



An empirical study and analysis of prosocial behaviour and well-being, keeping all psychological perspectives in Indian scenario

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Abstract

The purpose of this qualitative study was to look into the connection between middle-aged adults' well-being and prosocial behavior in Meerut city. The study used a narrative methodology and concentrated on people who regularly assisted others and satisfied certain inclusion requirements. Through their involvement with NGOs, social work, or situations in which they risked their lives to help others, these individuals have made significant contributions to society. The study aimed to understand their motivations, experiences, and perceptions. To find and enlist participants who satisfied the inclusion requirements, a purposive sampling technique was used. A wide range of middle-aged adults were interviewed in-depth, guaranteeing representation from different genders, socioeconomic backgrounds, and professional fields. After the interviews were verbatim transcribed and audio recorded, thematic analysis was used to detect recurrent themes and patterns in the participant narratives. The impact of social support networks on well-being, the intrinsic motivation to help others, and the personal growth and fulfillment that come from prosocial acts were among the common themes that emerged from the preliminary findings. Through their narratives, the participants shared their experiences of empathy, prosocial behavior, and the difficulties they faced. Policymakers, non-governmental organizations, and community organizations will be able to use the findings practically when creating programs and interventions that encourage prosocial behavior and improve the well-being of community members.

Keywords: Prosocial behavior, Well-being, Middle-aged adults, Meerut city, Qualitative study, Narrative approach

Introduction

People tend to act more empathetically and prosocially as they grow older. Positive emotions are linked to older adults' greater willingness to put in physical effort to assist others, according to studies (Lockwood, 2021) [33]. As people age, their empathy grows, which promotes more prosocial behavior, particularly in trying circumstances (Sun *et al.*, 2018) [45]. Compared to young adults, older adults (40 and older) are more likely to participate in advantageous behaviors (Thu *et al.*, 2021). Initially, people were more prosocial during the COVID-19 pandemic, but as stress levels rose over time, prosocial behavior declined among older adults (Shillington *et al.*, 2022; Harris *et al.*, 2022) [44, 28].

Prosocial behavior has a reciprocal relationship with happiness and well-being (Aknin *et al.*, 2018) [4]. Among the many advantages of prosocial behavior are decreased mortality risk, enhanced mental and physical health and favorable effects on gene expression (Bower *et al.*, 2022) [12]. Moreover, prosocial conduct can lessen loneliness during the pandemic and lessen the detrimental effects of ongoing stress

Better well-being is linked to prosocial activities, especially those that require physical exertion, like volunteering and helping others. There is still disagreement in psychology regarding the existence of true altruism that is motivated only by selfless intentions. Altruism is explained by a number of theories, such as psychological egoism, the empathy-altruism hypothesis, and Kin Selection Theory. Comprehending the reasons behind selfless actions can help build a more prosocial community founded on wholesome connections and a feeling of inclusion.

Need of the Study

There are several reasons why a qualitative study on middle-aged people's prosocial behavior and well-being using the narrative method is important. First of all, middle adulthood is a crucial stage of life marked by a number of physical, psychological, and social transformations. Examining the prosocial conduct and general well-being of people in this stage can reveal important details about the elements that influence their general contentment and constructive social interaction. Interventions and programs targeted at improving the well-being of middle-aged people can be developed with an understanding of the reasons behind, experiences with, and difficulties associated with prosocial behavior. Second, a thorough and in-depth examination of participants' individual experiences and viewpoints is made possible by the application of the narrative method. Rich qualitative data that surpasses quantitative measurements can be obtained by researchers through semi-structured interviews and the use of a questionnaire customized to the goals of the study. This method allows for a more thorough comprehension of the unique experiences, principles, and convictions that influence prosocial conduct in middle adulthood.

