Supplementary file (Tables)

Altruism in eWOM: propensity to write reviews on hotel experience

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"These materials have been supplied by the authors to aid in the understanding of their paper."

A: Descriptive statistics

Table S1. Means, standard deviations, skew and kurtosis.

	N	Mean	Std. Deviation	Skewness	Kurtosis
Q1	739	2,97	0,68	-0,219	-0,107
Q2.1	739	3,56	1,229	-0,432	-0,787
Q2.2	739	3,89	1,044	-0,699	-0,115
Q2.3	739	3,87	1,052	-0,787	0,104
Q2.4	739	3,33	1,217	-0,340	-0,770
Q2.5	739	3,65	1,030	-0,510	-0,168
Q2.6	739	3,21	1,286	-0,204	-1,035
Q2.7	739	3,79	1,214	-0,799	-0,309
Q3.1	739	7,34	2,430	-0,646	-0,381
Q3.2	739	7,54	2,375	-0,936	0,332
Q3.3	739	6,90	2,443	-0,675	-0,160
Q3.4	739	7,06	2,460	-0,708	-0,205
Q3.5	739	6,62	2,509	-0,456	-0,586
Q3.6	739	4,23	2,968	0,433	-1,093
Q3.7	739	4,31	2,961	0,403	-1,087
Q4	739	1,53	0,956	0,584	-0,262
Valid N (listwise)	739				

B: Factor Analysis Q2

Table S2. Correlation matrix Q2.

	Q2.1	Q2.2	Q2.3	Q2.4	Q2.5	Q2.6	Q2.7
Q2.1	1	0.548	0.259	0.198	0.354	0.244	0.25
Q2.2	0.548	1	0.379	0.269	0.442	0.288	0.267
Q2.3	0.259	0.379	1	0.388	0.285	0.166	0.209
Q2.4	0.198	0.269	0.388	1	0.323	0.191	0.224
Q2.5	0.354	0.442	0.285	0.323	1	0.360	0.320
Q2.6	0.244	0.288	0.166	0.191	0.360	1	0.301
Q2.7	0.250	0.267	0.209	0.224	0.320	0.301	1

Table S3. KMO and Bartlett's Test Q2.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.794
Bartlett's Test of Sphericity	Approx. Chi-Square	999.722
	df	21
	Sig.	0
Cronbach´s alpha coefficient		0.723

Table S4. Communalities Q2.

	Communalities
Q2.1	0.766
Q2.2	0.747
Q2.3	0.681
Q2.4	0.737
Q2.5	0.533
Q2.6	0.649
Q2.7	0.573

Table S5. Total Variance Explained Q2.

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.818	40.256	40.256	1.691	24.159	24.159
2	0.969	13.839	54.094	1.545	22.066	46.225
3	0.900	12.857	66.951	1.451	20.727	66.951
4	0.707	10.095	77.046			
5	0.620	8.860	85.906			
6	0.564	8.063	93.969			
7	0.422	6.031	100			

C: Factor Analysis Q3

Table S6. Correlation matrix Q3.

	Q3.1	Q3.2	Q3.3	Q3.4	Q3.5	Q3.6	Q3.7
Q3.1	1.000	.291	.254	.191	.267	.042	1.000
Q3.2	.291	1.000	.556	.568	.372	.030	.291
Q3.3	.254	.556	1.000	.558	.531	.139	.254
Q3.4	.191	.568	.558	1.000	.429	.079	.191
Q3.5	.267	.372	.531	.429	1.000	.201	.267
Q3.6	.042	.030	.139	.079	.201	1.000	.042
Q3.7	.021	.195	.293	.243	.301	.495	.021

Table S7. KMO and Bartlett's Test Q3.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.763
Bartlett's Test of Sphericity	Approx. Chi-Square	1338.518
	df	21
	Sig.	0
Conbach´s alpha coefficient		0.729

Table S8. Communalities Q3.

	Communalities
Q3.1	.958
Q3.2	.671
Q3.3	.701
Q3.4	.710
Q3.5	.540
Q3.6	.790
Q3.7	.734

Table S9. Total Variance Explained Q3.

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.871	41.021	41.021	2.487	35.522	35.522
2	1.358	19.403	60.424	1.564	22.344	57.865
3	.874	12.489	72.914	1.053	15.048	72.914
4	.615	8.787	81.701			
5	.469	6.703	88.404			

| 6 | .424 | 6.058 | 94.462 |
| 7 | .388 | 5.538 | 100.000 |

D: Mediating effects

Table S10. Model between Q1 and Q4.

Model			Estimate	S.E.	C.R.
Q4	<---	Q1	0.251***	0.051	4.913

Table S11. Path Analysis of mediation model (Q2_F1).

Model			Estimate	S.E.	C.R.
Q2_F1	<---	Q1	0.51***	0.051	10.088
Q4	<---	Q1	**0.192*****	0.054	3.555
Q4	<---	Q2_F1	0.115**	0.037	3.105

Table S12. Path Analysis of mediation model (Q3_F1).

Model			Estimate	S.E.	C.R.
Q3_F1	<---	Q1	0.331***	0.053	6.285
Q4	<---	Q1	**0.158****	0.050	3.153
Q4	<---	Q3_F1	0.279***	0.034	8.193

E: Moderating effects

Table S13. Moderating effect of age.

Model	DF	CMIN	P	NFI Delta-1	IFI Delta-2	RFI rho-1	TLI rho2
Structural weights	42	51.473	**0.15**	0.105	0.111	-0.024	-0.029

Table S14. Moderating effect of gender.

Model	DF	CMIN	P	NFI Delta-1	IFI Delta-2	RFI rho-1	TLI rho2
Structural weights	14	11.962	**0.609**	0.027	0.028	-0.048	-0.053