

Resistance to Intergroup Helping: The Effects of Motive and Audience from the Perspective of Observer Group

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Abstract. Help provision, often perceived as an act of kindness, is often resisted or rejected by the recipients. Preliminary research examined the resistance showed by help recipients, with none conducted on the resistance perceived by observer groups. Therefore, this research aimed to examine the effect of motives (prosocial versus strategic) and audience (private versus public) on resistance to intergroup helping through the perspective of observer. Data were collected from 1,752 participants recruited using the convenient sampling method. The first hypothesis showed that the motives with values of $B = .30$, $t = 7.66$, $p < .001$, and the audience comprising $B = .46$, $t = 11.66$, $p < .001$, significantly resulted in higher levels of observer positive evaluations of intergroup helping. The second hypothesis showed that observer positive evaluations of intergroup helping significantly decreased observer resistance to intergroup helping, $B = -.28$, $t = -10.40$, $p < .001$. The third hypothesis showed that the positive evaluation of intergroup help significantly mediated the effect of prosocial motives (indirect effect: $B = -.09$, the lower limit of the confidence interval [LLCI] = $-.11$, upper limit of the confidence interval [ULCI] = $-.06$) and private audiences (indirect effect: $B = -.13$, LLCI = $-.16$, ULCI = $-.10$) in reducing observer resistance to intergroup help. These empirical results collectively emphasized the significance of a group reputation or image in extending help to others, influencing the perspective of observer regarding accepting or rejecting intergroup aid.

Keywords: intergroup helping audiences, intergroup helping motives, intergroup helping resistance, observer

Resistensi Terhadap Perilaku Menolong Antar Kelompok: Pengaruh Motif dan Audiens Menurut Perspektif Kelompok Pengamat

Abstrak. Pemberian bantuan, yang seringkali dianggap sebagai tindakan kebaikan, seringkali ditentang atau ditolak oleh penerimanya. Penelitian pendahuluan meneliti resistensi yang ditunjukkan oleh penerima bantuan, dan tidak ada penelitian yang dilakukan terhadap resistensi yang dirasakan oleh kelompok pengamat. Oleh karena itu, penelitian ini bertujuan untuk menguji pengaruh motif (prososial versus strategis) dan audiens (privat versus publik) terhadap penolakan perilaku menolong antar kelompok oleh pengamat. Data dikumpulkan dari 1.752 responden yang direkrut menggunakan metode *convenient sampling*. Hipotesis pertama menunjukkan bahwa motif dengan nilai $B = .30$, $t = 7.66$, $p < .001$, dan audiens yang terdiri dari $B = .46$, $t = 11.66$, $p < .001$, secara signifikan meningkatkan penilaian positif tentang perilaku menolong antar kelompok. Hipotesis kedua menunjukkan bahwa evaluasi positif pengamat terhadap bantuan antar kelompok secara signifikan menurunkan resistensi pengamat terhadap pemberian pertolongan antar kelompok, $B = -.28$, $t = -10.40$, $p < .001$. Hipotesis ketiga menunjukkan bahwa penilaian positif tersebut secara signifikan memediasi pengaruh motif prososial (*indirect effect*: $B = -.09$, *the lower limit of the confidence interval* [LLCI] = $-.11$, *the upper limit of the confidence interval* [ULCI] = $-.06$) dan audiens privat (*indirect effect*: $B = -.13$, LLCI = $-.16$, ULCI = $-.10$) dalam mengurangi resistensi pengamat terhadap perilaku menolong antar kelompok. Hasil-hasil empiris ini secara kolektif menekankan pentingnya reputasi atau citra kelompok dalam memberikan pertolongan kepada kelompok lain, yang mempengaruhi perspektif pengamat mengenai menerima atau menolak perilaku menolong antar kelompok.

Kata Kunci: audiens perilaku menolong, kelompok pengamat, motif perilaku menolong, perilaku menolong antar kelompok

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When natural or human-made disasters occur, there is a flow of humanitarian aid in the form of material and non-material from specific institutions or groups to assist the victims (James & Zagefka, 2017; Vezzali et al, 2017) In communities facing poverty and adversity, help is also extended by the government or other institutions (Alvarez et al, 2018). The process of providing help is referred to as intergroup helping, which is generally viewed positively, despite being rejected by certain groups. According to Zagefka et al. (2023), resistance occurs even when the affected group needs help. However, rejecting help can have consequences for unresolved issues in a group and lead to disharmony in intergroup relations (Mashuri et al., 2022). Previous research in social psychology stated several reasons for intergroup help rejection.

