Explanatory models of we-intentions:

A longitudinal study in the Italian context

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Why studying shared intentions?

- In the everyday language frequent use of collective concepts: e.g., "a team celebrate a victory at the restaurant"
- Philosophy of action (e.g., Mele, 1992) assumes that individual action is not sufficient to explain collective action → ***joint*** behavior requires also ***joint*** intentions
- **We-intentions** (Toumela, 1995): *"a commitment of an individual to participate in joint action [that] involves an implicit or explicit agreement between the participants to engage in that joint action"*

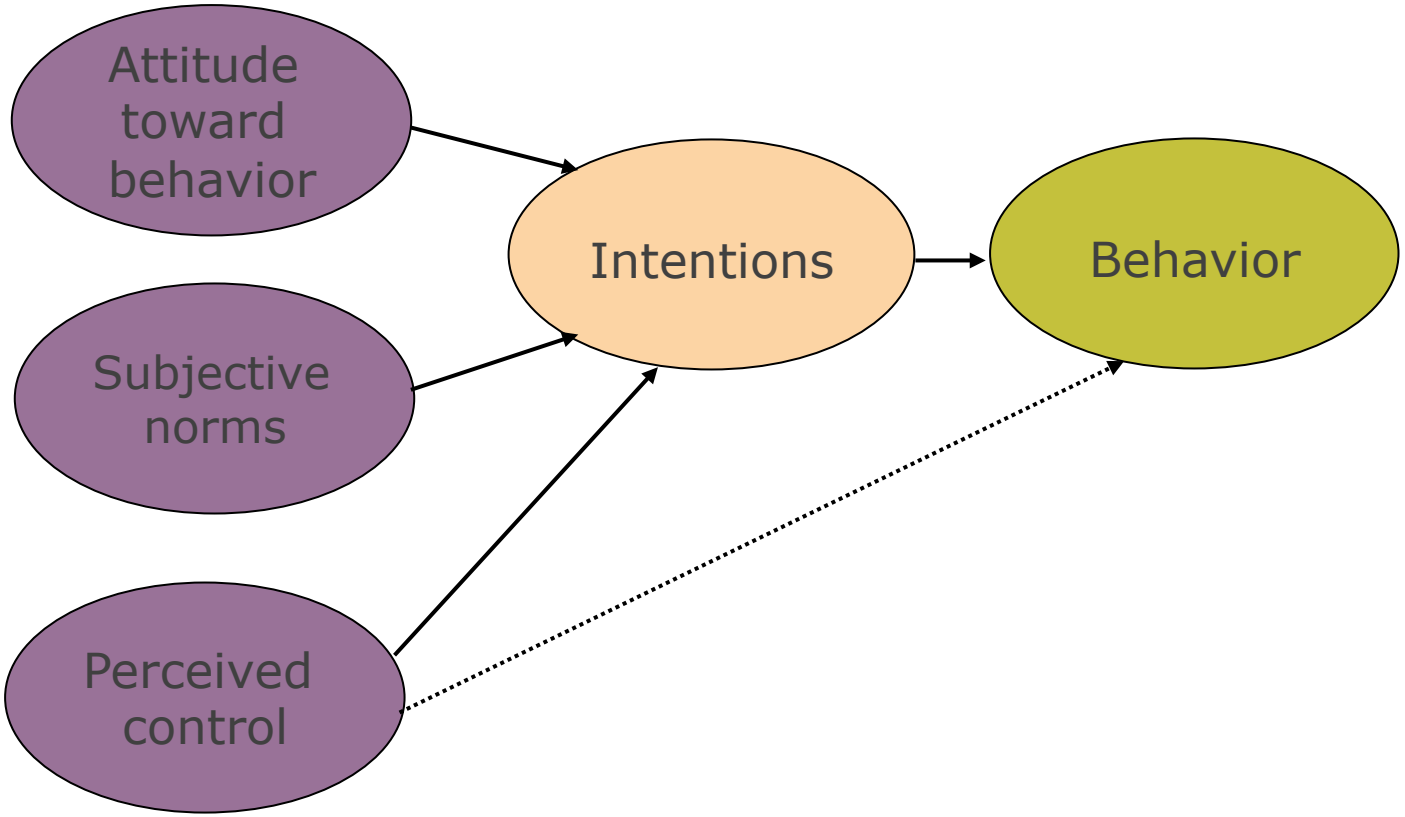
Models of intentions

- As in philosophical conception, Bagozzi and Lee (2002) distinguished:
- **I-intentions** refer to a personal intention to perform an individual action by oneself (e.g., "I intend to buy a book")
- **we-intentions**, the joint activity can be performed since the person is a member of a particular group and the action is conceived as both the group which acts, or the person who acts as an agent of (or with) the group (Bagozzi, 2005).

