



## **Pro-social behaviours in relation to Self-efficacy and Life satisfaction among college students**

**Kumar Amit\* & Madnawat AVS\*\***

\*Research Scholar, University of Rajasthan, Jaipur.

\*\*Professor (Retd). University of Rajasthan, Jaipur.

### **Abstract:**

Pro-social behaviours are those behaviours of a person which are intended to benefit others individually or the society as a whole. A person's pro-social tendency depends on various individual, situational, and other socio-cultural factors. In this study we explored the relationships between different domains of Pro-social behaviour and two important characteristics of human personality which were self-efficacy and life satisfaction. The study was conducted on a sample of n=200 college going students from Jaipur city, whose age ranges from 18-26 years. Participants were assessed on three scales, Pro-social Tendencies Measure developed by (Carlo & Randall, 2002), General Self-Efficacy Scale (GSE) by Schwarzer, R., & Jerusalem, M. (1995) and The Satisfaction with Life Scale (SWLS) by Diener, Emmons, Larsen & Griffin, 1985. According to the relevant statistical analysis (i.e. Mean, standard deviation and Pearson product moment correlation) of the data obtained from the participant we can establish that overall pro-social behaviours of an individual had a significant positive correlation with his/her self-efficacy and life-satisfaction.

**Key words:** Pro-social behaviour, Self-efficacy, Life satisfaction

Pro-social behaviours are defined as those behaviours of a person which are intended to benefit others individually or the society as a whole. It may comprise various social behaviours like; helping others in need, co-operating, comforting, philanthropies, blood donation etc., or even providing verbal support or encouragement to someone is also considered as pro-social behaviour. According to the psychology researcher C. Daniel Batson, this term was introduced by social scientists as an antonym for antisocial behaviours. An individual's tendency to act pro-socially depends on various factors like as; heredity, personality traits, socialization, diverse situational factors, cultural aspects, age, gender etc. As stated by Bandura the explanation behind pro-social behaviours of a person could be understood through social norms learning, social reciprocity, social exchange, empathy towards others and evolutionary Psychology.

It is also quite evident that some people act more pro-socially in comparison to others. Pro-social people tend to be prone to empathize with others. They are more likely to understand other's thoughts and feelings and to try to take their perspectives. Pro-social person tend to be expressive about their emotions, socially more proficient, well organised, adjustment oriented and have a positive self-concept, along with this individuals can be compelled to act pro-socially based on learning and socialization during childhood. Operant conditioning and social learning positively reinforce discrete instances of pro-social behaviours similarly social and personal standards and ideals also motivate individuals to engage in pro-social behaviour more often. Social responsibility norms and social reciprocity norms tend to reinforce pro-social behaviour in a person along with the feeling of empathy towards the individual who required help tend to increases the likelihood that the aid will be given.



Even though some people are more predisposed to help than others, situational factors can also have a prevailing effect on people's willingness to help. For example, people are less likely to help when they evaluate the cost of helping is too high. They are more likely to help physically attractive people and to help only if there are no other people around, who see the individual who needs assistance (bystander effect). It is found that people in good mood are more likely to help others than people in neutral moods, although sometimes people in negative moods seem to help others to cheer their mood. People also more tend to help if they are exposed to models of pro-social behaviour. In addition to situational and individualistic factors, there are also some categorical characteristics like cultural aspect, gender, religion that can impact the pro-social tendency of an individual.

Talking about these various factors which influence a person's pro-social tendency, in the present study we are trying to focus on two major factors and their association and impact on pro-social behaviour which are self-efficacy, and satisfaction with life.

The term "**self-efficacy**" refers to your evaluation of your ability to effectively perform the tasks that are needed to attain a valued goal. Self-efficacy does not refer to your abilities but to how intensely you have faith that you can use your abilities to work toward goals. Self-efficacy is not a singular construct or trait; rather, people have self-efficacy in different domains, such as academic self-efficacy, problem-solving self-efficacy, and self-regulatory self-efficacy. Stronger self-efficacy belief is prominently associated with positive consequences, such as better grades, greater performance in professional life, pleasant family and personal relationships, and a healthier lifestyle.

