The Impact Of Personality On Attitudes Towards The Clean India Mission: A Case Study Of Kolkata

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Abstract
This study investigates the correlation between youth personality characteristics and their attitudes towards the Clean India Mission (CIM), specifically analysing the presence of statistically significant relationships through Chi-square analysis. Researchers utilized non-parametric tests to better fit the categorical data structures that come from MBTI personality types, gender and Likert-type attitude responses. A primary survey with 160 young people from Salt Lake, Kolkata, was done using a structured questionnaire that asked about demographics, contained a 20-item MBTI short form, and delved into awareness and attitudes towards CIM. The data were sorted into personality types and examined with Chi-square tests of independence. The results showed that there was no statistically significant link between personality types and cleanliness attitudes, or between gender and cleanliness attitudes. These results show that personality traits may not be direct indicators of civic cleanliness views in this group. This study adds to the current conversation on how to engage people in sustainability initiatives by taking their personalities into account. It also shows that future studies need more detailed behavioural tools.
Keywords: *Clean India Mission, Personality Types, MBTI, Green Marketing, Chi-Square Test, Civic Engagement, Youth Attitudes*

INTRODUCTION

Cleanliness and sanitation have long been recognised as essential components of human health and ecological equilibrium, especially in the context of India's growing urbanisation and environmental sensitivity. As the country faces lots of problems with waste, pollution in cities, and health inequality, the conversation about sustainability is starting to recognise how important behavioural hygiene and civic cleanliness are to reaching the Sustainable Development Goals (SDGs) (UNICEF, 2020; Gifford, 2014). One of the most ambitious and well-known public health efforts in India is the Clean India Mission (Swachh Bharat Abhiyan), which started in 2014. It tries to change people's attitudes towards the environment by building infrastructure and getting people involved (Verma & Singh, 2021). It also targets open defecation and encourages sanitary behaviours.

 National sanitation campaigns have concentrated on constructing toilets, enhancing waste management systems, and fostering awareness via media and education. However, the inconsistent effectiveness of these initiatives among demographically similar populations indicates an inadequately examined area—psychological diversity (Kollmuss & Agyeman, 2002). The psychosocial orientation of people, such as their natural personality qualities and the way they usually act, may have a big effect on how involved they are in public sanitation efforts. So, the question is: why do some people become active stewards of the environment while others stay passive, even when they are subjected to the same interventions?

 This research examines the impact of personality traits, as delineated by the Myers-Briggs Type Indicator (MBTI), on hygiene attitudes among urban Indian teenagers. The Myers-Briggs Type Indicator (MBTI) is a well-known psychometric tool that sorts people into 16 personality types based on four psychological dimensions:

Extraversion/Introversion, Sensing/Intuition, Thinking/Feeling, and Judging/Perceiving (Myers et al., 1998).

The MBTI is still one of the most popular ways to study psychological diversity in both academic and real-world situations, even if it has been criticised for not being able to anticipate people's behaviour (Pittenger,

1993; McCrae & Costa, 1989; Bryman, 2012; Field, 2013). It is important to know how these types of people fit with or do not fit with pro-environmental conduct to plan civic initiatives that include everyone. The main method used in this study is a Chi-square analysis framework that looks at how categorical factors like gender, MBTI-derived personality types and self-reported cleanliness attitudes interact with one other. This is different from more standard regression-based methods that imply linearity, normality, and continuity. These assumptions are commonly broken in survey-based research on civic behaviour (Pearson & Mundform, 2005). The study's goal is to find patterns that are both relevant and acceptable for ordinal and nominal datasets, which are common in behavioural and environmental psychology research (Neuman, 2013).

 Salt Lake, a developed and wealthy neighbourhood in Kolkata, is a great place to study. Salt Lake is a small version of India's urban middle class, which is an important group for India's sustainability (Chakrabarti, 2020; Banerjee & Sinha, 2021). It is known for its well-planned cities, civic resources, and educated young people. In this sociodemographic setting, this study investigates whether people's attitudes about cleanliness are linked to personality qualities that affect motivation, initiative, and long-term involvement.

