Social Identity in Pakistani Society – A System Dynamic Approach

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ABSTRACT
The primary objective of this review is to understand and reveal the underlying the theoretically distinctive facts about the social identity of the individuals in Pakistan’s context. The human behavior scholars are finding new theoretical concepts that are useful in understanding the group behavior. There are three critical aspects that underpin the concept of social identification cognitive, evaluative and affective. These constructs are further explained in diagrams using groups, in group dynamics, related performance and commitment. The CLD shows that how individual’s social identification is related to commitment. This paper helps to understand the factors that are more associated with the social identification and social grouping of employees within the organizations in Pakistan’s context. The methodology is based on system dynamics. System dynamics causal loop approach stage wise is applied to identify the unique dimensions that are associated with the distinctive underlying structure of human behavior that forms the social identity of employees within the organization. System dynamic methodology consists of three steps, the first step is CLD diagram, followed by Stock and flow maps and finally software-based simulations. This paper reveals that naturally made groups are more cohesive and individuals in natural or achieved groups are more committed emotionally towards each other. The significance of this paper lies in understanding the causal structure that influences the formation of social groups in Pakistan organization. Theoretical construct that underpin the notion of social identification of an individual includes the cognitive, evaluative, and affective components that help us to understand, how an individual adapts to the social identity.

KEYWORDS
Social Identity, Pakistan Society, System Dynamics, CLD Diagram, Stock and Flow Maps

INTRODUCTION
Social identity is one of the most widely read phenomenon in organization behavior. The human behavior scholars are finding new theoretical concepts that are useful in understanding the group behavior. As behavioral scientists we are keen to know that what are the salient characteristics and how they actually influence the social identification of an individual with respect to a particular group to which they belong. This study helps to understand the underlying concept of social identification in Pakistan’s context. This conceptual paper is aimed at exploring the underlying the theoretically distinctive facts about the social identification of the individuals in Pakistan’s context. This study helps to understand the how the employees align themselves within the groups and organizations. This could help the organizations to understand the group behaviors, individual workers and team players as well. This could help in the formation of better designed work teams at a work place. This review helps to understand the factors that are more associated with the social identification and social grouping of employees within the organizations in Pakistan’s context. The distinctive underlying structure based on which individuals form a social identity is center of attention in this article.

The identification and the exploration of these concepts in Pakistan’s context would help us to develop a good understating about the how the employees align themselves within the groups and organizations. This could help the organizations to understand the group behaviors, individual workers and team players as well. This could help in the formation of better designed work teams at a work place. This review helps to understand the factors that are more associated with the social identification and social grouping of employees within the organizations in Pakistan’s context. The distinctive underlying structure based on which individuals form a social identity is center of attention in this article.

System dynamics causal loop approach is applied to identify the unique dimensions that are associated with the distinctive underlying structure of human behavior that forms the social identity of employees within the organization. Revelation of the underlying structure would help to establish how social groups are formed in organizations and what attracts individuals to join a particular group. It provides understanding of the rationale that individuals follow to join a group and how it triggers the desire to join a social group.

The way people socially categorize themselves at workplace is of critical value for the organizations. Causal loop approach is applied with the aim was to uncover the features that in authentic way report the social identification formation in terms of Pakistani context. This review work will enable the organizations to learn about how employees form or join social
groups. This provides us with the structure that serves as a source of group cohesiveness, social categorization and group identification. The empirical evidences that were gathered revealed different dimensions that led to the reason behind the social identification and social group formation in our society. The review reveals that the emotional attachment to a group has more significance for individuals. Research objective of this study is to explore, how social identity is formed within organizations in Pakistan and to explore the associated factors.

**LITERATURE REVIEW**

Social Identity focuses on the work related with social categorization. However, before social identity theory a major concept of identity theory was introduced which related individuals with symbolic interactions’ (Tajfel, 1978). According to Hoog, Terry and White, 1995 who compared and distinguished between identity theory and social identity theory stated that the comparison is inadvisable as these theories explain and relate with total different behavior of individuals. Identity theory explains the behavior of a person as an individual where as social identity theory explains the behavior as a member of a big social group (Hogg, Terry, and White 1995, Mlicki, & Ellemers, 1996). In pursuit of socially identifying oneself with a particular group, it is highly likely that the individuals follow the norms and rules of a particular group in order to be recognized by the members of that group or society and become socially acceptable (Belk, 1988; Holbrook, 1992). Social identity theory conceptualizes and depicts the behavior of an individual as it occurs naturally. According to (Schultz Kleine, & Kernan, 1992) there are three major things to be noticed, first majorly the individual behavior involves acting similar, secondly it taken as acceptable act and lastly it is highly influenced by the social interactions between a group that is considered as in group (Hinke & Brown, 1990).

