A/B Testing

- PHOTO ATTRACTIVENESS TEST -

GROUP 6

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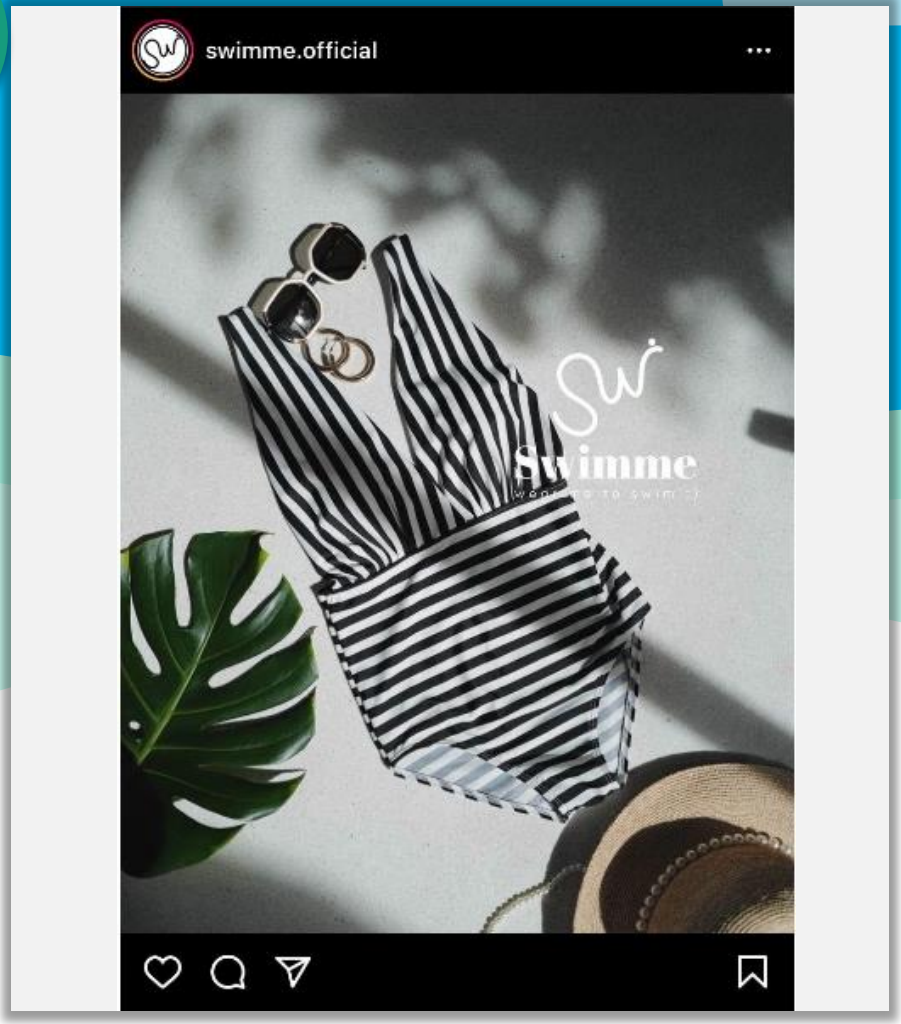
Which picture is most attractive ?



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

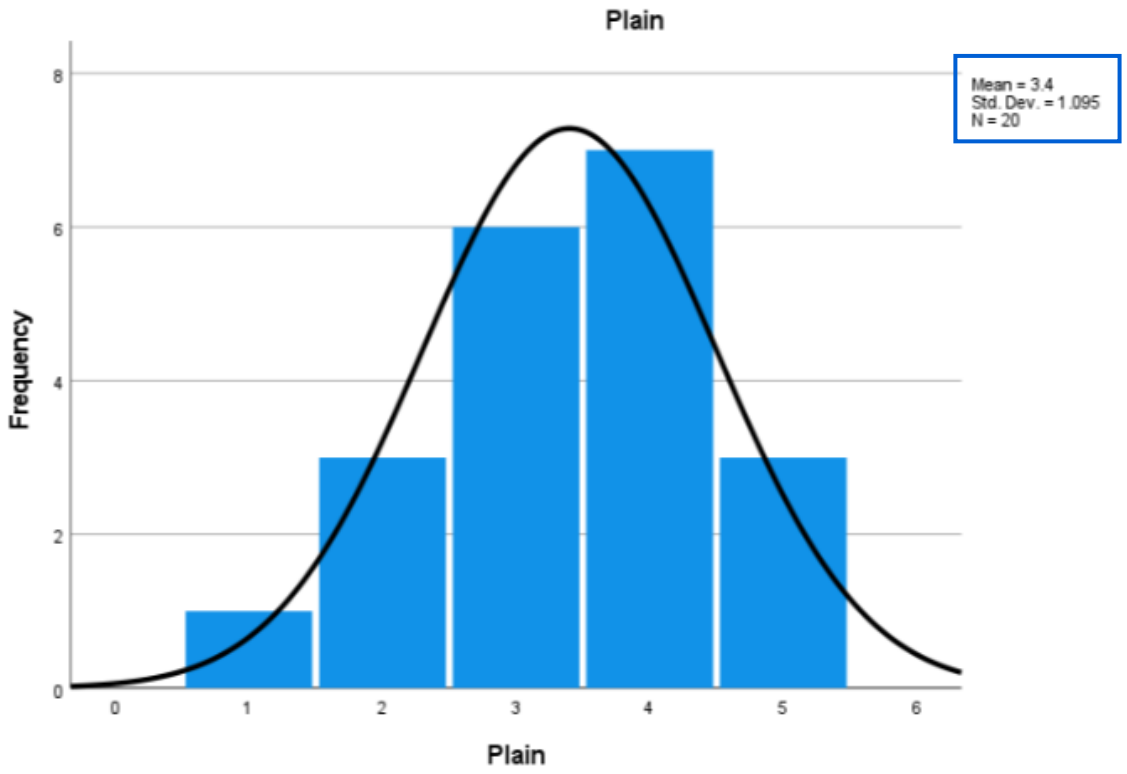
	1	2	3	4	5	6	7	
ไม่มีผลต่อความต้องการซื้อ	○	○	○	○	○	○	○	มีผลมากที่สุด

