

# Self-Concept and Parenting Style on Prosocial Behavior Among Bedesa New Generation Volunteers in Bedesa Town, Oromia Regional State, Ethiopia

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**Abstract:** The main purpose of this study was to investigate the relationship between prosocial behaviors, self-concept and parenting style on Bedesa New Generation volunteers. To this end, correlational research design was employed in carrying out this study. The target population was Bedesa New Generation volunteers at Bedesa Towns. Eighteen volunteers were sampled from the target population through stratified random sampling technique. The required data were collected through questionnaire. Descriptive and inferential statistics were used to analyze the quantitative data that have been collected through close ended questionnaires. The findings of the study revealed that, that majority of the volunteers are high in prosocial behavior and there was significant positive correlation between age and prosocial behavior. That means when age increases the tendency of becoming prosocial also increases. Similarly, Self concept and Parenting style also have strong positive relationship with Prosocial behaviour. On the other hand, prosocial behaviour not significantly correlated with level of education. there was no statistically significant sex difference between male and female volunteers respondents in their prosocial behaviour. Parenting style and Self concept contributed 20.7% for the development of prosocial behavior of volunteers. the independent variable 'parenting style' has the strongest positive predictive power ( $\beta = .195$ ) on the dependent variable 'prosocial behaviour'; the independent variable 'self concept' has strong positive predictive power ( $\beta = .190$ ) on the dependent variable 'prosocial behaviour'. Though all independent variables have a statistically significant weighting on the dependent variable, the beta weighting of the independent variable 'parenting style' ( $\beta = .195$ ) is higher than that of the independent variable 'self concept' ( $\beta = .190$ ) on the dependent variable 'prosocial behaviour'; this means that 'parenting style and self concept' is a stronger predictor of 'prosocial behaviour sequentially. It was recommended that families, NGOs, private and governmental organizations at local levels should support and facilitate to maintain and enhance existing prosocial actions.

**Keywords:** Prosocial Behavior, Self-Concept, Parenting Style

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## 1. Introduction

Prosocial behavior is a common activity which is intended to help other individuals. This benefit ranges from volunteering activity to cooperation and helping others. Similarly, helpers also cost their time, money and any other resources. For instance, giving some coins to beggars, giving kidney and blood to save others' lives are some of the prosocial behaviors [18]. Prosocial behavior is also a part of day to day life activity. It plays important role in different situations. Some people support their friends others even help

strangers. A lot of people donate cloths and other things and give to charity. Not only in personal level but also in firms, in working support schools, mother programs, donation in the form of money, equipment or service to hospitals are prosocial behavior. Even nations and states prefer social causes and provide welfare service for developing and poor countries [25].

Additionally, prosocial behavior is a behavior of putting oneself in the place of others. It is a collection of volunteer activities like sharing, understanding, encouraging and helping others. Prosocial behavior is also designed to develop

positive, emphatic, cooperative and socially responsible relationships in order to benefit others [18]. For instance, USA is highly depending on volunteers activities in the society and altruistic behaviors have a great role for their development. Therefore most people in the USA agree that to keep the unity of the society, helping behavior is most important.

However, even though almost everyone says that helping others is crucial and that they want to take an active role, there are still many people who do not engage in any type of voluntary activity, or never donate money to charitable organizations [24]. Similarly, prosocial behavior is fundamental need in society [16]. Finding meaning in life is fundamental human need. Therefore, prosocial behavior can increase helper's insight of meaning in life. Individuals can bring great meaning in life through participation in voluntary activities and donation of money for others. Prosocial behavior is positive social activity. Prosocial activity is important to familiarize the individuals to the society [23].

