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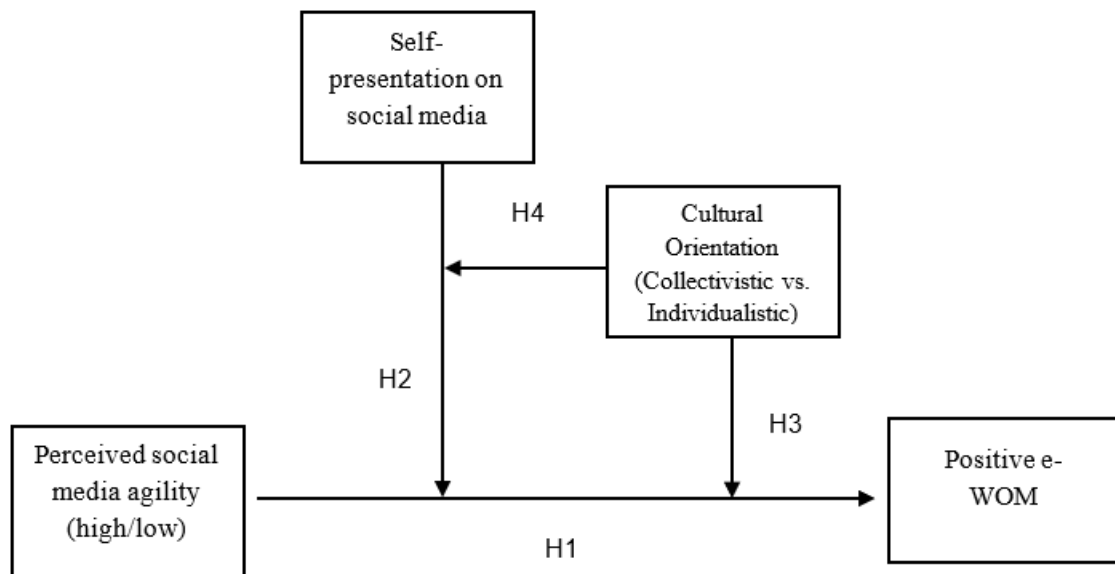


