

## Gender Stereotypes Changes and Changing Gender Role Behaviors: A Theoretical Perspective

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### Abstract

Many scholars have used social role theory to examine gender stereotypes and changes in gender stereotypes. However, it falls short of having the same explanatory power as persons who engage in gradual cognitive processes that alter gender stereotypes and gender role behaviors. In this perspective paper, we argue that the theory of planned behavior can be used to explain the step-by-step cognitive processes of changing gender stereotypes and changing gender role behaviors. It can further be used to examine whether gender stereotypes have changed. The context we selected for this task is. We used two perspectives in this task and examined Sri Lanka as the context for analysis. In the first perspective, we argue that Attitudes, Subjective Norms, and Perceived Behavioral Control influence the Intentions for Changing Gender Role Behaviors. In the second perspective, we argue that Intentions and Facilitative Conditions for Changing Gender Role Behaviors influence the Changing Gender Role Behaviors. Moreover, each perspective provides directions for future research and implications for the theory.

**Keywords:** *Changing Gender Stereotypes, Changing Gender Role Behaviors, Social Role Theory, Theory of Planned Behavior, Perspectives*

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## Introduction

People who live in society have intrinsic beliefs on what men and women should play in their role performances (Eagly, 1987). Such beliefs are known as gender role attitudes or gender stereotypes. They are made based on the personal attributes of men and women (Bartol & Martin, 1986; Eagly & Karau, 2002; Ragins & Sundstrom, 1989). In particular, men are assertive, independent, rational, and decisive (Hoyt, Simon, & Reid, 2009). In contrast, women intrinsically show concern for others, warmth, helpfulness, and nurturance (Hoyt et al., 2009). Men's inherent characteristics are known as the agency, and the same for women is communion (Eagly, Nater, Miller, Kaufmann, & Sczesny, 2020; Haines, Deaux, & Lofaro, 2016; Kite, Deaux, & Haines, 2008). Thus, men are supposed to play agency-related roles in society, and women play associated communion roles (Haines et al., 2016). These perceptions are the fundamental motivators of human behavior (Bakan, 1966).

However, studies reported that gender stereotypes have changed in the contemporary world (Blau & Kahn, 2006; Eagly et al., 2020a; Mergaert, 2012). Therefore, there are multiple role performances as women do men's work and vice versa (Blau & Kahn, 2006; Mergaert, 2012) while performing the traditional gender roles. Studies conducted on a cross-cultural basis (Brown, 1991; Constantin, 2015; Williams & Best, 1990) in Africa (Bosak, Eagly, Diekmann, & Sczesny, 2018), East Asia (Boehnke, 2011), the Arab world (Sikdar & Mitra, 2012), Europe (Berkery, Morley, & Tiernan, 2013; Boehnke, 2011; Garcia-Retamero, Müller, & López-Zafra, 2011; Lopez-Zafra & Garcia-Retamero, 2012) America (Alfieri, Ruble, & Higgins, 1996;

Beere, King, Beere, & King, 1984; Bem, 1981; Broverman, Broverman, Clarkson, Rosenkrantz, & Vogel, 1970; Deaux & Lewis, 1984; Gill, Stockard, Johnson, & Williams, 1987; Lueptow, Garovich, & Lueptow, 1995; Parelus, 1975; Spence & Hahn, 2016; Twenge, 1997; Zosuls, Miller, Ruble, Martin, & Fabes, 2011) confirm that this change is valid for the world as a whole (Brown, 1991; Constantin, 2015; Inglehart & Baker, 2000) with minor exceptions (Brown, 1991; van de Vijver, 2007).

The social role theory is a well-known theory to address gender stereotypes (Eagly, 1987; Koenig & Eagly, 2014). It postulates that gender stereotypes emerge from people's observations of women and men in their social roles (e.g., mother, employee, wife) (Biddle, 1986; Eagly et al., 2020; Skelly & Johnson, 2011). Specifically, people's behaviors in social roles are believed to be the common traits of that social role (Eagly & Wood, 2012). For example, the mother's child care is supposed to be a common trait. As highlighted in theory, communion and agency are the two common traits. Any social role behavior of men and women is categorized under one of these two categories. For example, knowing a person's social role as a homemaker or employee is more diagnostic in eliciting communal and agentic traits than knowing a person's biological sex (Eagly & Steffen, 1984).

