

Hipotez Türü : Grup farkı ilişkisi

H1. Brand-related UGC on YouTube is more likely than brand-related UGC on Twitter or Facebook to feature consumer self-promotion.

H2. Brands are most likely to be central in brand-related UGC on Twitter and least likely to be central in brand-related UGC on YouTube.

H3. Marketer-directed brand-related UGC is less likely on YouTube than on Twitter or Facebook.

H4. Brand-related UGC is least likely to be posted in response to an online marketer action on YouTube.

H5. Brand-related UGC on Twitter, Facebook or YouTube is equally likely to feature brand-related factual information.

H6. Sentiment towards brands in brand-related UGC on Twitter, Facebook, and YouTube is similar across all three social media sites.

Bağımsız Değişkenler: Youtube, Facebook, Twitter

Bağımlı Değişkenler:

H1: Consumer self-promotion (Kişinin kendi reklamını yapması)

H2: Brand centrality (Marka reklamının paylaşımın merkezini oluşturması)

- H3:** Marketer-directedness (İstek ve sorun iletmek için pazarlamacıya ileti gönderilmesi)
- H4:** Response to online marketer action (online pazarlama faaliyetlerine cevap olarak ileti gönderilmesi)
- H5:** Brand related factual information (marka ile ilgili genel bilgi paylaşılması)
- H6:** Sentiment towards brands (Markaya karşı duygu: pozitif, negatif, nötr, belirsiz)