

THE EFFECT OF FAMILY AND INDIVIDUAL VALUES ON ENVIRONMENTALLY RESPONSIBLE CONSUMPTION AWARENESS

Neslihan Sayraç¹, Ela Ari^{2*}, Gökhan Malkoç³

¹MA, İstanbul University, Turkey neslihan.sayrac@ogr.iu.edu.tr

²Dr., İstanbul Ticaret University, TURKEY, eari@ticaret.edu.tr

³Prof. Dr., İstanbul Ticaret University, TURKEY, eari@ticaret.edu.tr

*Corresponding author

Abstract

In recent years, irresponsible consumption of natural resources and increasing rates of individual consumption has led to rapid industrialization and growing environmental pollution. For this reason, the adoption of environmentally responsible consumer behaviour has become a necessity. Parents have an important role in bringing the next generation consumption attitudes since family is the the first place where social environment for modelling is formed. Previous literature emphasizes the effect of the mother's consumption attitudes and behaviors on the child's (Moore and Moschis, 1981). The main objective of this research is to investigate the effect of parents on the individual's environmentally responsible consumption awareness.

Values are representative of the general goals and objectives developed at different times and situations (Schwartz, 1992). Individual's values have an effect on behaviors, especially on consumption behaviors. Therefore, this paper also examines the influence of individual's values on environmentally responsible consumption awareness. In addition, the impact of demographic characteristics such as gender, age, family income level on the individual's environmentally responsible consumption awareness is likewise explored.

The sample of the study consisted of 293 university students aged between 18 and 28. Schwartz Values List and Environmentally Conscious Consumption and Awareness Scale have been used to collect data. In addition to this, participants have also reported their perceptions about their parents' Environmentally Conscious Consumption and Awareness. The results indicated that the mother's environmentally responsible consumption awareness predicted positively individual's environmentally responsible consumer awareness. Also, benevolence values were found to have a mediating role between individuals and mother's environmentally responsible consumer awareness. Finally, universalism values also have a mediating role between individuals and mother's environmentally responsible consumer awareness. This study contributes to the relevant literature by investigating the role of the individual values on environmentally consumption behavior within family scope.

Keywords: Socially responsible consumption behaviour, family, values

1 INTRODUCTION

Unlimited and irresponsible use of resources led to the rise of environmental problems and resource scarcities. Scientific, technological, industrial development and the rapid progress of modern man in the field

of economics improve the quality of life, while damaging the environment and the livings (Rodda, 1991). Rapid population growth and economic development caused the depletion of natural resources and early exploitation of the needs of the next generation (Roberts, 1996). Thus, next generation needs to develop more responsible consumption attitudes to be able to reduce environmental problems and use the resources carefully.

Socially responsible consumer describes the individuals who are more sensitive to environmental and social problems and are the ones who tend to be less damaging the environment and more careful about their product consumption (Roberts, 1996). In today's environment, individuals must act knowing that the natural resources are needed to sustain the life of others (Pickett-Baker and Ozaki, 2008). Thus, the need for increasing the awareness for socially responsible consumer behaviour is urgent. To increase this awareness family and education institutions are the first environments in which a child will learn to develop good habits (Thogersen and Ölander, 2002).

Family is the first institution where societal values, culture and consumption habits are developed (Moschis, Moore and Smith, 1994). Thus, family has an important role in upbringing the next generation as responsible and environmentally conscious consumers (Moore and Moschis, 1981). Especially mothers have a powerful impact on raising environmentalists and conscious children (Moore and Stephens, 1975). Equally powerful impact can be created via consumer education, which aims to train and inform the consumers. Consumer education is an informational and educational investment including the orientation of economic activity of individuals, addressing their needs, increasing awareness about resources, informing them about their fundamental rights and about their power to influence the market (McNeal, 1992).

