

Gender Roles and Personality Predictors of Life Satisfaction During the COVID-19 Pandemic: A Cross-Cultural Analysis

COVID-19 Pandemisi Sırasında Yaşam Doyumunun Yordayıcıları Olarak Cinsiyet Roller ve Kişilik: Kültürlerarası Bir Analiz

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Abstract: COVID-19 is a global pandemic that has had significant effects on societies, even though its effects have largely diminished. The psychological state of individuals who cannot leave their homes for long periods during the lockdown practices implemented in many countries is a special situation that needs to be examined. Women and men who stay together at home for long periods may experience conflict with other people. The extent to which this situation is related to the personality traits and gender roles of individuals is a subject of research. For this reason, this study investigates the predictive power of personality traits and gender roles on life satisfaction during the lockdown period due to the COVID-19 pandemic. The study group consists of 571 participants (Female: 327, 42.73%; Male: 244, 57.27%) selected from Türkiye and Georgia, aged between 18 and 50 (Meanage: 21.89, df: 4.09). The results show that adopting feminine and masculine gender roles in both cultures contributes to an increase in individuals' life satisfaction levels, while having neurotic personality traits causes individuals' life satisfaction levels to decrease. However, in Georgia, being extraverted, conscientious, emotionally stable, and exhibiting the characteristics of feminine and masculine gender roles were seen as predictors of life satisfaction, while in Türkiye, being emotionally stable and adopting the feminine gender role were determined as variables that increased life satisfaction. The results obtained were discussed in line with the literature.

Keywords: COVID-19, pandemic, life satisfaction, personality, gender roles

Öz: COVID-19, etkileri büyük ölçüde azalmış olsa da toplumlar üzerinde önemli etkiler bırakan küresel bir salgındır. Birçok ülkede gerçekleştirilen kapanma uygulamaları döneminde evlerinden uzunca süre çıkamayan bireylerin psikolojik durumları ise incelenmesi gereken özel bir durumdur. Ev içerisinde uzun süreler birlikte kalan kadın ve erkekler karşılıklı kişilerle çatışma yaşayabilmektedir. Bu durumun bireylerin sahip olduğu kişilik özellikleri ve cinsiyet rolleri ile ne derece ilişkili olduğu araştırma konusudur. Bu sebeple bu çalışma, COVID-19 salgını nedeniyle yaşanan eve kapanma döneminde kişilik özellikleri ve cinsiyet rollerinin yaşam doyumu üzerindeki yordayıcı gücü araştırmaktadır. Çalışma grubu Türkiye ve Gürcistan'dan seçilen, yaşları 18 ile 50 arasında (OrtYaş:21,89, Ss:4,09) 571 katılımcıdan (Kadın:327, %42,73; Erkek: 244, %57,27) oluşmaktadır. Sonuçlar, her iki kültürde kadınsı ve erkeksi cinsiyet rollerini benimsemiş olmanın bireylerin yaşam doyumu düzeylerinin artışına katkı sunduğunu, nevrotik kişilik özelliklerine sahip olmanın ise bireylerin yaşam doyumu düzeylerinin azalmasına sebep olduğunu göstermektedir. Bununla birlikte Gürcistan'da dışadönüklük, sorumluluk, duygusal açıdan dengeli olma, kadınsı ve erkeksi cinsiyet rollerinin özelliklerini gösterme yaşam doyumunun yordayıcılarından olarak görülmekteyken Türkiye'de duygusal açıdan dengeli olma ve kadınsı cinsiyet rolünü benimsemiş yaşam doyumunda artış sağlayan değişkenler olarak belirlenmiştir. Elde edilen sonuçlar literatür doğrultusunda tartışılmıştır.

Anahtar Kelimeler: COVID-19, salgın, yaşam doyumu, kişilik, cinsiyet rolleri

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Introduction

The COVID-19 pandemic has brought significant social and economic challenges, reshaping how people perceive the world. On March 11, 2020, the World Health Organization (WHO) declared COVID-19 a global pandemic (WHO, 2021a; 2021b). Although it has largely lost its effectiveness in 2024 (WHO, 2023a; 2023b), since then, the need to adapt to new living conditions and cope with the uncertainty surrounding the virus has become a global concern. At this point, it is clear that examining the variables affecting mental health is a necessity. It is also important to examine which cultures are affected by the lockdown that has taken place in a significant part of the world. It is important to compare the data obtained from Türkiye and Georgia in order to determine whether individuals living in two neighboring countries that share the same geography face similar consequences, in other words, whether their standards of life satisfaction are affected by culture.

