CHAPTER –II
REVIEW OF THE RELATED LITERATURE

2.0 INTRODUCTION:

“The importance of related literature cannot be denied in any research. The related literature provides the background and context for the research problem. It should establish the need for research and indicate that the researcher is knowledgeable about his own area”

William Wievsmon (1986)

Man is the only animal that does not have to begin a new in every generation, but can take advantages of the knowledge, which he has accumulated through the centuries. The fact is particular importance in research which operates as a continuous function of every closure approximation to the truth. The investigator can be sure that his problem does not exist in vacuum and that considerable work has been already done on problems, which has directly related to his proposed investigation.

Review of related literature in the concerned field is of greater significance in locating the research problem. It plays the pivotal role at the crucial juncture of planning of the study. Review of related literature is an intellectual pursuit, “essential to the development of the problem and to the devotion of an effective approach to its solution”.
The importance of the related literature cannot be denied in research. It works as guide not only with regard to the quantum of work done in the field but also enable us to perceive the gap and lacuna in the concerned field of research. The similar or related study carried out by research workers at various levels is called review of related literature.

Thoroughness and comprehensive evaluation and synthesis of the source are the qualities of related literature. From the above discussion it is clear that for any worthwhile investigation, a review of related literature in the field of investigation is of great help to the investigator. The studies tell us how much work has been already done in a certain field and provide necessary knowledge and insight about the method used to collect, analyze, interpret data and the findings. It also suggests solutions and recommendations.

In the present chapter, an attempt has been made to provide an examination of previous studies, which have a bearing on the present investigation, and which give a clear perspective of the problem under study. It is important to note that the review of literature presented here, is not exhaustive. Only some selected and relevant studies are included in the review, which deal with altruism in relation to personality and value pattern. The review is concise & specific to the concerned variable included in the study. The related literature has been presented in two sections:

(i) Altruism and personality

(ii) Altruism and value pattern
2.1 ALTRUISM AND PERSONALITY:

A number of studies have been carried out with a view to examine the relationship between altruism and personality.

The study of human behavior is incomplete without the analysis of personality. Personality can be regarded as the distinctive patterns of behavior (including thought & emotions) that character each individual’s adaptation to the situation of his or her life. Altruism is a type of helping behavior which is carried out without any anticipation of rewards or punishment on the part of the benefactor.

Cattell and Horowitz (1952) found that the factor cyclothymiacs (social extraversion) was most highly correlated with altruism in college females. Friedricks (1960) found that fraternity members who were rated as most attractive as friend were considered most altruistic. Factors which related to altruism were conservation, socio-economic security and social acceptability.

Ribal (1962) hypothesized the existence of four personality types relevant to giving and receiving behavior in social interchange. The typology was based on two levels (high & low) on dimensions of nurturance. The need to give other, and succorance, the need to receive from other. The 3 types identified were as follows: (1) the altruistic self who has high need to give others and low needs to receive from others. (2) the receptive giving self who has high nurturance needs and
high succorance. (3) The inner sustaining self who has low nurturance & succoraance needs.

Ribal (1963) also found that altruism female had high needs for affiliation and interception and low needs for achievement and dominance as defined by Edwards personal preference schedule (Edwards, 1954). Altruistic males scored high on need for endurance. Echwartz and Clausen (1970), however, fail to relate personality difference to helping behavior.

Berkowitz (1970) studied that people who are ‘wrapped up’ themselves self-center and concerned about their own welfare are less likely to be altruistic.

Aronfreed (1970) found that people who have learned to empathize with other also seem to be more altruistic.

Satow (1975) found that those individual with high approval needs would be more likely to help other than individual whose need for approval was low and that such differences would be greatest even others witnessed the act of helping.

Ranchburg et al. (1980) examined the formation of altruistic manifestations, in 13-14 year old to determine whether altruism is behavior regulated by empathy or controlled by cognitive process through reward or consideration of punishment or the transformation of moral verdicts. Results suggest that belonging to the introvert or extravert group determine the degree of giving. Data
indicated that giving altruistic behavior was not regulated by empathy but by considering rewards & punishment. Though the interpretation of data from the situation of self denying seems to be more complex. It is hypothesized that giving is the extravert from while self denial is the introvert from of altruism.

