



**RESEARCH PAPER**

**Role of TV Commercials in Adoption of Culture Values among Youth of Pakistan**

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**ABSTRACT**

Today, mostly people in Pakistan are watching TV Commercial to learn different culture values. The purpose of this study was to investigate that how current Pakistani TV commercials were used by the youth of Pakistan to adopt culture values. This study investigates the impact of TV commercials regarding Western and Indian cultural values among Youth of Pakistan. The study aims to explore how TV commercials promote Indian and Western culture and influence the youth's perceptions of language, dressing and dancing and how their consumption of TVCs change their attitude towards culture values. Study observed through cultivation, and social learning theory. This study employed quantitative research using a purposive sampling procedure to examine the role of TV commercials in adoption of culture values. The study sample comprised (N=250) both male and female university students. Research findings reveal that youth actively watch TV commercials for culture adoption. The study highlights that Pakistani TV commercials are playing an effective role to changing the culture values of youth. Moreover TV commercials are depicting the Western and Indian culture especially Dressing, Dancing and Language. In conclusion, the research emphasizes that TV commercials are the source of culture adoption and learning among youth and Pakistani culture are replacing by the western and Indian culture.

**Keywords:** Television Commercials, Culture Values, Western, Indian, Pakistani, Dressing, Dancing, Language

**Introduction**

The mass media serves as a fourth pillar of society, offering an extensive range of information, entertainment, and education. Media has become the voice of our society. Media shows reflection of our society (Nity & Singh, 2017; Muzaffar, et. al., 2019). Mass media is also seen as an important and powerful tool for persuading the public, and it serves as a vital form of communication. There is no doubt that all types of mass media, such as newspapers, magazines, radio, and television, have strong impact on individuals (Riaz 2010). Television is an important media of mass communication. People get news, drama serials, reality shows, and other variety shows through television (Nasir, 2013). Television is the most influential and significant medium of communication (Sangeeta, 2020). However, Television Advertisement is a "paid form of non-personal presentation of ideas, goods, and services with an identified sponsor" (Malik & Yousaf, 2016). Advertisement and culture are closely linked with each other. TV Advertisements have direct impact on the youth for culture learning. It influences the lifestyle and culture of the youth (Sangeeta, 2020). Advertisements plays a significant role as a fundamental change in the values, beliefs, behavior and buying pattern of people and advertisements impact the lifestyle of the society (Polly & Mittal, 1993). Moreover, Television advertisements play a

vital role in cultivating culture, values, information and brought the world closer together (Shubha & Reddy, 2017).

Like worldwide Broadcast Media, Pakistani Broadcast Media is also run by the two popular medium, Radio and Television. Radio Pakistan was also known as Pakistan broadcasting Corporation (PBC). Radio Pakistan is a public radio broadcasting network. When Pakistan became an independent country, there were only three radio stations in Peshawar, Dhaka and Lahore in Pakistan. Pakistan started its 3 Radio stations in Lahore, Peshawar and Dhaka. After this more radio stations were established in Karachi, Quetta, and Rawalpindi. Independence of Pakistan was announced through radio Pakistan on August 13 1947 at 11:59 p.m. afterwards, on 16 September, 1955 the television of Pakistan was first time introduced and it was officially launched in 1964. The television of Pakistan was introduced for the entertainment, information and education purpose for the people of Pakistan. After the invention of television in Pakistan the country witnessed a change in social and cultural life of the people (Muzaffar, et. al., 2020; Zia, 2014). Then the first private TV Channel was introduced by the name of People's Television Network (PTN) later name was STN in 1990. It was the first private channel of Pakistan. In March 2002, launching Pakistani private Television channels and also designed proper a setup of PEMRA was introduced. The purpose of PEMRA was to facilitate, license and regulate the working and growth of electronic media (especially TV) in Pakistan. PEMRA was based on the following objectives.1) "to properly entertain, educate and inform Pakistani people" .2) "To provide a large number of content choices in media for news, current affairs, culture, knowledge, science, music, art, sports, and drama to the people of Pakistan".3) "To facilitate the devotion of responsibility at community level" .4) "To secure the 'accountability transparency', and also 'good governance' by rising the free flow of information" (PEMRA Annual Report, 2006-2009). Gradually people got entertained, educated and informed from the Television channels within few seconds. The production of news channels, drama channels was started for the purpose of entertainment and to educate the people. People's needs and desires increased with the passage of time that's why the need of production of more channels has increased over time. A large amount of people wants to get more information and entertainment that's why audience moved towards other channels (Zia, 2014).