Figure 1: Conceptual Framework

Source: Authors own work

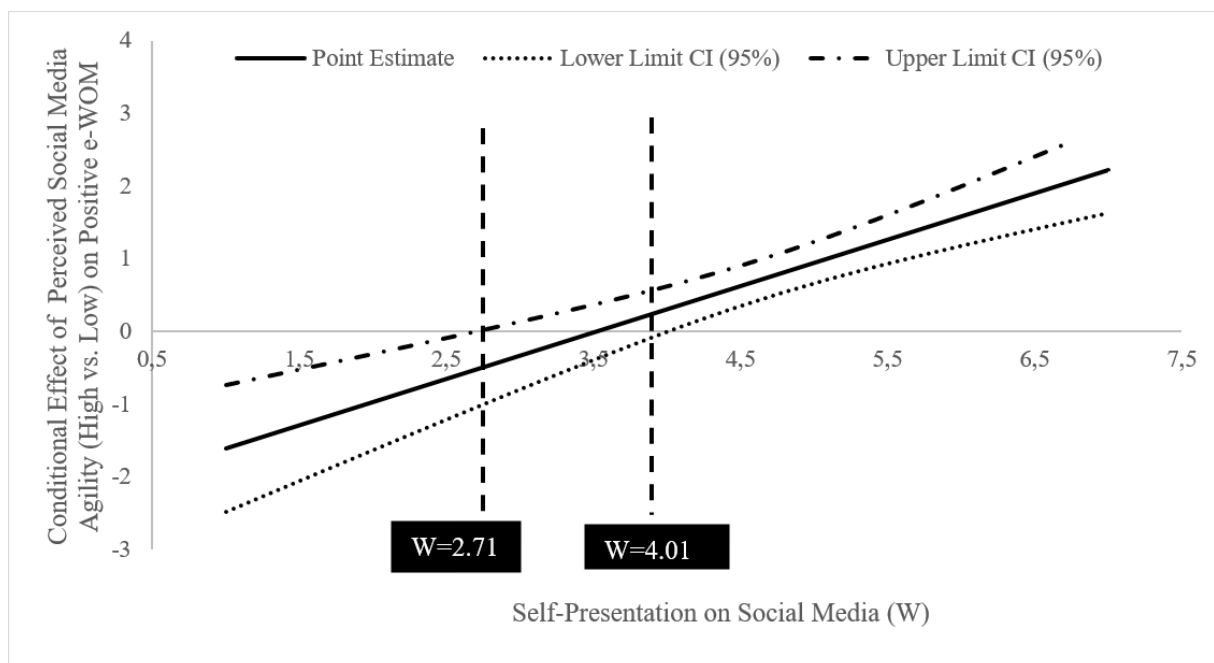


Figure 2: Conditional Impact of Perceived Social Media Agility (High/Low) on Positive e-WOM as a function of Self-Presentation on social media (UK Participants)

Source: Authors own work

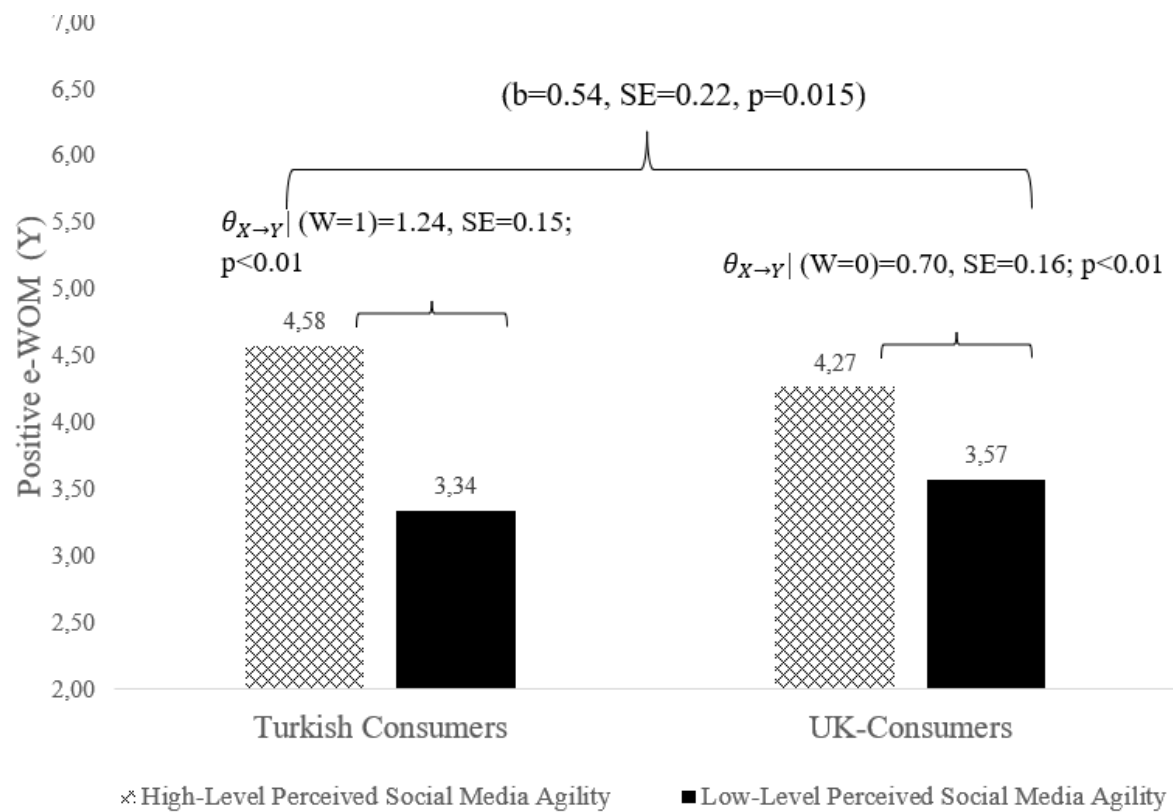


Figure 3: Moderation of the Relationship Between Perceived Social Media Agility (Group Difference) and Positive e-WOM by Cultural Orientation.

