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"An Empirical Analysis Of Social Behaviour And Social Preferences Across Gender"

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Abstract
The present study examined social behaviour and social preference among males and females with reference to gender, age, and marital status. Social behaviour (patterns of interpersonal interaction and social adjustment) and social preference (tendency toward social affiliation) were treated as the dependent variables. The sample consisted of 280 participants, including 140 males and 140 females, equally distributed across age groups (21–30 years and 31–40 years) and marital status (married and unmarried). A 2 × 2 × 2 factorial design was employed with gender, age, and marital status as independent variables. Social behaviour was measured using the Social Behaviour Scale, and social preference was assessed using the Social Preference Scale developed by Joshi and Pandey. Data were analysed using analysis of variance (ANOVA) and correlation techniques. The results revealed significant main effects of gender and marital status on social behaviour, along with significant interaction effects of age and marital status and of gender, age, and marital status. For social preference, significant main effects of gender and marital status and significant interaction effects of gender and marital status, age and marital status, and gender, age, and marital status were found. Additionally, a significant positive correlation was observed between social behaviour and social preference.

Key Words: *Social Behaviour, Social Preference, Gender*

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I. Introduction:

Human beings are social by nature, and social behaviour refers to how individuals interact through communication, cooperation, helping, or aggression. Social behaviour develops through biological influences and social learning. Albert Bandura (1977) stated that much social behaviour are learned by observing others. Social preference reflects peer acceptance and is important for confidence, emotional well-being, and social adjustment.

Psychological research highlights differences in social behaviour and social preference between males and females, influenced by both biological factors and social expectations. Females often show greater empathy and emotional expression, while males tend to display competitiveness and activity-based interactions. Understanding social behaviour and social preference in relation to gender, age, and marital status helps explain social adjustment, relationship patterns, and psychological well-being across different stages of life.

Social preference refers to the level of acceptance or rejection an individual receives from peers within a social group. It significantly influences emotional development, self-esteem, and social adjustment, especially during childhood and adolescence. Elizabeth B. Hurlock (1978) stated that positive social preference supports healthy personality development, whereas low preference may result in social withdrawal and emotional problems.

II. Review Of Literature:

Social behavior has been widely examined in relation to family structure, media exposure, and psychological frameworks that shape interpersonal interactions. Empirical studies present mixed findings regarding the influence of family background on children's social development. For example, Amca D. and Oztug E. (2016) investigated the social behavior of 691 four-year-old children using a screening model and reported that children from divorced families demonstrated higher levels of physical aggression and lower

levels of positive social behavior compared with children from intact families. These findings suggest that family disruption may influence early behavioral adjustment and peer interactions. However, contrasting evidence was presented by Adegboyega L. (2020), who found no statistically significant differences in social behavior between children from divorced and married families. This inconsistency indicates that social behavior may be influenced by additional contextual variables such as parenting style, socio-economic conditions, and emotional support systems rather than marital status alone.

In recent years, the rapid expansion of digital communication has introduced new dynamics in social interaction. Heninonen C., Bartels N., and Kaushal K. (2022) explored the relationship between social media usage and youth social behavior, finding that social media significantly shapes communication patterns, social engagement, and interaction styles among young people. Their findings suggest that digital platforms function not only as communication tools but also as environments where social norms, identity expression, and behavioural patterns are constructed and negotiated.

Theoretical perspectives further provide a conceptual foundation for understanding social behaviour. Leon Festinger (1954), through the Social Comparison Theory, proposed that individuals evaluate their abilities, opinions, and self-worth by comparing themselves with others. Such comparisons influence self-esteem, motivation, and behavioral alignment with perceived social standards. This theory helps explain how individuals adapt their behavior within social environments where peer evaluation and perceived social expectations are prominent.

Similarly, Henri Tajfel and John Turner (1979) introduced the Social Identity Theory, which emphasizes the significance of group membership in shaping individual attitudes and behaviors. According to this perspective, individuals derive part of their self-concept from their affiliation with social groups, often leading to in-group favoritism and intergroup differentiation. These processes influence social preferences, attitudes, and patterns of interaction within and across groups.