Previous literature examined the relationship between consumer attitudes and responsible consumption behavior as well as environmental awareness. However, the responsible consumption awareness has not yet been observed in terms of individual values and in the context of the parents' consumption awareness. Therefore, the main objective of this research is to investigate the role of the mothers and individual values on the individuals' socially responsible consumption awareness. The mediating role of individual values between mother's socially responsible consumption awareness and the individual's socially responsible consumption awareness were investigated as well. In addition, the demographics such as gender, age, family income level effect on socially responsible consumer behavior were also explored.

The remainder of this article is structured as follows. The next section explains the methodology that we used to reach our main objectives. Then, we report the findings from a survey study. Finally, an overall discussion of the findings, implications and potential directions for future research are presented.

2 METHOD

2.1.1 Participants

The sample consisted of 171 (58.4%) female and 122 (41.6%) male university students. The average age was 20.56 with a standard deviation of 1.43. Participants were selected from various departments in a university in Istanbul.

2.1.2 Measurement Tools

Demographic Information Form:

This form is designed by researchers to collect demographic information such as age, sex, education, parent's education level, parents' working status, income level, areas of study and asks if they volunteer in environmental activities.

Consumption Consciousness on Environmental Responsibility:

Consumption Consciousness on Environmental Responsibility is a 24-item self-report instrument, developed by Köse & Gül (2014). The scale consists of three factors; "environmental responsibility and consciousness", "consumption and purchasing" and "saving-economy". Higher scores indicate higher of level of consumption consciousness on environmental responsibility. The total Cronbach's Alpha reliability value was .76 and subscales were between 0.75-0.81. Examination of scree plot suggested one dimension as "environmental responsibility and consciousness". This factor accounted for 38% of the variance.

Schwartz Value Survey (SVS):

SVS developed by Schwartz (1992) was adapted to Turkish by Kuşdil & Kağıtçıbaşı (2000). SVS consisted of 56 items measuring individual values. The scale consists of ten factors; power, achievement, security,

hedonism, stimulation, self-direction, universalism, benevolence, conformity, tradition. By referring (ya da analysing) to the literature in this field, we found out that power, achievement, hedonism, universalism and benevolence factors are closely related to the environmental responsibility and they are exclusively used in such studies. (Thøgersen and Ölander, 2002) Examination of scree plot suggested two dimensions as universalism ($\alpha = .80$) and benevolence ($\alpha = .78$). These two factors accounted for 36% of the variance.

2.1.3 Procedure

Participants have conducted a survey by filling out a paper form. The survey consists of four sections: demographic form, the Consumption Consciousness on Environmental Responsibility, the perceptions about their mother's Consumption Consciousness on Environmental Responsibility and Schwartz Value Survey.

3 RESULTS

5.5% of the participants ($n=16$) were from sociology; 52.2% ($n=153$) were psychology; 16.0% ($n=47$) were business; 18.1% ($n=53$) were engineer and 8.2% were ($n=24$) law department students. Most of the participants' mothers and fathers were graduates of high school.

Using an independent t-test, it was confirmed that there is a significant difference between sexes in terms of environmentally responsible consumption awareness. Females' environmentally responsible consumption awareness is higher than males [$t(291) = 4.60, p = .01$]. Using an independent t-test, it was confirmed that there is a significant difference between psychology students and the students from other departments. Psychology students have more environmentally responsible consumption awareness than the others [$t(291) = 4.46, p = .01$]. We didn't find any significant difference among parent's education level, their working status and income level.

Correlation analysis was conducted to determine the relationships between all variables in the study. According to the results, there is a positive and a significant correlation between universalism and benevolence and dependent variable of environmentally responsible consumption awareness (respectively: $r = 0.34, p < .01$; $r = 0.19, p < .01$). It is also seen that there is a positive and a significant correlation between parents (mother and father) and environmentally responsible consumption awareness (respectively: $r = 0.31, p < 0.01$; $r = 0.31, p < .01$). No other correlations were found significant.