The rejection of help from one group to another is attributed to various factors, such as Inter-group conflicts (Mashuri et al, 2022; van Leeuwen et al, 2011). Another reason is the perspective that the helping group poses a threat to the existence of the recipient (Berendt et al, 2023; Halabi & Nadler, 2017). The last reason is the belief that the assisting group is primarily motivated by fulfilling the interests rather than those of the recipient (Mashuri et al, 2022). The results showed that help rejection is often centered around the perspective of the recipient, with limited attention given to observer group (with exceptions, see Täuber & van Leeuwen's research results, 2017).

However, studying observer group in intergroup helping dynamics is important for two reasons. Firstly, intergroup helping forms the basis for impression management, influencing how another positively perceives one group. Secondly, observer group plays a significant role in shaping the positive or negative reputation of both the giving and receiving groups (Täuber & van Leeuwen, 2017). Therefore, this research emphasized the perspective of observer group and examined the effect of motives and audience to intergroup helping behavior. Firstly, it shows that observer group positively evaluate intergroup helping behavior when driven by prosocial motives instead of strategic motives. Secondly the positive assessment from observer group is higher when intergroup helping is conducted discreetly. Thirdly, positive evaluation plays a mediating role in explaining why prosocial motives and private audiences reduces observer group attitude meant to be rejected by intergroup helping.

Intergroup helping behavior

Social psychology literature categorizes helping behavior into two distinct forms, namely interpersonal and group-based (Nadler, 2009). The second form is further divided into within-group and intergroup helping. The term "group" refers to various social categories, ranging from macro-level entities such as nations and ethnicities to meso-level ones, including cities, villages, and communities

(Nadler, 2016). Within-group helping is characterized by a similarity in social categories between the giver and the recipient. Intergroup helping is distinguished by differences in social categories between the giver and recipient (Stürmer & Siem, 2017). In certain scenarios, intergroup helping is directed toward a third party outside the initial target (van Leeuwen & Harinck, 2016). A group may initially act as the recipient of help and later switch roles to become the giver (Alvarez & van Leeuwen, 2015).

In the context of intergroup helping behavior, the giver group is often depicted as possessing superior resources compared to the recipient. These resources are tangible assets such as economic wealth, political power, and territory. Additionally, intangible resources such as morality, ideology, and culture contribute to this advantageous position (Mashuri et al., 2022). For the giver group, this unequal and advantageous status makes helping behavior a means of impression management toward the recipient. Providing help aims to gain a positive image or reputation in the eyes of the recipient group (Owuamalam & Rubin, 2014).

Täuber and van Leeuwen (2017) examined the helping behavior of the intergroup, focusing on observer group. The research showed that the helping group was more attractive and competent than observer group. Therefore, based on Täuber and van Leeuwen's paradigm (2017), this research examined the effect of motives and audience

in intergroup helping behavior on the attitude of observer group to determine whether help from one to another should be rejected.

Positive evaluation of intergroup helping behavior: Effect of motives

Intergroup helping behavior is driven by two motives, namely prosocial and strategic. Prosocial motives comprised the giver group concern for the well-being of the recipient, which promotes intergroup helping behavior. Meanwhile, strategic motives refer to the giver group desire to demonstrate dominance, competence, and a positive image, such as being friendly and willing to assist the recipient in intergroup helping behavior (Mashuri, 2023; van Leeuwen, 2017). Stürmer et al. (2005) reported that within-group helping behavior was driven by prosocial motives rather than strategic motives compared to intergroup helping behavior.

Preliminary research by Mashuri et al. (2022) stated that the recipient group negatively assessed help from those driven by strategic motives. The perspective of prosocial motives reduces the negative evaluation of the recipient group when responding to offers or help from others. This negative evaluation is related to the recipient group belief that offers or help others primarily benefit the giver and pose a threat to the recipient. Mashuri (2023) extended the paradigm on prosocial versus strategic motives in intergroup helping behavior, namely the perspective of observer group (Täuber & van Leeuwen, 2017).