Attachment theory also contributes to understanding interpersonal behavior in adulthood. Jeffry A. Simpson and W. Steven Rholes (2012) examined adult attachment patterns and found that individuals with secure attachment styles tend to display higher levels of trust, cooperation, and effective interpersonal communication. Conversely, insecure attachment styles—characterized by anxiety or avoidance—are associated with difficulties in establishing and maintaining stable social relationships.

Overall, the reviewed literature indicates that social behavior is shaped by a complex interplay of structural, technological, and psychological factors. While family background and media exposure provide important contextual influences, theoretical perspectives such as social comparison, social identity, and attachment frameworks offer deeper insights into the mechanisms underlying social interaction and behavioral adaptation. Despite substantial research in this area, inconsistencies in empirical findings highlight the need for further investigation into the contextual and psychological determinants of social behavior.

Importance of Research:

The study of social behaviour and social preference in males and females is important for understanding how gender influences interactions, communication styles, and relationship patterns. It explains the role of social roles, cultural expectations, and possible biological factors in shaping behaviour. The findings support gender-sensitive education, effective counselling, better teamwork, and help challenge gender stereotypes to promote equality and healthy social relationships.

Objectives:

1. To examine the main impact of gender, age and Marital Status on Social Behavior.
2. To examine the internal impact of gender and age on Social Behavior.
3. To examine the internal impact of gender and marital Status on Social Behavior.
4. To examine the internal impact of age and marital Status on Social Behavior.
5. To examine the internal impact of gender, age and marital Status on Social Behavior.
6. To examine the main impact of gender, age and marital status on Social Preference.
7. To examine the internal impact of gender and age on Social Preference.
8. To examine the internal impact of gender and marital Status on Social Preference.
9. To examine the internal impact of age and marital Status on Social Preference.
10. To examine the internal impact of gender, age and marital Status on Social Preference.
11. To find correlation between Social Behavior and Social Preference.

Null Hypothesis:

1. There will be no significant main impact of gender, age and Marital Status onSocial Behavior.
2. There will be no significant internal impact of gender and age onSocial Behavior.
3. There will be no significant internal impact of gender and marital status onSocial Behavior.

4. There will be no significant internal impact of age and marital status onSocial Behavior.
5. There will be no significant internal impact of gender, age and marital status onSocial Behavior.
6. There will be no significant main impact of gender, age and Marital Status on Social Preference.
7. There will be no significant internal impact of gender and age onSocial Preference.
8. There will be no significant internal impact of gender and marital status onSocial Preference.
9. There will be no significant internal impact of age and marital status onSocial Preference.
10. There will be no significant internal impact of gender, age and marital status onSocial Preference.
11. There will be no correlation between Social Behaviour and Social Preference.

III. Methodology:

Sample:

In this study total 280 male and female were taken as a sample. Out of 280 there were 140 male and 140 female in context to age (21- 30 years, 31-40 years) and marital status (married, unmarried) were taken for the study.

Research Tools:

Social Behaviour & Social Preference:

The Social Behaviour Scale & Social Preference Scale was developed by Joshi and Pandey and consists of 34 statements. Using both positive (5–1) and negative (1–5) scoring pattern. The Social Preference scale includes 17 positive and 17 negative items scored on a 5-point scale; higher scores indicate higher social preference. The Social Behaviour scale has been reported to have high reliability and validity. And the reliability is 0.88 and validity is 0.79 of Social Preference Scale.

Data Collection:

For the present study, null hypothesis was formulated and appropriate statistical techniques were selected to obtain reliable results. The research focused on Social Behaviour and Social Preference in male and female. Data were collected using the social behaviour and social preference scale by Joshi and Pandey.

Research Design:

The study aimed to assess social behaviour and social preference in male and female using a randomly selected sample of 280 male and female. A 2 × 2 × 2 factorial design was employed with gender, age, and marital status as independent variables. Data were analysed using analysis of variance (ANOVA) and correlation techniques. Carl Pearson's correlation was used to determine the relationship between the variables.

