

# Gender differences in the predictor of business behavior of communication skill

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**Abstract** Business behavior signifies attitudes, techniques of acting and behaving, creating standards of behavior that should be accepted by all who are interested in any business processes. The basic ones are personal integrity, professionalism, probity, loyalty, respect, open communication. It is important, sometimes even decisive, to have sufficiently developed skills and personality traits in every area of human activity. The paper aims to describe business behavior, an important component of which is also a predictor of Communication skill. The main ambition of the research was to assess statistically significant differences in the selected predictor of business behavior of Communication skill in terms of gender. Data were collected by a questionnaire to assess five predictors of business behavior, but the paper deals with Communication skill. The research included 172 individuals, of whom 111 were women and 61 were men. The research confirmed the existence of statistically significant gender differences in the predictor of Communication skill.

**Key words** business behavior, communication skills

## 1. INTERPRETATIONS OF BUSINESS BEHAVIOR

Customer-motivated sales are known as a phenomenon representing significant progress in recent times (Ley, 1995). The rising impact of engagement of customers is increasingly evident in business trades. Besides, it is time worthy to study customer referencing as an important manifestation of engagement behavior especially in the business-to-business context. References may transmit reputation, mediate experiences, or evidence value. But on the other hand, the referencing may withdraw from the matter experienced by the actors who are involved (Jaakkola, Aarikka-Stenroos, 2019).

Not only manufacturing or services providing companies, but every existing company have the main aim that is to gain and subsequently to maintain as many customers as possible. The offer of goods and services must be prepared in an attractive and high-quality way to guarantee sales and another delighted customer who will continually return to a business place with delight (Mulačová, Mulač, 2013). It is, therefore, crucial to know needs, motives of business behavior of individuals and then to reveal differences among customer groups.

Business success depends on knowledge of psychology, as well as on choosing the right strategy. This is important for more effective gratification of needs and the choice of appropriate incentives and marketing tools. Business behavior includes the question of why and what product customers buy, how often and where they consume it or use it, how long products serve them, when and why they stop using it, and how they put it away (Koudelka, 2010). But obviously, business existence is not just about offering tangible products and material ones. It is something more what businessmen may offer.

Business behavior is closely linked to the psychological processes of personality. Anyone could be a businessperson; it is supposed to be talkative and a little bit extroverted. That is what people think, but of course, this is not 100% true. According to Vanko (2011), it is substantial to have a true spirit of a salesman and to be interested in maintaining talent to perform such activities and to ensure long-term relationships based on trust. Several successful organizations built a reputation on the work of efficient salespersons who can produce excellent results and a truly high level of morale (Burnham, 2003). The study about the Chinese shares market aimed to investigate the impact of sources of information on business behavior by examining the influence of traits of an investor's personality. Personality traits of individual investors (n=333) in the market were measured by the NEO Five-Factor Inventory, a shortened version of the revised NEO personality inventory of the Big Five model. Structural equation modeling was used to evaluate the moderating influence of investor personality traits on the association between a source of information and trading behavior. The results had confirmed that the information sources used by investors as a base of their financial options have a substantial impact on frequency of trading. The provided empirical evidence indicated that traits of personality of investors moderate a relationship between the information sources and trading behavior. Professionals advise to increase the trading frequency in individuals with a type of open personality traits and neuroticism and to reduce the frequency in extravert individuals and conscientious individuals (Tauni et al., 2016).

Besides, very interesting is the role of national culture in influencing business behavior. This finding was achieved by analyzing patterns of trading in a simulated market of assets where the results of the decision were framed in terms of gains and losses and under various externally limited constraints. The cultural background of persons

significantly impacts how they trade or how long they keep business positions open. Also, national culture has a significant influence on financial decision-making (Tan et al., 2019).

### 1.1 Emotional intelligence in business behavior

Goleman (2006) says that IQ and technical skills are substantial for strong leadership, but without emotional intelligence (EQ) the recipe would not be perfect. In *Leadership & Organization Development Journal* it is stated that top executives who possessed a higher level of empathy, reality testing (the objective evaluation of emotions), problem-solving, self-regard were more likely to yield high profit-earning companies. The findings allow researchers and practitioners to properly understand differences and similarities of leadership at several organizational levels since the main aim of the study was to investigate EQ scores of executive groups in relation to different organizational outcomes such as employee management (Stein et al., 2009). It is well known that successful managers and entrepreneurs are not only clever heads, but also EQ secures a substantial part of success in the life of a businessman, manager, executive, customer, doctor, student, etc. Although the ability to gather, analyze, interpret or respond to data may present a technical competency, the ability to receive, interpret and successfully respond to messages, internal and external, is controlled by one's EQ (Myers, Tucker, 2005).

