Purchase Intention on Green Communities

Abstract

The present study aimed to analyze the relationships between cognitive involvement (CI), affective involvement (AI), social identity (SI) and flow (FL) with purchase intention (PI). Therefore, a survey was conducted with 152 participants in a mobile community (m-community) connected to green consumption. For the theoretical model, the Structural Equation Modeling (SEM). Results showed the relationship between social identity and purchase intention, and social identity and flow, in addition to the positive influence of the cognitive involvement for the formation of the social identity of the community members. The results contribute to understanding that participation in such communities starts with utilitarian elements and that the purchase would be in a flow state after the formation of identity.

Keywords: Social Identity. Purchase Intention. Mobile Green Communities.

1 Introduction

Because of the growing use of mobile devices and the increased number of users through apps, many more studies are seen to address the behavior of users participating in specific profile communities, such as the studies of the style of mobile apps (Magrath and McCormick, 2013), mobile games (Ha et al., 2007), intention of continuing with mobile social networking services (Gao & Bai, 2014), creation and value of mobile business for the organization (Picoto et al., 2014), personalization of mobile marketing (Tang et al., 2013), engagement through apps (Kim et al., 2013), adoption and use of the mobile brand community (Kim, Wang, & Malthouse, 2015), and use of mobile social apps (Hsiao et al., 2016).

However, although the increasing number of studies, there seem to be gaps in the mobile communities that are called "green." Studies on green or environmental-related communities emerged in the mid-1980s, receiving greater emphasis from the 2000s on with the emergence of new connection and interaction technologies (Rahbar & Abdul Wahid, 2011). These communities have members who are oriented towards socially responsible consumption, considering issues such as the quality and effectiveness of products and services and the company's environmental commitment (Gleim et al., 2013). This type of community has a habit of searching for products after the influences received from its social, demographic and cultural environment, but it receives a strong influence of its attitudes, intentions, and identity (Carrete et al., 2012). The mobile green communities can be accessed through devices (apps) on mobile devices (*tablets* or *smartphones*).

Among the gaps to be explored, the use of theories on the formation of the identity as a member of the community would be extremely important, as it would make it possible to understand the *self* and its interaction with other individuals and/or brands, as in the case of the Social Identity Theory (SIT). SIT was chosen because of the self-perception of the individual's participation in social contexts (communities, for example), in which the elements are identified through group categorization, such as identification, self-concept, and self-perception.

Moreover, what precedes the individuals' participation in the community would be another contribution, as it would allow us to understand how a community could influence the development of the identity of the participating individuals and understand the reasons that precede the participation in the community. Thus, another important issue in the discussion that has not been studied thoroughly is the use of antecedents in the relationship with the construct of social identity. Thus, the studies started to use SIT as a multidimensional construct. However, it is understood that there are aspects influencing the insertion of the individual in the community, with this study addressing the cognitive and affective involvement.

In this case, green-consumption oriented communities stand out because of their characteristics related to social and environmental awareness and involvement (Carrete et al., 2012). Consequently, analyzing the factors that precede or boost the participation and real objectives of getting involved in this type of community is understood as being relevant (Hartmann & Ibañez, 2006).

Thus, the general objective of this study was to consider and to test a model of the antecedents of purchase intention of participants in mobile communities (m-communities) connected to green consumption while using as a theoretical basis the Social Identity Theory.

2 Theoretical Foundation

2.1 Mobile Green Communities

Concern about the environment and the resources used by society has largely influenced the consumption (Straughan & Roberts, 1999). For Carrete et al. (2012), external factors proved to influence this behavior, such as family, education, culture, and media, in addition to the internal factors (attitude, awareness, and involvement). In addition to these, other research focuses on analyzing demographic and psychographic data to better explain the consumer behavior with green or environmental awareness (Straughan & Roberts, 1999; Carrete et al., 2012).