However, since the contemporary world is discussing changing gender stereotypes, there is a question of whether Social Role Theory can still be accommodated to elaborate on the changing nature of gender stereotypes (Eagly & Sczesny, 2019). In social role theory, gender stereotypes are based on social role distribution (Eagly, 1987; Eagly et al., 2020). Consequently, changes in stereotypes would follow from



the changes in social role distribution (Gustafsson Sendén, Klysing, Lindqvist, & Renström, 2019; Haines et al., 2016). In particular, people begin to believe new stereotypical traits corresponding to the changing social role if people's social role is changed. It is, in fact, a change in stereotypes. For example, if a female enters a managerial job, she must demonstrate the typical behavioral traits of the manager. Then people believe that the traits displayed are common to the person who showed them even though the person is a female. Hence, it can be stated that social role theory addresses the changing gender stereotypes (Eagly et al., 2020; Eagly & Sczesny, 2019; Haines et al., 2016; Priyashantha, De Alwis, & Welmilla, 2021a, 2021e, 2021b). However, the explanations offered by the theory are not highly specific or detailed (Ridgeway, 2001) to explain the step-by-step cognitive process of people involved in changing gender stereotypes and thus changing gender role behaviors (Anglin, Kincaid, Short, & Allen, 2022). To fill that gap, we provide the Theory of Planned Behavior to use as a framework to explain such step-by-step cognitive processes of people involved in changing gender stereotypes. Then we can determine whether gender stereotypes have changed or not in a given context. Thus, in this article, we have used Sri Lanka as the context for the analysis.

The Theory of Planned Behavior has the constructs attitude toward the behavior, the subjective norm of the behavior, and the perception of control over the behavior (Ajzen, 1991a; Bhattacharjee, 2012) used for the two perspectives derived in this article. It explains the changing gender stereotypes of people in Sri Lanka, and information help to determine whether gender role behaviors have changed or not. The arguments made in each perspective help to provide future research directions.

However, initially, we give a comprehensive definition of changing gender stereotypes, their origin, and a theoretical overview of the theory of Planned Behavior. The lack of this may confuse the arguments made in this article. Additionally, we offer insights for future research directions for these two perspectives.

The first perspective evaluates the components of Attitudes, Subjective Norms, and Perceived Behavioral Control that influence the Intentions for Changing Gender Role Behaviors. We argue that the attitude component represents the changing gender stereotypes of people, as gender stereotype change is an attitude people hold. Then based on that, we argue that the intentions to change gender roles can be expected. The subjective norm component is represented by the higher expectations of parents and society for females to be involved in income-generating activities. We know that males have to be involved in household activities when females engage in income-generating activities. Then people tend to believe that the traits demonstrated in income-generating and household activities are common to both women and men. That is technically known as changing gender stereotypes. When stereotypes exist, that leads to the intention to change gender role behaviors.

Moreover, the perceived behavioral control, or facilitative conditions (both internal and external), leads to the intention to change gender role behaviors. For example, internal facilitative conditions are the competencies, especially when women have to enter employment. The external facilitative conditions are the various governmental, legal, and institutional arrangements encouraging female employment participation. Based on that, we argue that facilitative conditions



encourage female employment participation, resulting in the intention to change gender role behaviors. However, that has not been tested empirically, providing a direction for future research.

In the second perspective, we argue that the Intentions and Facilitative Conditions for Changing Gender Role Behaviors influence people's Changing Gender Role Behaviors. That is mainly based on the principle that "behavior" is a function of motivation (intention) and the facilitative conditions (perceived behavioral control) of the theory of planned behavior (Ajzen, 1991b). There is very little female engagement in employment concerning the Sri Lankan examples. We expect little evidence of changing gender role behaviors while many men are involved in household activities. Since this has not been empirically tested, this perspective provides a future research direction to test it empirically.

## Changing Gender Stereotypes

Researchers argue that traditional gender roles have evolved into gender stereotypes change (Eagly et al., 2020; Oláh, Kotowska, & Richter, 2018; Priyashantha et al., 2021a; Priyashantha, De Alwis, & Welmilla, 2021c, 2021d; Priyashantha et al., 2021e, 2021b). Researchers have defined it as an equal share of gender roles between men and women (Boehnke, 2011; Marshall, 2005). Such an equal share of gender roles is termed gender role egalitarianism (Boehnke, 2011; Lucier-Greer & Adler-Baeder, 2016; Spence & Hahn, 2016) or androgynous stereotypes (Wienclaw, 2011; Yu et al., 2020). The equal share of gender roles is mainly limited to specific gender roles such as

