

A COMPARATIVE STUDY OF LIVED EXPERIENCES OF MALE AND FEMALE SALON HAIRDRESSERS IN PORAC PAMPANGA

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ABSTRACT

This research aimed to explore the experiences, challenges, and coping mechanisms of male and female hairdressers working in the salon industry in Porac, Pampanga. This is qualitative research, and the researchers used a phenomenological design as their research design. The researchers used a direct interview as the primary data source and related literature as the secondary data source. This research aimed to explore the experiences, challenges, and coping mechanisms of male and female salon hairdressers in Porac, Pampanga. The researchers used the Purposive Sampling Technique and Structured Interview to collect data from the participants, which consisted of seven (7) male and seven (7) female hairdressers. The gathered data from the participants was analyzed through thematic analysis. The researchers found out that female hairdressers have more years of experience in the salon and hairdressing industry than male hairdressers. There is no difference in what a male hairdresser can provide and perform hair services compared to that of a female hairdresser; the length of experience in the salon and hairdressing industry does not matter in what a hairdresser can do and offer, and especially in the money you can earn. Male hairdressers earn more than female hairdressers. Female hairdressers enter hairdressing because it is their passion, while male hairdressers enter hairdressing because they see the high potential income. Both female and male hairdressers experienced hesitation before entering the salon and hairdressing industries. Clients choose a hairdresser based on whose hand and work they are satisfied with, but they do not base their decision on the gender of the hairdresser. Male hairdressers are more discriminated against than female hairdressers. The coping mechanisms of male and female hairdressers were to ignore and not pay attention to what other people said to them. Having advocacy that supports gender equality will boost the hairdresser's self-esteem and confidence, and they can work as freely as they want. Both female and male hairdressers are satisfied with the current treatment of their clients towards them.

Key Words: Salon Hairdressers, Salon Industry, Lived Experience, Gender Stereotyping, Coping Mechanism

INTRODUCTION

Everyone deserves equal treatment in any aspect of life. Respect every person's choice and decision if they love what they are doing, and no one is affected by that.

Nowadays, a lot of people are biased when it comes to the gender of a person. They think that you don't have the right to choose what you want to be, but you're just being yourself. Being yourself is one of the happiest things that you can do. Don't hesitate to show other people who and what you are; everyone deserves respect, not discrimination. In addition, showing your true color is one of the best and happiest moments for every individual because, finally, they can express themselves and are free from other people's judgments. Gender bias is one of the biggest issues here in the Philippines because a lot of people have a negative mindset when it comes to gender, and they will judge you.

They don't even hesitate to say their choice of words, even if they are nonsense. Everyone has the freedom to make their own choice in any aspect; they already know what they are doing, and one thing is for sure: they are happy with who they are as long as they don't ruin other people's families. Always remember to be kind to every person you meet every day, because we don't know what they are going through. They may be smiling, but you don't know what they are really feeling inside. Gender is what a person feels, an attitude, and behaviors towards a given culture that are associated with biological sex. According to APA (2012), gender normative refers to behavior that is suited to cultural expectations, while behaviors that are not suited to cultural expectations constitute gender non-conformity.

Salvini S. (2014) defined gender discrimination as a situation where a person is deprived of an opportunity mainly based on their sex. It happens when someone shows preconceptions toward another person of a different gender. Gender discrimination is not the same for everyone. It can be different and worse, and it even comes in different types. There is also no specific target in this; it can really happen to anyone, whoever they are, wherever they are, and whatever you are facing. This can be experienced by you, your family, friends, or anyone else. Gender discrimination has different forms, such as stereotyping, sexism, feminism, implicit bias, etc.

According to Brownstein (2015) in the Stanford Encyclopedia of Philosophy, implicit bias, also known as unconscious bias, is "a term of art relating to relatively unconscious and relatively automatic characteristics of prejudiced judgment and social behavior." According to the concept of "implicit social cognition," psychologists study subconscious attitudes toward consumer products, self-esteem, food, alcohol, political values, and other topics. In fact, some of the most striking and well-known studies dealt with implicit attitudes toward members of socially stigmatized groups such as African Americans and women, as well as the LGBTQ (lesbian, gay, bisexual, transgender, and queer) community.

