



# A/B Testing

## - PHOTO ATTRACTIVENESS TEST -

### GROUP 6

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# Which picture is most attractive ?



A. Only product



B. Product with model

## A/B Testing - Product with attractiveness

Form description

SET 1

เมื่อคุณเห็นภาพด้านล่าง คิดว่าดึงดูดหรือมีผลต่อความต้องการซื้อสินค้าของคุณมากแค่ไหน



1 2 3 4 5 6 7

ไม่มีผลต่อความต้องการซื้อ ☐ ☐ ☐ ☐ ☐ ☐ ☐ มีผลมากที่สุด

## A/B Testing - Product with attractiveness

Form description

SET 2

เมื่อคุณเห็นภาพด้านล่าง คิดว่าดึงดูดหรือมีผลต่อความต้องการซื้อสินค้าของคุณมากแค่ไหน

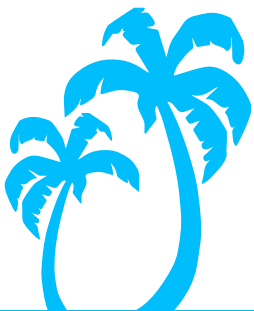


1 2 3 4 5 6 7

ไม่มีผลต่อความต้องการซื้อ ☐ ☐ ☐ ☐ ☐ ☐ ☐ มีผลมากที่สุด

Step of getting data and analysis :

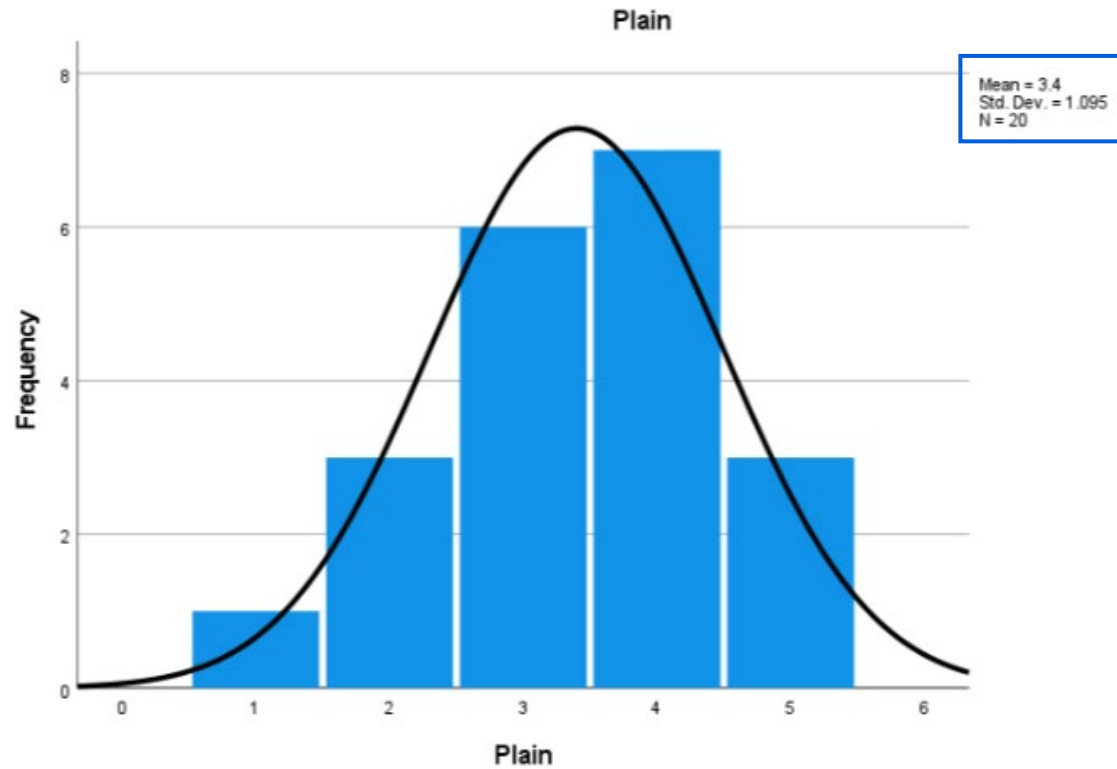
- Doing the survey by creating questionnaire for 2 sets as above.
- Survey different 20 females/set by ranking the attractiveness scaling 1 to 7, 1 = No impact and 7 = The most impact.
- Analysis insight of data by plotting histogram distribution and SPSS Statistics program comparison analysis.



