

Deconstructing Gender: Lahore Youth's Response to Non-Stereotypical Gender Advertising

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Abstract:

This study examines the effects of non-stereotypical gender advertising on the cognitive schemas of the youth. It addresses the main concern of probing positive or negative interpretations of non-stereotypical media messages by the audience based on their gender. An in-depth literature review points out that different methodologies, objectives and conclusions are given about the stereotypical representation of gender in advertisements but non-stereotypical gender role portrayals are still not discussed very much. Experimental method is utilized to find out the interpretation of the youth by pretest and posttest questionnaires. The instrument of the study is two advertisements showing non-stereotypical gender roles. The sample size is consisted on (N=100) males (n=50), females (n=50). The sample is taken from different colleges of Lahore. Descriptive frequencies and t-test are found out through SPSS analysis. Results indicate that there is difference in the pre-test and post-test results, which shows that there is likely to be a positive impact of non-stereotypical gender advertising on both males and females, but there is likely to be no significant gender difference in perceiving non-stereotypical advertisements.

Keywords: Non-stereotypical, Gender roles, Advertisements, Gender Schema.

1. Introduction

Advertising is one of the topmost media that affect our life intentionally and insentiently, playing a substantial role in changing the society as a whole (Krishnan & Kandavel, 2015). Its pervasive influence extends far beyond product promotion,

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persistently altering the spheres of both society and technology and its effects are greater on people's lives than ever before (Lee, Hur, Kim, & Brigham, 2017). This effective showcasing apparatus of advertising is used to target youth attention, constructing and reinforcing stimulus of gender roles (Burton, 2010). According to Ahmadli (2025), from last thirty decades researcher scholars were discovering issues concerning women roles in advertising. It is because researchers have not focused more on the portrayal of men in advertising. In past, men were depicted as dominant, career-focused and emotionally stoic, while women were portrayed as submissive, domestically oriented, and primarily focused on appearance (Kim, 2009; Son, 2013; Dahlén et al., 2014). Furthermore, the degree of gender stereotyping differs among countries that vary regarding gender equality, women empowerment, and gender-related values (Milner & Collins 2000; Shaw, Eisend & Tan 2014). In case of Pakistan, advertisements are also a big source of gender stereotypical portrayal, men are shown as energetic, intellectual, zealous, and busy in alfresco activities whereas women are shown as tender, kind, and busy inhouse errands (Ullah, 2014; Mirza & Iftexhar, 2016). This type of advertising is liable for approving male dominance and female suppression in a society.

Though, it is a fact that societal role of womenfolk and menfolk has transformed and there is a notable and gradual, global shift toward non-stereotypical gender representation in advertising (Eisend, Plagemann, & Sollwedel, 2014). Therefore, the brands are increasingly reconnoitering campaigns that depict men engaged in caregiving or emotional roles and women in positions of power, authority, or technical expertise, thereby challenging traditional narratives. In short, representative connotations associated with men and women within a cultural situation is an important feature for advertising developers who want to inspire the gender equality within a society (Alvesson & Billing, 2003). This progressive advertising approach can mirror and possibly accelerates broader social changes. Inopportunately, there are very few researches that have studied how the audience feel about these innovative portrayals of men and women in advertising.

A lot of researchers have exposed that advertising in Pakistan depend profoundly on conventional gender portrayals – women are regularly shown as homemakers, doing home chores, giving care to children or objects of beauty, while men are shown as the breadwinners, authority in decision making, or strong and powerful figures (Iram, Bukhari, & Abbas, 2023; Khadim, Azhar, & Slammat, 2025). Nevertheless, currently a budding numeral of advertisements begun to challenge these traditional norms by representing non-stereotypical gender roles, such as men in caregiving roles and women in authoritative positions working outside the homes, promoting gender equality in society (Farooq & Qandeel, 2025; Shahzadi & Naeem, 2025). In spite these evolving shifts,

there remains a substantial gap in comprehending how such portrayals are received and interpreted by Pakistani audiences. In order to produce advertising content, it is domineering to know how the audiences are thinking about these non-stereotypical gender roles in advertising.