Recent research highlights that the pandemic and its associated restrictions have adversely affected subjective well-being (Foa et al., 2022; Lee, 2022; Paredes et al., 2021), leading to a decline in quality of life (Nandasena et al., 2022; Panayiotou et al., 2021). As the virus continues to spread, understanding its mental health implications becomes critical. Fear and anxiety are common responses, and such emotions typically reduce life satisfaction (Lin et al., 2020). However, two years into the pandemic, adaptive strategies are emerging. For example, a combination of emotional and problem-focused coping strategies has proven effective (Altunan et al., 2021), while parental social support has minimized the negative psychological impacts of COVID-19, enhancing resilience (Wang et al., 2021). Resilience, in turn, is crucial for managing pandemic-related stress (Hezel et al., 2022; Vannini et al., 2021).

People's responses to the pandemic vary according to personality traits and cultural backgrounds. Studies have

shown gender-specific differences in life satisfaction during lockdowns (van der Laan et al., 2021), with race, ethnicity, and age also influencing perceptions of COVID-19 (Niño et al., 2020). Consequently, pandemic-related stressors do not affect everyone equally; factors such as sex, gender, culture, and personality traits all play roles in determining life satisfaction. Understanding the interplay of sex, gender, and personality traits in coping with the pandemic across different cultures can provide valuable insights for practitioners. It could improve our comprehension of COVID-19-related fears and contribute to strategies aimed at enhancing life satisfaction during stressful events.

Personality Traits and Fear of COVID-19

Personality traits, defined as stable patterns of behavior, thoughts, and emotions (Costa & McCrae, 2002), are critical in understanding how individuals cope with the pandemic. The Five-Factor Model (FFM), encompassing Extraversion, Agreeableness, Conscientiousness, Neuroticism, and Openness to Experience (McCrae & John, 1992), is widely used to analyze these traits. Recent studies suggest that all FFM traits are linked to coping with pandemic-related stress (Ahmed et al., 2021). For instance, individuals with high conscientiousness are more likely to take precautions against the virus, while those with higher neuroticism are less cautious (Aschwanden et al., 2020). Openness is associated with positive perceptions of COVID-19, whereas neuroticism and extraversion correlate with negative views (Schmiedeberg & Thönnissen, 2021).

Personality traits can also predict perceived stress levels during the pandemic (Zacher & Rudolph, 2021). For example, extraversion, neuroticism, and openness are linked to behaviors like hoarding, reflecting COVID-19-related fear (Yoshino et al., 2021). Additionally, neuroticism is a strong predictor of COVID-19 fear (Caci et al., 2020), while agreeableness and openness correlate with behavioral adaptation and reduced anxiety (Aschwanden et al., 2020; Rammstedt et al., 2021). These findings suggest that personality traits significantly influence how individuals experience and respond to COVID-19-related anxiety.

Gender Roles and the Fear of COVID-19

Gender differences also play a crucial role in shaping responses to COVID-19. Research indicates that men and women react differently to COVID-19 risks, with gender significantly influencing the coping mechanisms employed (Rana et al., 2021). Gender, defined by sociocultural expectations based on biological sex (Best & Foster, 2004), includes roles such as masculinity, femininity, and androgyny (Bem, 1974; Ciocca et al., 2018).

Gender is closely related to mental health, particularly anxiety disorders. Studies show that women tend to be more sensitive to threats, leading to higher levels of COVID-19 fear compared to men (Burani & Nelson, 2020; Rana et al., 2021). Females generally perceive greater COVID-19 risks and employ better coping strategies (Niño et al., 2020). Understanding these gender differences is vital for effective crisis management and the prevention of negative mental health outcomes during the pandemic.

Life Satisfaction: The Role of Personality and Gender Roles Across Cultures

Life satisfaction, defined as a cognitive assessment of one's quality of life (Pavot & Diener, 1993), is a key component of

subjective well-being. It is associated with various positive outcomes, such as resilience (Plexico et al., 2018) and social support (Mincu & Taşcu, 2015), and negatively correlated with psychological distress (Lam & Zhou, 2020). The pandemic's stress is likely to diminish life satisfaction.

Life satisfaction is influenced by factors such as gender (Joshadoo, 2018) and personality traits (Wimmelmann et al., 2020). For instance, masculinity is linked to life satisfaction in men with low self-esteem, while femininity predicts life satisfaction in women with strong social support (Matud et al., 2014). These factors vary across cultures, with collectivist societies emphasizing interpersonal relationships as a source of life satisfaction (Kang et al., 2003).

