Exploratory Tendencies Towards Shampoo – A Study of Demographic Differences

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Abstract

The importance of measuring exploratory tendencies of consumers is growing since mid – 1950s.

It is the need of the hour that theories and models of consumer behavior and consumer research developed in the context of western culture be validated and examined in the non western, emerging economies as well. This paper discusses the role of demographic differences in consumer exploratory tendencies with respect to shampoo in India – one of the important ECMs with a lot of challenges present. Data were collected from 923 respondents of Delhi and the findings suggested that except educational level, all the other factors such as age, gender, marital status, income and occupation have some effect on the consumer buying behavior tendencies thus making it very important for the marketers to have a knowledge of the same to position their products accordingly. Younger individuals exhibit a higher level of innovative behavior than their elders and the same is the case with brand switching and information seeking.

Keywords: *Exploratory Tendencies, Optimum Stimulation Level, Shampoo, Exploratory Factor Analysis.*

INTRODUCTION

Historically, the theories on optimum stimulation level hypothesized that an individual search for stimulation when there is an inconsistency between the person's actual stimulation level and optimum stimulation level (Leuba, 1955; Wahlers and Etzel, 1985). Thus, the exploratory tendencies of consumers are dependent on individuals' actual stimulation level as well as optimum stimulation level. The degree of ASL and OSL of an individual directs to adjust stimulation from the environment. The behavior of an individual intended to modify stimulation from the environment is known as "Exploratory Behavior" of an individual. When the stimulation received from the environment is below the optimum level of stimulation of the individual then the individual will strive to increase the stimulus and if the stimulation from the environment is more than the optimum levels the individual will try to reduce the stimulus. This behavior of modifying the stimulation and striking a balance between OSL and ASL is termed as exploratory behavior. Exploratory tendencies have been categorized as risk taking, variety seeking and curiosity motivated behavior by Raju (1980) (Steenkamp and

Baumgartner, 1992; Baumgartner and Steenkamp, 1996; Gierl et al., 1999). The Risk Taking tendencies are subdivided under two heads: innovativeness- eagerness to buy or know about new products or services and risk taking- a preference of taking risks or being adventurous, Variety Seeking behavior is further divided into repetitive behavior proneness- the tendency to stick to the same brand over time and brand switching- switching brands primarily for change or variety. The third exploratory tendency of curiosity motivated behavior has been subdivided under the head exploration through shopping- a preference for shopping and investigating brands; Interpersonal communication- communicating with friends about purchases and information seeking- interest in knowing about various products and brands mainly out of curiosity.

LITERATURE REVIEW

The importance of measuring exploratory tendencies of consumers is growing since mid – 1950s.

The researchers of consumer behavior realized the importance of these activities and applied them to consumer

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research (e.g., Hansen, 1972; Howard and Sheth, 1969; Venkatesan, 1973) and people did agree that activities like risk taking, innovativeness, variety seeking, brand switching, interpersonal communication and information seeking are expressions of exploratory tendencies (Raju, 1980).

Various behavioral factors such as risk taking while choosing products (Cox, 1967), variety seeking in purchases made (McAlister and Pessemier, 1982), being innovative in embracing new products and retail facilities available (Mittelstaedt et al., 1976; Venkatraman and Price, 1990), going for window shopping, browsing for recreation (Bellenger and Korgaonkar, 1980; Westbrook and Black, 1985), discussing the purchases with friends and family and showing curiosity motivated behavior by browsing catalogues (Hirschman, 1980; Price and Ridgway, 1982) direct towards existing and new purchase experiences, relief from boredom, satisfies the craving of knowledge and the urge for curiosity.

RESEARCH OBJECTIVES

1. To determine the factors influencing Exploratory Tendencies of consumers towards Shampoos.
2. To study the impact of demographics on identified factors influencing exploratory tendencies of Shampoos.