However, with the attribution theory of Täuber and van Leeuwen (2017), this research assumed that observer positively evaluate intergroup helping behavior based on prosocial motives rather than strategic motives. The first hypothesis (H1) stated that prosocial motives received positive evaluations from observer group, compared to strategic motives in intergroup helping behavior.

Positive evaluation of intergroup helping behavior: Effect of audience

In intergroup helping behavior, the audience refers to individuals or entities other than the giver and recipient categorized as private or public. A private audience means intergroup helping behavior is not presented to other individuals or entities. On the other hand, a public audience signifies that intergroup helping behavior is performed for other individuals or entities (van Leeuwen et al, 2014). Research conducted by van Leeuwen et al. (2014) showed that the desire for impression management to portray a positive image or reputation in intergroup helping behavior was stronger when help is provided publicly.

The effect of the audience on the evaluation of intergroup helping behavior from the perspective of the recipient and observer has received less attention in previous research. Therefore, the attribution theory of intergroup helping behavior from (Täuber & van Leeuwen, 2017) to assume that observer group gives a higher positive evaluation to private audiences than the public.

The main reason a private audience, in intergroup helping behavior, shows a positive evaluation is due to its behavior to the giver group. On the other hand, a public audience tends to reinforce observer group belief that the vested interests of the giver group drive intergroup helping behavior. Based on this argument, the second hypothesis (H2) states that intergroup helping behavior in a private audience, compared to a public audience, will receive a more favorable assessment from observer group.

Resistance to intergroup helping behavior

Resistance to intergroup helping behavior reflects the recipient group expressing a preference for refusing help over accepting help from others. Anecdotal records provide several examples, such as the rejection of humanitarian aid by local communities or governments in cases such as the 1995 Kobe earthquake in Japan and the 2007 flash floods in China (Dany, 2020; Nelson, 2010). A recent case in Indonesia is the rejection of humanitarian aid by disaster victims in Cianjur offered by a particular organization (Ashri, 2022).

According to the model of help avoidance as motivated inaction (Täuber, 2017), a group rejects help from another because this resistance functions to protect the lower status of the recipient. This argument is supported by Berendt et al. (2023), stating that the threat to status drives a group to reject help from another. Meanwhile, Mashuri et al. (2022) stated that

resistance to intergroup helping behavior results from the negative evaluation of the recipient regarding the offers or help provided by the giver.

Presently, research on the perspective of observer group in handling resistance to intergroup has not been conducted. Therefore, in this research, observer group is assumed to believe that intergroup helping should be rejected when negatively evaluated. This assumption is by the Strategic Side of Outgroup Helping (SOUTH) model proposed by van Leeuwen (2017). van Leeuwen (2017) stated that a negative evaluation of intergroup helping behavior signifies insecure or imbalanced relationships between the recipient and giver who is perceived as superior in terms of power, status, and competence. This led to the belief that help from the giver is driven by strategic motives rather than prosocial motives. The third hypothesis (H3) stated that intergroup helping should be rejected because positive evaluation reduces observer group attitude.

According to Mashuri et al. (2022), the negative evaluation of intergroup helping behavior is established in the perspective that help is motivated by strategic motives. The perspective that intergroup helping behavior is motivated by prosocial motives tends to reduce resistance from the recipient group. Furthermore, negative evaluation is mediating, explaining the impact of perceived strategic and prosocial motives in elucidating resistance to intergroup helping behavior. By applying these

empirical results, the fourth hypothesis (H4) states that positive evaluation significantly mediates the effect of prosocial motives and private audiences in reducing observer group attitude to reject help from the intergroup.

Method

Participants and design

Data were collected from 1.752 participants, comprising 1.157 females and 595 males. The participants were between the ages of 17 to 60 years, with an average age of 20.82 years and a standard deviation of 5.60 years. Twenty participants did not complete the questionnaire due to their inability to meet the criteria or unwilling to participate and were not included in the data analysis. Furthermore, the participants were selected using the convenient sampling method through online experiments. The experimental design was a 2 (motive: prosocial versus strategic) x 2 (audience: private versus public) between-subjects design. Furthermore, 336, 384, 638 and 394 participants were randomly assigned to prosocial motive and private audience, prosocial motive and public audience, strategic motive and private audience as well as strategic motive and public audience.

