EFFECT OF GENDER DIFFERENCES ON CONSUMER EXPLORATORY TENDENCIES FOR CONVENIENCE GOODS

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Abstract

India is one of the fastest growing retail markets in the world, with 1.2 billion people. It is one of the top five retail markets in the world by economic value. Consumers are becoming more powerful, with expectations of having it all. Therefore, assessment of their exploratory tendencies for retailers and academia becomes an important issue in this newly developing consumption culture. The present study tried to develop and validate a scale to find out the factors influencing the choice criteria pertaining to exploratory tendencies of consumers and also the impact of gender differences on exploratory buying behaviour tendencies of consumers in National Capital of India ¬ Delhi with respect to convenience goods. Exploratory factor analysis was carried out through principal component analysis followed by confirmatory factor analysis to establish the validity of the measurement model. Seven exploratory tendencies were extracted from exploratory factor analysis namely innovativeness, repetitive behaviour proneness, risk taking, exploration through shopping, interpersonal communication, brand switching, information seeking. The results indicated significant gender differences in exploratory tendencies in case of biscuits and shampoos, but in case of magazines, were found insignificant. Finally, the study suggested useful measures which can be used by the marketers for designing successful marketing strategies for optimising the resources being used and create a win-win situation for both the corporation and the economy.

Keywords: Exploratory Tendencies, Exploratory Factor Analysis, Confirmatory Factor Analysis, Gender Differences, Convenience Goods, Independent Sample T-Test.

Introduction

A complex scenario faces marketers in today's perfectly and fiercely competitive market where consumer is the king. To have market share and mind share of consumers depends upon various factors which are interlinked with each other, as well as interacting and presenting unforeseen display of choice making mechanisms based on interplay of demographic variables and exploration tendencies of consumers. The conduct which goes for changing the incitement from real to ideal is known as Exploratory Behavior. An individual conduct is affected by the naturally spurred craving to reach a particular level of stimulation termed as OSL. This behavior that goes for changing the incitements from genuine to ideal is known as Exploratory Behavior.

This adaptive behavior means that they will either get involve in stimulation seeking or stimulation avoidance depending on his OSL and environments stimuli i.e. ASL (actual stimulation level). It is critical to separate between one's OSL and ASL. On one hand there is a risk that ASL of an individual is higher than his/her OSL. In such a circumstance individual will forgo participating in any action that would upgrade the overdose

of incitement effectively influencing the individual and rather decrease one's exposition to environmental stimuli toward OSL. Then again there is a risk that ASL of an individual is lower than his/her OSL. In such a circumstance the outcome will be fatigue and the individual will be pulled in by stimuli bearing the possibility to increase ASL towards OSL.

Historically, researches have shown a strong relationship of OSL and a variety of consumer behaviors with respect to prominent exploratory tendencies like innovativeness, variety seeking, risk taking, stimulations related to fear – appeal advertisements. (Hans Baumgartner A., Jan-Benedict E.M. Steenkamp, (1996), Celsi, R. L., Rose, R. L. & Leigh, T.W. (1993). To accomplish an ideal level of incitement, an individual may take part in investigation of the nature. Exploratory propensities are identified with an individual's specific requirement for incitement. Exploratory reactions afford access to environmental data that was not formerly accessible (Berlyne, D.E. (1960). Raju (1980) classified exploratory tendencies as risk taking (RT), variety seeking (VS) and curiosity-motivated behavior (CMB).

To achieve an ideal level of incitement, an individual takes part in investigation of nature. Exploratory conduct is "conduct with the sole capacity of changing the stimulus field."Raju (1980) saw exploratory conduct as an inclination, planned to change natural stimuli. As expressed by Raju (1980); "the degree of OSL, leads to attempts to adjust incitement from nature. Such conduct, went for adjusting incitement externally, can be termed 'exploratory behavior'. Raju's (1980) categorization of three general exploratory tendencies dominates the body of buyer behavior. RT classifies exploratory conduct related with innovative and new choices that are seen unsafe or risky; VS classifies a person's conduct relating to switching between known options and additionally a deviation from the routine behavior including brand switching (BS); and information seeking (IS), interpersonal communication (IC), and exploration through shopping (ETS) identifies with CMB. Shoppers searching for adventure, exciting activity, disinhibition, new encounters, dreams, tangible incitement, run off from boredom, and regular change among well-