IV. Result And Discussion

Result Table: 1- showing f value of social behaviour

Variables	S.S.	df	M.S.	f	Sig.
Ass (Gender)	24180.01	1	24180.01	107.28	0.01
BSS(Age)	723.21	1	723.21	3.21	NS
CSS (marital status)	3155.71	1	3155.71	14.00	0.01
A*B	276.01	1	276.01	1.23	NS
A*C	27.66	1	27.66	0.12	NS
B*C	1056.91	1	1056.91	4. 69	0.05
A*B*C	2424.91	1	2424.91	10.76	0.01
WSS	61308.00	272	225.40		
TSS	93152.44	279			

Sig. Level 0.05 = 3.89 0.01= 6.76

Table 1 shows the f values of social behaviour across gender, age, and marital status with interaction effects. The results indicate that gender ($F = 107.28$, $p < 0.01$) and marital status ($F = 14.00$, $p < 0.01$) have significant effects on social behaviour, while age shows no significant effect ($F = 3.21$, NS). The interactions between gender and age (A×B) and gender and marital status (A×C) were non-significant. However, the interaction between age and marital status (B×C) was significant ($F = 4.69$, $p < 0.05$), and the three-way interaction among gender, age, and marital status (A×B×C) was also significant ($F = 10.76$, $p < 0.01$), indicating their combined influence on social behaviour.

Result Table: 2 Showing Mean and f value Gender difference of Male and Female of Social behaviour

Variables	N	Mean	f	Sig.
A_1 (Male)	140	96.87	107.28	0.01
A_2 (Female)	140	115.46		

Sig. Level 0.05 = 3.89
0.01 = 6.76

Graphical Presentation of Mean Score of Gender in Social behaviour

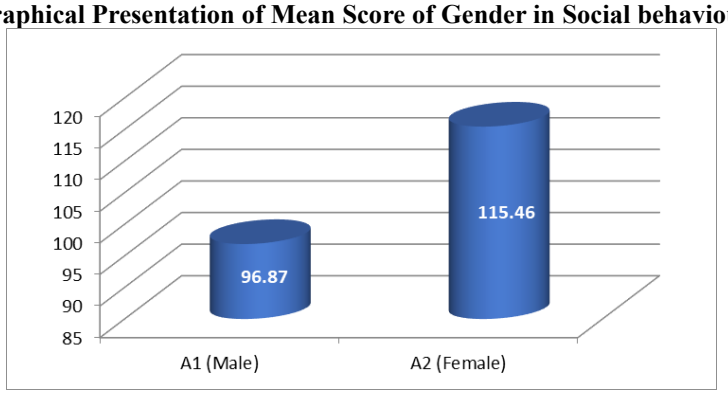


Table 2 shows that females (Mean = 115.46) scored higher in social behaviour than males (Mean = 96.87). The f-value (f = 107.28, p < 0.01) indicates a statistically significant gender difference, with females demonstrating higher social behaviour. Mean difference between male (A_1) and female (A_2) participants is 18.59. This mean difference further supports the finding that females exhibit comparatively higher social behaviour than males.

Result Table: 3 Showing Mean and f value Age difference of Male and Female of Social behaviour

Variables	N	Mean	f	Sig.
B_1 (21- 30 years)	140	104.56	3.21	NS
B_2 (31- 40 years)	140	107.77		

