The Link between Prosocial Behaviour and Personality Traits: An Empirical Study

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ABSTRACT:

In recent years "prosocial behaviour and personality traits" have achieved considerable scientific attention. This research paper is concentrating on estimating the link between prosocial behaviour and personality traits. This study desires to describe the contribution of "socially desirable responding (SDR)" to create a clear perspective between "religiosity and moral self-image". The literature review section has engaged with the identification of prosocial behaviour and personality traits, understanding the connection between both of them, and establishing an elaboration on the way prosocial behaviour and personality traits influence empathy. The researcher has decided to collect relevant and valuable data based on the "secondary quantitative data collection method". In order to analyse the data and interpret the secondary quantitative data which are collected through governmental websites, and other reliable links, SPSS software has been used. The prosocial behaviour and personality traits management process has become difficult for everyone in this recent era. Thus, due to creating a perfect empathy goal, there needs to be a perfect bond between prosocial behaviour and personality traits.

Keywords: prosocial behaviour, personality traits, empathy, social identity, personality mange, self-image.

INTRODUCTION:

1.1 Background of the study

In order to develop well-being in the present society, it is very important to recognise which elements predict prosocial behaviour as well as personality traits. Accompanied by establishing prosocial behaviour in an individual such as contextual, emotional, and other existing cognitive factors, the personality traits can be modified well. Due to living in society, the adoption of positive behaviour and traits is essential to gain social value and influence others. It can serve an individual long-term orientation, emotional intelligence power, individual cultural knowledge, and other important elements that can be marked as a positive influence of the human development process. Different levels of prosocial behaviour are available to shape and create positive personality traits (Thielmann, Spadaro, & Balliet, 2020). All the connections between prosocial behaviour and personality traits will be described in a detailed manner in the below section.

1.2 Aim and objectives

The aim and objectives that have been selected by the researcher are:

- To understand the impact of prosocial behaviour and personality traits individually in society

- To establish the link between prosocial behaviour and personality traits

- To evaluate the way of influencing empathy with the assistance of prosocial behaviour and personality traits

LITERATURE REVIEW:

2.1 Review of Prosocial Behaviour and Personality traits

"Prosocial Behaviour" refers to the manners by that an individual can be able to benefit others. It includes comforting, consoling, helping, donating, sharing, and cooperating to keep motivating others. As stated by Gerbino et al. (2018), this is a voluntary approach that is engaged in improving the well-being of others by contributing to the requirements. Adopting this element in an individual becomes able to protect someone from any kind of possible harm. Based on an "evolutionary perspective" it can be stated that it is a process under biological adaptation that can help an individual to live in society. As this adoption is profitable for both emotional and social proficiency, this development has been identified as highly essential to make a better personality to create own value in society as well as among others.

On the other hand, "personality traits" refers to the reflection of an individual's distinguishing figures. It includes feelings, thoughts, and behaviour that are able to influence stability and continuation. As opposed to Bucher et al. (2019), "personality traits" highlights that someone is creative, outgoing, responsible, and emotional which represent the recognition tools. Thus, there are main five vital personality traits presented to describe human nature such as "conscientiousness", "openness", "neuroticism", "agreeableness", and "extroversion". This is one of the effective identical tools that can make differ one individual to another. It is also a great leading element to live in the current society and gain respect from others. Thus, based on the situation, personality traits can be changed which also need to be focused well.

2.2 Relationship between Prosocial Behaviour and Personality traits

"Personality traits" are inner features of an individual that can help human beings to improve their own image in front of society. Both "prosocial behaviour and personality traits" are inter-connected as prosocial behaviour is dependent on personality traits. In the words of Donald et al. (2019), to promote social relationships positive, there are essential to have better personality traits that automatically express prosocial behaviour. Prosocial behaviour never can be measured or educated if the personality traits remain negative. Maintaining

prosocial behaviour, especially in front of others is highly crucial as it can create an impression either positive or negative. It may indicate positive social skills or negative or weak social skills which are vital to shaping a human being's image in the current society. Basically, prosocial behaviour is considered a challenging area of study as maximum times it becomes difficult to recognise its importance among societal approaches.

Every single personality traits are an indication of the nature of prosocial behaviour. Personality traits are internal factors that are helping in conducting thinking and emotional activities which are represented as displays to act pro-socially. According to Columbus (2021), personality traits positively continuously influence the prosocial factors to create a social background for an individual. It is very important to concentrate on the improvement of personal traits and prosocial behavioral practices to influence others easily. In leading any business or social meetings, the adoption of positive pro-social behaviour has a great impact to sustain the motive for a long-term issue. It not only serves profit for the business leaders but also can create a sustainable background for any human being to be recognised easily and being remained by society. Since both "prosocial behaviour and personality traits" are dependent on each other, following the rules associated with it is remaining useful in the case of the desire of achieving success.

