**GROUP A**

H1) When material harm is used in the injustice frame, the purchase behaviour of a customer is more negative than when emotional harm is used in the injustice frame

To test: Effects of **COLUMN S** and **COLUMN T** on **purchase**

H2a) When a high involved, rational product is reviewed, it is more likely that the reviewer will use material harm in the injustice frame, than emotional harm.

H2b) When a high involved, emotional product is reviewed, it is more likely that the reviewer will use emotional harm in the injustice frame, than emotional harm.

To test: Effects of **COLUMN U** and **COLUMN V** and **their INTERACTION** on **COLUMNS S&T**

Please provide interaction graph.

**Group B**

H1) The presence of the *identity frame* in a customer review has a negative effect on consumers’ purchase intention.

To test: Effect of **SUMSCORE columns W,X,Y,Z,AA,AB** on **PURCHASE**

H2) The presence of human voice in positive customer reviews has a positive effect on consumers’ purchase intention.

To test: **SUMSCORE columns BU, BV, BW on PURCHASE.**

**GROUP C**

H1: *Reviews that express a call to action have stronger negative impact on purchase behaviour than the reviews expressing revenge behaviour.*

To test: Effects of COLUMNS **AG** and **AE** on **PURCHASE**

H2: *Reviews which express a disappointment in functionality, have a more negative effect on potential buyers than reviews that express aesthetic/appearance disappointments.*

To test: Effects of **AI** and **AJ** on **PURCHASE**

**GROUP D**

The group forgot something. I will provide this later.

**GROUP E**

*Hypothesis 1: Negative distinct emotions are more frequently present in the online reviews than positive distinct emotions.*

*Hypothesis 2: The reviews with the most negative tone lead to the lowest purchase.*

To test: Effect of COLUMN **BS** on **PURCHASE**