In this context, studies on the green consumption or marketing emerge in the 1980s, with these being divided into three stages (Rahbar & Abdul Wahid, 2011). The first stage is characterized as the one initiated by the industry of green consumption. The second stage, in the 1990s, begins with the experimentation from the part of traders and marketing professionals who realized the attitude and positive involvement from the consumers. Whereas the third stage in the 2000s is associated with the development of interaction and integration technologies in which consumers become more involved and aim to boost and legitimize their green consumption in the society through their own behaviors (Rahbar & Abdul Wahid, 2011; Carrete et al., 2012).

For Hartmann and Ibañez (2006), green marketing generally focuses its business and studies on the effectiveness of cognitive persuasion strategies and believes that the high involvement rate in environmental issues results from the increased environmental awareness in individuals living more connected and involved in networks. Thus, this type of strategy can be associated with analyzing the current needs and desires of the consumers before the real or not harmful impact on our environment (Hartmann & Ibañez, 2006).

Following this logic, the green consumer can be defined as consumers focused on sustainable attitudes and actions (Carrete et al., 2012). These consumers feel responsible for buying products that are not detrimental to nature and society, care about whether the companies from which they are buying have socio-environmental policies and are looking for ways to make their processes less environmentally degrading (Cobra & Brezzo, 2010).

Thus, analyzing online and mobile communities involved in contexts of consumption, politics, and economy is appropriate, as it may assist in deciphering the social involvement, identity, and bonds. Moreover, strong social norms can assist in explaining the adoption or not of online or mobile communities. In general, such participation and involvement in the community may be related to individual values of identity and reference, which are strongly influenced by social bonds and individual normative beliefs (Ozaki, 2011).

2.2 Identity and Social Identity

Identity theories usually understand that the individual materializes the sense of self with the groups to which they belong, from previous social interactions, enabling the individual to guide the social course with others (Zhang et al., 2010).

SIT focuses on the perception of the individuals about their belonging in different social units (Tajfel & Turner, 1979). The theory claims that people have different group identities as well as individual identities. According to Ashforth and Mael (1989), the SIT emphasizes that part of the individual's self-concept derives from being part of a social group and from the feeling of belonging to such a group as well as adding value and emotional meaning when adhering to this group. Thus, the individuals classify themselves and the others in social categories, such as sexual orientation, activities, interests, in which each category has an abstract characteristic of the prototype of their members (Tajfel, 1981; Zhang et al., 2010). Thus, social identity is seen to derive from the ingroup (inside the group) classification of the world and *outgroup* (other groups) and from labeling the participant as a member of the internal group (Tajfel & Turner, 1979).

Regarding the influence of social identity on the purchase intention, some studies showed that the social influence of the virtual community positively affects the purchasing behavior of members in virtual environments. Studies have addressed the topic of consumer behavior in the mobile context through branded apps (Kim et al., 2015), intention of continuing the purchase in the mobile environment (Gao et al., 2015), and the influence of the social identity on the perception of value and behavioral intention (McGowan et al., 2017).

Thus, it is understood that the social identity perceived by the m-community participant is of great importance to the status of the relationship of the participants (whether they are off-line or on-line) with the community or the brand, thus making it possible for them to have a bigger interaction and intention of transactions in different environments. Accordingly, the following hypothesis is suggested:

H1: Social Identity of the participants in the mobile green community positively influences the Purchase Intention in the community.

2.3 Involvements: concepts and influences

According to Zaichkowski (1985), the construct Involvement is an important factor, as it was initially used in studies that address the effectiveness of communication (advertising/publicity) in the relationship between the individuals and a product and in the purchasing act or decision. For Beharell and Denison (1995), the involvement was initially developed in the field of social psychology, being seen as the "association between the ego and the object." In turn, Zaichkowski (1985) understands that the involvement, in general, "is the relevance perceived by the individual in relation to an object and is related to the needs, values, and interests" (our translation).

For Witmer and Singer (1998, p. 227), "the involvement is a psychological state experimented as a consequence of energy and attention focused on a coherent series of stimulations or meanings related to activities and events." Thus, the participant/consumer becomes involved with an object or stimulus when perceives that this may satisfy their psychological need. Thus, based on the interest of the individual in relation to the stimulus or object, the level of involvement will have a greater or lesser variation (Zaichkowsky, 1985).