Moreover, advertisement is a span of TV programming produced and also paid by an organization, which shares a message to the market a product and services. 'Advertising' in Pakistan generally follows the trends and innovation which is adopted globally (Siddiqui & Siddiqui, 2016). From the history of advertising, the innovation and development of advertising in Pakistan has been extraordinary. The history of TV advertising in Pakistan has basically six Eras. First Era (1947-1964) Pakistani advertising Industries wants to create awareness among the Pakistani urban population through print media commercials. At that time, Radio was also a major medium which used to influence the mind of Pakistani people. Then second Era (1964-1978) this Era was the arrival of TV stations which changed the existing practices of advertisement. The Third Era (1978-1988), this time was the arrival of new advertising Technologies took over the old Technologies of advertising. The color TV broadcasts were started. In the Forth Era (1988-1998) the new graphical Technologies were introduced for the TV Advertisement. Fifth Era (1998-2008), this was the golden era in the history of Pakistani advertising, it was started with the visual effect. The growth of Pakistani industry got increased. During the Era from (2008-2010) Indian celebrities were become the brand ambassadors for Pakistani market (Siddiqui & Siddiqui, 2016). The Pakistani television advertisement adopted the trends and innovations which usually adopted globally. Pakistani TV Advertisement advertises the international products but those advertisements are designed according to the culture of Pakistan. Pakistani TV commercial has a great influence on the attitude of consumer. Pakistani TV Advertisement is the emerging marketing due to the trends of globalization and establishment of multinational companies

from the previous years, there is a drastic change occurred in Pakistani advertisement, which are playing important role in changing the attitude and belief of the consumer (Usman, Ilyas & Qureshi, 2010). Moreover, Malik et al. (2013) Advertisement plays an important role to boost up a business performance which change audience behavior positively, advertisement is an effective source of conveying message and staying in the consumer's mind.

Furthermore, television advertisements play an important role to change the mindset of the audience. The audience carried the style of dressing and language which broadcasting 24 hours in front of the audience's eyes on television. The television advertisements have repetition process, its advertisement is broadcasted repeatedly on television which changes the audience behavior towards the things; audience adopted the things from the television advertisement to change their lifestyles like audience is greatly influenced by the dressing patterns of celebrities. TV Advertisement has direct impact on the culture of the youth and it influences the lifestyles and culture of the youth (Sangeeta, 2020). The content, of new media are challenging, old traditions, customs, beliefs and the culture of new generation (Malik & Shezadi, 2017). The relationship between the advertisement and the society is very strong. A number of TV advertisements present the culture of western and eastern values in the society. Currently; TV Advertisement in Pakistan is promoting the Western cultural values. Pakistani advertisement is changing the social norms and moral values, changing the language and dressing patterns of Pakistani society and promoting the dancing culture through TV advertisement. Moreover, Pakistan TV Advertisement is changing the cultural values and this change has great effect on the traditional norms of Pakistan. The TV Advertisement is promoting Western and Indian culture in Pakistan (Malik & Shazadi, 2017). However, TV commercials in Pakistan are changing the dressing patterns of Pakistani society; TV advertisement is promoting western dressing culture especially among females of Pakistan. According to the Pakistani cultural values, girls are not following their social and cultural values because Pakistani TV commercials badly influence the mind of audience (Malik & Shezadi, 2017). TV advertising is promoting the western culture dressing and language patterns and changing the Pakistani culture dressing and language patterns. The television advertisement of Hilal freshup and New Elaichi Advertisements broadcasted in 2015 on Pakistani TV channels, in which Western dressing styles has been promoted in Pakistan. A girl was showing with naked shoulders and showing a dressing style which is against the Pakistani cultural values (Iftikhar, 2017). TV Advertisements are not only promoting western dressing patterns but also promoting the western cultural language. Advertising influences the social norms and moral values consciously and unconsciously (Okazaki & Taylor, 2013).

