INFLUENCES OF PERSONAL QUALITIES AND COMMUNITY QUALITIES ON SOCIAL BEHAVIOUR AMONG CITIZENS OF UAE

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ABSTRACT

The aim of study is to explore impact of individuals' factors and community factors on the individuals' social behaviour of citizens in the UAE. The proposed antecedents are Self Esteem, Self-Identity, Social Identity, and Subjective Norm. The proposed model determinates is related to the two theories. Social identity and self-esteem are remarked to self-identity theory, and subjective norm is remarked to theory of planned behaviour. This study has four antecedent variables; Self-identity, Self-esteem, Social identity, and Subjective norm; and one dependent variable, Citizens' social behaviour. The causal relationships among model variables after run PLS-SEM algorithm shows that the predictive power R2 of social behaviour is 0.487. For relations from the four factors of personal qualities and social qualities to social behaviour, the four factors have significant effect. Social Identity has the highest impact with path coefficient score of 0.252. Self Esteem has the second impact with path coefficient score of 0.223. Self-Identity has the third impact with path coefficient score of 0.212. Subjective Norm has the lowest impact with path coefficient score of 0.177. This study is limited to the empirical examination of UAE context; however, replicating the same design with same data collection tools, but in different locations, will provide extra knowledge to generalize the proposed relations. The study explored the impact on personal and social qualities; however, scholars are recommended to explore different antecedent variables.

Keywords: Personal Qualities, Community Qualities, Social Behaviour, Self Esteem, Self-Identity, Social Identity, Subjective Norm.

INTRODUCTION

The industrial revolution had significant effects on hardship in today's rich countries such as United Arab Emirates (UAE), the quality of lifestyle merely took place in those countries after the life of modern welfare states (Spencer et al., 2019). These welfare programs increased the living standards of the best penniless residents while setting up "social flooring" that safeguarded all participants of ring (Desai & Kharas, 2017). Welfare condition describes a type of regulating where the nationwide authorizations takes a crucial feature in the self-defense and coupon of the social and affordable health and wellness of its own residents. A welfare condition is actually located upon the ideas of impartiality of opportunity, non-discriminatory circulation of variety, and social commitment for those not able to get by themselves of the low policies of a great lifestyle. Social Protection, government mandated lack of employment insurance policy training programs, and welfare negotiations to folks not able to operate are really all circumstances of the welfare condition (Titmuss, 2018; Vahabi, Batifoulier & Da-Silva, 2019).

The UAE Authorities targets to help make the country among the best 5 happiest nations in the globe by 2021. In February 2016, the UAE Authorities created the article of Official of

State for Happiness along with primary responsibility was to compatibilities all government strategies, policies and programs to achieve a healthier society. Adhering to the Cabinetry reshuffle in 2017, yet another portfolio was incorporated to the Minster of State for Happiness to end up being the Minster of State for Happiness and wellbeing (government.ae, 2020).

However, Welfare in societies have many stakeholders including citizens, residents, government, Nonprofit Organizations (NGOs), public sector, private sector, and society groups (Brinkerhoff, 1999; Waddell, 2017). Citizens and their social behaviour can be one of the main issue that differentiate between societies. To develop human civilization, society plays the vital role. When a number of people denote society as their common home, its responsibility of each of them to preserve the society and its assists. Civilization is the backbone of every society. Hence, in order to civilize the society, every member of the society should behave in a good manner and should behave well. If the opinion contradicts, both parties should come at the same place in order to discuss the problems and are supposed to sort out the problem with mutual agreement. Mutual understandings and respect for another are major elements for the development of the society.

Understanding and respect for another is the key point for the development of the society. And respecting other is one of the symbols of own good behaviour (Moffett, 2019). Social behaviour is behaviour that takes place in a social setting. Coming from a mental aspect of sight, social actions assists to advertise our psychological welfare. Coming from the factor of scenery of those that appear for social instruction in culture as entire, social habits is actually good, commonly, due to the fact that it implies that individuals will certainly comply and that devices can easily manage efficiently (Davidson & Davidson, 2016).

The aim of study is to explore impact of individuals' factors and community factors on the individuals' social behaviour of citizens in the UAE. The proposed antecedents are Self Esteem, Self-Identity, Social Identity, and Subjective Norm.