2.3 The way Prosocial Behaviour and Personality traits are influencing empathy

Prosocial behaviour is conscious of profit otters rather than oneself and it is emphatically connected to personal traits such as honesty-humility, and agrreableness. As per the view of Marshall et al. (2020), empathy shows the natural capability to distinguish and be thoughtful of the emotional conditions of others. It is something that is able to play the role of a motivator of caring for the well-being of others. It is very common that if an individual shows the society and treats society with prosocial behaviour, empathy will automatically create by other side. It is identified as a kind of motivating approach and caregiving behaviour that is highlighting an individual's personal traits which is essential to create as well as increase social value and sustains it for a long-term issue.

In order to absorb positive personal traits, there are required positive cognitive characteristics, social support, and interpersonal trust. As observed by Cao et al. (2020), the prosocial drive is accomplished in the case of "an empathic response" and is incorporated with a particular influencer to act to achieve something that is set from the previous time. However, due to a lack of motivation, empathy could not be generated in any human being. Thus, empathy is also dependent on social structure and social situation to transform any individual's personal traits to make beneficial prosocial behaviour. Due to generate a higher level of empathy, it is crucial to focus greater attention on others' feelings. Following the requirements of others, the majority of times, personal traits and prosocial behaviuor have become interchanging to create empathy in society that can help an individual in living in the society.

2.4 Theoretical perspective

Both "prosocial behaviour and personality traits" are highly essential to secure social values and social respect. Accompanied by the adoption of an effective theory the potentiakl can be protected well. The *"Kohlberg's Theory of Moral Development"* can be proved as an influential tool to improve morality. As opined by Hafeez et al. (2020), this theory conveys six different stages and every stage keeps a specific developmental area. It includes "obedience and punishment", "self-interest", "interpersonal accord and conformity", "authority and maintaining social order", "social contract", and "universal ethical principles". All stages are very crucial to support the human development process to make the perfect developer of personality traits. Observing the moral needs and social structure, an individual can easily adopt prosocial behaviour to improve personality traits. In order to better understand social needs and personal behaviour, this theory can help an individual to measure the limit and improve the required moral development process.

An individual can understand the need for prosocial behaviour and identify the difference between good and bad and also improve the decision-making process. As per the view of Yasarturk & Kucukturan (2022), in the moral development process, pre-conventional morality is identified as the primer stage that helps to recognise the basic requirements. Following this theory, an individual also can gain cross-culture behaviour which also can serve as a better approach to secure future growth processes. Improving self-belief, this theory is also helpful in creating the right decision for anything. People can become more confident to emphasise their thinking process to make something effective. Strengthening trust is the main intention of this theory that not only helps in developing personality traits but also increases prosocial behaviour to enhance future development growth.
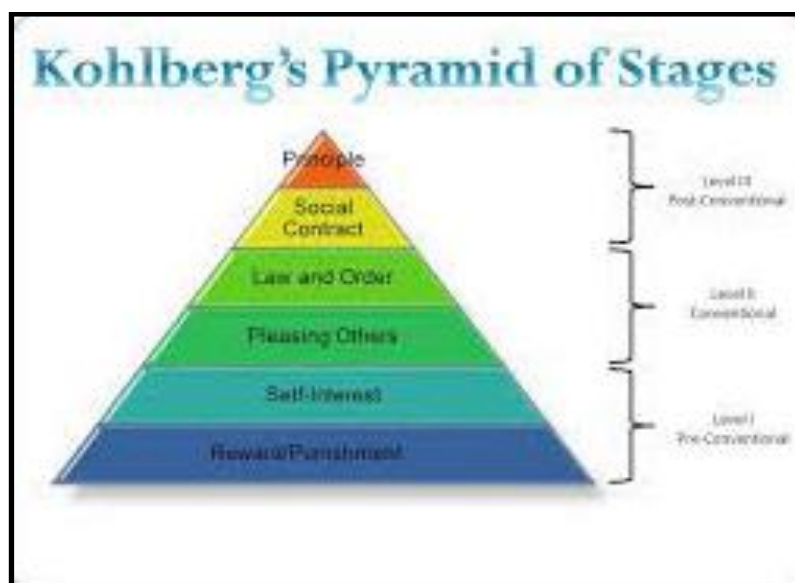

Figure 2.4.1: Kohlberg's Theory of Moral Development

(Source: Influenced by Hafeez et al. 2020)

2.5 Literature gap

Appropriate steps have been taken for conducting this study, but some limitations affected the study significantly. The research study bears some gaps due to a lack of sufficient money and time; the researcher could not support the process of research in a far better way about the relationship between prosocial behaviour and personality traits.