known things have been distinguished as captivating in exploratory customer practices keeping in mind the end goal to raise their level of incitement in life (Raju,P. S.(1980). Higher RT, VS, and CMB is exhibited by high OSL individuals. People differ in the amount of stimulation deemed to be optimal such as high EBBT (Exploratory Buying Behaviour Tendency) individuals have higher levels of optimal stimulations than their lower EBBT counterparts. This makes high EBBT individuals display more curiosity and pursue diversity in the products they consume. This holds good even if an individual is buying for others as high EBBT individual shows a much stronger need to increase his or her internal stimulation level. This brings us to another concept related to hedonic and utilitarian search motives such that hedonic search motives are related to experimental view of the consumer behavior and also that people seek recreation and fun while shopping. The theory of OSL was given by Hebb (1955) and Leuba (1955) in Psychology. Their study derived that irrespective of animal or human being, both strive for a specific stimulation, termed as Optimum Stimulation level, OSL. Also, individuals are internally motivated to achieve a specific stimulation level, termed as OSL. Individuals work towards achieving a specific stimulation level in their lives i.e. OSL. As per the research done on consumer behavior, every individual has been found to have different levels of OSL. OSL is an individual's affinity towards reacting to the external stimulation. Wundt curve (Figure 1) shows the behavioral pattern of an individual's stimulation with respect to the external stimuli as to how it increases or decreases to achieve the OSL.
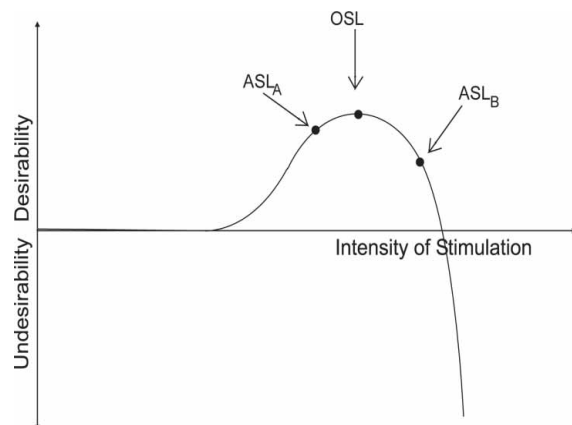

Figure 1: OSL Theory- The Wundt Curve

According to Zuckerman, OSL has intra-individual stability but varies across individuals. Individuals having high OSLsearch new motivations and conditions externally to reach their optimum level. In contrast low OSL individuals feel contended with known motivations and conditions. Baumgartner and Steenkamp (1996) ordered exploratory propensities in two heads. They gave a 2-variable theorization of exploratory buyer purchasing behavior that differentiates Exploratory Acquisition of Products from Exploratory Information Seeking.

• Exploratory Acquisition of product (EAP) demonstrates customers' propensity to look for tangible incitement in item buy through unsafe and creative item decisions and shifted and changing buy and utilization encounters. Henceforth, EAP includes RT and VS. Individuals with higher EAP have a tendency to take hazard and risks in purchasing novel, unknown, inventive items and continue changing their buying pattern with an end goal to accomplish incitement. EAP is more inclined towards RT

• Whereas Exploratory Information Seeking (EIS) is a propensity to acquire intellectual incitements as the person collects information on the product out of curiosity. ETS, IS, IC goes under Exploratory Information Seeking. High EIS folks have a tendency to strive for window shopping, do a great deal of scanning, are exceptionally intrigued by promotions and limited time material that builds their insight about different items and administrations and adoration to examine their buys and encounters with companions. EIS is mostly associated with CMB.

Historically Exploratory behavior finds its reference to a great extent in Psychology literature and many theories have also been proposed in this context. Most of the studies have found that high OSL individuals take part in exploratory practices to a more prominent degree than individuals with lower OSLs. Cele Otnes and Mary Ann McGrath (2001) recognized the shopping behavior of males. It also verified whether men and women stick to stereotypes of male shopping behavior. Theory describing various motivations affecting male shopping behavior was developed in the paper. The support received by the results towards these stereotypes was little. "Grab & Go" stereotype surpassed five types of shopping behavior like alternative evaluation, bargaining, browsing behavior, consumer socialization, shopping together. "Whine and/or wait" was also not supported by the results which showed that men engage in shopping frequently to help women. The results refused the third stereotype also i.e. "Fear of Feminine", instead, the result reflected that men embrace products and stores for females for status, power, control, furtherance of intimacy. To fulfill the objective of developing a theory, the results gave some important points which influence the male shopping in the emerging patterns like achievement orientations and womanly shopping behavior. To conclude if women "Shop to Love" then men "Shop to win." In achieving the same they use both "feminine" shopping behaviors and masculine activities like bargaining, using technology and demonstrate expertise among their peers. Shelja J. Kuruvilla, Nishank Joshi and Nidhi Shah, (2009) focused on the shopping habits in our country, India. The findings of the article suggest that women have a healthier attitude towards all facets of malls but preferably product quality, ambience, parking and amenities. The time and money spent by male members is more as compared to females. Also, men visit malls more frequently as compared to females. Female respondents purchase fashion related merchandise more frequently than male respondents. Also, window shopping is enjoyed more by female respondents. Finally, both male and female respondents are sensitive to price and somewhat recreational in their shopping orientation. Neither males nor females were very functional in their shopping approach. To conclude male and female respondents cannot be discriminated on attitudes or shopping orientation. P.S. Raju (1984) in his paper "Exploratory Brand Switching: An Empirical Examination of its Determinants" focused on determinants of exploratory brand switching. The researcher had examined four different factors in this context namely OSL, brand awareness, monetary deal and product class. The findings of the paper suggest that the OSL significantly affect BS for homemakers but not for students. OSL was statistically significant for two out of three products when each product was considered separately. Brand awareness and offers influence BS more than individual differences in OSL. Brand

