

Testing Consumer Reactions

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Research Objectives

AD CONCEPTS

We are evaluating two distinct ad concepts to determine which effectively increases consumer awareness for Medicare Advantage plans.

KEY METRICS

Metrics include the **Likelihood to Open** and the **Likelihood to Take Next Step**, providing insights into consumer engagement and response.

PERFORMANCE GOALS

Our goals focus on assessing overall ad performance, identifying demographic differences, and providing data-driven recommendations for future campaigns.

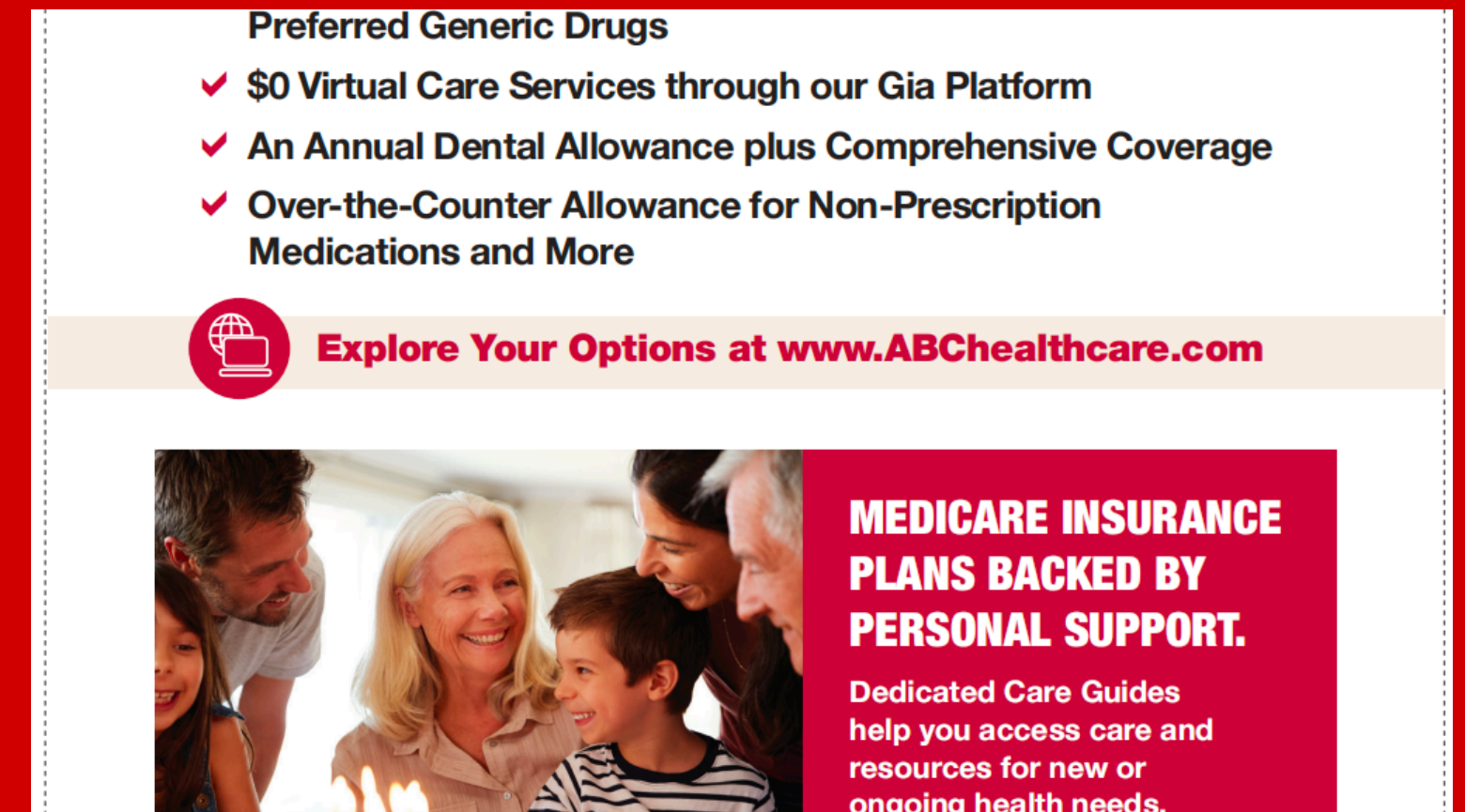
Methodology Overview

SAMPLE SIZE DETAILS

A total of 500 respondents were surveyed for each advertising option, ensuring reliable data for robust statistical analysis and insights.

