



# A/B Testing

## - PHOTO ATTRACTIVENESS TEST -

### GROUP 6

SARANYA THINSOOK  
YUPALAPAS PANOMVONGKASEM  
SARITA YOOYEN  
PANNITA DAENGSAKIT  
CHANIN SAINAMKEAW

6220422002  
6220422008  
6220422010  
6220422027  
6220422026

# Which picture is most attractive ?



A. Only product



B. Product with model

## A/B Testing - Product with attractiveness

Form description

SET 1

เมื่อคุณเห็นภาพด้านล่าง คิดว่าดึงดูดหรือมีผลต่อความต้องการซื้อสินค้าของคุณมากแค่ไหน



ไม่มีผลต่อความต้องการซื้อ 1 2 3 4 5 6 7 มีผลมากที่สุด

## A/B Testing - Product with attractiveness

Form description

SET 2

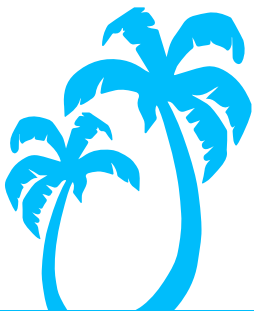
เมื่อคุณเห็นภาพด้านล่าง คิดว่าดึงดูดหรือมีผลต่อความต้องการซื้อสินค้าของคุณมากแค่ไหน



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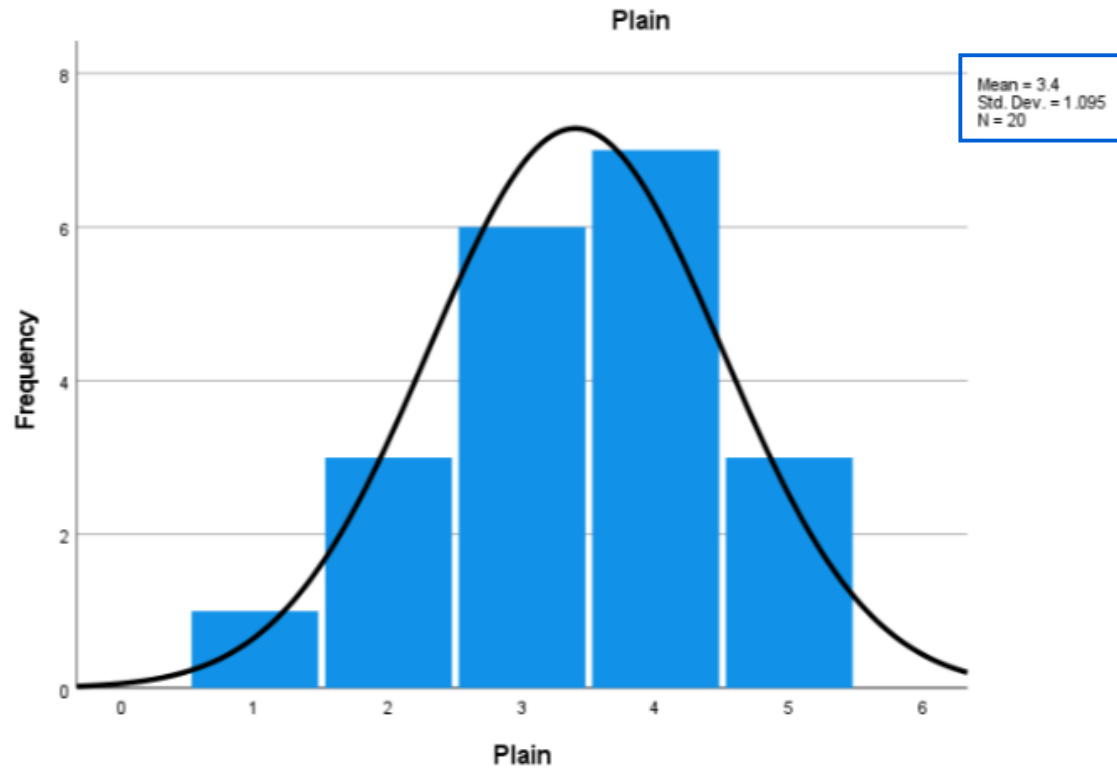
Step of getting data and analysis :

- 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.

