

Influence Of Personality Traits On The Exploratory Behavior Of Consumers

Prof. Sandeep Singh

Acropolis Institute of Technology and Research Indore Bypass Road
Manglia Square, Indore (M.P.), India

Prof. Swati Kewlani

Chameli Devi School of Management
Chameli Devi Group of Institutions,

Prof. Monica Sainy

Assistant Professor

Acropolis Institute of Technology and Research Indore Bypass Road
Manglia Square, Indore (M.P.), India

ABSTRACT

In consumer behavior research, exploratory tendencies are important determinant of buying behavior. Influencing customers' perception regarding product purchase decision making is becoming imperative for organizations to sustain competitive advantage. As a result, the critical challenge before marketers is to understand how consumers' personality trait influences their exploratory behavior. This paper empirically examines the model proposed by the author, where the influence of impulsiveness, self concept and ethnocentrism on exploratory tendencies of consumers among a sample of 350 Youth (Management graduates) of Central States of India was tested by dividing the data into two samples, namely, research sample (200) and validation sample (150). The study shows that self concept and impulsiveness is positively related to exploratory behavior whereas ethnocentrism is negatively related to it. This study contributes to the theory and practices of Marketing and HR in an integrated way.

Key Words: Exploratory tendencies, Optimum stimulation level, Impulsiveness, Self Concept, Ethnocentrism, Decision Making, Youth.

INTRODUCTION

In the customer centric era, where customers are the sovereign of the market, and youth playing an incredible role as consumers, satisfying their needs, demands and winning their hearts becomes pivotal. India is the youngest nation, where youth constitute approximately 40% of its population. Youth shop for fun and prefer to shop in an environment perceived to be emotionally stimulating. For them, shopping is a very enjoyable use of time, regardless of purchase of goods or services. Instead of seeking after rational truth, they are becoming hedonic seekers of pleasure (Belk & Bryce, 1993). Youth have been characterized as media and internet savvy, fashion trendsetters, and receptive to new products. The market is globally experiencing buying troughs and crest and is forced to change its old tricks & strategies due to the ever changing consumer taste and preferences, consumption pattern and buying behavior.

Among the many motivating influences on buying behavior that researchers have addressed over the years, the notion of a desire for exploration has been a recurring theme.

The second half of twentieth century has seen sudden surge in shopping evidenced by the mushrooming of shopping hubs, known variedly as shopping malls, town squares, flea markets, and bazaars, even in small villages and towns (Dommermuth and Cundiff, 1967). The post liberalization world enjoys a relative affluence amidst a dizzying abundance of goods and services, and individuals have started buying things on whims, owing to marketing innovations. The consumption fantasy is given succor by a mass media, that splash before them, golden images of how a more abundant life can be lived (Levy, 1968). Individuals are frequently tempted by seductive products.

Consumers have been undergoing a transformation from passive buyers to active enhancers or creators of new consumption experiences and are proactively taking part in the process of collaborative marketing. The experiential paradigm of consumer behavior views consumption as a holistic expression of symbolic meanings, hedonic (emotional) responses, and sensory pleasures (Holbrook & Hirschman, 1982). Evolutionary and rational choice theorists contend that human experiences should be interpreted as a consequence of cognition-based interactions between humans and their environments (Clark, 1997).

In this transformation process of consumers, their exploratory tendencies can't be overruled. Exploratory tendency is viewed as consumers' behavior intended at transforming stimulation from the environment. It is assumed that in consumer buying context there are so many exploratory components operational, such as, Repetitive behavior proneness, Exploration through shopping, Innovativeness, Information seeking, Interpersonal communication, Brand switching, and Risk taking, (Raju, 1980). All these buying behaviors ultimately results in purchase of products/services.

Choi, K., Choi, & Yi (2006) and Faber (2007), specify that consumption of products connotes attributes, motivation, and social pattern. Personality traits like, Impulse buying and variety seeking have drawn significant attention from consumer researchers because of their widespread prevalence across a broad range of product categories. Impulse buying is reactive behavior and often involves an immediate action response to a stimulus (Kroeber-Riel, 1980). Everyday consumer experience often involves coping with temptation to buy and to consume, to "have it all now". And the consequence of this sudden and immediate action is less exploration by consumers during shopping.