METHODS:

Methodology decides the right tools to conduct any specific research process to assemble the relevant data and information related to the research topic. In order to lead this research paper, the researcher has found *"positivism research philosophy"* is the most effective among other existing research philosophies. As stated by Bhatta (2018), generalising the objective data, this research philosophy is able to show the required trends and patterns to present the reliability of the research variables. In addition to this, in preparing an effective and valuable conclusion, the researcher has adopted an *"inductive research approach"*. This approach is able to allow stretching and also support the new theoretical generation. A *"descriptive research design"* also helped the researcher to keep comprehensive and external validity balanced of data of the research topic. It uses a wide range of methods for data collection, such as case study, observational, and survey methods.

Apart from this, a *"primary data gathering technique"* has been selected by the researcher to get more reliable and accurate data. According to Wang et al. (2019), it can make the data and information reliable as it comes from a direct source which is not possible to imitate. In order to collect the data the researcher has decided to use *"IBM SPSS Software"* by using *Excel sheet* as it is able to data management processes and serve dynamic outcomes. In this section, leading the survey process the researcher has selected *101 participants* who have knowledge regarding the research subject. Besides this, *"10 close-ended questions"* have been prepared to obtain the answers. In order to store the data, this process is reliable and by getting useful tables and graphs the data analysis process has become more flexible and understandable. Moreover, selected all research tools have been identified as helpful in leading this research work by generating the right data and information from fresh resources.

RESULTS AND DISCUSSION:

4.1 Results

Frequency table

Statistics

		1. Age group	1. Gender	3. Prosocial behaviour and personality traits have achieved considerable scientific attention	4. The adoption of positive behaviour and traits is essential to gain social value and influencing others	5. Prosocial behaviour is capable to shape and creating positive personality traits	6. Personality traits are the influential key tool to secure future goals	7. Personality traits are continuously enhancing the possibility of the process of adoption of cross-cultural behaviours	8. Accompanied by better personality traits social relationships can promote positive vibes	9. Every human being is concerned about the improvement of prosocial behaviour by polishing personality traits	10. Prosocial behaviour and personality traits are influencing empathy to secure social value for a long-term issue
N	Valid	101	101	101	101	101	101	101	101	101	101
	Missing	0	0	0	0	0	0	0	0	0	0
Mean		1.47	.51	2.95	2.65	2.55	3.09	2.95	2.43	2.31	2.93
Median		1.00	.00	4.00	3.00	2.00	4.00	3.00	3.00	2.00	4.00
Mode		1	0	4	4	4	4	4	3	4	4
Std. Deviation		.955	.576	1.359	1.431	1.300	1.281	1.203	1.314	1.488	1.275
Variance		.911	.332	1.848	2.049	1.690	1.642	1.448	1.727	2.215	1.625
Minimum		0	0	0	0	0	0	0	0	0	0
Maximum		3	2	4	4	4	4	4	4	4	4
Sum		148	52	298	268	258	312	298	245	233	296

Figure 4.1.1: Frequency table

(Source: SPSS)

Measuring the frequency of the research variables, a statistic table is very useful in SPSS software. Basically, "mean value" and "median value" are the main components that are showing the frequencies (Rinott et al. 2018). In the above table, the "mean value" of the research variables has become *1.47, 0.51, 2.95, 2.65, 2.55, 3.09, 2.95, 2.43, 2.31,* and *2.93*. Along with this, the "median value" of the research variables has become *1, 0, 4, 3, 2, 4, 3, 3, 2,* and *4*. These values specify that there is a positive relationship among research variables.

Descriptive statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
1. Age group	101	0	3	1.47	.955
1. Gender	101	0	2	.51	.576
3. Prosocial behaviour and personality traits have achieved considerable scientific attention	101	0	4	2.95	1.359
4. The adoption of positive behaviour and traits is essential to gain social value and influencing others	101	0	4	2.65	1.431
5. Prosocial behaviour is capable to shape and creating positive personality traits	101	0	4	2.55	1.300
6. Personality traits are the influential key tool to secure future goals	101	0	4	3.09	1.281
7. Personality traits are continuously enhancing the possibility of the process of adoption of cross-cultural behaviours	101	0	4	2.95	1.203
8. Accompanied by better personality traits social relationships can promote positive vibes	101	0	4	2.43	1.314
9. Every human being is concerned about the improvement of prosocial behaviour by polishing personality traits	101	0	4	2.31	1.488
10. Prosocial behaviour and personality traits are influencing empathy to secure social value for a long-term issue	101	0	4	2.93	1.275
Valid N (listwise)	101				

Figure 4.1.2: Descriptive statistics

(Source: SPSS)

"Descriptive statistics" are also important to explore the basic characteristics of any particular research topic. As opposed to Kaur, Stoltzfus, & Yellapu (2018), summarising the collected data this table is an effective table that is mainly depends on the "standard deviation" values. The "standard deviation" values of the above table are *0.955, 0.576, 1.359, 1.431, 1.300, 1.281, 1.203, 1.314, 1.488,* and *1.275*. It defines that every individual research variables were accurate and valid to lead the entire research process.