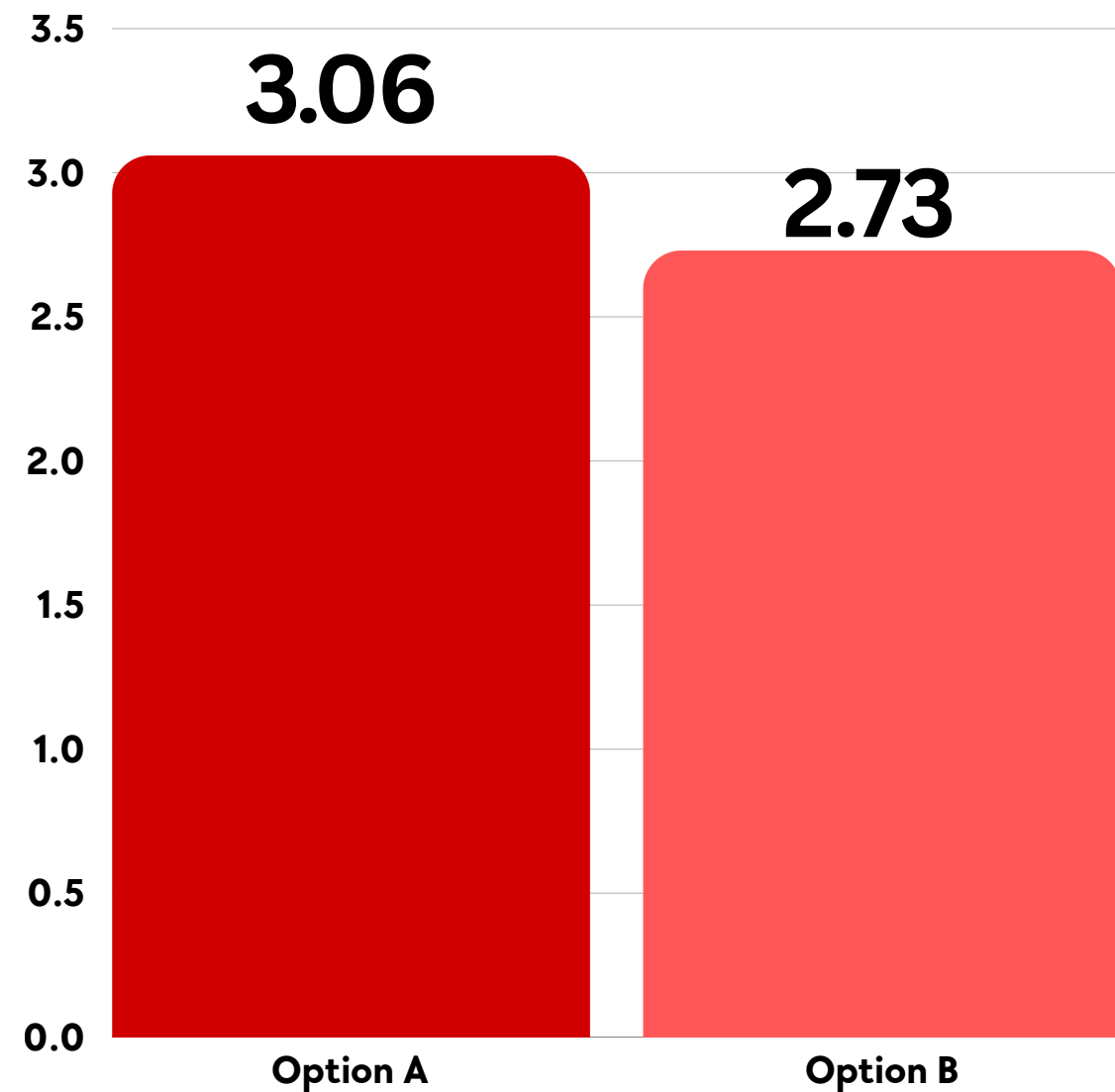
STATISTICAL APPROACH

Ratings were collected on a 1–5 scale, employing independent-sample t-tests and Z-tests to analyze significant differences across demographics and responses.