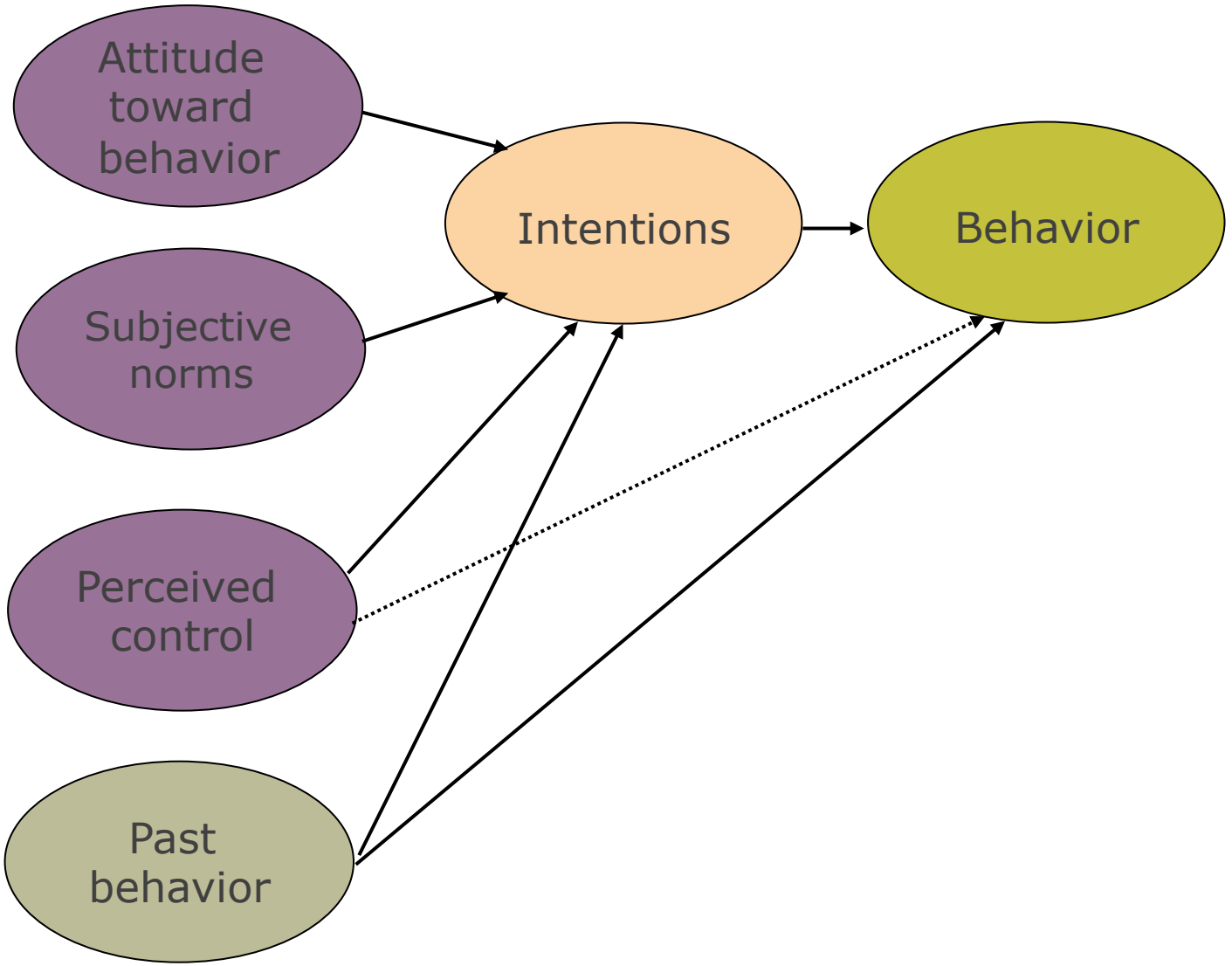
Models of intentions

- Two classes of antecedents:
  - *social influences* to perform a group act (see Bagozzi & Dholakia, 2002) → ***ingroup identification*** from social identity perspective (Tajfel, 1981).
  - individual-level reasons (e.g. attitude, desire, anticipated emotions and perceived control), as formalized in theories of attitude-behavior relationship);
    - Theory of planned behavior (Ajzen, 1991)
    - Model of goal directed behavior (MGB, Perugini & Bagozzi, 2001)