Procedure and measurement

The online experiment started with a brief introduction or description and the research purpose. Participants were then asked to confirm the eligibility based on specific

criteria (Indonesian citizens or nationals aged 17 and above) and to provide informed consent. Those who did not meet the criteria or were unwilling to participate were instructed to simply click the submit button without answering or completing the questionnaire. For eligible and willing participants, the next step included reading a text message to manipulate the handling of motives (prosocial versus strategic condition) and audience (private versus public condition). In addition, this handling procedure was adapted from Täuber and van Leeuwen (2017). Participants in the prosocial motive and private audience condition were instructed to pay attention to and understand the following text messages:

As one travels through a distant planet, a civilization that echoes familiar Earthly existence is discovered. Located in a valley on that planet are two neighboring villages named A and B. Imagine traveling and exploring this fascinating planet.

During a discussion in Village A, a resident addressed the shared challenges both communities face. Villages A and B are experiencing severe drought, leading to a critical shortage of water for the crops. However, the residents of Village A made a significant discovery related to water supply, enhancing the resilience to drought.

The residents of Village A, genuinely concerned about the well-being of the counterparts in Village B, announced the decision to share the recent discovery. This generous offer was not only extended but was also actively promoted through diverse media channels. The spokesperson for Village A took to newspapers, radio, and TV to elaborate on this gesture, stating that the process

serves as a significant example of the friendly nature of the residents of Village A.

Participants in the prosocial motive and public audience condition were specifically asked to pay attention to and understand the following text messages:

During the exploration of a distant planet, one may encounter a civilization that mirrors Earth, which comprises two neighboring villages, referred to as Village A and Village B.

A resident of Village A shares concerns about the shared challenges Villages A and B face, which include severe water shortage due to an intense drought. However, the residents of Village A have made a significant water supply discovery that enhances resilience to the drought. The residents of Village A, genuinely caring about the welfare of those in Village B, and decided to share the water supply because they genuinely care. The residents of Village A select to discuss this offer of help only with the head of Village B and do not need to publicize the offer in any media.

Participants in the strategic motive and private audience condition were given specific instructions to read and understand the following text messages:

As one travels through a distant planet, a civilization that echoes familiar Earthly existence is discovered. Located in a valley on that planet are two neighboring villages named A and B. Imagine traveling and exploring this fascinating planet.

During a discussion in Village A, a resident addressed the shared challenges both communities face. Villages A and B are experiencing severe drought, leading to a critical shortage of water for the crops. However, the residents of Village A made a significant discovery related to

water supply, enhancing the resilience to drought.

The residents of Village A also extended the newfound discovery to those in Village B, driven by a genuine desire to be perceived as friendly and helpful individuals. Help is conveyed privately to the head of Village B, without the need for publicity through any media channel.

Finally, participants in the strategic motive and public audience condition were instructed to read and understand the following text messages:

As one travels through a distant planet, a civilization that echoes familiar Earthly existence is discovered. Located in a valley on that planet are two neighboring villages named A and B. Imagine traveling and exploring this fascinating planet.

During a discussion in Village A, a resident addressed the shared challenges both communities face. Villages A and B are experiencing severe drought, leading to a critical shortage of water for the crops. However, the residents of Village A made a significant discovery related to water supply, enhancing the resilience to drought.

The residents of Village A, genuinely concerned about the well-being of those in Village B, announced their decision to share a recent discovery. This generous offer was actively promoted through diverse media channels, such as newspaper, radio and TV, through the spokesperson for Village A.

Participants were asked to express agreement with a set of questions, using a scale ranging from Strongly Disagree (1) to Agree (5) Strongly. These questions aimed to measure various variables, and the scores for each were calculated based on the average values in the score range of 1 to 5. The first variable, stating

that positive evaluation of the aid provider, comprises the following five questions ($\alpha = .92$): “Do you respect the residents of Village A?”; “Do you appreciate the residents of Village A?”; “Do you have a positive view of the residents of Village A?”; “Are the residents of Village A good people?”; and “Do you feel comfortable with the residents of Village A?”. The second variable comprises 2 questions serving as a check for the effectiveness of audience treatment manipulation ($\alpha = .79$). The third section comprises two questions that serve as a check for the effectiveness of audience treatment manipulation ($\alpha = .79$). These questions assess the participants’ perspectives on awareness of others regarding Village A’s aid to B and the perceived intention to showcase the help publicly. The questions include: “To what extent do you agree that the residents of the planet, where both villages are located, are aware of the help offered by the residents of A to B?”; and “To what extent do you agree that the residents of Village A intend to show the support for those in B to others?”. The question lists for measuring the positive evaluation variable and checking the motive manipulation were developed and adapted to the research context.