LITERATURE REVIEW

The proposed model determinates is related to the two theories. Social identity and self-esteem are remarked to self-identity theory, and subjective norm is remarked to theory of planned behaviour.

Social Identity Theory

Because its appearance in the very early 1970s, the social identity strategy has actually highly influenced the understanding of several group-mediated phenomena. It has effected transformative and basic adjustments to exactly how social expectations and belonging are defined, while producing understanding into just how individuals view and specify themselves in a wider social context (Hornung, Bandelow & Vogeler, 2019). The social identity concept supplies an alternative point of view to understand vital identity-based concerns in organizations, and has been efficiently put on a substantial series of subjects encompassing leadership, commitment and inspiration, interaction and coordination, efficiency and performance (Bentley, 2019). Identity, image and culture develop three related parts of just how an organisational system occurs to its various constituencies (Smaldino, 2019).

An individual's specific identity, or self-concept, according to social identity theory, is an identity account including all the idiosyncratic characteristics of a person in addition to his social identities (Smaldino, 2019). 'Social identity' is derived from social groups, to which an individual perceives a feeling of belonging, in addition to its worth and psychological significance (Tajfel, 2010). Later scolars articulated identity as both a conscious feeling of private identity, and an unconscious feeling of striving for a connection of individual personality (Smaldino, 2019).

According to Sindic & Condor (2014) Social identity theory and self-categorization theory, on the various other hands, introduce 'social identity' as an elastic entity resulting from the individual's personality and the situational or contextual factors. Social recognition, as a result, is a person has 'stated' perception of oneself in relation to the social gatherings that the individual joins, participates in, and belongs (Smaldino, 2019).

Numerous prospective identifications of the people might emerge in particular organisational contexts, resulting in intricacies associated with identity salience and the growth of the power structure of social identities (Smaldino, 2019). According to Tajfel (1982), three elements are needed for the social identification procedure to occur: (1) the cognitive component (the level of awareness of subscription); (2) the evaluative component (the value undertone linked to such awareness); and (3) the emotional part (the psychological involvement for both recognition and examination). Social identity is defined as an aspect of an individual's self-concept created by the perception of memberships of various social groups. The social identity of 'us' associated with any internalised team membership is defined and determined by the person's perception (Trepte & Loy, 2017).

Theory of Planned Behaviour

Theory of planned behaviour is one of the most used theories in explaining the behavioural intention by a set of variables including attitude, perceived behavioural control and subjective norm (Rivis & Sheeran, 2003). The origin of the theory is coined to Ajzen (1991) but the theories have deeper rots before this date. Behavioural purpose describes a person's subjective likelihood that they will certainly carry out certain behaviour (Fishbein & Ajzen, 1975). Objectives involve 4 major elements: the behaviour; the target item at which the behaviour is routed; the scenario in which the behaviour is to be executed and the time at which the behaviour is to be carried out. Each of these elements affects the specificity of intent of which there are five degrees, specifically: global; collection; behaviour certain; behaviour and scenario or time specific; behaviour and circumstance and time details (Fishbein & Ajzen, 1975).

It is usually the greater degree intentions which have actually drawn one of the most interests when it comes to attempting to predict an individual and recognizes objective to execute certain practices (Fishbein & Ajzen, 1975). Purpose is viewed as the most precise forecaster of real behaviour and this view allows for using the variables under the theory to evaluate different treatments and programs in cases wherein there is no easily offered measure of actual behaviour. Under the Theory of Planned Behaviour, this objective is determined by three primary factors consisting of attitudes; social norms and regarded behavioural control (Hedger, Dubey & Chakrabarti, 2020).

Furthermore, each of these factors is based on a various idea and it is these beliefs that are core to this particular theory (Freeman, Hill, McKenna, Papa & White, 2020). As matter of fact, Beliefs are a person's subjective likelihood reasoning's worrying some element of their world and they handle the individual's understanding regarding themselves and their environment (Setiawan, Afiff & Heruwasto, 2020). In addition, Beliefs include developing a link between two aspects of an individual's globe, namely the things of the idea and that things relation to one more value, quality or object.

