physical attractiveness Cronbach alpha estimates were computed. In order to check the perception of physical attractiveness as rated by the subjects, a 1-way analysis of variance was used with the two **a priori** physical attractiveness category as the independent variable and the physical attractiveness score as the dependent variable. The research question in this thesis asks if physically attractive individuals will be perceived as more credible sources along the dimensions of sociability, extroversion, character, competence and expertise than individuals in print advertisements perceived as not physically attractive. In order to examine this research question, a Multivariate Analysis of Variance procedure was used. This statistical procedure was chosen since multiple interrelated dependent variables were examined on three levels of an independent variable (Thorndike, 1971).

CHAPTER 3

RESULTS

Introduction

The purpose of this thesis was to investigate the impact of physical attractiveness perceptions on perceptions of source credibility. To accomplish this, 155 subjects were administered a questionnaire packet containing: the 20 item, seven-step semantic differential-type measure designed by McCroskey, Jensen and Valencia (1973); the McCroskey and McCain (1972) Physical Attraction Sub-Scale; one print advertisement photograph to be used in evaluation of source credibility and physical attractiveness and several subject characteristic questions.

Subject Characteristics

Of the 155 subjects sampled, the mean age of the participants was 24.65 years. In terms of gender representation, 61 were males (39.4%) and 90 were females (58.1%). Four (4) students did not indicate their gender on the questionnaire. In terms of year in school, 44 of the subjects were freshmen (28.4%), 24 were sophomores (15.5%), 26 were juniors (16.8%) and 58 were seniors (37.4%). Three (3) participants did not indicate their year in school on the questionnaire.

Instrument Results

The independent variable in this study was the perceived physical attractiveness of the individuals in the print advertisements. A total of 20 advertisements were rated by two (2) graduate students in the Department of Communication at the University of Nebraska at Omaha to determine the final photographs which would be used in the study. Agreement was found on eight (8) of the 20 photographs. The intercoder reliability using the formula developed by Downs and Harrison (1985) was .70.

In order to check the physical attractiveness manipulation of the photographs, an analysis of variance was used to examine subject perceptions of physical attractiveness on the two sets of photographs. Results indicated the photographs previously rated as physically attractive and physically unattractive by the graduate student coders were viewed similarly by the subjects in the study. The mean for the attractive photographs was 8.52 ($N = 80$) while the mean for the unattractive photographs was 6.07 ($N = 72$) ($F(1,150) = 123.02$; $P < .0001$; $R^2 = .45$). The Cronbach alpha reliability for the 4-item physical attractiveness scale was .89 (see Table 1 for scale summary statistics and see Table 2 for item-total correlations).

The obtained means, standard deviations and Cronbach alpha reliabilities for the McCroskey, Jensen and Valencia (1973) source credibility scales were as follows: expertise ($M = 17.12$, $SD = 4.09$, reliability = .78), character ($M = 19.37$, $SD = 3.88$, reliability = .75), extroversion ($M = 18.51$, $SD = 5.37$, reliability = .86),

sociability ($M = 20.71$, $SD = 4.06$, reliability = .81) (see Table 1 for scale summary statistics and see Table 2 for item-total correlations).

Hypothesis Results

The hypothesis in this thesis stated that physically attractive individuals in print advertisements will be perceived as more credible sources along the dimensions of character, expertise, composure, sociability and extroversion than individuals in print advertisements perceived physically unattractive. Of the 155 participants, 80 questionnaires were completed based on the physically attractive photographs, or 51.6 percent, and 73 were completed based on the physically unattractive photographs, or 47 percent. Two (2) respondents failed to indicate the number of the photograph and, thus, were not used in the hypothesis analysis. A Multivariate Analysis of Variance (MANOVA) was used to test the hypothesis. Results indicated that a linear combination of source credibility dimensions differed on levels of physical attractiveness ($F(5, 147) = 3.62$; $P < .004$; Pillais = .11). Given overall significance, the Univariate F tests were examined to explore which source credibility dimensions contributed to the overall difference. The only source credibility variable to significantly differ on levels of physical attractiveness was character ($F(1, 51) = 15.01$; $P < .000$; $R^2 = .09$). The mean character score for the physical attractive photographs was 18.26 while the mean for the physically unattractive photographs was 20.59 (see Table 3 for Univariate results).