Therefore, there is a gap in already existing literature in analysis of TV advertisements – breaking and challenging gender stereotypical imageries of men and women in Pakistani society that needs to be addressed. It will be of prodigious worth to study impact of non-stereotypical gender role portrayal on the youth of Lahore. The findings will contribute to the understanding of media literacy, social influence, and the effectiveness of progressive advertising campaigns within a culturally complex and rapidly changing eastern country like Pakistan.

1.1. Objectives of the Study

There are two key objectives of this study:

- To find out the influence of non-stereotypical ads on the youth.
- To find out any substantial differences on the basis of gender.

1.2. Research Questions

1. Is there any influence of the non-stereotypical advertisements on the attitudes and beliefs of Lahore's youth regarding gender roles?
2. Is there any gender discrimination in perception analysis of advertisements showing non-stereotypical gender roles?

1.3. Hypotheses

H1. There is a positive inclination of youth towards non-stereotypical gender role portrayal in ads.

H2. There is a gender difference in perceiving the non-stereotypical gender role ads.

Ho. There is no gender difference in perceiving the non-stereotypical gender role ads.

Rationale

Gender role portrayal in media, particularly in TV advertisements, plays a significant role in shaping societal norms and individual behaviors (Kimmel, 2000). The inclusion of non-stereotypical gender portrayals, such as women in professional, leadership roles or men engaging in household chores, presents an important social and cultural shift. In a

country like Pakistan where patriarchal structures are embedded within the social and cultural fabric such study will be of remarkable worth. Although there have been some global movements towards non-stereotypical gender portrayals in media, particularly in advertisements, Pakistan has been slow to reflect these changes (Awan, 2012).

In a nutshell, this research study will be of notable worth, in the bulk of those studies in which audience is neglected and focus is on the media messages, because in this the researcher used audience centric approach. Hence the study intends to gauge the effect of non-stereotypical gender role portrayals on the audience. It is a harsh truth that gender discrimination still exists in Pakistan, because of male-controlled mentality. In order to bring change in society there is a dire need to change the mentality through media messages.

The reason behind choosing the youth aged 18 to 29 years old is that the youngsters of today are the future of tomorrow. They are active receivers of the change in society. The present population of youth in Pakistan is 60% which is highest in the world. Therefore, the youth are of great value as far as the future of Pakistan is concerned.

2. Literature Review

A sturdy literature review encompasses academic investigation and discovers gaps for new research studies (Santoniccolo et al., 2023). In the past and even in present era the research on stereotypical gender role portrayals in advertisement has received an enormous academic and practical consideration (Noor & Nowsherwan, 2023). This research study has discovered the effect of non-stereotypical gender advertising on the youth of Lahore. Therefore, the key points discussed in this are: Television Advertisements, Gender Roles, Patriarchy in Pakistan, Stereotyping in Media and deconstructing gender role in TV advertising.

2.1. Television Advertisements (TV Ads):

Advertising is defined as paid, sponsored, and earned mediated communication, stirred by an identifiable brand that is gritty to persuade the consumers to make some perceptive, emotive or behavioral modification, in present or in future (Kerr & Richards, 2021). According to Nagi (2014), advertising is done to alter the cognition of its spectators by the use of influential celebrities, illustrations and animatronics.

The attributes of TV ads have been the subject of concern, reaction, and consistent investigation and they appear to be as effective as ever, possibly increasing in effectiveness (Rubinson, 2009). Advertising is one of the most convincing and

powerful media which plays a significant role in shaping society's views and exhibiting their perspectives (Alam et al., 2023). In a nutshell, advertising is a mirror to society portraying suitable behaviors (Abbas. Et al; 2024). The researchers are giving the TV ads utmost importance due to all these factors and potentials.

2.2. Gender Roles

Gender roles are learned behaviors and prospects associated with persons based on their sexuality, which differ across society's cultures and are molded by socialization (Bhasin, 2000). Hence, sex is a genetic and physical trait and gender is a socio-cultural construct that develops across diverse surroundings and period of time.

Gender roles are concepts and expectations constructed by society that how individuals should act, what activities they should prefer, and what responsibilities are appropriate for them based on their assigned gender (West & Zimmermanin, 1987; Connell, 2005).