Individual’s activities are organized by the social identity they possess in the group; individuals are recognized through their traits such as anger, aggression, honesty etc. Whereas social identity theory differentiates individuals with respect to professions such as accountants, engineers, doctors etc. (Young, 1991). In Pakistan, the social identity is recognized through the social status and the social standards. This can be observed moving around the posh areas. Another good example of this is the societies and committees formed by the Doctor, every month we see doctors going on strikes for their rights. Individuals follow a pattern of thinking, feeling and acting that he/she acquires from the social environment. The same is with corporate arena employees behave in the manner which is acceptable, logical and suits them. This concept of social identity and personal identity is congruent with the research work of Hofstede and Hofstede (2005) express that culture is acquired, which means people learn and follow the environment they live in.

Social identity theory is highly focused on the activities that are performed by individuals in a group and how it influences the behavior of other members within the group. Secondly by sorting the collective global factors into individualistic behavior helps in developing a clear and better understanding about the specific traits of an individual (Goffman, 1959). In different societies people are identified based on their traits and personalities. People like to be a part of a group that is dominant and strong, same is the case in Pakistan organizations employees like to join dominant groups. In Pakistan, groups are more focused as compare to individuals. For instance, individuals like to show association with the senior management in the organization as it enhances their image and gives them a sense of protection and care. This also keeps them in lime light and brings favors to them in completion of task.

According to (SIT) social identity theory, the role as stereotype is also an effective way of defining one’s socially acceptable behavior. It works as a primary guide for enacting behavior and identities within the group (Hawkins, Best, & Coney, 1992; Sarbin & Allen, 1968). A good example of this in Pakistan’s context is an individual with government job at a high scale. Those people are considered as a benchmark and are highly appreciated and have superior influence on the people in the society. People are inclined to follow and act in desired manner to become socially acceptable to that particular social group. Consider the example of males and females in the office setting both genders show social categorization with their genders and at times deny to work with each other. This discomfort is because they both socially categorize and identify themselves with different social groups (Mlicki & Ellemers, 1996).

Talking about the social identity we cannot ignore the fact of gender inequalities that exists within Pakistan’s society. The social identity and the scale social identity vary in different societies as the norms and values of each society are different. To illustrate this we can take the example of west where both genders get equal opportunities for work, education etc. On the other hand, in east in developing countries Pakistan gender and the traits of individuals are of great importance. For example, in Pakistan, hiring of females is biased. They might be hired for private sector but in government sector, it is very low. The gender inequality is found high in developing countries like India, Pakistan and Bangladesh Sen, A. (2001).

Social identity theory focuses on the meanings associated with the member of a social category or a group. Social identity theorists have argued that people define themselves as the role they play in the social group. The concept of group is molded accordingly to the norms and people as they fit (Turner et al. 1994). However, social scientists have observed other facts of social identity in more depth like the cognitive outcome such as ethnocentrism (Grant and Brown 1995) group polarization (Wetherell, 1987) and group cohesiveness (Hogg, 1987). An excellent example is the working of Prime mister
who is a member of parliament he thinks and engages in the behavior that is appreciated and highly influenced by the parliament.

According to Social identity theory one of the cognitive outcomes is self-esteem. Self-esteem is a major component in order to depict individual’s behavior in a society (Brown and Lohr 1987; Ellison 1993). Although human beings can make groups and categorize themselves based on, many logics but demographic attributes probably play more important role in this regard. According to (McCann, Ostrom, Tyner, & Mitchell, 1985) it is an established fact that the human behavior is judged on the basis of sex, race and origin. These are used as initial indicators for forming the early impression of other people in the society.

Although social identity theory has a strong component of social identification that has maximized the explanation of this theory. Social identification has never been studied directly but it has been measured indirectly to have an association with the theory and the inter group behavior of the individuals. The reason behind the objective of this review is to take a closer look at how social identification is considered and on what dimensions individuals relate themselves to the social roles assigned to them based on their membership with certain groups (Hinkle & Brown, 1990).

