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Candidate's physical attractiveness as a consequence in an election

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ABSTRACT

Purpose: The purpose of this study is to deconstruct election results within the framework of candidate's physical attractiveness. There is a mounting fear that modern-day political institutions are not presenting candidates with the social aptitude that they need to become successful in election processes. This deficiency has placed a growing burden on political parties to boost the victory of their candidates by making sure that the process of selecting candidates transforms into a rewarding time of political victory. In view of the countless contestations and proof of the dearth of social abilities in political parties, the emphasis of this article is on how political parties in Uganda can identify appealing candidates for the modern-day voter.

Methods: By means of a desk review technique, definitions are given as well as an earlier theory as a basis for a projected model of enhancing candidate victory.

Findings: The findings reveal that candidate's physical attractiveness contributes positively towards the election outcome given that candidates that are physically less attractive are likely to score lower in an election.

Unique contribution of theory, practice and policy: The study suggests that to neglect the power of a candidate's physical attractiveness in an election is comparable to surrendering election victory to the opponent. For effective application, political party leaderships should include the elements of physical attractiveness in their strategic plans when choosing candidates for the next election cycle.

Key words: *Physical attractiveness, Election, political parties, victory, voter*

INTRODUCTION

Worldwide, present-day aspirations of society call upon voters to acquire appropriate information and be familiar with relevant qualities of a potential candidate so as to be prepared

to choose a preferred candidate wisely (Cann, 2020:291). Connected to this, Cann predicts an uncertain rational hop to anxieties regarding particular national or local views hence, a wave of adjustment in the factors influencing voters. It is being noted that voters are experiencing a shift in terms of demographic variations, technological advances and fluctuating expectations. Furthermore, issues such as quality of public services, quality of leadership, rate of corruption, level of youth unemployment, nature of urban growth, tax regimes and level of inequality appear to impact on a number of governments around the African continent. At the fore of these encounters is the voter who should be interpreted as having adequate knowledge about what he or she wishes to gain from participating in an election. According to the Bönisch, Geys and Michelsen (2019:743), a voter is the most powerful segment in an election because he or she can determine who wins or loses (specifically when an election is free, fair and credible). The voter plays an essential role in electoral turnouts and the ultimate outcome (Górecki & Gendźwił, 2021; Fujimura, 2021; Williams, 2020); consequently, they should be devoted to choosing the preferred candidate as well as demanding quality accountability, while working sideways the elected leadership to seek solutions to different societal challenges with honesty.

Hogan (2020), notes that voters are, at present, faced with and functioning in a multifaceted and thought-provoking environment which they should be set for. This situation is even more pronounced among a number of first-time or second-time voters who have much excitement and imaginary prospects. Nonetheless, Hogan underscores that, in a number of occasions, voting for the legislators, in the United States, is affected by countless factors including, though not limited to, personal beliefs, experiences as well as religion. At the same time, what Electoral Management Bodies (EMBs) highlight to voters prior to elections changes little by little while the prospects and desires of a voter shift faster (Onapajo, 2020). Elections in much of sub-Saharan Africa (SSA) have not reformed in order to meet the desires of the voter as well as present and emerging challenges within the environment that the voter has to pay keen interest. For example, a study by Schulz-Herzeberg (2019) reveals that, in South Africa, voters are continually turning out to be non-partisan ascending from the latest deterioration in party leaning. This could, in part, be resulting from the fact that a growing number of voters either lack party attachment or no longer fancy party membership as an ultimate answer to society's challenges in their nation.