Currently, Pakistani TV advertisement is promoting the dancing culture especially in "biscuits" advertisements, dancing element are promoted on TV ads for the promotion of product. Dancing gives a feeling of joy and entertainment (Walter & Altamimi, 2011). Dancing elements are being promoted in Pakistani TV commercials which are influencing the audience and audience shows their interest. Recently, the advertisement was broadcasted on Pakistani TV channels "Meray Des Ka Biscuit Gala" It was a biscuit commercial featuring Mehwish Hayat, who performed with a proper dancing style. This advertisement promotes the dancing culture in Pakistan; it was impacting the cultural values of Pakistan and promoting the dancing culture among youth. However, TV advertisements are influencing Pakistani cultural and social values very negatively. The portrayal of Western and Indian dance culture in Pakistani TV ads is seen as a distortion of traditional Pakistani values. (Malik & Yousaf, 2016).

## **Literature Review**

Advertisement is the social event aimed to change the cultural values, beliefs, behaviors which influence people to change their lifestyles. Advertisement reflected the thoughts and feelings which influence people's attitude towards advertisement because

behavior towards advertisement can be indicated to consumer favorable and unfavorable responses towards a particular advertisement (Mackenzie & Lutz, 1989). Advertising on television usually means running a TV commercial; basically it is a commercial that has something to do with the audio and video production (Shivany & Velnampy, 2016). Culture is the complex thing which includes knowledge, beliefs, art, custom and habits attained by a man as a member of the society. It is assumed that culture has many components which are specific to the men of the society. Norms and values are included in the component of the culture which are governing rules, beliefs, language, food and symbols. Correa (2011) advertisement influences the actual and accurate view of the society. Television advertising showing the women are powerless then man because man is the dominant in the today's society (Kumar, 2017).

Pakistan Television commercials are changing social and cultural values of Pakistan, advertisers of Pakistani Advertisements are used the indecent language in the advertisement, and they created the vulgarity in the mind of people by using these indecent elements in the advertisement (Akhtar, Abbasi & Umar, 2011). Current, Advertisements are playing a repeating role which means that advertisements again and again remind their viewers about the product. The majority of people, as viewers of advertisements, make their purchasing decisions after watching TV commercials (Sangeetha, 2020). The TV Viewers change their perception about the different things by the consumption of TV commercials; viewers show their favorable attitude towards the advertisement that ensuring the sources of advertisement is trustworthy and credible. People show favorable attitude that the advertisements which have an element of fun and excitement (Ling, Piew & Chai, 2010). However, Television advertisement is the best medium to give awareness about the product, idea and services and it is changing youth customer behavior rapidly (Asrar, Husnain & Ahmad, 2017). TV commercials are damaging the Pakistani society, majority of people cannot afford the price of a product which serve the attraction for youth in the race of showing power (Daud, Farooqi & Anwar, 2011). Furthermore, (Mai & Schoeller, 2009) level of range of emotions produced by different TVCs are rated differently among different age groups. The older audience is slightly different from the young audience.

Moreover, Ali & Yusaf (2017) explored the "Impact of TV commercials are changing the lifestyle of Youth and also how it effects on norms and values of the Youth of Pakistan", this research work was to highlight the relation between the advertisement and Norm, and relation of advertisement with lifestyle of the people, it concluded that norms and values of Pakistani society are changing due to the television advertisements. However, there is a positive relation between the advertisement and lifestyle of the people. Advertisement plays an effective role like people have perception that TV Viewers are watching the TV advertisements, informing, selecting, purchasing and switching to their favorite brand products (Zakaria & Akhter, 2015). TV advertisement affects the culture of the society most of the TV advertisements are negatively influence the social norms of society like habits, attitude, people decisions, behaviors, and thinking especially about clothing (Hamasaheed, Hameed & Qadir, 2020; Asghar, et. al., 2025).

However, Zaman, Mahmood & Arslan (2015) analyzed the Ethical Concerns Affect the Effectiveness of Advertising: conclusion showed that people are rejected the current practices in advertisement in Pakistan. Marketers and advertisers should be used ethical practices and follow cultural values of Pakistan. Faiza & Farooqi (2013) explored an analysis of Cultural Components of Modern Advertisement in Pakistan, concluded that modern advertisements are not interconnect with the Pakistani social values. Malik & Yousaf (2016) evaluated effects of Television Advertisement on Social norms, study aimed to examine the "Role of TV advertisement in the life of Viewers and its effects on the social norms", this study concluded that a large amount of TV viewers has a strong perception that TV advertisements are changing "Social and Cultural values". The policy makers of

advertisement are changing social values from the promotion of their businesses. Pakistan Television commercials are changing social and cultural values. TV advertisements are promoting the Western and Indian culture and showing the glamorous culture which is not a part of Pakistani society (Malik & Shezadi, 2017, Salam, et. Al., 2024).