Participants were further instructed to answer four questions designed to verify the effectiveness of the motive treatment manipulation ($\alpha = .88$). The question list includes the following: “To what extent do you agree that the residents of Village A helped those

residing in B as a means to show the friendliness?"; "To what extent do you agree that the residents of Village A offered help to the residents of B?"; "To what extent do you agree that the residents of Village A helped the residents of B because it contributed positively to the overall image?"; and "To what extent do you agree that the residents of Village A helped those in B to foster a positive perspective of themselves in the view of others?". The research designed the question list to assess the effectiveness of motive manipulation. Additionally, seven questions were included to measure resistance to intergroup helping ($\alpha = .95$). The question list includes: "Should the residents of Village B reject the help offered by A?"; "Would the residents of Village B be more prosperous and advanced, assuming they reject rather than accept help from those in A?"; "Would the residents of Village B be more self-reliant or able to stand on their own by rejecting rather than accepting help from those in A?"; "Is it advisable for the help extended by the residents

of Village A to be directed towards others?"; "Do the residents of Village B genuinely not need help from A?"; "Would residents of Village B be in a better position by rejecting help from those in A?"; and "Is rejecting help from the residents of Village A the right step for those in B, since they can rely on themselves?". These questions were adapted from Mashuri et al. (2022), and at the end of the online experiment, participants were asked to provide demographic information, including gender and age.

Results

Descriptive statistics

Table 1 shows the mean values, standard deviations, and bivariate correlations among the variables. In addition, motive and audience positively and significantly correlated with a positive evaluation of intergroup helping. It negatively and significantly correlated with resistance to intergroup helping. Positive evaluation negatively and significantly correlated with resistance to intergroup helping.

Table 1

Descriptive Statistics and Bivariate Correlations among Variables

Variable	M	SD	(1)	(2)	(3)	(4)	(5)	(6)
1. Motive (X1)	—	—	—	-.15**	-.01	-.27**	.14**	-.10**
2. Audience (X2)	—	—	—	—	-.53**	-.21**	.24**	-.07**
3. Audience check	3.26	1.20	—	—	—	.54**	-.29**	.32**
4. Motive check	3.60	.98	—	—	—	—	-.27**	.31**
5. Positive evaluation (M)	3.80	.84	—	—	—	—	—	-.27**
6. Resistance to intergroup helping (Y)	2.46	.93	—	—	—	—	—	—

Description. ** = significant at the .01 level; M = mean, SD = standard deviation; X1 = first independent variable, X2 = second independent variable, M = mediator, Y = dependent variable.

Manipulation effectiveness check

The results of the independent-samples t-test analysis, conducted using SPSS for Windows version 21, are shown in Table 2. Meanwhile, the warmth impression score, reflecting the desire or willingness to be perceived by others

as a friendly and helpful group, is significantly higher in the strategic motive condition than in the prosocial motive. The result serves as empirical evidence, confirming the effectiveness of the intergroup helping motive treatment.

Table 2

Manipulation Effectiveness Check Results for Motive Treatment

Dependent variable	Independent variable:				T	Significance
	Intergroup helping motive (X1)					
	Prosocial condition		Strategic condition			
	M	SD	M	SD		
Warmth impression	3.29	1.03	3.82	.88	-11.63***	$p < .001$

Description. *** = significant at the .001 level. M = mean, SD = standard deviation; X1 = first independent variable.

Table 3 shows the results of the independent-samples t-test analysis (Mashuri, 2023) conducted to test the effectiveness of audience treatment manipulation. The publicity score reflecting the desire or willingness for

help to be publicly known, is better than the score in the private audience condition. The result confirmed the effectiveness of audience treatment manipulation in this present research.

Table 3

Manipulation Effectiveness Check Results for Audience Treatment

Dependent variable	Independent variable:				t	Significance
	Audience (X2)					
	Private condition		Public condition			
	M	SD	M	SD		
Publicity of intergroup helping	2.70	1.12	3.96	.88	-25.88***	$p < .001$

Description. *** = significant at the .001 level. M = mean, SD = standard deviation; X2 = second independent variable.