Edward et at. (1982) investigated helping as a function of empathic anxiety (anxiety in response to modeled distress) and individual differences in sociopathic tendencies. As predicted subjects who experience high levels of empathic anxiety. Helped more than subject who experienced low level of empathic anxiety and helped less than did low sociopathic subjects. However, a path analysis disclosed that sociopathy’s relationships to helping was not due to empathic anxiety. But empathy as a mediation variable in helping and role of personality variable in helping.

Crandalls (1982) proved that social interest is positively related to perceived altruism and trustworthiness of others.

Sheoran (1983) found neuroticism, extroversion and life scale to be positively correlated to altruism. Sethi (1985) also found extraversion, neuroticism to be positively correlated altruism. But with the line scale, it can be assumed that scores might be negatively correlated with altruism in introverts but positively correlated with extraverts.

Batson et at. (1986) reported that certain personality characteristics are associated with increased helping has led
to these claim that there is an altruism personality. But these personality characteristics associated with motivation to benefit another as an and in itself (altruistic motivation)? in order to address this question, 60 female undergraduate participate in two session study. Within cell correlation revealed that with three of the personality variable, self esteem, ascription of responsibility, and empathic concern. For each of this variable, however the pattern of correlation suggested that the underlying motivation was egoistic. Higher score were associated with increased helping when subject anticipated being reminded of their failure to help (difficult escape), but not when subjects did not anticipated being remained (easy escape).

Kapila (1987) carried out a study of Altruism, Personality, Achievement, Motivation and Adjustment of Doctors. The sample consisted or 200 doctors from district Patiala (Punjab, India). There were a hundred males & a hundred female doctor. Altruistic scale by Ronald, Chrisjhon and Febber (1981), Eysenck’s personality Questionnaire by Eysenck & Eysenck (1975), Achievement Motivation Questionnaire by Ray (1974, 1975), Bell’s Adjustment inventory by bell (1937) were keeping in view the aim of the study. Her result show that there is a positive correlation between extraversion & Altruism and there is negative correlation between Psychoticism & Altruism.

Thus, one may conclude that the doctor, as a group have an altruism disposition. To a doctor, the interest of the
patient is the highest consideration. There must be a hidden urge within them to take to this professional. The doctor have shown a extraverted personality with higher psychoticism & neuroticism score. The doctor have shown higher lie score there by showing high social desirability amongst them, perhaps their job calls for them to be so. The doctor have shown as expected higher achievement motivation scores. Only a person having strong motivation and total dedication would undertaken such rigorous training of the medical profession.

Ruston et al. (1989) studies the relationship among age, aggressive, assertive & altruistic tendencies with the dimensions of Eysenck personality Questionnaire for five hundred & seventy three pairs of adult twine. The result revealed the assertiveness and most measures of altruism were linked to extraverted tendencies decreased.

Bierhoff et al. (1991) tested whether the concept of an altruistic personality was valid for individual who intervened to help the victims of a traffic accident (helpers). 34 helpers (age 13-65 years ) and 36 controls matched on sex, age and socio-economic status, completed a personality questionnaire.

Controls had witnessed an accident and had not helped (non helpers). Analysis of questionnaires data indicated that helpers described themselves as more internal, believed more in a just world, and emphasized more social responsibility and empathy the non- helpers. Helpers and non-helper did
not differ with respect to feeling of competence concerning their ability to administer first aid. Non-helpers were more likely to report having been a victim themselves in the past.

McGuire et al. (1994) studies the relation between altruism and mental disorders. Data suggested that the theories of kin selection and reciprocal altruism are viable working models to explain altruistic behavior (AB). It remains to be demonstrated whether these model can explain the behavior of person with mental disorders for whom AB is reposed to be reduced. The author review proximate factors thought to influence both altruistic decision making and interindividual variation in altruistic behavior. The focus is on trait signaling by potential beneficiaries and the evaluation of signals and altruistic decision making by potential altruists. The point developed in this review are combined with clinical and empirical findings to analysis data on personality disorders, including a case study of 42 women aged 22-45 years with dysthymic disorder. Reduced altruistic behavior (AB) may be (1) an evolved strategy, a consequence of recognition system or algorithms, and or (2) secondary response to an increase in symptoms.

Ma Hing Kung and Leung (1995) found a positive relation between altruistic orientation and family social environment in a between the males were observed on 3 occasions. Association time between the 2 males was high, and mutual social grooming between the male was common. Aggressive interaction between the male occurred on 4
occasions resulting in 2"wins" each. Aggressive interaction 
between male-female pairs were much more common. 
Difficult foraging & low fecundity in vampire bats make food 
sharing an essential element of survival.