A recent study observed Pakistani middle school students' viewpoints on orthodox supposition about gender and equality (Adil & Malik, 2023). The results exposed that female students displayed significantly sturdier and favorable views regarding equal gender roles as compared to male students. This indicates that females are appreciating and conforming progressive roles this will help to evolve gender role over time. It is because the concept of manliness and womanliness are determined through societal narratives and communiqué by different institutions (Wood, 2015).

Moreover, another investigation on portrayal of gender roles in TV ads, find diversity in roles, and observe positive change, as women were seen playing empowered roles in professional settings and men non-traditionally portrayed in caregiving roles (Waheed, 2024).

2.3. Patriarchy in Pakistan

The book titled, "Kinship, patriarchal structure and women's bargaining with patriarchy in rural Sindh, Pakistan", analyzed continuation of patriarchal structure, kinship system and explored how young, wedded women manage and negotiate with patriarchal system (Agha, 2021). It explained how deep-seated patriarchy never allowed women to have secure and self-assured position due to the subordinated and subservient status in a male dominated society. This fight of women against patriarchy, consciously or unconsciously affect them and they develop noxious personalities, qualifying them to subjugate their junior women. Ahmad et al (2021), studied the prolonged male-controlled tendencies and their relationship with socio-economic factors, discovering that, Pakistani families favor sons over their daughters because they consider male offsprings to be responsible

for secure future and better monetary position. In contrast, the daughters are considered a financial burden. In addition to this, Zulfiqar (2022) critically scrutinized the discrimination in regimes and patriarchal impediments as obstacles for women confining their rights of ownership and perseverance of male chauvinism in rural areas of Pakistan.

Moreover, the portrayal of patriarchy in media follows the deep entrenched gender disparity in society strengthening the ideas of males as strong, authoritative and dominant figures both in domestic and civic spheres (Noor,2024). Similarly, Shahwar et al., (2025) assessed representation of men in Pakistani media and found that traditional mainstream media frequently support hegemonic machismo. Yet there are few new portrayals as well which are now portraying men as passionately sensitive, communicative, generous and sympathetic. These portrayals are expected to bring positive change in society and will help to break toxic cycle of patriarchal disparities. Henceforth, the media is an influential source of motivation among masses. Therefore, it can be expected that whatever leading ideas media showcases will have momentous effects on the audience. The positive and egalitarian portrayals of gender roles will help to shape the behaviors of consumers so they can break shackles of patriarchal structure in Pakistan.

2.4. Stereotypical Gender Roles in the Media

Gender stereotypes are delineated as views that differentiate genders based on certain features, traits, and deeds (Eisend, 2010). It is usually considered that gender stereotyping is a result of patriarchal beliefs functioning in society. Many of the stereotypes are actually the predetermined characterizations of women and men's role in society (Davies et.al, 2002). Traditional roles for women are that of serving as wife and caregiving as mother, and that of men are decision making as husband and breadwinning as father. Another additional role of women in media was sex object due to objectification of women. Gender stereotypes persevere and disseminate in a momentous way by representation in the media (Gill, 2007).

A study of 1500 TV commercials, shown that women were portrayed at home focusing on family and housework only (Coltrane & Adam, 2021). Men were usually portrayed as powerful, rational, brave, tough working, responsible and adventurous (Zayer & Otnes, 2012), but women weak, timid and cautious (Clark et al., 2015). These stereotypes linked with gender are cultural schemas presented via media is a reflection of behaviors and activities of people, promoting gender-specific expectations by mirroring deep-rooted societal norms (Ridgeway, 2011).

The semiotic analysis of Pakistani advertisements revealed that ads portray traditional gender roles (Iram et al., 2023). This study not only criticized prejudices against women in ads but also commended positive changes and progressive non-stereotypical gender roles portrayal in some recent ads.

2.5. Deconstructing Gender Roles in TV Advertisements

Deconstructing gender is a phenomenon in which male characters portray traditionally female products and traits and females portray male attributes (Kim 2009; Son 2013). Eagly and Wood (2017), stated that people should go outside unyielding stereotypical gender roles and reorganize their perceptions of themselves and others. This is because now a days, the international marketers are progressively using advertisements that are deconstructing old traditional gender roles, e.g. women doing mechanics and sports and men involved in domestic errands (Eisend, 2019). This is a good sign that gender role portrayals are appearing in a better way in advertisements (Coltrane & Messineo, 2000).

