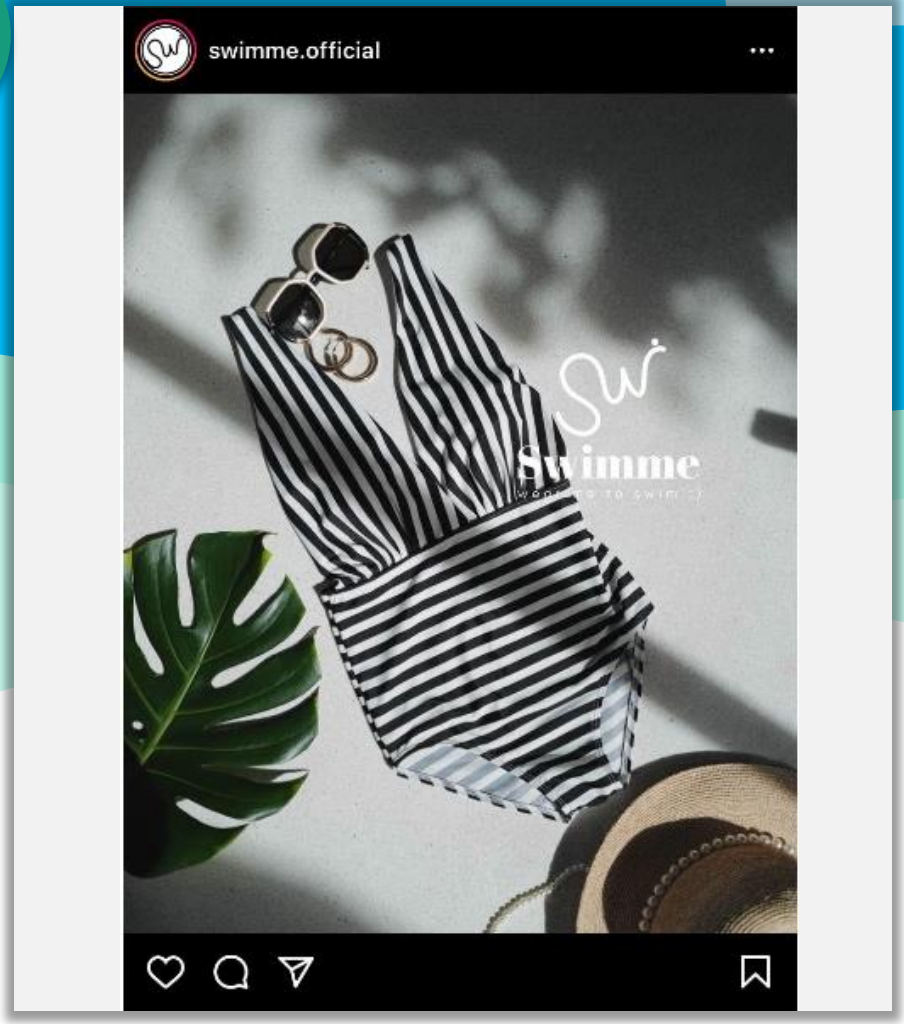
A/B Testing

- PHOTO ATTRACTIVENESS TEST -

GROUP 6

SARANYA THINSOOK	6220422002
YUPALAPAS PANOMVONGKASEM	6220422008
SARITA YOOYEN	6220422010
PANNITA DAENGSANIT	6220422027
CHANIN SAINAMKEAW	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

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

A/B Testing - Product with attractiveness

Form description

SET 2

เมื่อคุณเห็นภาพด้านล่าง คิดว่าดึงดูดหรือมีผลต่อความต้องการซื้อสินค้าของคุณมากแค่ไหน