Various components of emotional intelligence are extraordinarily essential for sustaining high-quality performance and relationships. In the sphere of business, it is considered as a relevant intelligence and most in-demand in the hiring process of employees to positions where expertise is insufficient (Goleman, 2006). There exist several aspects that are present while the shopping process in customers. Up to 73% of customers require the simplest possible access to customer service. Up to 69% of customers require faster and flexible service, 50% of customers require support and assistance with more complex services, another 46% of customers appreciate the ability to communicate with a real person and the resulting humanity, and 38% of customers require the immediate purchase and its simplicity (O'boyle, Kamins, 2012).

It is very important to emphasize the importance of communication whereas its place is irreplaceable. The following lines deal with the issue of gender differences in the selected predictor of business behavior. In terms of gender have been noted different tendencies in the behavior of individuals. We talk about tendencies of a particular type of behavior and not about stereotypical manifestations. In this case, it is not about physical differences, but differences in terms of the position of women and men in society, e.g., part of private and public life (Lauko, Danielová, 2012). We all behave uniquely, and the more information a businessman has about customers, the less important is the meaning of generalized statements about a group. And in such a case, gender is the only thing that a businessperson has at his disposal that's why it is good to know at least a minimal behavior tendency of women and men (Benko, Pelster, 2013). Many aspects affect customer motives, such as the character of customers, situation, mood, environment. The seller's approach to customers, his communication or attitude are important (Kovařová, Birknerová, 2016). High emotional intelligence is considered one of the greatest strengths of all of us, especially managers, executives, employers or customers. Unfortunately, already project manager students are not trained in emotional intelligence abilities such as communication or teamwork (Connolly, Reinicke, 2017).

### 1.2 Communication skill as a selected predictor

In general, communication is the core of most international business operations. Everything is created, lead, dissolved, managed through communication which plays a big role in the exchange of knowledge and maintenance of relationships, development, negotiation deals, the establishment and the preservation of partnerships (Szkudlarek et al., 2019). Communication researches in businesses tend to focus on deductive analyses of variables that influence communicative outcomes, as opposed to the study of emerging processes.

When researchers explore communication processes in studies, it is rarely explored longitudinally, and little attention is given to the process of communication and its implications. In this regard, research needs to take a processual perspective (Michailova et al., 2020). According to certain researches carried out in the sphere of management was found out that communication concentrates too much on written and verbal skills however listening or giving feedback are taking less into consideration (Alipour, 2011). Over the past ten years, some institutional studies and academic researchers have re-evaluated the importance of interpersonal communication in organizations. These studies have demonstrated that interpersonal competencies improve the competitive advantages of individuals in achieving a position as well as improve the performance of many different businesses (Okoro et al., 2017).

Words are the carriers of ideas and especially during communication they are like the tool for a businessman. Business behavior, but also behavior in general, is a way for individuals to present themselves in society. It is perceived in the field of business when we encounter desirable and undesirable emotions, predictors of business behavior, that indicate a close connection with the manifestation of emotions in business. To exist in business and selling any products requires mature and ideally experienced traders. Some customers can easily feel if an entrepreneur has an unadulterated interest in them. Perfect communication is the one that makes it clear that the businessman trusts the product and service. The seller should be a professional in the knowledge of the goods he offers. He is expected to attract every customer to so-called the same level, or otherwise, he starts to speak in the language of the customer (Jánosdeáková, 2014). Other studies note that businesses, institutions or agencies require the greatest ability in communication because meaningful skills of interpersonal communication are substantial factors in the evaluation of general competence of access to clients or customers (Singh 2014).

The art of communication symbolizes a combination of powerful, empathic listening and keeping a conversation. According to Knapik (2010) communication between people is about learning how to communicate in the right way at the right time and sometimes about learning to be quiet at the right time and just listen. In business proceedings, businesspeople are aware of the goal and try to apply appropriate and relevant arguments accordingly. Any merchant who is not only interested in one-time selling but also in attracting a customer should regulate communication in a way that contributes to mutual understanding, acceptance, or more effective cooperation.

In the business area, it is an excellent asset to master the psychology of sales, to master a typology of customers, to listen actively, to understand various types of conversations, to overcome customer's objections with convincing and reasonable arguments, to build mutual trust, to learn assertiveness in meeting an aggressive client, to master techniques of initiating business conversations and small talk (Straňák, 2020). The study by O'Boyle (2012) found that 20% of customers left service providers due to a feeling of lack of care, and 55% of customers refused a planned purchase based on vicious preferences from other customers. Manipulative and unwilling behavior were also indicators that contributed to the findings.

Trading is not just about getting rich quickly – at the expense of the others – and how to invest the best. The research points to the fact that businessmen should know to control emotional maturity, have enough motivation, to be skilled in communication, purposefulness, and manifest assertive behavior in such a way to be a conducive example for others around them. Success will arrive when the way of thinking of people in the sphere of business changes. It can be a valuable tool for entrepreneurs as well as for their companies.

## 2. RESEARCH PART

This section deals with the evaluation of research whose aim was to determine the existence of statistically significant differences in the predictor of business behavior of Communication skill in terms of gender. A total of 172 respondents participated in the research, of which 111 (65%) were women and 61 (35%) were men, in the age category from 18 to 63 years, and the average age was 26 years.