CHAPTER 4

DISCUSSION

Introduction

In the preceding chapter, the results of the impact of physical attractiveness perceptions on perceptions of source credibility were reported. In this chapter, the hypothesis results are examined in light of these results. In addition, strengths and limitations of the research and suggestions for future research are noted.

Interpretation of Results

The motivation for conducting this study was to investigate perceptions of physical attractiveness in print advertisements and perceptions of source credibility along the dimensions of sociability, extroversion, character, competence and composure. Given the results, the hypothesis was not supported along these dimensions except for the character dimension. Therefore, the participants did not view the physically attractive individuals as credible sources, along the dimensions except for the dimension of character. However, the character dimension was in the opposite direction than what was predicted. In other words, the physically unattractive subjects were viewed as having **more character**. This would support

past research which indicates that physically attractive individuals are not always seen as more credible sources (Buck & Tiene, 1989; Caballero, Lumpkin & Madden 1989).

The results of the 20-item, seven-step semantic differential-type source credibility measure did not support the hypothesis, except along the dimension of character. The expectation of this research was the participants would find the persons in the advertisements coded as physically attractive more credible sources than the persons in the advertisements who were coded as physically unattractive. The results of this research may be indicating a change in the way our society views others and the participants who completed the questionnaire may have reflected this attitude based on their responses to the questionnaire. Maybe our society is no longer as concerned with the physical appearance of a person when we make judgements about them. Also, because the persons in the advertisements who were originally coded as physically unattractive were seen as having more character than those coded as physically attractive, the participants may, in turn, have perceived the physically unattractive persons as more credible sources.

Strengths of Study

This section explores a number of strengths associated with this study. One strength of this study was the intercoder reliability results based on the formula developed by Downs and Harrison (1985). The agreement of .70 between the

intercoders was adequate. It was important to have adequate intercoder reliability to assure two distinct categories of physically attractive photographs and physically unattractive photographs as used in this thesis (Downs & Harrison, 1985; Downs & Gowan, 1980).

The 20-item, seven-step semantic differential-type measure which was designed by McCroskey, Jensen and Valencia (1973) was instrumental in determining the perceptions of source credibility. Although final results only supported the hypothesis along one dimension, character, the scale is an effective measure of source credibility as seen in previous research (McCroskey, Hamilton & Weiner, 1974; Powers, Nitcavic & Koerner, 1990) and had acceptable reliability estimates as indicated in these.

Another strength reflected the number of subjects participating in the study who varied in age and year in school. In addition, there was, overall, a good representation of both male and female respondents (39.4% and 58.1% respectively). Having a diverse sample added to the generalizability of the results among college student populations.

Limitations of Study

This investigation also had some limitations. First, the initial 20 advertisements originally chosen by the researcher were based on the McCroskey and McCain (1972) Physical Attraction Sub-Scale. The photographs were based on the

four criteria. If another scale or additional criteria were used in conjunction with the McCroskey and McCain's Physical Attraction Sub-Scale, the original 20 advertisements may have been evaluated in terms of attractiveness differently. In addition, the photographs used in the study appeared to be too diverse in age. The subjects in the advertisements ranged in age from approximately 20 years to 50 years of age. Choosing photographs of subjects within a certain age category (e.g., 20-30 years of age) may influence the final results of future research. Moreover, the training procedure used for the graduate students to code the 20 photographs could have been explained in more detail. The graduate students who coded the photographs did so very quickly. They may have taken more time to make their decisions had they been given a copy of the McCroskey and McCain (1972) Physical Attraction Sub-Scale.

Finally, since past research based source credibility and physical attractiveness/unattractiveness in television commercials (Downs & Harrison, 1985) and videotapes (Caballero, Lumpkin & Madden, 1989; Gotlieb & Sarel, 1991), results here may have been different because this research used print advertisements. In addition, only female sources ranging in approximate age from 20 to 50 years of age were used. Although past research has used black and white photographs of sources in advertisements (Buck & Tiene, 1989; Solomon, Ashmore & Longo, 1992), as was the case in this thesis, the copies of the photographs would have been more effective

and helpful to the participants who completed the surveys if the copies were clearer. In addition, the sizes of the photographs should have been consistent.