consciousness had a higher impact even after a 25% discount on the normal prices. The study found that higher OSL individuals and low brand awareness were associated with switching behavior related to monetary deals as compared to low OSL individuals that have higher importance for brand awareness. The results were found to be generalized to non-food items but may vary for other.

After reviewing the existing literature pertaining to effect of demography's on various exploratory tendencies it can be concluded that no study has been conducted so far which takes into account the effect of demographic variables on the entire range of exploratory

tendencies—brand switching, risk taking, innovativeness, information seeking, interpersonal communication, exploration through shopping and repetitive behavior proneness in the Indian scenario with special reference to National Capital of India I. e. North India. The present research aims to fulfil the existing gap of buying behaviour research for Emerging Consumer Market settings. This work focuses on the important construct of optimum stimulation level. This study assesses whether there is any influence of the demography specifically gender on the exploratory tendencies with respect to convenience goods.
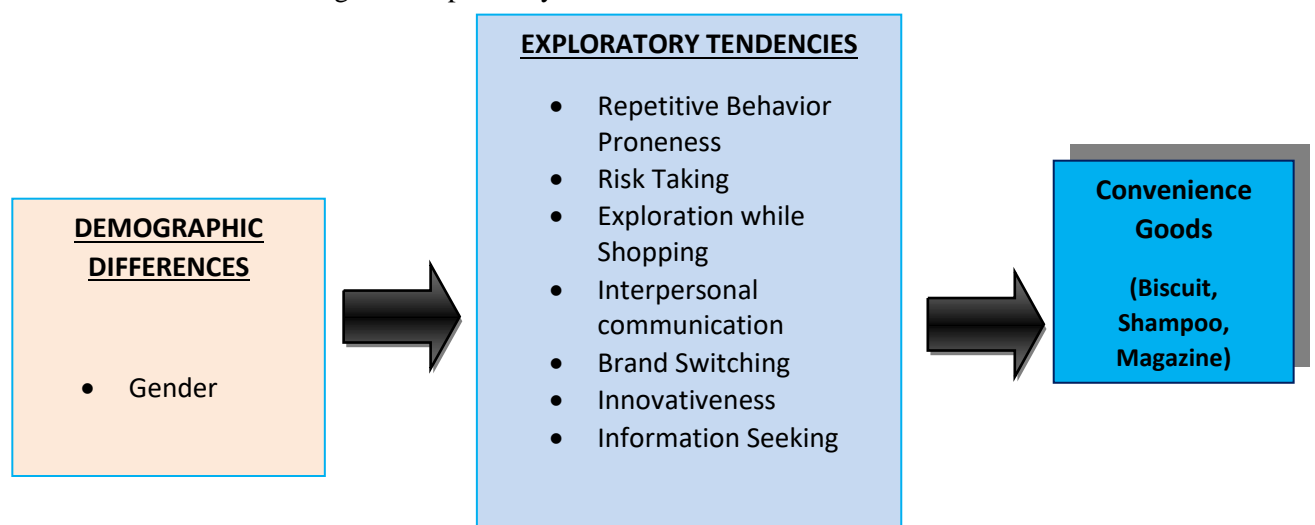
Figure 2: Conceptual Model- Effect of Demographic variable gender on Various Exploratory Tendencies for Selected Convenience Goods

OBJECTIVES

1. To develop and validate a scale to assess the factors affecting exploratory tendencies of consumers for selected convenience goods in the emerging retail market with special reference to India.

11. To analyze the impact of gender differences on consumers exploratory tendencies with special reference to convenience goods in National Capital of India- Delhi.

HYPOTHESIS

H01: Exploratory Tendencies of consumers are not affected by gender differences with respect to convenience goods.

RESEARCH METHODOLOGY

The present study covers the state of Delhi that has been divided into following nine districts on the basis of bifurcation given by Municipal Corporation of Delhi (MCD)

District 1- North West

District 2- North

District 3- North East

District 4- East

District 5- New Delhi

District 6- Central

District 7- West

District 8- South West

District 9- South

Equal representation of sample has been taken from all the districts for the study.

SELECTION OF GOOD:

According to American Marketing Association (1948), convenience goods are those consumer goods which are purchased by the customer on frequent basis without putting much of effort while shopping. Process of comparing convenience goods on the basis of their price and quality does not involve much gain for the concerned buyer as compared to the time spent on such evaluations.