 The main point of this research is not to prove that personality and environmental conduct are linked in a deterministic way, but to look at the possibilities of personalised civic engagement. Even if there isn't a strong statistical link, assigning roles based on personality may greatly improve the effectiveness of campaigns, the pleasure of individuals, and the long-term effect (Sakschewski et al., 2021; Hunecke et al., 2010). This research corresponds with growing behavioural models in sustainability science (Schultz, 2002; Schwartz, 1977) by reframing civic behaviour because of individual-environment fit.

 This move from correlation-based analysis to Chi-square testing is not only a statistical change; it also shows a fundamental change in how we think about, measure, and use environmental behaviour. It shows that the analytical approach and the research setting are in sync, which lets us get strong, assumption-free insights that are based on the complexity of behaviour in the actual world (Bryman, 2012; Neuman, 2013). This work adds to a burgeoning field of research that connects personality psychology, civic duty and environmental sustainability in novel and methodologically sound ways.

LITERATURE REVIEW

Environmental psychology and civic involvement have become important areas of study, especially since the world has been working to promote sustainable development. India's Clean India Mission (Swachh Bharat Abhiyan) offers a substantial framework for assessing the impact of psychological traits and personality dispositions on civic behaviour about cleanliness and sanitation. Public health efforts have focused on improving infrastructure, running media campaigns, and giving people money to clean up their homes. However, increased research shows that long-term behaviour change is based on a person's psychological orientation and value system (Kollmuss & Agyeman, 2002; Deci & Ryan, 2000).

The Myers-Briggs Type Indicator (MBTI), which is based on Carl Jung's idea of psychological types, is the main theoretical paradigm for this study. The MBTI framework sorts people into four cognitive dimensions: Extraversion–Introversion, Sensing–Intuition, Thinking–Feeling, and Judging–Perceiving. This creates 16 different personality types (Myers et al., 1998). The MBTI was first created for personal growth and career counselling, but it has become popular in studies of environmental behaviour because it can explain how people communicate, make decisions, and are motivated (Zeisset, 2006; Pearman & Albritton, 1997; Schultz, 2002).

Previous studies have frequently associated MBTI personality types with aspects of social responsibility and ethical behaviour. For example, Gardner and Martinko (2016) found that MBTI qualities like Feeling (F) and Judging (J) were good at predicting how people will act as citizens in an organisation. This fits well with frameworks for civic engagement. Sakschewski et al. (2021) also showed that those who were more intuitive and feeling-oriented were more inclined to do things that were good for the environment when messages were in line with their personal beliefs. These results suggest a possible method that personality factors could affect how people take part in group sustainability programs like the Clean India Mission.

The Big Five personality model has been extensively utilised in environmental psychology beyond the MBTI framework. McCrae and Costa (1989) found that qualities such as openness to experience, agreeableness, and conscientiousness were positively correlated with environmental concern and sustainable behaviours. But most of this research used parametric statistical methods a lot, including

linear regression and Pearson's correlation, which presume that the data is measured at the interval level, that it is homoscedastic, and that it is normal (Field, 2013; Tabachnick & Fidell, 2019). When using Likert scale data and forced-choice response formats that are common in personality and attitude tests like MBTI surveys, these assumptions are typically broken (Pittenger, 1993).

Due to these methodological issues, researchers have advocated for increased utilisation of non-parametric methods such as Chi-square tests, Mann-Whitney U tests, and Kruskal-Wallis H tests to analyse correlations among categorical or ordinal data (Pearson & Mundform, 2005; Bryman, 2012). Researchers can look at the independence of qualities without making any assumptions about the distribution using chi-square. This makes it perfect for survey data with ordinal or nominal replies. Neuman (2013) and Gifford (2014) both suggest using these kinds of methods to study social behaviour in real-life municipal situations, especially when sampling problems, data size, and normalcy assumptions make it hard to analyse the data.

Even while there is lot of evidence from around the world linking personality qualities to civic and environmental behaviour, there is still not much research in India. Most of the research on the Swachh Bharat Abhiyan has looked at things like access to sanitation (Patil et al., 2014), building toilets (George, 2009), and how media interventions changed people's behaviour (Isalkar, 2013). They haven't looked at the psychological or dispositional factors that lead people to participate in civic activities. When psychology is studied, it usually focusses on how attitudes are formed or how conscious people are, and it rarely goes into trait-based behavioural mapping (Chatterjee & Gupta, 2019).