In consumer research, consumer's personalities can be defined through product use (Tucker, 1957), products they acquire or use, or in terms of the meanings products have for them or their attitudes towards products. Self concept, which is "totality of the individual's thoughts and feelings having reference to himself as an object" (Rosenberg, 1979), has an important role to play in product selection. Product that is congruent with their consumer's self schema is selected for consumption. Thus, consumer on a look out for a product congruent to their self schema (Sirgy, 1981) and in the process, are likely to indulge in high exploration.

Ethnocentrism is a sociological concept introduced by Sumner (1906) that refers to a tendency to regard beliefs, standards, and code of behavior of one's own as superior to those found in other societies. The concept of ethnocentrism rests on the presumption that consumers' patriotic fervor will affect the attitude towards the products; in turn affect purchase intention, resulting in exploring more and more of products and services while making purchase decision. Consumers having ethnocentric behavior, have positive intention towards domestic

products and negative intentions towards foreign products (Balabanis and Diamantopoulos, 2004). Studying ethnocentrism, impulsiveness and self concept, in tune with exploratory tendencies, is important because techno savvy, materialistic and westernized youth is attracting the global giants towards India. They indulge in shopping for fun, involving lot of hedonic and little cognitive thinking, propelled by a desire to create or sustain self image (actual or social self) and are unpredictable on their ethnocentric buying tendencies.

Despite the unavoidable influence of an individual behavior on their purchase decisions, it has surprisingly received inadequate attention in management research and despite stride in exploratory behavior little study has been done in India concerning the relationship of exploratory tendencies of consumers with behavioral constructs. This study tries to bridge this gap in literature by examining the influence of ethnocentrism, impulsiveness and self concept on consumer's exploratory behavior.

This paper is organized as follows. First, the concept of exploratory tendencies, Impulsiveness, Self Concept and Ethnocentrism has been discussed. Secondly, based on the literature, the study arrives at hypotheses for empirical testing. The paper describes the method and discusses the results of the study. Finally, it concludes with the contributions, limitation of the study and the direction for future research.

Exploratory Tendencies

Exploratory behavior can be termed as the behavior that acquires modifying stimulation from the environment. The stimulation is provided to consumer to fulfill their urge of novel purchases, knowledge or curiosity. Exploratory tendencies are directly proportional to Optimum Stimulation Level (OSL). OSL is chattels that epitomize an individual in terms of his universal rejoinder to environmental stimuli. The concept was introduced in the psychology literature by Hebb (1955) and Leuba (1955). They argued that every organism has a preference for a certain level of stimulation and this may be termed as "Optimum stimulation". When environment stimulation is below optimum, an individual will endeavor to increase stimulation and when it is above optimum, individual will strive to reduce it. Individuals with high OSLs are more liable to investigate new stimuli and circumstances because of higher need for environment stimulation and those with low OSLs, on the other end are likely to feel more comfortable with familiar situations and stimuli and withdraw from new or unusual ones.

Impulsiveness

Impulse buying tendency is the "degree to which an individual is likely to make unintended, immediate, and unreflective purchase" (Weun, Jones and Beatty, 1997). Depending upon the extent of advance shopping, consumers in general can be categorized as planned, partially planned or Impulse buyers. Impulse buying can be elucidate as unplanned, a sudden, compelling, hedonically complex purchase behavior in which the swiftness of the impulse purchase decision rule out any thoughtful, deliberate consideration of alternatives or future implications (Rook, 1997). Hence, Impulse buying relates to high emotional activation, low cognitive control, and spontaneous behavior in the proximity of an appealing object of attraction.

Unplanned purchase characterized by a relatively rapid decision making, and a subjective bias in favor of immediate possession (Sharma, et al., 2010 and Kacen & Lee, 2002). Impulse purchases are more likely when consumers experience an impulse buying stimulus and later evaluate that prospective purchase as appropriate (O'Guinn and Faber, 1989). Beyond spontaneity, impulse buying is an intense, exciting urge without looking upon to the

consequence of the purchase decision. Since impulse buying behavior varies in degree of the intensity of the urge to buy, it is not possible to have a single category of impulse buying. Consumer undergo different intensity of the buying urge depending on environmental factors, emotions, gender, economic conditions or buying power as well as the social association among others. This results into different categories of impulse buying behavior (Han et al, 1991), and hence it is classified into five types, namely, planned impulse buying, culture identity/preservation impulse buying (ethnic impulse), reminded impulse buying, fashion-oriented impulse buying and pure impulse buying (Impulsive buying). In this research paper focus would be on pure impulsive buying.