### Hypotheses of the Study

H1: Youth are watching TVCs for Culture Adoption.

H2: TVCs in Pakistan are promoting the Indian culture values (Dressing, Dancing, and Language) among Youth of Pakistan.

H3: TVCs in Pakistan are promoting western culture values among youth of Pakistan (Dressing, Dancing, and Language) among Youth of Pakistan

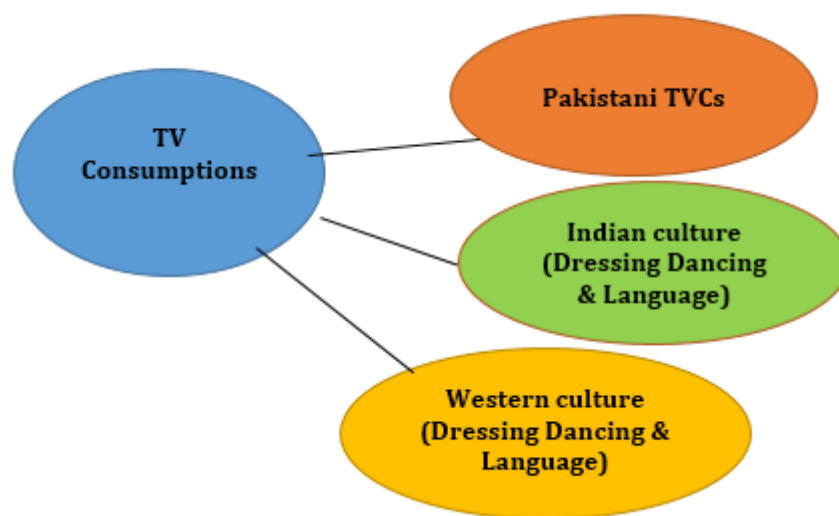


Figure 1: Hypotheses of the study

### Theoretical Framework

Theories are developed to explain how and why things work and the way of work. Theory explains the patterns within a specific field and provide a framework for organizing and understanding of data. Theory is an organized set of concepts explanation and principles of some aspects of human experience. (Baran & Devis, 2010). Theory is a knowledge that is used for the practices while the process is the method to apply theory.

The study used two theories to provide an organized approach to this topic. George Gerbner in 1969 developed the cultivation theory which examines the long-term effects of television on viewers' perceptions of reality. Cultivation Theory refers to the mainstreaming as 3B's, Blurring, Blinding, and Bending (Gerbner, 1970). The Cultivation Theory applies to this context; TV commercials play a vital role in shaping people's perceptions about culture. It cultivates Indian and Western cultural values like dressing, dancing and language as well as it depicts public lifestyle attractive and stylish.

Social learning theory formulated by Henri Tajfel and John Turner in the 1970s. Social learning theory has become the most significant theory in learning and development (Nabavi, 2014). The theory of social learning is also called as "Observational Learning", this theory appears when a person changes his "observed behavior" after viewing the behavior of a "Model". An observed behavior of a person can be affected by the positive and negative display of behavior seen. This process of learning is also known as "Modelling" the people

who are being observed are called models. Attention means the extent to which people are noticing the behavior of others; Retention means how the behavior will remember by a person. Motivation is way to perform the behavior (Nabavi, 2014). Social learning theory modeling processes is strongly applicable for the Current Pakistani TVCs. Pakistani TV commercials molding the behavior of people, the audience mold their behavior from what they observe on the television, pay attention to the television commercials and remember this attention again and again, then adopt it and get motivated. In this way Pakistani people are changing their cultural values and adopting the cultural values which are depicted in the Pakistani TVCs.

## Material and Methods

Quantitative research methods through survey were used in this study. Population of the study was youth of Narowal, Punjab; Punjab is the second largest province of Pakistan. The province of Punjab covers an area of 205,344 square kilometers and has a population of 110 million. Youth are considered the most active and dynamic segment of society. According to the Pakistan National Human Development Report (2017), 64% of the population is under the age of 29, and 30% falls between the ages of 15 and 29. The Purposive Probability Sampling technique was used for the purpose to collect the data. The University of Narowal was selected as the sample of the study. A sample of 250 respondents, who are the students of University of Narowal Punjab, Pakistan, is taken from the population to pursue survey research. 50% are male and 50% are female students were selected from University of Narowal Punjab, Pakistan. The reason for selecting the targeted sample was that the population of District Narowal is predominantly rural; with 87.80% living in rural areas and only 12.20% in urban areas (Pakistan Bureau of Statistics, Census Results, 2017). This study wants to analyze the Television Commercials cultural effects among the youth and selected the University of Narowal as a sample.