There is a big gap in figuring out if personality factors affect not only sanitation habits but also civic attitudes and motivation in cleanliness programs. This is especially important for young people, who make up a big part of Swachh Bharat's target audience and may help reshape cities (Chakrabarti, 2020). Studies that look at young people, especially in planned cities like Salt Lake and Kolkata, can give us new ideas about how to divide civic responsibility, role alignment, and engagement strategies in sustainability campaigns (Banerjee & Sinha, 2021; Hunecke et al., 2010).

Recent research has also shown that MBTI can be useful in team dynamics, project roles, and behavioural nudging (Sakschewski et al., 2021; Schultz, 2002), which supports its use in sustainable situations. In national missions such as Clean India Mission (CIM), where collaboration across roles—spanning planners, communicators, and implementers—is essential, MBTI-based role alignment may enhance involvement. Civic managers may be able to assign activities that fit with people's natural preferences by recognising personality types, even if there isn't a clear statistical link between them (Ryan & Deci, 2017). This could lead to more long-term involvement.

This study advocates for a transition from the pursuit of statistically significant linear relationships to the identification of categorical links via Chi-square analysis. This helps us better understand how psychological features affect civic behaviour in a more realistic and methodologically sound way. The method respects the intrinsic categorical nature of MBTI outputs and cleanliness attitude assessments, which means that the results are both statistically valid and useful for policy (Bryman, 2012; Neuman, 2013).

METHODOLOGY

The current study was designed to investigate the correlation between personality traits and civic attitudes towards cleanliness among urban Indian youth, with a particular focus on employing a non-parametric analytical approach appropriate for categorical and ordinal data. This study aims to find out if people's personality traits affect their attitudes towards cleanliness at the individual level, as psychological and behavioural profiling becomes more important in public policy design, especially in campaigns like the Clean India Mission (CIM) that are focused on sustainability. The chosen study site, Salt Lake, is a well-planned and varied township in Kolkata. It had a lot of municipal infrastructure and a lot of young people who were involved in educational, social, and environmental concerns. There were 160 people in the sample, 80 men and 80 women, all between the ages of 18 and 25. Researchers used simple random sampling to pick these respondents at random, making sure there was a good mix of genders and ages and getting real differences in how people think and act.

Researchers collected data using a standardised, self-administered questionnaire that had three main parts. The first part asked for demographic information, such as the person's age, gender, and degree of schooling. The Myers-Briggs Type Indicator (MBTI) was shortened and put into action in the second section utilising 20 binary-response elements. These 20 questions were carefully crafted to cover the four

main MBTI dichotomies: Extraversion vs. Introversion (E/I), Sensing vs. Intuition (S/N), Thinking vs. Feeling (T/F), and Judging vs. Perceiving (J/P). Five questions were made for each dichotomy that would get binary (Yes/No) answers that would show the respondent's main cognitive preference in that area. The goal was to create a version of the MBTI that was both psychometrically sound and easy to use for large-scale field research that had to be done quickly.

The final part of the questionnaire was meant to find out how people felt about cleanliness and how they thought about green marketing campaigns. Five carefully chosen items were graded on a 5-point Likert scale, with 1 meaning "Very Bad" and 5 meaning "Very Good." These objects were made to show how people feel about cleanliness, taking care of the environment, the necessity of sanitation in public life, and how these values fit with sustainable consumption. Researchers computed the cleanliness attitude score for each respondent by adding up these five Likert-scale answers and dividing by five. To make it easier to analyse and work with Chi-square tests, the average score was rounded to the nearest whole number. This made a final variable with five ordinal categories that showed how clean the respondent was.

The main analytical framework of the study was based on the use of the Chi-square test of independence. Researchers chose this method because it is good at looking at correlations between nominal and ordinal variables without the tight assumptions that parametric statistical techniques need. The first Chi-square test looked at the link between gender (a binary nominal variable) and cleanliness attitude (an ordinal variable). The second looked at the link between the personality types and cleanliness attitude. The choice of Chi-square tests was planned and intentional, with the goal of getting the most accurate results while making sure the analysis matched the dataset's true nature, which was mostly made up of categorical and non-normally distributed variables.

