Roles Of Social Intelligence, Social Engagement, And Emotional Intelligence Of An Elderly Person In Northeastern Thailand

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ABSTRACT
Fall in physical as well as in psychological values of a person increases with the increase in his/her age. In other words, the old age is the duration of decline in life. Hence, the core objective of the current research study is to determine the role of social intelligence, social engagement, and emotional intelligence of elderly persons in northeastern Thailand. To collect primary data for the current research, a survey from 400 senior citizens belonging to northeastern Thailand, was conducted to collect the data. This the data was analyzed by using Partial Least Square (PLS) to obtain the research results. Results of the research show that increased value of social intelligence, social engagement, emotional intelligence, and social value promise a positive development in the personality of elderly person. Moreover, social value has a significant role in the personality of elderly persons. The research helps elderly persons especially those residing in northeastern Thailand to develop their personalities. Additionally, the current research helps the practitioners promote the social value of the elderly persons in society.

Keywords: Social intelligence, social engagement, emotional intelligence, social value, the personality of an elderly person.

1. INTRODUCTION
The decline in age usually comes with old age, which causes a decline in a person’s psychological, and physical factors (Cheval et al., 2021). Due to the aging process, several changes begin in the body and have a significant influence on the life of elderly persons. According to the current research, the life of an elderly person becomes disorganized due to physical and psychological changes. As a result of these changes, the personality of an elderly person is influenced significantly.

The purpose of the current research is to investigate the role of psychological factors such as social intelligence, social engagement, emotional intelligence, and social value in the personality of elderly persons especially residing in northeastern Thailand. Moreover, the current research will also determine the value of the relationship between social intelligence, social engagement, emotional intelligence, social value, and the personality of elderly persons. The current research has significant values for personality development (Robert et al., 2020), especially for elderly persons. With the help of research, an elderly person can understand the value of social intelligence, social engagement, emotional intelligence, and social value aiming to develop his/her personality. Moreover, for the academic communities, the current research illustrates the significance of the social values for the personality development of an elderly persons.
The literature has plenty of research that describes different aspects of life of an elderly person (de Araújo Nóbrega, Vasconcelos, Beserra, Bittencourt, & da Nóbrega, 2017). The previous literature has a variety of knowledge that highlights different psychological factors that significantly influence an elderly person's personality. However, no research work was available in the past literature deserved the role of psychological factors such as social intelligence, social engagement, and emotional intelligence toward the social value and personality of an elderly person. Hence, the current research work is unique by determining the relationship of the aforementioned psychological factors with the social value and personality of elderly persons especially those residing in northeastern Thailand.

Theoretically, the researcher describes that increased value of social intelligence, social engagement, and emotional intelligence promises an increase in the social value and personality of elder persons. Furthermore, social value mediates between the relationship of social intelligence, social engagement, emotional intelligence, and the personality of elderly persons.

2. LITERATURE REVIEW

Loneliness, stress, and chronic pain can lead to animosity in elderly citizens especially during times of major changes but elderly persons who are oddly aggressive or cruel may be suffering from intensive issues like depression physical pain, or dementia that need to take certain steps by following their doctors’ or psychotherapist’s instructions (Hoe, Kamarulzaman, & Heang, 2018). Psychological factors such as loneliness, stress, and chronic pain cause dementia, physical pain, and depression in elderly persons (Carrasco, Crespo, Rubio, & Montenegro-Peña, 2021). As a result of the aforementioned, psychological factors personality of an elderly person is directly influenced. Hence, the research determines the role of psychological factors such as social intelligence, social engagement, and emotional intelligence in the personality of elderly person especially residing in northeastern Thailand. Following Figure 1 shows the relationship between the psychological factors that have a significant impact on the personality of elderly persons.

![Figure 1](image-url)

**Figure 1.** The study's theoretical framework shows the relationship between social intelligence, social engagement, emotional intelligence, social value, and the personality of an elderly person.