Thirdly, the study gains cultural and contextual relevance by concentrating on a particular group of middle-aged Indians from the city of Meerut. India is a multicultural nation with distinct social, cultural, and economic factors that could affect well-being and prosocial behavior. The study intends to capture various experiences and viewpoints regarding volunteering, philanthropy, activism, and assisting strangers by choosing participants who participate in prosocial activities, such as NGO employees. The sample's diversity can teach us about the different types of prosocial behavior

that are common in India and how they affect people's well-being. Furthermore, a varied and representative sample of middle-aged people involved in prosocial activities is guaranteed by the study's inclusion criteria, which include finding participants online, through local contacts, and through newspaper articles. Participants with varying backgrounds, experiences, and degrees of prosocial behavior involvement can be included using this method. The study can offer a thorough grasp of the connection between middle-aged people's well-being and prosocial behavior by integrating a variety of viewpoints. To sum up, this qualitative study on middle-aged people's prosocial behavior and well-being using the narrative method is important because it adds to the body of knowledge already available on the topic. The goal of the study is to offer a thorough and culturally appropriate understanding of the factors influencing prosocial behavior and its effects on middle-aged well-being by concentrating on a particular Indian population and including a diverse range of participants who participate in prosocial activities. The results may have consequences for the creation of programs and regulations that encourage prosocial conduct and improve people's quality of life at this point in their lives.

Problem Statement

- What prosocial behavior experiences do middle-aged people have?
- How would middle-aged people characterize their emotions following prosocial activities?
- How might prosocial activities be used as an intervention to improve middle-aged people's well-being?

Research Methodology

1. Population and Sample

In the state of Uttar Pradesh, the study is in the city of Meerut. All of the prosocial middle-aged Indian adults living in Meerut City make up the study's universe. Participants will be of both sexes and come from a variety of socioeconomic and educational backgrounds. This study will employ non-probability convenience sampling as its sampling strategy. The study's population will yield a total of six samples. The only people who will be chosen are middle-aged individuals who meet the requirements for prosocial behavior. The life stage between 40 and 65 is commonly referred to as middle adulthood. People who actively participate in prosocial activities, such as volunteers, philanthropists, activists, NGO employees, or people who have stepped in to save the life of a stranger in danger, will be the main focus of the selection criteria for participants. Newspaper articles, local contacts, and internet resources pertaining to social work and community involvement will all be used to find participants.

2. Design

The purpose of this qualitative study was to investigate middle-aged people's prosocial behavior and well-being through a narrative approach. The narrative approach produced rich and contextualized data by enabling participants to share their viewpoints and experiences in great detail. To learn more about middle-aged people's reasons for engaging in prosocial activities, as well as their

experiences and results, semi-structured interviews were conducted in the Indian state of Madhya Pradesh.

3. Theoretical framework

Narrative Inquiry and Narrative Identity Construction

Narrative Identity Construction and Narrative Inquiry provide the theoretical foundation for this qualitative investigation. People use storytelling to create meaning and make sense of their experiences, according to the theory of narrative inquiry (Clandinin & Connelly, 2000) [18]. It recognizes that stories are fundamental to who we are as people and give us a way to express what we have experienced. The narrative method is used in this study to record and examine middle-aged people's stories about their well-being and prosocial behavior. By means of semi-structured interviews and narrative construction, the study seeks to explore the reasons behind, experiences with, and results associated with prosocial behavior.

Life Course Perspective and Middle Adulthood

Additionally, the study is consistent with the Life Course Perspective, which acknowledges that the interaction of societal contexts and personal experiences over time shapes human behavior and development (Elder, 1998) [23]. A crucial stage of life marked by numerous life transitions and developmental obstacles is middle adulthood, which is commonly defined as the age range of 40 to 65 (Baltes, 1997) [5]. According to the study, people's narratives about their prosocial behavior and general well-being in middle adulthood can be influenced by these changes and difficulties.