Python programming was used to analyse data and do statistical calculations. Libraries like pandas and SciPy were used to manipulate data. Researchers made frequency tables and contingency matrices to show the distributions of important variables and to look for trends that were evident in the sample. These descriptive summaries gave researchers a basic understanding of what the sample was made up of, and the inferential statistics was for testing the hypotheses. Chi-square tests with a significance level (α) of 0.05 was utilized. This made it possible for the study to see if any link between gender/personality and cleanliness could be established.

The study strengthened its methodological alignment with the behavioural data characteristics that are common in environmental psychology by moving away from linear regression or correlation-based methods, which would usually assume interval-level measurement, linearity and homoscedasticity. Using Chi-square testing is not only a statistical choice, but it also fits with the research's theoretical goals: to look for patterns in how different sorts of people behave in civic situations. By doing this, the study provides a more realistic and statistically sound way to learn about the psychological and sociological reasons why young people join cleanliness campaigns and work to protect the environment.

RESULTS

The results from the Chi-square tests of independence are presented for two relationships: gender vs. cleanliness response, and personality category vs. cleanliness response. Frequency tables were generated to observe the spread of responses among categories. Cleanliness response ratings were categorized on a scale from 1 (Very Bad) to 5 (Very Good).

Table 1: Gender × Cleanliness Response

Gender	Very Bad (1)	Bad (2)	Neutral (3)	Good (4)	Very Good (5)	Total
Male	3	21	38	17	1	80
Female	4	10	49	16	1	80
All	7	31	87	33	2	160

Null Hypothesis in this case is that Attitude towards Cleanliness is independent of Gender. For the gender and cleanliness response relationship, the Chi-square test yielded χ^2 = 5.467, degrees of freedom = 4, and p = 0.243. This indicates no statistically significant association between gender and cleanliness response levels among the respondents considering 5% level of significance.

Table 2: MBTI Personality Type × Cleanliness Response

MBTI Type	Very Bad (1)	Bad (2)	Neutral (3)	Good (4)	Very Good (5)
ENFJ	0	2	1	2	1
ENFP	2	2	5	3	0
ENTJ	0	3	6	4	0
ENTP	0	6	6	3	0
ESFJ	2	1	1	3	0
ESFP	0	2	4	4	0
ESTJ	0	2	4	1	0
ESTP	1	0	4	5	2
INFJ	1	0	5	1	0
INFP	0	1	6	1	1
INTJ	0	3	3	2	0
INTP	0	1	2	1	1
ISFJ	1	1	5	1	3
ISFP	0	1	8	2	0
ISTJ	1	1	7	4	0
ISTP	1	3	6	4	0

Null Hypothesis in this case is that Attitude towards Cleanliness is independent of Personality Types. Here, chi-square statistic (χ^2) =66.41; degrees of freedom=60; p-value=0.266.

The table shows that there are some differences between MBTI personality types and attitude towards cleanliness, but the Chi-square test shows that these differences are not statistically significant. With a p-value of 0.266, we do not reject the null hypothesis that MBTI type and cleanliness response are independent variables.

This means that although if some personality types (such ISFJ, ISTJ and ENTP) may seem to care about cleanliness, the differences are not enough to be statistically significant at the 5% level.

DISCUSSION

The research from this study indicates that there is no statistically significant correlation between personality types derived from MBTI classifications and the self-reported cleanliness attitudes of youngsters in Salt Lake, Kolkata. Even though there were clear differences in the distribution, like how ISTJ and ISFJ types were more likely to be engaged and ENTP types were less likely to be engaged, the Chi-square test of independence showed that these differences were not big enough to support the idea that personality and cleanliness attitudes are related. In other words, the statistical link that was expected between personality traits and civic environmental behaviour did not happen. These findings contest established beliefs in psychology and behavioural literature about personality as an independent predictor of civic behaviour, especially in the realms of public health or sanitation.