In short, involvement is defined as a level of individual interest and personal relevance to an object or decision in terms of basic values, outcomes, and self-concept (Zaichkowsky, 1985; Mittal, 1995).

The involvement is known to affect the decision process in the purchase behavior of the consumer. Thus, consumers are more inclined to show their attitudinal loyalty for high-involvement purchases (Tsiotsou, 2006; Chen & Tsai, 2006). Thus, the characteristics of adopting technology allow users to realize the usefulness of technological innovation according to their needs.

According to Tajfel and Turner (1986), the individuals get involved in the activities of a group (m-community) for improvement or self-esteem. In this line, Palmer et al. (2013) that identification with the group/brand is related to a personal need for (affective and cognitive) pleasure and growth and to connect with others in the (social) community. The authors also highlight that the act of involvement with the community can add to the identity of the individual with the group, while assisting in the process of belonging.

In the line of process, Hall (2000) emphasizes that identity formation involves a gradual process and that this is facilitated by involvement with the sources of identity (community, for example). Moreover, Palmer et al. (2013) suggest that there is reciprocity between involvement and identity, highlighting the possibility of use of the identity as a cause and a consequence of the involvement. Similarly, Dholakia et al. (2004) also used preceding (affective and social) constructs regarding the social identity.

Based on this assumption, the constructs presented below highlight the dimensions of involvement used in this thesis: the cognitive involvement and affective involvement and the influence over social identity.

2.3.1 Cognitive Involvement

The cognitive involvement is strengthened when the individual is exposed to a virtual environment with timeline, updates, and activities that can be evaluated, thus generating a perception of participation due to utilitarianism and purpose (Huang, 2012; Rohm et al., 2013).

Therefore, the perception of the participants that they have functional benefits when participating in a particular m-community makes it possible to accomplish a careful assessment to identify benefits. The evaluation provides feedback for the community categorization, which generates a process for creating the participants' identification with the community (Sedikides et al., 2013).

Thus, it is understood that there are distinct moments in the process of categorization and identification, which relate to social identity. At first, the participants in the community develop their perception of belonging with the cognitive bias (calculative) due to the usability and possibility of generating results (Hogg & Abrams, 1988). Therefore, it is perceived that such a possibility would occur when the participant was inserted in the m-community, which allows the experience of evaluation.

The second moment described here precedes the first, where the participant understands the possibility of the groups to be identified for attending important needs (Hogg & Abrams, 1988).

Thus, the cognitive involvement would precede social identity, since it is understood that the involvement influences the tendency of individuals to participate in the behavior of association with the groups (Ellemers et al., 1999), in addition to the identification of the meaning of the group for this individual (Tajfel, 1972). For Dholakia et al. (2004), social identity derived, first and above all, from the functionality provided by the community. According to Hogg and Reid (2006), the cognitive process associated with social identity produces the behavior of the participant in the group.

Therefore, there is a gap in the relationship about the cognitive involvement as preceding the social identity of the participant in the mobile green community, in addition to the behavioral intentions of the participating individual. Thus, the following hypotheses are suggested:

H2a: Cognitive Involvement positively influences Social Identity of the participants in mobile green communities.

H2b: Cognitive Involvement positively influences Purchase Intention of the participants in mobile green communities.

2.3.2 Affective Involvement

The affective involvement is defined as the relevance in participating in a community based on affective needs, values, and interests (Zaichkowsky, 1994). For the identification, Lam et al. (2013) state that it is the psychological state of perception, meaning, and value of belonging. Kressmann et al., (2006) emphasize that the feeling of belonging and emotional attachment are characteristics of the identification.

For Okonkwo (2010), the internet and mobile devices (mobile phones) develop an important role to strengthen the identity of the brand, in addition to enable better interaction with the users through virtual forums, which reinforces the image of the organization.

From the feeling of belonging, the participant carries out organically the activities that will be performed and shared with other members of the m-community. It is believed that this

is due to the participant understanding that there are naturalness and normality in particular attitudes, as the purchase of products, for example.