Fundamentally, feminism is about equal rights for women and men, not about "sameness." Many argue that since women are different from men, equality cannot exist. As a result of their different bodies

(many believe women are smaller and weaker), as well as their different physical abilities, no equality is possible. It is important to recognize that the term "same" does not imply "equal." The problem here is one of equal rights and equal opportunity. Males and females do not have to physically be "equal" to have the right to quality.

Gender stereotyping is the practice of assigning specific features, characteristics, or roles to an individual woman or man solely based on her or his membership in a social group of women or men. When gender stereotyping leads to a violation or violations of human rights and fundamental freedoms, it is wrong. Gender stereotypes are a common source of prejudice against women. It contributes to violations of many rights, including the right to health, an adequate standard of living, education, marriage and family relationships, work, freedom of expression, freedom of movement, political participation and representation, effective remedy, and freedom from gender-based violence.

Uneven treatment or perceptions of people based on their gender are referred to as gender inequality. Differences in socially imposed gender roles cause it. Gender systems are frequently dichotomous and hierarchical; gender binary systems may reflect inequities present in a variety of aspects of daily life. Distinctions, whether objectively based or socially manufactured, are the source of gender disparity.

In the workplace, gender discrimination has a lot of forms, and they are not easily recognized.

Though it becomes more difficult if you are not aware of gender discrimination and how it happens, it is not easy to spot whether you are already being treated unfavorably or your co-worker is being treated unfairly. Being aware of those forms of gender discrimination in the workplace becomes handy, and not just that, it can help you determine and deal with those situations, such as prejudice in hiring and unjustified termination, though these types of discrimination are the most common in the workplace.

BACKGROUND OF THE STUDY

Many people believe that being a hairdresser is the ideal career for a woman. But we should consider whether it is true. The issue of hairdressers, including whether there are more male or female hairdressers, and potential causes for this scenario will be thoroughly examined below. Creating equitable chances is never simple, regardless of the area of life we wish to focus on. However, promoting more equality in our workplace is perhaps the most difficult undertaking of all. The hairdressing sector is one of many that has long struggled with concerns about inequality.

While both men and women hairdressers use the same tools and buy them from the same shops, saying there are no differences between them would be untrue. As such, let's take a closer look at the status of hairdressers and how it affects everyone who wants to pick up this profession. It is important to note that having equal opportunities does not mean that all employees should be treated equally. Instead, it means that everyone has the same chance to get a job and develop their career. Although no law requires

employers to create fair opportunities for all employees, more and more regulations are being developed to help support equality in the workplace. According to Clapon (2022), gender equality means employees can access and enjoy the same rewards, resources, and opportunities regardless of whether they are a woman or a man. The goal is to achieve equal results for women and men, not the same result for all employees.

Promoting such gender equality for men and women will likely increase their opportunities for choosing a certain career, acquiring essential knowledge and skills, getting hired and receiving appropriate compensation, receiving equal and justified treatment, and enjoying the opportunities given. Fostering a culture of non-discrimination and gender equality in an organization will help employees grow and can also help their company achieve long-term success.

Review of Related Literature and Studies

Gender Terms and Discrimination

In the study of Peterson and Thea (2006), they revealed that there are many ways to describe gender bias and discrimination in management work, such as due to unfair actions and treatment of employers, discrimination in pay for work, discrimination in employment, unfair relations in terms of promotion of employment, and bias in setting certain wages for different types of work done by employees. There's a saying that many psychoanalysts agree that "recruitment is the most important part, promotion is second in line, and third must be the salary," which is indeed a successful method for every organization. Though in organizational research literature, gender issues associated with the variations of male and female employees had been pinpointed in the 1950s and are still emphasized as a major problem in management and organizational studies found among the 1980s and 1990s. The period among those intervals identified that it has different gender outcomes at different studies. The recruitment criteria for male and female employees are different.