The empirical evidence about the association of purchase involvement with impulse buying is rather mixed, some believe that impulse buying occurs only in low value, low involvement products categories such as candies and magazines (Kollat & Willet, 1969), Whereas recent studies, Jone et al, (2003) demonstrates that it may indeed be associated with high involvement purchase as well.

Rook and Fisher, (1995) opined that shoppers' impulsive buying tendencies are tempered by perception. Intolerant (to ambiguity) persons are expected to engage less in exploratory behavior (Berlyne, 1960). They also perceive typical products as 'newer' than those people who can tolerate ambiguity, and are more reluctant to buy such products (Blake, Perloff, Zenhausern, and Heslin, 1970). Thus, it can be proposed that consumers who resort to impulsive buying behavior show high intolerance to ambiguity, and because of their impulsiveness they are expected to engage in less exploratory behavior. But it doesn't mean that impulsiveness is negatively associated with exploratory tendencies. People with impulse buying behavior can seek to explore, but while purchasing the products they devote hardly any time, and it could be due to reasons such as enjoyment, novelty or any attribute of product which have attracted the consumer.

Individuals with high impulsivity are generally lower in arousal compared to those with low, leading them to seek stimulation from their environment to achieve their desired (or optimum) stimulation level (Eysenck, 1993). Rook & Fisher, (1995) quoted that high Impulse buyers are more liable to experience instant buying, their shopping list are more open and accessible to sudden, unexpected buying ideas. They also act with relatively little forethought because they have difficulty in keeping their attention fixed on the decision-making process when they are deciding how to respond in a situation, and individuals with chronically low arousal levels are found to be more careless, impatient, risk taking, sensation seeking, and pleasure-seeking (Dickman, 2000).

Hypothesis 1: Impulsiveness is positively related to exploratory tendencies.

Self Concept

Self-concept is defined differently by various theories. Organismic theory treats 'the self' in a holistic form; symbolic interactionism, views 'the self' as a function of interpersonal interactions. Behavioral theory construes 'the self' as a bundle of conditioned responses; cognitive theory represents 'the self' as a conceptual system, processing information about 'the self' (Sirgy, 1982). Self-concept develops out of social interaction, how we perceive ourselves is affected by how we perceive or have perceived others to perceive us (Higgins, 1987).

As coined by Bums (1979), 'Self concept is a major factor in the control of human behavior and performance' and is a useful construct for explaining consumers' choice. Self concept has been used to examine product perception (French and Glaschner, 1971; Hamm and Cundiff, 1969), behavior patterns (Green et al., 1973) and specific behavior (Guttman, 1973). The various

studies, incorporated a multidimensional view of self concept which includes the ideal self (the person as I would ideally like to be), actual self (the person that I believe I actually am), and social self (the person as I believe others see me).

'People buy things not only for what they can do, but also for what they mean' Levy (1959). Personality, lifestyle of consumers and social distinction is reflected through symbolic consumption (Sirgy, 1982). Studies have argued that people consume luxury products (e.g. high performance automobiles) to reinforce their status symbol in society (Bagwell and Bernheim, 1996; Eastman et al., 1999; O' Cass and Frost, 2002). Consumption serves as a vehicle of self-expression and consumers choose products/brand perceptually consistent with their own self-concept (Grubb and Grathwohl, 1967; Sirgy, 1982). Buying and utilizing products and services permits consumers to define, maintain and enhance their self concept.

Hypothesis 2: Self Concept is positively related to exploratory behavior.

Dittmar (2005a) found that the increasing drive toward materialism contributes to increase in compulsive buying behavior. Compulsive buying tendencies have increased in the last ten years (Neuner et al., 2005) and are stronger among younger people (Dittmar, 2005a), compared to their predecessors, young adults are more likely to be involved in compulsive buying (Roberts, 1998; Baylor Business Review, 2004). Dittmar (2005b) concluded that people increasingly consume the symbolic meanings associated with goods in expressing their identity and searching for a better self. Consumer goods not only help people gain social status, but they can and do function as material symbols of who a person is and who they would like to be. Xu, Y. (2008).