In order to streamline the research process, various researchers have suggested ways of categorising social identity. The most common distinction is between social identity and personnel identity characteristics like race, age, gender etc. effects personnel identity and social identity traits such as education, professional abilities, tenure in organizations, personality characteristics, values and norms etc. (Jackson, 1995; Tusi, 1992). Three main factors of social identity are discussed cognitive component, cognitive awareness and evaluative component as cognitive component is discussed earlier above cognitive awareness shows the tribute in the social group as a member, evaluative component shows the positive or negative value about the member. (cf. Ellemers, 1991). In Pakistan, it is observed that the social status is of much more value in judging the social identity of an individual. Consider the example of Army officials, or the people working in government organizations they are considered to have high social status. Even in organizations as discussed earlier people like to be with senior management because they have high social status and are symbol of power in organization.

According to definition that was provided by (Tajfel, 1978) which is still the most cited definition of social identity: the part of the individual self-concept derives from his knowledge of his membership of a social group together with the value and the emotional significance attached to the group, which the person holds membership. Taking this definition as a bottom line it can be stated that three components (cognitive, evaluative and affective components) contribute majorly to an individual’s social identity. These three main factors of social identity explain that how people react to unnaturally made groups or minimal group as a part of experiment in research paradigm (Brewer, 1979).

Social Categorization of the individuals is enough to make people to react to the social settings of these groups (cf. Tajfel, Billig, Bundy, & Flament, 1971). This might differ for the members of naturally formed groups. Indeed, it could be argued that in the minimal group design, the categorization into different categories provides the rationale to the members of the group to behave more sensibly. Hence, group affiliation is the only interpersonal cue which may be used to steer one's behavior towards other participants (see also Jetten, Spears, & Manstead, 1996). However, in more natural public contexts or settings, people who recognize that they belong in a particular social category do not always feel committed towards that particular group, neither have they showed collectivistic set of values. Instead, they favor to participate in another group, or be indifferent to a specific category. It's been remarked that apparently powerful experimental phenomena including the screening of in-group favoritism were not constantly found because of mere categorization into natural groups (cf. Mullen, Dark brown, & Smith, 1992).

According to (Cio and Garner, 1996) comparison has shown that individuals who have effectively demanded participation in a specific group are more directed towards performing and as per the group’s norms. Surely, the perception that efficiently different results are acquired with exploration among natural versus artificial groups. According to (Mullen et al., 1992), the different results should be credited to the way that artificial groups are normally made by placing the individuals to a specific group, while a classification of research members into common groups.

Mullen et al., 1992 indicated that, college town, or political affiliation is for the most part more prone to include self-chosen group participants. For instance looking at the culture in local organizations the behavior of people when they are given choices to opt for a group and in certain conditions when they are forced, people willing join the groups they want to be a part of. At times it is seen that few people show resentment at earlier stages but with passage of time these people get settled in the group and start performing and become loyal. In view of the premise on which individuals are incorporated in a specific, group (i.e. Natural versus assigned group’s participations).

According to Ellemers, N., Kortekaas, P., & Ouwerkerk, J. W. (1999) the main key factor in social identity theory is that the extent to which people relate themselves to the group and their commitment towards the activity (i.e. emotional component) (Cioffi& Garner, 1996). The social categorization with respect to Pakistan can be observed by the member of the organization who are not happy with their job and social groups. There can be numerous reasons for dissatisfaction one of them maybe that people do not consider themselves as a team member of that social group in a particular social setting. A fact that a person who is perfectionist by nature does not feel comfortable while working in a group as a team player.
These individuals in a group can be referred as star players. Misfits in the social or work group are one of the main reason and more focused area in this study. Another problem for dissatisfaction is the star player. A good example is a recent interview of a famous cricket player, he is still the best player Pakistan has. He actually never changed his game for the betterment of the social group that he is in as a result instead of producing maximum results the team did not achieve success because of him being not able to understand group requirements. In another example it is highly likely to see that in school and colleges those students who work individually perform much better but when put into a group it is highly likely for them to reduce their performances and also effect the performance of other group members due to their ego.