Subjective norm is generally determined more precisely, as an individual's belief or even "point of view about what essential others strongly believe the individual ought to carry out" *i.e.,* carry out or even not execute the behaviour in a particular scenario. This viewpoint or point of view has been identified as that person's normative belief, which is often at that point grown through incentive to abide (with this belief), as stood for in the formula (Setiawan et al., 2020). When multiple, specified important others are actually included, the standardizing opinions and motivation to comply for every would be summed.

Social Behaviour

Behaviour can be found in many kinds--blinking, consuming, analysis, dancing, firing, rioting, and challenging. What after that distinguishes social habits? A habit that is remarkably social is adapted towards other personals. Such habits gets yet another as a perceiving, believing, Moral, deliberate, and operating person; thinks about the reasonable or deliberate definition of the various other's industry of phrase; involves assumptions concerning the other's activities and acts; and materializes an intention to invoke in an additional self-certain adventures and intentions. What sets apart social coming from non-social behaviour, then, is whether one more personal is born in mind in one's acts, activities, or exercises (Cherry, 2017; Welcomer, Cochran & Gerde, 2017).

Social actions is actually also assisted with to a huge level through peptide communications in addition to primary benefits method, like the mesolimbic dopamine system. AVP and oxytocin modulate social behaviour in opposite directions and have been suggested to be part of a circuit modulating anxiety especially in response to social defeat in rodents Modulation of oxytocin and vasopressin systems are targets for intervention in a number of

disorders involving social cognition such as schizophrenia, autism, social anxiety disorder, and depression (Fernald, 2017; Pfaff, Rubin, Schneider & Head, 2018).

Social Identity

Social identity is actually the aspect of the self that is defined by one's group subscriptions. Social identity concept, which was formulated by social psycho therapist Tajfel & John in the 1970s, explains the conditions under which social identity becomes more crucial than one's identification as an individual. The theory also points out the ways in which social identity may affect intergroup actions (Hogg, 2016; Tajfel, 2010). Social identity idea indicates 3 psychological methods individuals go through to make in-group/out-group distinctions.

Social identity theory, which was made by social psycho therapist Tajfel & John in the 1970s, defines the disorders under which social identity comes to be much more essential than one's identification as an individual. The very first process, social classification, is actually the method through which our company coordinate individual's right into social groups in purchase to recognize our social world. The 3rd procedure, social contrast, is actually the method through which people relate their group with other teams in phrases of stature and social status (Salem & Salem, 2018).

Subjective Norm

An extensive meaning of pertained to or even subjective norm is in fact "the related to social worry to conduct or maybe certainly not to perform the practices" in concern (Ajzen, 1991). Subjective norm is in fact generally defined added exclusively, as an individual's opinion or perhaps "perspective about what better halves really feel the person needs to have to perform" *i.e.,* carry out or even refrain from doing the actions in an information instance.

Subjective norm is actually also identified as standardizing opinion without including reward to follow. Some research has actually concluded that it is actually certainly not required to feature motivation to adapt, finding actions of MC to come to be "undesirable" or even that featuring Mc might also vitiate the relationship in between subjective norm and behaviour intent (Sia & Jose, 2019).

Self- Identity

Self-Identity is composed of fairly irreversible self-assessments, such as personality characteristics, knowledge of one's skills and potentials, one's profession and activities, and awareness of one's physical features. In contrast, the declaration "I am actually tired" would certainly not generally be considered part of an individual's self-concept, due to the fact that being exhausted is actually a momentary condition (Salem & Salem, 2018).

The Self Identity is actually not restricted to the here and now. It includes future selves and beyond selves. Potential personals or even "possible personals" stand for individuals' tips of what they could end up being, what they would like to end up being, and what they fear of coming to be. They relate hopes, anxieties, standards, targets, and dangers. Feasible selves might work as motivations for future habits and they also give a informative and evaluative situation for the present view of self (Sindic & Condor, 2014; Trepte & Loy, 2017).

Self Esteem

We all recognize that confidence in some cases described as self-regard or even dignity, could be a vital part of excellence. Too little self-confidence can leave behind folks experiencing beat or even saddened. It can easily also lead people to create poor selections, fall under

damaging relationships, or neglect to live up to their complete possibility. A lot of self-worth, as exhibited in narcissistic split personality, may absolutely be repulsive to others and can even damage private connections. Self-esteem fix the intense high and low edges of the range could be dangerous, therefore ideally, it is actually absolute best to strike an equilibrium someplace between (Pelham & Swann, 1989; Schiraldi, 2016).