The history of prosocial behavior is traced back to chimpanzee. Morality, punishment, cares and concern for others is in the behavior of other animals, especially chimpanzee. Therefore the roots of prosocial behavior are the evolution of cumulative culture and tradition [18]. Similarly, there is biological and environmental contribution to the prosocial and antisocial behavior. Prosocial behavior may originate and be motivated by concern about the welfare of others and the rights of others. It is central to human social functioning and fosters positive traits that are beneficial for children and society. Encouraging prosocial behavior may also require decreasing or eliminating unwanted social behaviors. A study stated that helping behavior in humans ranges from generous selfless acts to ignoring real needs [14]. Charitable giving is one type of helping behavior. It is the act of benefiting others through denoting money often by donating to a community activism organization that works to improve the lives of poor people [24]. Parenting plays a wonderful role for personal and social development of children. More acceptance and autonomy in parents make children high in their prosocial behavior but high level of protection and inconsistency requirement in parents make the child stress and develop aggression. Preventing aggression means promoting prosocial behavior [17]. children's positive outcomes including high Self- esteem, a satisfied life and low depression depend on the kind of parenting style followed by parents [12]. On the other hand, bad parenting with so much conflict as perceived by the child might result in low school achievement, anxiety, depression and low Self-concept [26]. When we look at the other side of parenting style, it's not only how the parent treats the child but child's behavior has also stronger implications than the reverse (parent to a child). Children's behavior could impact the kind of parenting style that parents adopt [24]. In the Ethiopian context, there are few studies conducted in regard to prosocial behavior. These include studies conducted by Abel; Alemayehu; Demssie; Gemchu; and Zebene, however, none of these studies have attempted to examine whether parenting style and self-

concept are related in any significant way with prosocial behavior in Ethiopian context [11].

### ***1.1. Statement of the Problem***

Prosocial behavior is a positive social behavior. It is also important for the individuals to adapt themselves to the society [23]. Almost everyone says that helping others is important and that they want to help others. However, there are still many people who do not engage in any type of prosocial activities. Most of the studies about prosocial behavior focus on gender and peer group influence [1] as separate sources of influence and do not take into account some important variables like self-concept and parenting style. The patterns of relationship among them were not studied well and supported by empirical research. Especially in Ethiopia prosocial behavior is very important and necessary to help others in need. But even though there is prosocial activity in the country, it is not studied well and there is no enough research regarding this topic. Thus this study was conducted to find the relationship between prosocial behavior, self-concept and parenting style. To create smooth functioning of the society and to enhance human relationships, prosocial behavior is important. Therefore the society should give attention to the positive aspects of human behavior like prosocial activity and avoid negative side of humans like substance abuse, aggression, and crime [27].

In fact, several literature evidences showed that prosocial behavior can have a number of benefits. It insures that people who need help get the assistance they need but it can also help those performing prosocial actions feel better about themselves. While there are obstacles that sometimes prevent such actions, research suggest that act of kindness and other prosocial behaviors are contagious [8]. Prosocial behavior is determined to generate activities in charities or associations. Thus, as a graduate student, the writer's observation of prosocial behavior her interest in prosocial activity and her volunteering background have led her to the present research. When she was a volunteer in Mekedonia, the writer observed that many volunteers start to help others because of their family background and their good view of themselves. This indicates that prosocial activities have linkage with parenting style and self-concept Therefore, the present researcher initiated to study how far self-concept and parenting style determinant variables for the adolescence prosocial behavior. According to the findings, prosocial behavior is important for the school performance of students and parents should be model for their children to promote prosocial behavior [2]. In the same manner, promoting prosocial behavior is important to eliminate the level of antisocial behavior [26]. Prosocial behavior is important for the emotional intelligence of students [12]. Therefore, these studies indicate that prosocial behavior is important in different areas. In Mekedonia Humanitarian Association, prosocial behavior commonly observed. There are many activities which are done by helpers like volunteering, donating of money, clothes, and other materials, promoting the mission of the organization,

etc. A study revealed that volunteers of Makedonia Humanitarian Association participated in different prosocial activities [1]. There are many reasons that volunteers participate in this prosocial behavior. The main reasons are to get blessing, to help the organization achieve its objective and to get opportunity to develop skill. Those volunteers perform different activities ranging from simple task to professional duties, which include promoting the organization's mission. This study therefore, sought to answer the following research questions.