Step of getting data and analysis :

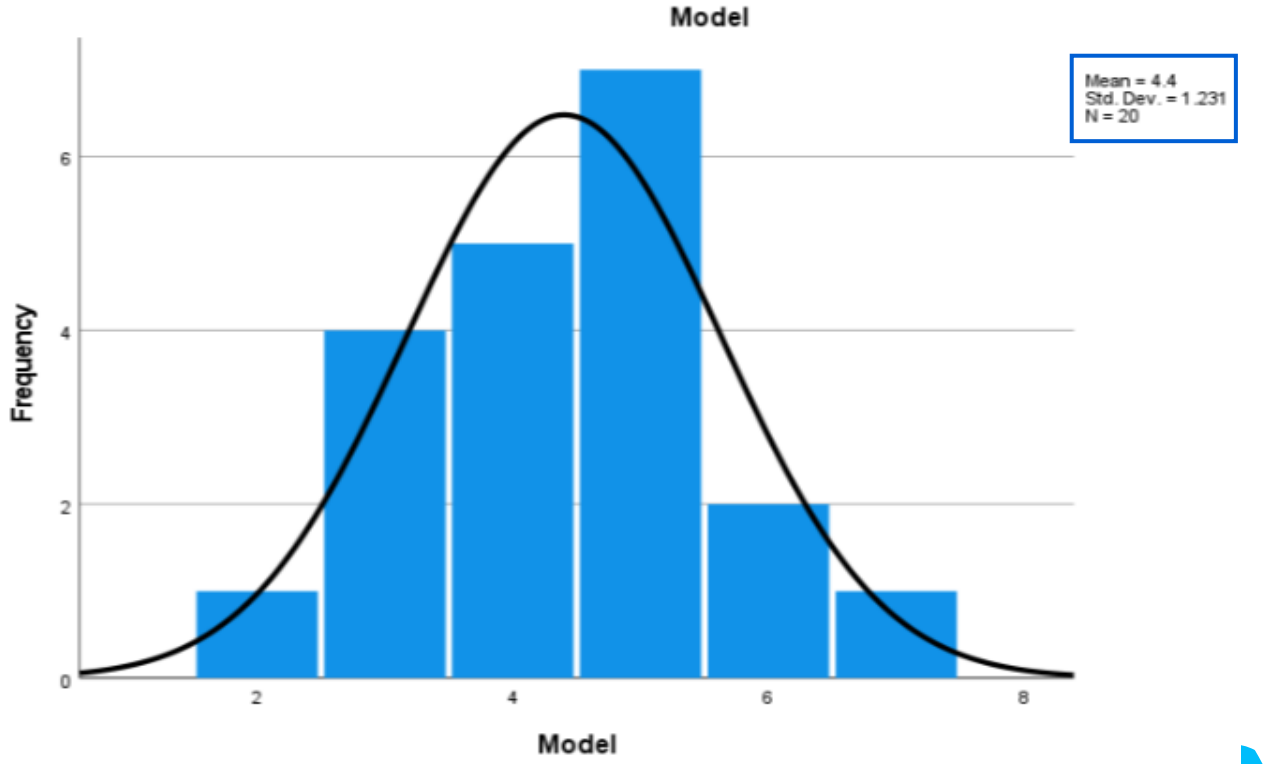
- Doing the survey by creating questionnaire for 2 sets as above.
- Survey different 20 females/set by ranking the attractiveness scaling 1 to 7, 1 = No impact and 7 = The most impact.
- Analysis insight of data by plotting histogram distribution and SPSS Statistics program comparison analysis.

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						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error 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