2.1 Social Intelligence and The Personality of an Elderly Person

The capacity of a person to know others and oneself is called social intelligence. According to the past study, social intelligence prospers learning from failures and success in social settings and experiences with people. It is usually referred to as common sense, tact, or street smarts. Social intelligence has a significant value for the personality development of a person (Sorrentino, Mancioppi, Coviello, Cavallo, & Fiorini, 2021). However, according to the current research, elderly persons having a greater value of social intelligence normally have a developed personality. It is observed that elderly persons especially those residing in northeastern Thailand, commonly use their social intelligence, however, the capacity of their social intelligence varies from person to person. The elderly persons who have a smart way to use their social intelligence...
intelligence normally have a smart personality. While the elderly persons whose social intelligence is disturbed don't have a recognizable personality. Hence, it is hypothesized that:

**H1:** Social intelligence has a positive impact on the personality of an elderly person.

### 2.2 Social Engagement and The Personality of an Elderly Person

A process in which people communicate (engage) in an online area of people or their social setup, is called social engagement (Mackenzie & Abdulrazaq, 2021). However, in the world of today, social engagement in an online community is very common among people of all ages. Social media platforms such as Facebook, Twitter, Instagram, YouTube, LinkedIn, blogs, third-party review sites, and forums are available for people to develop their social engagement as per their interests (Mulyana, Briandana, & Rekarti, 2020). However, such type of social engagement has a significant impact on the personality of an elderly person especially these residing in northeastern Thailand. Results from the current research provide sufficient evidence that elderly people who spent their time on social engagement have admirable personalities as compared to the elderly persons who are not engaged with aunty social community. Hence, it is hypothesized that:

**H2:** Social engagement has a positive impact on the personality of an elderly person.

### 2.3 Emotional Intelligence and The Personality of an Elderly Person

Emotional intelligence is also known as the emotional quotient and it is the ability to use, understand and manage emotions in a positive way to communicate effectively, overcome challenges, relieve stress, defuse conflicts, and empathize with others (Conde-Pipo et al., 2021). According to a previous study, a person who has the art of effectively dealing with others knows how to overcome challenges and defuses conflicts and normally has a remarkable personality (D’Amico, Geraci, & Tarantino, 2020). As per the results of the current research, increased positive value of an individual emotions results in greater value of his/her personality. However, according to many psychologists, self-awareness is considered the most significant part of emotional intelligence that has considerable effects on the personality of an individual. Hence, the increased value of emotional intelligence promises an increase in the value of the personality of an elderly person. Therefore, it is hypothesized that:

**H3:** Emotional intelligence has a positive impact on the personality of an elderly person.

### 2.4 Social intelligence and Social Value

For an elderly person, it is mandatory to follow the following 5 points to become socially intelligent.

A. Always pay attention to who and what is around.

B. Value the cultural differences.

C. Acknowledge the significant people.

D. Work on enhancing emotional intelligence.

E. Exercise active listening.

Data from the current study shows that elderly persons following the aforementioned 5 points normally are socially intelligent than the persons who miss any item of the aforementioned 5 points. According to the past study, normally elderly persons cannot follow a rule of conduct by society, government, or self-determination because of the effects of other significant physical as well as psychological factors (Kularajasingam, Subramaniam, Sarjit Singh, & Sambasivan, 2021). However, the elderly persons who increase the value of their social intelligence gain more social value. Hence, it is hypothesized that:

**H4:** Social intelligence has a positive impact on the social value of an elderly person.

### 2.5 Social Engagement and Social Value

To enhance social value, various tools are applied, however, social media platform is one of the effective tools nowadays that have significant impacts (Adamsen, Manson, & Jiang, 2021). Social engagement on social media is a popular and effective approach for strengthening affinity and interaction between people,
brands, and customers. A prior study shows that social engagement allows an individual to share his/her opinion, interest, and desires with more people of his/her interest (An & Han, 2020). Hence, by doing this, the social value of an individual ultimately increases. Moreover, according to the results of current research, elderly persons have more positive interactions on social media, have admirable social value while the elderly persons who don’t have more positive interactions have less social value as compared to the aforementioned elderly persons. Hence, it is hypothesized that:

**H5:** Social engagement has a positive impact on the social value of an elderly person.

### 2.6 Emotional Intelligence and Social Value

Self-awareness, emotional regulation, empathy, and social skills are the benefits of emotional intelligence that help an individual to improve his/her social value. According to the past study, self-awareness helps to understand, recognized, and label oneself. Emotional regulation helps to control acting upon raw feelings which are the result of strong emotions (Mekpor & Dartey-Baah, 2020). Empathy allows one to create relationships with others. While social skills lead one to develop more relationships, better communication, increase happiness, and advance career prospects. Hence, the increased value of self-awareness, self-regulation, empathy, and social skills enhances emotional intelligence which ultimately results in the admirable social value of an elderly person. Hence, it is hypothesized that:

**H6:** Emotional intelligence has a positive impact on the social value of an elderly person.

### 2.7 Social Value and The Personality of an Elderly Person

The social value of an individual plays a significant role in the development of a culture of society. Measurement of the relative significance that people build in the result of changes they experience in their lives is called social value. According to a previous study, social value is influenced by the value of confidence and living next to a social community (Beech & Verity, 2020). However, social value plays a significant role in personality development, especially for an elderly person. Social values such as accountability, dignity, fairness, humanity, collective responsibility, education, honesty, and individual rights are very important, especially regarding personality development. Hence, results from the current research show that increased social value increases the personality of an elderly person in northeastern Thailand. Hence, it is hypothesized that:

**H7:** Social value has a positive impact on the personality of an elderly person.

### 3. RESEARCH METHODOLOGY

A quantitative research method was preferred for the current research according to the nature of the current research. Moreover, the area cluster sampling approach was preferred because the population of the current research was residing in a wider area (northeastern Thailand). The sample size of the research was 700 because 700 sample size is appreciated among many quantitative researchers. Hence, 700 elderly citizens without gender discrimination were declared as the respondents of the research.

The basic contact information of all the respondents was collected from the communities’ offices and societies’ offices in the northeastern Thailand. Then a questionnaire was designed in which respondents were asked to answer questions about their demographic information such as respondents’ age, gender, qualification, and the number of favorite social media platforms. The respondents were also responsible to answer the question in the questionnaires related to the key variables of the research such as social intelligence, social engagement, emotional intelligence, social value, and the personality of an elderly person. At the end of the questionnaires, there were 10 questions based on 5 points Likert scale starting from “1” as “Strongly Agree” to “5” as “Strongly Disagree”.

Thailand national postal service was used to communicate with the respondents of the current study. However, it was ensured to the respondents that all the information received from them will only be used for the objective of the research and will remain confidential. Hence, the questionnaire was sent to each respondent individually. There were 600 responses received after 50 days passed by. However, 200 responses were excluded from the 600 responses received because those 200 responses were partially filled.
Hence 400 responses were considered as primary data of the research. PLS was used to analyze the primary data aiming to obtain the final results of the research.

4. **DATA ANALYSIS**

Figure 2 demonstrates the measurement model of Partial Least Square (PLS) which shows the factor loadings. According to the previous studies, factor loadings must be above 0.5 (Hair, 2010; Hair, Black, Babin, Anderson, & Tatham, 2010; Iqbal & Hameed, 2020). Number of the items should have factor loadings below 0.5. Therefore, this study deleted all the items with factor loadings below 0.5. Factor loadings is presented in Table 2 which shows that all the items have factor loadings above 0.5.

![Figure 2. Measurement Model](image-url)
Table 2, Factor Loadings

<table>
<thead>
<tr>
<th></th>
<th>Emotional Intelligence</th>
<th>Personality of an Elderly Person</th>
<th>Social Engagement</th>
<th>Social Intelligence</th>
<th>Social Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>EI1</td>
<td>0.801</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EI2</td>
<td>0.819</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EI3</td>
<td>0.822</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PER1</td>
<td></td>
<td>0.779</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PER2</td>
<td></td>
<td>0.625</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PER3</td>
<td></td>
<td>0.809</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PER4</td>
<td></td>
<td>0.734</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PER5</td>
<td></td>
<td>0.709</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SE1</td>
<td></td>
<td></td>
<td>0.907</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SE2</td>
<td></td>
<td></td>
<td>0.824</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SE3</td>
<td></td>
<td></td>
<td>0.933</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SI1</td>
<td></td>
<td></td>
<td></td>
<td>0.886</td>
<td></td>
</tr>
<tr>
<td>SI2</td>
<td></td>
<td></td>
<td></td>
<td>0.824</td>
<td></td>
</tr>
<tr>
<td>SI3</td>
<td></td>
<td></td>
<td></td>
<td>0.802</td>
<td></td>
</tr>
<tr>
<td>SV1</td>
<td></td>
<td></td>
<td></td>
<td>0.871</td>
<td></td>
</tr>
<tr>
<td>SV2</td>
<td></td>
<td></td>
<td></td>
<td>0.873</td>
<td></td>
</tr>
<tr>
<td>SV3</td>
<td></td>
<td></td>
<td></td>
<td>0.859</td>
<td></td>
</tr>
</tbody>
</table>