Thus, it is understood that the affective aspects of the individuals are important not only to maintain their behaviors in the community, but also that such aspects will influence when they are joining the m-community (or communities) (Ellemers et al., 1999), since the dynamicity and reciprocity between the constructs is evidenced (Palmer et al., 2013), thus suggesting the following hypotheses:

H2c: Affective Involvement positively influences Social Identity of the participants in mobile green communities.

H2d: Affective Involvement positively influences Purchase Intention of the participants in mobile green communities.

2.4 Flow and Mobile Communities

According to Csikszentmihalyi (1975), flow is a holistic experience of the individual when is acting with total involvement. When someone is in a state of flow, they are completely immersed in the activity, having the sense of controlling the environment. The state of flow reflects the balance between the abilities of the user and the challenge being posed (Ho & Kuo, 2010).

The experience of flow is experienced not only according to the subject, but also according to the context, insofar as the task and the instruments are involved (Lazoc & Caraivan, 2012). In these terms, recent studies noted that the *flow* (flow of experience) is a construct useful to describe the interactions between the individuals and the context of virtual environments (Huang, 2012; Chang & Zhu, 2012; Gao & Bai, 2014). According to Hoffmann and Novak (1996) the state of flow in an online environment occurs when one is navigating and has the following characteristics: (1) is a continuous sequence of responses facilitated by a machine interactivity (PC, tablet, etc.); (2) intrinsically pleasant; (3) loss of self-awareness; and (4) generates self-reinforcement.

Flow has multiple components. Some of the components perceived in the mobile social networking environment are the fun (pleasure and fun associated with the m-community use), concentration (immersion in an activity), perceived control (feeling of control over the activity and environment) (Koufaris, 2002).).

The m-community members who realize their highly attractive virtual experiences and who engage intensively in the activity developed in the mobile environment will likely be focused on the interactions and activities of the m-community. Moreover, when the participants realize that had a pleasant experience in making exchanges within the m-community, they hope to relive that experience again (Huang, 2012).

Therefore, the results expected by the participants are related to the process of community experience (time invested, for example), allowing a greater propensity to invest in the community (Huang, 2012). Thus, the following hypotheses are suggested.

H3a: Cognitive Involvement positively influences the state of Flow of the participants in mobile green communities.

H3b: Affective Involvement positively influences the state of Flow of the participants in mobile green communities.

H3c: Social Identity positively influences the state of Flow of the participants in mobile green communities.

H3d: The state of Flow positively influences the Purchase Intention of the participants in mobile green communities.

3 Method

Considering the descriptive objective of the research, a survey-type study was carried out. The sample of this study was based according to the researcher's convenience. This is justified by the research being conducted with different individuals who were members of mobile communities.

Before the data collection stage with the target subjects of the research, the validation and pre-test steps of the survey instrument were carried out.

The first stage was carried out with 10 respondents and made it possible to adjust content terms and grammar so that the respondent could better understand the meaning of the question. The second stage made it possible to check the reliability of the items used in the scales with the *Cronbach's Alpha*, having a sample with 22 respondents. The step of reliability analysis of the scales presented satisfactory values above 0.8 (> 0.60).

The research instrument used 29 questions, with 22 questions being about the research constructs with 5-point Likert scales. The cognitive involvement construct had 5 items (Chang et al., 2013); affective involvement had 4 items (Palmer et al., 2013); flow had 3 items (Gao et al., 2015); the construct social identity had 6 items (Dholakia et al., 2004, Tsiotsou, 2015); and the purchase intention evaluated 4 items (Gao et al., 2015). Moreover, the instrument included two questions (questions 2 and 3) that characterized the m-community, two questions about the profile of use (frequency and contribution) (questions 4 and 5) and two about the profile of the respondents (questions 28 and 29). The first question of the instrument was characterized as being a filter for the continuity of the interaction of the respondents with the instrument. The question was about the behavior of the participant in the use of the community in relation to the platform, differentiating the interaction with the community between that made predominantly with a mobile device (tablet or smartphone) and that made with a fixed device (PC or laptop).