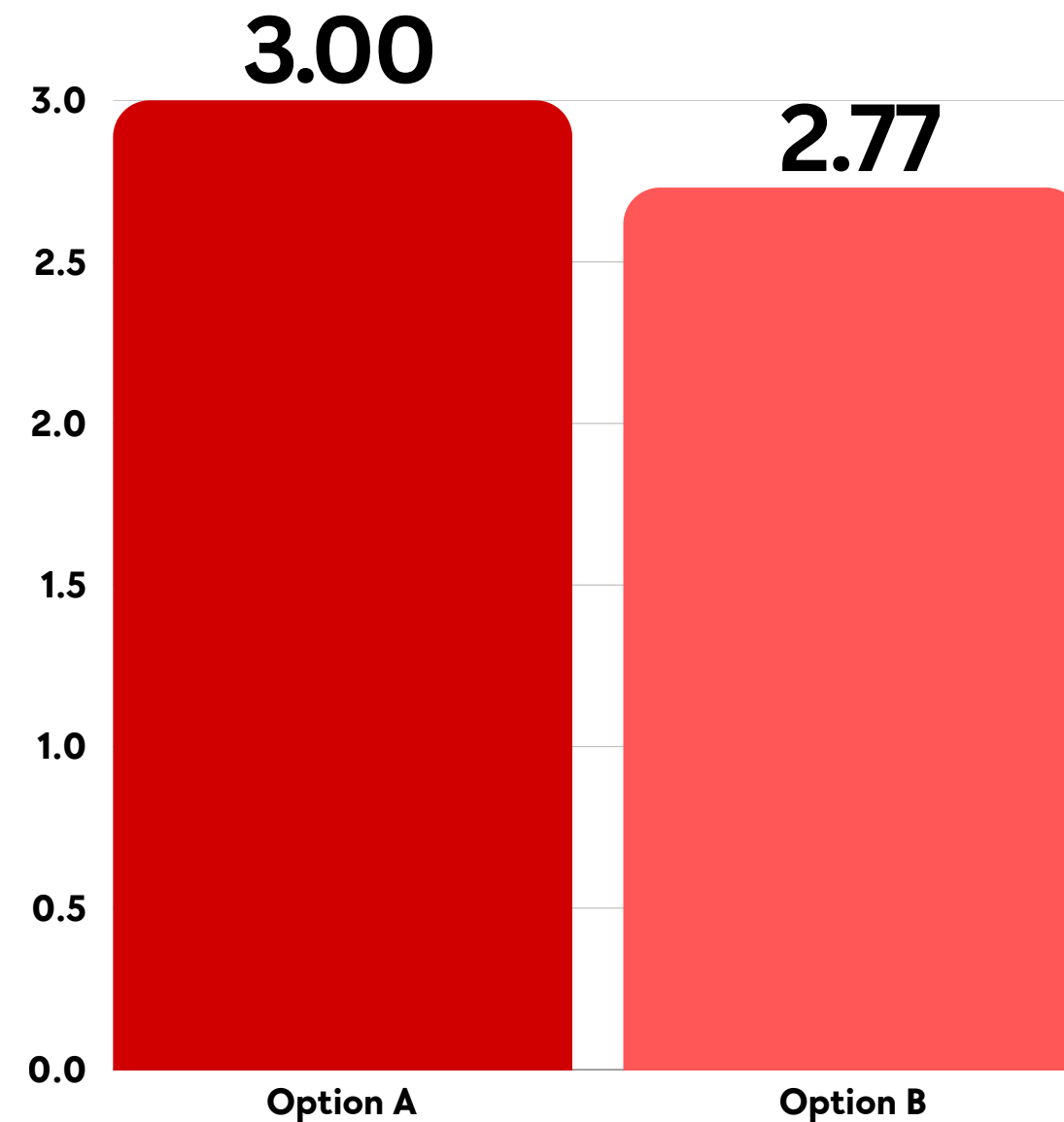
Metric	Option A	Option B	T/Z-Statistic	p-value	Conclusion ($\alpha=0.05$)
Mean Score	3.03	2.75	t=3.0913	0.0020	Significant (A > B)
High Response Proportion (4 or 5)	42.00%	33.40%	z=2.8058	0.0050	Significant (A > B)