Sig. level 0.05 = 3.89
0.01 = 6.76

Graphical Presentation of Mean Score of Age in Social behaviour

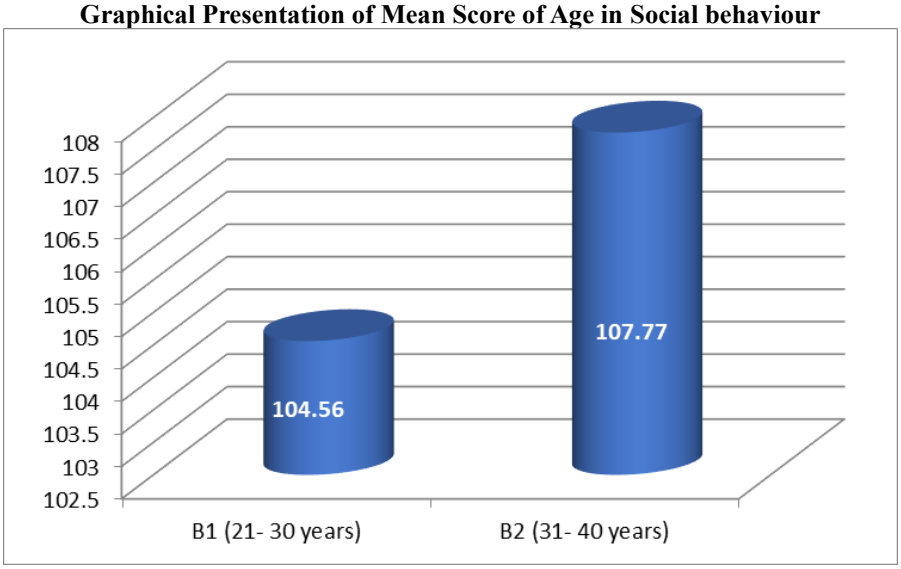


Table 3 indicates that the mean social behaviour score is 104.56 for the 21–30 years group and 107.77 for the 31–40 years group. The obtained f value (3.21) is lower than the critical values at both 0.05 and 0.01 levels, showing a non-significant difference in social behaviour between the two age groups. Mean difference between B_1 and B_2 is 3.21. Since the f value is not significant at both 0.05 and 0.01 levels, the mean difference is also not statistically significant.

Result Table: 4 Showing Mean and f value of Marital Status of Male and Female of Social behaviour

Variables	N	Mean	f	Sig.
C_1(Married)	140	102.81	14.00	0.01
C_2(Unmarried)	140	109.52		

Sig. level 0.05=3.89
0.01= 6.76

Graphical Presentation of Marital Status Score in Social behaviour

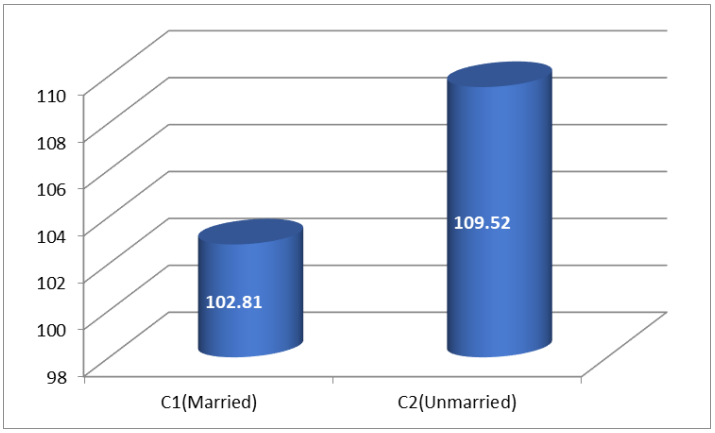


Table 4 indicates that unmarried participants (Mean = 109.52) scored higher in social behaviour than married participants (Mean = 102.81). The obtained F-value (14.00) is significant at the 0.01 level, showing a significant difference in social behaviour based on marital status. Mean difference is 6.71 between married and unmarried groups. Since the F value is significant at the 0.01 level, this mean difference is statistically significant. Hence, marital status has a significant effect on social behaviour.

Result Table: 5 Showing Mean and f value of Gender and age difference of male and female of social behaviour

Variables			N	f	Sig.
	A_1 (male)	A_2 (female)			
B_1 (21 – 30 years)	94.27	114.84	140		
B_2 (31 – 40 years)	99.47	116.07	140	1.23	NS

Sig. level 0.05 = 3.89
0.01 = 6.76

Table 5 shows the mean scores of males and females across two age groups. Females (A_2) have higher mean scores than males (A_1) in both age groups (21–30 and 31–40 years). However, the obtained F value (1.23) is lower than the critical values at 0.05 (3.89) and 0.01 (6.76) levels. Therefore, the interaction effect of gender and age on social behaviour is not significant (NS).

Result Table: 6 Showing Mean and f value of Gender and marital status of male and female of social behaviour

Variables			N	f	Sig.
	A_1 (male)	A_2 (female)			
C_1 (Married)	93.83	111.79	140	0.12	NS
C_2 (Unmarried)	99. 91	119.13	140		

Sig. level 0.05 = 3.89
0.01 = 6.76

Table 6 shows the mean scores of males and females under married and unmarried categories. Females have higher mean scores than males in both married (111.79 vs. 93.83) and unmarried (119.13 vs. 99.91) groups. However, the obtained F value (0.12) is lower than the critical values at 0.05 (3.89) and 0.01 (6.76) levels. Therefore, the interaction effect of gender and marital status on social behaviour is not significant (NS).