## 1.2. Research Objectives

The General objective of this study were to investigate the relationship between prosocial behaviors, self-concept and parenting style on Bedesa New Generation volunteers. The specific objectives of this study were intended to:

- 1) Determine the level of prosocial behavior of volunteers;
- 2) Identify the relationships exist among prosocial behavior, parenting Style and self-concept;
- 3) Investigate whether there was significant difference exist in prosocial behavior among male and female volunteers;
- 4) Analyze the effects of parenting style and self-concept on prosocial behavior.

## 2. Literature Review

### 2.1. Theoretical Background of Prosocial Behavior

Prosocial behavior is crucial to make close attachment and interaction with others to have better society. There are social psychological theories studied about what factors that impact individuals participate in prosocial behavior. The social meter theory explains why peoples engaged in prosocial behavior were to enhance their worth in relation with others. People with low self esteem also lower their value in relation with others and this lead to anxiety and depression. When people feel not accepted make distance and devalue themselves in interactions with others and become low in their self-esteem. People participate in prosocial behavior for a variety of reasons. The reason most basically raised by donors themselves is that they want to do well. Motivation theory also explains what motives an individual participate in voluntary activity. Volunteers as those who help others with no expectation of monetary rewards and volunteerism as a type of action that is supposed to alter the well being of others [9].

Various individuals may participate in volunteer work to carry out clear psychological functions or the same individuals may pursue in volunteer service to fulfill distinct psychological functions at different times in their lives. Nevertheless, all volunteers engage in volunteerism due to it fulfills certain psychological functions [28].

Prosocial behavior is attached with social learning theory through direct exposure and observational learning. prosocial behavior is learned not inborn [20]. To be prosocial, the processes of classical conditioning,

instrumental conditioning and observational learning have great contributions. Early behaviorists stated that children learn primarily through mechanisms such as conditioning.

This perspective is mirrored in some of the relatively early activity on the role of reinforcement and punishment in promoting prosocial behavior [9]. Social learning theory proposed that peoples act prosaically as the result of their learning history. Children's experience and behavior is shaped by exposure to the new behavior. If the child gets parental attention or approval, then the child is likely to do the behavior but if the child is punished or ignored as the result of this behavior, he/she is less likely to do again. Child's positive behavior is the consequence of positive dimension of parenting [28]. The theories explained above provide a good theoretical frame work for examining the relationship between parenting style, prosocial behavior and self-concept in volunteers.

### 2.2. Prosocial Behavior and Parenting Style

The behavioral outcome of late adolescence is influenced by their peer and parents. Early adolescent experiences of parental warmth also have indirect effects on the outcomes. As expected, parental warmth was positively associated with adolescent self-regulation and prosocial peer association. Parental warmth was negatively associated with deviant peer association and cigarette use [28]. Additionally, parental involvement, self-esteem, and peer influence have relationship with prosocial behavior of adolescence [22]. The responsiveness of mother's gender, irritation, upset character is related to prosocial behavior of their children [20].

parents are the captious cause in the prosocial behavior developments of children [13]. Offering respect, honest, frank, trust, acknowledgment and aid to children not only build good parent child kinship, but also build Child's active anticipations in prosocial behavior. To defend children from aggressive behavior and to promote prosocial behavior perceived parental support would be important. Therefore, children who have authoritative parents (high demand, high support) have higher level of prosocial behavior than children who have authoritarian and neglectful parents. Children who have authoritative mothers are more prosocial than children whose parents show permissive parenting styles.

The associations between parenting practice and prosocial behavior happened through the interaction with sympathy. These parenting practices were significantly related with the prosocial behavior of adolescents [6]. Prosocial behavior of adolescence is affected by parenting style and also prosocial behaviors have contribution on the school performance [2]. According to some research studies in Ethiopia, parenting style had a clear relationship with prosocial behavior of the individuals. For instance, the permissive and authoritative parenting styles are related with prosocial behavior. Particularly the permissive style actually had a more potential causal factor on the level of prosocial behavior development. But authoritarian parenting style did not have relationship with the levels of prosocial behavior. The neglectful

parenting style, is negatively related with levels of prosocial behavior achieved [29].