The data collection were carried out in real virtual communities, which addresses the topic of green consumption. The data were collected online, with a link made available after an instrument developed with the software Microsoft Word® 2010. Simultaneously, a Google Docs page was created with the questions of the research. 1020 people were contacted in 3 communities that showed an affinity with the research proposal and enabled virtual and individual contact with the members to send the instrument. 152 participants who responded were considered valid for the research.

Finally, for the data analysis, the structural equation modeling technique was used, because this is used in the marketing field robustly, examines multiple relationships between a set of variables simultaneously, and tests hypotheses of relationships between latent variables (Hair Jr. et al., 2005), with that being the aim of this article.

4 Results

The profile of the respondents highlights the majority being of women (58% (89)), and the predominant age group being 30-39 years old (29% (44)). The frequency of use was characterized as being low, since 44% (67) respondents stressed that they use the m-community only once a month. Regarding the contribution frequency, 23% (35) emphasized that they "Never" make contributions, followed by "Almost never (once every 3 months)" corresponding to 14.5% (22).

After the step of describing the profiles, data were treated and the assumptions were checked. Next, the measures through reliability and validity analysis.

As can be seen in Table 1, all factor loads for the indicators of the constructs Cognitive Involvement and Flow were above 0.60, which suggests that all items that compose the constructs must be maintained.

Table 1 - Analysis of the constructs - Alpha, CR, and AEV

Construct	Initial Measurement Model				Purified Measurement Model			
	Nº of items	***Alpha***	**CR**	**AEV**	**Nº of items**	***Alpha***	**CR**	**AEV**
CI	5	0.79	0.80	0.50	-	-	-	-
AI	4	**0.62**	**0.65**	**0.37**	2	0.77	0.78	0.63
FL	3	0.73	0.74	0.50	-	-	-	-
SI	6	0.77	0.77	**0.38**	2	0.78	0.79	0.56
PI	4	0.77	0.78	**0.48**	1	0.78	0.78	0.55
Indices		**>0.70**	**>0.70**	**>0.50**		**>0.70**	**>0.70**	**>0.50**

The constructs Affective Involvement, Social Identity and Purchase Intention had a reduction in the number of items, because its loads are under 0.60, being necessary to remove the following variables: Affective Involvement (AI2 and AI4), Social Identity (SI3 and SI4), and Purchase Intention (PI3r).

However, not all items under 0.60 were excluded, as in the case of CI3r (0.52), SI6 (0.51). The justification to keep the item is in the improvement of other measures for the construct, in the cases of *Cronbach's Alpha* and the Composite Reliability (CR).

Regarding the Cronbach's Alpha values, almost all constructs presented had an index greater than 0.70, following the recommendations of Hair et al. (2009). The only value that was smaller was the Affective Involvement construct (0.62). After the purification of the items, the values of the constructs maintained the value above 0.70 and the construct that was below presented the *Alpha* value equals to 0.77.

Regarding the verified values for composite reliability (CR), it can be seen that the lowest value is of the Affective Involvement construct, whose value was 0.65. Thus, it is emphasized that the reference value that is recommended in the literature is 0.70 (Hair Jr.et al., 2009). After the purification, the CR value of the construct was 0.78, presenting thus an expected value.

The last analysis was the Extracted Variance (EV), in which it was possible to see that, again, the construct Affective Involvement did not present the result with the value 0.50, as recommended in the literature, but the value 0.37 (Hair Jr.et al., 2009). However, following the previous measurements, after the data purification, the AEV value of the construct increased to 0.63.

The construct Social Identity, which presented value 0.38 for AEV, went to 0,56 after the purification. Similarly, the construct Purchase Intention was improved after purification, going from 0.48 to 0.55.

Then, the discriminant validity test was carried out while comparing the average extracted variance (AEV) with the shared variance (SV) pairwise (Fornell & Larker, 1981).

As shown in Table 2, the SV value was higher than the AEV value (underlined in Table 2) in three crossings.