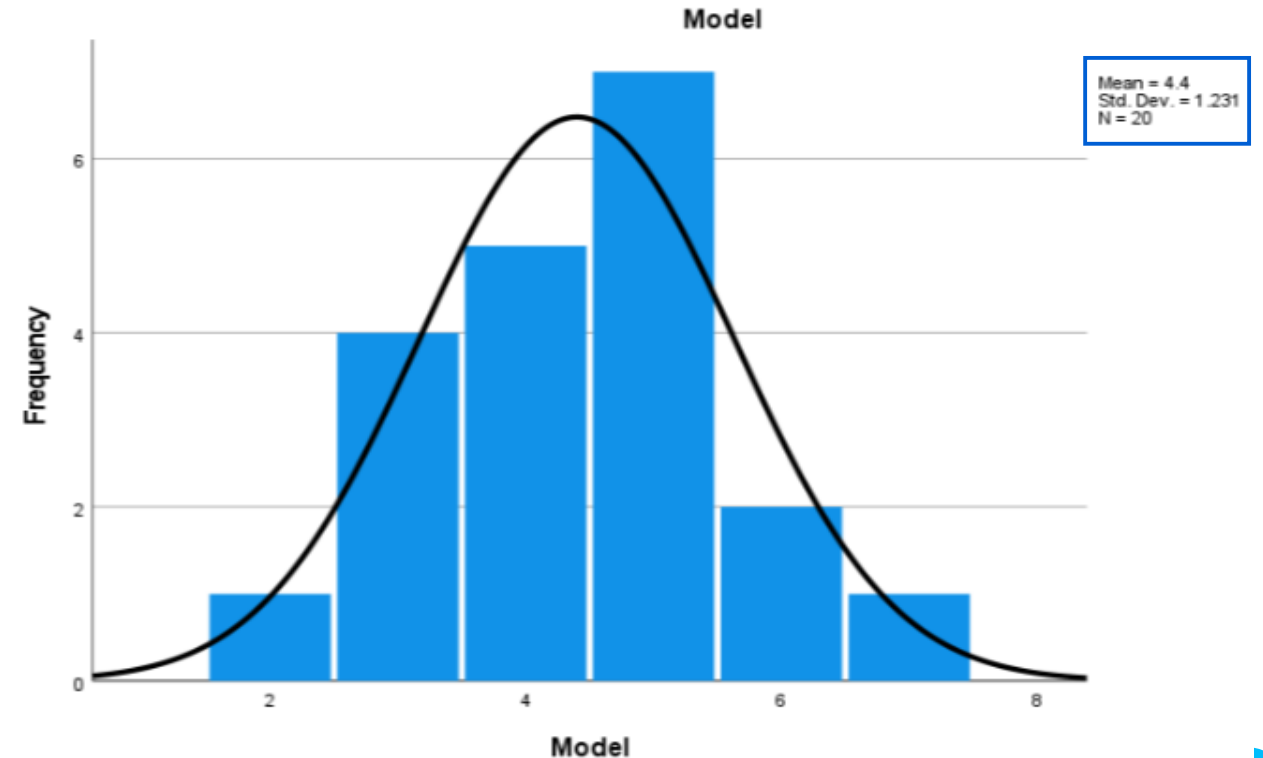


# Summary

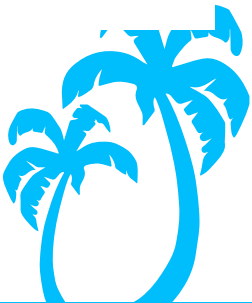
## A. Only Product



## 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

$$H_0 : \mu_A = \mu_B$$

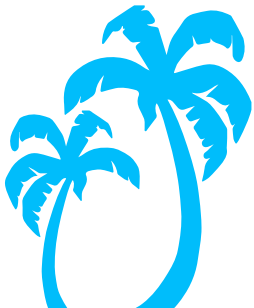
$$H_1 : \mu_A \neq \mu_B$$

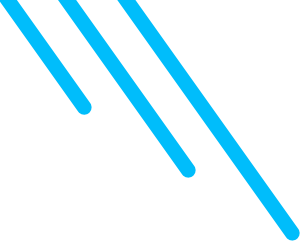
Consider t-test from table

→ 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