Bar chart exploration
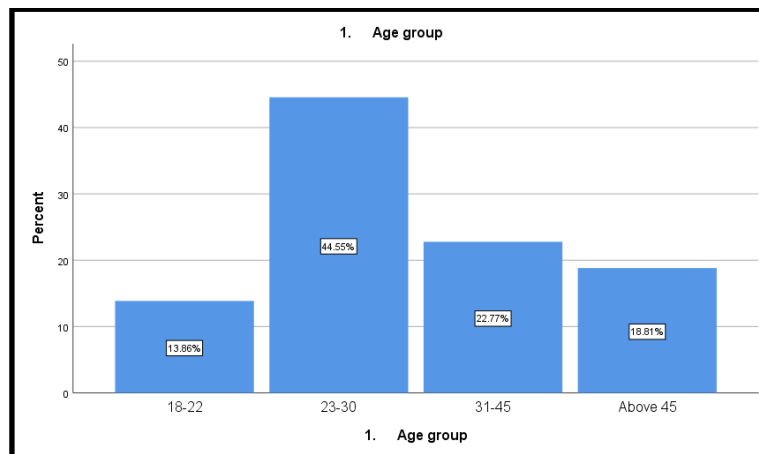
Figure 4.1.3: Age group

(Source: SPSS)

During the survey the developer has set four age groups to divide the large size population. The first age group of "18 to 22 years" remains at *13.86%* of participants, the second group of "23-30 years" remains at *44.55%* of participants, the third group of "31-45 years" remains at *22.77%*, and the fourth group of "above 45 years" remain *18.81%* of participants. The maximum number of participants belongs to the second group of "23-30 years" which shows "23-30 years" people are more concerned about prosocial behaviour and personality traits.
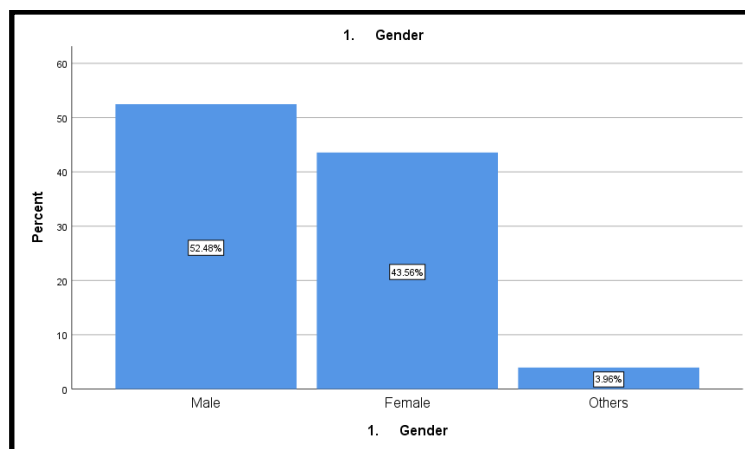
Figure 4.1.4: Gender Group

(Source: SPSS)

The developer has allowed every gender to participate in the survey which contains three sections. The "male group" remains at *52.48%*, the "female group" remains at *43.56%*, and the "other group" remains at *3.96%*. This result defines that males are more knowledgeable about prosocial behaviour and personality traits to increase social value.
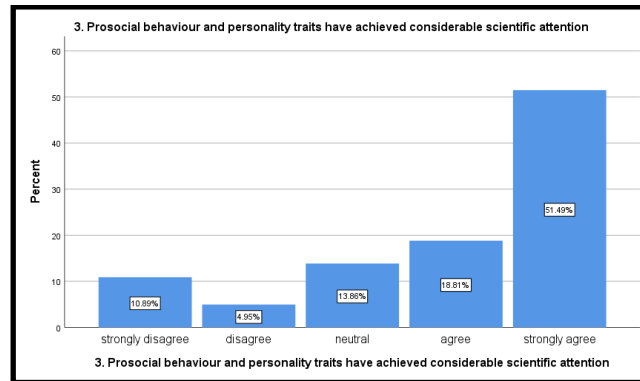
Figure 4.1.5: Prosocial behaviour and personality traits have achieved considerable scientific attention