The Five-Factor Model traits, particularly neuroticism and extraversion, are strong predictors of life satisfaction (Ali, 2018; Wimmelmann et al., 2020). While neuroticism negatively affects life satisfaction due to its association with negative affect, extraversion is a positive predictor due to its link with social behaviors and a positive outlook (Eysenck & Eysenck, 1975).

Present Study

This study aims to examine the roles of personality traits, biological sex, and gender roles in life satisfaction during the pandemic, focusing on the predictive power of COVID-19 fear. Using samples from Georgian and Turkish populations, we will explore how these factors interact to influence life satisfaction and COVID-19 fear. Specifically, we will investigate whether personality traits predict COVID-19 fear and life satisfaction, and whether these relationships vary by gender, and gender role. We hypothesize that traits such as openness, agreeableness, conscientiousness, and extraversion will be negatively related to COVID-19 fear, while neuroticism will show a positive correlation. Additionally, we expect that gender roles will influence these relationships, with feminine individuals exhibiting higher COVID-19 fear and lower life satisfaction.

Method

Research Design

This study employed an **Ex Post Facto** research design, which is commonly used when investigating the potential relationships between variables without manipulating any of the independent variables (Cohen et al., 2005). In an Ex Post Facto design, researchers observe and analyze existing conditions or behaviors to identify possible causal relationships. This design is particularly appropriate when ethical or practical constraints prevent the manipulation of variables, as it allows for the examination of naturally occurring variables and their associations.

Data for this study were collected during the COVID-19 pandemic, between March and June 2021, a period marked by significant social and health-related changes. Given the constraints of the pandemic, no experimental manipulation or intervention was applied to the participants. Instead, the study focused on understanding the relationships between personality traits, gender roles, and life satisfaction as they naturally occurred within the context of the pandemic.

Participants were asked to complete several self-report measures assessing their personality traits, gender roles, and life satisfaction. The Ex Post Facto design allowed the researchers to analyze the data retrospectively, identifying patterns and associations that emerged from the naturally

occurring variations in the participants' characteristics and experiences.

Given the non-experimental nature of this design, the study is primarily correlational, aiming to explore associations rather than establish causality. The Ex Post Facto approach is particularly valuable in contexts where direct manipulation of variables is either impossible or unethical, such as in this study, where the focus was on understanding the impact of the pandemic on various psychological constructs.

Participants

The final sample consisted of 571 participants, after the exclusion of 23 individuals due to missing information or being identified as outliers. Participants were recruited from research participant pools at a public university in Georgia and a public university in Northeastern Türkiye. All participants received course credit for their participation. The data collection occurred between March and June 2021, a period during which the COVID-19 pandemic was beginning to wane, and social vaccination efforts were nearing completion. The inclusion criteria were consistent across both countries: participants were required to have the ability to understand Turkish in Türkiye or Georgian in Georgia, be enrolled in university studies, and volunteer to participate in the study. Prior to participation, researchers provided all participants with a brief written description of the study, explaining that their data would be kept confidential and used solely for research purposes.

Of the 571 participants, 327 were female (205 from Türkiye, 122 from Georgia) and 244 were male (99 from Türkiye, 145 from Georgia). The participants ranged in age from 18 to 50 years, with a mean age of 21.89 years ($SD = 4.09$). The mean age for the Turkish sample was 21.83 years ($SD = 3.45$), while the Georgian sample had a mean age of 21.96 years ($SD = 4.72$). The total sample included 304 participants from Türkiye and 267 participants from Georgia. All participants were asked to complete four measures in addition to providing demographic information. This thorough selection and data collection process ensured that the sample was representative of university students in both cultural contexts.

Procedures

This study was conducted following ethical guidelines, with approval obtained from the relevant institutional review boards of both Georgia and Türkiye. Data collection took place between 2021 March and June, during a period when the effects of the COVID-19 pandemic were still evident but beginning to subside, as widespread vaccination efforts were nearing completion. Participants were recruited using a combination of online surveys and direct outreach through academic and social networks. The study employed a cross-sectional survey design, which allowed for the simultaneous assessment of personality traits, gender roles, COVID-19 fear, and life satisfaction. The survey was distributed in both Georgian and Turkish languages, ensuring cultural and linguistic appropriateness for all participants.

Before completing the survey, participants provided informed consent, acknowledging their voluntary participation and understanding of the study's purpose. The survey included measures of the Five-Factor personality traits, gender roles, COVID-19 fear, and life satisfaction. The instruments used were validated scales, previously adapted and tested for reliability and validity within similar populations (e.g., the Big

Five Inventory, the COVID-19 Fear Scale, and the Satisfaction with Life Scale). Participants were assured of the confidentiality and anonymity of their responses.