The issue was examined through a pre-made questionnaire in order to determine whether emotions prevail in business behavior. The questionnaire was related to the assessment of Communication skills as a predictor of business behavior, which was described by four statements on a Likert scale from 0 - certainly not, to 5 - certainly yes. The research used statistical methods, frequency analysis, and *t*-test for two independent selections in SPSS 20 statistical program.

Table 1 Gender differences in the assessment of Communication skill as a predictor of business behavior

statement	gender	mean	standard deviation	test criterion	significance
I keep confidential information to myself; I do not talk about personal belongings of other people.	woman	3.63	1.279	-0.184	0.854
	man	3.67	1.480		
If others deserve it, I express appreciation to them, thanks to which they feel satisfied with themselves.	woman	4.07	0.970	-0.506	0.614
	man	4.15	0.872		
I prefer a supercilious attitude that I express through facial expressions, sighs, or direct comments to another person.	woman	0.70	0.950	-2.465	<b>0.015</b>
	man	<b>1.33</b>	1.310		
I identify with what the other person is talking about, in such a way that I interrupt her speech.	woman	1.27	1.206	-0.670	0.504
	man	4.41	1.359		

(source: own processing)

In terms of the predictor of Communication skill was recorded a statistically significant gender difference in one of the analyzed statements *I prefer a supercilious attitude that I express through facial expressions, sighs, or direct comments to another person*, the answer *certainly not* was chosen by sixty-one women (35.5%) and twenty-four men (14%), so they do not practice such an attitude towards others. In the statement *I keep confidential information to myself, I do not talk about the personal belongings of other people*, the answer *certainly yes* was stated by thirty-four women (19.8%) and sixteen (9.3%) men. The answer *certainly not* was chosen by three women (1.7%) and four men (2.3%). In the statement *If others deserve it, I express appreciation to them, thanks to which they feel*

*satisfied with themselves*, the answer *certainly yes* was stated by forty-four women (25.6%) and twenty-six men (15.1%). In the statement *I identify with what the other person is talking about, in such a way that I interrupt her speech*, the answer *certainly not* was stated by forty-two women (24.4%) and nineteen men (11%). The answer *certainly yes* was chosen by two women (1.2%) and only by one man (0.6%).

### 2.1 Findings in the assessment of Communication skill as a predictor of business behavior

The results of the research confirmed the existence of statistically significant gender differences in the predictor of business behavior of Communication skill in the following statement *I prefer a supercilious attitude that I express through facial expressions, sighs, or direct comments to another person*. In this statement, a predictor of Communication skill defines that sixty-one women (35.5%) and twenty-four men (14%) do not practice facial expressions, or any other expression, comments to another person, or unflattering sighs. Both women and men use means of expression to create, maintain, and nurture interpersonal relationships, which could significantly affect the development of their personalities.

However, even the answers were on the scale of disagreement, men were certainly not sure and two men (1.2%) of the total number of respondents stated that they promote the supercilious attitude in this way as well. We can state that women are more empathetic and able to mask their moods, emotions, and confidential information better, so they express attitudes and moods in other ways than are these.

During every communication, women tend to express feelings and emotions, but men tend to express strict information and thoughts. While women need to share feelings, worries, and doubts, which leads them to feelings of trust, men downplay the importance of such issues and try to propose some swift pragmatic solutions.

The statement *I identify with what the other person is talking about, in such a way that I interrupt her speech*, with which forty-two women (24.4%) and nineteen men (11%) disagreed, point to mutual tolerance. If necessary, they listen carefully without interrupting the speech of others, listen to other opinions with understanding, and later react appropriately. We could state that they practice regular and so-called functional communication in contrast to simulation, aggressive speeches, emotional outbursts, deception, and so on. Such optimal communication we can perceive as taking into account the opinion of others using the appropriate feedback.

## 3. CONCLUSION OF THE PAPER

Previous findings also contribute to the importance of examining emotional intelligence as a construct and confirm its need in every sphere of life. Facing challenges in the competitive environment, directly and successfully, is possible only if people are aware of the necessary moral responsibility and also of inner strength.

Gaining the trust of employees, customers, communities, business partners, and other stakeholders, and maintaining the goodwill of companies and their individuals should be the aim to which the way leads only through ethical and lawful behavior, self-control of businessman, by which he can achieve synergy with a surrounding. Some business meetings are established on sympathy and abilities to control the feelings of others. Evoke a good feeling? Be able to sense a good feeling from customer's reactions? First of all, a businessperson must know himself and based on that to anticipate, research, and analyze.

Since this area is mainly about the feelings of people and working with them, we could perceive it as a variable that is difficult to predict and it is not easy to estimate its reactions. But in such a practice it is not enough to have only knowledge about theories or professional facts, but also to have and use the appropriate emotions. Furthermore, for quality work or personal life, it is not enough to have only an excellent level of IQ, but also an excellent level of EQ.

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