Personal interviews were conducted to identify the convenience goods to be used in the survey. First, small number of personal interviews (50 subjects) were conducted in which the subjects were provided a brief description of convenience goods and then asked to list from 5 to 10 items they purchase very often. The experts in the marketing field were contacted and discussed its likelihood to be a good example of convenience good. The result of the discussion was a short list of convenience goods that was more likely to be bought frequently. Finally, three items were chosen as convenience goods.

Convenience Goods: Biscuits, Shampoos and Magazines

SAMPLE DESIGN AND SIZE

In this study, Data were collected through self administered questionnaire from the urban population of New Delhi. The data related to number of valid questionnaires collected for different products and considered for the study is given under:

TABLE 1: Division of Consumers from Nine Districts of Delhi as per MCD Data

Products	Total No. of Questionnaires distributed	Total No. of Questionnaires Received	Total No. of Valid Questionnaires complete in all respects
Biscuits	945	928	906
Shampoo	945	938	923
Magazines	945	895	875

Impact of gender differences of consumers on their exploratory tendencies with special reference to Convenience goods i.e. biscuits, magazines and shampoo in National Capital of India - Delhi are tested in this study. The seven exploratory tendencies as stated by Raju (1980) were validated before testing hypotheses for the study The objective of Confirmatory Factor Analysis in this study is to test the relationship between the various constructs of ET and their manifest variables. CFA examines the validity of the modified scale with 34 statements and seven sub-scales used in the study for convenience goods in Indian context.

Likert scale which is one of the most frequently used scales to evaluate psychographic variables has been applied with five point rating for the analysis.

The 34 item modified scale is tested for convergent and discriminant validity as well as model fit by CFA. The hypothesis to assess the influence of gender differences of consumers on ET has been tested using Independent Sample T-Test.

CONFIRMATORY FACTOR ANALYSIS TO ASSESS VALIDITY OF SCALE

This step pertains defining the measured variables for the latent variables based on the theory or literature review, i.e. operationalization of the construct or latent variables. See TABLE 2.

TABLE 2 : Constructs of ET Extracted after Review of Literature

	Brand Switching (BS)
Constituents of ET extracted after Review of Literature	Exploration Through Shopping (ETS)
	Innovativeness (INOV)
	Interpersonnal Communication (IC)
	Information Seeking (IS)
	Repetitive Behavior Proneness (RBP)
	Risk Taking (RT)

The following constructs were made on the basis of operationalization for testing the relationship between construct and its apparent variables:
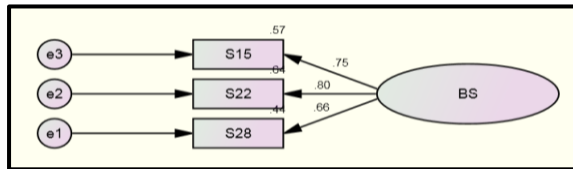
Brand Switching

Figure 3: BS with its apparent variables

In Figure 3, apparent variables for the factor BS are shown. BS is represented by three variables on the basis of theory identified from review of literature. The assignment of measured variables to its factor is graphically represented by an arrow from factor to its measured variable. Variable loadings signify the extent to which the calculated variable relates to its factor or construct. Calculated variable cannot fully explain the construct so an error term is added to the same.
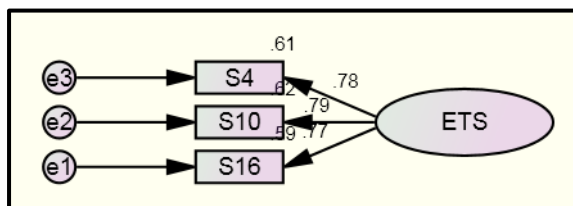
Exploration Through Shopping

Figure 4: ETS with its apparent variables

In Figure 4, apparent variables for the factor ETS are shown. ETS is represented by three variables on the basis of theory identified from review of literature.

Innovativeness
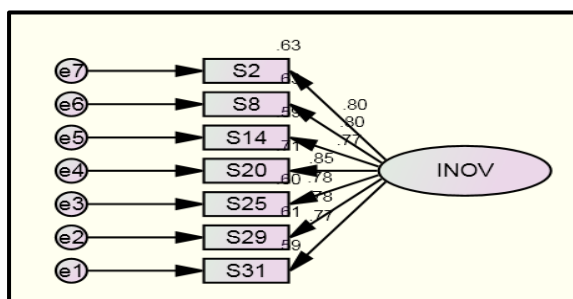
Figure 5: INOV with its apparent variables

In Figure 5, apparent variables for the factor INOV are shown. INOV is represented by

seven variables on the basis of theory identified from review of literature.