The concept of self-efficacy was first introduced by Albert Bandura in 1977, since then, it has become one of the most comprehensively researched concepts in psychology. Self-efficacy does not refer to your capabilities but rather to it is about your beliefs that what you can do with your abilities, and along with this self-efficacy is also not a personality trait so there are no certain types of people with high self-efficacies and others with low self-efficacies instead of that people have certain beliefs about their abilities to attain specific life goals. For example, if you believe that you have the abilities necessary to do well in sports and believe you can use those skills to excel, then you have high self-efficacy.

According to **Bandura (1997)** mastery experience, which means persistently performing a task successfully strengthens our sense of self-efficacy, along with that social modelling, social persuasion, and our psychological reaction and emotional responses to a situation has an important role in the development of self-efficacy.

The next central characteristic in our current study is **Life satisfaction** which refers to the way people show their emotions, moods, and how they feel about their potential and options for the future. Life satisfaction includes a positive attitude towards one's life, rather than a mere assessment of current feelings. There are many aspects that contribute to a person's satisfaction with life which belongs to numerous domains, including career, romantic or family relationships, personality traits, life experiences, values, culture, health and wellness, and others.

**According to Heady, Veenhoven, & Wearing, 1991**, there are two main types of theories about life satisfaction, one is bottom-up theories which stated that life satisfaction is a result of satisfaction in the various domains of life, and the other is top-down theories according to which your overall satisfaction with life determines your satisfaction in specific domains of life.

The determinants of life satisfaction are generally subjective or based on the aspects and characteristics that an individual finds important in their own life. In other words, your satisfaction with life will be evaluated based on those factors that you personally find meaningful for instance a person who is jobless



or slightly ill may have a higher life satisfaction than a wealthy person with decent health, because they may have value different sets of variables as determinants of their satisfaction with life.

Life satisfaction is a bit more complex concept than happiness because life satisfaction is the assessment of one's life as a whole, not simply the current mood or feelings. In other words, life satisfaction is a comprehensive evaluation of your life rather than grounded at any specific point or in any specific domain so although happiness and life satisfaction are related to each other but it is not the same thing. In the current study, we are trying to investigate the relationship of pro-social behaviours, against self-efficacy and life satisfaction among college students of Jaipur city. Pro-social behaviours and their psychological predictors were not explored extensively, especially in the Indian context. During our exploration of available literature, it is found that Pro-social behaviour is prominently associated with self-efficacy and life satisfaction of the individuals.

**Caprara, et al. (2000)** explored the relationship between perceived self-efficacy, academic achievement and pro-social behaviour, the result of the study stated that perceived self-efficacy, pro-social behaviour, and academic achievement are associated with each other. It was found that students who have high academic self-efficacy showed a more pro-social tendency compared to those who have low academic self-efficacy.

**Alessandri, Caprara, Eisenberg, and Steca (2009)** indicated through their study that some people tend to act more pro-socially in comparison to others especially in situations that include both physical and financial sacrifice when they believe that can control their emotions related to that situation and have faith in their ability to deal with it. Similarly, **Caprara et al., 2010; Caprara, & Steca, 2007; Caprara, Alessandro, & Eisenberg, 2011** also found in their individual studies self-efficacy beliefs in expressing and regulating various emotions had a significant correlation with a person's pro-social tendency.

Research findings from various studies put forward that a high level of self-efficacy in the social realm represents an individual's confidence and willingness in performing pro-social behaviours, such as cooperativeness, helpfulness, and participation, with a vested interest in each other's welfare (**Caprara et al., 2012; Patrick et al., 2018**). It is also investigated that perceived self-regulatory efficacy can promote pro-social behaviour while minimizing moral detachment. A survey conducted by **Bandura et al., (2003)** among older adolescents found that perceived self-efficacy functions as a facilitator of pro-social behaviour rather than a direct determining factor.

