

## Differences in Gender Role Attitude and Beliefs Among Selected Cooperatives in Imus City, Philippines

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### ABSTRACT

This study aims to examine the perception and differences between men and women's in gender role, attitude, and beliefs among management of selected cooperatives in Imus City Cavite, Philippines. It examines the existence of differences in gender roles, attitude and beliefs, evaluates the gender segregation, and analyze differences among the management of cooperative based on their gender identity that influence in the economic growth of the cooperative. Descriptive and comparative statistic research design was utilized in this study. The study population includes cooperatives in the city of Imus, Cavite. Primary data is collected through self-made questionnaires, while secondary data supplements the analysis. The study highlights differences in gender role, attitude and beliefs, and the findings revealed that there is an evident significant difference in the physical and financial variables of the perceived gender roles among men and women in the cooperatives. Alternatively, no significant difference was found in the social and emotional variables of perceived gender roles as well as in perceived attitudes and beliefs of men and women in the cooperatives.

**Keywords:** Cooperatives, Management, Gender Role, Gender Differences, Beliefs, Cooperative Management

### Introduction

Cooperatives play a pivotal role in various sectors, serving as pillars of community development, economic empowerment, and sustainable growth. Within these cooperative structures, management teams are entrusted with the responsibility of steering the organization towards success while upholding its values and principles. However, like many other domains, cooperative management is not immune to the influence of gender dynamics. Gender roles, attitudes, and beliefs continue to shape individuals' experiences, behaviors, and perceptions within organizational contexts. Understanding how these factors manifest among cooperative managers is essential for fostering inclusive and equitable leadership practices and maximizing organizational effectiveness. These study endeavors to shed light on the differences in gender roles, attitudes, and beliefs among cooperative management. By delving into these dimensions, we aim to uncover insights that can inform strategies for promoting gender equality, enhancing leadership effectiveness, and fostering organizational diversity and inclusion.

### 1. Statement of the Problem

This study is conducted in order to provide knowledge about the gender roles, attitudes, and beliefs among the management of selected cooperatives. The researchers set out to provide relevant answers to the following questions:

1. What is the demographic profile of the selected participants from the management of selected cooperatives in Imus City, Cavite
  - 1.1. gender;
  - 1.2. age;
  - 1.3. marital status;
  - 1.4. name of the cooperative;
  - 1.5. number of years in the cooperative; and
  - 1.6. position in the cooperative?
2. What are the perceived gender roles among men and women in the management of selected cooperatives in Imus City, Cavite in terms of:
  - 2.1. social;
  - 2.2. physical;
  - 2.3. emotional; and
  - 2.4. financial?
3. What are the perceived attitudes among men and women in the management of selected cooperatives in Imus City, Cavite in terms of:
  - 3.1. affect;
  - 3.2. cognition; and
  - 3.3. behavior?
4. What are the perceived beliefs among men and women the management of selected cooperatives in Imus City, Cavite in terms of:
  - 4.1. beliefs about own performance; and
  - 4.2. beliefs about other's performance?
5. Is there significant differences between men and women in them perceived gender roles, attitudes, and beliefs?

### **Hypothesis of the Study**

**Null Hypothesis (H<sub>0</sub>):** This investigation tested this hypothesis:

There are no significant differences in the perceived gender roles, attitudes, and beliefs between men and women of the management of selected cooperative in Imus City Cavite

### **2. Scope and Limitation of the Study**

This investigation will limit itself to the board of directors, executives, committees, and management staff in the cooperatives in Imus City Cavite. The researchers obtained data total of thirty-six (36) active registered cooperatives in Imus City, Cavite and they are the most appropriate respondents for the study in determining the perceived gender roles, attitudes, and beliefs among the management of selected cooperatives.

### **3. Methodology**

The researcher adopted the descriptive method of research in this investigation to ascertain the differences in gender role attitude and beliefs of cooperative as perceived by board of directors, executives, committees, and management staff at Imus City Cavite.

**Respondents of the Study.** The researcher adopted the Purposive Sampling Method to derive the respondents of this investigation and covered the above established population (N) as the respondents (n) of this investigation. This investigation covered the total figures established above as the population (N = 100) as its respondents (n = 100) or 69 (69%) Men; 39 (39%) Women were the respondents (n) of this investigation.

