

Do Female Marketing Personnel (FMP) Do Better in Service Industries? Insight Female Innate Characteristics and Female Marketing Capabilities (FMC)

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ABSTRACT Female marketing personnel (FMP) are the major labor force in service industries. The present paper focused on female superiority and correlation between their innate characteristics and marketing capabilities. After the data collection and factor analysis with the evaluation for marketing personnel from administrative staffs in hotels and travel agencies, the two theoretical hypotheses were tested by t-test, Binomial test, and Chi-square test. It is found that FMP are associated with gentleness, geniality, patience, generosity, agility and endurance, and demonstrate and obtain a model a significantly higher level of these characteristics than their male counterparts, except endurance. Further, the findings from the study included the results of correlating the five innate characteristics of FMP and the 31 female marketing capabilities (FMC). Based on these findings and reviewing the literatures, the paper proposes a two-dimension concept of female marketing for service industries. This study implies that FMP owning superiority female innate characteristics and FMC do better in service industries.