Result Table: 7 Showing Mean and f value of Age and marital status of male and female of social behaviour

Variables			N	f	Sig.
	B_1 (21 – 30 years)	B_2 (31 – 40 years)			
C_1 (Married)	99.26	106.36	140		
C_2 (Unmarried)	109.86	109.19	140	4.69	0.05

Sig. Level 0.05 = 3.89
0.01 = 6.76

Table 7 shows that the F value (4.69) is higher than the critical value at the 0.05 level (3.89) but lower than at the 0.01 level (6.76). Therefore, the interaction effect of age and marital status on social behaviour is significant at the 0.05 level. This indicates that social behaviour differs significantly according to age and marital status.

Result table: 8 Showing Mean difference of gender, age and marital status of social behaviour

		A_1 (Male)		A_2 (Female)		f	Sig.
Sr. No.	**Variables**	B_1 (21-30 years)	B_2 (31-40 years)	B_1 (21-30 years)	B_2 (31-40 years)	10.76	0.01
1	C_1 (Married)	86.34	101.31	112.17	111.40		
2	C_2 (Unmarried)	102.20	97.63	117.51	120.74		

Sig. level 0.05 = 3.89
0.01 = 6.76

Table 8 reveals a significant combined effect of gender, age, and marital status on social behaviour ($p < 0.01$), with females particularly those aged 31–40and unmarried respondents scoring higher.

Result Table: 9- showing f value of social preference

Variables	S.S.	df	M.S.	f	Sig.
Ass (Gender)	1955.71	1	1955.71	10.97	0.01
BSS(Age)	126.23	1	126.23	0.71	NS
CSS (marital status)	23041.43	1	23041.43	129.23	0.01
A*B	672.70	1	672.70	3.77	NS
A*C	22644.01	1	22644.01	127.00	0.01
B*C	4789.16	1	4789.16	26.86	0.01
A*B*C	7160.91	1	7160.91	40.16	0.01
WSS	48496.69	272	178.30		
TSS	108886.84	279			

Sig. level 0.05 = 3.89
0.01 = 6.76

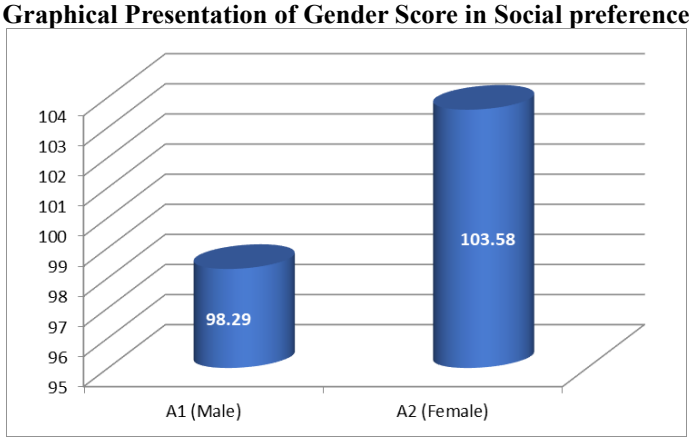
The results indicate that gender and marital status have a significant effect on social preference, while age does not show a significant main effect. Significant interaction effects were found for gender × marital status, age × marital status, and the three-way interaction (gender × age × marital status), indicating combined influences on social preference.

Result Table: 10 Showing Mean and f value Gender difference of Male and Female of Social preference

Variables	N	Mean	f	Sig.
A_1 (Male)	140	98.29	10.97	0.01
A_2 (Female)	140	103.58		

Sig. level 0.05 = 3.89
0.01 = 6.76

Graphical Presentation of Gender Score in Social preference



The result of table 10 indicates a significant gender difference in social preference, as females (Mean = 103.58) scored higher than males (Mean = 98.29), with the obtained F-value (10.97) being significant at the 0.01 level. The mean difference between males and females (Mean diff. = 5.29) is statistically significant at the 0.01 level, confirming that gender plays a significant role in social preference