Questions for Future Research

This section addresses areas for future research. One implication from this study for future research is to increase the number of advertisements with a greater range of perceived degrees of physical attractiveness. Many of the sources in the advertisements used in this research were very similar in terms of their physical attractiveness. With a distinct variation of physical attractiveness in the advertisements, future research may indicate a stronger difference in terms of source credibility between the physically attractive and the physically unattractive sources.

Future research could also incorporate product involvement in the study to determine if a person's involvement in this product being advertised could affect their perception of the source's physical attractiveness or physical unattractiveness. Maybe the participants involved in this research, or consumers in general, do not judge people on their physical attractiveness, but, instead, make judgements based on involvement in the product. As mentioned earlier, if a person is involved in a product/idea, that is, the product has personal meaning to the consumer, then he/she may be more motivated to evaluate all options or claims in order to make the best decision. A person who has low involvement in a product may make a purchase decision rather quickly with limited information (Gotlieb & Sarel, 1991). Past

research indicates a positive relationship between product involvement and a positive attitude towards the message. Therefore, if a person had a strong involvement in the product being advertised, the person would also feel positive about the advertisement for that product (Chebat, Filliatrault & Perrien, 1990). One would question if advertisers really need physically attractive persons in their advertisements if they do not have a significant affect on the consumers (i.e., buying habits). If consumers are looking past the physical appearance of sources in advertising, as evident in this research, then advertisers may be placing too much emphasis on the ability of attractiveness to promote a product.

Advertisers could use the information obtained in this research and apply it to advertising campaigns. For example, maybe we are moving toward a society which no longer places a strong emphasis on the physical attractiveness of a person in an advertisement. Consumers have more information available to assist them in their purchase decisions. Because of this, they may no longer be easily swayed into purchasing a product solely on the attractiveness of the source in an advertisement. Marketers and advertisers may want to reassess the age-old adage of "beauty sells".

NOTES

1. Conversation with Jan Slater, advertising instructor at the University of Nebraska at Omaha, November 23, 1993.
2. Formula from Downs and Harrison "Intercoder reliability was determined by an agreement divided by agreement plus disagreement formula wherein agreement was defined by "event" agreement. That is, when two doers both recorded a specific instance of a category, it was counted as "agreement". If they did not score the same instance of the category, a "disagreement" was counted. The reliability figures above reflect the overall reliability of pairs of coders based on the total agreement/disagreement formula for each rater pair" (p. 12).

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TABLE I
Scale Summary Statistics

Variable	N	Items	X	SD	Alpha Results
Competence	153	4	17.12	4.09	.78
Composure*	153	3	15.57	3.87	.78
Character	153	4	19.37	3.88	.75
Extroversion	153	4	18.51	5.37	.86
Sociability	153	4	20.71	4.06	.81
Phys. Attract.	152	4	7.36	1.83	.89

* One item was deleted from the character sub-scale of the perceived source credibility measure in order to increase its reliability. The four-item sub-scale had a mean of 19.62, a standard deviation of 4.37 and an alpha reliability of .61.

TABLE II
Item-Total Correlations

Competence	Item 1	.69
	Item 2	.62
	Item 3	.49
	Item 4	.57
Composure	Item 1	.61
	Item 2	.68
	Item 1	.56
Character	Item 1	.59
	Item 2	.59
	Item 3	.49
	Item 4	.51
Extroversion	Item 1	.59
	Item 2	.77
	Item 3	.77
	Item 4	.69
Sociability	Item 1	.70
	Item 2	.71
	Item 3	.70
	Item 4	.45
Phys. Attractive	Item 1	.82
	Item 2	.82
	Item 3	.77
	Item 4	.65

TABLE III
Univariate Results

<u>Variable</u>	<u>F</u>	<u>P</u>	<u>R²</u>
Competence	1.92	.17	.013
Composure	1.18	.28	.008
Character	15.01	.000	.090
Extroversion	1.00	.32	.007
Sociability	1.53	.22	.010