The survey was administered online via Google Forms, which facilitated data collection from a broad and diverse sample. Participants were required to complete all sections of the survey to ensure the integrity of the data. Any incomplete responses were excluded from the analysis. Upon completion of data collection, the dataset was securely stored in accordance with data protection regulations.

Data Analysis

The data analysis was conducted in several stages to ensure the robustness and validity of the findings. Initially, preliminary analyses were performed to assess the assumptions required for multiple regression analysis, followed by the main regression analyses that examined the relationships between gender roles, personality traits, and life satisfaction in different cultural contexts.

Preliminary Analyses

Before conducting the regression analyses, the assumptions of multicollinearity were evaluated to ensure the accuracy of the regression models. The **tolerance values** for the first model were all greater than .20 (Tolerance = 1.00), for the second model ranged from .94 to .94, and for the third model ranged from .89 to .94. Additionally, the **variance inflation factor (VIF)** values were less than 10 across all models (VIF = 1.00 for the first model; VIF = 1.05 for the second model; VIF = 1.05, 1.11, and 1.05 for the third model). These results indicate that multicollinearity was not a concern in any of the regression models (Field, 2013).

Regression Analyses

The main data analysis involved performing multiple regression analyses to explore the predictors of life satisfaction. Initially, a combined analysis was conducted using data from both Turkey and Georgia to identify the overall patterns in the relationships between gender roles, personality traits, and life satisfaction. Subsequently, separate regression analyses were conducted for the Turkish and Georgian samples to examine cultural differences in these relationships. This approach allowed for a detailed comparison of how personality traits and gender roles predict life satisfaction in these two distinct cultural contexts. **Georgia:** In the Georgian sample, **extraversion, conscientiousness, low neuroticism**, and the presence of both **masculine and feminine gender roles** emerged as significant predictors of life satisfaction. **Türkiye:** In contrast, the Turkish sample revealed that **low neuroticism and feminine gender roles** were the only significant predictors of life satisfaction.

These findings underscore the importance of considering cultural context when examining the determinants of life satisfaction. The use of **Split File** analysis enabled the comparison of regression results across the two countries without the need to separate the datasets manually. This method provided insights into the role of cultural factors in shaping the impact of personality traits and gender roles on life satisfaction. The comprehensive approach to data analysis, including both preliminary assumption checks and detailed regression analyses, ensured the reliability of the findings. By comparing results across different cultural contexts, this study contributes to a deeper understanding of how gender roles and personality traits interact to influence life satisfaction in varying cultural settings.

Measures

Demographics: To gather demographic information, a series of questions were asked, including the participants' age, gender and country of residence. Descriptive information about the sample is summarized in Table 1.

Personality: The participants completed adaptations of the Big Five Inventory (BFI, Benet-Martinez & John, 1998). Both adaptations of BFI included 44 items within five dimensions (Extraversion, Agreeableness, Conscientiousness, Neuroticism, and Openness). The Georgian adaptation of BFI was conducted by Martskvishvili and colleagues (2020) while the Turkish adaptation was conducted by Sümer and colleagues (2005). Construct validity of the Turkish adaptation was studied by Basım et al. in 2009. Internal consistency scores of the Georgian sample were .76 for extraversion, .60 for agreeableness, .73 for responsibility, .80 for neuroticism, and .74 for openness. The Turkish sample has .79 for extraversion, .66 for agreeableness, .81 for responsibility, .79 for neuroticism, and .79 for openness.

Gender Roles: Gender roles were assessed through Georgian (Kavtaradze, 2020) and Turkish (Erzen & Karaduman, in press) adaptations of the Bem Sex Role Inventory (BSRI; Bem, 1974). In the current study, masculinity and femininity subscales of BSRI were involved. The gender roles in the 7-point Likert scale were assigned using both subscales' mean scores. In the current study, both the Turkish and Georgian samples' internal consistencies for Masculinity and Femininity were .86 and .77.

Life Satisfaction: Diener et al. (1985) developed the Life Satisfaction Scale in order to determine individuals' cognitive evaluations of their whole lives. The reliabilities were reported between .89 to .79 by Pavot and Diener (1993). There are five items and one dimension. The Turkish adaptation was conducted by Yetim (1993) and the Georgian adaptation was adopted in frame of the current study. The internal consistency coefficient was .82 for Georgian sample, .85 for Turkish sample.