Table 2 - Analysis of the shared and extracted variances

Construct	CI	AI	FL	PI	SI
CI	**0.40**				
AI	**0.65**	**0.63**			
FL	0.37	**0.62**	**0.49**		
PI	0.01	0.01	0.00	**0.55**	
SI	0.33	0.49	**0.61**	0.01	**0.42**

*Note: AEV are in the diagonal lines, while the correlation is in the quadrants below.

For these cases, the Bagozzi and Phillips (1982) test was also used. This test assesses the chi-square difference for two situations: free model and model with correlation fixed at 1.

Results showed that the constructs presented chi-square differences higher than 3.84 and sig. 5%, showing discriminant validity.

Subsequently, the structural model and the hypotheses proposed were tested. Considering the model adjustment indices (*fits*), the results showed that the study presents indices that are within or close to the range suggested in the literature. The indices CFI (0.90) and RMSEA (0.08) were little below and within the range suggested in the literature (>0.80 and <0.08, respectively). The TLI index presented value 0.80. However, the value found must not be considered as an impeditive to the model, as it can be considered acceptable. The SRMR presented value (0.08) within the range suggested as being acceptable by the literature (equal or under 0.08). Finally, GFI presented a value of 0.88, which indicates a good adjustment since the value suggested of 0.90.

The main results of the hypotheses that were tested are presented in Table 3.

Table 3 - Hypotheses of the Conceptual Model

Hypotheses				Coefficients	Standard Error	Standardized Coefficients	C.R.	*Sig	Support for hypothesis
H1	SI	→	PI	3.275	1.868	1.878	1.75	0.05	Supported
H2a	CI	→	SI	0.305	0.132	0.235	2.30	0.021	Supported
H2b	CI	→	PI	-0.409	0.338	-0.181	**-1.21**	0.227	Not supported
H2c	AI	→	SI	-0.748	0.191	-0.503	**-3.98**	0.001	Not supported
H2d	AI	→	PI	1.188	0.719	0.458	1.65	0.1	Not supported

Hypotheses				Coefficients	Standard Error	Standardized Coefficients	C.R.	*Sig	Support for hypothesis
H3a	CI	→	*FL*	0.028	0.172	0.015	0.16	**0.869**	Not supported
H3b	AI	→	*FL*	0.356	0.241	0.16	1.47	**0.14**	Not supported
H3c	SI	→	*FL*	1.454	0.292	0.97	4.97	0.001	Supported
H3d	*FL*	→	PI	-1.483	1.098	-1.275	**-1.35**	0.177	Not supported

The H1 hypothesis predicted that SI would impact the CI of the participants in the community. Results show a significant effect (0.05), that is, the characteristics of the m-community enable the purchase behavior in it.

In the relationship between SI and FL (H3c), the values resulted in coefficient β=0.7 and significance 0.001 ($p<0.05$), thus supporting the hypothesis. According to Code and Zaparyniuk (2010), the growth of the communities depends on the ability of the individuals in finding and collaborating with the community, in order to cure the needs and desires of the participants.

Results regarding the hypotheses of the relationships between CI and the other constructs were not supported, with the exception of the relationship between CI and SI. The presented values were Cognitive Involvement and Social identity (H2a), with β=0.235 and significance 0.021 ($p<0.05$). The result shows that the identity involves a gradual process that is facilitated by the involvement with the source of identity (Palmer et al., 2013).

For the relationship between CI and FL (H3a), the result showed β= 0.015 and significance 869, thus not supporting the hypothesis. The result is contrary to what Lazoc and Caraivan (2012) point out, who highlight the positive relationship between results- and flow-oriented experiences.

For the relationship between CI and PI (H2b), the results showed an inverse relationship with the hypothesis, thus not supporting it. Values presented β=0.181 and significance 0.0227.

Regarding the results between AI and SI (H2c), the coefficient was β= 0.503 and significance 0.001 ($p<0.05$), thus not supporting the hypothesis. Thus, the result presents the inverse of what is proposed in the hypothesis, which suggests that the affective involvement does not influence the identity of the participants to join the community, since the affective involvement is a way of connecting with the social group while the social identity is a long-term thing (Ashforth et al., 2008).