This phenomenon of role reversal in ads is also evolving gradually in Asian countries (Lien, Chou, & Chang 2013; Paek, Nelson & Vilela, 2011). The gender is shown in opposite prospect or behavior such as women as strong in corporate sector and men as weak and cooking in home. Although the condition is still not very ideal, yet it has upgraded as far as women depiction is considered (Shabir, 2010). One of the studies in China discovered that non-stereotypical gender role representation in advertisements is perceived positively by customers (Chu, Lee & Kim 2016). Currently in Pakistani advertisements, women are shown in leadership positions powerful and empowered (Bukhari & Azam, 2025), men are depicted in nurturing roles and women in leadership or non-household work (Waheed, 2025), this highlights the changes in the gender roles in advertisements.

Correspondingly, Khadim, Azhar, and Slammat (2025) studied advertisements that represented deconstruction of typical gender roles by challenging male dominated status quo. These developments designate that media is the alpha and omega of social change and a site of cultural and interpersonal intercession.

In a nutshell, the literature review points out that current studies are concentrating on reconnoitering the concept of non-stereotypical gender roles as a novel subject of investigation. However, a noteworthy gap exists in the milieu of Pakistan, where empirical research probing the cognition and perception of youth towards non-traditional gender role constructs remains scarce. This accentuates the need for investigation of sociocultural dynamics and response of Pakistani youth towards these roles in TV ads.

2.6. Gender Schema Theory

The conception of Schema was introduced by Jean Piaget in 1926. Schemas are building blocks of knowledge and rational structures that can be combined together in an intricate connection with one another for the purpose of comprehending the surrounding world (Yule, 2010). Schema can be defined as cognitive frameworks that streamline information processing by aligning new data with established expectations or in simple words it is a set of pre-existing expectations about content that help people to process and simplify information (Johnstone, 2008).

Similarly, Gender Schemas are mental maps or cognitive frameworks that help people categorize and organize information into patterns of meanings through gendered lens. Sandra Bem (1981) presented the Gender Schema Theory, which explains how the children absorb gender roles through intellectual flexible frameworks known as schemas or cognitive frameworks. These schemas assist people in classifying the behaviors either masculine or feminine. Societal indications educate the children what is appropriate for their prescribed gender roles from their early childhood. Moreover, binary distinctions regarding character and attitude are further reinforced by this internalization. These schemas offer a cognitive structure for comprehension and retention of information and data. Gender schema theory is therefore, a social-cognitive theory that tells people in society what it means to be masculine or feminine from an early age and use these to categorize information, make decisions, and control social behavior (Starr & Zurbriggen, 2017).

The notion of gender schema is pertinent in this study for determining the schema or predisposition of the respondents towards the advertisements shown and to analyze its possible outcomes. Therefore, Gender schema theory offers a suitable outline for understanding how non-stereotypical gender roles advertising can impact perceptions and behaviors of the youth based on their gendered lens.

3. Methodology

3.1 Quasi Experimental Design

Experimental designs are used in many research studies to test the effects of stimulus on the respondents (Cook et al., 2002). Given its proven effectiveness in collecting and analyzing observations to interpret effects, this current research utilizes an experimental design to gather data from a sample of young participants regarding the effects of the stimulus material on consumers. The research employs a popular Pre-Test, Post-Test design to evaluate the stimulus effect. The selected experiment collected data for first observation (01) i.e. Pre Test and used two selected advertisements as stimulus

material (X), and in second phase finally collected data for (O2) Post-Test after treatment (Stanley & Campbell, 2015).

3.2 Population and Sampling

For the idea of generalization of the results, the researcher had selected renowned colleges of Lahore, predominantly these that offer media courses and mass communication at BS level or above. The underlying assumptions for the selection of sample from the population was that the comprehension and interpretation of meaning of ads in various modes be understood in better way.