A study was conducted by **DeCaroli and Sagone (2013)** on 108 Italian adolescents to explore the relationships between different types of self-efficacy and pro-social tendencies in adolescents. The result showed that self-efficacy in problem solving and empathy was positively correlated to pro-social behaviour. Similarly, research conducted by **Eklund et al. (2012)** on Swedish high school students as participants found that empathic other-oriented and academic self-efficacy had a significant and positive correlation with pro-social behaviour.

**Thoits and Hewitt (2001)** investigated the relationship between 6 aspects of well-being (including life-satisfaction) and pro-social behaviour. In their research, the participants were encouraged to talk about pro-social behaviour that they had participated in within the last 12 months of their lives and their levels of well-being were measured using different scales. According to the research finding participants who were involved in pro-social work more often had higher scores on well-being scales also.

**Seligman and Mather (2002)** conducted a study to find out the relationship between life satisfaction and altruism, in which they Interviews of some students and in their result, they found that students stated that they feel more pleasure and contentment after providing help to others, and also indicated



that displaying pro-social behaviours depends on how pleased and satisfied they feel. Similarly, **Martin and Huebner (2007)** found an association between high pro-social interaction and life satisfaction in their research on middle school students.

**Gebauer, Riketta, Broemer, and Maio (2008)** also found pro-social behaviour to be positively related to life satisfaction in their research, according to their findings pro-social behaviour required pleasure-based motivation, not pressure-based motivation because pleasure-based pro-social behaviour is motivated by individual interest, whereas pressure based pro-social behaviour is driven by external factors, such as guiltiness or admiration

**Olukayode Ayooluwa Afolabi (2014)** explored the impact of various psychosocial factors such as religiosity, life satisfaction, family, residency, and cultural differences on the pro-social behaviour of under graduate's students. 440 students from two Nigerian Universities, whose age range was 19-27 years, participated in the study, and a cross-sectional survey design was used. The results revealed a significant relationship between all the variables. Association between Life satisfaction and pro-social behaviour was stated which was mediated by religiosity. Pro-social behaviours were also found associated with the cultural and residential background of participants.

**Oarga, Stavrova & Fetchenhauer, (2015)** conducted a study which was carried out involving 39968 participants from various countries around Europe and in their results, they found that pro-social behaviour and life satisfaction were associated with each other. Similarly, research was conducted by **Antonio Zuffiano Manuel Marti-Vilar and Belen Lopez-Perez (2017)** on 56 Spanish undergraduate students where they have to rate themselves for 5 consecutive days for their Life satisfaction, pro-sociality, self-esteem, and physical appearance, the results of the study revealed that there was a significant association between pro-social behaviour and life satisfaction.

In the Indian context, **Vidhi Khanna, Ekant Sharma, Shashwat Chauhan and Pragyendu (2017)** conducted a study to explore the impact of pro-social behaviour on well-being and happiness, for this study 250 undergraduate students from Delhi University were been the participant. According to the finding of research pro-social behaviour is directly associated with the well-being and happiness of students.

In the light of the above literature, it is concluded that several studies have been conducted in various contexts to investigate the relationship among pro-social behaviours, self-efficacy, and life satisfaction of an individual, for different age groups. These studies stated that to some extent we could establish that people who have a high score on different types of self-efficacy tend to act more pro-socially similarly; people with high satisfaction with life tend to be more interested in pro-social behaviours, so it may postulated that pro-social behaviour would have a significant positive correlation with self-efficacy and life satisfaction of an individual.

#### **Objectives:**

1. To study the relationship between Pro-social behaviours and self-efficacy among college students.
2. To study the relationship between Pro-social behaviours and life satisfaction among college students.

#### **Hypotheses:**

1. There would be a significant positive correlation between Pro-social behaviours and self-efficacy among college students.
2. There would be a significant positive correlation between Pro-social behaviours and life satisfaction among college students.



