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# Evaluating Prosocial Behavior in Select Colleges in Bangalore

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**ABSTRACT: Purpose-** Aim was to evaluate **prosocial behavior** understand which factors facilitate it.

**Design/methodology/approach-** Data was collected from 339 college students of select colleges in Bangalore through an experimental survey. The data was run through factor analysis.

**Findings-** The results were in the expected direction and fulfilled the research aims of the current study. During factor analysis, 6 major factors emerged with high factor loadings from 0.40 to 0.7. High factor loadings were indicative of high **prosocial behaviour** levels.

**Practical implications-** The company can continue with good practices followed which makes it a good place to work for young employees and practice good leadership to motivate.

**Originality/value** – This paper uses self determination theory to explain **prosocial behavior**.

**KEYWORDS** Motivation, Prosocial behaviour, Cooperation, Goodness, Youngsters

## I. INTRODUCTION

**Prosocial behaviour** refers to doing good to each other at times going out of the way also sharing of goods and services amongs peers ,neighbours , companies to get a mutually beneficial advantage which is sustainable for all the parties involved.

### Why is Prosocial behaviour needed

Man is a social being and needs social interaction of sharing , caring and exchange of ideas, thoughts, goods and services also. As the world is becoming more and more self centered and individualistic and the focus is always on themselves, it is causing lot of isolation, negative thoughts. So to promote goodness and wellbeing, its important for people to have a prosocial approach to make the world and workplaces a better places. This will ensure that the exchanges of goods and services in a collaborative way to reduce wastage and reuse things and hence enable sustainable living.

### Significance of Prosocial behaviour among college students

With more of the corporate world becoming competitive, the young entrants need a handholding and welcoming environment which helps to retain the talent for a longer term due to the prosocial behavior of the current existing staff, who although they are competitive may not be seen as a threat to the long term staying of the new entrant. Hence the youngster who join may not see other joiners as a potential threat and be a willing party to help out in case of need with respect to heavy workload, staying on at nights etc and share the knowledge, experiences to deal with operational aspects of running the company.

### Research Objectives

- 1.To measure the level of prosocial behaviour among college students.
2. To identify the factors which facilitate prosocial behaviour.

## II. REVIEW OF LITERATURE

In the academic literature, a number of definitions have been provided for the term **Prosocial behavior**. Prosocial Behaviour is defined as behaviour directed toward promoting the well-being of another. Behaviour such as caring, helping, sharing and volunteering is encompassed under the category of prosocial behavior. Others also argued that prosocial behaviour is geared towards promoting the welfare of others in organization (Brief & Motowidlo 1986). Exhibiting prosocial behaviour could be helping a coworker with personal matter (Organ 1997).As such it is very

similar to organizational citizenship behaviours (Organ, 1988). Moreover, people are more likely to be cooperative and exercise more personal restraint when using endangered common resources if the resources are being shared with ingroup members rather than with outgroup members (Van Vugt et al. 2000).

Prosocial behavior may be an integral component of forgiveness, which is an important contributor to stable relationships (Ripley & Worthington 2002), and a key element of reconciliation, which strengthens collective identity and action (de Waal 2000) in an organization.

### **Theoretical Underpinning for Prosocial behaviour**

The self determination theory is the most accepted and widely used theory in recent research on prosocial behavior. Self determination theory separates extrinsic motivation and intrinsic motivation. SDT focuses on the degree to which an individual's behavior is self-motivated and self-determined.

Intrinsic motivation refers to initiating an activity for its own sake because it is interesting and satisfying in itself, as opposed to doing an activity to obtain an external goal (extrinsic motivation). According to Deci and Ryan, the three psychological needs motivate the self to initiate behavior and that are essential for psychological health and well-being of an individual. These needs are the need for competency, autonomy and relatedness. Deci and Ryan claim that there are three essential elements of the theory.

Humans are inherently proactive with their potential and mastering their inner forces (such as drives and emotions)

Humans have an inherent tendency toward growth development and integrated functioning

Optimal development and actions are inherent in humans but they don't happen automatically. To actualise their inherent potential they need nurturing from the social environment.

If this happens there are positive consequences (e.g. well being and growth) but if not, there are negative consequences. So SDT emphasises humans' natural growth toward positive motivation; however, this is thwarted if their basic needs are not fulfilled.

And when this need to relatedness helps in creating a sharing environment because of the growing trust among the parties, need to economise or convenience. So a person with a prosocial behavior, a person willing to lend a helping hand converts an idle good in his possession to something useful to somebody else. In the hindsight he earns some money, creates utility for the society. Such a dealing is not only beneficial at the individual level but beneficial to the economy as a whole where people are willing to team up for sharing something with others provided the trust that the good will be intact is assured once its returned back to the original owner.

**So, we posit in this paper that people with the prosocial behavior will be positively amenable to sharing things with others creating value to others and the world at large.**

## **III. RESEARCH METHODOLOGY**

### **Research Design**

Primary data collected by means of a questionnaire from students of select colleges in Bangalore as they constituted the sample of youngsters who would undertake collaborative consumption more readily due to convenience, economy, peer pressure.