HYPOTHESIS

- H0₁: There is no significant difference between the mean scores of various Exploratory Tendencies for different age groups towards Shampoos.
- H0₂: There is no significant difference between the mean scores of various Exploratory Tendencies for different genders towards Shampoos.
- H0₃: There is no significant difference between the mean scores of various Exploratory Tendencies for different marital status towards Shampoos.
- H0₄: There is no significant difference between the mean scores of various Exploratory Tendencies for different educational qualification towards Shampoos.
- H0₅: There is no significant difference between the mean scores of various Exploratory Tendencies for different primary engagement towards Shampoos.
- H0₆: There is no significant difference between the mean scores of various Exploratory Tendencies for different income groups towards Shampoos.

SAMPLE AND DATA COLLECTION

Data were collected from the respondents of Delhi falling in the age group of 21-60 years. Researcher got the

questionnaires filled only from those respondents who were actively involved in purchase decision of shampoo and the same was verbally confirmed from the respondents.

As per Municipal Corporation of Delhi, the state is divided under 9 districts viz North, East, West, South, South west, Central, New Delhi, North east, North west. 100 respondents from each district were selected for data collection. To test the validity and reliability of the scale, pilot study was conducted on 65 respondents. The statements of the instrument were discussed with the experts of marketing research and their suggestions were incorporated in the instrument to rule out any weaknesses in the questionnaire.

Finally the modified instrument was administered to 950 respondents and the response was received from 923 respondents. The data of 97.16% of valid responses was checked for reliability by using Cronbach's Alpha with a value of .876

Table I:Reliability Statistics

Cronbach's Alpha	N of Items
.876	34

INSTRUMENT

The scale developed by Raju to measure Exploratory tendencies of consumers was adapted and culturally modified. The original questionnaire was developed to test the exploratory tendencies of people in general but this research talks about the exploratory tendencies of Shampoos. So, the first part of the questionnaire collects information on demographics of respondents e.g. age, gender, marital status, educational qualification, income, primary engagement etc., and second part had statements on exploratory tendencies of consumers towards shampoos on a 5-point likert scale. This paper establishes the association between the demographics and exploratory tendencies of consumers towards shampoos.

ANALYSIS OF THE DATA

The instrument used in the study has the statements on either Likert scale or has options to choose from. So, the chances of outliers are ruled out. The questionnaires were personally checked while collecting the data so no missing frequencies were reported in the questionnaire.

Analysis of the data is done using Statistical Package of Social Sciences (SPSS) version 19. Factor Analysis technique

is used to find out the factors influencing exploratory tendencies of consumers towards shampoos. Independent sample T-Test and One-way ANOVA are used to check the influence of demographics on exploratory tendencies of consumers towards shampoos. Also, Cronbach Alpha is used to test the reliability of the scale. The instrument contained 16 negative statements which were reverse coded before the analysis. In social sciences researches we use 95% confidence level to perform the analysis.

FINDINGS AND INTERPRETATIONS

Profile of Respondents

Out of 875 questionnaires collected 55% were males (483) and 45% were females (392) with 34% of the respondents in the age bracket of 21-30 years (297), 22% in 31-40 Years, 26% in 41-50 years and 18% in 51-60 years. 58.7% of the

respondents were married and 45.8% of the total respondents were graduates followed by 31.9% postgraduates and 16% were professionally qualified. 28% of the respondents were service class and almost equal percentages of respondents were students (19.8%) and were in Business (20.2%). Majority of the respondents belonged to the income group of less than 3 lakhs (32%) with the least number of respondents in the income bracket of above 14 lakhs (13.4%).