(Source: SPSS)

According to the above graph, it has been seen that *51.49%* of survey members "strongly agreed" therefore *18.81%* of members "agreed" that "prosocial behaviour and personality traits" have achieved considerable scientific attention. *13.86%* of members remain neutral as they are not able to answer it. Conflicting, *4.95%* of members "disagreed" and *10.89%* of members "strongly disagreed".
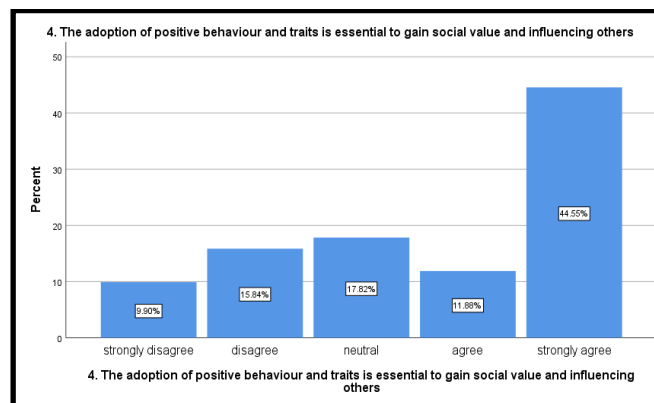
Figure 4.1.6: The adoption of positive behaviour and traits is essential to gain social value and influencing others

(Source: SPSS)

The second statement of "the adoption of positive behaviour and traits is essential to gain social value and influencing others" *44.55%* of members "strongly agreed" and *11.88%* of members "agreed". *17.82%* of members have limited knowledge as they remain neutral. In opposition, *15.84%* of members "disagreed" and *9.90%* of members "strongly disagreed".
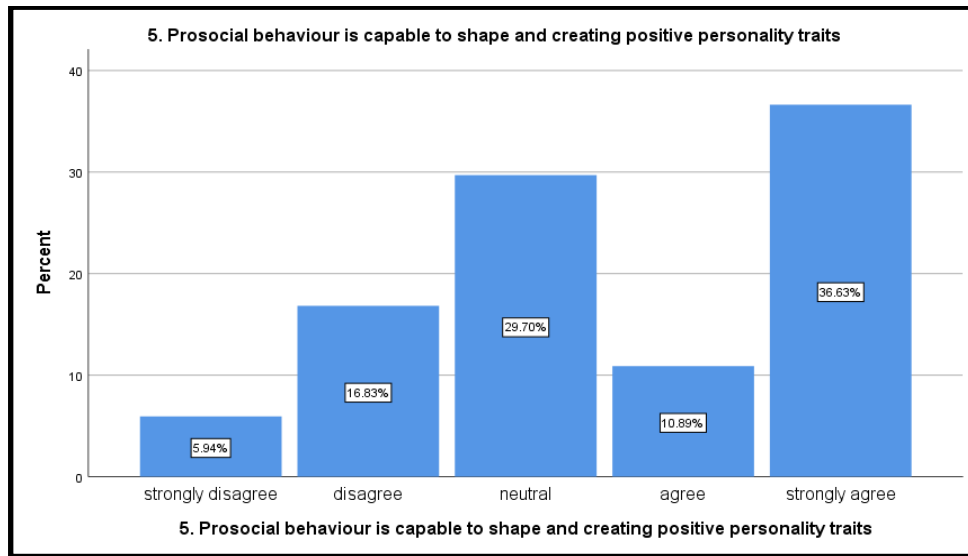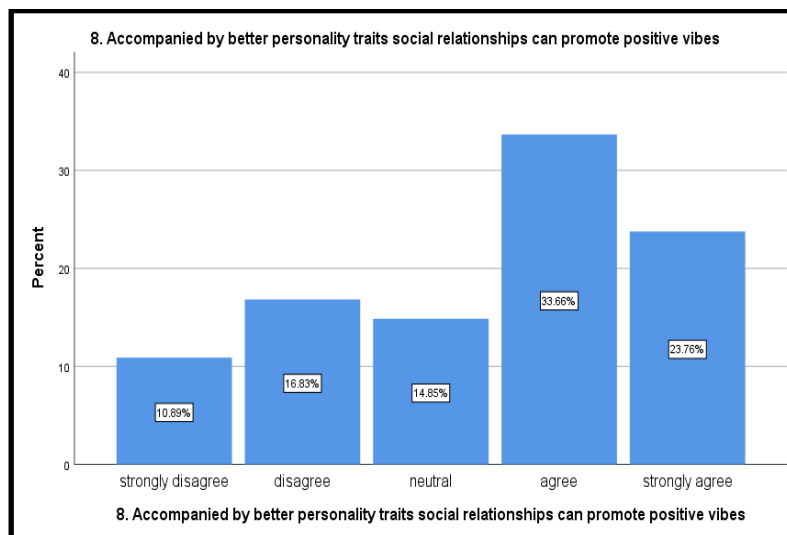
Figure 4.1.7: Prosocial behaviour is capable to shape and creating positive personality traits