A detailed questionnaire is designed keeping in view the objectives of the study and administered among sample respondents. The questionnaire has two sections, with five point Likert rating scale, ranging, 1=strongly disagree, 2=disagree, 3=can't say, 4=agree, 5=strongly agree. The questionnaire consisting of 16 questions on prosocial behavior made by G.V. Caprara, P. Steca, A. Zelli, and C. Capanna

**Section A:** Personal information of respondents was sought. It constitutes age group, work experience, gender, years of experience of the respondents.

**Section B:** This section is regarding factors of collaborative consumption, questions on prosocial behavior and individualism were designed.

### **Sampling Frame**

Sampling Unit – Students of select colleges in Bangalore within age bracket of 17 to 31 years

**Sample Size:** Samples of **339 responses** was included for this study although questions were sent to 650 respondents. Hence **response rate** was **52 %**. All the students of the college was sent an online questionnaire through googledocs or

given hardcopy of the questionnaire. The questionnaire was floated in the group mail id of the different classes of select colleges.

**Sampling Method:** Simple random sampling method was adopted. It is a probability sampling technique. Respondents considered for data collection were studying at various departments at post graduate and at undergraduate levels in select colleges having in Bangalore.

A personal visit to all the colleges located in different parts of the city was made by the researcher meeting the department heads of the college explaining the idea behind the survey. Repeated follow-up through mail and telephone was done through faculties and class representatives of different classes to ensure maximum participation.

The reason for contacting the college students is that they are the future generations .The torchbearers of the societal cultures in which they are born. When these youngsters join corporate establishment, they bring with them a certain semblance of values principles which may embody prosocial nature or individualism and which may fit or may not fit with a organizational culture. Hence these traits can be identified in the intial entry stage and channelised for company good. To improve social capital within the organization, to breakdown silos and provide a very conducive environment to work which can attract more likeminded souls benefitting the company short and long-term.

#### IV. DATA ANALYSIS

Tools used for analysis Data Analysis was conducted using (Statistical Package for Social Science) Version 19.0 .The collected data is coded, tabulated and analyzed with the help of SPSS version 19.0 using Kaiser Meyer Olkin sampling adequacy and factor analysis with varimax rotation.

Tables showing demographic details.

##### Gender:

Table 1.1: Showing the frequency of gender

Gender of respondents	Numbers	(%)
Male	247	72.86%
Female	92	27.1%
Total	339	100%

##### Age distribution

Table 1.2: Showing the age distribution

Age group	Numbers	(%)
17-21yrs	189	55.5 %
22-26yrs	143	42.18 %
27-32yrs	7	2.06%
Total	339	100

##### Departments

Table 1.5: Showing undergrads and postgraduates

Department	Numbers	(%)
PG	134	39.5%
UG	205	60.4%
Total	339	100%



Table 1.6 : Showing descriptive statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
PB	339	2.0234	0.48955	0.2	0.132	0.119	0.264

Construct	Cronbach's Alpha	N of Items
PB	0.883	16

Assessing statistical significance of findings of PCA. Findings revealed that range of factors loadings varied from 0.42 to 0.87 which were found significant with N=339 (Hair et.al. 2011,p.152).

For Prosocial behavior

Reliability Statistics	
Cronbach's Alpha	N of Items
.883	16

**The Kaiser-Meyer-Olkin Measure of Sampling Adequacy** is a statistic that indicates the proportion of variance in variables that might be caused by underlying factors.KMO measures sampling adequacy which should be greater than 0.5 for a satisfactory analysis to proceed. High values indicate that a factor analysis is useful with data.

**Bartlett's test of sphericity tests** the null hypothesis that correlation matrix is an identity matrix, which would indicate that variables are unrelated and therefore unsuitable for structure detection. Value less than .05 reject the null hypothesis and suggest that all items are perfectly correlated with each factor.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.882
Bartlett's Test of Sphericity	Approx. Chi-Square	1269.927
	df	78
	Sig.	.000

Confirmatory factor analysis, out of the 16 factors selected for measuring Prosocial behavior, three were found to be having Eigen values greater than 1.Total variance of 58.18% of the data is represented by these 4 factors. The component matrix gives the factor loading loadings above '0.6' are considered high and below '0.5' are considered low. Rotated component matrix suppresses all loadings lesser than 0.5

Factor loadings were identified using rotated component matrix.