A. Factor Analysis

Factor analysis also called exploratory factor analysis (EFA) is a class of procedures used for reducing and summarizing data. Each variable is expressed as a linear combination of the underlying factors. Likewise, the factors themselves can be expressed as a linear combination of the observed variables (Malhotra Naresh, 2013) (Refer Table II and III)

Table II: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.900
Bartlett's Test of Sphericity	Approx. Chi-Square	20479.912
	Df	561
	Sig.	.000

Table III: Factor Loadings and Reliability

Name of the Dimension	Item No.	Statements	Factor Loadings	Reliability	KMO
Information Seeking	32	I rarely read advertisements that just seem to contain a lot of information.	.866	0.945	0.9
	30	I often read advertisements of shampoos just out of curiosity.	.860		
	23	I usually skip all advertisements of shampoos without reading them.	.855		
	27	I don't care to find out what type of shampoos my friends use.	.854		
	6	I get very bored listening to others about their Shampoo.	.841		
	18	I generally watch all advertisements on shampoos just to know what they are about.	.838		
	33	When I hear about a new shampoo, I take advantage of the first opportunity to find out more about it.	.828		
	12	I often read the information on the package of the shampoo just out of curiosity.	.814		

Innovative Behavior	20	A new shampoo is not something I would be eager to find out about.	.874	0.934	
	14	I am very cautious in trying new/different Shampoos.	.853		
	25	I would rather wait for others to try a new shampoo than try it myself.	.848		
	2	When I see a new or different shampoo on display. I often pick it up just to see what it is.	.843		
	31	Investigating new shampoos is generally a waste of time.	.826		
	8	I am the kind of person who would try any new shampoo once.	.814		
	29	When I see a new Shampoo somewhat different from the usual. I investigate it.	.808		
Risk Taking	9	I feel comfortable to purchase the shampoo I usually use.	.856	0.899	
	26	If I buy shampoo. I will buy only well-known brand.	.846		
	21	I never buy a shampoo which I don't know about at the risk of making a mistake.	.839		
	34	I enjoy taking chances in buying unfamiliar shampoo just to get some variety in my purchases.	.813		
	3	I like to try the most unfamiliar shampoo, even if I am not sure I would like them.	.810		
Repetitive Behavior Proneness	19	I get tired of using the same shampoo every time.	.869	0.897	
	7	If I like a shampoo, I rarely switch from it just to try something different	.846		
	13	I get bored buying the same shampoo even if it is good.	.832		
	1	Even though shampoos are available in a number of different varieties. I always tend to buy the same variety.	.821		
	24	A lot of the time I feel the urge to buy something really different from the shampoo I usually buy.	.800		
Exploration Through Shopping	4	I like to shop around and look for the new shampoos at display.	.857	0.845	
	16	I search a lot to find more about new shampoos in the market.	.853		
	10	I hate looking around for the new shampoos, as I don't think it is worth spending time.	.832		
Interpersonal Communication	5	I don't like to talk to my friends about my shampoo.	.860	0.831	
	11	I like introducing new shampoos to my friends.	.856		

	17	My friends and neighbors often come to me for advice on different shampoos.	.849		
Brand Switching	22	I enjoy exploring several alternatives of shampoos while shopping.	.846	0.789	
	15	I would rather stick with the same shampoo I usually buy than trying something I am not very sure of.	.826		
	28	I would probably like to try all the different shampoos, if I have to use the shampoo very often.	.800		

B. Impact of demographics on identified factors influencing exploratory tendencies of Shampoos.

EFFECT OF AGE ON VARIOUS VARIABLES OF EXPLORATORY TENDENCIES TOWARDS SHAMPOO

H₀₁: There is no significant difference between the mean scores of various Exploratory Tendencies for different age groups towards Shampoo

TABLE IV: ANOVA between Age and various variables of Exploratory Tendencies towards shampoo

Variables	Levene Statistic	Sig.	F	Sig.	Welch	Sig.
Innovativeness	33.312	0.00	43.178	0.00	43.398	0.00
<i>Mean Scores of 21-30 Years</i>	3.455612					
<i>Mean Scores of 31-40 Years</i>	3.419333					
<i>Mean Scores of 41-50 Years</i>	2.672159					
<i>Mean Scores of 51-60 Years</i>	2.742689					
Brand_Switching	0.649	0.584	4.894	0.002	4.786	0.003
<i>Mean Scores of 21-30 Years</i>	3.236593					
<i>Mean Scores of 31-40 Years</i>	3.232172					
<i>Mean Scores of 41-50 Years</i>	2.944444					
<i>Mean Scores of 51-60 Years</i>	3.09162					
Information_Seeking	13.72	0.00	5.228	0.001	5.071	0.002
<i>Mean Scores of 21-30 Years</i>	2.934148					
<i>Mean Scores of 31-40 Years</i>	2.905473					
<i>Mean Scores of 41-50 Years</i>	2.617521					
<i>Mean Scores of 51-60 Years</i>	2.779971					