All in all, as the study asserted that parenting style has an effect on the prosocial behaviors of an individuals [2]. Prosocial behavior plays a vital role in mediating the effect of parenting styles on the school performance for students and the effect of pro social behavior on the school performance for students. Prosocial behavior also has mediated effect between parenting styles and school performance.

### **2.3. Prosocial Behavior and Self Concept**

Self concept begins being much more complex and tangible than it was when they were children. Some ones self concept is increased by acting in altruistic and pro social manner [20]. Adolescents are very dynamic period in development stage because they can be simply influenced by peoples who are nearby for them. During this stage, there is an opportunity to develop social skill like sharing, leadership and empathy. Similarly, family characteristics also play great role to the development of prosocial and antisocial behavior of children. Pro social behavior includes socially responsible, emphatic and to be positive to benefit others. These foster positive traits that are essential to the society and to the children too. Likewise, involvement in prosocial and altruistic behavior is alter self concept of the individual [14]. Similarly, some study stated that prosocial behavior is the significant and positive forecaster of high self concept in physical ability, parent relation, and same sex relation, opposite sex relation, verbal, school trustworthiness and self esteem [14].

### **2.4. Gender Differences and Pro Social Behavior**

Same study findings reveled that there is a gender difference on prosocial behavior. In terms of mother and teacher rating girls tend to demonstrate more pro sociality than boys [6]. Similarly, girls are more prosocial than boys, especially children whose mother show authoritative parenting are more prosocial than children whose mothers show permissive parenting style [15] on the other hand, an other study related to gender and prosocial behavior, asserted that gender was found to have an influence on prosocial behavior. In environmental context, female are higher in altruism and empathy than males and males are higher than females in aggression [3]. However, according to there was no difference between male and female adolescent with respect to the overall prosocial behavior [29]. Males were found to be high in both emotional intelligence and pro social behavior [12]. Women's are more involved in emotional, altruism, anonymous prosocial behaviors than men and in general on prosocial activity, women's are more participants [27]. But on other study, there is no gender difference in overall prosocial activity nevertheless there is significant gender difference in parenting style. According to the study, gender difference was seen in the prosocial behavior of the person as the result of positive and negative peer pressure [1].

## **3. Methods**

Correlational research design was employed in carrying out this study because it provides an opportunity for the researcher to predict scores and explain the relationship among variables. In correlational research designs, the researcher uses the correlation statistical test to describe and to measure the degree of association and relationship between two or more variables or sets of scores. In this design, the researcher does not attempt to control or manipulate the variables as in an experiment; instead, he tried to relate using the correlation statistic two or more scores for each variable under the study [10].

### **3.1. Population, Sample Size and Sampling Technique**

The target population for this study consisted of Bedesa New Generation volunteers at Bedesa Towns in South Eastern Ethiopia. Eighty (80) volunteers were taken from 100 populations. 48 male and 32 female respondents were selected through using stratified random sampling technique because firstly, there were different subdivisions in the targeted population which are important to be considered. Secondly, there were also variations in population sizes of different strata in this case (sex, and age). Moreover, the researcher used systematic random sampling to take the sample that has already been identified through stratification.

### **3.2. Instrumentation-Questionnaire**

A four-section questionnaire was used to collect relevant data. Section-I consisted of information about demographic data; section-II consisted of prosocial Tendencies Measure (PTM); section-III consisted of items focusing on Parenting Styles Scale (PSS) and section-IV consisted of social self-esteem inventory which is used to measure self-concept of volunteers.

The tool was developed on five-point Likert scales ranging between strongly agree (5) to strongly disagree (1). It contains 16 items. Those items are divided into each dimensions of prosocial behavior in which for altruistic prosocial behavior 5 items, for compliant prosocial behavior 2 items, for emotional prosocial behavior 4 items and 5 of them anonymous prosocial behavior. Then the volunteers were ranging from low 16 ( $16 \times 1=16$ ) to a high of 80 ( $16 \times 5=80$ ) on pro social behavior. Expected mean is the midpoint between the minimum and maximum scores on Likert scale. Then in this research the midpoint for prosocial behavior is ( $16 \times 3=48$ ). The other instrument was Parenting styles scale (PSS): parenting style, namely authoritarian, authoritative, permissive and negligent. This scale has 27 items in which volunteers were asked to rate their parents in terms of the two parenting dimensions: love/warmth (15 items) and control/demanding (12 items).