financial or division of paid labor (Lucier-Greer & Adler-Baeder, 2016), childcare, and household responsibilities in the literature (Marshall, 2005; Walter, 2018). It is believed that such a limitation is not enough to be a universally accepted definition. Notably, "Adopting the culturally defined social role of the opposite biological sex" (Lang, 1998) gives a more detailed description and more comprehensive coverage of the changing gender stereotypes (Priyashantha et al., 2021e). Thus, the latest definition highlights peoples' engagement in different activities while doing traditional gender roles, known as the changing gender stereotypes (Priyashantha et al., 2021e; Priyashantha, De Alwis, & Wlmilla, 2020). (See Table 01 for Definitions and Terminologies ).

Concerning the origin of the gender stereotype change, the major cause affected is women's economic activity participation (Eagly et al., 2020; Haines et al., 2016). Notably, that has been backed by the factors such as social and economic developments taking place (Attanapola, 2004; Boehnke, 2011; Eagly et al., 2020; Zosuls et al., 2011) and the structural changes made (welfare and dual-earner policy configurations) to a reduction in the gender gap in employment (Mergaert et al., 2013) in most of the countries. In addition, simultaneous initiatives taken by the United Nations for women (human rights, gender equality, non-discrimination, and women in development programs) have also promoted women's economic activities in most countries (Benería, Berik, & Floro, 2015). Then, one of the significant impacts of these women's economic activities has been the changes in family patterns (Oláh et al., 2018).



**Table 01: Changing gender stereotypes definitions and terminologies**

Author/s and Year	Terminology	Definition
(Kalin & Tilby, 1978)	Descriptive beliefs	The descriptive beliefs about gender characteristics and differences compared to the beliefs prescribed by the society
(O’Neil, Fishman, & Kinsella-Shaw, 1987).	Gender role attitude transitions	Gender role transitions are events and nonevents in a person’s gender role development process, stimulating changes in gender-role values and self-assumptions.
(Beere et al., 1984)	Sex-role egalitarianism	An attitude causes one to respond to another individual independently of the other individual’s sex.
(Lang, 1998)	Exchanging culturally- ascribed gender roles to one’s sex	The adoption of the culturally defined social role of the opposite biological sex.
(Boehnke, 2011; Kidder, 2015; Lucier-Greer & Adler-Baeder, 2016; Marshall, 2005; Walter, 2018)	Egalitarian attitude (Equal partnership of gender roles)	The attitudes favor an equal/fair distribution of roles among women and men.
(Hawke, 2007)	Reversing gender stereotypes	The husband’s role as a working farmer and the wife’s role of caregiving is now changing and revering
(Anderson et al., 1998; Bem, 1981; Wienclaw, 2011; Yu et al., 2020)	Androgenous stereotypes	It is an attitude of a person who has a high degree of both feminine (expressive) and masculine (instrumental) trait ascriptions
(Eagly et al., 2020)	Gender Stereotype Change	People’s attitudes towards engagement in different activities while engaging in traditional social roles.

Source: Authors’ Construct, 2022

Afterward, reduced couple relationships, decreasing fertility rates, and women’s economic liberation (Becker, 1991) have resulted. These outcomes have further encouraged female economic activity participation. Moreover, labor market developments, rising educational demands, and greater flexibility of work arrangements also increased women’s

economic activity participation (Oláh et al., 2018). Thus, female economic activity participation has been the primary factor causing the changing the gender stereotypes of both men and women over time across different countries in the world (Brandth, Halrynjo, & Kvande, 2017; De Silva & Priyashantha, 2014; L. Mergaert et al., 2013; Oláh et al., 2018).



## Theory of Planned Behavior

The Theory of Planned Behavior is a prominent theory for predicting human behavior (Ajzen, 1991a). It is based on the principle that people make reasoned decisions for enacting certain behaviors after evaluating the information available (Ajzen, 1991a; Dziedzic & Hammond, 2010). The theory presumes that a person's particular behavior is based on that person's intentions regarding that behavior, which is a function of attitude toward the behavior, subjective norm of the behavior, and perception of control over the behavior (Ajzen, 1991a; Bhattacharjee, 2012). Attitude is the overall positive or negative feelings, values, or beliefs about the consequences of a particular behavior (Bhattacharjee, 2012). The subjective norm refers to how a person is expected to behave by others. It means the perceived social pressure to perform or not perform a specific behavior (Ajzen, 1991b). Finally, behavioral control is one's perception of internal or external controls constraining the behavior (Ajzen, 1991b). For example, internal control may include the person's ability to perform the intended behavior (self-efficacy)(Bhattacharjee, 2012). In contrast, external control refers to the availability of external resources needed to complete the behavior (Bhattacharjee, 2012).