(Source: SPSS)

In this statement, *36.63%* of members "strongly agreed" and *10.89%* of members "agreed". Due to having limited ideas, *29.70%* of members remain neutral whereas *16.83%* of members "disagreed" and *5.94%* of members "strongly disagreed".
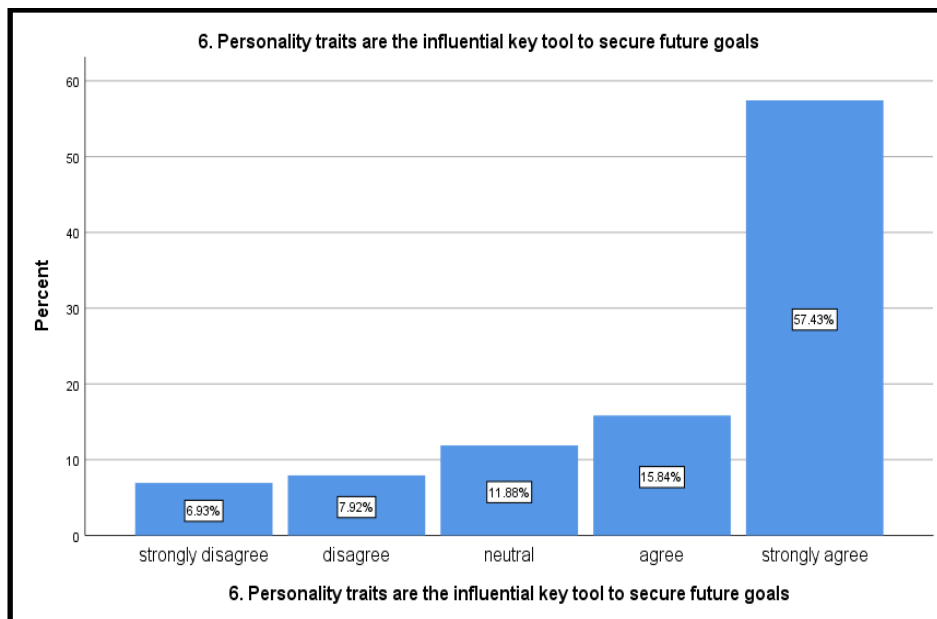
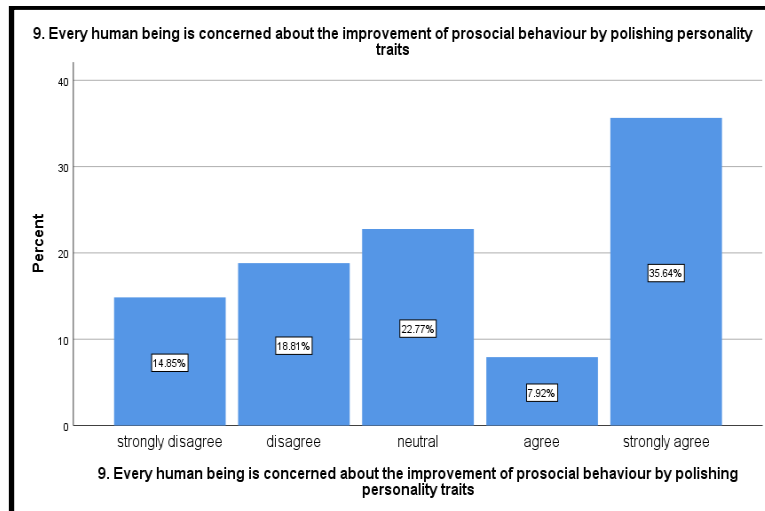Figure 4.1.8: Personality traits are the influential key tool to secure future goals

(Source: SPSS)