The last instrument was the social self-esteem inventory, which consists of 30 items and it has five point likert scales from strongly agree to strongly disagree. The researcher collected questionnaire from prosocial Tendencies Measure (PTM), Parenting Styles Scale (PSS), and social self-esteem inventory.

A pilot study was conducted on twenty five volunteers (14 males and 11 females) who represented the population character but not the sample to check the reliability and validity of the items by using Cronbach Alpha and experts respectively. Accordingly, the researcher was able to decide the characteristics of the questionnaire that needed to be adjusted or remained or to be changed in some technical words or phrases that seemed to be technical for these respondents. The reliability of the questionnaire was, therefore calculated as 0.78, 0.83 and 0.77 for the 2nd, 3rd and 4th sections of the questionnaire which were highly reliable respectively. Therefore, it was safe to use them with a little modification. The validity was tested by expert and well-experienced teachers over the area. The questionnaire was administered on face to face basis so that the distributed questionnaires were collected from these respondents after they were completed filling them.

### 3.3. Data Analysis

For proper understanding and evaluating of the purpose of the research questions raised and to ultimately achieve the research objectives, different techniques of data analysis were employed. The researcher used descriptive statistics (percentages, frequency, means, and standard deviation) to describe the characteristics of the respondents. Furthermore, inferential statistics (bi-variate correlation, independent sample t-test, one sample t-test, and regression) were used to show the degree of strength or relationship, mean difference of male and female volunteers score, level of prosocial behavior of participants, mean differences and average relationship to predict or estimate the most likely value of those variables respectively. This result was statistically significant at  $\alpha = 0.05$  level.

## 4. Results and Discussion

This chapter has two parts: the first part deals with the characteristics of the respondents; and the second part presents the analysis and interpretation of the main idea in the body. To this end, quantitative data were gathered through questionnaire. The data gathered through. Questionnaire was distributed to 80 respondents out of which 78 (97.5%) copies were returned back. The respective quantitative data were analyzed quantitatively using descriptive and inferential statistics.

The analyzed data were compiled and organized in a way it suits interpretations of the results in addressing the research questions. In this way, 7 tables were constructed in categorizing the objectives of the study in thematic groups in details to deal with the responses of the participants. The data obtained from respondents were analyzed using the Statistical Package for the Social Sciences (SPSS version 20).

### 4.1. Respondents Characteristics

Under these sub-topics, respondents' characteristics by sex, age and level of education were critically described.

**Table 1.** Respondents' Demographic Characteristics by Sex.

Sex	Frequency	Percent
Valid Male	47	60.3
Female	31	39.7
Total	78	100

As the table 1 shows, the majorities (47, 60.3%) of the total sampled respondents were males whereas the rest (31, 39.7%) of them were females. From this, one can imply that there was no a big gap of sex disparities among volunteers in these selected samples under the study.

**Table 2.** Respondents' Demographic Characteristics by Age.

Age in years	Frequency	Percent
Valid Below 20	15	19.2
20-25	17	21.8
25-30	20	25.6
30-35	26	33.4
Total	78	100.0

As it can be seen from table 2, the majorities, 26 (33.4%) of the respondents were between 30-35 years old; 20 (25.6 %) of them between were 25-30 years old; 17 (21.8%) of them were between 20-25 years old; 15 (19.2%) of them were found below 20 years old. This indicates that almost the sampled respondents were young adults who can be the sources of further volunteering activities.