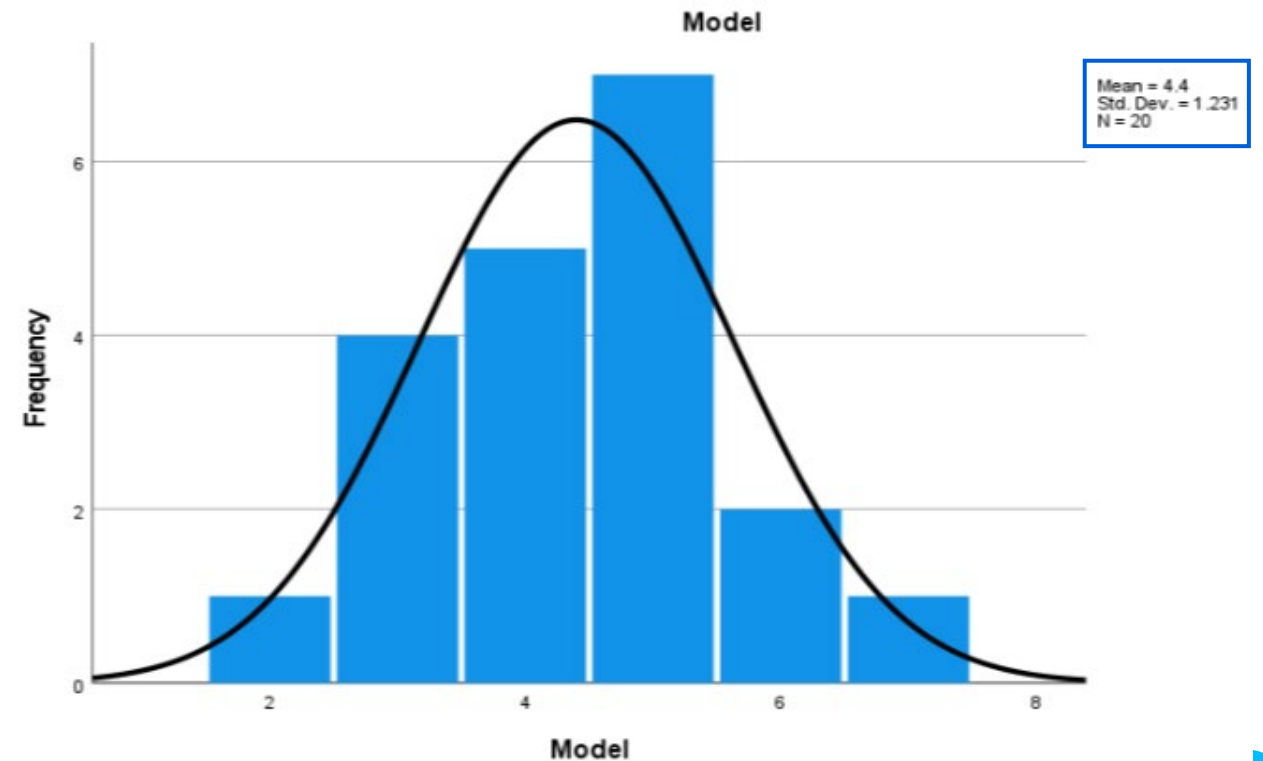


# Summary

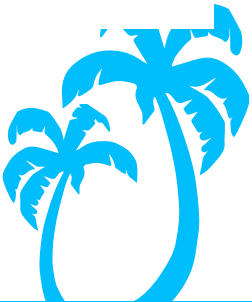
## A. Only Product



## B. Product with Model



From doing short survey in only female with sampling  $N = 20$ , we found that mean of attractiveness from picture B – product with model is higher than picture A – only product significantly because product with model can present the product more clearly.



# Comparison Analysis

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
response	Equal variances assumed	.247	.622	-2.714	38	.010	-1.000	.368	-1.746	-.254
	Equal variances not assumed			-2.714	37.493	.010	-1.000	.368	-1.746	-.254

## 1. Test for Equality of Variance

$$H_0 : \sigma_A^2 = \sigma_B^2$$

$$H_1 : \sigma_A^2 \neq \sigma_B^2$$

Consider Levene's test from table

→ P-Value = 0.622 > Alpha = 0.05

*Summary : Accept  $H_0$   
Assume Variance Equal*

## 2. Test for Equal Mean

$$H_0 : \mu_A = \mu_B$$

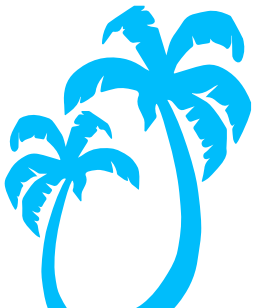
$$H_1 : \mu_A \neq \mu_B$$

Consider t-test from table

→ P-Value ( sig 2 tailed) = 0.01 < Alpha = 0.05

*Summary : Reject  $H_0$   
Assume not Equal Mean*

From testing in SPSS, we can conclude that mean of attractiveness for B – Product with model is better than A – Only product at a significance level  $\alpha = 0.05$ .





THANK YOU