According to the above graph, it has been seen that *57.43%* of survey members "strongly agreed" therefore *15.84%* of members "agreed" that personality traits are the influential key tool to secure future goals. *11.88%* of members remain neutral as they are not able to answer it. Conflicting, *7.92%* of members "disagreed" and *6.93%* of members "strongly disagreed".
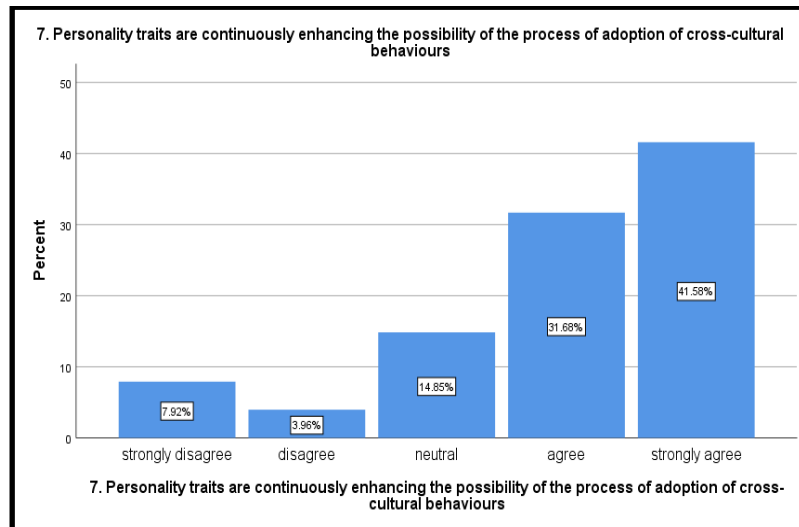
Figure 4.1.9: Personality traits are continuously enhancing the possibility of the process of adoption of cross-cultural behaviours

(Source: SPSS)

The fifth statement of "personality traits are continuously enhancing the possibility of the process of adoption of cross-cultural behaviours" *41.58%* of members "strongly agreed" and *31.68%* of members "agreed". *14.85%* of members have limited knowledge as they remain neutral. In opposition, *3.96%* of members "disagreed" and *7.92%* of members "strongly disagreed".

Figure 4.1.10: Accompanied by better personality traits social relationships can promote positive vibes

(Source: SPSS)

In this statement, *23.76%* of members "strongly agreed" and *33.66%* of members "agreed". Due to having limited ideas, *14.85%* of members remain neutral whereas *16.83%* of members "disagreed" and *10.89%* of members "strongly disagreed".

Figure 4.1.11: Every human being is concerned about the improvement of prosocial behaviour by polishing personality traits

(Source: SPSS)

According to the above graph, it has been seen that *35.64%* of survey members "strongly agreed" therefore *7.92%* of members "agreed" that every human being is concerned about the improvement of prosocial behaviour by polishing personality traits. *22.77%* of members remain neutral as they are not able to answer it. Conflicting, *18.81%* of members "disagreed" and *14.85%* of members "strongly disagreed".
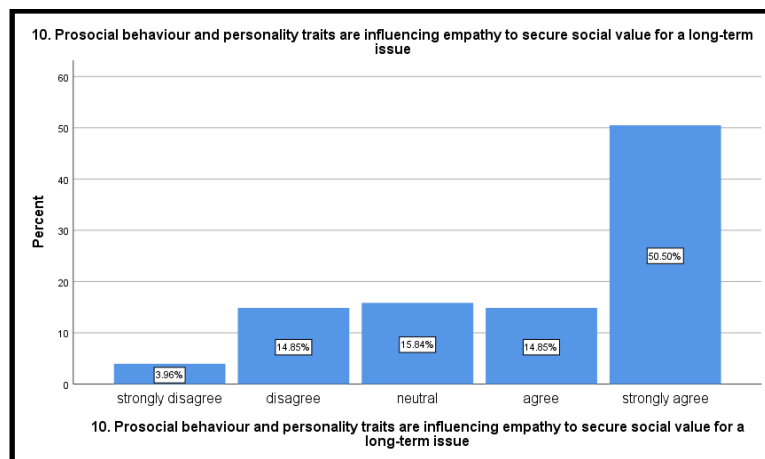
Figure 4.1.12: Prosocial behaviour and personality traits are influencing empathy to secure social value for a long-term issue

(Source: SPSS)

The fifth statement of "prosocial behaviour and personality traits are influencing empathy to secure social value for a long-term issue" *50.50%* of members "strongly agreed" and *14.85%* of members "agreed". *15.84%* of the members have limited knowledge as they remain neutral. In opposition, *14.85%* of members "disagreed" and *3.96%* of members "strongly disagreed".

Correlation analysis

Figure 4.1.13: Correlation analysis

(Source: SPSS)

The authenticity of the "Correlation analysis" relies on the value of the variables when it comes larger than 0 (Olilingo & Putra, 2020). In this table, the value has come to 1 which is greater than 0 and shows that the research variables are accurate.

Regression analysis

Figure 4.1.14: ANOVA analysis

(Source: SPSS)

The legitimacy of the "ANOVA table" relies on the values of "significant values" if it becomes <0.001 (Sudha, Stalin, & Ravichandran, 2019). Here the "significant values" has become *0 (0 < 0.001)* which highlights authenticity.