For the selection of suitable sample, the researcher preferred multistage sampling strategy along with probability sampling technique. In the first stage, researcher arbitrarily nominated four colleges by lottery method i.e. Government MAO College, Government Fatima Jinnah College for women, Forman Christian College and Dayal Singh College. Then in the next stage a quota of 25 students from each institute was selected to make a sample of 100 students comprising of 50 males and 50 females. All the questions were close ended questions.

3.3 Tool of Data Collection

On the basis of objectives of the study a questionnaire was developed to measures the impact of non-stereotypical gender roles in television advertisements on youth.

3.4 Ethical Considerations

All the selected participants were informed clearly about the particulars of the research, and their consent was taken for participation. An approval was also taken from the selected department of institution and faculty members for conducting experiment. The participants were told that their personal information would be kept confidential and used only for academic purpose.

3.5 Stimulus Material

The stimulus material included two advertisements showing non-traditional roles of male and female. In one ad male is shown cooking meal and in the other ad female is shown taking part in election campaign. These two ads are deconstructing the already existing gender roles in Pakistani advertising.

3.6 Procedure for Data Collection

Data was collected in different phases. First students were asked to fill a questionnaire to judge their prior knowledge about the subject under study then they

were shown the Shan Biryani Masala Ad and Sunsilk Ad. Then students were requested to fill the same questionnaire again and rate the questions which they think to be most appropriate according to the shown ads. After taking the data, it was analyzed on SPSS to find the results.

3.7 Mitigation of Potential Bias

While recognizing the inherent limitations of the one-group pre-test/post-test without a control group design, have threats to internal validity, the study implemented methodological and analytical controls to mitigate the most plausible biases. To mitigate the testing effect, non-identical but psychometrically equivalent versions of the scale were administered for the Pre-Test and Post-Test. This prevented participants from simply recalling or practicing answers.

3.8 Reliability Scale

According to reliability statistics the Cronbach's Alpha value is 0.795 which shows the reliability of data.

Table 1: Reliability Statistics

Cronbach's Alpha	Number of Items
.795	27

4. Advertisements



Figure 1: Advertisement 1

4.1 Story of the Ad 1

The three minute long TVC is an unconventionality from the usual one-minute-long commercials. It is because Shaan foods try to break some stereotypes related to males in the Pakistani society. This TV commercial tells the story of an unconventional groom – a man with a slender frame and polished demeanor – who is initially deemed unsuitable by his seven rugged Punjabi brothers-in-laws after failing physical trials. His acceptance is secured not through strength, but through skill: when the cook disappears, he steps in to prepare a delicious Biryani. His culinary triumph instantly impresses and wins over the family. The commercial serves as a critique of Pakistani gender-based expectations, challenging the long-held beliefs that the kitchen is strictly a female space and that it is solely the bride's duty to please her future in-laws.



Figure 2: Advertisement 2

4.2 Story of the Ad 2

The advertisement centers on a girl running an election campaign. When a boy suggests that she should focus on her hair, as that hot weather and scorching sun may not damage the shine, she cleverly counters, "We will take care of the hair, but with glory." The commercial then shows her not only participating in the election but winning it. This ad is a part of the Sunsilk Black Shine campaign, #ShaanSeShine, which featured the girl as its face and aimed to challenge gender stereotypes.

5. Results

Table 2: Descriptive Analysis of Demographic Variables

Sr No.	Variables	F	%
1	Gender		
	Male	50	50.0
	Female	50	50.0
2	Status		
	Student	82	82.0
	Employed	18	18.0
3	Age		
	18-20	20	20.0
	21-23	55	55.0
	24-26	14	14.0
	27-29	11	11.0
4	Education		
	BA	66	66.0
	MA	29	29.0
	M.Phil.	05	5.0
<i>Note. f=Frequency; %=Percentage</i>			

Above results showed that sample was consisted on male (N=50), female (N=50). Their status were students (N=82) and employed were (N=18). The sample age ranges were 18-20 (20%), 21-23 (55%), 24-26 (14%) and 27-29 (11%) and their education ranges were B.A (66%), M.A (29%) and MPhil (5%) respectively.

Following is the graphical representation of demographic variable of sample of the study with mean, standard deviation with their frequency.