**Table 3.** Respondents' Demographic Characteristics by Level Of Education.

Level of education	Frequency	Percent
Valid primary education	23	29.5
Secondary education	31	39.7
1st Degree	24	30.8
Total	78	100.0

As it can be seen from table 3, the majorities (31, 39.7%) of the respondents were holder of Secondary educations; (24, 30.8%) of them were first degree holders; (23, 29.5%) of them were primary education holders.

### 4.2. The Level of Prosocial Behavior of Volunteers

These parts of the data analyses were mainly dealing with the dependent variables of this study i.e prosocial behavior. Therefore, the researcher tried to organize, present, analyze and interpret the quantitative data that he collected through questionnaire as follows. To examine the levels of volunteer's prosocial behavior, one sample t test was employed and the results are as shown in the table below.

**Table 4.** One-Sample Statistics on level of prosocial behavior of volunteers.

	N	Mean	Std. Deviation	Test value
Prosocial Behavior	78	62.7	3.374	48

As it was indicated in Table 4, the computed mean scores of the respondents on overall prosocial behavior were (M1= 62.7, with SD= 3.374) which is greater than the expected mean (48) and it was used to indicate that the majority of the volunteers are high in prosocial behavior in the study area.

The current study revealed that majority of the volunteers

are high in prosocial behavior. Prosocial behavior is higher as the result of high inter-dependency of the individuals as Ethiopia has diverse nations, nationalities, and Collectivist culture, which is a culture of eating, drinking, and celebrating events together with others. This culture of inter-dependency and collective social life style is mainly observed with affinity. Not only culture, religiosity also plays a great role for the high level of prosocial behavior. Most Ethiopians are religious which promotes prosocial behavior and most the religious organizations promotes prosocial behavior. Individuals involve in prosocial behavior to get blessing and as the result of religious teaching asserted that Prosocial behaviour are positively correlated with religiosity [14]. In support of this finding, the study stated that respondents have high prosocial behavior [12].

#### 4.3. Self-Concept, Parenting Style and Pro Social Behavior

In order to investigate relationships among self-concept, parenting style and prosocial behavior of the volunteers, Pearson Product Moment Correlation was used and presented in Table 5 below.

**Table 5.** Correlation Matrix Between PSB, Age, LE, SC and PS.

Variables	PSB	age	LE	SC	PS
Prosocial behaviour	1				
Age	.367**	1			
Level of education	.050	.358**	1		
Self concept	.326**	.084*	.202*	1	
Parenting style	.416**	.376**	.349**	.180*	1

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

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

As it can be seen from table 5, there was significant positive correlation between age and prosocial behavior ( $r = .367$ ,  $p < .01$ ). It implies that when age increases the tendency of becoming prosocial increases. Similarly, Self concept and Parenting style also have strong positive relationship with Prosocial behaviour at ( $r = .326$ ,  $p < .01$ ) and ( $r = .416$ ,  $p < .01$ ) two-tailed respectively. On the other hand, As shown in the above table, prosocial behaviour not correlated with level of education.

A study supports the finding by stating that there is significant correlation between helping behavior and self concept over and above the effects of sex, age, number of siblings, and number of years in school [7]. In addition, prosocial behavior that was self-initiated was more effective than prosocial behavior that was other initiated. Similarly, there is positive correlation between Self concept and pro social behavior [4]. Furthermore, adolescents are influenced by their peers and family characteristics [14]. In this stage, there is an opportunity to develop social skills such as empathy, sharing, and leadership and prosocial behavior. PSB is aimed to establish helpful, emphatic, cooperative and socially responsible relationships in order to benefit others. It fosters positive traits that are beneficial for children and society. Similarly, self-concept during adolescence is being more complex than when they were children.

For the development of prosocial behavior the combination of parental support and parental challenge has an important influence. In general parental styles are important for the overall prosocial development [21]. Another possible explanation for the significant relationship found between parenting style and prosocial behavior, is that when parents should properly control their children the child become positive and more prosocial than antisocial. Parents have responsibility to follow their children and give support if things are important also challenge them if things are not important. These kinds of parenting help the child to develop prosocial behavior.