Means for Each Group		
	<u>Attractive Photographs</u> ^(N=80)	<u>Unattractive Photographs</u> ^(N=73)
Competence	16.69	17.60
Composure	15.90	15.22
Character	18.26	20.59
Extroversion	18.92	18.05
Sociability	20.32	21.14

Appendix A



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June 27, 1994

Susan L. Bury
1413 Marbee Drive, #2
Omaha, NE 68124

IRB # 168-94-EX

TITLE OF PROTOCOL: An Investigation of Physical Attractiveness and Source
Credibility in Print Advertisements

Dear Ms. Bury:

The IRB has reviewed your Exemption Form for the above-titled research project. According to the information provided, this project is exempt under 45 CFR 46:101b, category 2. You are therefore authorized to begin the research.

It is understood this project will be conducted in full accordance with all applicable sections of the IRB Guidelines. It is also understood that the IRB will be immediately notified of any proposed changes that may affect the exempt status of your research project.

Sincerely,

A handwritten signature in dark ink, reading 'Ernest D. Prentice/jlg'. The signature is written in a cursive style with a clear, legible 'jlg' at the end.

Ernest D. Prentice, Ph.D.
Vice Chairman, IRB

EDP:jlg

Appendix B

Debra Smith-Howell
Prof. of Communication
Univ. Of Nebraska at Omaha

Ms. Smith-Howell:

I am currently working on my master's thesis under the direction of Dr. Prisbell. The topic of the thesis studies source credibility and physical attractiveness in print advertisements.

In order to start my research, I need to classify the advertisements to be used. Therefore, I am requesting the assistance of your Graduate Teaching Assistants. If any of the GTAs are willing to assist me, please have them contact Dr. Prisbell.

Furthermore, after the advertisements are classified, I plan to administer a source credibility scale to students in two of the Public Speech Fundamental classes. Once again, I am asking the cooperation of any GTAs who would allow me into their classes.

Thank you very much.