### Methodology:

#### Sample:

For this study two hundred participants were selected through the convenience sampling method including 100 male and 100 female students (N=200, Male=100 & Female=100). The age of participants was ranged between 18 to 26 years, who were from different colleges and universities around Jaipur City, and belonged to diverse socio-economic backgrounds.

#### Research Tools:

1. The **Pro-social tendencies measure (PTM; Carlo and Randall, 2002)** is broadly used in the assessment of pro-social tendencies among adolescent as well as adult participants. This instrument distinguishes between six different types of pro-social tendencies which are altruistic (5 items), anonymous pro-social behaviour (5 items), compliant pro-social behaviour (2 items), dire pro-social behaviour (3 items), emotional pro-social behaviour (4 items), and public pro-social behaviour (4 items). The scales were developed for late adolescents and consists a total of 23 items on 4 point Lickert scale. Cronbach's alpha for six subscales was found between .63 to.84
2. **General Self-Efficacy Scale (GSE) by Schwarzer, R., & Jerusalem, M. (1995)** is a self-report measure of self-efficacy which consists of 10 items, and the total score ranges between 10 and 40, with a higher score indicating more self-efficacy. Internal reliability for GSE on Cronbach's alpha is between 0.76 and 0.90. The General Self-Efficacy Scale is correlated to emotion, optimism, job satisfaction.
3. **The Satisfaction with Life Scale (SWLS)** developed by **Diener, Emmons, Larsen & Griffin, (1985)** was established to know about participant's overall assessment of their life. The basic concept involved is as described by Diener (1985) "It is a comparison by individuals between the current status of their lives and self-defined expectations regarding what they would like their lives to be." SWLS consists of 5 statements that need to be rated on a 7 point scale where 1 represents strongly disagree and 7 represents strongly agree. Internal consistency of SWLS as well as, alpha coefficients, has been found to exceed. 80 repeatedly and the correlation with ten other measures of Subjective well-being was found to be  $r = .50$  or higher for each of the two samples.

#### Procedure:

After selecting the sample with convenience sampling technique, all the three tools i.e. Pro-social tendencies measure (PTM), General Self-Efficacy Scale (GSE), and The Satisfaction with Life Scale (SWLS) were provided to the participants. All the necessary instructions were given to the participants and it was made sure that they understood all the instructions and provisions for the test after that they were allowed to complete all three scales one by one and we insured that all the items were responded. It took participants approximately 15-20 minutes to complete the assessment.

#### Results and Discussion:-

**Table1. : Descriptive Statistics (showing mean and standard deviation for variables)**

S. No.	Variables	No. of participant (n)	Mean (M)	Standard deviation (SD)
1.	Anonymous	200	16.555	4.530
2.	Emotional	200	16.681	4.608
3.	Dire	200	10.011	3.175
4.	Altruistic	200	22.088	5.662



5.	<b>Public</b>	200	8.481	4.069
6.	<b>Compliant</b>	200	6.767	2.122
7.	<b>Self-efficacy</b>	200	29.444	6.415
8.	<b>Life-satisfaction</b>	200	23.596	6.241

**Table2. : Correlation coefficients for Variables of the Study (n = 200)**

S. No.	Domains of Pro-social behaviour	Self-efficacy	Life-satisfaction
1.	<b>Anonymous</b>	.255**	.219**
2.	<b>Emotional</b>	.223**	.167**
3.	<b>Dire</b>	.208**	.221**
4.	<b>Altruistic</b>	.099	.055
5.	<b>Public</b>	.114*	.063
6.	<b>Compliant</b>	.264**	.258**

\*Correlation is significant at the 0.05 level (2-tailed), \*\* Correlation is significant at the 0.01 level (2-tailed)