According to Tesfaye (2011), the presence of discrimination issues remains unchanged, especially for working women. Many studies have been done to understand the issues of discrimination related to women in different fields, but this study assesses the underlying factors that contribute more to the problem of discrimination against women and the problems faced by them in terms of promotion, job allocation, etc. Similarly, this study explained that there is an effect of gender discrimination on job satisfaction and job performance. The study shows that, despite much progress and improvement, gender discrimination persists in the workplace and continues to be experienced by women. Heilman (2015) stated that the workplace repercussions of descriptive gender stereotypes (what women and men are like) and prescriptive gender stereotypes (what women and men should be like) as well as the implications for

women's career advancement. Its core claim is that gender stereotypes lead to biased judgments and decisions, impeding women's growth. The paper discusses how gender stereotypes promote gender bias because of the negative performance expectations that arise as a result of the perception that there is a mismatch between what women are like and the attributes necessary for successful performance in male gender-typed positions.

According to Bano and Sharif (2016), contemporary men are free to participate in the "female world" and are more concerned about their appearance. Growing sales of men's hygiene products are an indicator that shows how the traditional notion of male identity is changing. Velasco (2017) mentioned that women face discrimination at work despite major advancements by national and international organizations and the implementation of the United Nations Women's Treaty, but it appears that little has changed since then. Women struggle to advance in management because of the glass ceiling, the lack of government regulations, and a failure to implement existing policies. In conclusion, despite significant efforts to combat gender inequality, gender inequality remains a global problem. It is prudent to break the glass ceiling and change the population's mentality towards gender equality.

Verniers C, Vala J. (2018) stated that any advanced industrialized countries have taken steps to address gender discrimination at the workplace, including recruitment policies, pay, and promotion inequalities. However, gender inequalities continue to affect the workplace. The purpose of this study is to document the psychosocial processes underlying the persistence of gender discrimination against working women. A literature review on the justification for discrimination led us to hypothesize that myths about women's work endangering their children and families mediate the relationship between sexism and career rejection. The International Social Surveys Program's Family and Changing Gender Roles module was used to test this hypothesis. Between 1994 and 2012, 51,632 respondents were surveyed from 18 countries. In general, the findings demonstrate how myths about motherhood are used to justify gender structure in countries that promote gender equality.

Regardless of how far women have come on the path to workplace equality, there are still many things business leaders can do to improve gender equality. Taking gender equality beyond just women's rights is essential for today's business leaders. Lesbian, gay, bisexual, and transgender people face gender discrimination. As business leaders, they can recognize, prevent, and end this discrimination to avoid negative long-term effects (Leonard, 2019).

Salon Industry Globally

Elisabeth K. Kelan (2009) mentioned that relations significantly disrupt gender terms and relationships. It seems that these well-developed Western countries are aware of this problem but don't like to address gender discrimination between male and female employees.

True enough, the experience of male stylists is not as easy as it seems because of the struggles and discrimination. Male stylists in South Korea faced challenges in breaking gender stereotypes and gaining acceptance from clients and co-workers. They also reported feeling isolated and unsupported in a female-dominated industry, according to J. Lee and J. Lee (2018)

Another study conducted by L. Garcez and R. D. Dantas (2020) found that male stylists in Brazil faced challenges in negotiating higher pay and in finding support from other male colleagues. They also reported feeling stigmatized and discriminated against for working in a traditionally female profession.

Salon Industry Nationally

Mangarin and Gonzaga (2021) stated that in order to ascertain the substantial impact of service quality on client satisfaction among beauty salons in a particular municipality in Davao del Norte, the Philippines, clients' happiness was at a moderate level, while service quality was at a high level.

The case study of Bionat and Alcoran et al. (2018) focuses on the chosen five (5) parlorista bakla in Iloilo City, who often identify as either homosexual men or transsexual women. Most people think of “parloristas” as low-income “bakla,” a Filipino slang word for effeminate homosexual males and transgender women. Most of the participants are experiencing discrimination because of their gender identity, but they chose to continue their work because they are the breadwinners and they needed to provide for their families.