Cultural and Contextual Embeddedness

Additionally, by concentrating on middle-aged Indian residents of Meerut, Madhya Pradesh, India, the study integrated contextual and cultural Embeddedness. It acknowledges the significance of comprehending how distinct social, cultural, and economic factors impact well-being and prosocial behavior. The study intends to identify culturally specific elements that contribute to the development of prosocial identity and its influence on well-being by gathering narratives within this particular cultural context.

Qualitative Data Analysis

To find and examine recurrent themes, patterns, and categories in the narratives, the study used thematic analysis, a qualitative data analysis technique (Braun & Clarke, 2006) [13]. By enabling a thorough examination of participant stories and the identification of themes in the data, this approach is consistent with the narrative inquiry methodology.

Ethical Considerations and Research Ethics

Finally, the study complied with ethical standards, which reflected the values of autonomy, beneficence, and non-maleficence (Emanuel *et al.*, 2000) [24]. By gaining informed consent and preserving anonymity, it protects participants' health, privacy, and confidentiality.

4. Measures or Instruments

In this study, a semi-structured interview questionnaire served as the main tool for gathering data. The researcher determined which questions would be appropriate for the

questionnaire after reviewing the literature and drawing from personal experiences and observations. Qualitative research experts validated the questionnaire that was created. For this study, the questionnaire was especially created to gather in-depth accounts of participants' prosocial behaviors, motivations, experiences, and how their actions affected their overall well-being. To encourage participants to give rich and thorough answers and enable a thorough examination of their prosocial activities and general well-being, the questionnaire contained open-ended questions.

5. Procedures

To perform in-person, semi-structured interviews with the chosen participants, the researcher traveled to Meerut. With the participants' permission, the interviews were audio recorded to guarantee that their stories were accurately captured. To record the data collection, mobile phones were utilized. By using the same methodology for collecting the data, uniformity was preserved. Participants' verbal consent was obtained prior to the interviews to collect data. Additionally, informed consent forms outlining the study's goals and methods, participant rights, and response confidentiality were given to participants. The semi-structured interview questionnaire was used to guide the interviews after the consent forms were signed. Participants were urged by the researcher to share personal anecdotes, consider their experiences and motivations, and talk about how their prosocial actions affected their well-being. The data collection was carried out at a time of day and location that worked for the participant. The data was collected by the researcher. The researcher answered all of the participants' questions and explained the interview's goal in advance. The goals of the study were explained to the participants, as well as how their personal narratives and experiences could significantly impact the development of a prosocial behavior understanding. The researcher carefully examined the verbatim transcriptions of the participant responses to familiarize themselves with the scope and content of the study. Codes were then found and allocated to the appropriate segments. The qualitative data analysis program QDA Miner Lite was used to help with data management and coding. Following that, these codes were arranged according to relevant and appropriate themes, which were then further determined and contrasted across the six study participants.

6. Data Analysis

Since the sample size was relatively small, no statistical techniques were used to analyze the data. It prevented significant conclusions from being drawn from such a small sample. The verbatim transcription of the semi-structured interview data ensured that the participant narratives were accurately represented. The data's recurrent themes, patterns, and categories were found and examined using thematic analysis. Immersed in the data, the researcher read and coded the transcripts numerous times to extract valuable insights. Emergent themes guided the analysis process as codes were developed inductively. With the help of pertinent quotes from participants, the themes that were identified were arranged into a logical story. The emerging themes were contrasted with the body of existing literature. Rich qualitative evidence backed up the descriptive presentation of the findings.

Results and discussion

Results

Following prosocial activities, the participants primarily reported positive emotional experiences, with feelings of joy, fulfillment, and purpose being frequently mentioned. The participants conveyed a strong sense of fulfillment from assisting others and a conviction that their deeds benefited both them and the recipients. Furthermore, because participants reported feeling more connected, having more self-worth, and having a better quality of life overall, prosocial activities were considered a way to improve personal well-being.