Source: Authors own work

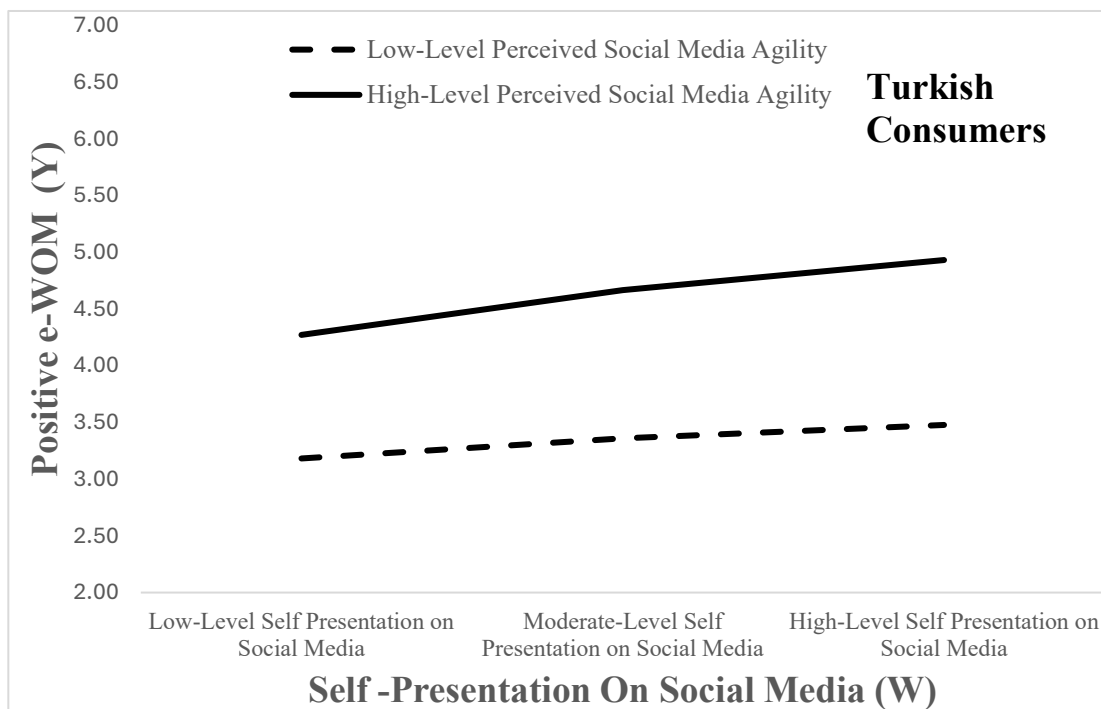
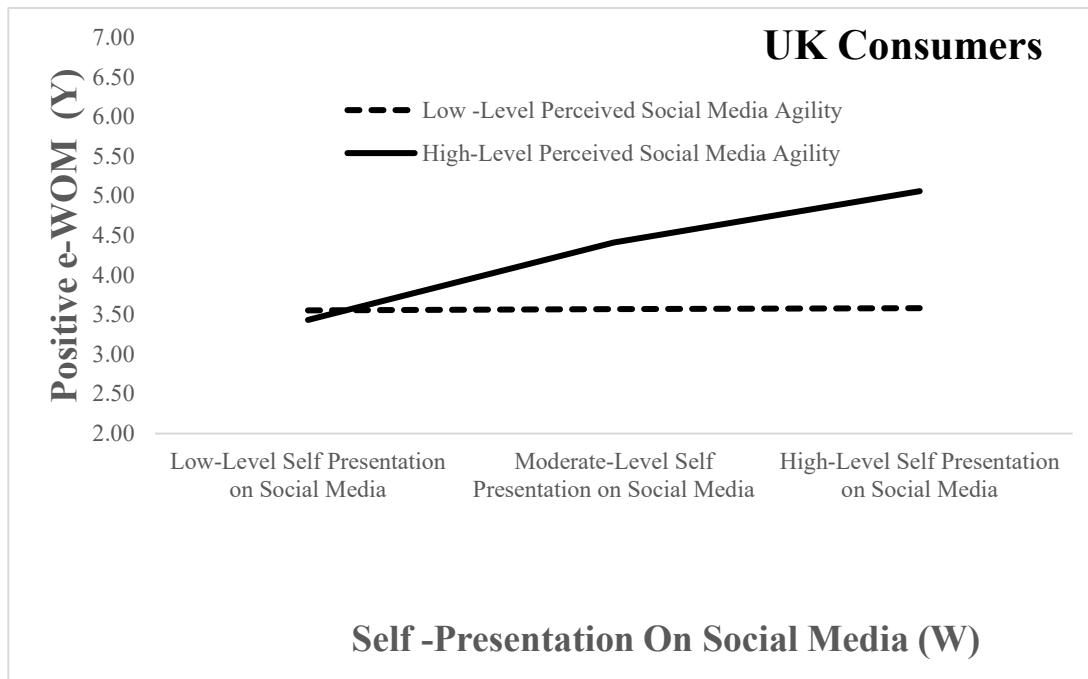