## Results and Discussion

Consumptions of Television statically analyze by the use T test of William Sealy Gosset 1908, 3 Question of Dressing factor, 3 Question for Language Factor, 2 Questions on dancing factor and 4 Questions for personal View were statically analyzed by ANOVA one way, Regression, and correlation scale. A 5-point Likert scale was used to create the questionnaire, with the following options: 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree).

**Table 1**  
**Descriptive Analysis**

	'Mean Value'	"Std. Deviation Value"	'N'
TVCS	1.2728	.22021	250
PAKTVCS	4.1832	.58485	250
DRESSING	4.1067	.64156	250
DANCING	3.8820	.76118	250
LANGUAGE	3.9880	.72646	250
PERSONAL	3.8070	.82628	250
Valid N			250

Table 1 describes the mean value of TV Commercials is 1.2728, Pakistani TV commercials is 4.1832, Dressing 4.1067 is while, Dressing is 3.8820, Language is 3.9880 and Personal View is 3.8070. Moreover, the standard deviation of TV Commercials is .22021, Pakistani TV commercials are .58485, Dressing is .64156, and Dancing is .76118, Language. 72646. While, Personal View is .82628.

**Table 2**  
**Simple T Test analysis on TV Consumptions**

TV CONSUMPTION	N	df	T	'Std. Deviation'	'Sig.(2-tailed)'	(Std. Error)
(Mean Value)	250	249	77.027	1.10107	.000	.06964

Table 2 presents the T value of 77.027, indicating a positive correlation among the variables. The significance value of p is (.000), showing that p is less than alpha ( $p < 0.05$ ) and  $\alpha$ . We accept our alternative hypothesis (H1) and reject the null hypothesis (H0) if the (Significance Level) p is less than 0.05.

**Table 3**  
**Regression analysis for Pakistani TVCs and Dressing**

(Model)	(R)	(R. square)	(Adjust R Square)	(Std. Error of Estimate)
1	.372a	.138	.135	1.79049

(Predictors): (Constant), PAKTVCs

**Table 4**  
**Regression analysis for Pakistani TVCs and Dancing**

(Model)	(R)	(R. square)	(Adjust R Square)	(Std. Error of Estimate)
1	.248a	.062	.058	1.47772

(Predictors): (Constant), PAKTVCs

**Table 5**  
**Regression analysis for Pakistani TVCs and Language**

(Model)	(R)	(R. square)	(Adjust R Square)	(Std. Error of Estimate)
1	.374a	.140	.137	2.02488

(Predictors): (Constant), PAKTVCs

**Table 6**  
**Regression analysis for Pakistani TVCs and Personal View**

(Model)	(R)	(R. square)	(Adjust R Square)	(Std. Error of Estimate)
1	.198a	.039	.035	3.24611

(Predictors): (Constant), PAKTVCs

In addition, the Adjusted R<sup>2</sup> value is.135. Table 4 indicates the R value of.248a that displays the positive correlation among Variables while, value directs the ratio difference in the outcome variables to explain Dancing, which can be explain by the model which is.062. The R value of.372a in Table indicates 3 the positive relationship among the Variables that is defined by the model that is.138.

Additionally, the adjusted value is. 343. Table 5 displays the R value, which is.374a, which indicates a positive correlation between the variables. The value, on the other hand, represents the ratio difference in the outcome variables to explain Language, which is.140 according to the model. Additionally, the adjusted value is. 137. Table 6 shows the R value of.198a, which indicates a positive correlation between the variables. The value of.039 indicates the ratio difference in the outcome variables, which may be used to explain Personal View in the context of the model. In addition, the modified value, which is.035.