Batson (1995) conducted study on empathy – induced 
altruism and the results of 2 experiment supported the 
proposal that empathy induced altruism can lead one act in 
a way that violates the moral principal of justice. In each 
experiment participant were ask to make an allocation 
decision that affected the welfare of other individual. 
Participants who were not include to feel empathy tended to 
act in accord with a principal of justice: participant who were 
induced to feel empathy were significantly more likely to 
violate this principle, allocation resources preferentially to 
the person for whom empathy was felt. High empathy 
participants in perceiving partiality to be less fair and less 
moral (Experiment-I) Overall to uphold a moral principal of 
justice are independent prosocial motive that sometimes 
cooperate but sometimes conflict.

Salais & Fisher (1995) conducted a study on sexual 
preference and altruism and tested the prediction of the 
sociobiological and altruism and tested the prediction of the 
sociobiological model, that male homosexuals should be more 
altruistic than heterosexuals. 76 male were dichotomized 
into homosexuals and 51 male into heterosexual group on 
the basis of self – reported sexual feeling and behaviors. Both 
group provide demographic information and completed the
Hogan empathy scale. As predicted, the homosexual scored significantly higher on the empathy assessment. Given the strong association between empathy and altruism, the sociobiological model was supported.

Winniford et al. (1995) conducted a study by analyzing the traits and motivation of college students involved in services organizations. In their study they kept a sample of 443 students involved in volunteer work before entering college by exploring the trait and motivation that attracted. Altruistic motive were rated as most important, followed by egoistic motivation and social obligation. Factor analysis confirmed the conducted validity of the instrument, and accounted for 54.9% of the variance in subjects initial motivations for continued involvement. Content analysis of open ended question showed that although altruistic motivations were cited as being equally important in initially and continued involvement, egoistic motivation, specifically friendship and interaction as being important in continued involvement.

Guagnno (1995) continued a study with the title of “locus of control, altruism and agnatic disposition.”. In this study he tested a modal of attitudinal and personality influence on willingness to take action in support of the environment (agentic disposition). The sample of the study was 367 Virginia residents. The model comprised of item from S.H. Schwartz’s(1970) theory of norm-activated altruism and an abridged version of Levenson’s 3-dimensional conception.
of locus of control, fits the data well. Result indicate that; (1) locus control is best viewed as multidimensional rather than unidimensional, (2) each of Levenson’s locus of control dimensional plays a unique role in the model of environmental agentic disposition and (3) agentic disposition can be conceptualized as type of norms activated altruism. The role of agentic disposition in legitimating position taken by social environment organization is discussed.

Campbell & Christopher (1996) in responed to comments by N.Eisenberg and C.C. Helwing et al. on the original article by supports I moral development theory. It is around that even if the objection of Helwing et al. to eudemonism are correct, they have still not explained how anyone might develop a eudemonistic moral conception. Campbell and Christopher defined their definitions of altruistic and prosocial behavior against Eisenberg’s criticism. It is concluced that moral personality is a legitimate object of study, despite efforts by Helwing et al. o past it out of the scientific arena.

Korsgaard et al. (1996) tested the effect of other oriented valued on decision making based on recent theoretical work by Simon (1990, 1993) we proposed that the value of concern for others would reflected a general process whereby individuals place less value on personal outcomes and are less disposed to engage in relational calculation involving cast and benefits. We conducted 2 studies to examine whether these mechanisms generalize to situation
that do not involve helping others. In the first study, person high in concern for others were less attached to choices involving the prospect of personal gain and where less discerning about the value & risk involved in making choice than where individuals low in concern for others. The second studies showed that positive affective, which is likely to focus attention on personal concern, moderated the effects observed in the first study. Result suggest that others. Orientation value such as concern for other may have a substantial impact on a wide range of organization process beyond helping.

Korgaard et al. (1997) examined whether other oriented value have broaden implications in organization? on the basis of H.A. Simon, the value of concern for other is proposed to drive from a process whereby individuals accept social information without carefully weighting its personal consequences. This value may thus reflected a sensitivity to social information that is unrelated a sensitivity to social information that is unrelated to helping others. In three studies examining individual reaction to performance feed back, the reaction of persons high in concern for others on the personal costs and benefits to accepting and responding to feedback. In contrast, person low is concern for others where less contingent than those of persons low in concern for others on the personal costs and benefits to accepting and responding to feedback. In contrast, person low is concern for other were likely to reject to feedback that did
not result in valued personal outcomes. Because many models of organizational behavior maintain that individual act on the basis of their evaluation of personal consequences, this value may related to a vide range of organization phenomena.