Table 1.10 :showing the Extracted factor loadings after VARIMAX rotation in PCA2(pattern matrix

#### Structure Matrix

	Component			
	1	2	3	4
PB1) I am pleased to help my friends/colleagues in their activities		0.764		
PB2)I share the things that I have with my friends		0.843		
PB3)I try to help others .		0.691		

		<b>2.298</b>		
PB7)I do what I can to help others avoid getting into trouble	0.79			
PB8)I intensely feel what others feel	0.662			
PB9)I am willing to make my knowledge and abilities available to others	0.74			
PB10)I try to console those who are sad	0.638			
PB5)I am emphatic with those who are in need	0.554			
	<b>3.384</b>			
PB11)I easily lend money or other things			0.845	
PB12)I easily put myself in the shoes of those who are in discomfort			0.752	
PB14)I easily share with friends any good opportunity that comes to me			0.595	
			<b>2.192</b>	
PB15)I spend time with those friends who feel lonely				0.732
PB16)I immediately sense my friends' discomfort even when it is not directly communicated to me				0.858
				<b>1.59</b>
Eigen value	4.77	1.267	1.037	1.001
% of variance	36.696	9.743	7.98	7.703
% of Cumulative variance	36.696	46.438	54.419	62.121

### Interpreting and renaming the extracted factors in PCA.

Factor 1 had been extracted based on 4 factors. Those were based on the low to high factor

It can be said that factor solution accounted for 36.69% of the variance. **Factor 1, thus was renamed as “ Try to help others”.**

Factor 2 based on low to high factor loading. From the communality values, it can be said that factor solution accounted for 9.74 %. **Factor 2, thus was renamed as “Like to share things”.**

Factor 3 based on low to high factor loading. From the communality values, it can be said that factor solution accounted for 7.98%. **Factor 3, thus was renamed as “Feel for others”.**

Factor 4 based on low to high to low factor loading, From the communality values, it can be said that factor solution accounted for 7.70% of variance. **Factor 4, thus was renamed as “ am friendly with others”.**

Assessing statistical significance of findings of PCA. Findings revealed that range of factors loadings varied from 0.57 to 0.85 which were found significant with N=339 (Hair et.al. 2011,p.152).

### V. FINDINGS, DISCUSSIONS, CONCLUSION & FUTURE SCOPE

The analysis finally shows people who are more social, friendly shall create more networks and contacts and are more inclined to share their things with peers ,colleagues, relatives compared to others. People with individualistic mindset may look at sharing things from a competitive perspective and may feel the other may have an upper edge on them hence not willing to share their wares, their knowledge with their peers and colleagues.

This closed mindset may be at a disadvantage to companies working on shared learning concept and team strategies. So training by the HR department at regular intervals for new employees both on general working as aspects and technical aspects may be a good thing where the current supervisors and colleagues may feels the new employee as threat to their status quo and unwilling to share or delegate responsibilities.

Regular outbound trainings will help the current employees to forge good relations and breaks the department silos and junior senior conflicts leading to a more conducive working environment. Mentoring of a junior or new employees by a senior staff at regular intervals may help in alleviating the doubts, inhibitions which a new employee feels when he joins the company. The sociability among employees fosters bonhominess and good relations which translates in better equations amongst employees and it enhances the productivity of the organization along with the social capital of the organization which shall attract in the future likeminded employees who will be good to each other, lend a helping hand when the need arises for the company. All this overall enhances the positive environment of the organization.

**Discussion** – the positivity which prosocial behavior makes a business establishment a great place to work. If people with prosocial behavior in the company can be identified among existing employees, they can be good mentors to new joiners who shall have their own inhibitions, doubts, dilemmas and may be reluctant to open up to immediate superiors. These mentors can be general mentors who can guide new joiners about how to go about their works, guide them about the company culture to be practiced, protocols to be followed during any company customer interaction etc. They can act as a bulwark especially for new joiners in the sales department who maybe facing difficult customers or how to face situations which are in dilemma based and need the motivation and moral support to face it instead of leaving because the initial goings may be tough. They can also be a good cushion when decisions can put new joiners in a tight spot with respect to their own moral/ethical stand vis a vis company standpoints. There can be technical mentors also on how to guide the joiners to apply their theoretical knowledge in real world scenarios with diverse forces pulling at all directions.

This study advocates an interdepartmental bonhomie to break down silos among employees of different departments as priorities of each department may be different leading to conflicts through outbound trips/seminars and coaching if required. This study advocates investment in social capital by the company so that employees treat it as big family looking to solve problems so as to retain employees rather than making some employees alienated creating a conducive work environment instead of viewing everybody as a competitor playing their own games leading to short and long term adverse effects on employees morale and productivity.

#### Limitations of the Study

Respondents are limited only to Bangalore city and Hyderabad. This study is confined only to students of select colleges only who shall be joining the workforce after completion of the courses. It is assumed that the respondents have provided genuine inputs and reflect true experience. Responses were taken only from those who agreed to give their valuable inputs.

#### Scope of Future Research

The study can also be done geographically across different Indian cities. The study was conducted in 2 branches of a college but can be extended to other colleges to understand the intensity of the collaborative consumption amongst the youngsters who become the future employees in different sectors.

The study was conducted can be extended to different age groups to see the level of willingness to collaborate. The study was conducted only in one sector but other sectors can also be studied and comparative studies can also be done across different verticals like pharmaceuticals, IT etc. for better representativeness.

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