The study of Benzon, A. D et al. (2019) stated that Gandara Palace Salon offers the best solution to budget-conscious customers who need affordable, creative, and glamorous looks, which will boost a person's confidence as well as provide the looks they want to have for their special occasions or events since physical appearance is very important. The management should focus on training the employees to better serve the customer and to have technical knowledge on how to prepare them for future branching out.

Challenges and Straggles of Salon Hairdressers

According to the study by Zahid Ali Channar (2011), males are less discriminated against than females, especially in private organizations. The findings of the study prove that women are more likely to be discriminated against than men in a private organization than in a public organization. Gender discrimination has been contributing to the lack of satisfaction, motivation, commitment, and enthusiasm of the employees and increasing their stress level.

The study conducted by P. Koehn and S. Kalbfleisch (2013) says that male stylists reported facing challenges in building trust with female clients who preferred female stylists. They also reported feeling pressure to conform to traditional gender norms and expectations about their appearance.

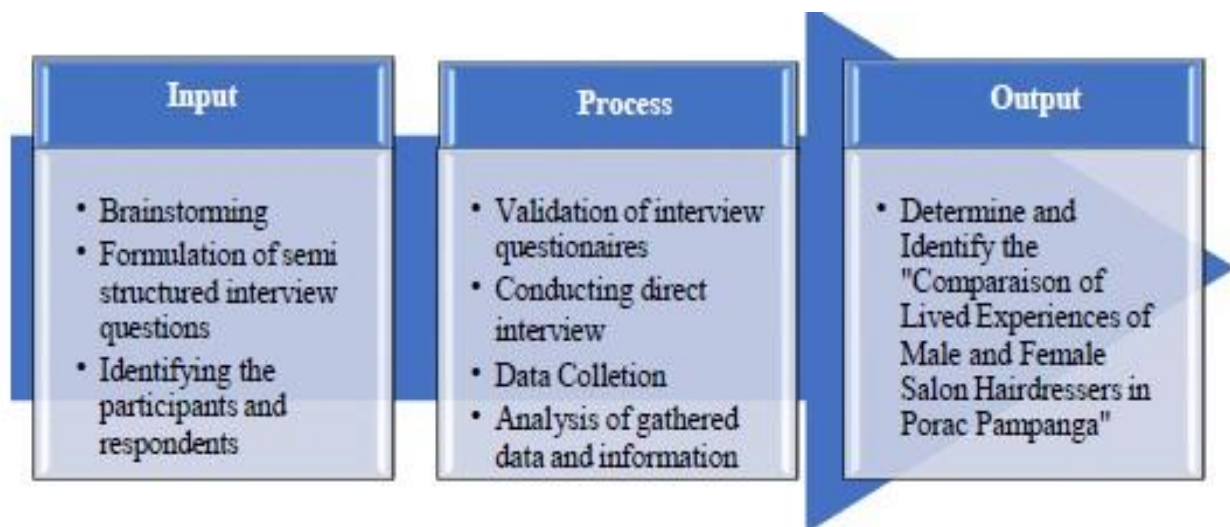
According to Simone Alves da Silva Lima S. (2009), traditionally, men could not demonstrate certain tastes or interests, especially in things that were considered to belong to the "feminine universe," such as interests in fashion, beauty products, or services. Among other points, these interests could compromise the image of their masculinity.

Sorcha Mullis (2020) mentioned that in terms of numbers, women are certainly the most represented in the industry, with 66% of survey respondents being women.

However, in many of the statistics that truly matter, it seems that the same inequality between men and women observed in other industries can also be seen in salons and spas.

According to Phorest Salon Software (2020), it was men who tended to run larger salons than women. The survey results showed that 85% of men ran salons with three or more staff, compared to 62% of women. The findings meant there was a rather large gap when looking at the average annual income of men in the salon industry versus women: only 52% of women earned over £25k in annual income, compared to 90% of men.