A practical yet positive sight of yourself is actually normally looked at the perfect. What specifically is actually self-worth? Where does it come from and what effect does it actually have on our lives? Confidence can easily play a substantial role in your inspiration and success throughout your life. Given that you do not feel your own self to be qualified of effectiveness, low self-confidence may keep you back coming from doing well at university or even work. By contrast, having a healthy self-confidence can help you attain because you browse lifestyle with a good, aggressive mindset and believe you can perform your objectives (Schiraldi, 2016).

The requirement for self-worth participates in a necessary role in psycho therapist Abraham Maslow's pecking order of needs, which portrays confidence as one of the general individual incentives. It is actually crucial to keep in mind that self-esteem is a concept specific from self-efficacy, which includes exactly how effectively you think you'll manage future activities, efficiency, or abilities (Parks, 2017; Pelham & Swann, 1989).

CONCEPTUAL MODEL AND HYPOTHESES

Based on the above illustrations of the concepts and the related theories, this study has four antecedent variables and one dependent variable as the following list

- Independent Variable 1: Self identity
- Independent Variable 2: Self esteem
- Independent Variable 3: Social identity
- Independent Variable 4: Subjective norm
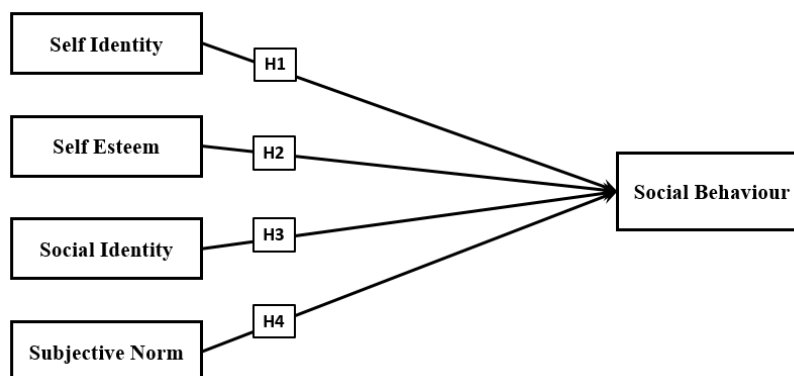- Dependent Variable: Citizens' social behaviour

Figure 1 shows the proposed model, in which there are four hypotheses as the following:

Hypothesis 1 Self-identity has a significant impact on citizens' social behaviour among citizens in UAE.

Hypothesis 2 Self-esteem has a significant impact on citizens' social behaviour among citizens in UAE.

Hypothesis 3 Social identity has a significant impact on citizens' social behaviour among citizens in UAE.

Hypothesis 4 Subjective norm has a significant impact on citizens' perceived welfare among citizens in UAE.

FIGURE 1
PROPOSED MODEL AND RESEARCH HYPOTHESES

METHODOLOGY

The study assumed that the social behaviour can be predicted by a set of antecedent variables in a presentation on numerical measure; therefore, this study is a deductive approach that uses quantitative methods. The empirical investigation is applied by using self-directed questionnaire to collect original data and do the statistical analysis by using partial least square techniques.

Population of this particular study is all the adults (eligible to fill up the survey) who possess the citizenship of UAE and living any of the seven states of UAE; it is important to mention that residents of UAE from other nationalities is not part of the study population. Bases on the UN statistics and worldmeters.info (2020); the total population of UAE residents are 9,833,529; adults above 18 years old are approximately 81%. However, the UAE citizens are 16.5% of the total population, which means that UAE citizens are 1.5 million and the adult people are 1.215. Besides, based on Morgan table the sample size is 384. The data was collected by online survey during 2020.

The tools used for data collection is a well-structured survey that adapted from previous studies. The survey was organized to ask question in likert-5 format. Likert 5 questionnaire style has been used in social science studies for long time and proved to be a suitable style for measuring human perceptions.

Structural Equation Modeling (SEM) techniques are used for statistical data analysis *via* the Smart PLS software package, which is used in management and social science studies such as (Salem & Alanadoly, 2020; Salem & Salem, 2018).