The Fear of COVID-19 (FCV-19S): For measuring the Fear of COVID-19 the Georgian (Iashvili, 2020) and the Turkish translations (Ladikli et al., 2020) of the Fear of COVID-19 Scale (Ahorsu et al., 2020) were used. The five-point Likert-type scale has seven items. The fear of COVID-19 was determined by total scores. A higher score means

greater fear of COVID-19. The internal consistency coefficient was .82 for Georgian sample, .83 for Turkish sample.

Results

Correlation Analysis

The relationships between life satisfaction and five factor personality types, fear of COVID-19 and gender were tested using Pearson Product-Moment Correlation analysis and the results are shown in Table 1.

Analysis results presented in Table 1; life satisfaction with openness ($r = .12, p < .01$), neurotic personality type ($r = -.40, p < .05$), extroverted personality type ($r = .29, p < .01$) and conscientious shows that there are significant relationships between personality type ($r = .09, p < .01$). In addition, it was determined that life satisfaction was in a significant relationship with masculine gender role ($r = .28, p < .01$) and feminine gender role ($r = .19, p < .01$). Results show - that there is no significant relationship between life satisfaction and fear of Covid-19.

Regression Analysis

According to the results of the correlation analysis, five factors are associated with all personality traits except compatibility and conscientiousness, as well as feminine and masculine gender life satisfaction. For this reason, variables with a significant relationship were included in the study. Findings related to hierarchical regression analysis are presented in Table 2.

After the relevant prerequisites were met, the variables were included in the study respectively. First of all, the variables of neuroticism, openness and extraversion, which had a significant relationship in the correlation analysis, were added to the model. However, in the regression analysis, only the neuroticism trait was determined to be predictive among these variables that were significant in the correlation analysis, and the other variables were excluded from the analysis. In gender roles, masculinity was first included in the analysis. The masculine role, which is thought to interact more with neuroticism due to the higher level of aggression was included in the model. Afterwards, the role of femininity, another variable that has a significant relationship with life satisfaction, was included in the model and it was tested whether all variables would function together.

Table 1. Correlation analysis

	1	2	3	4	5	6	7	8
1 LS								
2 O	.12**							
	95%CI (.04, .21)							
3 N	-.40**	-.06						
	95%CI (-.46, -.33)	95%CI (-.15, .02)						
4 E	.29**	.24**	-.34**					
	95%CI (.20, .36)	95%CI (.15, .32)	95%CI (.42, .26)					
5 A	.07	.18**	-.16**	.22**				
	95%CI (-.01, .15)	95%CI (.10, .27)	95%CI (-.24, -.07)	95%CI (.14, .31)				
6 CN	.09*	.18**	-.11**	.18**	.92**			
	95%CI (.01, .18)	95%CI (.09, .27)	95%CI (-.19, -.02)	95%CI (.09, .27)	95%CI (.91, .93)			
7 C	.03	-.06	.20**	-.03	.07	.08*		
	95%CI (-.04, .11)	95%CI (-.14, .01)	95%CI (.13, .27)	95%CI (-.10, .04)	95%CI (-.01, .16)	95%CI (.01, .17)		
8 M	.28**	.30**	-.23**	.50**	.03	-.01	-.05	
	95%CI (.19, .36)	95%CI (.21, .38)	95%CI (-.32, -.14)	95%CI (.43, .57)	95%CI (-.05, .12)	95%CI (-.10, .08)	95%CI (-.13, .01)	
9 F	.19**	.25**	-.08	.36**	.50**	.52**	.08*	.23**
	95%CI (.11, .27)	95%CI (.17, .34)	95%CI (-.16, .01)	95%CI (.28, .44)	95%CI (.44, .56)	95%CI (.46, .58)	95%CI (.01, .17)	95%CI (.13, .33)
Mean	16,69	35,42	25,36	28,01	28,57	30,77	12,67	24,18
SD	6,38	4,65	3,42	3,61	3,59	3,47	4,94	3,94

n=571, * $p < .05$, ** $p < .01$, LS: Life satisfaction, O: Openness, N: Neuroticism, E: Extroversion, A: Agreeableness, CN: Conscientiousness, C: Fear of Covid-19, M: Masculine, K: Feminine

Table 2. Predictive role of big personality traits and gender roles on life satisfaction

Variable	Model 1						
	B	SE	β	t	R ²	Adj. R ²	F _(dfn, dfd)
Neuroticism	-.40	.03	-.40	-10.50	.16	.16	110.37 _(569, 570)
Model 2							
Neuroticism	-.35	.03	-.35	-9.22	.20	.19	71.26 _(568, 570)
Masculine	.20	.04	.20	5.20			
Model 3							
Neuroticism	-.35	.03	-.35	-9.21	.21	.21	52.22 _(567, 570)
Masculine	.17	.04	.17	4.36			
Feminine	.21	.06	.13	3.39			

