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

[Asian Journal of Business and Accounting](#) • Article • 2026 • DOI: 10.22452/ajba.volume19no1.9

[Aji, Hendy Mustiko](#)^a ; [Che-Ha, Norbani](#)^a ; [Zabri, Mohd Zaidi Md](#)^b

^a Faculty of Business and Economics, Universiti Malaya, Kuala Lumpur, 50603, Malaysia

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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.

Author keywords

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

Corresponding authors

Corresponding author	N. Che-Ha
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Affiliation	Faculty of Business and Economics, Universiti Malaya, Kuala Lumpur, 50603, Malaysia
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Email address	norbanicheha@um.edu.my
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Abstract

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Corresponding authors

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