ANOVA Table IV reflects that there is a significant difference in innovativeness, brand Switching and information seeking tendencies on the basis of age. For rest of the tendencies there is no significant difference between the mean scores for different age groups. Hence, our NULL hypothesis stands rejected.

For further analysis post hoc tests are used. Games Howell test is used for Innovativeness and information seeking and Tukey is used for brand switching.

As per post hoc analysis respondents of age group 21-30 years and 31-40 years differ significantly from respondents lying in the age group of 41-50 years and 51-60 years. Respondents of age group 21-30 years (M=3.455612) and 31-40 years (M=3.419333) are higher on innovative behavior followed by people of 41-50 years (M=2.672159) of age and 51-60 years of respondents (M=2.742689). The respondents in the age group of 21-30 and 31-40 years have highest innovative behavior that is attributed to the fact that in this age people are very particular about their hair care, looks,

personality and have time and leisure to explore. Investigating new shampoo is liked by the individuals. Maintaining themselves is very important at this age and taking care of their mane is a crucial part of their personality. They try new products available in market on their hair. Respondents between the age group of 41-50 years and 51-60 Years are lower on innovative behavior. The respondents choose products which are chemical free, ammonia free, aloe vera based, herbal or organic. These people are neither very curious on looks nor want to cast impressions on people, hence least innovative. They will be very cautious and will consult their beauticians or an expert. Respondents in the age group of 21-30 or 31-40 years are reasonably high on innovative behaviour but lesser as compared to 41-50 years and 51-60 years. At this age people are more concerned about their families, their children. So, they don't get time to spend on their looks.

The respondents of the age group 41-50 years differ significantly from the respondents of age group of 21-30 years and 31-40 years for Brand Switching tendencies. The respondents of age group 21-30 have higher brand switching tendencies (M=3.236593) as compared to the respondents of age group 41-50 years (M=2.944444). Also, respondents of age group 31-40 years (M=3.232172) are higher on brand switching tendencies as compared to 41-50 years (M=2.944444). The people in the age group of 21-30 years & 31-40 years are reasonable high on brand switching as compared to 41-50 years. This can be due to the fact that at this age people have time & money to spend on different brands of shampoos but at the same time hair problems like hair thinning, lesser hair, and baldness are at their extremes at this age. In their fight to handle the hair problems, people prefer the products that are chemical free, organic, carcinogenic free, Ammonia free. So, they don't mind spending more on shampoos and explore between specific

groups of shampoos. They don't prefer to change brands and experiment with their looks.

As per the post hoc test we can interpret that there is a significant difference between the respondents in the age group of 41-50 years and 21- 30 years towards information seeking. Also, significant difference has been observed between respondents of age group 41-50 years and 31-40 years. Information seeking tendencies are most prominent in respondents between the age group of 21-30 years (M=2.934148) as compared to respondents between 41-50 years (M=2.617521). The respondents between the age group of 31-40 years (M=2.905473) are also higher on information seeking as compared to 41-50 years. Information seeking is highest among 21-30 years and 31-40 years. The same can be interpreted as they are highest on innovativeness and brand switching also. They are very particular about their looks & hair care at this age. All the advertisements on shampoos are very keenly watched and analyzed to know about the available options exhibiting their higher information seeking tendency. But at the later ages when hair problems start cropping up people explore more but don't try anything just by seeing the advertisements. They don't purchase any brand or variety of shampoo without consulting the experts' hair stylist or their beauticians. They search the least for information through advertisements as they don't prefer to take any kind of risk.