Note: ** p < .01

Table 3. ANOVA results for interaction and main effects

Source	SS	df	MS	F	p	PES
Gender (A)	207.75	1	207.75	5.98	<.05	.01
Neuroticism (B)	4373.98	32	136.68	3.93	<.01	.19
Gender X Neuroticism (AXB)	62228.93	1	62228.93	1791.61	<.01	.76
Error	18651.85	537	34.73			
Total	23264.18	571				

MS: Mean Square, df: Degrees of Freedom, PES: Partial Eta Squared

Table 4. Country Based Predictive role of big personality traits and gender roles on life satisfaction

Georgia							
Variable	Model 1						
	B	SE	β	t	R ²	Adj. R ²	F _(dfn, dfd)
Extroversion	.54	.06	.48	9.02	.23	.23	81.50 _(1, 265)
Model 2							
Extroversion	.48	.05	.43	8.37	.30	.29	57.42 _(2, 264)
Conscientiousness	.36	.07	.26	5.07			
Model 3							
Extroversion	.40	.06	.36	6.46	.33	.32	43.85 _(3, 263)
Conscientiousness	.31	.07	.22	4.34			
Neuroticism	-.19	.05	-.19	-3.45			
Model 4							
Extroversion	.35	.06	.32	5.69	.35	.34	36.06 _(47, 262)
Conscientiousness	.18	.08	.13	2.22			
Neuroticism	-.20	.05	-.20	-3.70			
Feminine	.26	.09	.18	2.96			
Model 5							
Extroversion	.26	.07	.23	3.67	.37	.35	30.79 _(5, 261)
Conscientiousness	.21	.08	.15	2.55			
Neuroticism	-.18	.05	-.19	-3.46			
Feminine	.24	.09	.16	2.75			
Masculine	.16	.06	.15	2.57			
Türkiye							
Model 1							
Neuroticism	-.24	.04	-.32	-5.93	.32	.10	35.21 _(1,302)
Model 2							
Neuroticism	-.23	.04	-.31	-5.89	.38	.14	25.96 _(2,301)
Feminine	.25	.06	.20	3.88			

Note: ** p < .01

Three different models were determined in the analysis, which had a significant contribution to the model. Results show that only neuroticism among the personality variables included in the study had a significant contribution to the model. In the first model, neuroticism was found to be (R²= .16, F_(569, 570) = 110,37, p<.001), in the second model, neuroticism and masculinity were (R²= .20, F_(568, 570) = 71.26, p<.001), and in the third model, neuroticism, masculinity, and

femininity were (R²= .21, F_(567, 570) = 52,22, p<.001) factors that helped predict life satisfaction (Table 2).

In the next stage of our study, in order to further evaluate the main effects of variables such as gender and neuroticism on life satisfaction and the strength of the interactions between these variables, an ANOVA (Analysis of Variance) was performed to support the findings obtained from the multiple linear regression analysis. This additional analysis was performed to determine the significance of the effects of the

variables on the dependent variable and the interactions within the overall model and to reveal the magnitude of these effects (Table 3).

Table 3 shows the main effects of the variables Gender and Neuroticism on Life Satisfaction and the interaction between these two variables (Gender \times Neuroticism). The effect of the variable Gender on life satisfaction was statistically significant, $F_{(1, 537)}=5.98$, $p<.05$, $\eta_p^2=.01$. For the variable Neuroticism, $F_{(32, 537)}=3.93$, $p<.01$, $\eta_p^2=.19$. The Gender \times Neuroticism interaction term is also statistically significant, $F_{(1, 537)}=1791.61$, $p=.01$, $\eta_p^2=.76$. For the simple slopes analysis conducted to examine the source of the difference obtained, neuroticism scores were divided into three levels as low, medium and high and the results were examined with two-way ANOVA. The results obtained showed that men had higher life satisfaction scores at all three neuroticism levels (Mean difference=1.3, 95% CI [.24, 2.3]).