Accordingly, EMBs have the duty and the task of organising and conducting free, fair and credible elections so as to enable the voter to exercise their free will in choosing candidates and/or parties of their choice (Katju, 2020). Relating to this, it has been suggested that it is the obligation of the EMB to deliver scientifically inspired messages to the voter so that a dependable election is achieved rather than leaving the whole space to candidates and or political parties exploit voters (Onapajo, 2020:374). As a consequence, a voter taking part in an election is expected to exercise their power by choosing a candidate on the basis of both accountability and meaningful expectations. This observation is echoed by other scholars who found political parties having an obligation to prepare and present candidates with ability to counter the challenges and meet expectations which their voter will face and or expects of them through confidence building as well as ensuring an effective communication strategy (Susila,

Dean, Yusof, Setyawan & Wajdi, 2020). Thus, it can be inferred that a voter ought to ensure that the attributes and or qualities which a prospective candidate require in order to counter the challenges as well as meeting the expectations of the voter in their political environment are considered before that choice.

An election should present the prospect to examine a certain set of qualities away from the emotional excitement of a particular political party or candidate, and their demonstrable competence to deliberate on and stand for the issues of those who entrust a candidate to the legislature (Hansen & Olsen, 2020:240). So, the key question is “does attractiveness of a candidate affect the election results?” To answer the question, this article begins with a summary of available scholarship to a theoretical view regarding the central concept of attractiveness. This view demonstrates the significance of attractiveness within the framework of elections. Put different, attractiveness of a candidate has a significant social contribution to an electoral outcome (Praino, 2018; Lev-On & Waismel-Manor, 2016).

THE NOTION OF ATTRACTIVENESS

The view of attractiveness appears to manifest in countless human judgements about the other person. Despite the fact that facial attractiveness does not affect male tennis games, it does increase the level of spectatorship during female tennis games (Dietl, Özdemir & Rendall, 2020). This revelation corroborates with forensic judgements where female criminals were given a more generous treatment than their male counterparts but eye-catching criminals received more culpability than unappealing criminals (Bitton & Zvi, 2019). Another study indicated that not merely general self-attractiveness but then the seeming attractiveness of individual parts of one’s body can forecast fulfilment in women’s lives (Skalacka & Pajestka, 2020). The notion of attractiveness is equally central in aspects such as site attractiveness in the leisure industry (Pike & Kotsi, 2020); destination attractiveness in investment opportunities (Vakulchuk, Chan, Kresnawan, Merdekawati, Overland, Sagbakken, Suryadi, Utama & Yurnaidi, 2020); attractiveness to foreign capital and or aid (Tsafos & Carey, 2020); job opportunities (Busetta, Fiorillo & Palomba, 2021), monetary attractiveness (Pandey & Zayas, 2021), task attractiveness (Rafinda, Gal, Rafinda & Purwaningtyas, 2021), currency attractiveness (Dupuy, James & Marsh, 2021).

The aforementioned aspects reveal the significance of attractiveness in in a number of sectors stretching from socioeconomic, political to institutional. Available research (such as Imtiaz, 2012; Jæger, 2019; Breanna, 2017; Usmani, 2019; Chamorro-Premuzic, 2019) reveals the centrality of attractiveness in key decision-making forums of several organisations, for example, job interviews, Television viewership, magazine readership, public relations, to mention just a few. For example, a study by Imtiaz (2012) found that jobs necessitating direct communication such as front office managers and Public relations officers, lean towards more attractive candidates. Also, in a number of organisations, more attractive employees are likely to gain better prospects in terms of enhanced salaries, accelerated promotions, extra pay as well as general professional accomplishment. In addition, staff development opportunities such as

trainings, funded workshops and sabbaticals appear to be granted to more attractive employees than the less-attractive ones.

A study by Jæger (2019) reveals that during selection of prospective employees, attractiveness appears to affect interviewees given that interviewers with more attractive looks and lesser body mass indices have greater degree of cooperation. As a result, interviewees are likely to pay greater attention to more attractive interviewers than they do to less-attractive interviewers. Parenthetically, a study by Breanna (2017) notes that particular characteristics perceived attractive for males contrast with those perceived attractive for females; more masculine characteristics are perceived by men and more feminine characteristics are perceived by women. The study corroborated with other studies (such as Usmani, 2019; Chamorro-Premuzic, 2019), which reveals that whilst evidence of academic qualification is the greatest part for rating the suitability of a candidate's profile, biases influenced by attractiveness seem to constitute a percentage of the difference in opinions on candidate's proficiency, friendliness, as well as social abilities. Other studies (for example Cherea, 2017) suggest that discrimination based on physical attractiveness tends to affect a number of employment dynamics across the board; from the process of selecting a candidate to determination of salaries, as well as the criteria of appraisal and termination of a contract.