Compulsive buyers usually do not obtain utility or service from a purchased commodity as to achieve gratification through the buying process itself (Krueger, 1988; O'Guinn and Faber, 1989). According to Krueger (1988), compulsive buying occurs in individuals who are very conscious of how they look and appear to others (social self) and attempt to be pleasing to others. Subjects who score high on public self-consciousness would also be more inclined than low scorers to use consumer goods to create favorable impressions (Burnkrant and Page, 1981) and use clothing and makeup to affect their public image (Miller and Cox, 1982). Thus, High Self concept consumers are likely to be less impulsive and indulge in more exploratory behavior.

Hypothesis 3: Self Concept is negatively related to impulsiveness.

Ethnocentrism

Consumer's ethnocentrism symbolizes the belief held by American consumers regarding the appropriateness, indeed morality, of purchasing foreign-made products (Shimp and Sharma, 1987). Disparate to allocentrism, which is the tendency to define oneself to others, ethnocentrism is a social phenomenon implying a tendency to discern groups, a preference for things belonging to one's own group and the perception of that group as being superior. It represents the universal proclivity for people to view their own group as the center of the universe, to interpret other social units from the perspective of their own group, and to reject persons who are culturally dissimilar while blindly accepting those who are culturally like themselves (Allan et al, 2006).

The concept of ethnocentrism rests on the presumption that consumers' patriotic fervor will affect the attitude towards the products and which in turn will have a direct bearing on the purchase intentions. Consumers having ethnocentric behaviour define positive intention

towards domestic products better than their negative intentions towards foreign products (Balabanis and Diamantopoulos, 2004).

Studies reveal that consumers in developed countries perceive domestic products qualitatively superior than imported products (Damanpour, 1993; Dickerson, 1982, Elliott and Cameron, 1994; Herche, 1994; Morganosky and Lazarde, 1987) whereas the reverse is true for consumers in developing countries (Agbonifoh, and Elimimian, 1999; Batra et al., 2000).

Given that consumer's assessment of quality of domestic vis a vis imported products will influence their purchase preferences, the impact of ethnocentrism on purchase intention will be different between developing and developed countries. This discrepancy will be more pronounced with the products meant for conspicuous consumption, as consumers in developing countries often regard foreign products as status symbols (Batra et al., 2000).

Females who come from lower socio-economic groups, not highly educated and with limited level of cultural exposures are generally low in ethnocentrism. But if no domestically produced products are available in the market, consumers with both high and low levels of consumer ethnocentrism prefer products from the culturally similar countries. Consumer ethnocentrism influences purchase decision if the country of origin is perceived to be culturally similar than dissimilar (Watson and Wright, 2000; Lantz & Loeb, 1996). Younger respondents had lesser ethnocentric tendencies. (Shimp & Sharma, 1987). Consumer low in ethnocentrism evaluates foreign products on their own merits without consideration of country of origin, in contrast to those with high ethnocentrism that accentuates the positive aspect of domestic product and denigrates foreign products.

Hypothesis 4: Ethnocentrism is negatively related to Exploratory Behavior.

Consumers' self concept is an important predictor of their buying behaviour (Grubb & Stern, 1971). Researchers advanced the notion that consumers' buying behavior is determined by the "interaction" of the consumer's self-concept and the image of the product or brand purchased. Consumers' buying behavior depends on their belief to possess symbolic image of products and brands similar or corresponding to their self image, that is, to achieve image congruence (Mukherjee, 2007). Consumption serves as a vehicle of self-expression and consumers choose products/brand perceptually consistent with their own self-concept (Grubb and Grathwohl, 1967; Sirgy, 1982). Buying and utilizing products and services permits consumers to define, maintain and enhance their self concept. Strong supporting evidences concludes that self image congruence explains and predicts different aspects of consumer behavior. The consumer behavior literature supports the proposition that individuals self images dictate specific purchase patterns (Onkvisit & Shaw, 1987) and the literature establishes that people consume product/brand/services for both functional value and symbolic meanings (Belk, 1988; Solomon, 1983).