Group Identification is a distinctive way through which we can identify the in-group. This is achieved by looking at the degree to which Individual feel emotionally attached with the particular group for which they associate themselves as a member (affective commitment). Following the line of commitment towards the group, a person would develop self-esteem because of membership of that group. It has been argued that these two concepts co vary (self-esteem and affective commitment) (Tajfel & Turner, 1979, Cioffi & Garner, 1996). The argument was that affective commitment is stronger with more positively evaluated groups. This has been mostly observed in natural groups when dis owning the group is not an easy option.

Individual’s identity as being a member of a unique or certain group is critically important. It has been empirically revealed that the individual’s identity as being a member of a unique group is relatively important but individuals may show the sign of emotional attachment towards the group while evaluating pros and cons of the group (Mlicki & Ellemers, 1996). For example, a student working in a group with other members rather than its usual members he is willing to work but emotionally he is with his former group and is only willing to work because of the fact that its former group members are not available. Based on theoretical analysis, it is suggested that self-categorization (the cognitive part) and active duty to a special group (the passionate part) can be recognized from group self-regard got from the status implication of that specific group participation (the evaluative segment). In our conceptual analysis this illustrates that self-categorization as the cognitive component and affective commitment to a particular social group as an emotional component can be categorized separately from the group self-esteem that is basically derivative of an evaluative component. Moreover, this distinction would help us to understand how individuals are influenced by the particular group characteristic in which the group is for (Mlicki & Ellemers, 1996, Cioffi & Garner, 1996).

Relative group status in easier terms (matching group status) is seen as a focal group trademark in both hypothesis and research on social character and intergroup relations. The general contention is that a low group status position brings about unfavorable correlations between the in-group and relevant other groups. This might confuse an individual to associate a positive social identity for the particular group for which he/she holds a membership. Furthermore, important different groups which may disappoint endeavors to infer a positive social character from one’s group enrollment. Therefore, individuals from lower status group exhibit less social identification than individuals from higher status group. According to the (Ellemers, Van Knippenberg, De Vries, & Wilke, 1988; Ellemers, Van Knippenberg, & Wilky, 1990) that individual’s exhibit low in-group identification in low status groups as compare to high status groups. In the lower status groups survival is important and so the members can deviate from positive group behavior if they deem that they can face certain harm. For example supervisors leading different teams working remotely at different sites may come together at one time to help each other out in our case principals from different branches may come together to prevent the computerized system utilization Nusrat Baqee (Director City Public School). Similarly one group due to authority and power may show more positive social identification hence they depict the strong in-group identification as compared to those with lower group status (Ellemers, 1997)

In this paper the value lies in understanding the relative importance the evaluative part of group self-esteem. It is the most evaluated part of during the social categorization (group self-esteem), that is elected by relative group status. This will actually help us to understand the concept of self-esteem in social identity, likewise it will help us comprehend conflicting observational findings regarding the so-called self-esteem speculation in social personality hypothesis (Hinkle & Brown, 1990; Hogg & Abrams, 1990; Long & Spears, 1997). This is relevant with Pakistani context evaluative component (group self-esteem) which is important for group members. People like to associate with the group which has more group self-esteem. The notion of group self-esteem seems to suit our context and has relatively high chances that it will produce favorable results. An important factor that has emerged and is supported by a substantial amount of empirical evidences are related to the group size that has an impact on in group favoritism and in group identification second vital issue which has produced a generous measure of experimental exploration concerns the effects of relative group size on in-group identification and in group bias (Gerard & Hoyt, 1974; Mummendey & Simon, 1989; Sachdev & Bourhis, 1984; Simon & Brown, 1987). Once more, to date, the exact nature of these effects has not been set up unambiguously. Another reason for inconsistent findings else that (apparently) conflicting results may have been gotten in past exploration since minority versus majority share group member participation has frequently been utilized to allude to deferential status and also deferential group size (Ellemers &Van Rijswijk, 1997). On the other hand, when the two are unraveled, things being what they are minority group size results in more grounded in-group identification than lion’s share group.
An example relevant to Pakistan’s context is available in the educational sector it can be seen very often when it comes to people in minorities and majorities. Christian teachers and Muslim teachers in-group identification is evidently strong among the Christian. Another example of this is in the parliament where Christians show stronger group identification as compared to all others, in corporate sector for age. In majority groups a person loses his individual self. Lastly, the Passionate segment of in-group identification, that is, the degree to which individuals feel actively dedicated to a specific group. In our perspective, this part is vital; as this should constitute the fundamental determinant of individual-level (for example, separating oneself from the social group) versus group level reactions for example showcasing in-group preferences to a typical characteristic (see likewise Ellemers, Spears, & Doosje, 1997). In connection to this issue, we contend that a basic difference can be illustrated between assigned vs. achieved groups accomplished (or self-chose) group participations. In spite of the fact that passionate segment has been noted in the writing (Luhtanen & Crocker, 1991), neither in hypothetical records nor in experimental work has methodical consideration been dedicated to conceivable deferential reactions to enrollment in these two sorted groups. All things considered, from the first definitions of social personality hypothesis (Tajfel, 1978; Tajfel & Turner, 1979) and in addition, from past experimental work we may derive that process of individual social group enrollment makes a significance difference. In the research work conducted by (Ellemers, Wilke, & Van Knippenberg, 1993) it is stated that people who feel that their incorporation in a lower-status group is low (however are by and by assigned group out to this group by the experimenter) are prone to get competitive with their own group members with in the group of individuals keeping in mind that the end goal is to leave the group. This is reflection of showing generally little group responsibility. Interestingly, to the degree that individuals have willfully dedicated themselves to participation in a specific group, they are more inclined to show bunch solidarity, notwithstanding when the group ends up being unsuccessful (Turner, Hogg, Turner, & Smith, 1984). While designing teams HR managers and line managers should keep in mind that no one should feel inferior or superior or else the results would be poor in terms of team performance and team conflict would increase.