**Statistical Treatment of Data.** The data gathered were organized using frequency distribution; percentage (%); weighted mean; and ranking.

#### 4. Findings

It could be interpreted based on documents and results, this investigation identified differences in gender role, attitude and beliefs among management of selected cooperative in Imus City Cavite through assessment of male and women in management perceived gender role attitude and beliefs the categories of social, physical, emotional, and financial aspects and the perceived attitude of men and women in terms of affect, cognition and behavior and their significant differences.

##### Profile of Respondents

1.1 Majority of the respondent in Imus City Cavite during this investigation were Above 40-69 years old covers 62% of the total population

1.2 Majority of the respondent of the cooperatives were Male with 61% of the total population and 39% were Female during the investigation.

1.3 A large number of Management were Married at the period of this investigation.

1.4 the distribution of the respondents in terms of position in cooperative; 21 % of men are in the Board of Director position while the remaining 3 percent are in the secretarial position. Correspondingly to the data shown in the table above, it is seen that there is no Treasurer in the men respondents. On the other hand, the majority of women are seen in the committee position with a total of 52 percent while 34 percent are in the management. Moreover, 7 percent of women are in the Board of Directors while the Secretary and others each have 2 percent (1) of women's representation. Furthermore, in contrast to men, women have 3 percent (2) representation in the Treasurer position.

Perceived gender role, attitude and beliefs among male and female in the management in selected cooperative in Imus City Cavite. Implying that male gender was copious in the management of cooperative in Imus City Cavite - during this investigation. Has a have positive perception of gender roles across various aspects – social, physical, emotional, and financial. The high mean scores that are consistent across various aspects point to a generally welcoming and encouraging environment within the cooperatives.

The perceived attitude among male and female in the management of selected cooperatives in Imus City Cavite depicts a very high general ratings of all the aspects of attitudes for both male and female respondents Men respondents got very high ratings in terms of affect, cognition, and behavior with mean values of 3.48, 3.51, and 3.49 respectively and obtained a grand total of 3.49. Meanwhile women respondents similarly also achieved very high rating on the same aspects of attitudes with mean values of 3.43, 3.46, and 3.45 and achieved a grand total 3.45. It is satisfactory that there is a positive perception of men and women regarding attitudes. Because attitudes toward one's work help shape how they will approach their job and their colleagues which then makes impact to workplace relationships. Employees with positive attitudes typically perform better, and those with negative attitudes typically do worse.

The mean and standard deviation of the survey responses of men and women regarding their perception in beliefs about their own performance and beliefs about other's performance in the selected cooperative in Imus City, Cavite.

The mean and standard deviation of the survey responses of men and women regarding their perception in beliefs about their own performance and beliefs about other's performance in the selected cooperative in Imus City, Cavite. indicates the very high level of agreement in both men and women respondents regarding their beliefs about own performance aspect. Men respondents achieved a very high total mean score of 3.44. Particularly, they strongly agreed in believing that they are valued as hardworking individual, they are confident about their own capabilities and contributions, they are the most qualified for their position, and they are satisfied with the quality of their performance with the mean values of 3.54, 3.46, 3.38, and 3.36 respectively. Meanwhile, women respondents also obtained a very high total mean score of 3.43. Similar to the men respondents, women also strongly agreed in all of the statements particularly in terms of being satisfied with their work performance quality, believing in being the most qualified in their position, being valued as hardworking individual, and being confident about own capabilities and contributions with the mean values of 3.44, 3.34, 3.43, and 3.51. the very high level of agreeability of men and women in the cooperatives, it is satisfactory because an employee's confidence towards himself and optimism towards his work is a reflection of his beliefs. A study of Bushiri C. (2014) noted a theory of Victor Vroom which is the expectancy theory. In which the theory contends that the strength of an anticipation that a particular outcome would follow an act and the individual's attraction to that

outcome determine how strong a tendency to act in a particular way is. According to expectation theory, an employee can be encouraged to work more if they believe their improved work will result in a positive performance review and the achievement of a personal goal in the form of a reward in the future

The differences between male and female in their perceived gender role revealed that there is a significant difference in the overall gender role perception of men and women. This is strongly evident in the physical and financial aspects. Meanwhile, the social and emotional aspect were found to have no significant difference between male and female. Meanwhile, on the difference found of the financial aspect also shows that men see more distinct gender roles in financial capabilities than women the results indicate that despite the effective way of cooperatives in overcoming gender gap, there is still distinct differences to how men and women evaluate themselves in regards to their financial capabilities which can be a result of stereotypes.