Interpersonal Communication
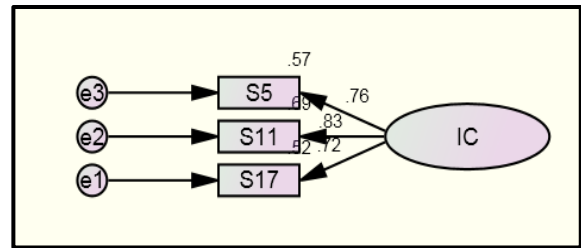
Figure 6: IC with its apparent variables

In Figure 6, apparent variables for the factor IC are shown. IC is represented by three variables on the basis of theory identified from review of literature.

Information Seeking
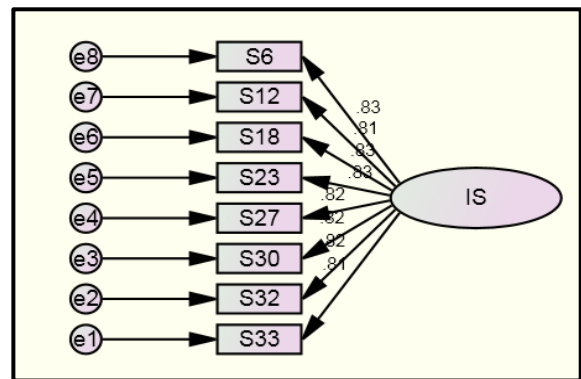
Figure 7: IS with its apparent variables

In Figure 7, apparent variables for the factor IS are shown. IS is represented by eight variables on the basis of theory identified from review of literature.

Repetitive Behavior Proneness

Figure 8: RBP with its apparent variables

In Figure 8, apparent variables for the factor RBP are shown. RBP is represented by five variables on the basis of theory identified from review of literature.

Risk Taking

Figure 9: RT with its apparent variable

In Figure 9, apparent variables for the factor RT are shown. RT is represented by five variables on the basis of theory identified from review of literature.

Parameters for Goodness-of-fit
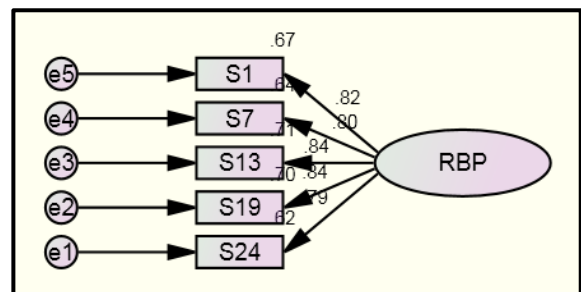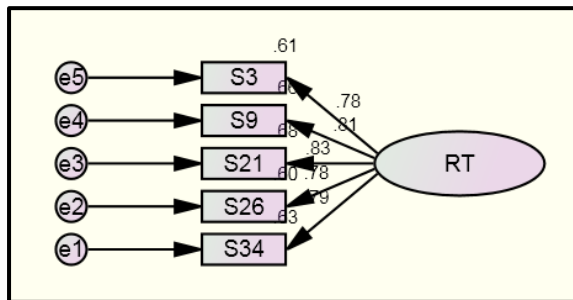
Hair et al., (2006) stated that goodness of fit indices determine the validity of the measurement model. The proximity of the data fitment into the model is established by fit indices as given in the TABLE 3.

TABLE 3: Model Fit Indices

Fit Statistics	Desired value	BS	ETS	IS	INOV	IC	RBP	RT
GFI	.90 or higher	.982	.992	.981	.982	.994	.992	.994
NFI	.90 or higher	.988	.987	.988	.985	.983	.994	.995
IFI	.90 or higher	.987	.981	.988	.986	.986	.994	.995
CFI	.90 or higher	.985	.994	.988	.986	.986	.994	.995
RMR	.05 or lower	.021	.015	.023	.025	.025	0.018	.017

Analysis and Results:

The objective of CFA is to establish the construct validity of survey items. CFA checks to what extent the construct can be explained by the variables representing its constitution. While establishing the construct validity of the construct, CFA ensures significant correlation of the construct under consideration with factor load of the variable. Results of the CFA for the data under the study confirmed the presence of the identified seven constructs during literature review and validated them thereby confirming the exploratory tendency that buyers exhibit while purchasing biscuits, shampoo, and magazines .