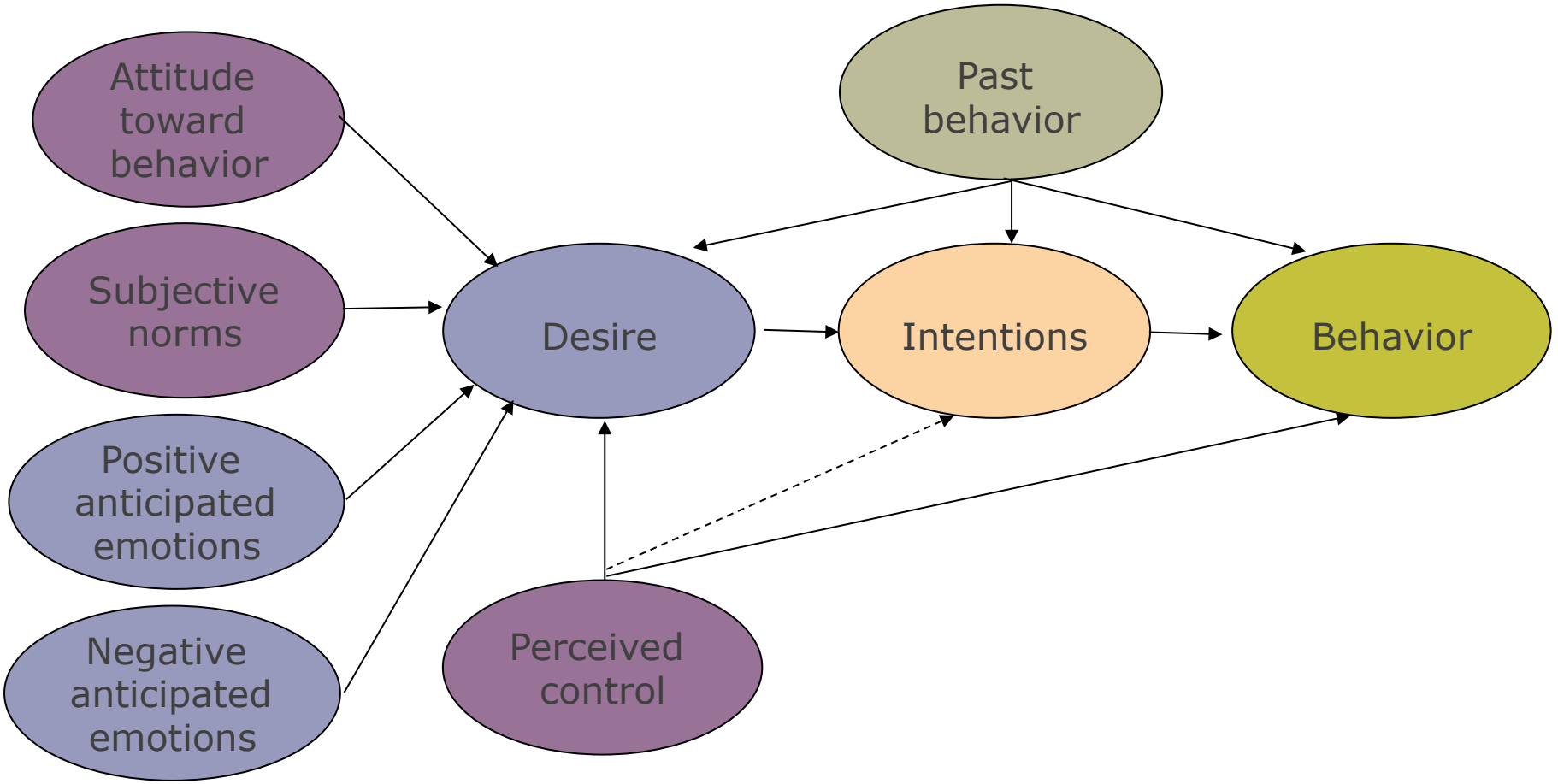
Theory of planned behavior (TPB) Ajzen, 1991



TPB + past behavior



Model of goal-directed behavior – MGB (Perugini & Bagozzi, 2001)



Household behavior

- Target behavior: contributing, together with the other family members, to maintain a positive family budget
- Some household behavior may be better understood if it is considered in terms of social action
- "Being a family" is a vitally important collective enterprise central to many consumption experiences (Epp & Price, 2008)

Aims

- To verify which model best predicts and explains I-intentions and we-intentions:
  - Theory of planned behavior (TPB; Ajzen, 1991)
  - TPB augmented with past behavior
  - MGB (Perugini & Bagozzi, 2001)
  - The construct of ***ingroup identification*** was added to the theoretical models to represent social influence.