Ashton et al (1998) identified personality characteristics associated with kin altruism and reciprocal altruism, and related those characteristics to the big five personality dimensions among 118 SS (agra) 17-30 yrs). It was hypothesized that traits such as empathy and attachment mainly facilitate kin altruism, and that trait & such as forgiveness and non relation mainly facilitate reciprocal altruism. SS completed the adjective mini markers form, 16 personality items measuring empathy/attachment and fogiveness/non relation and zoitens of the Jackson personality Inventory – Revised Responsibility Scale. Two version of a money allocation task were also completed. Factor scores derived from 16 personality items correlated significantly with external criterion measures intended to represent kin altruism and reciprocal altruism, respectively. Further more, correlations with adjective marker of Big Five indicated that the empathy/attachment factor was related positively two Agreeableness and negatively to emotional stability, whereas the forgiveness/non-relation factor was related positively to both agreeableness and emotional stability.
Kishon et al (2000) examined the relationship among demographic factors, combat experiences, personality characteristics, altruism and posttraumatic stress disorder (PTSD) symptomatology. Participants were 100 male Vietnam War Veterans currently undergoing treatment for PTSD. The development level of internalized schemes of interpersonal relations and the altruistic intent to help were significant predictors of PTSD symptomatology, with lower level of symptomatology associated with higher level of altruism. Results indicates that predispositional variables and altruistic intentions may be important factors to consider in designing and implementing treatment programs for chronically impaired veterans with PTSD.

Krueger et al (2001) hypothesized that altruistic and antisocial behaviour would be etiologically distinct, with altruism showing notably larger shared environmental component of variance than antisocial behaviour. The author pursued research directed at answering 3 questions. First, are altruism and antisocial behavior opposite ends of a single dimension, or can they co-exist in the same individual? Second, do altruism and antisocial behavior have the same or distinct etiologies? Third, do they stem from the same or from distinct aspects of a person's personality? 673 Ss completed the following self report questionnaires: the 198 items version of MPQ; the short-Nye, self report delinquency item; the seattle self-report instrument; and item adapted from the self Report altruism
scale. The results indicates that altruism and antisocial behavior are uncorrelated tendencies stemming from different sources. Whereas altruism was linked primarily to shared environments, unique environments, and personality traits reflecting positive emotionality, antisocial behavior was linked primarily to genes, unique environment, and personality traits reflecting negative emotionality and a look of constraints.

Sandeep (2003) reported that people who are imaginative, careless of practical matter, tender minded, sentimental, group dependent, easily upset, conscientious and preserving are more likely to be altruistic.

2.2 ALTRUISM AND VALUE PATTERNS

Grunbeg et al. (1985) conducted 2 filed studies to assess material altruism in 503 children (age 3-16 years). Study I examined subjects money altruism (i.e. donation of pennies), and study 2 investigated their donation of preferred candy. Results indicate that early elementary school aged subject (around 7 year of age) donated fewer pennies and less of a preferred candy than did both younger and older subject. These findings corroborate recent report and contradict the commonly accepted generalization that children’s altruism steadily increases with age.

Callero (1985-88) develop the symbolic integrationist approach to prosocial behavior, focusing on the work on G.H.Mead (1934, 1938). It is argued that Mead’s work offers
a frame work for understanding prosocial behavior at both the micro societal and the micro-individual levels. His concept of social object, perspective the generalized other is used to conceptualize prosocial behavior as role behavior.

Williams (1985-86) examine the sermon on the mount (SM) as the christion basis of an altruism that sees self and other as mutually independent in a community of being. There reflection are offered;

(1) The presupposes faith in the transcendent and personal immortality.

(2) It is necessary to distinguish between love and forgiveness.

(3) The command not to retaliate and to love one’s enemies are not legal prescriptions but calls to creative moral action.

Smith and Shafeer (1986) conducted study of eight female undergraduate two differed in public and private self cosciousness (SC) and in self reported altruism were afforded an opportunity to assist a person in need. As anticipated, subjects high in private self consciousness provided more assistance to the recipient than did subjects low on this attribute; however, there was a tendency for highly private subjects to be less helpful if they were also high in public self consciousness. Analysis revealed that self – reported altruism reliability predicted the helping behavior of subject high in public self consciousness but did not predict the
personal action of those low in private self consciousness.

