

Figure 1. Theoretical Model

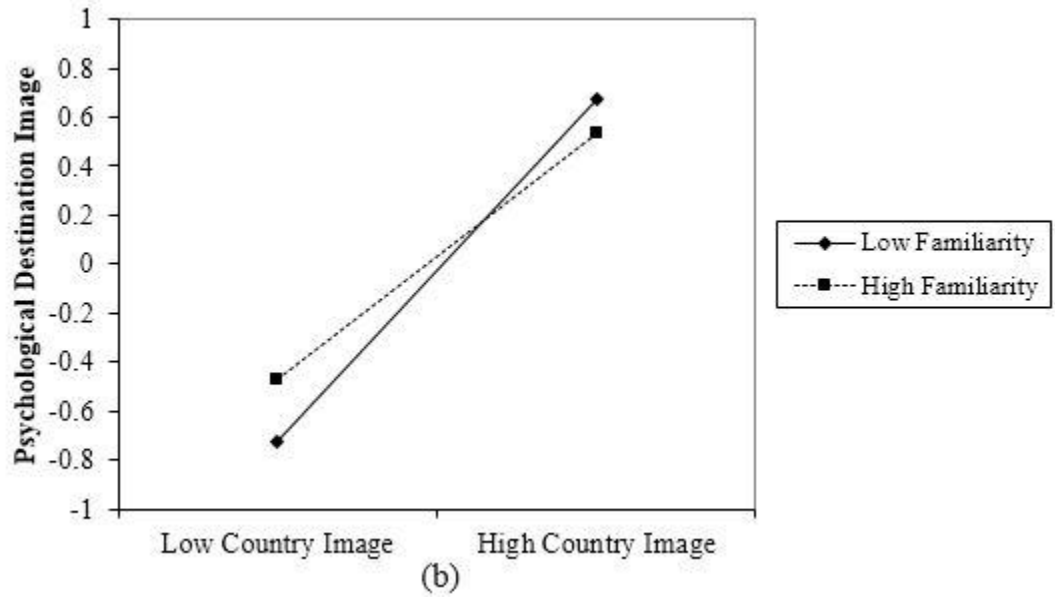
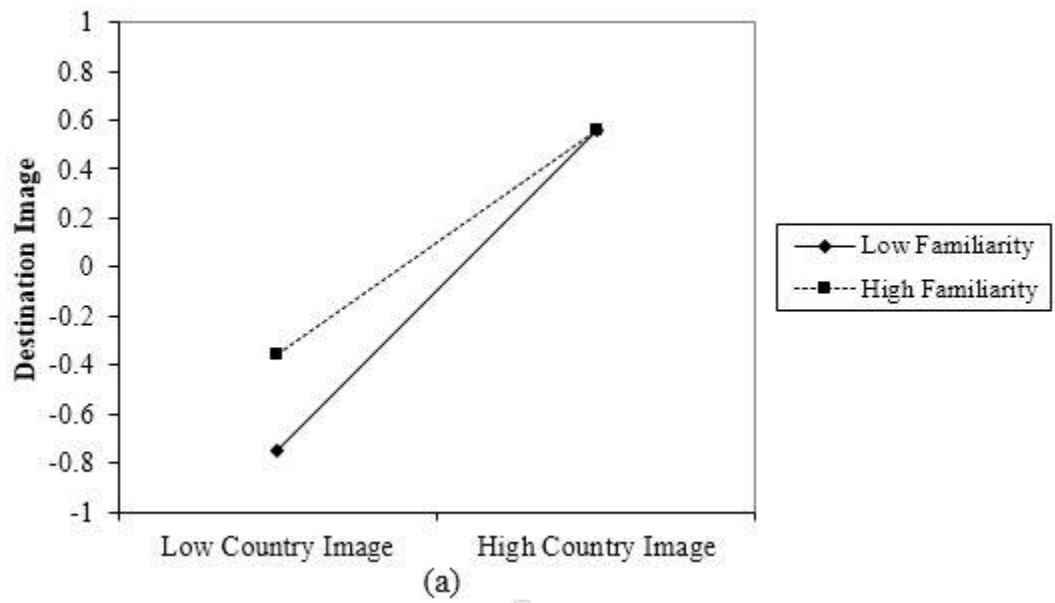


Figure 2. Moderation Effect of Familiarity on Relationship between CI and DI (PDI)