1. Family and social support

The importance of social and familial support in the participants' prosocial experiences was emphasized. Their upbringing, early experiences, and family support and influence all had a big impact on how prosocial they were. Prior studies have consistently highlighted the role that family support plays in encouraging prosocial behavior (Carlo *et al.*, 2012). To participate in prosocial activities, middle-aged adults, like those in other age groups, depend on their families' support and direction (Padilla-Walker *et al.*, 2018) ^[39].

2. Decision-making and empathy

Participants stressed the significance of empathy and decision-making procedures in their prosocial encounters. A number of factors, such as the decision-making process itself, the significance of consent, and the ideas of empathy and altruism, influenced their choices to act in a prosocial manner. Prior studies have emphasized how empathy fosters prosocial behavior (Eisenberg & Lennon, 1983) ^[22]. While deciding whether to assist others, middle-aged adults, like those in other age groups, take ethical and sympathetic responses into account (Batson *et al.*, 2004) ^[6].

3. Prosocial activities and responsibility

Due to a sense of duty, middle-aged adults reported taking part in a variety of prosocial activities. They described the types of prosocial activities they engaged in, such as offering assistance selectively, showing unconditional help and altruism, and helping without discrimination. The variety of prosocial activities people participate in, including volunteering, giving, and providing emotional support, has been emphasized by earlier studies (Clary *et al.*, 1998). Like people of all ages, middle-aged adults show a willingness to give back to society and view prosocial behavior as a responsibility. A 2003 study by Okun and Schultz found that middle-aged adults, like people of all ages, view prosocial behavior as a duty and show a desire to give back to society. According to the study, which looked at age-related variations in volunteer motivations, middle-aged individuals exhibited a strong sense of civic duty and a desire to make a positive impact.

Role of Class

The study's theme has become the role of class and how it affects prosocial behavior. This result is consistent with earlier research. One study by Piff, Kraus, Côté, Cheng, and Keltner (2010) looked at how social class affects prosocial behavior. They looked into how people's propensity to act in a prosocial manner is influenced by their social class. According to the study, people from lower socioeconomic

class backgrounds demonstrated greater prosocial behavior, empathy, and compassion than people from higher socioeconomic class backgrounds. The researchers hypothesized that this pattern might be explained by lower socioeconomic class contexts' increased reliance on cooperation and social support. The study also showed that people from higher socioeconomic classes tended to act more unethically and were less inclined to assist those in need. The researchers hypothesized that the self-centered attitude and sense of entitlement that are frequently connected to higher social class positions could be the cause of this.

1. Employment Opportunities and Empowerment

One key component of prosocial activities as an intervention was the theme of empowerment and self-sufficiency. It emphasized how helping those in need obtain work can have a positive impact on their sense of empowerment and independence. Participants shared their conviction that giving job opportunities to those in need has the capacity to change lives. They underlined that these interventions empower people by giving them back control over their lives and boosting their self-esteem, in addition to providing financial support. According to the participants, getting a job through prosocial activities made people more independent. Their sense of self-worth increased and their reliance on outside help decreased as a result of being able to support themselves and their families. Giving jobs to people in need can be a catalyst for positive change, according to participants' repeated statements. Along with providing them with a way to make a living, it gives their lives direction and meaning. Participants observed that the availability of job opportunities had a favorable effect on people's general well-being. It improved their mental and emotional health by lowering stress and fostering a feeling of security and stability. According to a study by Gedikli *et al.* (2021), life satisfaction and unemployment are negatively correlated. In line with earlier studies, the negative effect grew as unemployment duration increased. The results emphasize how crucial it is to support job openings for the unemployed in order to improve their well-being. In particular, since they suffer the largest decline in well-being, long-term unemployed people's needs should be prioritized.

2. Purpose and Well-being

Through their participation in prosocial activities, participants reported feeling a strong sense of purpose and a clear path to achieving that purpose. They said that they felt their lives had purpose and direction because of these activities. This result is consistent with earlier studies that showed a positive correlation between well-being and having a sense of purpose (Martela & Steger, 2016) [34].