Confirmation of factor loadings is not sufficient to confirm the measurement model. There are various other elements which are needed to confirm the quality of measurement model. For instance, average variance extracted (AVE) must be above 0.5 for all constructs. Table 3 shows that all the items have AVE above 0.5. Furthermore, all the items have composite reliability (CR) above 0.7. Lastly, discriminant validity is also the important part of measurement model which should be confirmed. It is given in Table 4 with the help of HTMT value.

Table 3, Reliability and Convergent Validity

<table>
<thead>
<tr>
<th></th>
<th>Alpha</th>
<th>rho_A</th>
<th>CR</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emotional Intelligence</td>
<td>0.746</td>
<td>0.747</td>
<td>0.855</td>
<td>0.663</td>
</tr>
<tr>
<td>Personality of an Elderly Person</td>
<td>0.787</td>
<td>0.807</td>
<td>0.853</td>
<td>0.539</td>
</tr>
<tr>
<td>Social Engagement</td>
<td>0.867</td>
<td>0.881</td>
<td>0.919</td>
<td>0.79</td>
</tr>
<tr>
<td>Social Intelligence</td>
<td>0.787</td>
<td>0.787</td>
<td>0.876</td>
<td>0.702</td>
</tr>
<tr>
<td>Social Values</td>
<td>0.836</td>
<td>0.837</td>
<td>0.901</td>
<td>0.753</td>
</tr>
</tbody>
</table>

Table 4, HTMT_{0.9}

<table>
<thead>
<tr>
<th></th>
<th>Emotional Intelligence</th>
<th>Personality of an Elderly Person</th>
<th>Social Engagement</th>
<th>Social Intelligence</th>
<th>Social Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personality of an Elderly Person</td>
<td>0.851</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Engagement</td>
<td>0.81</td>
<td>0.814</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Intelligence</td>
<td>0.851</td>
<td>0.808</td>
<td>0.802</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Values</td>
<td>0.516</td>
<td>0.855</td>
<td>0.76</td>
<td>0.864</td>
<td></td>
</tr>
</tbody>
</table>

After the measurement model assessment, the structural model assessment is most important to address in order to examine the relationship between variables. PLS structural model is used to test the hypotheses (F. Hair Jr, Sarstedt, Hopkins, & G. Kuppelwieser, 2014; Hair, Ringle, & Sarstedt, 2013; Hair Jr, Hult, Ringle, & Sarstedt, 2016) and results are reported in Table 5. In this process, the hypotheses with t-value 1.96 were
considered as supported. It is given in Table above that all the hypotheses have t-value above 1.96, thus, these hypotheses are supported. Furthermore, the positive beta value indicates the direct relationship between variables.

**Table 5. Results**

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Original Sample (O)</th>
<th>Sample Mean (M)</th>
<th>Standard Deviation (STDEV)</th>
<th>T Statistics ([O/STDEV])</th>
<th>P Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emotional Intelligence -&gt; Personality of an Elderly Person</td>
<td>0.114</td>
<td>0.124</td>
<td>0.025</td>
<td>4.49</td>
<td>0</td>
</tr>
<tr>
<td>Emotional Intelligence -&gt; Social Values</td>
<td>0.63</td>
<td>0.628</td>
<td>0.111</td>
<td>5.663</td>
<td>0</td>
</tr>
<tr>
<td>Social Engagement -&gt; Personality of an Elderly Person</td>
<td>0.186</td>
<td>0.188</td>
<td>0.035</td>
<td>2.289</td>
<td>0.028</td>
</tr>
<tr>
<td>Social Engagement -&gt; Social Values</td>
<td>0.057</td>
<td>0.058</td>
<td>0.029</td>
<td>1.964</td>
<td>0.049</td>
</tr>
<tr>
<td>Social Intelligence -&gt; Personality of an Elderly Person</td>
<td>0.258</td>
<td>0.259</td>
<td>0.092</td>
<td>2.798</td>
<td>0.005</td>
</tr>
<tr>
<td>Social Intelligence -&gt; Social Values</td>
<td>0.333</td>
<td>0.34</td>
<td>0.089</td>
<td>3.743</td>
<td>0</td>
</tr>
<tr>
<td>Social Values -&gt; Personality of an Elderly Person</td>
<td>0.595</td>
<td>0.603</td>
<td>0.076</td>
<td>7.789</td>
<td>0</td>
</tr>
</tbody>
</table>