The theory has been widely used in many situations where intention or intention changes lead to behavior or behavior changes (Hardeman et al., 2002). Since the Changing Gender Stereotype represents a cognitive change in people about the gender roles to be played, this theory is ideal for explaining the process. Thus selecting this theory is quite substantial to justify the Intention (Changing Gender Stereotypes) to lead to behavior performing Changing Gender Roles) of

People. In each of the following perspectives, each component of the TPB is taken to analyze how the changing gender stereotypes people form and such stereotypes influence changing gender role performances.

## The Context for Analysis: Sri Lanka

Sri Lanka is an island with 21.9 million people (mid-year-2020) in 65610 square kilometers. It is located in South Asia, neighboring India in the Indian Sub-continent. The 30-year civil war hindered the development of Sri Lanka. However, since the war ended in 2009, the renaissance of economic development has fueled plenty of sound policies. Even though the growth slowed in the last five years, Sri Lanka's economy grew at an average of 5.6 percent from 2010 to 2018 (World Bank, 2019). The reported Gross Domestic Product for 2018 was US\$ 88.9 Billion (Central Bank of Sri Lanka & Census and Statistics Department, 2019). Sri Lanka is now a middle-income country with a GDP per capita of US\$ 4,102 (2018) (Central Bank of Sri Lanka & Census and Statistic Department, 2019; World Bank, 2019). Regarding the Social indicators, Sri Lanka is in the 71<sup>st</sup> place on Human Development Index (0.780) for 2019 (Mudalige, 2019; United Nations Development Program, 2019). Sri Lanka has an 8.5 million labor force where the labor force participation rate is 52.3% (Department of Census and Statistics, 2019). Moreover, the employment rate is 95.7%, and the unemployment rate is 4.3% (Central Bank of Sri Lanka & Census and Statistic Department, 2019).

## Perspective 1: Attitudes, Subjective Norms, and Perceived Behavioral Control influence the



## **Intentions for Changing Gender Role Behaviors.**

The attitude represents the feelings, values, or beliefs about the consequences of a specific behavior. When people have positive feelings, values, or beliefs about a particular behavior, they have intentions for that behavior. As the name implies, gender stereotypes are gender role beliefs of people, which counts for the term attitude. Thus, men are considered assertive, independent, rational, competitive, and decisive, while women are believed to show concern for others, warmth, helpfulness, and nurturance (Hoyt et al., 2009). The former is the agency, and the latter is known as communion (Koenig & Eagly, 2014; Priyashantha et al., 2021e). Then, people believe that men are agentic and women are communal (Eagly, 1987; Hoyt et al., 2009). Thus, people believe that men should play the breadwinners' role while women should play the caretakers' role in the family (Priyashantha et al., 2021d, 2021e). However, this attitude has been transformed into more egalitarian gender role attitudes where both men and women are believed to be agentic and communal (Boehnke, 2011). It implies that people think it does not matter when both men and women play the breadwinner and caretaker roles while performing their traditional roles (Priyashantha et al., 2021e). This kind of attitudinal transformation is mainly due to the increasing opportunities for women in higher education and income-generating activities, thus increasing men's participation in family-related tasks (Fernández-Alonso & Gaspar, 2018). Concerning the literature, in some applications, it may be found that only attitudes significantly impact intentions (Ajzen, 1991b). In line with that, such attitudinal transformations help people form the intentions to demonstrate both

agency and communion traits (Priyashantha et al., 2021e). In other words, it can be referred to as intentions to change gender stereotypes.

In the Sri Lankan context, it is apparent that the female labor force participation rate has increased. It is mainly due to female education attainment (Arunatillake, 2017) in the primary (Department of Census and Statistics, 2017), secondary, and tertiary education systems (Asian Development Bank, 2015). The increased female economic activity participation has decreased the fertility rate (Madurawela, 2014). It has further enabled females to increase their involvement in labor supply activities (Arunatillake, 2017). Then, it is evident that, in men's 72 % employment participation, more men (59.7%) in Sri Lanka participate in housework and care work activities (Department of Census and Statistics, 2017). As the theory of planned behavior predicts the behavior as a function of the intentions or motivations, we can infer that such behaviors result from changing gender stereotype intentions. However, despite such statistics, no empirical studies on changing gender stereotypes impact changing gender roles. Therefore, this provides a direction for future researchers.