- To identify the determinants of the actual behavior:
  - We hypothesized that a ***second-order factor of intentionality*** may explain the performance
  - The behavior should be a function of not only personal group-oriented I-intentions, that is the intentions to perform one's part of the action, but also a function of the shared intentions to realize the joint action with the other family members.

Participants and procedure

- Longitudinal design (one month from 1st to 2nd phase)
- First phase: 481 students:
  - 101 males and 380 females
  - Mean age = 20.50, SD = 1.93
- Second phase: 300 students:
  - 88 males and 212 females
  - Mean age = 20.44, SD = 1.84
- Participants contacted during lessons
- Questionnaire phase 1:
  - Measures of all the constructs of TPB and MGB
- Questionnaire phase 2:
  - Measure of behavior

First phase questionnaire

- Measures adapted mainly from Bagozzi and Dholakia (2002):

- *Attitude*. 7-point semantic differential items (1 = negative pole, 7 = positive pole):
  - *Affective component*: six items, e.g., unpleasant-pleasant
  - *Evaluative component*: five items, e.g., useful-useless

- *Anticipated emotions*. 7-point scales, 1 (*not at all*) to 7 (*very strongly*):
  - *Positive emotions, in case of success:* seven items, e.g., satisfied
  - *Negative emotions*, in case of failure: ten items, e.g., disappointed

First phase questionnaire

- *Identification*. Adapted by Capozza et al. (2006) was used; 7-point scale, *absolutely false* (1) and *absolutely true* (7):
  - Evaluative component: e.g., "I evaluate positively being part of my family"
  - Emotional component: e.g., "I feel attachment toward the other members of my family"
  - Self-stereotyping: e.g., "I perceive myself as similar to the other members of my family"
  - Awareness of belonging: e.g., "Being a *(mentally insert your last name)* is something I think about often"

First phase questionnaire

- *I-intentions*. Two 7-point measures I-intentions:
  - "How likely is your intention of contributing, in the next four weeks, to maintain a positive family budget?". From *very unlikely* (1) to *very likely* (7).
- *We-intentions*. Two items of agreement (1 *strongly disagree* and 7 *strongly agree)*:
  - "We – that is, the other members of my family and I – intend to contribute together to maintain, in the next four weeks, a positive family budget"

+ Second phase questionnaire

- *Proactive behavior*, realized actively in order to contribute to the family income. Four items were used:
  - "How often in the last four weeks, have you contributed, together with the other members of your family, to maintain a positive family budget?"; a 7-point scale, ranging from 1 (*never*) to 7 (*very often*) followed.
- *Foregoing behavior* of giving up purchases or services. Three multi-choice items were used; the alternatives (e.g., books, clothes, etc.) were selected in a pilot study.

+ Data analyses

- Structural equation modeling (SEM) with LISREL (Jöreskog & Sörbom, 2003) with latent variables, to test the explicative and predictive power of alternative models.

- Goodness-of-fit evaluated by (Hu & Bentler, 2001):
  - χ^2 test, satisfactory when non-significant;
  - the CFI, greater than or equal to .95;
  - the RMSEA and the SRMS, when they are less than or equal to .08.
  - Models were also compared for their predictive power by inspecting the R^2 for the criteria within each model.

+ Results

Table 1. Explained variance of alternative models

	Explained variance	
	R^2_I	R^2_{WE}
TPB + identification	.37	.26
TPB + past behavior + identification	.59	.39
MGB + identification	**.89**	**.55**

Nota. TPB = theory of planned behavior; MGB = model of goal-directed behavior. R^2_I = explained variance of I-intentions; R^2_{WE} = explained variance of we-intentions.