Figure 4: The Conditional Effect of Perceived Social Media Agility (Group Difference) on Positive e-WOM as a Function of Self-Presentation and Cultural Orientation in a Moderated Moderation Model.

Source: Authors own work

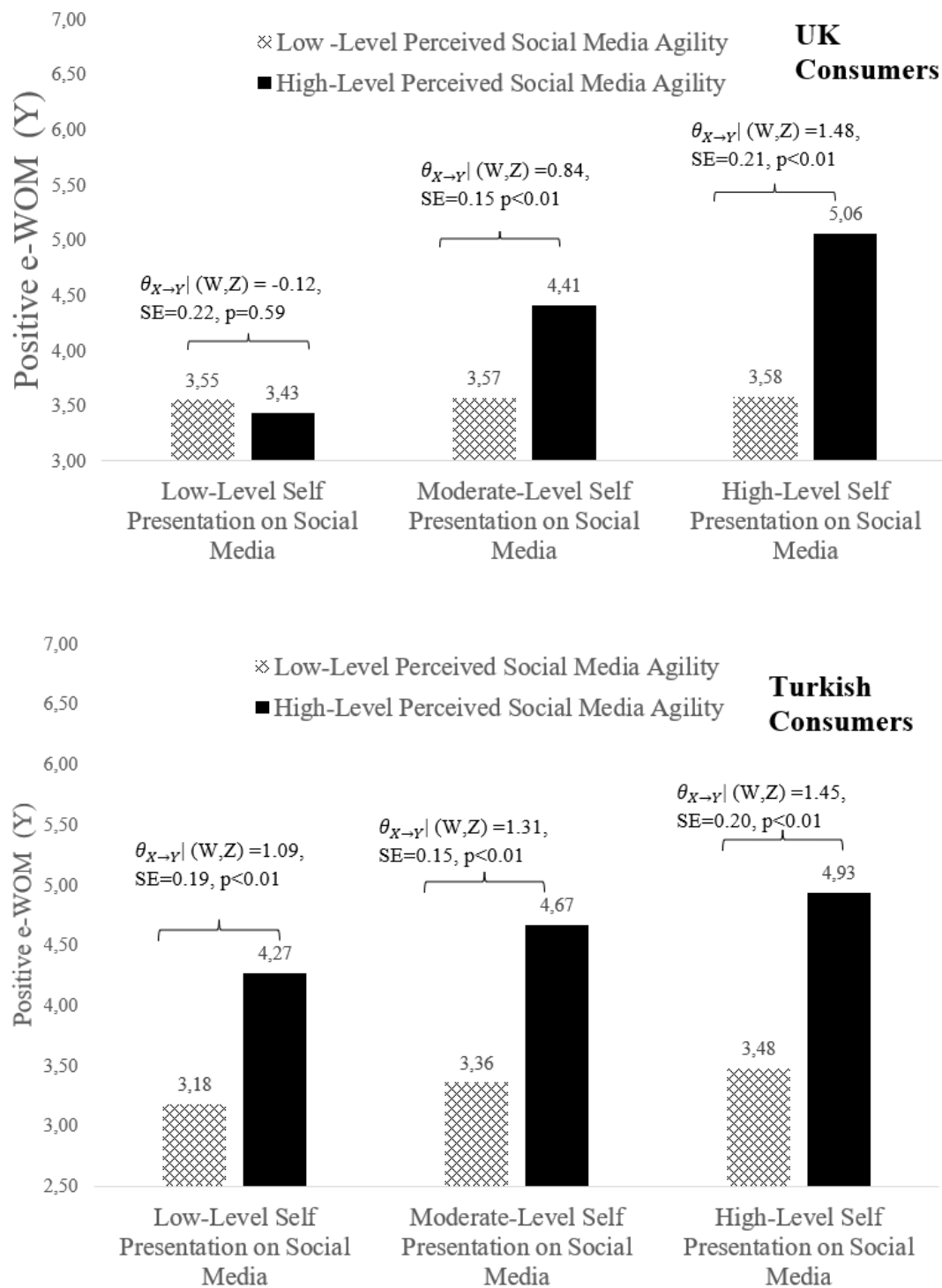


Figure 5: The Conditional Effect of Perceived Social Media Agility (Group