Hypothesis testing

Each hypothesis in this research was tested using PROCESS Model 4, designed by Hayes (2017) and installed on SPSS for Windows version 21. The analysis comprised a two-step

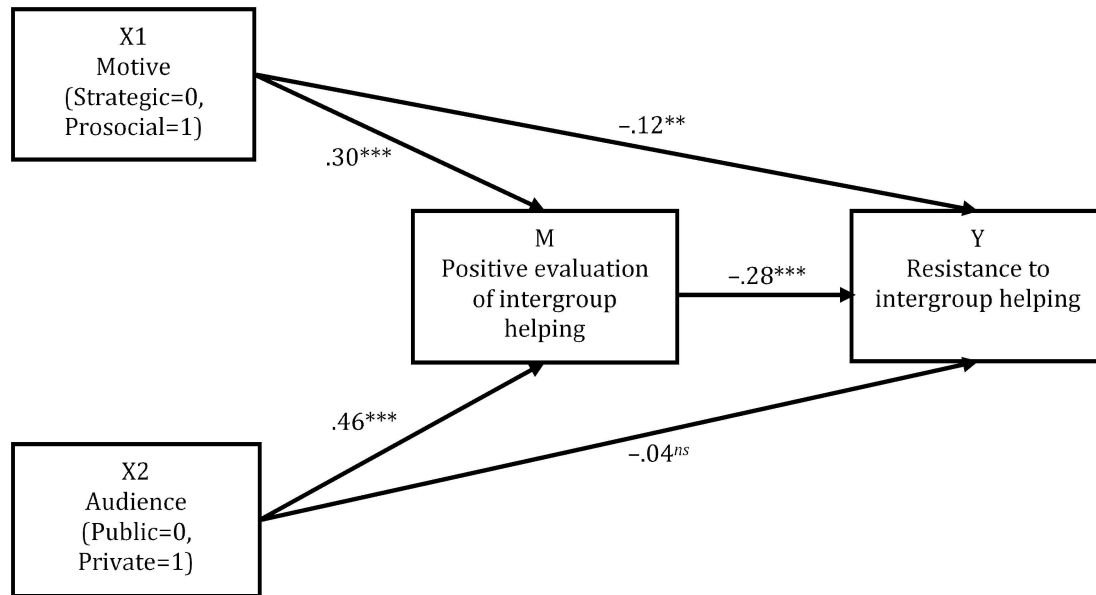
process, and in the first one, the motive was entered as the X variable, with the audience, positive evaluation, and resistance as the covariate, mediator, and Y variable, respectively. In the second step, the audience was entered as

the X variable, while motive, positive evaluation, and resistance were the covariate,

mediator, and Y variable, respectively as shown in Figure 1.

Figure 1

Analysis Results on the Role of Positive Evaluation in Mediating the Effect of Motive and Audience in Explaining Observer Group Resistance to Help Giving



Description. ** - significant at the .01 level; *** = significant at the .001 level; ns = not significant; X1 = first independent variable, X2 = second independent variable, M = mediator, Y = dependent variable. The numbers in the figure represent unstandardized regression coefficients.

The first hypothesis (H1) stated that prosocial motives significantly affected the enhancement of positive evaluations as detected by observer group in response to intergroup helping with $B = .30$, standard error (SE) = .04, $t = 7.66$, and $p < .001$, as shown in Figure 1. According to the second hypothesis (H2), private audience significantly affected the enhancement of positive evaluations, as detected by observer group in response to intergroup helping with $B = .46$, $se = .04$, $t = 11.66$, and $p < .001$. The third hypothesis (H3), stated that positive evaluations has a negative and significant relationship with observer group resistance to intergroup helping where

$B = -.28$, $se = .03$, $t = -10.40$, and $p < .001$. Lastly, the fourth hypothesis (H4) stated that positive evaluations played a significant mediating role for both prosocial motives, indirect effect where $B = -.09$, $BoothSE = .01$, lower limit of the confidence interval (LLCI) = -.11, upper limit of the confidence interval (ULCI) = -.06 and private audiences, indirect effect: $B = -.13$, $BoothSE = .02$, LLCI = -.16, ULCI = -.10 in reducing observer group resistance to intergroup helping.