Conceptual Framework Figure 1.1



It is shown in Figure 1.1 the different concepts and theories relevant in providing ways and suggestions to cope with gender discrimination among the seven (7) males and seven (7) female hairdressers located in Porac, Pampanga, in terms of facing and experiencing gender bias, discrimination, and stereotyping. The important steps under Input that were presented in the figure were brainstorming, the formulation of structured interview questions, and identifying the participants and respondents. Moreover, under Process, there is the validation of interview questions, conducting direct and structured interviews, data collection, analysis, and consolidation of the gathered data. The items under the category 'Process' were crucial and essential to the study, as they pertained to the procedures for the data collection and analysis. Data collection is the process of meticulously accumulating observations or measurements. Whether conducting commercial, governmental, or academic research, data acquisition allows you to acquire first-hand information and unique insights into your study challenge (Bhandari, 2022). The last figure, Output,

presented the result of the study about determining and identifying the "Comparison of Lived Experiences of Male and Female Salon Hairdressers in Porac, Pampanga." It is about the assessment of the outcome as well as the presentation of the results. To conclude, the figure illustrated below described the structure paradigm of the study using the Input, Process, and Output (I.P.O.) model.

STATEMENT OF THE PROBLEM

This research aimed to explore the experiences, challenges, and coping mechanisms of male and female hairdressers working in the salon industry in Porac, Pampanga.

To obtain all the essential data and information, the research sought to answer the following:

1. What are the challenges, coping mechanisms, and motivations of the male and female hairdressers?
2. Is there any record difference at all in terms of the lived experiences of male hairdressers compared to females?
3. What are the possible ways to avoid or to improve gender stereotyping in the salon industry based on the findings?

SCOPE AND DELIMITATIONS OF THE STUDY

The scope of the study was focused on the comparison of the lived experiences of male and female hairdressers regarding their work experiences about discrimination, gender bias, and gender stereotyping in Porac, Pampanga. The researchers also aimed to produce ways and advocacy on how to prevent gender stereotyping in the salon industry.

The researchers interviewed participants, which serves as primary data. Moreover, only studies and related literature that were available through online sources were gathered and analyzed to collect more information about the lived experiences of male and female hairdressers, which was the focus of the study and served as secondary data. Additionally, the study is limited and focused on the male and female hairdressers located in Porac, Pampanga.

RESEARCH METHOD

This chapter presents how the study was done, beginning with the researchers' use of a Phenomenological Research Design, followed by the participants of the study, which were the seven (7) males and seven (7) female salon hairdressers in Porac, Pampanga.

Next were the sources of data: interviews with the participants served as the researchers' primary data, and existing related literature and studies available on the internet were utilized to serve as their secondary data. The research instrument used was Purposive sampling, is a technique used in qualitative research to select a specific group of individuals or units for analysis. Participants are chosen "on

purpose,” not randomly. It is also known as judgmental sampling or selective sampling.

A qualitative research strategy called "phenomenological research" aims to comprehend and characterize a phenomenon's fundamental elements. The methodology examines human experience in daily life while putting aside the researchers' prior notions about the phenomenon. In other words, phenomenology research investigates actual events to learn more about how people interpret them.

A qualitative research approach would be used for this study because the researchers aimed to determine the lived experiences, challenges, and coping mechanisms of male and female hairdressers in the salon industry. According to Cleland JA (2017), open-ended inquiries, such as “how” and "why," were at the core of qualitative research’s advantages, which included the capacity to describe difficult-to-quantify processes and patterns of human behavior (Foley G., Timonen, 2015).

Data Gathering

The researchers submitted a request for permission to conduct the study entitled "A Comparative Study of Lived Experiences of Male and Female Salon Hairdressers in Porac, Pampanga." The request letter contained the aims of the study and the reasons behind it. The distribution of the structured interview questions would be conducted personally by the researchers and given by the chosen participants of the study. If face-to-face distribution was not allowed, it would be done using different social media apps like Messenger, Viber, WhatsApp, and other social media applications.

Data Analysis

In this research, the qualitative method was used. Qualitative research enables the understanding of unique realities that are difficult to grasp from a single perspective.