The results of the study support the above explanation who found that the significant correlation between prosocial behaviors and the permissive as well as the authoritative parenting style [29]. But adolescents who have authoritarian mothers reported low level of prosocial behavior. Similarly, parenting styles have a direct impact on behavior of children. Authoritative parenting styles play a positive role in prosocial behavior in children [19]. In contrast to the above result, other finding showed no significant correlation between helping behavior and parental modeling [9]. The present study showed positive and significant relationship between self-concept and prosocial behavior of volunteers. This implies that more participation of the volunteers in prosocial activity enhances their self concept. In general it was found that significant relationship between prosocial behavior and self-concept of adolescents. There is positive relationship between self-concept and prosocial behavior [14].

#### 4.4. Sex Differences on Prosocial Behaviour

This section of the study presents and interprets the data that focuses on sex differences in prosocial behaviour which were collected through questionnaire.

**Table 6.** Independent sample t-test on Sex differences in Prosocial behaviour.

Variable	Sex	N	Mean	SD	t	df	Sig
Peace	Male	47	63.9	.545	.637	148	.525
building	Female	31	62.4	.585			

As it is indicated in Table 6, there was no statistically significant sex difference between male and female volunteers respondents in their prosocial behaviour,  $t(148) = .637$ ,  $p = 0.53$ ). The result of this study shows that, there was no statistically significant gender difference in the participation of male and female volunteers in the study area. This finding probably implies that male and female respondents are equally engaged in volunteering activities in the study area. Now a days the society and the government support females to participate not only in family activity but also in other public area. The gender role stereotypes do not exist as compared with last decades. Therefore, this enhanced the participation of female equally as men in all spheres in general and in prosocial behaviour in particular.

In line with these finding, a study indicates that there is no significant gender difference in prosocial behavior [1]. On the other hand, the above results are inconsistent with the findings which asserted that there is significant difference

between male and female in prosocial behavior [12]. The result indicates that male respondents behave in more prosocial manner than females [21]. Moreover, there was significant mean difference in prosocial behavior between males and females that female scored more on overall prosocial behavior than male students [1]. A study also clearly indicated that the existence of gender difference in prosocial behavior of males and females [5]. Another study also show the existence of gender difference, as women are much higher in prosocial behavior than men [30]. Similarly, females are more participants than males in prosocial behavior [27].

#### 4.5. Effects of SC and PS on PSB

In this section the research question addresses the effect of independent variables on dependent variable as well as change in prosocial behavior due to parenting style and self concept was presented. A multiple-linear regression model of the form  $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2$  was used to determine the effect of the independent variables on dependent variable (Prosocial behaviour). In this model  $\beta_0$  was a constant, while  $\beta_1$  and  $\beta_2$ , are regression coefficients and  $X_1$  and  $X_2$  are self concept and parenting style respectively. The results of the model are shown in table 7 below.

**Table 7.** Regression Analysis regarding effects of SC and PS on PSB ( $n_i = 78$ ,  $p < 0.05$ ).

Model Summary							
Model	R	R <sup>2</sup>	USC		SC	t	Sig.
			B	SE	Beta		
(Constant)			.457	.319		1.745	.000
1 Parenting style	.455 <sup>c</sup>	.207	.199	.073	.195	4.129	.000
Self concept			.188	.070	.190	2.688	.008

a. Predictors: (Constant), PS, SC b. Dependent Variable: PSB.

As it was shown in Table 7, the multiple regression coefficient analysis ( $R^2$ ) indicated that the volunteers Parenting style and Self concept contributed 20.7% ( $R^2 \times 100\%$ ) to Prosocial behaviour whereas 79.3% ( $1 - R^2 \times 100\%$ ) were unexplained variables that contributed for the development of prosocial behavior of volunteers.

As it is indicated in the above Table 7, the independent variable 'parenting style' has the strongest positive predictive power ( $\beta = .195$ ) on the dependent variable 'prosocial behaviour', and this is statistically significant (the column 'Sig.' indicates that the level of significance, at .000, is stronger than .008); the independent variable 'self concept' has strong positive predictive power ( $\beta = .190$ ) on the dependent variable 'prosocial behaviour', and this is statistically significant (the column 'Sig.' indicates that the level of significance, at .008).