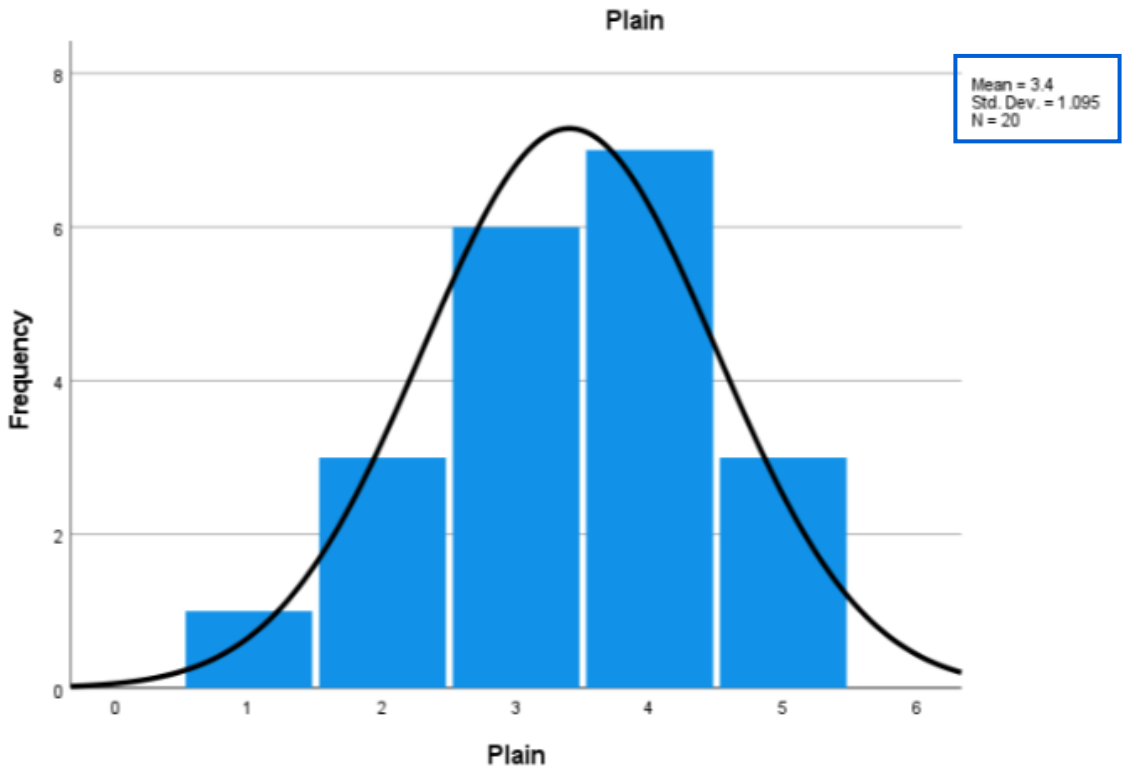
	1	2	3	4	5	6	7	
ไม่มีผลต่อความต้องการซื้อ	○	○	○	○	○	○	○	มีผลมากที่สุด

Step of getting data and analysis

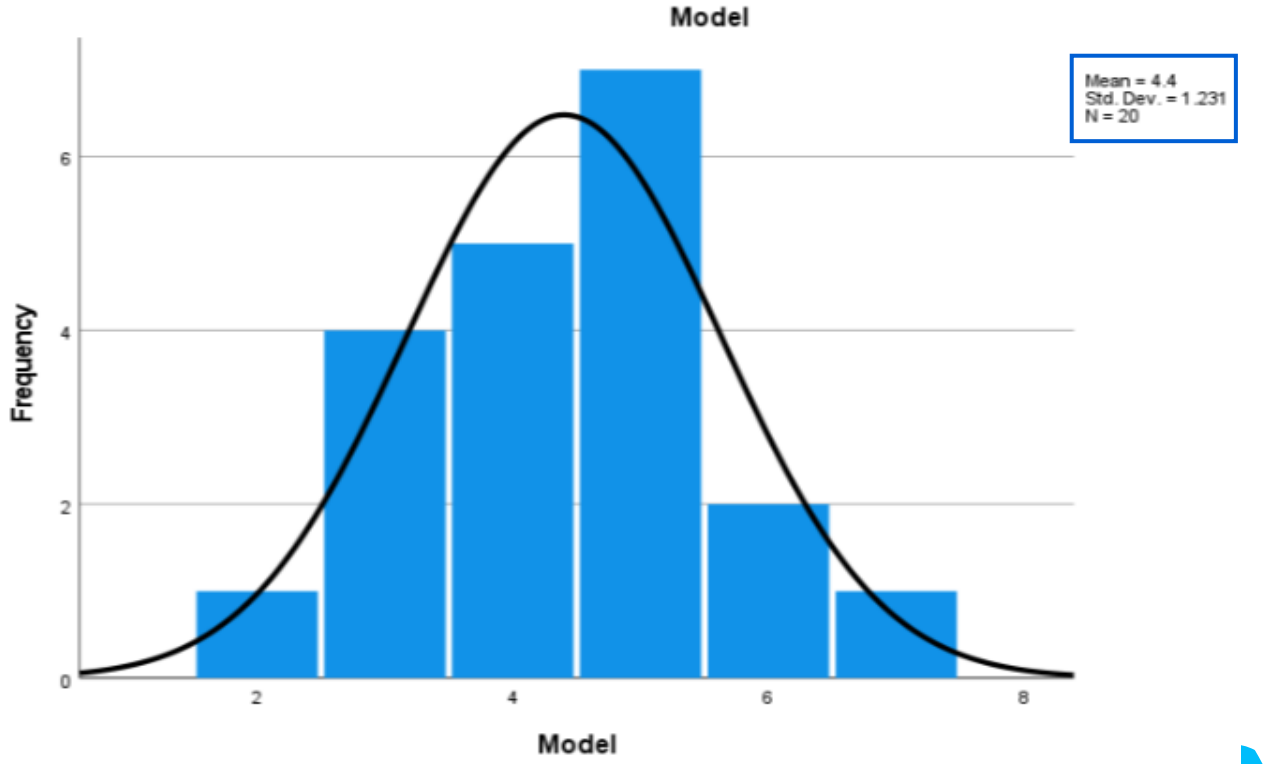
- Doing the survey by creating questionnaire for 2 sets as above
- Survey different 20 females/set by ranking the attractiveness scaling 1 to 7, 1 = No impact and 7 = The most impact
- Analysis insight of data by plotting histogram distribution and SPSS program comparison analysis

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 $\alpha = 0.05$

THANK YOU