Liebrand et. Al. (1986) conducted a study on player in experimental games to know the relationship between social values & prosocial behavior. In the study he investigated difference in the individually interpretation of other’s behavior as a function of their social value. 131 paid volunteers (mean age 22.5 year) served as subjects. 63 subjects classified a priore as cooperative, 27 as borderline, and 41 as individual in value orientation first played a series a decomposed games with either an altruistic, cooperative, individual, or competitive other. The subject related the behavior of other person on the dimensions of evolution and potency. It was expected that cooperators would attach more significance to the evaluative dimension and individualists would attach more significance to the potency dimension. The analysis strongly confirmed both hypotheses.

J.Sawyer (1966) that determine altruism by studying choice regarding welfare allocation. Result indicate that Hindu and Sikh males were equally altruistic. However, hindu males were found to be more generous toward Hindu people, and Sikh males more generous toward Sikh individual. Both group indicate greater generosity with the distribution of grade than with the assignment of salary.

Killeen & Mc Carrey (1986) examined relation of altruistic versus competitive values. 3 altruistic and 3 competitive instrumental value from the Rokeach value survey were rank ordered by 83 nursing and 70 business
student. Subjects also responded to an invitation from a different response to volunteer for altruistic or competitive task involving 10-20 hrs. of their time. Value oriented was significantly related to individual/competitive value orientation, while 74% of the nursing students espoused the predominant social altruistic value orientation. Analysis indicated a significant congruency between the type 6 of Instrumental value the person reported and the kind of activity chosen.

Mohan et. Al. (1986) examined the altruistic behavior of adolescents in relation to their personality and value. In the study, administered personality, altruism and value scale to 100 male and 100 female high school subject (mean age of 16 year) to assess the relationship among these factors. Instruments used include that personality Questionnaire developed by H.J. Eysenck and S.B. Eysenck (1978), self–reported altruism scale developed by Ronald et. al. (1951), and study of values developed by G.W.Allport et. al. (1951) Altruism was found to correlate significantly with age and theoretical social value, while sex was a significant determiner of psychoticism, neuroticism, and likelihood of lying.

Rasinski and Rosenbanm (1987) conducted study and predicted that citizen supported the tax increases for education. A survey of 401 citizen was conducted in a school district in Illinois. Two social psychological perspective predicting supported were tested one, derived from social
exchange theory, predicted that citizens would base their supported of or opposition to a tax increase primarily on perspective predicated that non-self interested concern, such as attitudes towards the school, would determine supported of or opposition to a tax increase. Although both models receiving supported, the strongest and most consistent predictors of tax support among those most likely to be voters were the non-self interested factors.

Archer (1991) studies the dispositional empathy and prosocial motives. In response to C.D.Batson and L.L.Shaw’s article supporting the empathy have multiple goals, both altruistic & egoistic, that generally promote helping.

Bolle (1992) examined why and when to love your enemy. Discusses the economic theory of altruism, which assumes that a person’s utility depends on the utility of other people. A positive dependency can be called love, a negative dependency can be called hate. It is assumed that, up to a certain degree, a person can influence his/her own feeling, than a “Christian rule” is implied. When confronted with a powerful enemy, it may be best advised to love this enemy.

Schwartz (1993) conducted study on a altruism & social influence. In his study he examined 319 last wills probate court regarding expressions of individuality, altruism, and social influence in the writing of a will. 10% of the testators used testamentary material, disinheritance, or altruism to express their individual; about 42% were personalized
directly in other ways, while 48% displayed indirect influence of family, friend and community. Less than 100% displayed primary influence of attorneys, bank, nursing home, governments, religious or others organization. Although none of the 3 major theoretical position of testamentary behavior prevailed, the individualist was found more than then family community position and both were more common than the legalist position. Testators were found not to be very frank or revealing.

Guagnano et al. (1994) tested the hypothesis that stated willingness to pay (WTP) for environment quality follows a contribution model rather than the purchase model that is more congenial to economic thinking. The author examined the ability of the S.H.Schwartz (1970, 1977) norm-activated model of altruism to explain 6 different wtp assessments. The schwartzs model explained stated willingness to pay for environmental quality, except when payments were framed as taxes. It is suggested that model should presume that both altruistic and egoistic consideration may affect stated willingness to pay and that framing may affect contribution.