Pro-social behaviours are defined as those behaviours of a person which are intended to benefit others individually or the society as a whole. It may include various social behaviours like; helping others in need, co-operating, comforting, philanthropies, blood donation, etc., or even every smallest act to comfort other individuals could be considered as pro-social behaviour. An individual's tendency to act pro-socially depends on various factors like; heredity, personality traits, socialization, different situational factors, cultural aspects, age, gender, etc. As stated by Bandura the explanation behind pro-social behaviours of a person could be understood through social norms learning, social reciprocity, social exchange, empathy towards others, and evolutionary Psychology. This study was focused on exploring the relationship between various domains of Pro-social behaviour and two important characteristics of human personality which were self-efficacy which refers to your evaluation of your ability to effectively perform the tasks that are needed to attain a valued goal and life satisfaction which could be described by, the way people show their emotions, moods and how they feel about their potentials and options for the future. In the light of available literature in respective contexts, it was hypothesized that pro-social behaviours of a person would be positively correlated with both his/her self-efficacy and life satisfaction.

The study was conducted on a sample of n=200 college-going students from Jaipur city, whose age range is from 18-26 years. Participants were assessed on three scales, Pro-social Tendencies Measure developed by (Carlo & Randall, 2002), General Self-Efficacy Scale (GSE) by Schwarzer, R., & Jerusalem, M. (1995), and The Satisfaction with Life Scale (SWLS) by Diener, Emmons, Larsen & Griffin, 1985. According to the relevant statistical analysis of the data (table no.1 & 2), we can conclude that overall pro-social behaviours of an individual had a positive correlation with his/her self-efficacy as well as life satisfaction. There was a difference noticed in the level of correlation for six different domains of pro-social tendency (altruistic, anonymous, compliant, dire, and public pro-social behaviour) which range between .114 to .264 for self-efficacy and similarly ranges between .167 to .258 for life- satisfaction, there was no significant correlation found between altruistic pro-social behaviour and self-efficacy of a person and also no significant correlation found between altruistic as well as public pro-social behaviour and life satisfaction of a person, but altogether it could be concluded from the result findings of the study that pro-social behaviours of a person are positively correlated with his/her self-efficacy and life-satisfaction. After analysing the results it could be stated that individuals



who had a high score on self-efficacy tend to act more pro-socially in their daily life than people who had a low self-efficacy score, similarly individuals who had high level of satisfaction with life would have more pro-social tendency in comparison to those who had a low level of satisfaction with life. Inclusion of pro-social approach in behaviours is need of the hour in current scenario that is why it is important to study about various aspects of pro-social behaviours and its different psychological and social correlates for different age groups, through that we can collectively work as a society to develop pro-social tendency in every individual.

### References:

- Afolabi, O.A. (2014). Psycholo-social predictors of pro-social behaviour among a sample of Nigerian undergraduates. *European Scientific Journal*. Vol. 10 No. 2
- Alessandri, G., Caprara, G. V., Eisenberg, N., & Steca, P. (2009). Reciprocal relations among self-efficacy beliefs and prosociality across time. *Journal of Personality*, 77, 1229–1259. doi:10.1111/j.1467-6494.2009.00580.x
- Bandura, A. (1977). Self-efficacy: Toward a unifying theory of behavioural change. *Psychological Review*, 84(2), 191–215. doi:10.1037/0033-295X.84.2.191
- Bandura, A. (1997). *Self-efficacy: The exercise of control*. New York: Worth Publishers.
- Bandura, A., Caprara, G. V., Barbaranelli, C., Gerbino, M., & Pastorelli, C. (2003). Role of affective self-regulatory efficacy in diverse spheres of psychosocial functioning. *Child Development*, 74(3), 769–782.
- Caprara, G. V., Alessandri, A., Di Giunta, L., Panerai, L., & Eisenberg, N. (2010). The contribution of agreeableness and self-efficacy beliefs to prosociality. *European Journal of Personality*, 24, 36–55. doi:10.1002/per.739
- Caprara, G. V., Alessandri, G., & Eisenberg, N. (2012). Prosociality: The contribution of traits, values, and self-efficacy beliefs. *Journal of Personality and Social Psychology*, 102(6), 1289–1303.
- Caprara, Gian Vittorio, & Steca, Patrizia. 2007. “Prosocial agency: The contribution of values and self-efficacy beliefs to prosocial behavior across ages.” *Journal of Social and Clinical Psychology*, 26: 218–239.
- Caprara, Gian Vittorio, Alessandri, Guido, & Eisenberg, Nancy. (2011, September 26). “Prosociality: The Contribution of traits, values, and self-efficacy beliefs.” *Journal of Personality and Social Psychology*. Advance online publication. doi: 10.1037/a0025626
- Caprara, Gian Vittorio, Barbaranelli, Claudio, Pastorelli, Concetta, Bandura, Albert, & Zimbardo, Philip. 2000 “Prosocial foundations of children’s academic achievement.” *Psychological Science*, 11: 302 - 306.
- Carlo, G., and Randall, B. A. (2002). The development of a measure of pro-social behaviours for late adolescents. *J. Youth Adolesc.* 31, 31–44. doi: 10.1023/A:1014033032440
- Carlo, G., Hausmann, A., Christiansen, S., and Randall, B. A. (2003). Sociocognitive and behavioural correlates of a measure of pro-social tendencies for adolescents. *J. Early Adoles.* 23, 107–134. doi: 10.1177/0272431602239132
- De Caroli E. M., & Sagone, E. (2013). Self-efficacy and Pro-socialTendencies in Italian Adolescents.*Procedia – Social and Behavioral Sciences*, 92(6), 239 – 245.
- Diener, E., Emmons, R. A., Larsen, R. J., & Griffin, S. (1985). The Satisfaction with Life Scale. *Journal of Personality Assessment*, 49, 71-75.