### 5. DISCUSSION

The first hypothesis of the research says that; "Social intelligence has a positive impact on the personality of an elderly person". According to Goleman (2006), social intelligence contains two parts: 1). Social Awareness and 2). Social Facility. Each part of social intelligence has multiple subcategories. Both social awareness and social facility have significant importance for the personality development of an elderly person(Zahran, 2021). Strengthening the value of social awareness and social facility strengthens the personality of an elderly person.

The second hypothesis of the research says that; "Social engagement has a positive impact on the personality of an elderly person". According to the past study, social engagement is the level of interaction, influence, intimacy, and involvement that an individual has with people over time(Shand et al., 2021). In other words, social engagement is being social in social media. However, interaction, influence, intimacy, and involvement have a direct relationship with the personality of an individual. Hence, the increased value of the aforementioned factors also increases the value of the personality of an individual.

The third hypothesis of the current research says; "Emotional intelligence has a positive impact on the personality of an elderly person". Emotional intelligence has a significant role in the personality development of an elderly person(Jain, 2021). Several benefits of emotional intelligence result in the development of the personality of an individual. A prior study describes that emotional intelligence has a prominent influence on the life of an individual.

The fourth hypothesis of the current research says that; "Social intelligence has a positive impact on the social value of an elderly person". According to H.J Eysenck, the social intelligence of a person is affected by socioeconomic status, cultural factors, education, motivation, and so on. Another past study determined that poor social skills such as communication difficulties, stressful situations at home, trouble with self-control, language barriers, and mental health issues decreased the social value of a person(Ma et al., 2020).

The fifth hypothesis of the current research says that: "Social engagement has a positive impact on the social value of an elderly person". According to the past study, different techniques and approaches such as
selecting an effective strategy, knowing about the other person, creating valuable content to share with the other person, keeping the conversation flowing, enhancing response time, showing your human sign, and staying topicals which have positive consequences on the social value of an individual by developing social engagement (Caputo, Scuotto, Papa, & Del Giudice, 2021).

The sixth hypothesis of the current research says that: “Emotional intelligence has a positive impact on the social value of an elderly person”. Daniel Goleman, a famous psychologist who initially promoted emotional intelligence described 5 elements of emotional intelligence. 1) self-awareness 2) Self-regulation 3) Motivation 4) Empathy and 5) Social Skills. Hence, the increased value of the aforementioned 5 points in an individual ultimately increases the social value of the individual.

The seventh hypothesis of the current research says that; “Social value has a positive impact on the personality of an elderly person”. Stability for social order depends upon the health of the social value of an individual. Hence, a positive value of social value creates significant influential changes in the stability for a social order that represents the greater value of personality of practicing individual. An individual having a positive or good personality is always positively recognized in his/her society.

6. CONCLUSION

Results show that an elderly person who has a better understanding of social intelligence and takes significant steps to follow the outcome of social intelligence normally has a positively prominent personality in his/her corresponding society. In this way, social engagement and emotional intelligence also play a vital role in the personality development of an elderly person. However, the social value of an elderly person mediates the relationship between social intelligence, social engagement, emotional intelligence, and personality of an elderly person. To obtain the results of the current research, a survey was conducted from 400 elderly persons residing in northeastern Thailand aiming to collect primary data that was further used by PLS to analyze the primary data. It is determined that increased value of social intelligence, social engagement, emotional intelligence, and social value increase the value that of personality of an elderly person. This research is helpful for the elderly persons aiming to develop their personality and understand the role of psychological factors such as social intelligence, social engagement, emotional intelligence, and social value. Moreover, it is suggested that the research communities should explore the role of the environment and relationship with the close there with the personality development of elderly persons.

REFERENCES