Result Table: 11 Showing Mean and f value Age difference of Male and Female of Social preference

Variables	N	Mean	f	Sig.
B_1 (21- 30 years)	140	101.61	0.71	NS
B_2 (31- 40 years)	140	100.26		

Sig. level 0.05 = 3.89 0.01 = 6.76
0.01 = 6.76

Graphical Presentation of Age Score in Social preference

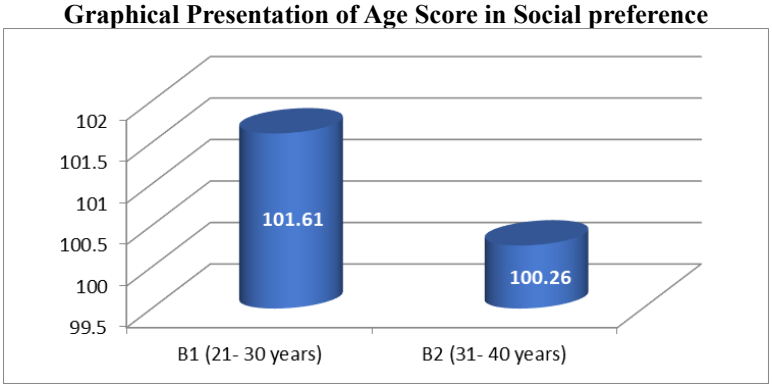


Table 11 indicates that there is no significant age difference in social preference between the 21–30 years and 31–40 years groups, as they obtained F-value is not significant. The mean difference in social preference between the two age groups is not statistically significant, showing that age does not significantly influence social preference.

Result Table: 12 Showing Mean and f value Marital Status difference of Male and Female of Social preference

Variables	N	Mean	f	Sig.
C_1 (Married)	140	91.86	129.23	0.01
C_2 (Unmarried)	140	110.00		

Sig. Level 0.05 = 3.89
0.01 = 6.76

Graphical Presentation of Marital Status Score in Social preference

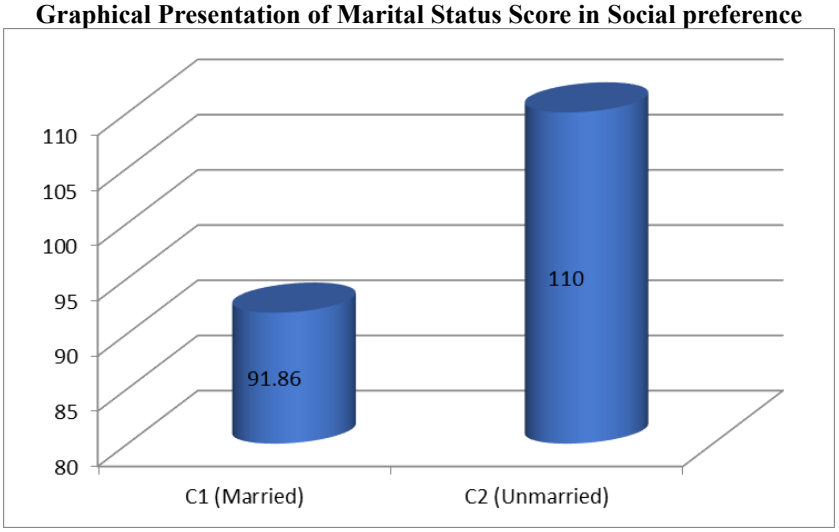


Table 12 shows a statistically significant difference in social preference between married and unmarried participants. Unmarried is having higher mean social preference scores than married and it's significant at the 0.01 level. The mean difference in social preference between the two groups is statistically significant, confirming that marital status significantly influences social preference.

Result Table: 13 Showing Mean and f value of Gender and age difference of male and female of social preference

Variables			N	f	Sig.
	A_1 (male)	A_2 (female)			
B_1 (21 – 30 years)	97.41	99.17	140	3.77	
B_2 (31 – 40 years)	105.80	101.36	140		NS

Sig. Level 0.05 = 3.89
0.01 = 6.76

Table 13 shows mean differences in social preference across gender and age groups (21–30 and 31–40 years); however, the F-value (3.77) is not statistically significant, indicating no significant combined effect of gender and age on social preference.