With specialized methodologies and techniques that entail a relationship between researcher and participants for the collection, processing, and validation of transcripts and analysis carried out by a researcher (Revista, 2021). The majority of qualitative data analysis involves coding or categorizing the data. Essentially, it entails lowering the volume of raw data, discovering significant patterns, and lastly, pulling meaning from the data and constructing a logical chain of evidence to make use of massive amounts of data (Patton MQ 2002).

The researchers used thematic analysis to analyze qualitative data, which involved reading through a set of data and looking for patterns in the meaning of the data to find themes. And according to the Department of Education, thematic analysis is a qualitative research method that researchers use to systematically organize and analyze complex data sets. It is a search for themes that can capture the narratives available in the data sets.

RESULTS, FINDINGS AND DISCUSSION

This chapter shows the results and discussion of the gathered information from the interviews with the participants relative to their lived experiences of being a female and male hairdresser.

Three (3) males and one (1) female have experience in hairdressing of two (2) years; one (1) male and two (2) females have experience in hairdressing of three (3) years; only one (1) male has experience of four (4) years in hairdressing; two (2) females have experience of five (5) years in the salon industry; one (1) male has experience of ten (10) years; one (1) female has experience of sixteen (16) years; one (1) male has experience of twenty (20) years; and one (1) female has experience of twenty-eight (28) years in the salon industry. This shows that female hairdressers had the highest length of experience among the fourteen (14) participants.

Moreover, there are three (3) males and one (1) female earning ten thousand pesos (10,000) above every month, and they have been in the industry for fifteen (15) years to thirty (30) years. In the majority, there are four (4) male and six (6) female hairdressers earning five thousand pesos (5,000) to ten thousand pesos (10,000). Based on the findings, the longer you are in the industry, the more income you earn because you have more loyal clients when you are in the industry for a long time. The researchers also found out that in the salon industry, during the “ber” months (September–December), they earn more money than in the regular months. In addition, this figure shows that three (3) male hairdressers are the highest earners among the four (4) remaining male hairdressers and seven (7) female hairdressers.

All fourteen (14) hairdressers have the same services they can offer and personally do for their clients. In the conclusion that the length of experience does not matter in what services a hairdresser can offer and do because, based on the findings and results, the fourteen (14) hairdressers have different lengths of experience, but they all have the same services they can offer and do, so therefore there is no difference between what a male hairdresser and a female hairdresser can do and offer.

The researchers noticed that their female clients go to female hairdressers because they are light-handed, know how to handle hair, and do a better job than male hairdressers based on the female hairdresser’s clients, and the other female clients go to male hairdressers because male hairdressers said that based on their clients, they have light hands and strong strokes, and their clients say that female hairdressers act and work slowly. In summary of those findings, clients themselves are biased towards their hairdressers not because they don't like the gender of the hairdresser but because they prefer the hairdressers they want due to the satisfaction they get from their preferred hairdresser.

Based on the findings, eight (8) out of fourteen (14) hairdressers did not encounter any challenges or struggles about being biased or unfairly related to leadership, and the remaining six (6) hairdressers encountered challenges. Four (4) out of the six (6) hairdressers are male hairdressers. The three (3) male hairdressers encountered challenges based on their gender and the other male hairdresser encountered

challenges in how the client understood the hair process.

In summary of the findings, the majority of hairdressers (57%) do not encounter any challenges or struggle with being biased and unfair related to leadership, and male hairdressers encountered the greatest number of challenges and struggles based on their gender.

Based on the findings, their coping mechanism was to take the criticism in a professional way. Their coping mechanism is not paying attention and letting the clients do what they want to tell them. What is important to them is that they are happy with what they are doing, and all this is for the family they support because each client's perspective, behavior, and mindset are different, and you cannot control them.

Based on the results of the interview with seven (7) male hairdressers and seven (7) female hairdressers, the results showed that thirteen (13) out of fourteen (14) hairdressers said that advocacy about supporting gender equality in any field of work has a positive effect and a good impact, especially in the field of salons and hairdressing. The thirteen (13) hairdressers believed that they would have higher self-esteem and would be able to work more freely if they were supported by society. The only one who disagreed was a male hairdresser and believed that clients have different mindsets and attitudes, so even if there is advocacy, it may not help them. Based on the results of the interview, eight (8) out of fourteen (14) hairdressers were satisfied with their clients' treatment of them; four (4) of them were male hairdressers and four (4) were female hairdressers, while the six (6) with three (3) male hairdressers and three (3) female hairdressers had ways they wanted to share and message to their fellow hairdressers and to those who want to go through the salon industry and become hairdressers.