The Subjective Norm of the Theory of Planned Behavior refers to people's behavioral intention in a certain way based on the expectations of others (Ajzen, 1991). As parents influence children's socialization to gender roles (Mesman & Groeneveld, 2018), parental gender expectations model children's gender role attitudes (Samari & Coleman-Minahan, 2018). For example, children of working parents have more intentions to demonstrate the same behaviors as their mothers and fathers did (Boehnke 2011). Thus, children tend to



hold the same gender attitudes when their parents hold “changing gender roles.” If most parents in a country start thinking like this, society expects others to demonstrate the changing gender roles (Marks, Lam, & McHale, 2009). In other words, it means that society eliminates attitudes of gender-segmented role behaviors as the mother does the caretaker’s role and the father does the breadwinner’s role.

Notably, in Sri Lanka, the traditional gender role of a wife was to play roles like staying at home, keeping the house, rearing children, etc. (Jayaweera et al., 1975). Nowadays, female child in Sri Lanka is given higher priority (more resources allocated) for their education (Ariyawansa, 2013) and are prepared for the future as male counterparts by their parents. Most parents in Sri Lanka now agree that their limited resources must anyway invest in education for their daughters rather than prefer to save for a dowry (Wickramagamage, 2012). This norm is further reflected by the higher female student population (50.4%) in schools (Ministry of Higher Education, 2017) and the high rate of female (58%) enrollment in public universities (Wickramagamage, 2012), and higher female representation (65.8%) in professionals (Arunatillake, 2017) in Sri Lanka. This information proves that others highly expect females’ behavior in employment and income-generating activities. As females’ economic activity participation is the leading cause of changing gender stereotypes (Eagly et al., 2020; Haines et al., 2016), the intentions for changing gender stereotypes of both men and women in Sri Lanka are then likely. However, there is limited empirical evidence in Sri Lanka and even in the western context to prove this impact on the intentions for changing gender roles. Therefore, this also provides a direction for future researchers.

The third component of the Theory of Planned Behavior is perceived behavioral control. It consists of internal and external behavioral control (Bhattacharjee, 2012). Internal behavioral control refers to the abilities and capacities to perform the behavior (Bhattacharjee, 2012). Since we are talking about the intention that takes place before the behavior in the theory of planned behavior (Ajzen, 1991b), there is evidence that intention is supported by abilities and capacities (Ajzen, 1991b; Ryan & Deci, 2000). Thus, many sociologists say that more and more women are now taking over the jobs traditionally held by men since they are educated, confident, self-resilient, and skilled (Rana, Ardichvili, & Tkachenko, 2014). To confirm this, Sri Lanka has sufficient evidence. For example, females have higher performance in public examinations (Arunatillake, 2017) and a higher enrollment rate for universities and non-vocational tertiary education than males (Arunatillake, 2017; Wickramagamage, 2012). They have finally resulted in the highest rate (65.8%) of females as professionals in Sri Lanka (Arunatillake, 2017). This situation means that professional females have succeeded in their careers through tough competition with their male counterparts (Rana et al., 2014). Medical advancements like contraceptive pills have also helped females delay child-making (Berridge, Penn, & Ganjali, 2009). It represents the declining fertility rate in Sri Lanka over the last 40 years (Madurawela, 2014).

The external control of the perceived behavioral control in the Theory of Planned Behavior refers to the facilitative conditions or resources available to demonstrate the behavioral intention or behavior (Bhattacharjee, 2012). There are various examples in Sri Lanka of the





conducive conditions in which females' economic activity participates. Equal education access (Arunatillake, 2017; Asian Development Bank, 2015; Wickramagamage, 2012; World Bank, 2018), equal treatment under the general law, providing inheritance rights, guaranteeing fundamental rights, and non-discrimination on the grounds of sex (Asian Development Bank, 2015; Jayatilake, Kumara, Withanage, & Fernando, 2013) are some of them. Providing legal facilities for females for; working outside the home, engage in financial transactions, or obtaining credit in Sri Lanka (Asian Development Bank, 2015) is also facilitative. In addition, the labor law provides female privileges such as maternity leave, terms, and conditions (Shop and Office Employees Act No.15 of 1954), health, safety, welfare, etc., (Factories Ordinance No.45 of 1942). The Penal Code provides coverage for women against criminalizing incest, sexual abuse, and harassment (Asian Development Bank, 2015).