EFFECT OF GENDER ON VARIOUS VARIABLES OF EXPLORATORY TENDENCIES TOWARDS SHAMPOO

H₀: There is no significant difference between the mean scores of various Exploratory Tendencies for different genders towards shampoo

TABLE V: T-Table of Gender and various variables of Exploratory Tendencies towards shampoo

Variables		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
Innovativeness	Equal variances assumed	45.152	0.00	-11.044	921	0.00	-0.72092	0.065276
	Equal variances not assumed			-11.241	915.137	0.00	-0.72092	0.064135

	<i>Mean Scores of Male</i>	2.798335						
	<i>Mean Scores of Female</i>	3.519259						
Brand_Switching	Equal variances assumed	1.38	0.24	-2.756	921	0.006	-0.17881	0.06487
	Equal variances not assumed			-2.767	885.242	0.006	-0.17881	0.064624
	<i>Mean Scores of Male</i>	3.055664						
	<i>Mean Scores of Female</i>	3.234477						
Information_Seeking	Equal variances assumed	9.092	0.003	-3.102	921	0.002	-0.20457	0.065958
	Equal variances not assumed			-3.122	892.607	0.002	-0.20457	0.065536
	<i>Mean Scores of Male</i>	2.728641						
	<i>Mean Scores of Female</i>	2.933211						

As per independent sample t-test Table V there is a significant difference in the mean scores of innovativeness, brand switching and information seeking for both males and females. Hence we reject our NULL hypothesis and can say that there is a difference in the innovativeness, brand switching and information seeking for males and females with respect to shampoo.

Females are higher on innovativeness (M=3.519259), brand switching (M=3.234477) and even information seeking (M=2.933211). Females are more conscious about their hair

that makes them more innovative. They try new shampoos with good feedbacks and have a keen interest in advertisements of shampoos as compared to their male counterparts.

EFFECT OF MARITAL STATUS ON VARIOUS VARIABLES OF EXPLORATORY TENDENCIES TOWARDS SHAMPOO

H₀: There is no significant difference between the mean scores of various Exploratory Tendencies for different marital status towards shampoo

TABLE VI: T-Table of Marital Status and various variables of Exploratory Tendencies towards shampoo

Variables		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
Innovativeness	Equal variances assumed	48.54	0.00	-7.434	921	0.00	-0.50499	0.06793

	Equal variances not assumed			-7.618	891.698	0.00	-0.50499	0.066291
	<i>Mean Score of Married</i>	2.905824						
	<i>Mean Score of Unmarried</i>	3.410809						
Risk_Taking	Equal variances assumed	0.799	0.372	2.137	921	0.033	0.136454	0.063858
	Equal variances not assumed			2.123	810.049	0.034	0.136454	0.064265
	<i>Mean Score of Married</i>	2.87635						
	<i>Mean Score of Unmarried</i>	2.739896						

From the independent sample T-Test table VI it can be analyzed that innovative behavior and risk taking tendencies differ significantly for different marital status. So the null hypothesis stands rejected with respect to innovative behavior and risk taking.

For all other variables of exploratory tendencies these is no significant difference between the mean scores for different marital status.

Innovative behavior tendencies are higher in unmarried respondents (M=3.410809) as compared to married respondents (M=2.905824). Married respondents were highest in risk taking (M=2.876350) followed by unmarried respondents (M=2.739896). Unmarried people are high on innovative behaviour with regard to shampoo since they are more conscious for their hair care.

They give more attention to their looks. Unmarried respondents are lower on risk taking can be interpreted as they are more conscious for their mane and always take the opinion of others and consult the experts before trying anything new whereas married people don't get that much time to consult experts before buying a new shampoo. So, the Risk Taking tendencies are higher in married people.