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.980[a]	.961	.958	.278	.961	328.740	7	93	.000

a. Predictors: (Constant), 10. Prosocial behaviour and personality traits are influencing empathy to secure social value for a long-term issue, 7. Personality traits are continuously enhancing the possibility of the process of adoption of cross-cultural behaviours, 9. Every human being is concerned about the improvement of prosocial behaviour by polishing personality traits, 8. Accompanied by better personality traits social relationships can promote positive vibes , 5. Prosocial behaviour is capable to shape and creating positive personality traits, 6. Personality traits are the influential key tool to secure future goals, 4. The adoption of positive behaviour and traits is essential to gain social value and influencing others

Figure 4.1.15: Model summary analysis

(Source: SPSS)

Model summary table is depending on the "R-square" and "R-value" and this table shows *0.961* and *0.980* respectively. It also indicated the table is valuable to conduct the study.

Reliability test

Reliability Statistics	
Cronbach's Alpha	N of Items
.983	10

Figure 4.1.16: Reliability test

(Source: SPSS)

The "reliability test" is acceptable in the case of "Cronbach's Alpha" value becomes greater than 0.70 (Belur et al. 2021). In this table, the value of "Cronbach's Alpha" has become *0.983 (0983<0.70)* that indicated the collected data are accurate, reliable, and valid.

4.2 Discussion

Based on the survey it has become understood that the majority of the respondents have agreed that accompanied by better personality traits social relationships can promote positive vibes. Thus, there is a lack of proper monitoring process and knowledge regarding the importance of "prosocial behaviour and personality traits" has remained limited. In order to secure moral values in society and sustained them for the long-term issue, focusing on the development of "prosocial behaviour and personality traits" are highly essential. Due to keep this stable and increase the social value, continuation of practice of personality traits and developing it can help in generating the moral values. In addition to this, the majority of the

participants also believe that prosocal behaviour can help an individual to take right decision that can help in building future career opportunities. However, personality traits are continuously enhancing the possibility of the process of adoption of cross-cultural behaviours. It has been also observed that the adoption of positive behaviour and traits is essential to gain social value and also influencing others.

CONCLUSION AND RECOMMENDATIONS:

5.1 Conclusion

Dependent on the entire above exploration, it has become acknowledged that "prosocial behaviour and personality traits" are interconnected with each other. In order to upgrade personality traits, there is essential to focus on the development of prosocial behaviour. The majority of human beings who are socially engaged in different fields are concerned about the improvement of prosocial behaviour by polishing personality traits. Adoption of theoretical underpinning the prosocial behvaiour and personality traits can be developed to increase social value and position. Both of these are able to influence empathy which is essential to build the main social connection.

5.2 Recommendations

In this scenario, observing the numerous barriers, it can be stated that the adoption of additional classes in schools and colleges is required. It can serve positive results by providing knowledge about the ways to build up the moral development process to sustain personality traits and prosocial behaviour. In the words of Parsons, Houge Mackenzie, & Filep (2019), focusing on personal capabilities and social requirements also can provide the right vision to precede the future development goals. The adoption of modern and advanced technology can prove a useful device to measure the development process. In order to sustain moral values engaging in works that are connected with social and moral values also can increase personality traits. Moreover, mitigating all the issues and overcoming the negative impact of these recommendations can help in building social values positively.

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APPENDIX: SURVEY QUESTIONNAIRE

1. Age group

   a) 18-22

   b) 23-30

   c) 31-45

   d) Above 45

  2. Gender

    a) Male

    b) Female

    c) Others

(Please rate your opinion against the following statements as per the following scale

0 = strongly disagree, 1 = disagree, 2 = neutral, 3 = agree, 4 = strongly agree)

Statements	0	1	2	3	4
3. Prosocial behaviour and personality traits have achieved considerable scientific attention.	11	10	7	18	55
4. The adoption of positive behaviour and traits is essential to gain social value and influencing others.	10	15	11	15	50
5. Prosocial behaviour is capable to shape and creating positive personality traits.	6	15	20	10	55
6. Personality traits are the influential key tool to secure future goals.	6	10	5	17	63
7. Personality traits are continuously enhancing the possibility of the process of adoption of cross-cultural behaviours.	11	10	20	20	40
8. Accompanied by better personality traits social relationships can promote positive vibes.	10	15	11	20	45
9. Every human being is concerned about the improvement of prosocial behaviour by polishing personality traits.	15	10	16	10	50
10. Prosocial behaviour and personality traits are influencing empathy to secure social value for a long-term issue.	3	12	16	10	60