Attractiveness is now becoming one of the central norms for determining the suitability of a candidate for a prospective job in a number of countries. The case of Italy reveals that a woman aiming to find a good job needs to be attractive especially for jobs such as front office manager and chief executive (Busetta, Fiorillo & Palomba, 2021).

Methodology

Given the centrality of attractiveness, in this article, the notion is used to refer to 'the physical appearance' of a candidate. Consequently, the methodology adopted in this article is desk research in which information is gathered from published literature (mainly Journals and books on candidate attractiveness in elections). The notion of attractiveness, which appears to play out to the advantage of a candidate, is discussed. To sum up, using appropriate references, this article pronounces aspects which ought to be included in the agenda of political parties when identifying candidates for an election in a changing socio-political environment.

Theoretical review

Directed by the status generalisation theory and with a target of describing how influence and reputation are spread amongst people in relation to the status characteristics of an individual in literature, the theory seeks to illuminate how individuals form performance potentials for those they come across for the first time (Jooss, McDonnell & Burbach, 2019). As a consequence, this study extends the scholarship on elections by exploring the extent to which physical attractiveness sways the outcome of an election. From the status generalisation, status is described as approximations of proficiency, reputation, or respect affecting one's prospects for

achievement (Sabloff & Cragg, 2017). Its pyramids occur on various social characteristics, for example, sexual category and age group in the broader beliefs. The common perception is that in fresh conditions, individuals recognise the status individualities that differentiate amongst participants of the cluster (Wojtaś, Garbiec, Karpiński & Czyżowski, 2020). At that moment, the status pyramid, found in broader ethos, is practical to the first-hand situation, lest there is strong proof to demonstrate that the existing status is discrete in the first-hand situation. For example, in apartheid South Africa, white individuals enjoyed a high-status position. As a consequence, white individuals were expected to gain from higher prospects attributable to the generalisation of status in the general population (Liou & Bornstein, 2019); lest there was proof that race is not associated to individual performance in a particular situation.

The process of status generalisation is applied so as to come up with an opinion on a status structure amongst individuals who are not conversant with each other and it works well when there is dearth of prior communication among individuals and dearth of awareness about them except for ‘status attributes’. It is plausible in circumstances of digital employment where employers can only access particular information on applicants (Lewandowsky, 2019; Tato-Jiménez, Buenadicha-Mateos & González-López, 2019). The expectation theory aims to describe the rise of status pyramids in circumstances where individuals are focused on achieving a joint objective (Glassman, 2017). While this theory has been studied in the perspective of group relations, it is thought that the processes of generalising status might as well describe why voters have a predisposition to pay more attention to particular candidates over others. While voters have access to diverse status distinctive data regarding the nominated candidates e.g. attractiveness, sexual category and highest level of education (Loepp & Redman, 2020; Niebler, Marchetti & Kozdron, 2020), they will infer this data in light of the individual position for which they are voting and will decide which nominees to follow on the basis of perceived ability for the voters in that situation.

The issues in the article mirror significant inquiries as follows: what is the perspective of candidate attractiveness in itself? How do we conceptualise the perspective of elections? And, what context and controversy mutates the social environment in an election? In reacting to these inquiries, the manifestation of candidate attractiveness in election results were deeply explored. The article brings out significant contributions to research. Firstly, it underscores how non-attention to candidate’s physical attractiveness can make a powerful party lose an election in Africa. Secondly, it proposes actions that can be employed to ensure victory of a political party in a highly competitive election. This article is structured in this way: the opening segment is prepared in section one. Section two debates the notion of attractiveness. Section three puts candidate attractiveness in perspective. In section four, a conceptual perspective of elections is presented preceding section five that reflects on the context and controversy over the social environment and section six, which debates the convergence between candidate attractiveness and election results. The last section is dedicated to the conclusion and possible actions to political actors.

