

# Accepted Manuscript

Understanding intentions to purchase bio-based products: The role of subjective ambivalence

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PII: S0272-4944(17)30067-1

DOI: [10.1016/j.jenvp.2017.05.001](https://doi.org/10.1016/j.jenvp.2017.05.001)

Reference: YJ EVP 1125

To appear in: *Journal of Environmental Psychology*

Received Date: 8 January 2016

Revised Date: 8 December 2016

Accepted Date: 7 May 2017

Please cite this article as: Onwezen, M.C., Reinders, M.J., Sijtsema, S.J., Understanding intentions to purchase bio-based products: The role of subjective ambivalence, *Journal of Environmental Psychology* (2017), doi: 10.1016/j.jenvp.2017.05.001.

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Understanding intentions to purchase bio-based products:

The role of subjective ambivalence

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