Though all independent variables have a statistically significant weighting on the dependent variable, the beta weighting of the independent variable 'parenting style' ( $\beta = .195$ ) is higher than that of the independent variable 'self concept' ( $\beta = .190$ ) on the dependent variable 'prosocial behaviour'; this means that 'parenting style and self concept'

is a stronger predictor of 'prosocial behaviour sequentially.

The data analyses showed us that a regression equation that predicts effects of parenting style and self concept with both variables significantly contributing to the prediction. Therefore, the multiple regression equation for dependent variable prosocial behaviour (Y) could be expressed in terms of these statistically significant variables,  $Y = 0.457 + 0.199x_1 + 0.188x_2$  where 0.457 is constant. The positive sign of the slope of both variables ( $+0.199x_1$ ,  $+0.188x_2$ ) showed us that parenting style ( $x_1$ ) and self concept ( $x_2$ ) tends to have an increment of an average of one point in prosocial behavior.

The findings of the current study indicated that parenting style has higher contribution for the development of prosocial behavior of volunteers. Likewise, volunteers self concept has roles to participate in prosocial manner. So parenting style predicts the prosocial behavior of children's. This finding is concurred with the finding which asserted that parenting styles are likely to predict the moral identity and prosocial behavior of children [17]. Likewise, parents influence adolescents prosocial behavior since parenting style has significant role in the social and personal development of their children. Studies also show that parental warmth and support have been positively associated with children prosocial behavior [14].

To sum up, The current study findings indicated that parenting style and self concept are important factors contributing to prosocial behavior. This means that if volunteers have grown in good parenting style and have good self-concept they would be more participant in prosocial behavior.

## 5. Conclusion

The current study revealed that majority of the volunteers are high in prosocial behavior and there was significant positive correlation between age and prosocial behavior. That means when age increases the tendency of becoming prosocial increases. Similarly, Self concept and Parenting style also have strong positive relationship with Prosocial behaviour. On the other hand, prosocial behaviour not significantly correlated with level of education. there was no statistically significant sex difference between male and female volunteers respondents in their prosocial behaviour.

The multiple regression coefficient analysis indicated that the volunteers Parenting style and Self concept contributed 20.7% for the development of prosocial behavior of volunteers. the independent variable 'parenting style' has the strongest positive predictive power ( $\beta = .195$ ) on the dependent variable 'prosocial behaviour'; the independent variable 'self concept' has strong positive predictive power ( $\beta = .190$ ) on the dependent variable 'prosocial behaviour'. Though all independent variables have a statistically significant weighting on the dependent variable, the beta weighting of the independent variable 'parenting style' ( $\beta = .195$ ) is higher than that of the independent variable 'self concept' ( $\beta = .190$ ) on the

dependent variable 'prosocial behaviour'; this means that 'parenting style and self concept' is a stronger predictor of 'prosocial behaviour sequentially.

The data analyses showed us that a regression equation that predicts effects of parenting style and self concept with both variables significantly contributing to the prediction. The positive sign of the slope of both variables ( $+0.199x_1$ ,  $+0.188x_2$ ) showed us that parenting style ( $x_1$ ) and self concept ( $x_2$ ) tends to have an increment of an average of one point in prosocial behavior. To sum up, The current study findings indicated that parenting style and self concept are important factors contributing to prosocial behavior. This means that if volunteers have grown in good parenting style and have good self-concept they would be more participant in prosocial behavior.

## 6. Recommendation

Based on the major findings of the study and conclusions drawn, the following recommendations are forwarded:

- 1) Continued scientific research on prosocial behavior is needed in order to increase prosocial behavior.
- 2) Parents should work on the improvement of prosocial behavior of their children and should be exemplary to upgrade prosocial acts.
- 3) Ministry of Education of the country (Ethiopia) should include the importance of prosocial behavior in educational policies.
- 4) NGOs, private and governmental organizations at local levels should support and facilitate to maintain and enhance existing prosocial actions.

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