For estimation of convergent validity (Bagozzi et el (1988), Forwell, C., and Maddi, S.R. (1961):

CR > 0.6

CR > AVE

AVE > 0.5

For testing discriminant validity (Kline, R.B. (2004):

MSV < AVE

ASV < AVE

TABLE 4: Convergent and Discriminant Validity

	CR	AVE	MSV	ASV	BS	INOV	RBP	RT	ETS	IC	IS
BS	0.785	0.550	0.040	0.019	0.741						
INOV	0.921	0.625	0.040	0.020	0.200	0.791					
RBP	0.910	0.668	0.027	0.007	0.088	0.026	0.817				
RT	0.897	0.637	0.011	0.005	0.086	0.088	0.056	0.798			

ETS	0.824	0.609	0.040	0.028	0.190	0.199	0.164	0.105	0.780		
IC	0.814	0.594	0.033	0.015	0.127	0.117	0.041	0.012	0.181	0.771	
IS	0.943	0.674	0.025	0.012	0.095	0.126	0.010	0.034	0.151	0.158	0.821

As per TABLE 4 CR is more than 0.6 and AVE is more than 0.5 for all the seven factors. Also, the table shows that CR is higher than AVE for all factors. So, we can conclude that the factors in the measurement model had sufficient convergent validity. As per the measurement model MSV is less than AVE for all the factors. Also, ASV is less than AVE for all the factors. Hence, we can confirm discriminant validity of the measurement model.
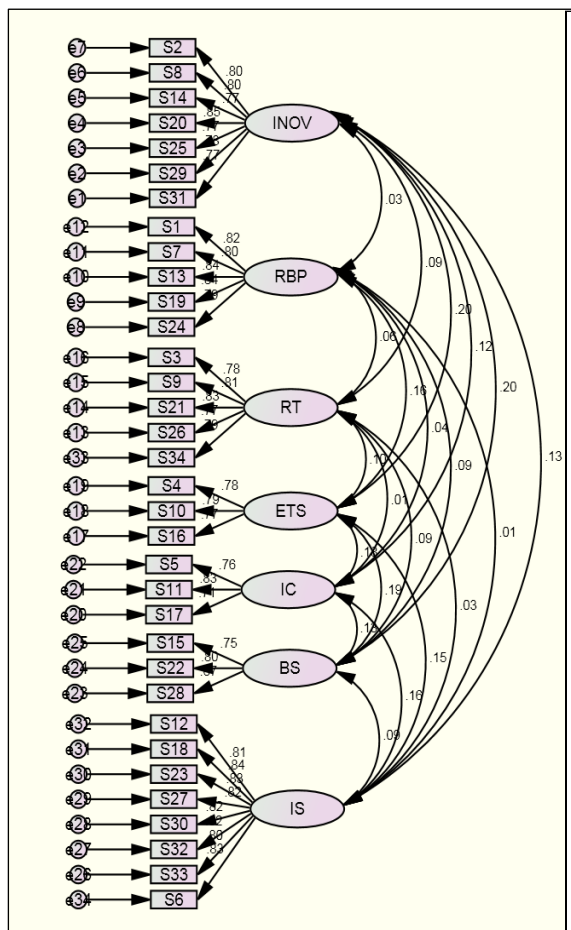

Figure 10: CFA for various variables of ET

Tests of Relative Fit:

The fit output contains a huge assortment of model fit statistics that is intended to explain the overall model fit. Chi-square, its degrees of freedom (DF), and its probability value (P), the Tucker-Lewis Index (TLI), and the Root Mean Square Error of Approximation (RMSEA) are universally reported fit statistics.

The different general guidelines for every fit statistics that continue changing with each new incitement is distributed by the statisticians. There is a choice of other fits are available that are descriptive. RMSEA values beneath .08, Tucker-Lewis Index (TLI) estimations of .90 or higher, Goodness of Fit Index (GFI) estimation of .90 or higher, Relative Fit Indices (RFI) assessment to be .90 or higher, Normed Fit Index (NFI) significance to be .90 or higher and Comparative Fit Index (CFI) value to be .90 or higher. RMSEA for this model has been found to be is .039, NFI is .952, GFI is .939, IFI is .956, CFI is 956, RFI is .947 and the TLI value is .951 as given in the TABLE 5. Subsequently, it can be inferred that model fit well as indicated by the descriptive measures of fit.

TABLE 5: Measurement Model Evaluation: Goodness-of-Fit Statistics

Fit Statistics	Final CFA Model	Desired value
GFI	.939	.90 or higher
TLI	.951	.90 or higher
NFI	.952	.90 or higher
RFI	.947	.90 or higher
IFI	.956	.90 or higher
CFI	.956	.90 or higher
RMSEA	.039	.05 or lower

Concluding remarks:

After conducting CFA it was found that model fitted successfully in Indian scenario. After confirming the model with the help of CFA, it can be concluded that ET of consumers can be measured by seven factors i.e. RT, INOV, BS, IS, IC, RBP and ETS with 34 statements for selected convenience goods. The model undertaken fits well in the Indian scenario for selected convenience goods.

After achieving the factors hypothesis testing has been done for the objective

Objective: To assess the impact of gender differences on their exploratory tendencies with special reference to convenience goods in National Capital of India- Delhi.

RESULTS AND DISCUSSION

INFLUENCE OF GENDER DIFFERENCES ON CONSUMERS EXPLORATORY TENDENCIES WITH RESPECT TO BISCUITS

For data collection, 945 questionnaires were disseminated to respondents of different colonies out of which 928 questionnaires were filled & returned. 22 questionnaires were incomplete. Finally, 906 complete questionnaires were considered for analysis.