EFFECT OF EDUCATIONAL QUALIFICATION ON VARIOUS VARIABLES OF EXPLORATORY TENDENCIES TOWARDS SHAMPOO

H₀: There is no significant difference between the mean scores of various Exploratory Tendencies for different Levels of Education towards Shampoo

Analysis of Variance showed that, the all the variables of exploratory tendencies do not differ significantly on the basis of education which means various exploratory tendencies are not affected by educational qualification. So, null hypothesis stands ACCEPTED for various exploratory tendencies towards shampoo.

EFFECT OF INCOME ON VARIOUS VARIABLES OF EXPLORATORY TENDENCIES TOWARDS SHAMPOO

H₀: There is no significant difference between the mean scores of various Exploratory Tendencies for different income groups towards shampoo.

TABLE VII: ANOVA between Income and various variables of Exploratory Tendencies towards shampoo

Variables	Levene Statistic	Sig.	F	Sig.	Welch	Sig.
Innovativeness	25.004	0.00	19.162	0.00	20.278	0.00
<i>Mean Scores of Less than 3 Lakhs</i>	3.449255					
<i>Mean Scores of 3- 5 Lakhs</i>	2.804737					
<i>Mean Scores of 5- 9 Lakhs</i>	2.972662					
<i>Mean Scores of 9-14 Lakhs</i>	2.800802					
<i>Mean Scores of Above 14 Lakhs</i>	3.375151					
Exploration Through Shopping	2.441	0.045	3.067	0.016	3.47	0.008
<i>Mean Scores of Less than 3 Lakhs</i>	3.130191					
<i>Mean Scores of 3- 5 Lakhs</i>	3.199328					
<i>Mean Scores of 5- 9 Lakhs</i>	3.405348					
<i>Mean Scores of 9-14 Lakhs</i>	3.028167					
<i>Mean Scores of Above 14 Lakhs</i>	3.135496					
Information Seeking	11.884	0.00	4.011	0.003	3.91	0.004
<i>Mean Scores of Less than 3 Lakhs</i>	2.893519					
<i>Mean Scores of 3- 5 Lakhs</i>	2.750628					
<i>Mean Scores of 5- 9 Lakhs</i>	2.965278					
<i>Mean Scores of 9-14 Lakhs</i>	2.558979					
<i>Mean Scores of Above 14 Lakhs</i>	2.857724					

Analysis of variance Table VII showed that innovativeness, exploration through shopping and information seeking differs significantly for different income groups. Hence null hypothesis stands rejected for innovativeness, exploration through shopping and information seeking. For rest of the four variables repetitive behavior proneness, risk taking, interpersonal communication and brand switching NULL hypothesis is ACCEPTED. Games Howell test is used for innovativeness, exploration through shopping and information seeking.

As per post hoc table there is a significant difference between the income group of Less than 3 Lakhs and 3-5

Lakhs, 5-9 Lakhs and 9-14 Lakhs. Also, the income group of Above 14 Lakhs differs significantly from 3- Lakhs, 5-9 Lakhs and 9-14 Lakhs. Descriptives table infers that the income group of Less than 3 Lakhs is higher in innovativeness (M=3.449255) as compared to 3-5 Lakhs (M=2.804737), 5-9 Lakhs (M=2.972662) and 9-14 Lakhs (M=2.800802). This can be due to the reason that lowest income group has limited disposable income with them and they try to search for the best alternatives of shampoos. Mean scores of respondents with the income above 14 Lakhs (M=3.375151) is higher as compared to respondents in the income group of 3-5 Lakhs (M= M=2.804737), 5-9 Lakhs (M=2.972662) and 9-14 Lakhs (M=2.800802).

Respondents in the income group of 14 Lakhs & above are highest on innovative behaviour as they can afford to be innovative due to the fact that they have higher resources and disposable income and satisfy their hedonic satisfaction.