+ Results

Table 1. Goodness of fit indexes and explained variance of alternative models

	Goodness of fit indexes						Explained variance		
	χ^2	*df*	*p* ≅	RMSEA	SRMR	CFI	R^2_I	R^2_{WE}	R^2_D
TPB + ID	288.92	146	.00	.044	.047	.98	.37	.26	/
TPB + PB & ID	332.53	178	.00	.041	.045	.98	.59	.39	/
MGB + ID	566.95	302	.00	.043	.043	.98	.87	.58	.54

Nota. TPB = theory of planned behavior; ID = identification; PB = past behavior; MGB = model of goal-directed behavior. R^2_I = explained variance of I-intention; R^2_{WE} = explained variance of we-intention; R^2_D = explained variance of desire.

Figure 1a. First phase: MGB + second order factor of identification, completely standardized solution

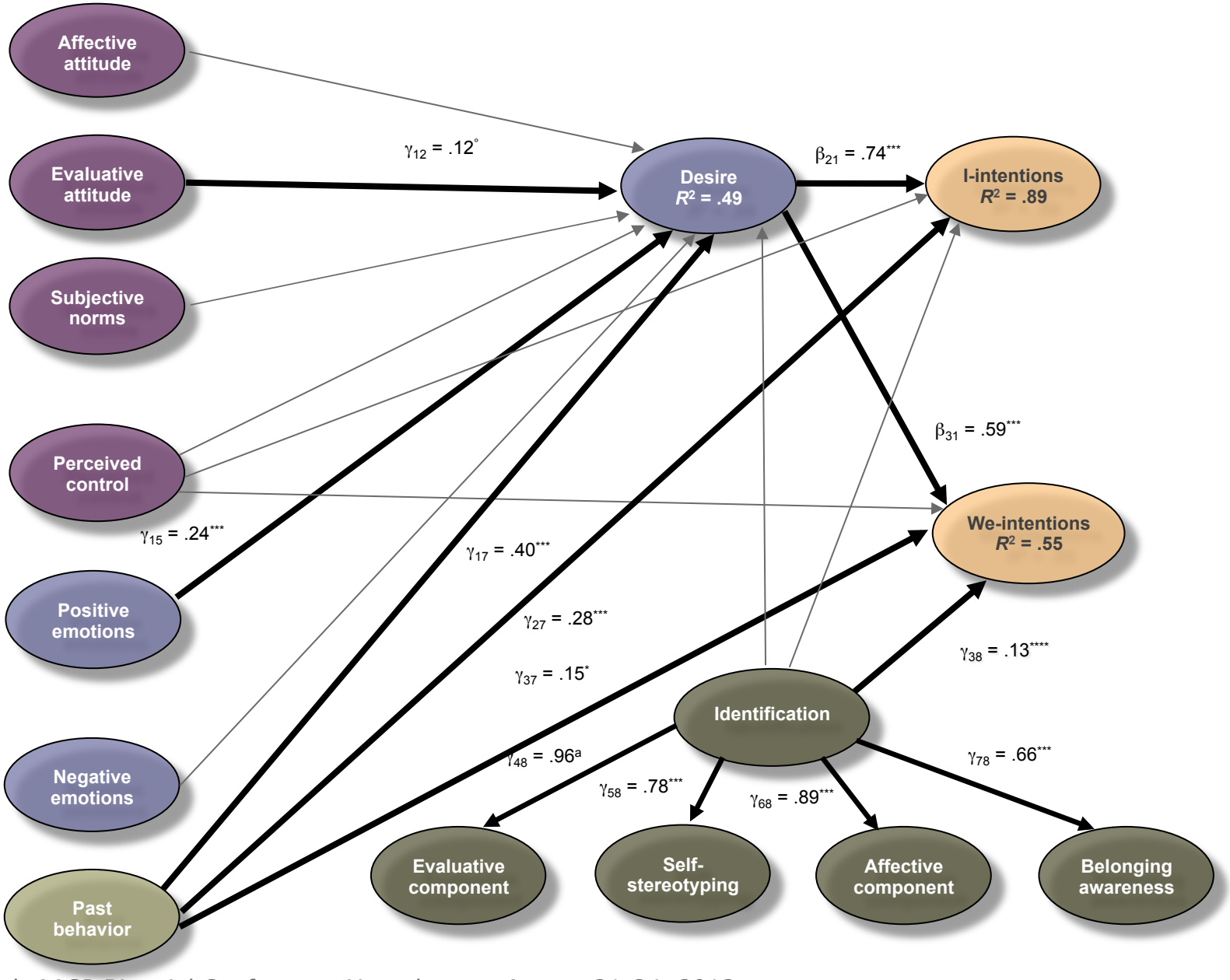


Figure 1b. MGB + second order factor of identification, completely standardized solution (details)