TABLE 6: Demographic Characteristics: Consumers of Biscuits

Demographics	Category	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Gender	Male	500	55.2	55.2	55.2
	Female	406	44.8	44.8	100.0

As per TABLE 6 nearly equal representation of males (500) and females (406) was there in the sample with 35% respondents of 21-30 years.

H0: Exploratory Tendencies of consumers are not affected by gender differences with respect to biscuits.

IMPACT OF GENDER ON DIFFERENT VARIABLES OF EXPLORATORY TENDENCIES REGARDING BISCUITS

TABLE 7: T-Table of Gender and Variables of ET towards Biscuits

		Levene's Test		t-test		
		F	Sig.	T	df	Sig. (2-tailed)
INOV	EVA	0.095	0.758	-2.036	904	**0.042**
	EVNA			-2.037	867.682	0.042
RBP	EVA	0.074	0.786	-0.024	904	0.981
	EVNA			-0.024	865.075	0.981
RT	EVA	0.642	0.423	0.83	904	0.407
	EVNA			0.83	868.183	0.407
ETS	EVA	0.267	0.605	-0.516	904	0.606
	EVNA			-0.515	862.154	0.606
IC	EVA	0.159	0.69	-0.679	904	0.497
	EVNA			-0.679	863.479	0.497
BS	EVA	0.006	0.939	-0.598	904	0.55
	EVNA			-0.598	866.758	0.55
IS	EVA	1.77	0.184	-1.196	904	0.232
	EVNA			-1.198	871.591	0.231

TABLE 8: Group Statistics of Gender towards Biscuits

	Gender of	Frequency	Mean Score	Standard	Standard Error
INOV	Male	500	2.922285	.9923065	.0443773
	Female	406	3.056999	.9880494	.0490361
RBP	Male	500	3.124400	1.0725789	.0479672
	Female	406	3.126108	1.0760963	.0534058

RT	Male	500	2.758800	1.0455663	.0467591
	Female	406	2.700985	1.0395388	.0515914
ETS	Male	500	3.148008	1.0361388	.0463375
	Female	406	3.183918	1.0481435	.0520185
IC	Male	500	2.972674	1.0146578	.0453769
	Female	406	3.018893	1.0226128	.0507514
BS	Male	500	3.066003	.9586642	.0428728
	Female	406	3.104266	.9571405	.0475021
IS	Male	500	2.892750	1.0922636	.0488475
	Female	406	2.979372	1.0748231	.0533426

TABLE 7 reveals that there is a significant difference in the mean scores of INOV for males and females. Hence we reject our NULL hypothesis for INOV. Mean scores reveal that females (M=3.056999) are more innovative then males (M=2.922285). There is no difference in RBP, ETS, IC, RT, BS and IS tendencies for males and females. Women show higher INOV as compared to men. This can be attributed to the reason, whether working or home markers it is the lady who is responsible for the health of the family. She plays an important role in kitchen and other household chores. Women have those maternal instincts to look after every one needs and cares for all family members. Whenever she shops for the confectionary items like biscuits she takes care of the health and taste of all family members. For elders she prefer buying biscuits that have salt and cumin, for herself and spouse may buy high fiber biscuits and for kids she prefer buying sweet and different flavored biscuits as per liking.

EFFECT OF GENDER DIFFERENCES ON CONSUMERS EXPLORATORY TENDENCIES WITH RESPECT TO SHAMPOO

For data collection 945 questionnaires were disseminated to respondents of different colonies of Delhi, out of which 938 questionnaires were filled & returned. 15 questionnaires were incomplete . Finally, 923 complete questionnaires were considered for the analysis.

TABLE: 9: Demographic Characteristics: Consumers of Shampoo

Demographics	Category	Frequency	Percentage	Valid	Cumulative
Gender	Male	515	55.8	55.8	55.8
	Female	408	44.2	44.2	100.0

As per TABLE 9 out of 923 questionnaires collected 55.8% were males (515) and 44.2% were females (408) with 34% respondents of 21-30 years (317), 22% in 31-40 Years, 26% in 41-50 years and 18% in 51-60 years.

INFLUENCE OF GENDER ON DIFFERENT VARIABLES OF EXPLORATORY TENDENCIES REGARDING SHAMPOO

Ho : Exploratory Tendencies. of consumers are not affected by different genders regarding shampoo.

