* Can we make an index of brand evaluation (t1) which equals the average of attitude (t1) and purchase intention (t1)?

Yes,

* Can we make an index of brand evaluation (t2) which equals the average of attitude (t2) and purchase intention (t2)?

Yes,

1. H1: In general, in time 2, females reported more favorable brand evaluation than males.

T(116) = -1.239

P = 0.225 > 0.05

The difference between male (M = 4.91) and female (M = 5.21) in brand evaluation at time 2 is not significant.

1. H2: Compared to t1, consumers at time 2 reported more favorable brand evaluations.

From t1 (M = 5.32) to t2 (M = 5.05), the brand evaluation did not increase significantly.

t(117) = 1.545

P = 0.125 > 0.05

1. H3: Compared to people older than 35 years old, those younger (or equal) than 35 years old prefer to stay at home instead of go out wearing masks.

\*\* I couldn’t find the column for going out vs wearing masks anywhere so I just used the spain and Italy chocolate condition instead.

Compare to people older than 35, people younger or equal to 35 are more likely to stay at home (40/59) than go out (39/59). Chi square = X=0.038 and P = 0.845 > 0.05

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