PUTTING CANDIDATE ATTRACTIVENESS IN PERSPECTIVE

Obtainable studies appear to suggest that candidate attractiveness is a central element in a number of cases. A study conducted by Mattes and Milazzo (2014), via a computer-based analysis, reveals that opinions of candidates' comparative attractiveness were advantageous in projecting results among peripheral voters in Britain and concluded that opinions of attraction are better predictors of victory in an election. Milazzo and Mattes (2015) note that attractiveness appear to be associated with a 2.5% point increase in the proportion of votes. These views corroborate with the results of a study by Stockemer and Praino (2017) which reveal that physical attractiveness is an important element explaining a candidate's prospect to win in the first-past-the-post tier but not in the list of proportional representation tier. While all the above three studies seem to suggest the significance of physical attractiveness in elections, a study by Johns and Shephard (2011) reveals that quality of candidates' photographs can influence electoral preferences seeing that candidate appearance can have a significant influence on voter choice. This juxtaposes why Lev-On and Waismel-Manor (2016) noted that good looks matter in politics seeing that physical attractiveness may be a significant contributor to electoral success.

The views obtained from available studies suggest that political parties have to be mindful of the degree of physical attractiveness when presenting a candidate for competitive elections. This is so because the results of a study conducted by Berggren, Jordahl and Poutvaara (2010) on 1929 Finnish political candidates from 10,011 respondents, revealed that an increase in the measure of attractiveness by one standard deviation is associated with an increase of 20% in the number of votes for the average non-incumbent parliamentary candidate. Similarly, a study by Praino and Stockemer (2018) found that approximately 75% of borderline competitions would generate a diverse winner if the genuine loser appeared like the preferred challenger and, each borderline competition would yield a different result if the loser looked like the 'perfect challenger' and the winner was very unappealing. This study suggests that candidate attractiveness can influence electoral outcomes in a competitive election. Masch, Gassner and Rosar (2021) reveal a possible interaction between displays of happiness and attractiveness on vote shares thus, underscoring the significance of considering emotional expressions when analysing the influence of physical appearance on electoral outcomes.

Further, a study by Laustsen and Petersen (2016) suggests that good-looking challengers have a superior advantage in appealing to both voters and course of action in an election. This outcome appear to corroborate with the results of a study conducted by Berggren, Jordahl and Poutvaara (2010) revealing that attractiveness and views on proficiency, honesty, friendliness and intellect, are altogether associated. Actually, the association is prevalent between observed proficiency and intellect, presents a correlation coefficient of 0.65 to 1 consequently elastic a flawless association. The correlation coefficient between attractiveness and observed proficiency being 0.32 indicates that more attractive nominees are likely to attract a positive assessment in other aspects as well.

TOWARDS A CONCEPTUAL PERSPECTIVE OF ELECTIONS

The practice of (democratic) elections has gained deep credence world over. While this is not to say that every election is free, fair and credible, the practice appears to be a general trend for choosing leadership. A number of authors (such as Onapajo & Fatai, 2021; Kumah-Abiwu & Darkwa, 2020; Cheeseman, Lynch & Willis, 2021) reveal the significance of elections to democratic processes and institutions. Relating to this, Hahm and Heo (2020), suggest that to be elected, a potential candidate requires particular qualities and/or attributes such as good communication, governmental proficiency and managerial ability. According to Merriam-Webster Dictionary (n.d), qualities denote to “a characteristic or feature that someone or something has: something that can be noticed as part of a person or a thing: a high level of value or excellence”. By this, quality can be said to be a unique element that someone possesses. Maura (2021) suggests that qualities are necessary to safeguarding the leadership ethos that are essential in addressing societal challenges and aspirations as depicted in Sarkozy an ex-French President. Qualities are more than mere ability to express oneself in public; it is a means that contributes to societal debate on significant issues affecting society or part of it. Muteswa (2016) suggests that leadership ensues a link between the leader and the led thus revealing that the qualities of leadership are distinct when differentiating within a specific area based on context.