Prosocial activities have also been shown to increase positive emotions and enhance general well-being. Participants talked about how helping others and having a positive influence on their communities made them feel happy, fulfilled, and satisfied. This result is in line with research that has shown how prosocial behavior has positive emotional effects. Even when prosocial acts are carried out remotely, research indicates that they can still raise happiness and produce positive emotions (Akin *et al.*, 2018) [1].

Prosocial behaviors consistently produce higher increases in positive emotion than self-focused actions, according to

studies looking at their effects. According to Harbaugh *et al.* (2007) [27], Geenen *et al.* (2014) [25], Akin *et al.* (2020) [3], and others, people have consistently reported higher levels of happiness when they prioritize giving to others over themselves, regardless of the size or monetary value of the gifts or the source of the funds.

Positive emotions may be a useful treatment for anxiety and depression, according to Taylor, Lyubomirsky, and Stein (2007) [46], who noted that positive emotions can lessen the negative effects of negative emotions on the body and mind. Furthermore, it was discovered that the advantages of prosocial activities were consistent across age groups. Participants underlined that prosocial behavior is advised for people of all ages, implying that it is universally appealing and can support well-being at any point in life. Research indicates that the benefits of prosocial behavior are consistent across a range of age groups (Carlo *et al.*, 2014; Okun *et al.*, 2013) [15, 38].

Participants also emphasized the advantages of prosocial activities for one's physical, mental, and spiritual well-being. They reported feeling less stressed, having more energy, and being better-rounded, among other improvements in their physical and mental health. Numerous studies have demonstrated the beneficial effects of doing good deeds and supporting others on the mental health and general well-being of those who are supported (Curry *et al.*, 2018) [19]. People of various ages, genders, and desired outcomes appear to be able to benefit from these advantages. Raposa *et al.* (2016) [42] found that prosocial behaviors like kindness, support, and cooperation helped lessen the detrimental effects of stress on emotional well-being in a recent study that focused on common stressors. The researchers discovered that stress's negative effects on both positive and negative emotions as well as general mental health were lessened on days when people engaged in prosocial behaviors. In other words, people may be helping themselves when they help others in times of stress. Furthermore, prosocial behavior can have long-lasting positive effects on mental health and emotional well-being, even though these effects might be small, according to Miles *et al.* (2022) [36].

Last but not least, when engaging in prosocial activities, participants reported feeling invigorated and unwearied. According to this research, performing deeds of generosity and kindness may boost one's energy levels and lessen feelings of exhaustion or burnout. More investigation and study are required in this area. According to this research, prosocial activities may be used as interventions to improve well-being and fight fatigue in various contexts.

3. Promoting Positive Change

- Promoting baby steps: One recurrent theme that came out of the interviews was the understanding of how crucial it is to promote baby steps in prosocial endeavors. Participants discussed the profound effects that even small deeds of generosity and kindness, like lending a hand to a neighbor or volunteering for a neighborhood cause, can have on people and communities. This research supports the idea of "micro-prosocial behavior," which holds that even modest, routine deeds of kindness can have a positive impact. According to studies, even modest deeds of kindness can make a big difference for both the giver and the recipient. Micro-prosocial behavior has been linked to

better psychological well-being overall, more positive emotions, and stronger social ties (Buchanan & Bardi, 2010) ^[14].