Table 3: Hours spending on TV watching

Sr No.	Variable	F	%
1	2-4 hours per day	60	60.0
2	5-7 hours per day	35	35.0
3	8-10 hours per day	5	5.0
<i>Note. f=frequency; %=percentage</i>			

Above table showed that 60% population spend 2-4 hours per day, 35% population spend 5-7 hours per day, 5% population spend 8-10 hours per day in watching TV. Following graph showed how much population spending hours on TV watch in the prime time.

Table 4: How frequently you encounter advertisements daily

Sr No.	Variable	F	%
1	Very Frequently	13	13
2	Frequently	47	47
3	Occasionally	22	22
4	Rarely	18	18
<i>Note. f=frequency; %=percentage</i>			

Above table showed that 13% population very frequently, 47% population frequently, 22% occasionally and 7% rarely encounter advertisements daily in their lives.

Table 5: How often do you see non-stereotypical ads.

Sr No.	Variable	F	%
1	Very Frequently	7	7.0
2	Frequently	16	16.0
3	Occasionally	40	40.0
4	Rarely	36	36.0
<i>Note. f=frequency; %=percentage</i>			

Above table showed that 7% population very frequently, 16% population frequently, 40% occasionally and 36% rarely see non-stereotypical advertisements daily in their lives.

Table 6: I believe in gender equality.

Sr No.	Variable	F	%
1	Strongly Disagree	08	8.0
2	Disagree	03	3.0
3	Neutral	19	19.0
4	Agree	41	41.0
5	Strongly Agree	29	29.0
<i>Note. f=frequency; %=percentage</i>			

Above table showed that 8% population was strongly disagree with gender equality, 3%, population was just disagreed with gender equality, 19% population gave neutral responses and 41% agreed and 29 % population was strongly agreed with gender equality. Following graph showed which type of responses gave the population with gender equality.

Table 7: The most common stereotypes about women

Variable	<i>f</i>	%
Women are supposed to cook and do housework	42	42.0
Women are never in charge	07	07.0
Women are better at raising children	24	24.0
Women are not as strong as men	20	20.0
Women are supposed to make less money than men	7	7.0

Note. f=frequency; %=percentage

Above table showed that 42 % population said that women are supposed to cook and do housework, 7 % population said that women are never in charge, 24 % population said that women are better at raising children, 20 % population said that women are not as strong as men, 7 % population said that women are supposed to make less money than men. Following graph showed which type of responses gave the most common stereotypes you hear about women.

Table 8: The most common stereotypes about men

Variable	<i>f</i>	%
They work outside	34	34.0
Head of the family	26	26.0
Stronger than women	21	21.0
They cannot cook for the family	10	10.0
Men are bread earners	9	9.0

Note. f=frequency; %=percentage

Above table showed that 34 % population said that men are supposed to work outside the house, 26% population said that men are the head of the family, 21% population said that men are stronger than women, 10% population said that they cannot cook for the family and 9% population said that the men are bread earners. Following

graph showed which type of responses gave the most common stereotypes you hear about men.

Table 9: Our Society generally favors in following responses.

Sr No.	Variable	<i>f</i>	%
1	men and women equally	32	32.0
2	men over women	54	54.0
3	women over men	14	14.0

Note. f=frequency; %=percentage

Above table showed that Pakistani society generally favors 32% men and women equally, 54% men over women and 14% women over men. Following graph showed how much Pakistani society generally favors on given responses.

There is a significant difference in the mean score of non-stereotypical gender role perception between the pre-test and post-test.

Positive inclination of youth towards non-stereotypical ads.

Table 10: Paired Samples t-Test

		Paired Differences					t	df	p
		Mean	SD	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Pretest - posttest	-11	6.906	0.691	-22.37	-19.63	-30.407	99	0

Table 11: Independent Samples t- Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	p	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Post Test	Equal variances assumed	0.092	0.762	-1.464	98	0.146	-1.84	1.257	-4.334	0.654

Equal variances not assumed			-1.464	97.655	0.146	-1.84	1.257	-4.334	0.654
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H1. There is a positive inclination of youth towards non-stereotypical gender role portrayal in ads.

