

**SUKI, BILI NA: GENDER ROLES OF PUBLIC MARKET VENDORS IN  
CUYAPO, NUEVA ECIJA**

A Thesis Presented to the  
Faculty of Department of Social Sciences  
Central Luzon State University

In Partial Fulfillment  
of the Requirements for the Degree  
Bachelor of Arts in Social Sciences

by

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June 2023

## THESIS ABSTRACT

1. Title: SUKI BILI NA: GENDER ROLES OF PUBLIC MARKET VENDOR IN CUYAPO, NUEVA ECIJA

1.1 Total No. of Pages: 83

1.2 Text No. of Pages: 10,506

2. Researchers: LAPIGUERA, MARIELLA M.

3. Type of Document: Undergraduate Thesis

4. Type of Publication: Unpublished

5. Accrediting Institution: Central Luzon State University  
Maharlika Highway, Science City of Muñoz  
3120, Nueva Ecija

6. Keywords: gender role, market vendor, division of labor, life satisfaction

7. Abstract:

### 7.1 Rationale/Background

Public market serves as the hub for people to congregate and transact in order to satisfy their basic needs for things like food, clothing, and other necessities. Market vendors who are the main player in the retail trade and distribution of goods and services are the focus of this study. Vendors are usually belong to the so-called informal economy. They are self-employed small-scale producers and distributors of goods and services. Importantly, they are considered to belong to vulnerable forms of employment.

### 7.2 Summary

This study examined the household division of labor and life satisfaction of Cuyapo Public market merchants. It seeks answers to the following questions.

1. What are the socio demographic characteristics of market vendors of Cuyapo?
  - 1.1 Age
  - 1.2 Gender
  - 1.3 Educational Attainment

#### 1.4 Marital Status

2. What are their roles and responsibilities at home and in the market?
3. How are household chores divided at home?
4. Are the market vendors satisfied with their lives?
5. Is there a statistically significant correlation between the socio-demographic characteristics of the participants and the distribution of tasks and levels of satisfaction with life?
6. Is there a statistically significant difference between the socio-demographic characteristics of the participants and the distribution of tasks and levels of satisfaction with life?

The aim of this study is to know the gender role of the market vendors in terms of house hold division of labor and life satisfaction. This study provides comprehensive information on the research design, participants, sampling, instruments, and data gathering procedure, data analysis, and ethical considerations.

#### 7.3 Major Findings

According to this study, female merchants allocate home chores more frequently than male vendors. Hochschild's double burden theoretical framework supports this outcome. This paradigm describes the pressure placed on working people who also perform several unpaid home responsibilities. In heterosexual couples with paying occupations, women often perform more housework than comes to domestic jobs that are difficult for them, we need men's assistance to do them efficiently. Most market vendors, according to focus group participants, work every day to support their families and pay for their children's education. According to the survey, women do more housework than men.

#### 7.4 Conclusions

The study suggests market vending is connected with femininity. Market vending has become a major source of income, especially for families, according to the report. Even when both partners work outside the home, women perform more housework than men. Research shows that older market vendors are happier. They may view being a seller as entertainment and not concentrate on life's problems. The present study also found that socio-demographic factors affect household task allocation and life satisfaction. The study also found a statistically significant correlation between socio-demographic variables, household responsibilities, and life satisfaction.

#### 7.5 Recommendations

The phenomenon of decreased sales is a prevalent obstacle encountered by numerous vendors operating in public markets. To effectively tackle this issue, it is crucial for the vendors to give precedence to their customer relationships as a strategy to enhance their sales. Research suggests that active engagement in attentive listening and providing truthful responses to inquiries posed by individuals is recommended. It is recommended that future researchers delve into the various factors and expectations that play a role in the continuation of gender stereotypes within the realm of market vending. An investigation into the underlying reasons for the widespread perception that women are better suited for this profession would be a subject of scholarly inquiry. It is recommended that further research be conducted on the subtopics pertaining to gender roles.

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## **LIST OF ABBREVIATIONS**

**LFS:** Labor Force Survey

**PSA:** Philippine Statistics Authority

**PNG:** Papua New Guinea

**UN:** United Nation

**WIEGO:** Women in Informal Employment: Globalizing and Organizing

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