Post hoc table reveals that the income group of 5 to 9 Lakhs differs significantly from the income group of less than 3 Lakhs. Also the respondents of the income group between 5-9 Lakhs and 9-14 Lakhs differ significantly in their exploratory behavior. The respondents having the income between 5-9 Lakhs are higher on exploratory tendencies while shopping ($M=3.405348$) as compared to the income groups of less than 3 Lakhs ($M= 3.130191$). Shampoo being a convenience good does not get too much explored while shopping but there has been varieties of shampoo which are costlier as compared to others. This is a new trend that has evolved over a period of time with the inception of multi-brand retails outlets that people tend to explore while shopping for various options available off the shelf in a store. Higher income group has higher disposable income with respect to lower income group for which shampoo is still a utility product. The respondents in the group of 5-9 Lakhs are highest on exploration through shopping. With average disposable income, they tend to explore the available options. The respondents in the income group of less than 3 Lakhs have less of exploration through shopping due to their lower disposable incomes.

As per the post hoc table we can interpret that there is a significant difference between the respondents with the income between 5-9 Lakhs and 9-14 Lakhs. Also, significant difference was observed between the respondents having the income between 9-14 Lakhs and respondents having income less than 3 Lakhs. Respondents between the income groups of 5-9 Lakhs seek more information ($M=2.965278$) as compared to respondents with income between 9-14 Lakhs ($M=2.558979$). Respondents of income group less than 3 Lakhs have more information seeking tendencies ($M=2.893519$) as compared to 9-14 Lakhs ($M=2.558979$). Respondents with less income seek more information through advertisements before buying shampoo because of limited disposable income whereas the respondents with higher income can purchase anything new without collecting much information and gets the feeling of market mavens.

EFFECT OF OCCUPATION ON VARIOUS VARIABLES OF EXPLORATORY TENDENCIES TOWARDS SHAMPOO

H_{0j} : There is no significant difference between the mean scores of various Exploratory Tendencies for different occupations towards shampoo

TABLE VIII: ANOVA between Occupation and various variables of Exploratory Tendencies towards shampoo

Variables	Levene Statistic	Sig.	F	Sig.	Welch	Sig.
Risk Taking	31.256	0.00	33.697	0.00	32.646	0.00
<i>Mean Score of Business</i>	2.878689					
<i>Mean Score of Service</i>	2.481569					
<i>Mean Score of Professional</i>	3.328662					
<i>Mean Score of Housewife</i>	3.194366					
<i>Mean Score of Students</i>	2.507527					
Brand Switching	0.756	0.554	2.828	0.024	2.814	0.025
<i>Mean Score of Business</i>	3.233152					

<i>Mean Score of Service</i>	3.163399
<i>Mean Score of Professional</i>	3.0276
<i>Mean Score of Housewife</i>	2.94366
<i>Mean Score of Students</i>	3.234769

From the ANOVA Table VIII it can be analyzed that there is a significant difference in risk taking, interpersonal communication and brand switching for different occupations. Hence, NULL hypotheses stands rejected for risk taking, interpersonal communication and brand switching. We will apply Tukey for post hoc analysis for interpersonal communication and brand switching and Games- Howell is used for risk taking.

As per post hoc test in case of risk taking tendencies there is a significant difference in students from business class, housewives and professionals. Risk taking tendencies are lowest for students (M=2.507527) as compared to business class (M=2.878689), housewives (M=3.194366) and professionals (M=3.328662). This can be due to the reason that students are more concerned about their looks and their hair as compared to other groups. They take feedbacks and also experts' advice before purchasing any new shampoo thus exhibiting a lower risk taking tendency. Also, as per post hoc table housewives differ significantly from service class people and businessmen in their risk taking tendencies. Housewives have higher risk taking tendencies (M=3.194366) as compared to businessmen (M=2.878689) and service class respondents (M=2.481569). Businessmen and professionals cannot afford to experiment with their looks due to their job responsibilities while housewives take risk with new products. Post hoc table also highlights significant difference between service class respondents from business class and professionals. Service class respondents are lower on risk taking tendencies (M=2.481569) as compared to both business class (M=2.878689) and professionals (M=3.328662). Service class has limited income that reduces their risk taking tendencies.