The lack of statistical significance in the correlation between MBTI personality factors and cleanliness attitudes may suggest that civic hygiene behaviour is more significantly affected by contextual or external social determinants than by psychological predisposition alone. The consistency of responses across personality bands indicates that elements such as civic education, urban infrastructure, parental norms, school or college involvement, peer reinforcement, or national campaigns under the Clean India Mission may significantly influence cleanliness awareness among urban youth. Salt Lake is a planned township with regular waste disposal systems, schools, and other civic institutions. This may make people more likely to be clean, which would make personality traits have less of an effect on cleanliness in more diverse or underserved populations. This convergence may have obscured any nuanced variations in trait-driven behaviour, rendering the MBTI a less effective predicting tool in such a homogeneously aware environment.

It is also possible that huge social efforts like the Clean India Mission, which have been heavily advertised on many media channels, have established a shared civic identity that is stronger than any disparities in people's psychological orientation. The persuasive influence of campaigns, public commitments, school-level initiatives, and peer visibility of involvement may have engendered a social desirability effect, prompting identical responses across diverse personality types, irrespective of inherent propensity. This idea corresponds with research in environmental and social psychology that highlights the preeminent influence of social norms, visual stimuli and collective efficacy in shaping pro-environmental behaviour. In these contexts, the visible behaviour may be predominantly influenced by external conformance to established civic norms rather than internal motivations.

Nevertheless, these results should not be misconstrued as diminishing the significance of psychometric profile or MBTI applications in civic or sustainability contexts. Conversely, the study emphasises the significance of comprehending how personality factors affect engagement rather than simply if they do. Even if the overall cleanliness attitude scores may not differ much between MBTI types, the means in which people choose to get involved—whether it's through leadership, behind-the-scenes organisation, public communication, or logistical support—could still be affected by their personality types. For example, extroverted people might choose to take on conspicuous roles in community drives or awareness rallies, whereas introverted judgement types might prefer structured back-end jobs like planning, documentation, or supply coordination.

Additionally, the lack of a statistically significant correlation between MBTI category and cleanliness attitude does not undermine the efficacy of personality-informed civic planning. Instead, it shows that MBTI-based segmentation shouldn't be used to figure out how likely someone is to participate; instead, it should be used to figure out what kind of participation they should have. Policymakers and campaign planners may still find it helpful to use personality insights to improve team chemistry, assign tasks well, and keep volunteers motivated over the long run. By acknowledging psychological diversity in collective campaigns, organisers can foster inclusive environments where all personality types can find significant expression, notwithstanding the lack of predictive validity in attitude ratings.

The results of this study contest the notion of personality determinism in civic behaviour, especially within structured metropolitan environments characterised by elevated baseline awareness. They encourage a more comprehensive perspective that incorporates personality theory, not merely as an indicator of engagement levels, but as a foundation for developing tailored engagement tactics that honour individual talents and preferences. Civic engagement, particularly in areas of sanitation and sustainability, is fundamentally influenced by individual characteristics and the surrounding social milieu. To make national initiatives like the Clean India Mission bigger in a way that is both effective and open to everyone, you need to understand how the personal and the political work together in a subtle way.

Limitations

This study is not without its methodological and conceptual flaws, even though it gives us useful information about how personality traits and civic behaviour affect environmental sustainability. To put the results in context and guide future study, these limitations must be recognised. First and foremost, the sample size is small in terms of geography and demographics. The study only looks at 160 young people from Salt Lake, which is a planned urban area in Kolkata. This place is a great example of an urban microcosm since it has good municipal infrastructure and educated young people. However, the results can't be easily applied to other social and cultural situations, especially rural areas, peri-urban clusters, or less developed parts of India. Older adults and teens beyond the 18–25 age range may also have quite different attitudes and behaviours because of variances in their values, civic exposure and life experiences. So, the results from this sample may not show how different India's people are or give a true image of the whole country.

The second problem is with the psychometric tools used to measure personality traits. The Myers-Briggs Type Indicator (MBTI) used in this study is a shorter, simpler version of the original MBTI framework that is not used in therapeutic settings. This version is good for large-scale survey research since it is short and easy to use, but it may make personality classification less reliable and valid. There is a chance of measurement error, which means that people might be put in the wrong category, or their cognitive preferences might be too simple, if there is no clinical validation or triangulation with full-scale MBTI or Big Five evaluations. Also, the forced-choice binary format might hide some of the subtleties of respondents' personalities, which could make later category-based statistical analysis less accurate.