**Table 7**  
**Correlations among the Variables**

	PAKTVCs	Dressin g	Dancing	Language	Persona l
PAKTVCs (Pearson	1	.372**	.248**	.374**	.198**

Correlation)					
'Sig. (2-Tailed)		(.000)	(.000)	(.000)	(.000)
N'	(250)	(250)	(250)	(250)	(250)
Dressing (Pearson Correlation)	.372**	1	.338**	.280**	.111
'Sig. (2-Tailed)	(.000)		(.000)	(.000)	(.000)
N'	(250)	(250)	(250)	(250)	(250)
Dancing (Pearson Correlation)	.248**	.338**	1	.259**	.110
'Sig. (2-Tailed)	(.000)	(.000)		(.000)	(.000)
N'	(250)	(250)	N'	(250)	(250)
Language (Pearson Correlation)	.374**	.280**	.259	1	.480**
'Sig. (2-Tailed)	(.000)	(.000)	(.000)		(.000)
N'	(250)	(250)	(250)	(250)	(250)
Personal View (Pearson Correlation)	.198**	.111	.110	.480**	1
'Sig. (2-Tailed)	(.000)	(.000)	(.000)	(.000)	
N'	(250)	(250)	(250)	(250)	(250)

(Correlation) is the (Significant) at the 0.01 level (2-tailed).

The Table no 7 shows the relation between independent variable (Pakistani TV Commercials) and Dependent variables (Dressing), (Dancing), (Language) and (Personal View). Pakistani TV commercials correlate with Dressing at .372\*\*. Pakistani TV commercials, correlate with Dancing at .248\*. Pakistani TV commercials correlate with Language at .374\*. And Pakistani TV commercials correlate with Personal View at .198\*. Dressing, Dancing, Language and Personal View reveals a positive, moderate correlation between the independent and dependent variables. The significance value (p) is (.000), suggesting that it is smaller than the value of  $\alpha$ , alpha ( $p < 0.05$ ). If the significance level p is less than 0.05, we accept our Alternative Hypothesis (H1) and reject the Null Hypothesis (H0).

**Table 9**  
**Anova Analysis for Dressing Factor**

	Value	df	Significance
Between Groups	201.603	14	.000
Within Groups	720.797	235	.000
Total	922.400	249	.000

**Table 10**  
**Anova Analysis for Dancing Factor**

	Value	df	Significance
Between Groups	102.560	14	.000
Within Groups	474.516	235	.000
Total	577.076	249	.000

**Table 11**  
**Anova Analysis for Language Factor**

	Value	df	Significance
Between Groups	212.218	14	.000
Within Groups	970.458	235	.000
Total	1182.676	249	.000



**Total 12**  
**Anova Analysis for Personal Factor**

	<b>Value</b>	<b>df</b>	<b>Significance</b>
Between Groups	283.145	14	.000
Within Groups	2436.859	235	.000
Total	2720.004	249	.000

### Findings

Table 9 indicates the association between the independent variable (Pakistani TV Commercials) and dependent variables (Dressing), the value of Dressing between groups is 201.603, within groups is 720.797 and the total value is 922.400. The (Significance value) p is (.000) which indicates that there is value of p is less than the value of  $\alpha$ , alpha ( $p < 0.05$ ). Table 10 indicates the association between the independent variable (Pakistani TV Commercials) and dependent variables (Dancing), the value of Dancing between groups is 102.560, within groups is 474.516 and the total value is 577.076. The (Significance value) p is (.000) which shows that (significance value) p is less than value of  $\alpha$ , alpha ( $p < 0.05$ ). Table No 11 indicates the association between the independent variable (Pakistani TV Commercials) and dependent variables (Language), the value of Language between groups is 212.218, within groups is 970.458 and the total value is 1182.676. The (Significance value) p is (.000) which shows that the (significance value) p is less than value of  $\alpha$ , alpha ( $p < 0.05$ ). Table No 12 indicates the association between the independent variable (Pakistani TV Commercials) and dependent variables (Personal View), the value of Personal View between groups is 283.145, within groups is 2436.859 and the total value is 2720.004. The (Significance value) p is (.000) which shows that the (significance value) p is less than value of  $\alpha$ , alpha ( $p < 0.05$ ). Result shows that the (Significance Level) p is less than (0.05) we accept our alternative hypothesis (H1) and reject the Null Hypothesis (H0)

### Discussion

The first Research question was about the researcher were asked respondent about consumptions of Pakistani TV commercials. Result shows that 77 % respondents were responded YES and 22% of respondents were responded NO for spare time in watching television then 81% of respondent were responded that YES and 18% of respondents were responded NO for television is the best source of information onwards 69% of respondents were responded Yes, they are watching television on daily basis, 30% of respondents were responded they are not watching television on daily basis. About, TV commercials are the important content of Television about 76% respondents were responded YES and 23% respondents were responded NO. Youth are the daily consumer of TV consuming the TV commercials. TV viewing was second primary activity for the people. (Saxbe, Graesch & Aluik, 2011). Hence, the result of first Research question is proved that youth are the best consumer of Pakistani TV commercials.