Sincerely,

Susan Bury

Appendix C





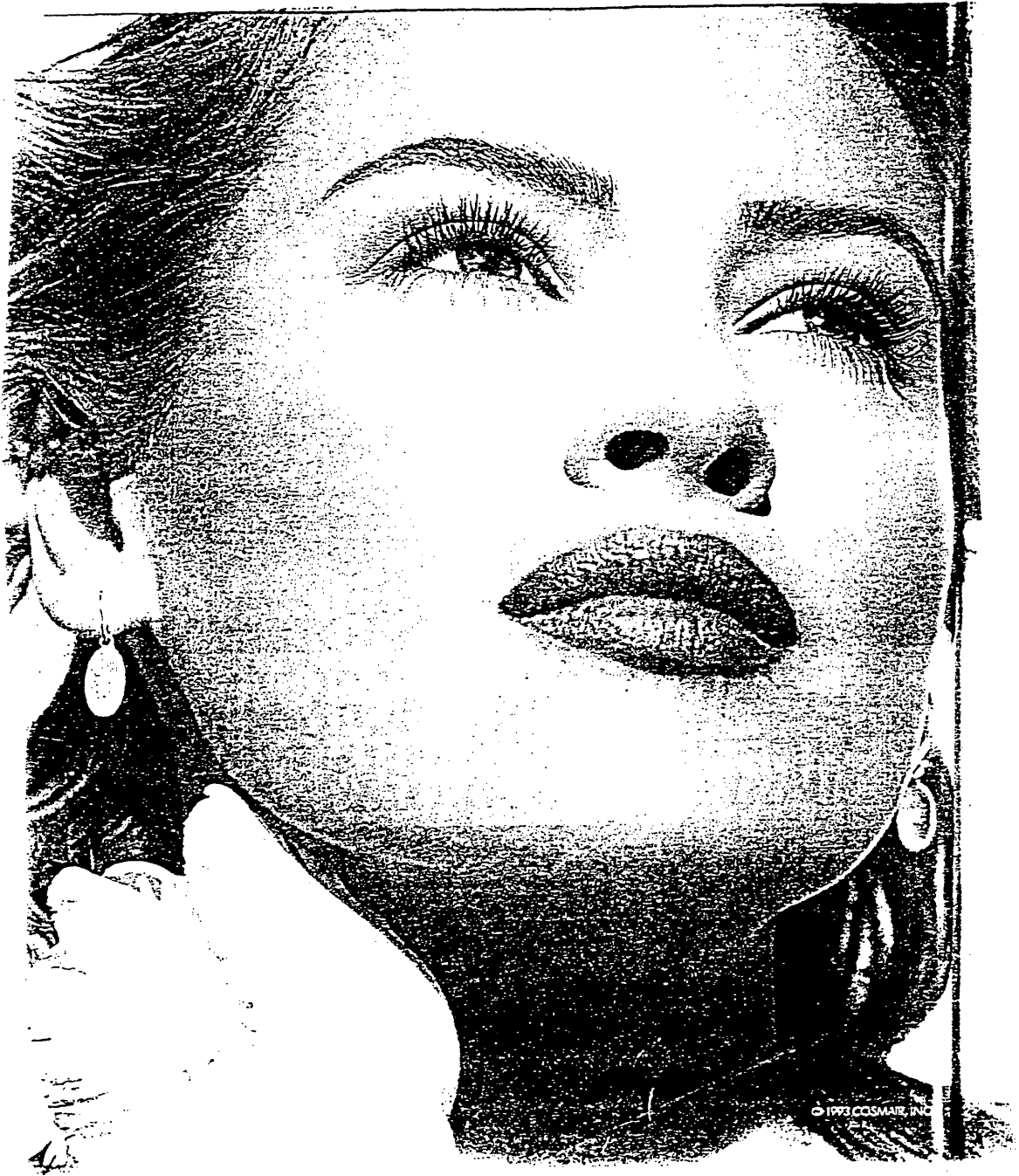












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Appendix D

















Appendix E

(1) Please note the number shown in the upper right-hand corner of the advertisement. _____

(2-4) Code: _____

(5) Year in school: Freshman Sophomore Junior Senior (Please circle)

(6-9) Age: Years: _____ Months: _____

(10) Sex: Male Female (Please circle)

(11-13) Number of magazines read in one month: _____

(14-15) Type of magazines read in one month (circle all that apply)

News Fashion Sports Entertainment Other (please note): _____

Please describe your impression of the individual in this advertisement. Circle a number indicating your impression. The closer the number to an adjective at either end of the scale (1 or 7) the stronger that adjective applies to the person.

(16)	Expert:	7	6	5	4	3	2	1	:Inexpert
(17)	Unintelligent:	1	2	3	4	5	6	7	:Intelligent
(18)	Narrow:	1	2	3	4	5	6	7	:Intellectual
(19)	Qualified:	7	6	5	4	3	2	1	:Unqualified
(20)	Nervous:	1	2	3	4	5	6	7	:Poised
(21)	Tense:	1	2	3	4	5	6	7	:Relaxed
(22)	Calm:	7	6	5	4	3	2	1	:Anxious
(23)	Excitable:	1	2	3	4	5	6	7	:Composed
(24)	Honest:	7	6	5	4	3	2	1	:Dishonest
(25)	Bad:	1	2	3	4	5	6	7	:Good
(26)	Kind:	7	6	5	4	3	2	1	:Cruel
(27)	Undependable:	1	2	3	4	5	6	7	:Responsible
(28)	Bold:	7	6	5	4	3	2	1	:Timid
(29)	Quiet:	1	2	3	4	5	6	7	:Verbal
(30)	Silent:	1	2	3	4	5	6	7	:Talkative
(31)	Aggressive:	7	6	5	4	3	2	1	:Meek
(32)	Awful:	1	2	3	4	5	6	7	:Nice
(33)	Unpleasant:	1	2	3	4	5	6	7	:Pleasant
(34)	Irritable:	1	2	3	4	5	6	7	:Good Natured
(35)	Cheerful:	7	6	5	4	3	2	1	:Gloomy

Please answer the following questions in reference to the advertisement using the below scale:

(3) = AGREE

(2) = MODERATELY AGREE

(1) = DISAGREE

- (36) I think he (she) is quite handsome (pretty). _____
- (37) He (she) is very sexy looking. _____
- (38) I find him (her) very attractive physically. _____
- (39) I don't like the way he (she) looks. _____