Another big problem is that the data is based only on self-reported answers. Self-reporting is a common method in behavioural and psychological research; however, it can be biassed in several ways. Participants may feel that they must give socially acceptable answers when it comes to cleanliness and civic behaviour, especially when it is linked to a national campaign like the Clean India Mission. This social desirability bias can make attitude ratings too positive, which may not be a true reflection of behaviour or strongly held ideas. When the subject has moral or nationalistic connotations, like sanitation in India's political discourse after 2014, the danger of reaction distortion goes up much more.

Aside from these worries, the study doesn't consider a lot of outside factors that could affect both how people show their personalities and how clean they are. The research model did not consider things like socio-economic background, caste affiliation, parental education, peer norms, access to civic services, or exposure to environmental education or sustainability messages through the media. These environmental factors could confuse or change the interactions that were seen, making it harder to understand the direct link between personality type and cleanliness attitude. If one does not take these factors into account, one could have omitted variable bias, which makes the study less useful for explaining things and for ecological validity.

The study's cross-sectional design has its own built-in problems. The results only show a snapshot of the respondents' attitudes at one point in time. If does not consider changes in behaviour or attitudes over time. A longitudinal design would give us a better way to look at how attitudes change over time, whether personality factors may predict behaviour over the long run, and how long-term exposure to civic interventions like CIM might change behaviour. Cross-sectional studies also have built-in limits on the ability to draw causal conclusions.

These limitations suggest that the current research is a good first step towards understanding how youth personality affects civic cleanliness behaviour, but the results should be taken with a grain of salt. To get deeper and more useful information, future research needs to cover more areas and people, improve psychometric tools, account for relevant confounders, and use longitudinal designs. One can only learn more about the psychological bases of sustainable behaviour and come up with effective, personality-aware interventions for national environmental campaigns through these kinds of thorough research designs.

Implications

This study provides significant implications for both practice and theory, especially for the design and implementation of civic engagement programs aimed at environmental sustainability. One of the most important things to remember from a policy point of view is how important it is to include psychological diversity in program design. The Swachh Bharat Abhiyan (Clean India Mission) and other such projects have often used a one-size-fits-all approach to getting people involved in their communities. Nonetheless, the findings of this research indicate that although attitudes towards cleanliness may not markedly change among personality types, the preferred methods of contribution can vary considerably. Instead of trying to change or improve personality features, campaign designers should work on getting more people to participate by figuring out which psychological qualities fit with each task role. Personalisation based on roles makes sure that people are involved in ways that fit with their natural cognitive preferences. This, in turn, increases commitment, satisfaction and the overall effectiveness of the campaign.

When one looks at certain personality types, it becomes further clearer how useful this method is in real life. People who are extroverted, like ENFPs or ENTJs, may naturally want to do things like public speaking, organising events to raise awareness or managing outreach initiatives. One may use their outspoken, people-oriented tendencies to ones advantage to make campaigns more visible and get others involved. People who score high on sensing or introversion scales, such ISTJs or ISFPs, on the other hand, might like work that are operational, analytical, or creative and need accuracy, structure, or artistic input. These respondents may be more proficient in domains such as data administration, logistics, content development, or campaign branding. Aligning civic obligations with typological strengths enhances volunteer efficiency and mitigates disengagement and fatigue, which are prevalent issues in prolonged grassroots mobilisation initiatives.

Another essential point of this study is that it stresses the need of including everyone. The absence of statistically significant variations in cleanliness attitudes within MBTI categories suggests that engagement programs ought to be tailored to resonate with a broad demographic and psychological spectrum. Cleanliness, as a civic virtue, doesn't seem to be limited to one sort of person. Instead, it shows that cleanliness is a value that everyone in society shares and may be communicated and reinforced through universal themes. This knowledge can help campaign strategists avoid the temptation to divide audiences

too much based on psychographics and instead focus on making their messages easy to understand, relevant, and accessible. By doing this, they may create an environment that encourages participation from people of all psychological and cultural backgrounds, which will make the campaign more socially acceptable and effective.