Discussion

This research aims to address existing gaps by focusing on the perspective of observer

group in handling resistance to intergroup helping behavior. The results supported the formulated hypotheses. First, prosocial motives compared to strategic motives resulted in higher positive evaluations of intergroup helping behavior. Second, private audiences compared to the public resulted in higher positive evaluations of intergroup helping behavior. Third, positive evaluations by observer group regarding intergroup helping behavior significantly reduced the attitude to reject intergroup helping. The fourth and final finding suggested that positive evaluations mediated the effect of both prosocial motives and private audiences in reducing observer group attitude to reject intergroup helping.

The first hypothesis was supported, empirically proving that prosocial motives compared to strategic ones contributed to positive evaluations of observer group in response to intergroup helping behavior. However, the data obtained also supports the second hypothesis, showing that private audiences, compared to the public, tend to affect positive evaluations of observer group in response to intergroup helping behavior. The results indicate a shift in focus from the perspective of the recipient group (Mashuri et al., 2022) to observer (Täuber & van Leeuwen, 2017), improving the understanding of resistance to intergroup helping. The theoretical implication is that the recipient and observer share a similar perspective. Specifically, both prosocial motives and private audiences in

intergroup helping were positively evaluated by the recipient and observer, as stated by Mashuri et al. (2022) and this research.

This research supported the third hypothesis, that positive evaluations of intergroup helping behavior played an essential role in diminishing observer group attitude toward the recipient to reject external help. The final result, supporting the fourth hypothesis, showed the significant mediating role of positive evaluations of intergroup helping behavior in the effect of prosocial motives and private audiences on reducing observer group resistance to intergroup helping behavior. The results confirmed the assumption that the help provided by the intergroup was strategic (van Leeuwen, 2017; Wakefield & Hopkins, 2017), particularly in the context of observer group. The result is also in accordance with the strategic side of outgroup helping model (van Leeuwen, 2017; Wakefield & Hopkins, 2017) that both similar and prosocial motives decrease and increase positive evaluations of intergroup helping. According to the model, positive evaluations contribute to the reduction of resistance to accepting intergroup helping.

The practical implications of this research are in line with the argument that in the dynamics of intergroup helping behavior, observer group has the potential to act as both giver and recipient (Oceja & Stocks, 2017). The motivation for observer to offer or reject help from other groups is influenced by a categorization process. When the group in need

is perceived as part of an ingroup rather than outgroup, observer becomes willing to offer help. Similarly, when a group offering help is perceived as part of an ingroup rather than outgroup, observer will be willing to accept help (Abrams, 2015). Building on the arguments of Oceja and Stocks (2017) and Abrams (2015), the practical implications of this research focused on the importance of providing help from one group to another privately rather than publicly, including adopting a prosocial approach. This dual focus contributed to the assumption of observer group that both the giver and recipient belonged to the outgroup. However, through the social categorization, observer group supports intergroup helping behavior and is willing to help others in need.

Conclusions

In conclusion, this research aimed to use new ideas to examine intergroup helping behavior from the perspective of observer. The results showed that observer positively evaluated intergroup helping behavior when the motives were prosocial and privately known to the audiences. The research implications suggested a significant impact of perceived motives on observer attitude toward intergroup helping behavior. In addition, the research was also affected by the image of the group in providing help to another.

Suggestion

In this research, both the giver and recipient intergroup provide imaginary help

which is a foundational step for testing and validating theories and assumptions about observer group perspective of intergroup helping behavior. However, further examination is needed to test the generalization of empirical results comprising groups in real-world settings, such as intercountry (Mashuri et al, 2022; Zagefka et al, 2023; Zagefka & Sun, 2021), interreligious (Mashuri et al, 2017), or interethnic helping (Mashuri et al, 2013; van Leeuwen & Mashuri, 2013).

This present research also excluded moderators, such as constructs or variables used to determine the strength of the influence of motives and audiences on observer group attitude towards intergroup helping. Moderators play a crucial role in testing the psychological mechanism model, showing the conditions or circumstances under which motives and audiences significantly affect observer group attitude in response to intergroup helping. To address this limitation, further research needs to introduce moderators such as social category similarity among observer, receiving, and giver (Stürmer et al, 2006).

Preliminary research examined how observer group offers help (van Leeuwen & Harinck, 2016) to those in need to external help (Wakefield et al, 2013). An evident gap exists in exploring how observer group affects accepting or rejecting external help. Future research needs to focus on understanding how observer group influences response to offers of external help.

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