English Products

Web of Science™ Smart Search Advanced Search Fuziah Arifin

Results for BEYOND THE SE… ›

Beyond the Self: Intergroup Prosocial Consumption and Its Impact on Well-…

MENU

Free Full Text from Publisher

Export Add To Marked List

1 of 1

# Beyond the Self: Intergroup Prosocial Consumption and Its Impact on Well-Being

**By** Aji, HM (Aji, Hendy Mustiko) [1] ; Che-Ha, N (Che-Ha, Norbani) [1] ; Zabri, MZM (Zabri, Mohd Zaidi Md) [2]

Are you this author?

View Web of Science ResearcherID and ORCID (provided by Clarivate)

**Source** ASIAN JOURNAL OF BUSINESS AND ACCOUNTING

View Journal Impact

Volume: 19 Issue: 1 Page: 323-359

DOI: 10.22452/ajba.vol19no1.9

**Published** 2026

**Indexed** 2026-07-18

**Document Type** Article

**Abstract**

Research aims: This study examines the factors that drive intergroup prosocial consumption (IPC) and its impact on subjective well-being in a Muslim-majority context. It addresses the limited understanding of how consumer behaviour in marketplace settings can foster positive intergroup relations across religious boundaries. Design/Methodology/Approach: A quantitative approach was employed using survey data collected from 2,982 Muslim consumers in major urban areas of Indonesia. The data were analysed using partial least squares structural equation modelling (PLS-SEM) to test the proposed relationships grounded in self-determination theory and prosocial behaviour theory. Research findings: The results show that social norms, guilt, personal norms, and self-congruity significantly influence prosocial motivation, which in turn drives intergroup prosocial consumption. Prosocial motivation also mediates these relationships. In addition, IPC has a strong positive effect on subjective well-being, particularly life satisfaction. Among the antecedents, self-congruity emerges as the strongest predictor of prosocial motivation. Theoretical contribution/Originality: This study extends consumer behaviour literature by introducing IPC as a mechanism through which marketplace activities can promote intergroup harmony. It advances theory by demonstrating how social, emotional, moral, and identity-based drivers are internalised into prosocial motivation, which subsequently translates into behaviour across religious groups. Practitioner/Policy implication: Companies can promote intergroup prosocial consumption in multi-religious settings by aligning their offerings and communication with consumers' moral and religious values. Emphasising inclusivity, compassion, and shared ethical principles across religious groups can strengthen engagement and encourage consumers to participate in prosocial consumption.

**Keywords**

**Author Keywords:** Intergroup prosocial consumption; Prosocial motivation; Social norms; Self-congruity; Subjective well-being; Consumer behavior

**Keywords Plus:** EXISTENTIAL GUILT; PERSONAL NORMS; BEHAVIOR ; INTENTIONS; MOTIVATION; MODEL; CONGRUITY; KNOWLEDGE; CONSUMER; CONTACT

**Author Information**

Corresponding Address: Che-Ha, Norbani (corresponding author)

Univ Malaya, Fac Business & Econ, Kuala Lumpur 50603, Malaysia
E-mail Addresses :
norbanicheha@um.edu.my
Addresses :
[1] Univ Malaya, Fac Business & Econ, Kuala Lumpur 50603, Malaysia
[2] Int Islamic Univ Malaysia, Ctr Islamic Econ, Kulliyyah Islamic Econ & Management Sci, Kuala Lumpur 50728, Malaysia
E-mail Addresses :
hm.aji@uii.ac.id; norbanicheha@um.edu.my; zaidizabri@gmail.com

| | |
|---|---|
| **Categories/ Classification** | Research Areas: Business & Economics<br>Citation Topics: 6 Social Sciences › 6.27 Political Science › 6.27.1611 Volunteering |
| **Web of Science Categories** | Business, Finance |

+ See more data fields

## Journal information

ASIAN JOURNAL OF BUSINESS AND ACCOUNTING

← View Journal Impact

0.23
Journal Citation Indicator ™ (2025)

| | |
|---|---|
| **ISSN** | 1985-4064 |
| **eISSN** | 2180-3137 |
| **Current Publisher** | UNIV MALAYA, FAC BUSINESS & ACCOUNTANCY, UNIB MALAYA, FAC BUSINESS & ACCOUNTANCY, KUALA LUMPUR 50603, MALAYSIA |
| **Research Areas** | Business & Economics |