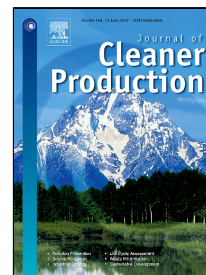


# Accepted Manuscript

Influence of Conspicuous Consumption Motivation on High-Carbon Consumption Behavior of Residents—An empirical case study of Jiangsu province, China

Lingyun Mi, Xueyan Yu, Jie Yang, Jinwen Lu

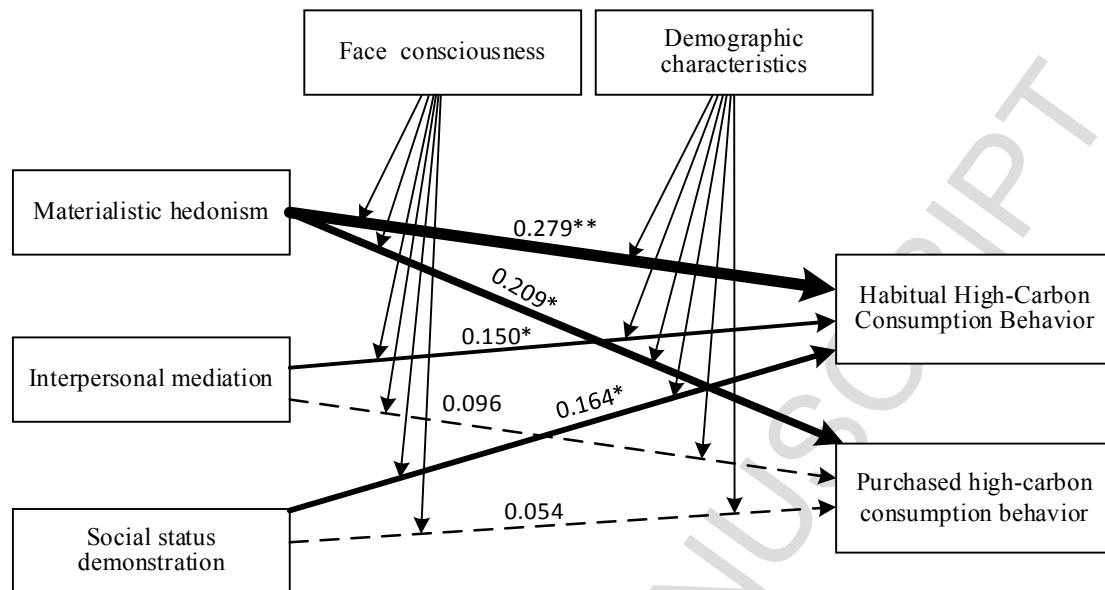


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## Graphical Abstract



## Note:

- Materialistic hedonism, interpersonal mediation and social status demonstration are three dimensions of the conspicuous consumption motivation.
- Habitual high-carbon consumption behavior and purchased high-carbon consumption behavior are two dimensions of high-carbon consumption behavior.
- Face consciousness and demographic characteristic have a moderating effect on the relationship between conspicuous consumption motivation and high-carbon consumption behavior
- The solid line represents the effect is significant, and the dotted line indicates it is not significant.
- The thickness of the line indicates effect size, the thicker line means bigger influence, and the smaller line means less influence.

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