In order to examine the effect of culture on the relationship between life satisfaction and personality traits and gender roles, a second regression analysis was conducted depending on culture. The results obtained show that in Georgian culture, extraversion, conscientiousness, neuroticism, feminine gender role and masculine gender role are effective in predicting life satisfaction (Model 5: $R^2=.37$, $F_{(5,261)} = 30.79$, $p<.001$). In Türkiye, it is seen that neuroticism and having a feminine gender role are important in predicting life satisfaction (Model 2: $R^2=.38$, $F_{(2,301)} = 25.96$, $p<.001$). These results show that in Georgia, individuals who are extraverted, conscientious, emotionally stable, and display feminine and masculine gender roles to some extent (feminine role is more dominant) have higher life satisfaction. In Türkiye, the data show that individuals who are emotionally stable and display feminine gender roles (at the same level as Georgia) have higher life satisfaction (Table 4).

Discussion

The findings of this study reveal that gender, personality traits and life satisfaction vary significantly in the context of the Turkish and Georgian samples, emphasizing that these factors manifest themselves differently in different countries. The initial results, based on the combined data from both countries, demonstrated significant effects of personality traits and gender roles on life satisfaction. However, the separate analyses of data from Georgia and Türkiye allowed for a deeper exploration of how these effects differ between cultures.

Findings from Georgia

In Georgia, the study identified **extraversion**, **conscientiousness**, **low neuroticism**, and the presence of both **masculine and feminine gender roles** as significant predictors of life satisfaction. These findings suggest that social interaction and emotional stability are crucial for enhancing life satisfaction in the Georgian context. The significant effect of extraversion indicates that individuals who are more sociable, outgoing, and assertive tend to have higher life satisfaction. This aligns with existing literature, which highlights the positive impact of social engagement and positive life experiences on well-being (Aschwanden et al., 2020; Carvalho et al., 2020; Schmiedeberg & Thönnissen, 2021). Extraverted individuals, by engaging in frequent social activities and maintaining strong social connections, may enjoy a more optimistic outlook on life, contributing to their overall satisfaction (Carvalho et al., 2020).

Similarly, **conscientiousness** was also a significant predictor of life satisfaction in Georgia, indicating that organized, disciplined, and goal-oriented behaviors positively influence life evaluations. Highly conscientious individuals are likely to experience a sense of accomplishment and life satisfaction due to their structured approach to life (Aschwanden et al., 2021). Conversely, the negative association between **neuroticism** and life satisfaction reinforces the idea that emotional instability, anxiety, and negative affect significantly undermine well-being (Schmiedeberg & Thönnissen, 2021; Wimmelmann et al., 2020). Reducing neurotic traits, such as excessive worry and emotional volatility, appears essential for enhancing life satisfaction in the Georgian context.

Furthermore, the positive influence of both **masculine and feminine gender roles** suggests that flexibility in gender roles contributes to higher life satisfaction in Georgia. The ability to embody both masculine traits (e.g., assertiveness, independence) and feminine traits (e.g., empathy, nurturing) allows individuals to adapt more effectively to various social contexts, enhancing their overall satisfaction (Bem, 1974; Ciocca et al., 2018). This flexibility aligns with findings that gender-role flexibility provides resilience against stress and enhances well-being (Hezel et al., 2022; Vannini et al., 2021).

These findings suggest that in Georgia, a more flexible approach to gender roles, coupled with personality traits like extraversion and conscientiousness, can serve as protective factors, fostering resilience against the challenges posed by the COVID-19 pandemic. This is consistent with prior research demonstrating that individuals with high resilience tend to report higher life satisfaction during stressful periods, such as pandemics (Hezel et al., 2022; Vannini et al., 2021).

Findings from Türkiye

In Türkiye, the predictors of life satisfaction were more limited, with only **low neuroticism** and the presence of **feminine gender roles** emerging as significant. The strong association between low neuroticism and life satisfaction highlights the importance of emotional stability and effective stress management in enhancing well-being (Yoshino et al., 2021; Wimmelmann et al., 2020). Lower levels of neuroticism were associated with reduced anxiety and emotional distress, which contributes to a more positive evaluation of life satisfaction (Aschwanden et al., 2020; Caci et al., 2020).

The significant role of feminine gender roles in predicting life satisfaction in Türkiye suggests that cultural norms and expectations may place greater value on traditionally feminine characteristics, such as empathy, nurturing, and interpersonal sensitivity (Joshi, 2018; Matud et al., 2014). This finding is particularly notable in light of patriarchal structures prevalent in many societal contexts in Türkiye, where feminine traits may be both culturally reinforced and socially expected (Best & Foster, 2004). The association between feminine gender roles and higher life satisfaction may reflect the positive impact of social support networks, caregiving roles, and emotional expression, which are often linked to feminine behaviors (Eagly & Chivala, 1986; Vafaei et al., 2014).

