

Appendix

Appendix A *List of Abbreviations*

SNSs = social networking sites

eWOM = electronic word-of-mouth

PDI = Power distance

IDV = Individualism

COL = Collectivism

UAI = Uncertainty avoidance

Appendix B *List of Tables*

Table 1 Hofstede's Dimensions for Germany and Portugal

Table 2 Measures and Cronbach's Alpha

Table 3 T-test Results of eWOM Engagement and Social Relationship Constructs

Table 4 Regression Results Germany and Portugal

Appendix C *Correlation Results Germany*

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Opinion giving (1)	-									
Opinion seeking (2)	.412***	-								
Opinion passing (3)	.426***	.616***	-							
Bridging social capital (4)	.140	.363***	.377***	-						
Bonding social capital (5)	.200*	.195*	.235*	.407***	-					
Trust (6)	.086	.137	.118	.343***	.512***	-				
Strong ties (7)	-.082	-.078	-.206*	-.103	-.182	-.041	-			
Weak ties (8)	-.159	-.169	-.152	.032	.201*	.116	-.029	-		
Tie ratio (9)	.188	.153	.124	.169	-.167	-.050	.379***	-.553***	-	
Perceived tie strength (10)	.117	.250**	.320***	.556***	.541***	.527***	-.004	.057	.119	-

*p< .05. **p< .01. ***p< .001.

Appendix D *Correlation Results Portugal*

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Opinion giving (1)	-									
Opinion seeking (2)	.653***	-								
Opinion passing (3)	.462***	.606***	-							
Bridging social capital (4)	.306*	.305*	.438**	-						
Bonding social capital (5)	-.004	.076	.090	.455**	-					
Trust (6)	.227	.172	.248	.429**	.238	-				
Strong ties (7)	.299*	.150	-.079	.154	.175	-.004	-			
Weak ties (8)	-.100	-.059	-.145	-.056	-.132	-.119	.146	-		
Tie ratio (9)	.081	-.088	-.077	.018	-.086	-.032	.178	-.537***	-	
Perceived tie strength (10)	.253	.197	.256	.587***	.528***	.543***	-.038	-.114	-.010	-

*p< .05. **p< .01. ***p< .001.