SUMMARY

In terms of length of experience among the fourteen hairdressers, the female hairdresser had the highest length of experience among the fourteen (14) participants, followed by the male hairdresser, who has twenty (20) years of experience. In terms of the services they can do and provide, experience is no longer a matter because all fourteen participants, consisting of seven (7) females and seven (7) male hairdressers, have the same service that they can do and offer, even though they have different lengths of experience.

When it comes to salary, male hairdressers are the highest earners among the fourteen (14) participants, and in addition to that, the researcher found out that the longer you are in the industry, the more income you earn because you have more loyal clients when you are in the industry for a long time. The researchers also found out that in the salon industry, when it is “ber” months (September-December), they earn more money than the regular months. In addition, it appeared that three (3) male hairdressers are the higher earners among the four (4) remaining male hairdressers and seven (7) female

hairdressers. Female hairdressers entered the salon industry because it was their passion, and the majority of male hairdressers entered the salon industry because of the high-income potential.

In terms of the hesitation of hairdressers when they entered the salon industry or hairdressing, 57%, consisting of four (4) male and four (4) female hairdressers, did not feel hesitation when they entered the salon industry or hairdressing, while 43%, consisting of three (3) males and three (3) females, felt hesitation. In addition, the number of female hairdressers and male hairdressers who experienced hesitation before entering the salon and hairdressing industry is equal, and the number of those who did not experience hesitation is also the same.

Based on the result, 64% of the hairdressers agreed and noticed a difference in how clients reacted between female and male hairdressers, and 36% did not see a difference in how clients reacted to the female and male hairdressers. The researchers discovered that, based on the experiences of the female hairdresser's clients, female hairdressers are preferred by their female clients because they are light-handed, skilled with handling hair, and perform better than male hairdressers. Conversely, male hairdressers are preferred by other female clients because, according to their clients, they have strong, light-handed strokes, and their clients complain that female hairdressers act and work slowly. In conclusion, the research indicates that clients are biased in favor of their hairdressers not because they disagree with the gender of the hairdresser, but rather because they choose the stylists they do business with because they are satisfied with their chosen stylists.

In relation to the findings, a hairdresser's coping mechanism for handling criticism was to ignore it and let their clients tell them what they wanted to. This is because each client is unique and has different perspectives, behaviors, and mindsets, all of which you cannot control. The hairdresser's motivation for doing this is to ensure that their clients are happy. The thirteen (13) hairdressers felt that having advocacy that supports them would benefit them and their peers. They also think that being supported by society will boost their self-esteem and allow them to work with greater freedom. The only person who did not agree was a male hairstylist who felt that since clients have diverse perspectives and dispositions, advocating may not be of any assistance to them.

CONCLUSION

- Female hairdressers have more years of experience in the salon and hairdressing industries than male hairdressers.
- There is no difference in what a male hairdresser can provide and perform hair services for a female hairdresser.
- The length of your experience in the salon and hairdressing industry does not matter in what a hairdresser can do and offer, and especially in the money they can earn.

- Male hairdressers earn more than female hairdressers.
- Female hairdressers entered hairdressing because it was their passion, while male hairdressers entered because they saw the high-income potential.
- Both female and male hairdressers experienced hesitation before entering the salon and hairdressing industries.
- Clients choose a hairdresser based on whose hand and work they are satisfied with, but they do not base their decision on the gender of the hairdresser.
- Male hairdressers are more discriminated against than female hairdressers.
- The coping mechanisms of male and female hairdressers were to ignore and not pay attention to what other people said to them.
- Having advocacy that supports gender equality will boost the hairdresser's self-esteem and confidence, and they can work as freely as they want.
- Both female and male hairdressers are satisfied with the current treatment of their clients towards them.

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