Levene's Test for Equality of Variances has a significance value (Sig.) of 0.762, which is greater than 0.05. This indicates that the assumption of equal variances between groups is satisfied. Based on the provided Paired Samples t-Test results, there is a statistically significant difference between the pretest and posttest scores. The mean difference is -11.000, indicating that, on average, scores changed from pretest to posttest. The t-value is -30.407 with 99 degrees of freedom, and the p-value (Sig. 2-tailed) is .000, which is below the conventional significance threshold of 0.05. This means that there is positive inclination of youth towards the non-stereotypical gender roles in ads.

H0. There is no gender difference in perceiving the non-stereotypical gender role ads.

The t-test for the equality of means shows a t-value of -1.464 with 98 degrees of freedom when assuming equal variances, and a p-value (Sig. 2-tailed) of 0.146. Since this p-value is greater than 0.05, there is no statistically significant difference between the group means. The mean difference between groups is -1.840, with a 95% confidence interval ranging from -4.334 to 0.654. There is no statistically significant difference in the posttest scores between the groups at the 0.05 significance level. T-test results showed that there is likely to be no significant gender difference in perceiving non-stereotypical gender role advertisements. Hence the null hypothesis will be accepted.

6. Discussion and Analysis

The present research focuses on impact of non-stereotypical gender roles on the youth of Lahore. The results showed that the sample was consisted on male (N=50), female (N=50). 41 % of the population strongly agree with gender equality. This indicates that Pakistani society is changing from patriarchal notions. These results are the positive inclination of the youth towards the new notion of gender equality in the modern era. The 42 % population said that women are supposed to cook and do housework. The most common stereotype that is still present in eastern society is that women are supposed to cook, which means they are forced to do home chores. 34 % population said that men are supposed to work outside the house. This once again is the proof that majority think that

male is the bread earner and head of family. The Pakistani society generally favors men over women according to 54% youth. This is once again the illustration that Pakistani society is male dominated which favors men more.

The result of the study points out that the gender schemas and cognitive domains work together to show attitude and response towards the selected ideas of advertisements. The youth response is positive and there is no gender difference in interpretation of media messages towards non-stereotypical portrayals of gender which is good sign and it will promote equality. It reduces gender-based biases and discrimination in society.

In conclusion, the congruence between the youth's interpretation and non-stereotypical media content is a powerful indicator of changing social norms and a move towards gender equality within the urban context of Lahore, affirming the media's potential to drive progressive social change by challenging established patriarchal schemas. Non-stereotype supports mental health and non-stereotypical gender roles can help to reduce the pressure to conform, promoting better mental well-being.

7. Conclusion

The current study, titled "Deconstructing Gender: Lahore Youth's Response to Non-Stereotypical Gender Advertising," investigates how young people in Lahore are engaging with the role reversal of genders depicted in contemporary advertisements. The research intends to measure the extent to which pre-existing gender schemas are consistent with the understanding of the media messages. The results of the study show that both males and females are likely to support the idea of non-stereotypical gender advertising. This positive response by the youth, indicates that orthodox rigid male-dominated gender schemas are becoming flexible. This change in the patriarchal mindsets reflects wide-ranging socio-cultural changes in urban Pakistan, where deconstruction of gender roles portrayals has been progressively observed in television advertising (Ejaz et al., 2024). Similarly, another research conducted in Karachi shows that urban youth sturdily condemn the objectification of women and the use of female beautification for brand appeals, signifying a bigger public denunciation of conservative harmful stereotypes and a disposition towards moral and equitable depiction (Syed, 2023). In a nutshell, the deconstruction of gender stereotypical roles by the media and the passionate embrace of this by youth recommends that society is on a clear route to attaining gender equality and empowering women (Mahmood et al., 2025).

Future Implications:

1. There will be a positive shift in advertising strategy. The companies will be encouraged to use more non-stereotypical gender ads as they are shown to be positively received by both young men and women. This becomes a successful marketing strategy, not just a social one.
2. Repeated exposure to these ads is likely to reduce rigid gender role biases in the next generation, helping to normalize men and women in non-traditional roles and accelerating social equality.
3. The positive evidence can be used to promote inclusive media guidelines within the advertising industry and inform media literacy education for youth.

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