By analyzing the post hoc table of exploratory tendencies brand switching tendencies are highest in students (M=3.234769) as compared to housewives (M=2.943660). Students are more conscious of their looks whereas housewives don't switch brands without consulting their hair stylists or beauticians.

Managerial Implications:

It has been observed from the study that demographic factors have a significant effect on the various exploratory tendencies in case of shampoo as a product. This is an important factor that has to be kept in mind while marketing shampoos.

Younger individuals exhibit a higher level of innovative behavior than their elders and the same is the case with brand switching and information seeking. This is attributed to the fact the younger generation is more keen on its looks and have a higher tendency to look good in the peer as well as they are in a phase of job search, that makes it all the more important for them to be innovative and seek more information than to just try any available shampoo. This also makes them switch brands while seeking a specific type of shampoo.

This study shows that females have a higher tendency towards being innovative, brand switching and information seeking. This has been attributed to the fact that females are more conscious of their looks among peers as well their own family. This makes them keener to look into advertisements related to specific areas of interest as regards the type of hair, colored or natural, relative effect on hair with respect to conditioning etc.

Unmarried individuals are seen to be more innovative as compared to their married counterparts as per this study while the latter is high on risk taking tendency. This is attributed to the fact that unmarried individuals are conscious about their looks and do not try to experiment much with their hair thus making them more innovative and lesser risk taking. Marketers have to be conscious while projecting their products in advertisements to take care of the fact regarding the marital status of the individuals.

Income has always played a very important role for marketers with respect to its effect on the consumer buying behavior. The same has been highlighted from this study regarding the exploratory tendencies. People with lower

incomes as well as with much higher incomes are found to be most innovative owing to their disposable incomes. The individuals having average incomes that have enough resources and disposable income are found to be exploring more while shopping and with the advent of multi brand retails, this situation is more prevalent now. The same also applies to the information seeking tendency as this income group individuals try to find maximum information about a product through advertisements that their other counterparts due to the presence of right mix of resources and disposable income.

Housewives are found to be the highest risk takers while shopping since they love to try new looks and have the least amount of fear in terms of their outlook to the outside world since they do not have to be working in an office or professional environment guided by certain rules. This attributes to the lower risk taking capability of students who are more concerned about their physical outlook. Service class individuals owing to their lower disposable incomes and a relatively greater inclination towards the physical appearance in an office atmosphere do not take risks as compared to businessmen and professionals. This also coincides with the fact that students are higher on brand switching to quench their thirst for a specific requirement from a shampoo that might be available in a particular brand while housewives do not exhibit such behavior due to the fact that they care too much for their hair and are more dependant for any change on their hair experts.

SUGGESTIONS

Marketers should focus their products keeping the demographic factors in mind as they have a direct impact on the exploratory tendencies and consumer buying behavior. This study has thrown substantial light on the effect of various demographic factors on such tendencies that shape the buying behavior of the consumers in an emerging market. Marketers should position their advertisements around the younger generation with specific details that help cater to the demands of such individuals related to hair growth, dandruff and other diseases that are common in this age.

Marketers should have various brands of products specific to the demographics with schemes of freebies like conditioner, hair color etc that attracts younger population as well as housewives who look around for information related to products and are innovative. This will also help marketers to reduce the brand switching tendencies of the individuals that is very common in young generation, students and females.

Income plays an important role in shaping the product buying behavior of a consumer. Marketers need to have various options available that cater to all income groups with various offerings in terms of packing available such as sachets, smaller bottles and large family sized bottles. This will help in greater penetration of the brands in almost all strata of society.

A differentiation of brands by the same marketer will also help in creating a niche market for themselves with variants such as daily use, hair repair, anti-dandruff etc. This will help the marketer to satisfy the need of innovativeness as well as reduce the brand switching tendencies among competition.

With the advent of multi brand retail outlets, marketers should advertise their products with specific details regarding a product that cater to a specific attribute related to hairs thus attracting related customers. This will help them increase their sales for the customers who explore a lot before making a purchase decision.

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