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# SOCIALIZATION OF ENVIRONMENTALLY RESPONSIBLE CONSUMERS: A SYSTEMATIC LITERATURE REVIEW ON THE ROLE OF SOCIALIZATION AGENTS

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## Abstract

Numerous studies have investigated the dynamics of environmentally responsible behaviors (ERBs) through various perspectives due to their complex nature. The socialization approach provides a valuable framework for understanding how consumers adopt ERBs and well-accepted antecedents of the behaviors. This systematic literature review, conducted following the PRISMA protocol, analyzed 101 articles that investigate the roles of socialization agents (SAs) in the socialization of environmentally responsible consumers. The review comprehensively summarizes empirical evidence about the effects of distinct between family, peers, media, and school in different aspects of consumers' lives. Results highlighted that family is the most prominent SA that builds a fertile ground for the ERBs by transferring environmental values and concerns as well as promoting awareness, knowledge and attitudes. This study highlights the role of parents, peers, school and media in shaping individuals' environmental socialization process, offering researchers a new perspective on environmental socialization. It includes recommendations for practitioners regarding communication strategies targeting parents while suggesting to policymakers that environmental education should be strengthened through family- and school-based interactions. Additionally, it advocates for supporting teachers and peers as role models and the development of media and education policies to promote the intergenerational transmission of environmental behaviors and attitudes.

*Key words:* environmentally responsible behaviors, socialization, socialization agents, sustainable consumption, systematic review

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