METHODOLOGY

The phenomenon under study is complex and in order to study this complex phenomenon System Dynamics Feedback loop approach is adopted, because it is well suited for the study of complex behavior. System dynamic feedback loop is a desirable tool to understand the complex phenomenon and non-linear behavior. System Dynamics Initially proposed by Jay Forrester in his famous book entitled Industrial Dynamics (Forrester, 1961). System Dynamics model and its components had demonstrated its validity for over four decades Barnabé, F. (2011). The application of system dynamics in various fields like engineering, medical science and social science. According to Rodrigues, A., & Bowers, J. (1996) system dynamic feedback loop approach is used in social economic and environmental systems. This depicts the worldwide acceptance of system dynamics approach. The feedback loop approach has attracted particular attention in recently. Since inception of computer software, it is widely used to communicate the key elements to managers responsible (Rodrigues, & Bowers, 1996, (Egan, & Tusi, 1992).

In light of the idea of Feedback and information-feedback control theory, system dynamics (Forrester, 1961, 1968; Richardson and Pugh, 1981; Sterman, 2000) consider system dynamics as “a perspective and a set of conceptual tools that enable us to understand the structure and dynamics of complex systems”. System dynamic approach is suitable for having a complete view of the complex phenomenon. Rodrigues, A., & Bowers, J. (1996) posited, “A holistic view is important and feedback loops are critical to understand the interrelationship”. Causal loop approach has been used over here to identify the underlying structure and how it influences the social identification of individuals within the organization. This approach unravels the non-linear behavior of individuals in organization while forming a social identity.

System dynamics feedback loop reveals those features with in a model that are most critical out of the entire demonstrating procedure is to improve knowledge about the complex problems that affect thinking (Forrester, 1961, p. 49). This feedback loop approach allows visualizing how things actually happen during the formation of team, how they become affectively committed towards each other and other factors that influencing the employees to join a particular group. This helps to understand the in-group identification and social categorization because the feedback structure developed with help of causal loop diagram is the key philosophical position Richardson and Pugh (1981) which enables us to understand the complexities of social identification. Authors like (Senge, 1990; Wolstenholme, 2004) stated that system models with the use of mapping tools for example CLDs contribute towards the understanding the dynamics of a complex system.

A three-stage feedback loop has been applied for the better understanding of the phenomenon. Three major factors that influence the social identification, social categorization and group formation at workplace settings have been designed separately. At initial stage simple models without polarity signs have been developed. The second stage involves assigning the polarity sign to each variable discussed that identifies the influence of one variable on other. Lastly, at third stag an integrated model is introduced that actually shows how social identity is formed with in a system how different components interact with each other.
Results

The models as shown in figures have been developed by using the simulation software “Vensim”. Figure 1 is based feedback loop regarding various concepts of grouping that build an affective component. However, we cannot judge the results based on affective commitment only for better understanding a loop is formatted based on culture norms and status that build evaluative component in Figure 2.