Difference) on Positive e-WOM as a Function of Self-Presentation and Cultural Orientation in a Moderated Moderation Mode

Source: Authors own work

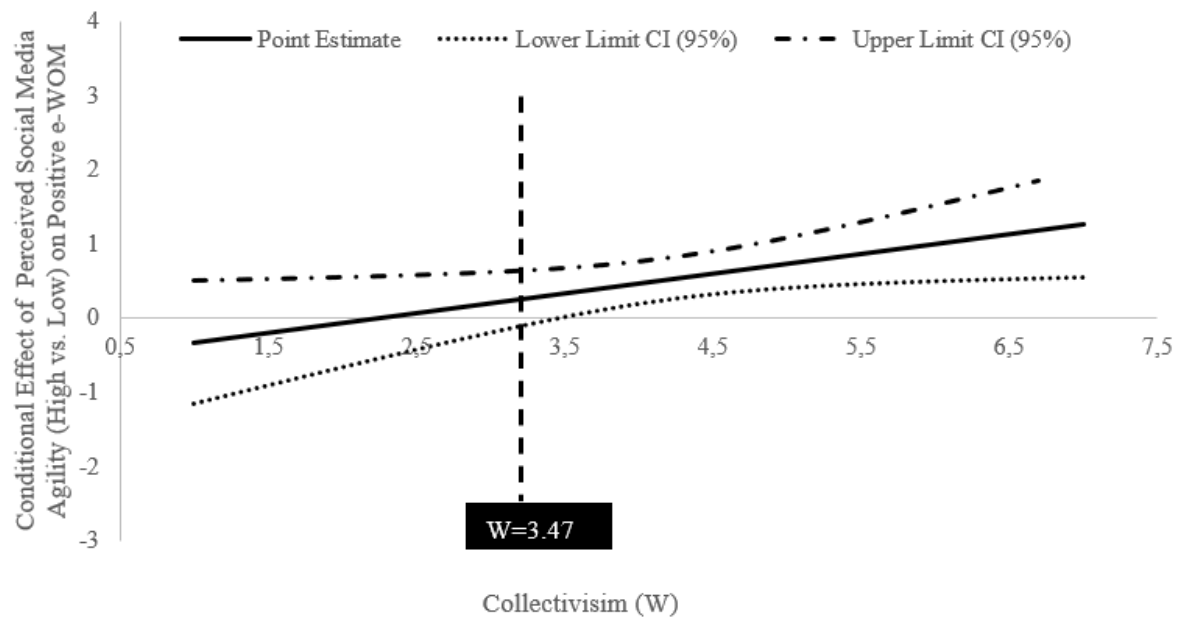


Figure 6. Conditional Impact of Perceived Social Media Agility (High/Low) on Positive e-WOM as a Function of Individual Collectivism.
Source: Authors own work