Except for qualities based on academic training, there are necessary personal elements associated to qualities (Muteswa, 2016). This reveals that qualities that are in-born and are passed on from one individual to another, for example, from father/mother to son/daughter and can be pivotal during elections. This is in contrast to obvious qualities that are developed over time through training and exposure. Irrespective of the kind of qualities, they are an essential aspect necessary for the existence and progress of an individual and the society as a whole including governmental and other organisations to shape nations, groups and associations (Center for creative leadership, n.d). The diverse divisions comprise; one, field-specific, which consists of a particular classification of qualities linked to a particular field, for example, community mobilisation (Olanrewaju & Okorie, 2019). Second, leaders should have collective qualities which relate to the ownership of more broad attributes that can be found in a particular field of study such as early childhood education, chemical engineering, or commerce (Adele, 2020). And third, standard qualities that are essential include standard attributes, which leaders should possess. These qualities can be referred to as working qualities that potential leaders should have before ascending to any position of leadership such as effective communication, co-operation, and ability to identify a community need and seek means to solving it (Patel & Dhavale, 2022).

According to Amao (2020), elections are a fundamental means to choosing members who make decisions, on behalf of the populace, in government. Consequently, elections do not denote merely picking a candidate or party among a number of candidates or parties, but serve as a measure against which individuals or parties can be evaluated for their past performances and future expectations in form of election manifestoes. Elections include Presidential, Parliamentary, and Local government (Ukonu, Ugwuoke & Ifeanyichukwu, 2020; Agomor,

Adams & Asante, 2020). Nonetheless, researchers (such as Schneider & Carroll, 2020) posit that, in a number of cases, elections have been relegated to a mere ceremony, that is, when they are influenced and or when the outcome is set prior to the polling date or when they are violent. Voters are, thus, concerned with what a political party can do or could do or failed to do, for example, attaining a desired degree of internal democracy which a party can enjoy overtime and which it can promise or deliver to the whole nation when entrusted with leadership. However, Birch and Muchlinski (2020) reveal that over the past few decades, elections in much of Africa, have been stained with violence and abuse perpetuated by countless incumbents and have not been used to serve the purpose for which they are meant. They note that electoral abuse is widespread when losers remain reluctant to accept defeat but resort to illegitimate means of remaining in power. For example, in DRC, Burundi, Kenya, Zimbabwe, Botswana, and Uganda. Electoral abuse is described as fierce protests by political parties, or opposition parties and members, in denial of election outcomes besides assaults by gangs and bunch of hooligans against noticeable displays of votes, such as voting centres (Birch & Muchlinski, 2020).

Despite these, elections remain essential for many reasons; they are part of a democratic process, facilitate in identifying leadership in terms of either continuity or change, and help to institutionalise the integrity of democratic principles (Sisk, 2017). As such, government ought to be prepared to accept the outcome of an election by putting the interests of the voter ahead of every personal interest. Cases where incumbents have accepted defeat and handed over power are few in Africa, they include; Nigeria where GoodLuck Jonathan handed over to Muhammed Buhari in 2015 and in Malawi where Joyce Banda lost to Peter Mutharika in 2014 who was equally defeated Peter Chakwera in 2020 (Siachiwena & Saunders, 2021; Odum, 2021; Taylor, 2019; Ojo, Ibeh & Kieghe, 2019). While neither Banda nor Mutharika physically handed over to the in-coming president, they accepted defeat and stepped out of office. As maintained by Sefah (2020), it is the responsibility of EMBs to develop and consolidate confidence that the outcomes of the vote polled will be upheld to avert post-election violence.