- **Peace through helping:** Prosocial activities bring about a sense of inner fulfillment and serenity, according to the participants. They talked about the profound sense of fulfillment and contentment they experienced when they helped others and improved their communities. This result is in line with earlier studies showing the beneficial effects of prosocial behavior on subjective well-being and mental health. According to Weinstein and Ryan (2010), this study adds to the body of research demonstrating the psychological benefits of acting in a prosocial manner. According to Dunn *et al.* (2008), the findings are consistent with earlier research showing that spending money for the benefit of others results in higher levels of happiness than spending it for oneself. Additionally, the study's results imply that the encouragement of positive emotional experiences may be one mechanism behind the established link between prosocial behavior and improved well-being. According to Nelson *et al.* (2016) ^[37], deeds of kindness and generosity have been linked to higher levels of positive affect and life satisfaction.
- **Benefits to mental health:** The beneficial effects of prosocial activities on mental health were another significant theme that surfaced. Participants talked about how doing charitable deeds and being generous helped them cope with stress, anxiety, and unpleasant feelings. This result is consistent with earlier research that demonstrated a link between prosocial behavior and better mental health outcomes. Prosocial behavior has been associated with improved psychological well-being, more positive emotions, and a decrease in depressive symptoms. A study by Vidhi Khanna *et al.* (2017) ^[32] looked at the relationship between well-being and prosocial behavior. It was discovered that prosocial behavior and well-being were significantly positively correlated. Rosli and Perveen (2021) ^[43] found a positive correlation between psychological well-being and prosocial behavior. According to the results, prosocial behavior is associated with psychological well-being, especially when it comes to cultivating wholesome relationships with others.
- **Perspective shifting:** As a result of participating in prosocial activities, participants reported a change in their worldview and perspective. They talked about how these exercises improved their understanding, empathy, and compassion for other people. In their study, Batson, Early, and Salvarani (1997) distinguished between two forms of perspective taking: picturing oneself in a particular circumstance and picturing how someone else feels in that same circumstance. It was discovered that these two approaches to perspective-taking produced distinct kinds of altruistic and prosocial behavior. In particular, imagining how someone else would feel in a given circumstance elicited an empathic reaction, whereas imagining how one would feel in the same circumstance caused personal distress. Doing good

deeds can help people see the world from a wider angle and feel more connected to other people.

- **Prosocial Intervention:** A recurring theme in the participants' answers was the idea of prosocial intervention. They emphasized how prosocial activities can be used as deliberate interventions to address social issues, advance well-being, and encourage constructive change. According to Mesurado *et al.* (2018) ^[35], such an approach is consistent with the expanding field of prosocial interventions, which seek to systematically encourage prosocial behavior and its benefits. Prosocial interventions have demonstrated encouraging outcomes in fostering positive change in a variety of contexts, such as communities, workplaces, and schools. Several themes emerged from the participant narratives under the heading of "Social Dynamics," emphasizing the function of society and community, the process of turning ideas into deeds, the sense of impact, the significance of ongoing service, and the influence of social structure on participation and contribution. These results advance our knowledge of the social dimensions of prosocial behavior and shed light on how successful prosocial initiatives are as a form of intervention.

4. Social Dynamics

- **A Social System:** The importance of considering prosocial actions as a component of a larger social system was underlined by participants. They understood that people were interrelated in society and that their actions affected other people. As an example, Participant 1 stated, "When we perform deeds of kindness, it generates a positive chain reaction, motivating others to follow suit." According to Smith and Christakis (2008), this viewpoint is consistent with earlier research emphasizing the function of social networks and social contagion in encouraging prosocial behavior.
- The participants emphasized the significant contribution that society and the community make to the development and encouragement of prosocial endeavors. They stressed the significance of creating a socially supportive atmosphere that promotes and offers chances for people to act in prosocial ways. "Our community actively promotes social initiatives and organizes regular volunteering events, which motivates individuals to participate," said participant 2. This result is consistent with earlier studies showing how social support and norms influence prosocial behavior. An investigation into the impact of norms on prosocial behavior was carried out by Bailey R. House (2018) ^[29]. Social norms are accepted rules that specify how members of social groups or societies should behave. They help us learn acceptable behavior and steer clear of possible repercussions for breaking these norms by influencing our actions through the expectations and behaviors of others in our community. Many types of costly prosocial behavior—behaviors that involve selfless acts of helping others and are difficult to explain by other factors—are motivated in large part by cooperative social norms.