The second Research question was drawn by the researcher that Pakistani TV commercials promoting are the Indian cultural values among youth like dressing, dancing and language factors. About 2% respondents (Strongly Disagree), 5.2 % (Disagree), 10% (Neutral), 50.4% (Agree) and 32.4% (Strongly Agree) that TV commercials are changing the dressing style of youth. TV commercials replaced the Pakistani cultural dressing (shalwar and kameez) of youth with the Indian culture dressing about this 2.8% (Strongly Disagree), 4% (Disagree), 9.2 % (Neutral), 45.6% (Agree) and 38.4 % (Strongly Agree). Most of TV commercials of Pakistan are promoting dancing culture among Pakistani youth. 2% (Strongly disagree), 6.4% (Disagree), 22.0 % (Neutral), 49.6%, (Agree) and 20.0% (Strongly agree) and youth are adopting dancing culture in their different events like parties, festivities and functions result shows that 2.4% (Strongly Disagree), 4.4 %

(Disagree) ,15.6% (Neutral), 48.8% (Agree) and 28.8% (Strongly agree). About 5% (Strongly disagree), 2.4 % (Disagree), 17.6% (Neutral), 51.6 % (Agree) and 27.6% were (Strongly Agree) that current Pakistani TV commercials are responsible for changing the language patterns among youth then 8% (Strongly Disagree), 6.8% (Disagree), 20.4 % (Neutral), 40% (Agree) and 32.0% (Strongly Agree) .Pakistani TV commercials are playing an important role in promoting Indian culture among Pakistani Youth, which is harmful for the cultural, social, and moral values of Pakistani youth.( Muhiddin, Zuberi, Khan & Khan, 2018).

Third Research question was about Pakistani TVCs promoting the western culture in Pakistan. 2.8% (Strongly Disagree), 4.8 % (Disagree), 11.6% (Neutral), 38% (Agree) and 42.8% (Strongly Agree) that Pakistani youth are adopting different dressing styles due to the representation of Western culture dressing in Pakistani TV commercials then most of TV commercials of Pakistan are promoting dancing culture among Pakistani youth. 2% (Strongly Disagree), 6.4% (Disagree), 22.0 % (Neutral), 49.6%, (Agree) and 20.0% (Strongly Agree). 8% (Strongly Disagree), 6.8 % (Disagree), 20.4 % (Neutral), 40.0 % (Agree) and 32.0 % (Strongly Agree) that Pakistani TV commercials are replace language with western language style. About Pakistani youth are adopting western culture which is frequently used in Pakistani TV commercials 1.2% (Strongly disagree), 5.2 % (Disagree), 18.8 % (Neutral), 44.0 % (Agree) and 30.8% (Strongly Agree). The relationship between the TV advertisements and social norms is present, TV advertisements changing the norms of our society. The relationship between the TVCs and lifestyle of youth is present that youth is adopting the different culture dressing styles (Akhter ,Abbasi & Umar 2011; Ali & Yousaf, 2017).

## **Conclusion**

Television is the greatest source of entertainment, which give its audience entertainment, Education and information. TV commercials are considered as the most useful content of television. But currently, it is claim that Pakistani TV commercials are changing the Pakistani cultural values and promoting Indian and Western cultural values among Pakistani society. This study aimed was to address the problem that Pakistani TV commercials are not promoting the Pakistani culture and portraying the Western and Indian culture especially among youth. According analysis of the study, the youth are changing their lifestyle due to the Pakistani TV commercials. Youth is adopting Indian and western culture dressing and replace their own cultural dressing (shalwar and kameez). Youth are also adopting the Indian and western culture language style, using Western and Indian culture words which is frequently used in Pakistani TV commercials. The statistical analysis highlights that youth are increasingly adopting dancing culture in their daily lives.. Dancing element among youth is considered as the most important element in their daily life festivities and functions. This is all learnt exactly from this study that Pakistani TV commercials are changing Pakistani cultural values (Dressing dancing and language). The youth of Pakistan is adopting Western and Indian cultural elements dressing, dancing and language in their daily life to make their lifestyle attractive and adaptable through Pakistani TV commercials.

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