FINDINGS

Validity and Reliability of Constructs

Several measures have been conducted such as composite reliability, outer loading, convergent validity, and discriminant validity to ensure reliability and validity of the measurement model (Hair, Hult, Ringle & Sarstedt, 2016; Sekaran & Bougie, 2016). As shown in Tables 1 composite reliability is measured by Cronbach's Alpha and all values are above the cut-off value of 0.70.

Therefore, the reliability of measurement model is achieved. In addition, outer loading for all the items are above 0.708 with no cross loading from foreign item, therefore indicator reliability is achieved. The Average Variance Extracted (AVE) values are above 0.5, therefore convergent validity is achieved. Finally, Table 2 shows the matrix of Fornell-Larcker criterion, which indicates that no discriminate validity issues are.

Some items were eliminated based on the rule of thumb for outer loading and cross loading. This roadmap for examining the validity and reliability are applied in social science studies such as Salem & Alanadoly (2020) and Salem & Salem (2018).

Table 1 CONSTRUCT RELIABILITY AND VALIDITY				
Construct	**Item**	**Loading**	**AVE**	**Cronbach's alpha**
Self-Identity (SEI)	SEI1	0.875216	0.830709	0.931959
	SEI2	0.923384		
	SEI3	0.943088		
	SEI4	0.902652		
Self Esteem (SEE)	SEE1	0.932803	0.86797	0.923779
	SEE2	0.951632		
	SEE4	0.910047		

Social Identity (SOI)	SOI1	0.830671	0.740737	0.82448
	SOI3	0.893476		
	SOI4	0.856678		
Subjective Norm (SUN)	SUN1	0.911093	0.793194	0.913213
	SUN 2	0.875018		
	SUN 3	0.890304		
	SUN 4	0.885658		
Social Behaviour (SOB)	SOB1	0.9287	0.864728	0.922619
	SOB2	0.93142		
	SOB3	0.929599		

Table 2
DISCRIMINANT VALIDITY – FORNELL-LARCKER CRITERION

	SEI	SEE	SOI	SUN	SOB
SEI	0.93				
SEE	0.67	0.911			
SOI	0.667	0.595	0.932		
SUN	0.76	0.649	0.675	0.861	
SOB	0.577	0.512	0.595	0.64	0.891

STRUCTURAL MODEL

For the purpose of assessing the power of the model construct in predicting the outcome variables, predictive power R^2 and predictive relevance were used (Hair et al., 2016). The causal relationships among model variables after run PLS-SEM algorithm shows that the predictive power R^2 of social behaviour is 0.487. The results of the hypothesized relationships are also tabulated in Table 3. The table shows that four direct relations are accepted. The threshold for accepting or rejecting any hypothesis is T-statistics value, which is supposed to be more than 1.96.

For relations from the four factors of personal qualities and social qualities to social behaviour, the four factors have significant effect. Social Identity have the highest impact with path coefficient score of 0.252. Self Esteem has the second impact with path coefficient score of 0.223. Self-Identity has the third impact with path coefficient score of 0.212. Subjective Norm has the lowest impact with path coefficient score of 0.177.

Table 3
STRUCTURAL RELATIONSHIPS AND HYPOTHESIS TESTING

	Path Coefficient	Standard Error	T Statistics	Relationship
Self-Identity à Social Behaviour	0.212	0.046	4.592	Significant
Self Esteem à Social Behaviour	0.223	0.041	5.451	Significant
Social Identity à Social Behaviour	0.252	0.058	4.336	Significant
Subjective Norm à Social Behaviour	0.177	0.048	3.709	Significant

DISCUSSIONS AND CONCLUSIONS

The aim of study is to examine the impact of the four different factors of personal and social qualities on the social behaviour by surveying citizens of the UAE. The results shows that the proposed model is successful because it can explain 48.7% of the social behaviour variance. The four variables, Self-Identity, Self Esteem, Social Identity, and Subjective Norm are good predictors for the social behaviour in the UAE context.

The study contributes to the knowledge of social behaviour, personal qualities, and social qualities in the UAE. The proposed combination of variables and inclusion of new variables such as social identity and self-identity is a valuable contribution to academic research.

This study is limited to the empirical examination of UAE context; however, replicating the same design with same data collection tools, but in different locations, will provide extra knowledge to generalize the proposed relations. The study explored the impact on personal and social qualities; however, scholars are recommended to explore different antecedent variables.

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