

## Transmitting environmental norms from parents to children

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The present study explored how environmental attitudes and behaviors are formed through early ages: especially how parents affect children's attitudes and pro-environmental behaviors.

According to social learning theory (Bandura, 1977), it can be predicted that parents' own environmental behavior have stronger effects on children's behavior. Yorifuji (2003) has found that parents' behavior had effects on children's waste reduction behavior.

Children of 3<sup>rd</sup> and 4<sup>th</sup> grade in 5 elementary schools in Japan have received questionnaires at classrooms. Children and one of the parents answered questionnaire independently at home. Total of 365 pairs of questionnaires were used for the analysis. The result showed that for the behavior to assort used paper, parents' behavior had significant effects on children's behavior mediated by children's descriptive norm, subjective norm, personal norm and perceived behavioral control. As for the behavior to use both sides of paper, parents' behavior had significant effects on children's behavior through descriptive norm.

In sum, these results showed that parents' pro-environmental behaviors have strong effects on children's behavior. Providing environmental information to children and giving positive/negative sanctions to children only had weak effects. The results suggested that pro-environmental norms are mainly transmitted to the next generation through showing own behaviors.