

**GENDER ROLE DIFFERENTIATION AMONG EMPLOYEES OF
CONVENIENCE STORE IN SELECTED CITIES OF CAVITE**

THESIS

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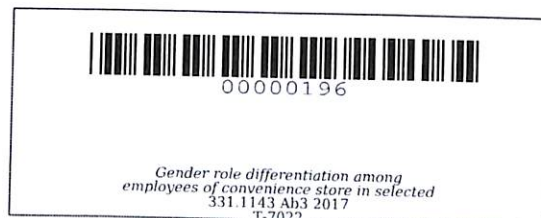
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ABSTRACT

ABELIDA, KRENZY MARIAH M.,LOMEDA, DIANA GRACIA A. and SAMONTE, JOY S. Gender Role Differentiation among Employees of Convenience Store in Selected Cities of Cavite. Undergraduate Thesis. Bachelor of Science in Business Management major in Operations Management. Cavite State University, Indang, Cavite. May 2017. Adviser: Engr. Gilberto S. David.

The study was conducted to determine the significant difference of female-employee and male-employee convenience store in selected cities of Cavite. Specifically, the study aimed to: (1) describe the demographic and socio-economic characteristics of the participants and their employees; (2) determine the reproductive, (3)productive, (4) community and (5) leisure activities of participants and their employee members; (6) determine 24-hour activities of female employees and male employees; (7) identify the access and control over resources and benefits of the employees; and(8) determine and analyze the gender issues among employees of convenience store.

Descriptive design was used as the research design and simple sampling without replacement was used as the sampling technique of the study. The participant was 205 convenience store that are registered in Department of Trade and Industry-Trece Martires City, Cavite. Descriptive statistical tools such as frequency count, percentage, range, mean, ranking and standard deviation were used to analyzed the data gathered, and determine the significance of the study.

Based on the results, 54 percent of the 205 participants were in the age bracket of 18 to 22 years old, more than half are male (60%), single (87%) and married (13%), most of the participants are in college level (56%) and received their monthly incomeP5, 000

to P10, 000 (40%), have a nuclear type of family (70%) and with a household size belonged to 2 to 3 members (37%).

The mother participants have major responsibilities in most of the reproductive activities like cooking and washing clothes while the father participants dominate in house repair and buying and fetching water. In terms of productive activities, male dominate most like setting up the cash registers for cashier and clearing the aisles of any merchandise, pallets, freight, carts, etc. while female does inventory of stocks and cleaning and restocking tissues and soaps in restrooms

Moreover, the male employees of convenience store had more access and control over the resources and benefits in all aspects.

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INTRODUCTION

Gender role is an important aspect of understanding other people and being socially skilled. Men and women know about social roles, including gender roles, the general patterns of work appearance and behaviour associated with being a man and woman (Reeves, H. and Baden, S. 2000).

Gender roles can be described in terms of the performance of productive, reproductive, and community activities. Both men and women can be involved in production work but their function and responsibilities differ according to the sexual or gender division of labor. Productive activity includes activities that have economic value in the market place. A more contemporary definition of productive activity includes any activity that produces a valued good or service, if it is not actually paid for.