|  |  |  |  |
| --- | --- | --- | --- |
| Pair | t-value | p-value | Significant |
| 266 - 264 | 8.064 | 2.06 \* 10-15 | Yes |
| 264 - 263 | 0.45 | 0.33 | No |
| 264 - 267 | 1.13 | 0.13 | No |
| 264 - 265 | 2.72 | 0.003 | Yes |
| 263 - 267 | 0.72 | 0.24 | No |
| 263 - 265 | 2.32 | 0.01 | Yes |
| 267 - 265 | 1.51 | 0.06 | No |

Table : Pairwise brand comparison 95% CL

* H1  is correct if at least one brand has a different mean

H0 No differences exist in the ratings of dependent variables loyalty, familiarity,

uniqueness, relevance and popularity among different brands.