

Abstract

The present study was designed to investigate the relationship between generativity, life satisfaction, altruism and self-esteem in middle aged people. The convenient sample comprised of 300 (Males=139 and Females=161) middle aged people who belonged to different occupations. The age range of sample was between 40-65 years ($M = 47.3$, $SD = 5.5$). The data were collected from different organizations and offices. It was hypothesized that generativity, life satisfaction and altruism will positively correlate with one another. The role of demographic variables (gender, age, marital status, occupation, socioeconomic status and income status) was also assessed. The Loyala generativity scale (McAdams & St. Aubin, 1992) was used to measure generativity; Satisfaction with life scale (Deiner et al., 1985) was used to measure life satisfaction; Altruistic personality scale (Rushton, Chrisjohn & Fekken 1981) was used to measure the altruism; and lastly Rosenberg self-esteem scale was used to measure the self-esteem (Rosenberg, 1965). The results of multiple regression analysis indicated that generativity and self-esteem were the significant predictors of altruism. Demographic variable i.e. age showed significant effect in predicting altruism. Findings highlighted the strong positive relationship of altruism with generativity and life satisfaction in middle aged people which suggests that as the age increases, the generativity and life satisfaction also increases hence increasing the altruism too. The people who have high generativity were more satisfied with their lives and hence were more altruistic whereby enhancing the self-esteem too. Self-esteem was used as a mediator and it showed the significant mediating role in generativity and altruism. However, it is necessary to replicate these findings in large and more heterogeneous sample.

Keywords: Generativity, Life Satisfaction, Altruism.