The hypothesis on the relationship between Affective Involvement and Purchase Intention, as well as for the other involvement presented, was not supported. The results were β=0.458 and significance 0.1 ($p>0.05$). Thus, it can be seen that the involvements do not have direct positive effects on the purchase intention in the community.

For the relationship between AI and FL (H3b), the hypothesis was also not supported, presenting β = 0.16 and significance 0.14 ($p>0.05$). The result suggests that the Flow is not influenced by affective elements in the m-community. Thus, the hedonistic nature of the state of flow (Lazoc & Caraivan, 2012) is not present in the participant's relationship with the m-community, suggesting the possibility of other forms of (cognitive) Flow.

In the relationship between FL and PI (H3d), the results showed β= -1.275 and significance 0.177 ($p<0.05$), thus not supporting the hypothesis. The presented result suggests that exploratory behavior occurs, considering that the participants enter to search for

information that is relevant to their lives and relatives. Thus, the relationship of flow with the purchase intentions does not happen directly (Korzaan, 2003).

5 Final Discussion and Conclusions

Based on the proposed objectives, the result of the relationship between Social Identity and Purchase Intention was supported, suggesting that the sense of belonging provided by the community generates positive behavioral intentions in the participants (McGowan et al., 2017). Thus, is supported the premise that internal factors related to environmental awareness and green consumption attitude may assist in explaining the participation in this community (Reel et al., 2012). Moreover, two key factors favor the behavioral intention of the participants, which are the promotion of green products (Janssen & Jager, 2002) and the members' perception of the responsibility of the current environmental stage (Stein & Khare, 2009).

Another important objective in the study was testing the Cognitive Involvement and Affective Involvement as antecedents of the Social Identity (H2a and H2c, respectively). The presented results did not support the relationship of the AI and supported for the CI. Thus, it is understood that the affective aspects are no more relevant to the formation of the identity of m-communities related to the content presented by the community, but to aspects that enable the results perceived for the participation and the formation of identity. This strengthens the utilitarian aspects of green consumption while emphasizing the role of the participants in their socially responsible positioning. In this line of consumption linked to the sustainable utilitarianism, the utility of the consumption is focused on society and not on the individual (Heiskanen et al., 2005).

Considering the Flow construct, only its relationship with Social Identity was supported, suggesting that the identification of the individuals with the community leads them to participate actively in the activities of the community (Tsiotsou, 2015).

As contributions, the analysis of the relationships between CI and AI as antecedents of SI presented results that allow understanding the antecedent of the participant's identity in the mobile communities connected to the green consumption, noting that the CI is considered as antecedent and the affective aspects were not proved to be positive. These results collaborate and may be related to the involvement of the community with its individual and reference values. For Ozaki (2011), these groups are strongly influenced by its social bonds, that assist in the construction of the individual normative beliefs, in this case associated with the importance of the sustainable and green consumption.

Another important contribution is the relationship between SI and PI, suggesting that there is support for m-communities with homogeneous characteristics, as in the case of green consumption, as shown above. For Hartmann and Ibañez (2006), social identity and purchase intention to consume sustainable or green products are related to the current needs and desires of the consumer who is more concerned with the environmental resources and with the real impact of this consumption on our current and future environment. Thus, having a concern about the impact of their consumption on the community may be essential to explain their identity or purchase intent in the market (Straughan & Roberts, 1999; Carrete et al., 2012).

Therefore, the characteristics and norms of an m-community are important factors, as the participants internalize such elements. The green ideology categorizes the participants on account of their motivations, as their practices are usually not understood by groups of other orientations, and on account of daily practical information that is unknown to the general population (Ottman, 2011). This reinforces the choice of SIT for the development of the research, since the ingroup versus outgroup perceptions are evidenced by the results.

In future studies, it is suggested to carry out the analysis in m-communities with internationally dispersed members and m-communities with a greater flow of product/service

commercialization, which would make it possible to compare the results, as well as the exploratory research that allows a greater in-depth understanding of the results.

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