The differences between men and women in their perceived attitudes revealed that no significant difference was found on the overall attitude perception of men and women. This indicates that the cooperative management is actively paying attention to their attitude toward work which helps in enhancing their efficacy. Therefore, the management's role is to pinpoint the factors that influence workers' attitudes about their work and enhance the organization's ethical and competitive environment.

The differences between men and women in their perceived beliefs revealed that no significant difference was found on the perceived beliefs of men and women in cooperative. It indicates that the absence of significant differences in men and women' perception in beliefs implies that men and women trust and hold positive perceptions on their own and their colleagues' abilities. In which this mutual trust can promote a collaborative work environment in the cooperatives.

## 5. Conclusion

Based on the significant findings of this study, in determining the demographic profile of the respondents, the results from age of respondents reflects a predominantly middle-aged respondent base, indicating a mature and experienced group. Moreover, the data indicates a higher percentage of married respondents in both genders, suggesting a significant portion of individuals in committed relationships. Additionally, single status is more prevalent among men, while married status is slightly more predominant among women. And the widowed category reflects a relatively low percentage for both genders. In terms of the cooperatives, Cavite Metro Multipurpose Cooperative and Magsikap Multipurpose Cooperative has the highest percentage among women, constituting 11% of the female respondents. While, several cooperatives, including "Innovative and Motivated United-Services for a Transparent Cooperative Federation" and "Anabu Development Cooperative," have consistent representation across both genders.

With the regards of the year they spent in the cooperative, presence of members with 4-6 years of experience suggests a level of stability and continuity within the cooperative. These respondents may possess a deeper understanding of the cooperative's operations and contribute to its institutional memory. Meanwhile, men and women with 7-9 years and 10 years and above may represent potential leaders or influencers within the cooperative. Their extended tenure implies accumulated knowledge and a possibly heightened commitment to the cooperative's objectives. Additionally, the mix of varying tenures creates opportunities for mentorship and knowledge transfer. Longer-term member in the management of cooperative can mentor newer members, facilitating the sharing of insights, skills, and cooperative values.

Furthermore, with regards of the position, the lower representation of women in Board of Director and Management roles may suggest gender disparities in accessing higher leadership positions within the cooperative. While the diverse distribution across roles indicates a mix of skill sets and expertise within the cooperative, with men and women contributing in various capacities.

The perceived gender roles analysis, the researchers conclude that there are specific areas of distinction in gender roles in terms of physical and financial and there is a shared understanding of social and emotional aspects. Cooperatives may consider leveraging this shared understanding to foster a collaborative and inclusive environment, addressing specific concerns related to physical and financial roles to ensure gender equality and eliminate stereotypes.

Meanwhile with regards to analysis of attitudes and beliefs, the absence of a significant difference in perception of attitudes and beliefs perception suggests that the cooperative management is actively cultivating a positive attitude and beliefs toward work, fostering a shared understanding and trust among both men and women.

## 6. Recommendation

The researchers recommend the recognition and nurturing of leadership potential of members with longer tenures through targeted programs can enhance cooperative leadership and create an environment that encourages and supports female members to participate as board members and aspire to positions of leadership on the board of directors. This not only enhances gender diversity and representation but also strengthens the cooperative's governance and effectiveness. By way of establish Mentorship Programs to the management of cooperatives that provide guidance, support, and networking opportunities for career advancement. empowered women through Education and Awareness Campaigns Provide resources and support for individuals to build financial independence and resilience. Encourage Financial Literacy and Empowerment Provide resources and support for individuals to build financial independence and resilience.

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