3.1.1. Regression Results

A hierarchical regression analysis was conducted with mother's environmentally responsible consumption awareness, universalism and benevolence to determine the predictors of individual's environmentally responsible consumption awareness.

Mother's environmentally responsible consumption awareness significantly predicted individual's environmentally responsible consumption awareness ($\beta = .18, t(290) = 2.07, p < .05$). In addition, universalism ($\beta = .44, t(290) = 5.55, p < .05$) and benevolence ($\beta = .14, t(290) = 1.71, p < .05$) values significantly predicted individual's environmentally responsible consumption awareness. These three variables explained 11% of the individuals environmentally responsible consumption awareness ($R^2 = 0.11, F(3, 291) = 10.67, p < .01$).

3.1.2. Mediator Role of Universalism Value in the Relationship between Mother's Environmentally Responsible Consumption Awareness and Individual Environmentally Responsible Consumption Awareness:

First of all, mother's environmentally responsible consumption awareness was entered into the equation as a predictor of individuals' environmentally responsible consumption awareness. Mother's environmentally responsible consumption awareness is a positive and significant predictor of individuals' environmentally responsible consumption awareness ($\beta = 0.31, t = 5.64, p < 0.01$). It explained 10% of the variance of individuals' environmentally responsible consumption awareness ($R^2 = 0.10, F(1, 191) = 31.78, p < .01$).

Secondly, universalism was entered into the equation as a predictor of mother's environmentally responsible consumption awareness. Universalism is a positive and significant predictor of mother's environmentally responsible consumption awareness ($\beta = 0.33, t = 5.99, p < .01$) and explained 11% of mothers ($R^2 = 0.11, F(1, 191) = 35.86, p < .01$).

Finally, mother's environmentally responsible consumption awareness and universalism entered simultaneously into the equation; universalism is a positive and significant predictor of individual's

environmentally responsible consumption awareness ($\beta = 0.27$, $t = 4.73$, $p < .01$). Also the relationship between mothers environmentally responsible consumption awareness and individuals environmentally responsible consumption awareness relationship strength has reduced ($\beta = 0.23$, $t = 3.94$, $p < .01$). The decrease of the beta coefficient of mother's environmentally responsible consumption awareness was confirmed to be significant by the Sobel test ($z = 3.24$, $p < .05$, see Fig. 1).

3.1.3. Mediator Role of Benevolence Value in the Relationship between Mother's Environmentally Responsible Consumption Awareness and Individual Environmentally Responsible Consumption Awareness:

At first, mother's environmentally responsible consumption awareness was entered into the equation as a predictor of individual's environmentally responsible consumption awareness. Mother's environmentally responsible consumption awareness is a positive and significant predictor of individual's environmentally responsible consumption awareness ($\beta = 0.31$, $t = 5.64$, $p < 0.01$) and explained 10% of the variance of individuals environmentally responsible consumption awareness ($R^2 = 0.10$, $F(1, 191) = 31.78$, $p < 0.01$).

Second, benevolence was entered into the equation as predictors of mother's environmentally responsible consumption awareness. Benevolence is a positive and significant predictor of mother's environmentally responsible consumption awareness ($\beta = 0.25$, $t = 4.31$, $p < 0.01$) and explained 6% of mother's environmentally responsible consumption awareness ($R^2 = 0.06$, $F(1, 291) = 18.57$, $p < 0.01$).

Finally, when mother's environmentally responsible consumption awareness and benevolence entered together into the equation, benevolence is a positive and significant predictor of individuals' environmentally responsible consumption awareness ($\beta = 0.12$, $t = 2.02$, $p < 0.01$). Also the relationship between mother's environmentally responsible consumption awareness and individuals' environmentally responsible consumption awareness relationship strength has decreased ($\beta = 0.29$, $t = 5.00$, $p < 0.01$). The decline of the beta coefficient of mother's environmentally responsible consumption awareness was confirmed to be significant by the Sobel test ($z = 3.78$, $p < 0.05$, see Fig.2).