Result Table: 14 Showing Mean and f value of Gender and marital status of male and female of social preference

Variables			N	f	Sig.
	A_1 (male)	A_2 (female)			
C_1 (Married)	98.21	98.37	140	127.00	0.01
C_2 (Unmarried)	85.51	121.64	140		

Sig. level 0.05 = 3.89
0.01 = 6.76

Table 14 shows a significant difference in social preference based on gender and marital status (F = 127.00, p < 0.01). Married males (M = 98.21) and married females (M = 98.37) have nearly identical mean scores, whereas unmarried females (M = 121.64) show much higher social preference than unmarried males (M = 85.51).

Result Table: 15 Showing Mean and f value of Age and marital status of social preference

Variables			N	f	Sig.
	B_1 (21 – 30 years)	B_2 (31 – 40 years)			
C_1 (Married)	88.40	114.81	140		
C_2 (Unmarried)	95.33	105.20	140	26.86	0.01

Sig. level 0.05 = 3.89
0.01 = 6.76

Table 15 shows a significant effect of age and marital status on social behaviour (f = 26.86, p < 0.01). Individuals aged 31–40 scored higher than those aged 21–30, and married respondents scored higher than unmarried ones.

Result table: 16 Showing Mean difference of gender, age and marital status of social preference

		A_1 (Male)		A_2 (Female)		f	Sig.
Sr. No.	**Variables**	B_1 (21-30 years)	B_2 (31-40 years)	B_1 (21-30 years)	B_2 (31-40 years)	40.16	0.01
1	C_1 (Married)	98.26	98.17	78.54	92.49		
2	C_2 (Unmarried)	96.57	100.17	133.06	110.23		

Sig. level 0.05 = 3.89
0.01 = 6.76

Table 16 shows a significant difference in social behaviour (F = 40.16, p < 0.01), with the highest mean score among unmarried females aged 21–30 and the lowest among married females of the same age group.

Result Table: 17 Correlations between Social Behaviour and Social Preference

Sr. No.	Variables	N	Mean	r	Sig.
1	Social Behaviour	280	10.61	0.16	0.01
2	Social Preference	280	10.09		

Sig. level 0.05 = 0.11
0.01 = 0.14

The results show a low but positive correlation between social behaviour and social preference, indicating that higher social behaviour is associated with higher social preference.

V. Conclusion:

1. There was a significant impact of gender onSocial Behavior.
2. There was no significant impact of age onSocial Behavior.
3. There was a significant impact of marital status onSocial Behavior.
4. There was no significant internal impact of gender and age onSocial Behavior.
5. There was no significant internal impact of gender and marital status onSocial Behavior.
6. There was a significant internal impact of age and marital status onSocial Behavior.
7. There was a significant internal impact of gender, age and marital status onSocial Behavior.
8. There was a significant impact of gender onSocial Preference.
9. There was no significant impact of age onSocial Preference.
10. There was a significant impact of marital status onSocial Preference.
11. There was no significant internal impact of gender and age onSocial Preference.
12. There was a significant internal impact of gender and marital status onSocial Preference.
13. There was a significant internal impact of age and marital status onSocial Preference.
14. There was a significant internal impact of gender, age and marital status onSocial Preference.
15. There was a positive correlation between Social Behaviour and Social Preference.

Limitations Of The Research:

The present research Sample is 280 male and female; its results cannot be generalized from above. This result cannot be applied to children as this research has been done only on male and female of 21 - 30 years & 31-40 years. This research was done through questionnaire method; it may be that the respondents gave good answers rather than the right ones.

Suggestions for future research:

The present study included 280 male and female participants; however, increasing the sample size would allow for more accurate and generalized results. Future research may use alternative methods such as interviews and observation instead of questionnaires. Similar studies can also be conducted on school-going students and children.

Acknowledgment

We are thankful to our institution for providing the necessary academic environment and resources that enabled me to conduct this research effectively of this research paper titled "An Empirical Analysis of Social Behavior and Social Preferences Across Gender." our appreciation extends to all the respondents who generously shared their time and perspectives by participating in the data collection, making this empirical analysis possible. we would also like to acknowledge our friends and colleagues for their helpful discussions, motivation, and support during the research process.

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