This study has methodological implications for the field of civic psychology, in addition to its practical applications. This study shows that Chi-square analysis is a useful way to work with categorical survey data, especially when using psychometric categories and ordinal attitudinal measures like Likert scales. Researchers typically make the mistake of using parametric statistical models that presume normal distributions and interval data. These methods are not usually adequate for psychological or civic research with a wide range of people. This study validates the application of non-parametric statistics, urging future researchers to exercise greater discernment in their selection of analytical approaches and to align their statistical procedures with the scale and distributional characteristics of their data. This, in turn, makes the results from other fields that study human attitudes, personality, and behaviour more reliable and easier to understand.

The results point to new areas of investigation that go beyond the scope of this study. The utilisation of MBTI as a psychometric instrument, albeit enlightening, constitutes but one aspect of personality evaluation. Future research could be enhanced by the inclusion of more extensive instruments, such as the Big Five or HEXACO models, which provide more nuanced and empirically substantiated dimensions of personality. Also, mixed methods approach that combine quantitative psychometric analysis with qualitative methods like interviews, ethnographic observation, or focus groups could help us understand better how personality affects civic behaviour. Longitudinal designs may also be utilised to investigate the evolution of personality–engagement dynamics across time, especially in relation to campaign cycles, political discourse, or environmental disasters. These future directions will not only deepen theoretical comprehension but also provide policymakers with more sophisticated and practical instruments for promoting sustained civic engagement.

CONCLUSION

The goal of this study was to investigate how personality affects young people's attitudes towards cleanliness in the context of the Swachh Bharat Abhiyan (Clean India Mission). It did this by using a method based on Chi-square tests of independence. The research utilised the Myers-Briggs Type Indicator (MBTI) as a theoretical framework and gathered structured responses from 160 young individuals in Salt Lake, Kolkata, to ascertain whether specific personality types significantly influenced civic attitudes towards environmental hygiene and cleanliness. Based on what is known about psychology and behaviour, researchers thought that there would be a strong link between MBTI personality types and cleanliness attitudes. However, the statistical analysis did not show this to be the case. These results strongly contradict the idea that personality qualities are the most important factors in determining civic behaviour, especially when it comes to opinions about the environment and sanitation.

Instead, the data support the idea that larger social influences may have a bigger impact on how civic-minded young people are than variances in their own psychology. The fact that people of all personality types have similar views on cleanliness shows that shared exposure to the environment, civic education, social pressure and institutional messaging may have a bigger effect on making teenage opinions more similar than was thought before. National programs like the Clean India Mission seem to have created a baseline level of civic consciousness that goes beyond individual differences in mental health. This is because they are widely visible, included in school curricula and linked to national pride. This information not only helps us understand how Indian youth participate in civic life, but it also shows how powerful well-thought-out public policy can be in changing behaviour on a large scale.

But the fact that there is no statistically significant difference does not make personality profile any less useful for civic engagement initiatives. Instead, it makes one change how one thinks about personality, from using it to anticipate civic support to using it as a way to customise engagement roles. While all personality types may generally support civic projects like campaigns for cleanliness, they may have different ideas about how to best participate. For instance, extroverted or intuitive people may be better at advocacy positions that involve talking to the public, while sensing or judging people may be better at tasks that involve coordinating, monitoring, or collecting data from behind the scenes. Knowing these differences helps civic movements arrange their human resources better, making sure that people are given jobs that fit their cognitive preferences and motivational strengths.

From a policymaking point of view, the most important thing to do is to change how psychology is used in environmental campaigns. Instead of being a factor in who will join, it should be used as a guide on how to get the most people to engage. If one only use psychometric characteristics to divide people into groups, one can leave some people out or give them the wrong roles. Instead, we need a more open and flexible engagement architecture that recognises the many ways people can work together to reach a common civic purpose. To keep the Clean India Mission going and reach more people, it needs to stay open to different ways of doing things that do not favour any one type of person over another.

This study adds to the expanding corpus of research that warns against making too many assumptions about how psychological qualities affect behaviour, especially in situations when they are socially desired and nationally mobilised. It also shows how important it is to use evidence-based design in civic policy, where statistical tools like Chi-square analysis may help make sense of situations when there is a lot of categorical and ordinal data. From now on, the focus should be on creating civic ecosystems that are not just meant to be open to everyone but also planned out in a way that makes them work. Cleanliness and sustainability aren't just technical aims; they are social movements that work when everyone recognises how they can help. The next generation of environmental policy and practice in India needs to be able to see and plan for this difference.

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