Interestingly, the differences in the predictors of life satisfaction between Türkiye and Georgia underscore the role of cultural norms in shaping the importance of different traits and roles. In Türkiye, where feminine gender roles are more prominent, individuals who conform to these roles may experience higher life satisfaction. However, this finding also raises important questions about the potential constraints

imposed by cultural expectations on individuals who do not conform to these roles. Future studies should investigate how deviations from culturally prescribed roles impact life satisfaction and psychological well-being.

Interpretation of Cultural Differences

The differences observed between Georgia and Türkiye indicate that cultural context significantly shapes the impact of personality traits and gender roles on life satisfaction. In Georgia, the significant influence of extraversion and conscientiousness suggests that social interaction and a structured life are highly valued. This could be due to a collectivist orientation in Georgian society, where social harmony and community involvement are emphasized (Nandasena et al., 2022; Panayiotou et al., 2021). On the other hand, in Türkiye, the emphasis on feminine gender roles suggests that cultural context may prioritize traits such as empathy and nurturance more strongly (Eagly & Chryvala, 1986; Vafaei et al., 2014).

When the relationship between personality traits and gender roles is considered, certain patterns emerge. For example, neuroticism is associated with various negative life outcomes, including anxiety and stress, which can reduce life satisfaction (Aydin Ozkan & Kucukkelepce, 2019; Burani & Nelson, 2020; Ercan & Uçar, 2020; Rana et al., 2021). On the other hand, extraversion is linked to enthusiasm and positive emotions in interpersonal relationships (Kurpisz et al., 2016). However, in Türkiye, the expression of extraversion, which is compatible with traditionally feminine traits, may put individuals at a psychological disadvantage, given the constraints of a patriarchal society (Uludağ et al., 2022). Such possible effects of gender roles are not unique to Türkiye. Similar situations are present in many different cultures (Soltanpanah et al., 2018). This suggests that gender roles are critical factors affecting the relationship between personality traits and life satisfaction and should be carefully considered in future research.

Conclusion

In conclusion, this study illustrates that the factors influencing life satisfaction are highly sensitive to cultural context. Despite data being collected from two neighboring regions, Georgia and Türkiye, which share similar geographical features, distinct cultural characteristics significantly affect individuals' life satisfaction. Moreover, while personality traits exhibit universal characteristics, their effects can vary significantly across different cultural contexts (Serin et al., 2010; Lam & Zhou, 2020).

By recognizing the cultural specificity of these relationships, this study contributes to a more nuanced understanding of how personality traits and gender roles interact to shape life satisfaction in diverse cultural settings. Further research is needed to explore how different cultural norms and expectations shape the expression of personality traits and gender roles, particularly in times of crisis such as the COVID-19 pandemic.

Recommendations

Based on these findings, it is recommended that interventions aimed at improving life satisfaction in different cultural contexts consider the cultural meanings of personality traits and gender roles. For instance, in Georgia, programs designed to enhance social skills and conscientiousness may be particularly effective in increasing life satisfaction. In Türkiye,

interventions that promote emotional stability and support for feminine gender roles may be more successful. Additionally, educational programs aimed at reducing the impact of rigid gender norms could be beneficial in both contexts (Matud et al., 2014). These results are important for researchers who study gender roles and psychological factors under difficult social conditions. They also shed light on how to prepare intervention programs by taking these factors into account for practitioners working in the field. However, this study has certain limitations and these limitations should not be ignored when evaluating the results.

Limitations

This study has several limitations that should be acknowledged. First, the data collection occurred during the COVID-19 pandemic, which may have had a significant impact on the results. Second, the study sample was limited to Türkiye and Georgia, which restricts the generalizability of the findings to other cultures. Moreover, a deeper understanding of cultural differences may require qualitative data to complement the quantitative findings (Kim & Kang, 2022; Vannini et al., 2021).

Author Contributions

Concept – E.E. K.M.; Design – E.E., Supervision – K.M., N.L.; Materials – E.E., M.A.K., K.M., N.L.; Data Collection and/or Processing – E.E., M.A.K., K.M., N.L.; Analysis and/or Interpretation – E.E.; Literature Review – M.A.K.; Writing – M.A.K., K.M., N.L.; Critical Review – E.E., M.A.K., K.M., N.L.

Ethical Declaration

The purposes and procedure of the current study were granted approval from the ethical committee of the Artvin Çoruh University (Ethics Committee's Decision Date: 23.03.2021, Ethics Committee Approval Issue Numbers: E-18457941-050.99-8691).

Conflict of Interest

The authors declare that there is no conflict of interest with any institution or person within the scope of the study.

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