- Eklund, J., Loeb, C., Hansen, E.M. & Andersson-Wallin, A.C. (2012). Who cares about others?: Empathic self-efficacy as an antecedent to pro-social behavior. *Current Research in Social Psychology*, 2, 31-41.
- Gebauer, J. E., Riketta, M., Broemer, P., Maio, G. R. (2008). Pleasure and pressure based pro-social motivation: Divergent relations to subjective well-being. *Journal of Research in Personality*, 42, 399-420.
- Heady, B., Veenhoven, R., & Wearing, A. (1991). Top-down versus bottom-up theories of subjective well-being. *Social Indicators Research*, 24, 81-100.
- Khanna, V., Sharma, E., & Chauhan, S. (2017). Effects of Pro-social Behavior on Happiness and WellBeing. *The International Journal of Indian Psychology* ISSN, 4031(86), 2348–5396. Retrieved from <http://www.ijip.in>
- Martin, K. & Huebner, E.S. (2007). Peer victimization, pro-social experiences, and emotional well-being of Middle school students. *Psychology in the Schools*, 44, 199-208.
- Oarga, C., Stavrova, O., & Fetchenhauer, D. (2015). When and why is helping others good for well-being? The role of belief in reciprocity and conformity to society's expectations. *European Journal of Social Psychology*, 45(2), 242-254.
- Patrick, R. B., Bodine, A. J., Gibbs, J. C., & Basinger, K. S. (2018). What accounts for pro-social behavior? Roles of moral identity, moral judgment, and self-efficacy beliefs. *The Journal of Genetic Psychology*, 179(5), 231–245.
- Schwarzer, R., & Jerusalem, M. (1995). Generalized Self-Efficacy scale. In J. Weinman, S. Wright, & M. Johnston, *Measures in health psychology: A user's portfolio. Causal and control beliefs* (pp. 35-37). Windsor, UK: NFER-NELSON.
- Seligman, M. & Mather, P. (2002). *Authentic Happiness: Using the New Positive Psychology to Realize Your Potential for Lasting Fulfillment*. New York: Free Press.
- Thoits, P. A., & Hewitt, L. N. (2001). Volunteer work and well-being. *Journal of health and social behavior*, 115-131.
- Zufiano, A., Manuel, M.V., & BelénLópez-Pérez (2017) prosociality and life satisfaction *Personality and Individual Differences*. <https://doi.org/10.1016/j.paid.2017.10.042>