- **Idea to Action:** One of the most important steps in implementing prosocial activities, according to the participants, is turning ideas into action. According to them, merely having an idea or intention is insufficient; specific actions must be taken in order to turn those ideas into worthwhile endeavors. "We need to actively pursue opportunities and make a real impact; it's not enough to just think about helping others," stressed participant 3.
- **Making A Difference:** The participants' prosocial actions demonstrated a strong desire to improve the lives of others. They discovered a sense of purpose and personal fulfillment in working to improve the lives of people and communities. According to participant 1, "I feel happy and accomplished when I know that I can make someone happy or support them when they are in need." This result is consistent with earlier studies that highlight the beneficial psychological effects of practicing prosocial behavior (Post *et al.*, 2005).
- **Continuous Service:** The participants understood how crucial it was to engage in prosocial activities consistently. Sporadic or one-time acts of kindness were important, but they weren't enough to bring about long-lasting change, they stressed. As stated by Participant 2, "We must dedicate ourselves to ongoing service and work toward lasting solutions to social problems." This result aligns with earlier research emphasizing the significance of consistent prosocial behavior for both personal fulfillment and societal influence. In their study, Bigland and Hinds (2009) ^[11] discovered strong evidence in favor of implementing all-encompassing community interventions meant to improve community nurturing. Numerous characteristics of nurturing communities include the decrease in socially and biologically detrimental occurrences, the promotion of psychological acceptance, and the abundance of positive reinforcement for prosocial behavior. In addition to encouraging prosocial behavior, these interventions may help make neighborhoods more sustainable overall.
- **Social Structure: Engagement and Contribution:** Participants recognized that their participation in and contribution to prosocial activities were greatly aided by social structures like organizations or community networks. They said that belonging to a structured system gave them those resources, support, and a feeling of unity. "Being a part of an NGO allowed me to meet like-minded people and increase my influence through teamwork," said participant 3.
- The results in these categories highlight how crucial it is to take social dynamics into account when determining how successful prosocial activities are as an intervention tactic. Individual interdependence, the impact of society and community, the process of turning ideas into action, the sense of making a difference, the necessity of ongoing service, and the influence of social structures on engagement and contribution are all clarified by the participant narratives. These results are consistent with earlier

research and offer insightful information for creating programs and interventions that support prosocial behavior and well-being. Inspiration to use their prosocial endeavors to improve the lives of others. Their attempts to have a positive influence on people and communities gave them a sense of purpose and personal fulfillment. According to participant 1, "I feel happy and accomplished when I know that I can make someone happy or support them when they are in need." This result is consistent with earlier studies that highlighted the prosocial behaviors' beneficial psychological effects (Post *et al.*, 2005).

5. Organizational & Institutional Support

Several significant themes pertaining to institutional and organizational support were identified by the study's findings on prosocial activities as an intervention. These themes include the existence of a well-organized system, the recognition of those in need, institutional and community coordination, and the performance of social obligations. These results are consistent with earlier studies that highlight the value of organized systems, focused interventions, teamwork, and a sense of social responsibility. The participants underlined the necessity of a well-structured system that can efficiently encourage and support prosocial behavior. This result is consistent with earlier research emphasizing the value of formal frameworks in encouraging prosocial behavior. Additionally, it became clear that precisely identifying the people or groups in need was essential to designing interventions for optimal efficacy. The finding is consistent with studies that emphasize how important it is to comprehend the particular requirements of the target audience. To facilitate prosocial activities, the theme of community and institutionalized coordination became crucial. To optimize the impact of interventions, the participants underlined the necessity of cooperation among diverse stakeholders. This result is in line with earlier research that emphasizes the value of teamwork and collaborations in fostering prosocial behavior and the welfare of communities. Finally, the participants emphasized the significance of contributing to the welfare of others and conveyed a sense of social responsibility and duty towards their communities. This result is consistent with studies showing how prosocial behavior is influenced by social responsibility.