4 DISCUSSION AND CONCLUSION

This part of the study, discusses the findings within the framework of the relevant literature. Previous literature has investigated demographic variables (gender, marital status, age, education level, family income) of the environmentally conscious consumers to examine the relationship between attitudes or consumption (Straughan and Roberts, 1999; Tilikdo and Delistavro, 2001).

4.1. Demographic Variables

4.1.1. Gender

First of all, although there are studies that did not find an effect of gender on the attitudes and behavior related to environmentally conscious consumption (Samdahl ve Robertson, 1989), there are more findings about women exhibiting significantly more environmentally conscious behavior than men (Blocker and Eckberg, 1997; Laroche et al., 2001; Webster, 1975; Mohai, 1992; Roberts, 1996). Straughan ve Roberts (1999) identified the environmentally conscious consumer's typical features as young, medium-income, educated and urban women. Furthermore, some researchers found that women are more biosphere (which focuses on the environment and ecosystem values) compared to men (Stern et al., 2005).

Consistent with previous literature, we found that women's environmentally conscious consumption awareness is significantly higher than men's. Women's upbringing, cultural factors and conventional gender roles drive them to be more attached, nurturing, and collaborative and caregiving (Zelezny and Bailey, 2006). Lee (2009) proposed that with the adoption of increasing responsibility and gender roles starting with puberty, women in their early adulthood turn out to be more responsive to issues related to environmental issues.

4.1.2. Income

Many studies showed that income is an important factor on environmentally conscious consumption behavior (Newell ve Green, 1997; Roberts, 1996; Roberts ve Bacon, 1997; Samdahl, Robertson, 1989; Zimmer ve ark., 1994). As the family income increases, conscious consumption behavior is also likewise increasing since environment gain more importance than price (Newell ve Green, 1997). In addition, high-income individuals do have enough economic power to buy environmentally friendly products that can be expensive to purchase (Ay ve Ecevit, 2005).

However, we did not find any significant difference of family income on environmental responsibility awareness. This can be explained by the fact that the participants are college students who have homogenous family profiles. However, we found a significant effect of the pocket money that participants received from their families on their environmental responsibility awareness. However, pocket money might also vary depending on many factors.

4.1.3. Parents' Education Level

Although previous literature found a significant positive relationship between the mother's and father's education level and sensitivity to the environment, we did not find significant effect of parents' education on environmentally responsible consumption awareness. Individuals with a high level of education have more information about environmental problems thus they are more sensitive to issues related to environmental liabilities (Çabuk et al., 2008). The findings about education level and environmental responsibility are contradictory: some studies showed that highly educated individuals are more environmentally friendly (Anderson and Cunningham, 1972; Çabuk et al., 2008; Roberts, 1996; Dunlap and Van Lierde, 1978; Zimmer et al., 1994) and there are also studies proving the vice versa (Samdahl and Robertson, 1989). In addition, there also exist studies showing that education is not a predictor of environmentally friendly behavior (Çabuk and Nakıboğlu, 2003; Mainieri et al., 1997; Straughan and Roberts (1999).

4.1.4. Majors

This study investigated the effect of majors of the participants' impact on environmentally responsible consumption awareness. Psychology students showed significantly higher scores about environmental responsibility than sociology, law, engineering, and business-economics departments' students. The reason for this is thought to be the psychology department students to have higher environmental awareness in which they live as well as in having more information about issues that concern their community.

4.2 THE PREDICTORS OF ENVIRONMENTALLY RESPONSIBLE CONSUMPTION AWARENESS

4.2.1. Mother's and Fathers' Roles on Environmentally Responsible Consumption Awareness:

This study found a significant positive effect of both mother's and fathers' environmentally responsible consumption awareness impact on the individuals'. Individuals' attitudes and habits are acquired through early family life (Cüceloğlu, 1996; Nazlıoğlu, 1991). Specifically individuals' consumer attitudes and individual consumption patterns are affected by the mother's and father's parental attitudes and behaviors (Bener ve Babaoğlu, 2008; Güven, 2010).

