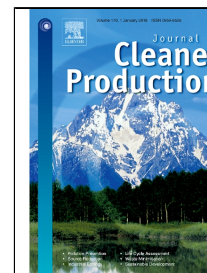


# Accepted Manuscript

To Purchase or Not? Why consumers make economically (non-)sustainable consumption choices

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**Highlights**

- means-end chain based exploration of economically (non-)sustainable decision-making
- avoidance motivations (e.g., wastefulness) support economically sustainable choices
- approach motivations nurture economically non-sustainable decision-making
- segmentation of four consumer groups with distinct decision-making styles

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