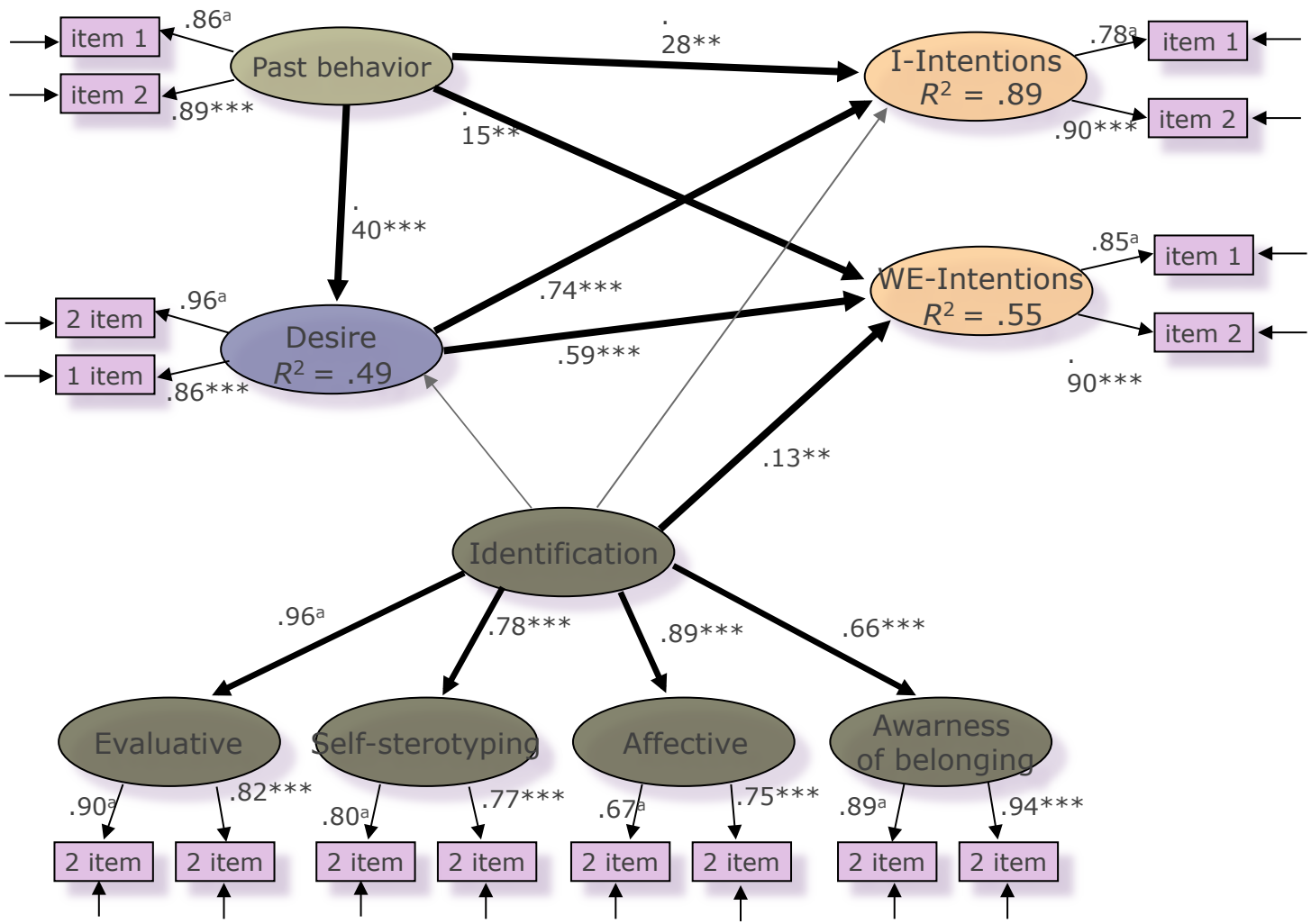


Figure 2a. Second phase: MGB + second order factor of identification + second order factor of intentionality, completely standardized solution