4.2.2 Universalism and Benevolence Impact on Environmentally Responsible Consumption Awareness:

Both universalism and benevolence has been found to be positive predictors of Environmentally Responsible Consumption Awareness

There are various studies that examined the relationship between values and environmental friendly behavior in different countries; universalism and benevolence values are found to be a positive predictor whereas power and achievement values are found to be negative predictors of environmentally responsible behavior (Stern, Dietz and Kalof, 1993; Stern ve Dietz, 1994; Stern et al., 1999).

Schwartz (1994) argues that those who value universalism care about social justice, unity with nature and goodness for humanity. Individuals high on universalism value feel more environmentally responsible and abandon selfish purposes. Our findings are consistent with the conceptual and empirical findings in the previous literature.

4.2.3. The mediating role of universalism and benevolence values between mother's and individuals' Environmentally Responsible Consumption Awareness:

We found mediating roles of universalism and benevolence between the mother's and individual's environmentally responsible consumption awareness. Most of our values develop in the early stages of life (Hofstede, 1991). The ideas and values of the parents play a crucial role in shaping our values (Marcia, 1966). Many individuals learn by observing their family and acquire their attitudes and habits.

Family is considered to have an important role in consumer socialization process. Previous literature related to the socialization of consumers, is examining the consumer's socialization process with two perspectives;

communication style of the family (Moschis, 1978; Carlson et al., 1990) and parental attitude (Becker, 1964; Baumrind, 1966; Carlson and Grossbart, 1988). The socialization process of children as consumers could also affect their future consumption behavior. Especially the intentional or unintentional behavior of the mother has a significant impact on the socialization process of children as consumers. Mother's attitude and behavior play an important role in shaping their children's consumption attitudes and behavior (Moore and Moschis, 1981) As a result, the mother's environmentally responsible consumption awareness with universalism and benevolence work together to create the individual's environmentally responsible consumption awareness.