The different literature appear to suggest that in a competitive election, candidate attractiveness can actually influence the voters as happened between Baraka Obama and Mite Romney during the 2013 US presidential election or between Uhuru Kenyatta and Raila Odinga in the Kenyan presidential election (Vitriol, Lavine & Borgida, 2020; Molony & Macdonald, 2019; Praino, 2018). Indeed, attractive politicians are perceived to be better and more proficient representatives, they can conquer more attention in the mainstream media as their decent appearance offers them an election gain. While a study by Jaeger, Evans and Van Beest (2021) reveals that attractive-looking candidates are more victorious in elections, to the contrary, a study by Wigginton and Stockemer (2021) found that physical attraction does not contribute in influencing the vote share of a candidate. As such the perception is that good looking candidates, are capable of being more successful in raising funds as well as getting more confirmations, which leads to their triumphing in the polls.

CONTEXT AND CONTROVERSY OVER THE SOCIAL ENVIRONMENT IN AN ELECTION

According to Twisk and Vlakveld (2019), social environment denotes to community factors external to the institution that surround it. An institution is established with intention to serve its environs. In this case, the institution symbolises to the community package that is obliged to work for the community yet affected by the dynamics that are peripheral to it. Yeung, Severinsen, Good & O'Donoghue (2020) suggest that the social setting includes characteristics such as lifestyle, beliefs, attitudes, and tastes that are external to the structure of an institution but having an effect on the organisation and the nation. These characteristics furthermore affect routine operations and have an influence on how a nation is managed. According to Khanal and Sen (2020), an institution can be described as a subset of its setting. The concept suggests a link between an institution and its social system. A system is described as a group of interconnected components that complement each other. As a result, we can regard an institution as a system that works in a particular setting and that has diverse subunits. Institutions are not self-reliant, nor are they independent. Institutions give-and-take resources with, and are reliant on, the social system in which they are situated. An institution and its social system impinge on each other for survival and a government is reliant on its system for its survival.

According to Gonzalez-Lesser (2020), subunits in the social system that impinge on institutions include, but not limited to lifestyle, beliefs, attitudes and tastes. First, lifestyle brings about new ways of life and transforms the standard of living, for example, social networks, leisure and eating habits (Liu, Luo, Tang & Wong, 2020). Second, beliefs denote to factors such as opinions, views, principles and thoughts held by the community about something or the trend of events or government policy or political decisions (Jansen & Waters, 2019). Third, attitudes denotes to the stance held by members of the community on the quality of governance, partisan choices, strategies and laws. And, fourth, tastes denote to perceptions of the community or part of it as regards different aspects such as the calibre of leaders, public education, collective security, wellbeing and social welfare.

The interconnectedness of the subunits within the social surrounding can result into volatility, insecurity and impulsiveness in a number of systems (Hattori, 2020; Cammett, Diwan & Vartanova, 2020; Li, Li & Li, 2019). Consequently, the system turns out to be multifaceted and volatile due to the dynamics within its social system. Accordingly, the dynamics in the social system such as attitudes in the community, changes in particular beliefs and tastes can impinge on the institution and should be expected and addressed. It is vital for institutions as well as regimes to be aware of their social system in which they are positioned and to be prepared for any underlying forces. For example, in a number of countries voters have shifted from what are perceived to be societal issues to inconsequential issues, including attractiveness of a candidate (Cagle, 2019). It can be noted that in an open system, institutions operate in continuous contact with their system. Institutions receive the resources they require to operate such as finances and information from the social system. Since the community being served is also from the social system, the needs placed on institutions are determined and influenced by

the social system (Phillips & Woodman, 2020). In turn, institutions impinge on the social system by the services they provide to satisfy community needs as well as expectations and problems in the social system. As a consequence, the social system (including its move toward attractiveness) should not be discounted, as can be noticed in how strong regimes such as Uganda's National Resistance Movement (Wilkins, 2019), were defied, by voters, in central Uganda during general elections.

