



























VPIE	IC	Component	0.919 (0.140)	0.648	1.196	<.001
IC	PI	Component	0.777 (0.168)	0.441	1.099	<.001
VPIE → IC	PI	Indirect	0.714 (0.193)	0.331	1.088	<.001
VPIE	PI	Direct	0.398 (0.309)	- 0.212	1.000	0.199
VPIE	PI	Total	1.116 (0.273)	0.580	1.651	<.001

Hayes' PROCESS results–non-moderated model.

Table 9b Note: Upper (UCI) and lower

(LCI) 95% confidence intervals. PI: Purchase Intention.

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