TABLE 10: T-Table of Gender and Variables of ET towards Shampoo

		Levene's Test		t-test		
		F	Sig.	t	df	Sig. (2-tailed)
INOV	**EVA**	45.152	0	-11.044	921	0

	EVNA			-11.241	915.137	**0**
RBP	EVA	0.109	0.741	0.858	921	0.391
	EVNA			0.856	865.766	0.392
RT	EVA	0.054	0.816	0.267	921	0.789
	EVNA			0.267	870.204	0.79
ETS	EVA	1.111	0.292	-0.84	921	0.401
	EVNA			-0.844	889.398	0.399
IC	EVA	4.204	0.041	-0.834	921	0.404
	EVNA			-0.841	896.374	0.401
BS	EVA	1.38	0.24	-2.756	921	**0.006**
	EVNA			-2.767	885.242	0.006
IS	EVA	9.092	0.003	-3.102	921	0.002
	EVNA			-3.122	892.607	**0.002**

As per independent sample t-test TABLE 10 there is a significant difference in the mean scores of INOV, BS and IS for both males and females. Hence we reject our NULL hypothesis and can say that there is a difference in the INOV, BS and IS for males and females with respect to shampoo. Females are higher on INOV (M=3.519259), BS (M=3.234477) and even IS (M=2.933211). The same can be attributed to the fact that females are more conscious about their hair. They try new shampoos with good feedbacks and have a keen interest in advertisements of shampoos as compared to their male counterparts.

TABLE 11: Group Statistics of Gender for Shampoo

	Gender of Respondent	Frequency	Mean Score	Standard Deviation	Standard Error of Mean
INOV	Male	515	2.798335	1.0478696	.0461747
	Female	408	3.519259	.8990769	.0445109
RBP	Male	515	3.026796	.9881695	.0435440
	Female	408	2.970098	1.0071918	.0498634
RT	Male	515	2.826796	.9559055	.0421222
	Female	408	2.809804	.9635632	.0477035
ETS	Male	515	3.153398	1.0362980	.0456647
	Female	408	3.209964	.9904142	.0490328
IC	Male	515	3.075729	1.0086553	.0444467
	Female	408	3.129902	.9423819	.0466549
BS	Male	515	3.055664	.9927982	.0437479
	Female	408	3.234477	.9607514	.0475643
IS	Male	515	2.728641	1.0190752	.0449058
	Female	408	2.933211	.9641437	.0477322

EFFECT OF GENDER DIFFERENCE ON CONSUMERS EXPLORATORY TENDENCIES WITH RESPECT TO MAGAZINES

TABLE: 12 : Demographic Characteristics: Consumers of Magazines

Demographic	Category	Frequency	Percentage	Valid	Cumulative Percentage
Gender	Male	495	56.6	56.6	56.6
	Female	380	43.4	43.4	100.0

For data collection 945 questionnaires were distributed to respondents of different colonies out of which 895 questionnaires were filled & returned. 20 questionnaires were incomplete. Finally, 875 complete questionnaires were considered for the analysis.

As per TABLE 12 out of 875 questionnaires collected there were a total of 56.6% Males and 43.4% females.31.1% of the sample was from 21-30 years and 22.6% were from 31-40 years.

EFFECT OF GENDER ON VARIOUS VARIABLES OF EXPLORATORY TENDENCIES PERTAINING TO MAGAZINES

H0 : Exploratory Tendencies of consumers are not affected by different genders in case of magazines.

TABLE 13: T-Table of Gender and Variables of ET towards Magazines

		Levene's Test		t-test		
		F	Sig.	T	df	Sig. (2-tailed)
INOV	EVA	1.235	0.267	1.055	873	0.292
	EVNA			1.059	827.435	0.29
RBP	EVA	3.426	0.064	1.193	873	0.233
	EVNA			1.201	835.798	0.23
RT	EVA	9.621	0.002	0.606	873	0.544
	EVNA			0.614	847.823	0.539
ETS	EVA	2.625	0.106	-0.552	873	0.581
	EVNA			-0.549	795.548	0.583
IC	EVA	0.003	0.955	1.275	873	0.203
	EVNA			1.277	818.253	0.202
BS	EVA	2.1	0.148	-0.427	873	0.67
	EVNA			-0.429	831.597	0.668
IS	EVA	2.336	0.127	0.373	873	0.709
	EVNA			0.374	822.233	0.708

Independent sample T-test TABLE 13 reveals that there is no significant difference in the mean scores of various ET for both males and females. Hence we accept our NULL hypothesis and can say that there is no difference in the various ET for males and females or we can say that various ET of males and females with respect to magazines are similar.

CONCLUSION

The analysis indicated that the females are more innovative than males for biscuits. This can be attributed to the reason, whether working or home markers it is the lady who is responsible for the health and taste inclinations of the family. Females are higher on innovativeness, brand switching and information seeking for shampoo as they are more conscious about their hair. They tend to

have interest in advertisements. Males and females do not differentiate on exploratory tendencies for magazines.

It is suggested that Producers should plan various varieties of biscuits with different branding such as cream layered, high fiber, milk cookies, etc. that will attract females and housewives since they exhibit a higher risk taking as well as innovative behavior due to the various roles they play in their lives.

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