Hudson and john (1994) examined the self instrest of the economic person in sociological context; questions the interpretation of self – interest (SI) applied by R.M.Coughlin, in his findings the individual behavior is codetermined by SI and the collective concern (CS). The author purpose a technique that estimates the important self interest by using
the significance of income as an explanatory variable in an analysis of questionnaire survey responses. It is argued that such an exercise forces the analyst to impose his or her interpretation of the relationship between income & self interest. Economic evidence (e.g., J.Schiff, 1989) has indicate that altruism is a normal good and that giving to charity increase within income. An alternative test is offered, whereby questionnaire respondents themselves deal with this problem & determine the weight given to self -interest and collective concern.

Barber (1994) studies the effect of relatedness of target person on Machiavellianism and helping attitudes. In study 1, with 65 university students, Machiavellianism was lower in relation to family members than in relation to people in general. Study 2, with 86 university students validated a new helping attitudes questionnaire and indicate that helpfulness was greater for family members. In study 3, with 100 female under graduates, helpfulness was strongly predicted by relatedness of social target, but Machiavellianism was not.

Sappington & Baker (1995) conducted a study to investigate the refining belief in behavioral relations and for this they measured altruism in 71 undergraduate by giving subject a chance to volunteer for helping activities. A brief questionnaires measured subjects belief about the importance of their religion of helping the needy. In addition, belief scale (intrinsic, extrinsic & quest) were administered. The scales, and specific belief questionnaire, were
administered in both intellectually & emotionally based version. As predicated, specific beliefs about the importance to one’s religious of helping the needy, correlated significantly with willingness to volunteer, whereas the intrinsic, extrinsic, and quest scales did not contrary to predication, emotionally based versions of measures did not correlated significantly higher with behavior than did intellectually based version.

Peters (1995) presented an economic approach to the study of child’s well being and describes the economic pioneered by G.S. Becker; (1991) focusing on 2 areas; household production and altruism. The household production model addresses the important question of cast, technological changes, and social changes affect the ways in which families rear children and, in turn, reflected the importance of children in our society. Becker’s work on altruism explorers the nature of parent -parent, and parent – child relationships and how these relationships affect resource allocation within the family. Modeling altruism also provides insight into how parent’s behavior towards their children is affected by government policies.

Glodberg (1995) examined altruism towards panhandlers: who gives? Collected data on the proportions of passer by who gave donations to panhandlers in Boston and Cambridge, massachusettes. 11 male and 7 female Panhandlers and 6396 passerby were observed 1.6% of passerby gave donations. Male passerby gave more frequently
than did female male. When alone, gave disproportional to female panhandlers. When in the company of a similarly aged female, male disproportionately avoided giving to female panhandlers and did not appear to show off by giving disproportionately to male panhandlers. Female panhandlers did not receive more help than males.

Peters (1995) described the economic approach in analyzing the family behaviours pioneered by Becker (1991), focusing on 2 areas, household production and altruism. The household production Model address the important question of how casts, technological changes and social change effect the ways in which family rear children and in turn, reflect the importance of children in society. Becker's work on altruism explores the nature of parent-parent and parent-child relationships and how these relationship affect resource allocation within the family. Modeling altruism also provides insights into how parents behavior towards their children is affected by government policies.

Van Lange (1999) provides a conceptual framework for understanding differences among prosocial, individualistic and competitive orientations. Whereas traditional models conceptualize prosocial orientation in terms of enhancing joint outcomes, the author proposes an interrogative model of social value orientation in which prosocial orientation is understood in terms of enhancing both joint outcomes and equality in outcomes. Consistent with this integrative model, prosocial orientation (Vs individualistic and competitive
orientations) was associated with greater tendencies to enhance both joint outcomes and equality in outcomes, in addition, both goals were positively associated (Study I), consistent with interaction-relevant implications of this model, prosocial orientation was strongly related to reciprocity. Relative to individualists and competitors, prosocials were likely to engage in the same level of cooperation as the inter dependent other did (study-2) and the same level of cooperation as they anticipated from the interdependent other (study 3).

On the basis of review of related studies, it can be concluded that a few studies have been carried out in aboard & India and none of them has direct bearing on the present investigation. This fact inspired the researcher to carry out the present investigation.