Moreover, to cover the females in the informal sector, government budget financing and micro-credit facilities are given to promote women's self-employment and entrepreneurship (Asian Development Bank, 2015). The establishment of the Foreign Employment Bureau focuses on low-skilled females in the domestic sector to participate in economic activities through migration to Middle-East countries. All these are examples of facilitative conditions.

Regarding the perceived behavioral control of the Theory of Planned Behavior, or facilitative conditions in specific terms, Sri Lanka is a place that gives more support for females to gender equality in economic activities. Hence, these opportunities create intentions for economic activity

participation, resulting in the intentions for gender role behavioral changes. Moreover, these arguments have not been tested empirically. Thus future researchers can take this perspective into more empirical research.

## **Perspective 2: Intentions and Facilitative Conditions for Changing Gender Role Behaviors Influence the Changing Gender Role Behaviors**

The theory of planned behavior argues that behavior is a function of motivation (Intention) and facilitative conditions (Perceived behavioral control) (Ajzen, 1991b). Moreover, the intention is derived from all the Attitudes, Subjective Norms, and Perceived Behavioral Control (Ajzen, 1991b). Regarding gender stereotypes, perspective 1 highlighted how changing gender stereotypes (attitude), the subjective norm of the parents and society for gender role behaviors, and the facilitative conditions for changing gender role behaviors influence intentions for changing gender role behaviors. In this perspective, we discuss how those intentions for changing gender role behaviors and facilitative conditions for changing gender role behaviors influence the changing gender role behaviors.

Sri Lanka has given its people equal access to education and health (Asian Development Bank, 2015). Thus, the women in Sri Lanka have taken advantage of it, apparent in the higher female enrolment rates in tertiary educational institutions (Arunatillake, 2017, Wickramagamage, 2012). Moreover, as noted in perspective 1, women have more facilitative conditions to enter labor supply activities. However, Sri Lanka has a high gender gap in the employment



participation rate (male 73% and female 34%) (Department of Census and Statistics, 2019). That gender gap precisely has derived from the low female employment participation rate. Hence it can be predicted that the changing gender role behaviors of Sri Lanka can become possible with such a low female employment participation rate. Because as the literature highlights, such a prediction can be made by basing the notion of changing gender stereotypes created when females participated in employment and income-generating activities (Bosak et al., 2018; Eagly et al., 2020; Eagly & Wood, 2012; Priyashantha et al., 2021d, 2021e). However, a high rate of male household care activities (communion traits) participation (59%) in Sri Lanka (Department of Census and Statistics, 2017) implies that most men have changed their traditional gender role behaviors. Based on that, we can argue that Sri Lanka has people, to some extent, who have changed their traditional gender role behaviors. However, that has not been tested empirically, providing a direction for future researchers. Except, as in perspective 1, we knew that there were many examples in Sri Lanka of changing the gender role intentions of people.

## Conclusion

Changing gender stereotypes is a hot topic among researchers in today's context almost everywhere. It has evolved from gender stereotypes. The gender stereotypes, researchers have tended to use social role theory to provide a theoretical

ground. When gender stereotypes have evolved into changing gender stereotypes, researchers argue that the Social Role Theory can also explain the changes in gender stereotypes. We know that stereotypes or attitudes impact behavior. The social role theory does not explain the step-by-step cognitive processes of people involved in changing gender stereotypes and changing gender role behaviors. Moreover, theory cannot be applied to determine whether gender stereotypes exist or not in a society.

Hence, in this perspective paper, we argue that the Theory of Planned Behavior is an excellent framework to examine whether gender stereotypes have changed or not. By taking Sri Lanka as the context, we provide theoretical explanations for the components of the theory of planned behavior and examine whether peoples' gender stereotypes have changed or not. In this evaluation, we use two perspectives for that. In the first perspective, we argue that Attitudes, Subjective Norms, and Perceived Behavioral Control influence the Intentions for Changing Gender Role Behaviors. Also, in the second perspective, we discuss Intentions and Facilitative Conditions for Changing Gender Role Behaviors influence Changing Gender Role Behaviors. In each perspective, we provide directions for future research as well. These two perspectives offer implications that the theory of planned behavior is suitable for explaining and understanding the phenomenon of changing gender stereotypes and changing the gender role behavior of people.



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