REFERENCE LIST

- Ay, C., Ecevit, Z. (2005). Çevre Bilinçli Tüketiciler. *Akdeniz Üniversitesi İktisadi ve İdari Birimler Fakültesi Dergisi*, 10, 238-263.
- Anderson, W., Cunningham, W.H. (1972). The Socially Conscious Consumer. *Journal of Marketing*, 36, 23-31.
- Baumrind, D. (1966). Effects of Authoritative Parental Control on Child Behavior. *Child Development*, 887-907.
- Becker, W. C. (1964). Consequences of Different Kinds of Parental Discipline. *Review of Child Development Research*, 1, 169-208.
- Blocker, T. J., Eckberg, D. L. (1997). Gender and Environmentalism. *Social Science Quarterly*, 78, 841-858.
- Bener, Ö., Babaoğlu, M. (2008). Sürdürülebilir Tüketim Davranışı Ve Çevre Bilinci Oluşturmada Bir Araç Olarak Tüketici Eğitimi. *Hacettepe Üniversitesi Sosyolojik Araştırmalar E-Dergisi*, 5, 1-10.
- Carlson, L., Grossbart, S. (1988). Parental Style And Consumer Socialization Of Children. *Journal of Consumer Research*, 77-94.
- Cüceloğlu, D., (1996). İnsan ve Davranışı Psikolojinin Temel Kavramları. İstanbul, Remzi Kitapevi.
- Çabuk, S.M.A., Nakıboğlu, B. (2003). Çevreci Pazarlama ve Tüketicilerin Çevreci Tutumlarının Satın Alma Davranışlarına Etkileri ile İlgili Bir Uygulama. *Çukurova Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 12, 39-54.
- Çabuk, S.M.A., Nakıboğlu, B., Keleş, C. (2008). Tüketicilerin Yeşil (Ürün) Satın Alma Davranışlarının Sosyo-Demografik Değişkenler Açısından İncelenmesi. *Çukurova Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 17, 85-102.
- Dunlap, R. E., Van Liere, K. D. (1978). The New Environmental Paradigm, *The Journal Of Environmental Education*, 9, 10-19.
- Güven, S. (2010). Sürdürülebilir Kalkınma Açısından Aile. *Tüketim ve Çevre Tüketici Yazıları*, 1, 117-128.
- Hofstede, G. (1991). *Cultures And Organisations-Software Of The Mind: Intercultural Cooperation And Its Importance For Survival*. McGraw-Hill.
- Köse, E. Ö., Gül, Ş. (2014). Öğretmen Adayları İçin Çevre Sorumluluğuna Bağlı Tüketim Bilinci Ölçeğinin Geliştirilmesi. *Journal of Educational Sciences & Practices*, 13, 257-277.
- Kuşdil, E., Kağıtçıbaşı, Ç. (2000). Türk Öğretmenlerin Değer Yönelimleri ve Schwartz Değer Kuramı. *Türk Psikoloji Dergisi*, 15, 59-76.
- Laroche, M., Bergeron, J., Barbaro-Forleo, G. (2001). Targeting Consumers who are Willing to Pay More for Environmentally Friendly Products. *Journal of Consumer Marketing*, 18, 503-520
- Lee, K. (2009). Gender Differences In Hong Kong Adolescent Consumers' Green Purchasing Behavior. *Journal Of Consumer Marketing*, 26, 87-96.
- Mainieri, T., Barnett, E. G., Valdero, T. R., Unipan, J. B., Oskamp, S. (1997). Green Buying: The Influence Of Environmental Concern On Consumer Behavior. *The Journal Of Social Psychology*, 137, 189-204.