Gender Analysis of Direct-Mail Ad Responses



MALE RESPONSES

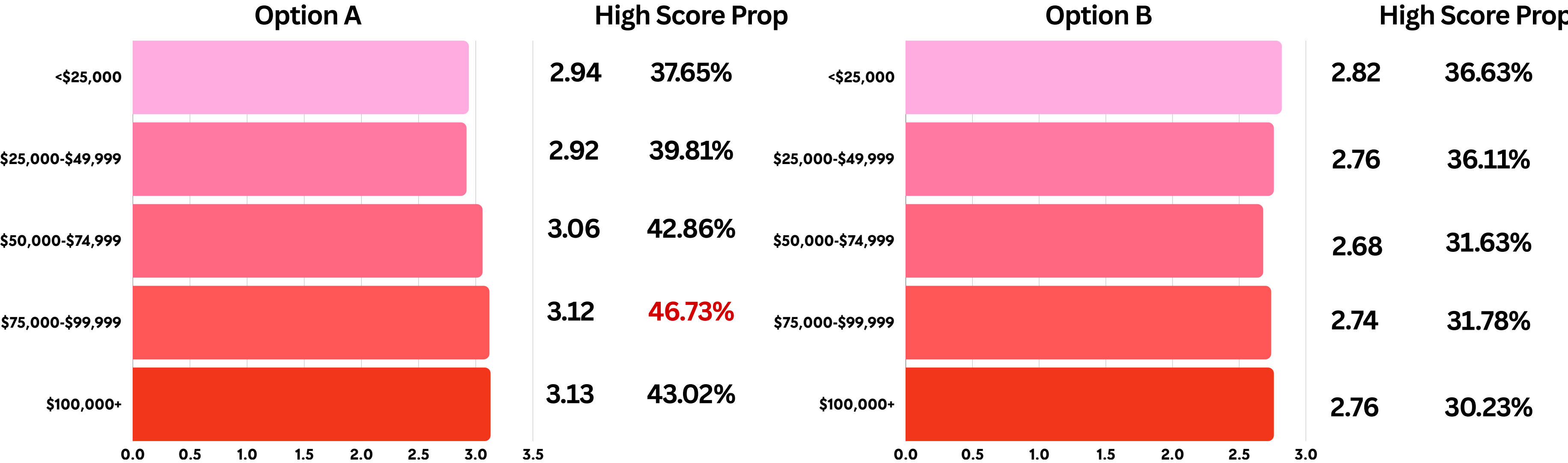
significantly stronger
preference for Option A



FEMALE RESPONSES

Slightly higher for Option A

Income Analysis of Direct-Mail Ad Responses



Middle-to-high income respondents show stronger preference for option A.
Strongest preference for A among \$75K–\$99K income group.

Supporting Evidence On Other Columns

Small but consistent advantages for Option A in:

- Perceived trustworthiness
- Clarity of headline
- Relevance of benefits
- Visual appeal

Even though these differences are small and not always statistically significant, the pattern is very consistent.

Option A scores slightly higher on almost every supporting measure.



Conversion Gap

NO SIGNIFICANT LIFT IN NEXT STEP ACTION

Both ads perform identically once the content is read, this suggests a conversion gap that is likely due to weaknesses in message clarity, benefit communication, and the Call-to-Action (CTA).

Metric	Option A	Option B	T/Z-Statistic	p-value	Conclusion ($\alpha=0.05$)
Mean Score	3.06	3.06	$t=0.0000$	1.0000	Not Significant
High Response Proportion (4 or 5)	44.40%	44.40%	$z=0.0000$	1.0000	Not Significant

Integrated Insight

WHAT WORKED

Option A wins attention

- Higher likelihood to open
- Higher proportion of top ratings

Gender and income matter

- Strongest impact for men
- Strongest impact for middle-income households

WHAT DID NOT WORK

Neither ad wins persuasion

- Next-step intention is identical

Key bottleneck identified

- Drop-off between opening and action
- Content and CTA limit conversion

Recommendations



WE RECOMMEND OPTION A WITH SOME MODIFICATIONS

Why Option A?

- Only A shows statistically significant uplift
- Stronger first impression
- Clearer layout & trust-building elements
- Especially effective for male and middle-income segments
- Demonstrated lift on likelihood to open ($p < 0.01$)

DOES RECOMMENDATION DEPEND ON DEMOGRAPHICS?

Yes, partially — Option A performs better for certain groups,
but it consistently outperforms or matches Option B across all segments,
making it the stronger overall choice.

How to Improve Option A

STRENGTHEN MESSAGING INSIDE

(WHY: MESSAGING FAILS TO CONVERT INTEREST INTO ACTION)

- Clearer benefit hierarchy
- Simpler, more consumer-friendly language
- Tangible advantages (“Save \$X/year,” “Guaranteed no-fee plan,” etc.)

STRENGTHEN CTA

(WHY: NEXT-STEP INTENT SHOWS NO LIFT ACROSS ADS)

- Replace generic CTA with specific actions
- Add deadline or urgency driver
- Add QR codes or digital follow-up

DEMOGRAPHIC TAILORING

(WHY: ENGAGEMENT VARIES MEANINGFULLY BY SEGMENT)

- Men → keep direct clarity
- Women → test warmer visuals & relational tone
- <\$50K → emphasize savings
- \$100K → emphasize premium convenience