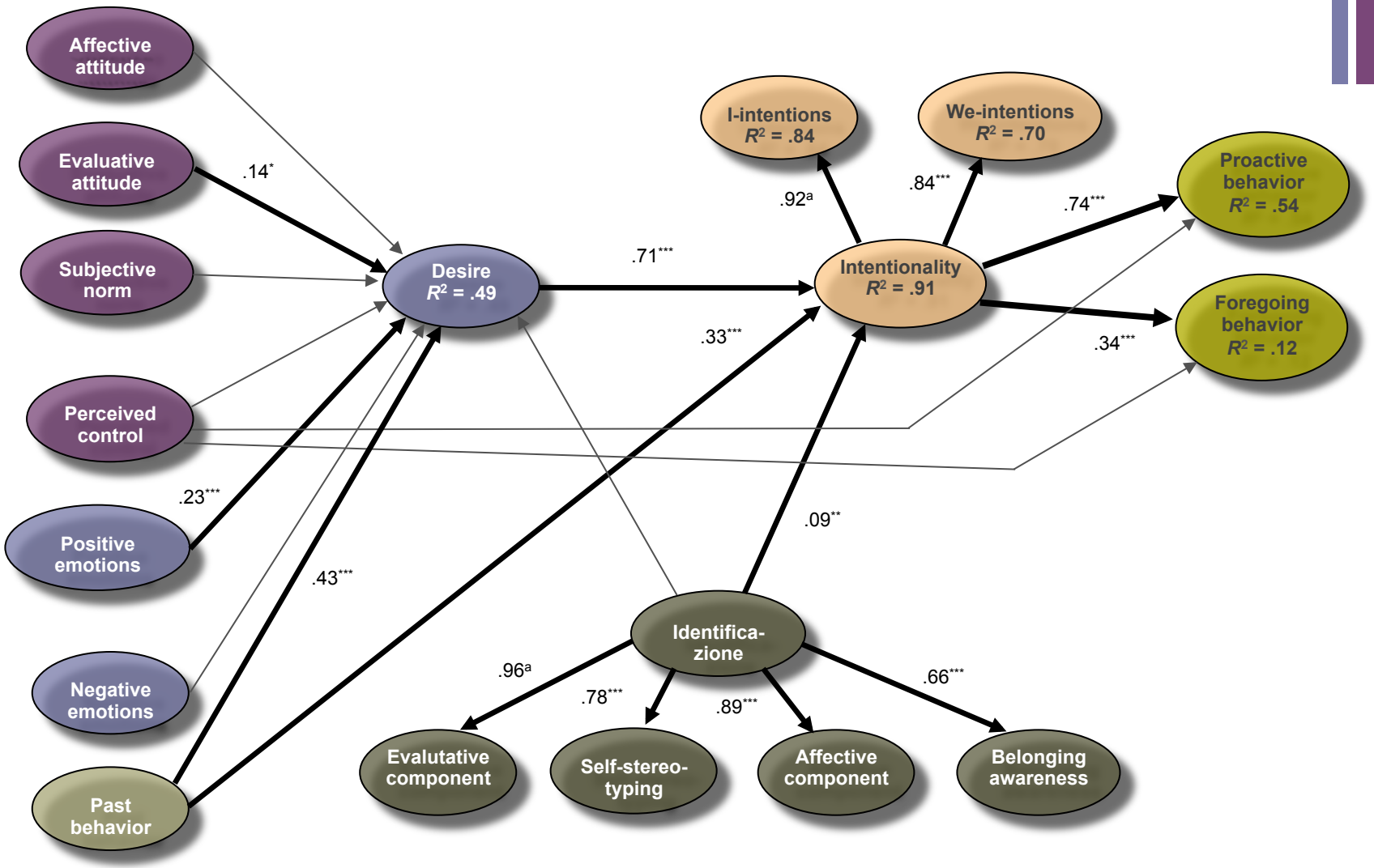
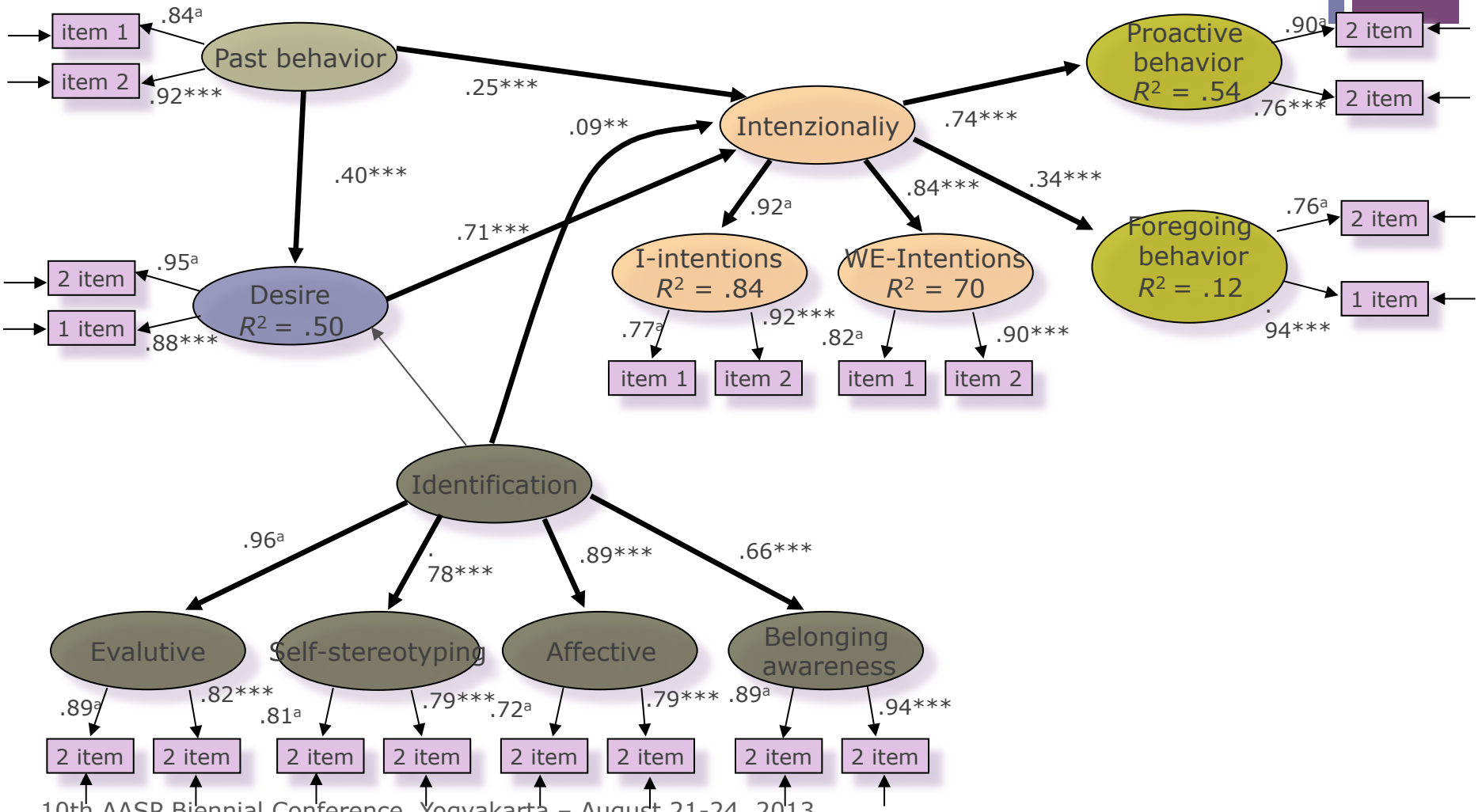


Figure 2b. MGB + second order factor of identification + second order factor of intentionality, completely standardized solution (details)



+ Conclusions

- The comparison between leading theories revealed that the MGB (Perugini & Bagozzi, 2001) has the greatest predictive and explanatory power.

- Group-oriented I-intentions, that is the intentions to realize one's part of action, depend only on personal reasons to act; on the contrary, the development of we-intentions also require the influence of social-identity (Tajfel, 1991; Brown & Capozza, 2006). That is, if participants decide to take part in an action that is shared with the other family members, one of the reasons is also because people need to satisfy their desire of belonging: the more they identify with the family, the more they are committed in the joint action.

+ Conclusions

- The considered household behavior is determined by an intentionality factor, which is due both to the individual's will and to the shared – explicit or implicit – commitment to act jointly.

- These results help to understand partially cooperative group action, which refers to situations in which the members of a group perform coordinated individual actions that is, the individual contribution to the joint action may occur independently and on a different time from the contribution of the other group members

Terima kasih!

- If you are interested in a joint collaboration on the concepts of we-intentions, please feel free to write me!
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