CANDIDATE ATTRACTIVENESS VERSUS ELECTION RESULTS

Election results tend to mirror the preference of voters as well as the magnitude of participation in the voting process (Picherit, 2020). This is largely so because those results present the foundation in cases where there is a stalemate among candidates and or political parties, liable to the conclusions of the voting process (Han, 2019). Results are frequently recorded on the basis of ballot tallies from the polling centres. Dependent on the voting system as well as the kind of voters, results from the voting centres are then transmitted to district and/or regional tabularisation centres and finally to the national tally centre (Bieber & Wingerter, 2020; Giugal, Johnson, Buti & Radu, 2020; Jones, 2020; Ehrhard & Passard, 2020). The Election Management Bodies (EMBs) are in charge of organising the entire electoral process including tabulation of election results as well as announcing the victor of specific electoral contests. The EMBs are duty-bound to publish every poll results in a thorough and appropriate way, along with at the voting centre from which results were polled (Onapajo, 2020).

Election results define the victors and/or losers of a particular electoral process (Picherit, 2020). They are the foundation for apportioning the proportion of seats in a number of democracies that are based on the parliamentary system. Eventually, poll results define who the legitimate voters' representatives are (Stoetzer & Orłowski, 2020). The appropriate publication of poll results is able to raise the degree of confidence among voters and other election monitors (Han, 2019). However, it has been suggested that a number of better attractive candidates have tended to perform better the less attractive candidates during elections. This is so for both the more developed countries and the less-developed countries. More attractive candidates in the US party primaries as well as the Federal elections have performed better than their counterparts (Tsfati, Markowitz & Waismel-Manor, 2010). The same is mirrored in a number of African countries such as Kenya, Tanzania, Uganda, South Africa, Malawi, Nigeria, Morocco and Liberia. This happens for both national elections and local elections.

It can be inferred that candidates who are physically attractive particularly those selected by the more popular political parties perform better compared to candidates who are less attractive during direct polls. In contrast, the physical appeal of the noticeable list nominees, did not succeed in being associated to the decisive subsequent percentage of vote that decided the proportionate allocation of seats, besides how much resources political parties obtained from government (Mustafa, 2020; Gagnon, Palda & Sepielak, 2019). Also, the members of Parliament nominated by the more popular political parties who contested in electoral constituencies, were bodily more attractive compared to their colleagues who contested on the

political party list too and had more chances of winning. This outcome corroborates the assumption that the more popular parties intentionally benefitted from the effect of candidate attractiveness in competitive elections.

CONCLUSION AND RECOMMENDATIONS

This study aimed to examine the contribution of candidate's physical attractiveness in an election in which election results can be said to be understood within the framework of candidate attractiveness. The outcome have shown that candidate's physical attractiveness, in terms of appeal and charm, sway the decision of voters in both the developed - and less-developing countries. And that in a number of elections, these effects have a low anticipation but cannot be disregarded since they can result into a win or loss during a tight electoral competition. It was suggested that since politicians are the vanguards of every political party seeking to take power, they need the basic patience to appreciate individual aspirants' differences regarding their physical attractiveness before fronting any candidate for elections.

This outcome has exposed the need (during party primaries) for political parties to pay attention to the element of physical attractiveness when selecting candidates. This issue calls for political parties to debate every issue that may sway an election in a free atmosphere without fear or favour. This is especially so because a number of researchers appear to approve that in a dynamic political discourse as well as democratic dispensation, yet, it is central for political parties to assess every factor favouring their victory or loss. This result ought to be a cause for concern given that democratic elections are becoming more and more competitive across nations. It is for this reason that political parties are encouraged not to neglect the power of a candidate's physical attractiveness in an election since this can be comparable to surrendering election victory to the opponent. Given the competitiveness of democratic elections, additional investigations can be taken on this thematic area to establish how many political parties in Uganda embrace the characteristic of physical attractiveness in their primary elections.

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