- Marcia, J. E. (1966). Development And Validation Of Ego-Identity Status. *Journal Of Personality And Social Psychology*, 3, 551.
- McNeal, J. U. (1992). *Kids As Customers: A Handbook Of Marketing To Children*. Lexington Books.
- Mohai, P. (1992). Men, Women, And The Environment: An Examination Of The Gender Gap In Environmental Concern And Activism. *Society & Natural Resources*, 5, 1-19.
- Moore, R.L., Moschis, G.P. (1981). The Role of Family Communication in Consumer Learning. *Journal of Communication*, 31, 42-51.
- Moore, R.L. and L.F. Stephens (1975). Some Communication and Demographic Determinants of Adolescent Consumer Learning. *Journal Of Consumer Research*, 2, 80-92.
- Nazlıoğlu, M. (1991). *Sürdürülebilir Kalkınma Açısından Kadın Ve Çevre*. Ankara: Türkiye Çevre Sorunları Vakfı Yayınları.
- Newell, S. J., Green, C. L. (1997). Racial Differences In Consumer Environmental Concern, *Journal of Consumer Affairs*, 31, 53-69.
- Pickett-Baker, J., & Ozaki, R. (2008). Pro-environmental products: marketing influence on consumer purchase decision. *Journal of consumer marketing*, 25(5), 281-293
- Rodda, A. (1991). *Women and Environment*, London: Zed Book Ltd.
- Roberts, J.A. (1996). Green Consumers in The 1990s: Profile and Implications For Advertising. *Journal of Business Research*, 36, 217-32.
- Roberts, J. A., Bacon, D. R. (1997). Exploring the Subtle Relationships Between Environmental Concern And Ecologically Conscious Consumer Behavior. *Journal of Business Research*, 40, 79-89
- Samdahl, D. M., Robertson, R. (1989). Social Determinants of Environmental Concern Specification and Test of The Model. *Environment and Behavior*, 21, 57-81.
- Schwartz, S.H. (1992). Universals in the content and structure of value: Theoretical advances and empirical tests in 20 countries; Advances in Experimental. *The Journal of Social Psychology*, 25, 1-65.
- Schwartz, S. H. (1994). Are There Universal Aspects in the Structure and Content of Human Values? *Journal Of Social Issues*, 50, 19-45.
- Stern, P. C., Dietz, T., Kalof, L. (2005). Value orientations, gender, and environmental concern. *Environ. Val.*, London: Earthscan.
- Stern, P. C., Dietz, T., Kalof, L. (1993). Value Orientations, Gender, And Environmental Concern. *Environment and Behavior*, 25, 322-348.
- Stern, P. C., Dietz, T. (1994). The Value Basis Of Environmental Concern. *Journal of Social Issues*, 50, 65-84.
- Stern, P. C., Dietz, T., Abel, T. D., Guagnano, G. A., Kalof, L. (1999). A Value-Belief-Norm Theory Of Support For Social Movements: The Case Of Environmentalism. *Human Ecology Review*, 6, 81-89.
- Straughan, R. D., Roberts, J. A. (1999). Environmental Segmentation Alternatives: A Look At Green Consumer Behavior In The New Millennium. *Journal Of Consumer Marketing*, 16, 558-575.
- Tilikidou, I., Delistavrou, A. (2001). Utilization of Selected Demographics And Psychographics In Recycling Behavior Understanding: A Focus On Materialism. *Greener Management International Journal*, 34, 75-93.
- Thøgersen, J., Ölander, F. (2002). Human Values And The Emergence Of A Sustainable Consumption Pattern: A Panel Study. *Journal Of Economic Psychology*, 23, 605-630.
- Webster Jr, F. E. (1975). Determining the Characteristics of the Socially Conscious Consumer. *Journal of Consumer Research*, 2, 188-196.
- Zelezny, L., Bailey, M. (2006). A Call For Women To Lead A Different Environmental Movement. *Organization & Environment*, 19, 103-109.
- Zimmer, M.R., Stafford, T.F., Stafford, M.R. (1994). Green Issues: Dimensions of Environmental Concern. *Journal of Business Research*, 30, 63-74.

Figure1: Mediator Role of Universalism Value in the Relationship between Mother’s Environmentally Responsible Consumption Awareness and Individual Environmentally Responsible Consumption Awareness

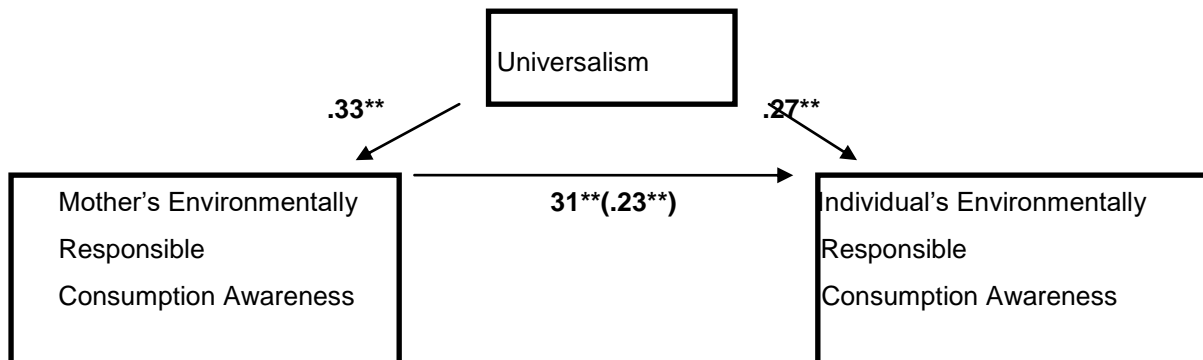


Figure2: Mediator Role of Benevolence Value in the Relationship between Mother’s Environmentally Responsible Consumption Awareness and Individual Environmentally Responsible Consumption Awareness