Discussion

Experiences of Prosocial Behavior among Middle-Aged Individuals

Various psychological frameworks and theories influence the prosocial behavior experiences of middle-aged individuals. According to Albert Bandura's Social Learning Theory, these people frequently pick up prosocial behaviors. Social support and family upbringing are important factors that fit with the theory's focus on picking up knowledge from watching others and being impacted by rewards and penalties.

Furthermore, according to Batson, Schoenrade, and Ventis (1993) ^[9], there is a strong correlation between religiosity and prosocial behavior. The participants' explanations of how religion and moral principles influenced their prosocial behavior are consistent with studies on the connection between prosocial behavior and religiosity. In a similar vein,

the focus on empathy and moral issues in participants' prosocial experiences aligns with Daniel Batson's Empathy-Altruism Hypothesis (Batson *et al.*, 2004) ^[6]. According to this theory, people assist others because they truly care about their welfare and know how they feel. Social identity theory is evident in the discussion of social dynamics, social pressures, and a sense of social responsibility (Tajfel & Turner, 1986). According to this theory, people define social groups for themselves and other people, and their behavior is impacted by how they identify with these groups. The prosocial behavior of middle-aged adults may be driven by a sense of duty to their community or social group.

The Self-Determination Theory (Deci & Ryan, 1985) highlights that intrinsic motivation, autonomy, and competence are the main causes of middle-aged people's positive emotional experiences and fulfillment. Their reported sense of well-being and life satisfaction, which are linked to prosocial behavior, is consistent with this.

In accordance with Attachment Theory, prosocial behaviors are shaped by social and familial support (Carlo *et al.*, 2018). According to this theory, a person's social and emotional development is influenced by their early attachment experiences with caregivers. The topic of social class and how it affects prosocial behavior is consistent with studies on the subject. People from lower socioeconomic class backgrounds are more empathetic and prosocial, while people from higher socioeconomic class backgrounds may be less prosocial because of a sense of entitlement, according to studies like Piff *et al.* (2010) ^[40].

Feelings after Involvement in Prosocial Actions

Their intrinsic motivation fuels their sense of emotional fulfillment and satisfaction, which is consistent with the tenets of self-determination theory (Deci & Ryan, 1985). Finding meaning in life events is a component of psychological well-being, according to the Meaning-Making Theory (Steger, Frazier, Oishi, & Kaler, 2006), which is consistent with their sense of fulfillment and purpose. The Empathy-Altruism Hypothesis, which holds that sincere concern for others inspires prosocial behavior, is supported by their actions, which are motivated by compassion and empathy (Batson *et al.*, 1997) ^[7, 8].

The psychological processes involved in emotional regulation and coping are reflected in the theme of emotional processing and coping mechanisms. Theories examining the connection between emotions and positive behavior are consistent with the theme of emotional processing and the range of emotional reactions participants reported. The possible barriers and emotional difficulties connected to prosocial behavior are reflected in negative emotions and challenges.

Implications of the Study

A deeper comprehension of the elements influencing middle-aged people's prosocial behavior is made possible by the study's theoretical ramifications. The results add to the body of literature by highlighting the ways in which social dynamics, empathy, religion, and family all support prosocial behavior. Personal characteristics, support networks, and teamwork were also found to be significant in influencing people's prosocial behavior. The results of this study have practical implications for the development of programs and interventions that promote prosocial behavior in middle-aged people. Strategies that foster a sense of

purpose, improve well-being, empower people, and establish supportive environments can be developed using the themes that have been identified. To identify individuals in need, provide resources, and promote community coordination, it is acknowledged that institutional and organizational support is essential.

Limitations of the Study

There are restrictions on the study. With only six participants, the sample size is small, which restricts how broadly the results can be applied. A larger and more varied sample should be the goal of future studies to guarantee a thorough grasp of prosocial behavior in middle-aged people. Furthermore, using self-reported interviews could result in bias and social desirability effects. Triangulation and the use of multiple data collection techniques should be explored in future research to improve the validity and reliability of the results.

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