![Figure 1: Affective Component](image1)

![Figure 2: Evaluative Component](image2)
Finally, cognitive component shows personal values as shown in Figure 3.

![Figure 3: Cognitive Component](image3.png)

To understand the impact we applied signs and loops using system dynamics protocol in Figure 4, 5, and 6. The loop R shows reinforced loop when negative signs are even and Balance B when negative signs are odd.

![Figure 4: Affective Component](image4.png)
Figure 6: Cognitive Component

Figure 4, 5, and 6 are joined and an integrated model is formulated as shown in figure 7 below.
FIGURE 7: OVER SYSTEM OF SOCIAL IDENTITY FORMATION

DISCUSSION
The primary objective of this review is to understand and reveal the underlying the theoretically distinctive facts about the social identity of the individuals in Pakistan’s context. We have tried to understand the culture and context of the social identity and how it is being shaped in Pakistani organization culture. Specific group features have their distinctive impacts on the social identification of individuals in Pakistan’s organization. It has been in the research work that is consistent with previous findings that the very concept of social identification varies from culture to culture. As we have illustrated with the help of feedback loop approach that most widely used components in social identification theory’s definition presented by Tajfel, 1978. This system enquiry with the use of feedback loop approach helped us to gain insight about how people socially categorize themselves and what are the factors that influence them. As shown in figure 7, this research work helps to understand that factors like affective commitment, heroes, care are associated with group identification and develops strong bond of commitment towards the group that elevates the performance level. This also
prolongs the team tenure which actually is favorable for the organizations to achieve long term goals. It helps the organizations to have better and efficient teams. This review reveals that naturally made groups are more cohesive and individuals in natural or achieved groups are more committed emotionally towards each other. On the other hand, employees in artificially made groups may work for a while but in long term they don’t adjust in group; neither have they followed the norms and values of the group. An interesting factor towards the social categorization is the social status of the individuals. Individuals with high status in the organizations are targeted by the subordinates and peers to form social groups. This in return provides protection, self-esteem recognition and safety. Professional status has been used a symbol for social categorization. Individuals in organizations try to establish their personal identity with reference to the person who has a high status in organization. As figure 7 shows, when the group member show string in-group identification they follow the norms and values of the social group they are associated with. As mentioned in the literature review section the human beings follow the norms and values learned by society by Hofstede and Hofstede (2005) the group following increases due to affiliations shown and as a result group size also increases which is a sign of dominance for future.

The aim of this study was to separate the three main components of our theoretical framework that are associated to social identification in their own distinctive way. In the line with our theoretical structure and logically standing on the definition of social identification presented by (Tajfel, 1978) commitment to the group is the main social aspect that enhances the inclination of a person towards group and his/her actions accordingly. Future research, must be conducted in the direction to study the group size and its effects on the social identification, another critical factor that is recommended over here for future studies is whether the group commitment is stronger in the minority group or majority group. As minorities and majorities, have strong connotations from the value perspective. Future researchers should focus on in-group favoritism with respect to the group size because these variables are very closely related to our society and we can find significant empirical evidences for these variables. Another important area that can be worked upon is the simulation model.

CONCLUSION

There are several benefits of social identification, for instance from micro level as interpersonal connection to macro level intergroup connections. Whereas intergroup connections lead to mobility creation and competition. There are also some disadvantages for instance Commitment to only one group which is based on either religion or ethnicity. Groups are rigid and donot allow other members to interact that may cause to lack of creativity and collaboration. group self-esteem and group identification address the social identity theory (Evaluative, Cognitive and Affective components). In our context from the perspective of social identification, the group commitment (the affective component) has proved to be more associated with the social identification and group formation as compared to the other two factors that are developed in the study that we have conducted in.

In our theoretical analysis, we have also proposed that the commitment to the group is the most significant aspect of social identification theory that in actual helps a person to align him/herself to the group. Individuals who are more emotionally committed to the group show more positive group behavior as compared to those who have low-level group commitment. Commitment to group is a substantial reason why people show in-group favoritism. The group self-esteem and group identification are also significant factors that are associated with the social identification of an individual with a particular group and in a specific group setting.

REFERENCES