Consumer ethnocentrism influences purchase decisions if the country of origin is perceived to be culturally similar or dissimilar (Watson and Wright, 2000; Lantz & Loeb, 1996). Younger respondents had lesser ethnocentric tendencies (Shimp and Sharma, 1987), it may be because they want to walk with fads and fashion and so, ready to buy and experiment foreign made products. Consumers form generalized images of specific countries from rational evaluations, prior experiences, knowledge and other possibly emotional responses, such as ethnocentrism' (Iyer & Kalita, 1997).

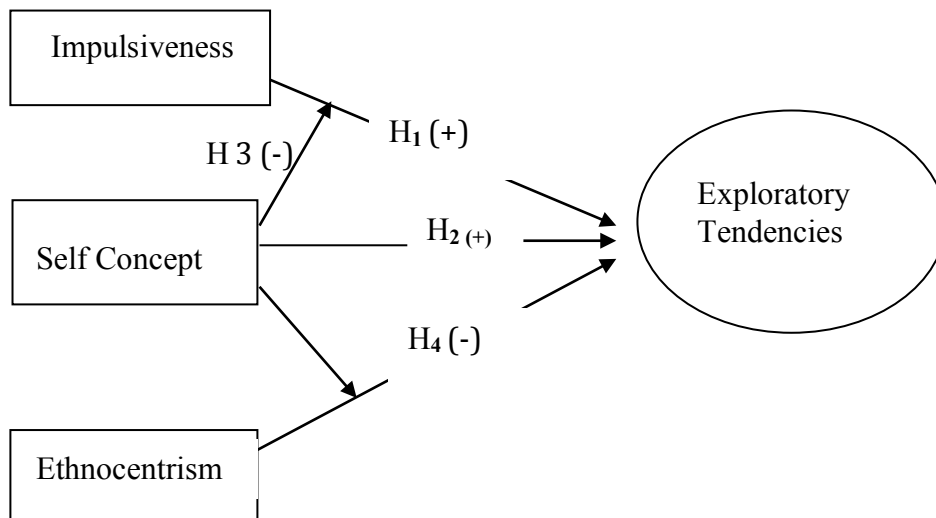
The theoretical argument behind ethnocentrism is that individuals associate themselves with and prefer in-groups while dissociating themselves from and rejecting out-groups (Sumner, 1906).

Consumers who are high in Self Concept are likely to be less ethnocentric as they will be on a lookout for a product which is congruent with their self schema.

Hypothesis 5: Self Concept is negatively related to ethnocentrism.

The above hypothesis can be put in the form of Model proposed by Authors (2012)

MODEL DEPICTING INTERRELATEDNESS AMONG VARIOUS CONSTRUCTS



Authors (2012)

JUSTIFICATION OF THIS RESEARCH

This study is based on the Youth (Management Graduates) and youth's market is viewed as a difficult group to connect with and sell to, based on their anxiety to cultivate new trends and their keen ability to identify and reject marketer endeavor. Marketing perspective is about making consumer realize the needs and wants for a product, which make it pivotal for marketers to understand how consumers behave towards their strategies. Therefore, study of influence of behavior on their exploring tendencies carries weight. Previous studies focused on the demographic influence on either range of exploratory tendencies but there is lack of studies in the area of examining the personality traits influence on exploratory tendencies.

The rationale of this research study is to examine whether exploratory tendencies of Youth are influenced by Impulsive buying behavior, Self concept and Ethnocentric buying behavior.

Justification for conducting study on Students

It is argued that, compared with veterans, college students are likely to have less crystallized attitudes, less of a formulated sense of self, greater motivation to comply with authority, more unstable peer-group relationships, and stronger cognitive skills. It is also stated that studies using student sample suffer from a lack of external validity (Sears, 1986). India has large percentage of young consumers, which is identified as a viable global segment with homogeneous attributes exhibiting similar buying behavior (Kumar and Nagpal, 2001). Concerns about representative samples can be sacrificed in favor of addressing threats to internal validity in research designed for theory testing (Calder et al., 1981). It is anticipated that testing should deal with samples from life stages than late adolescence.

METHODS

Sample and Measure

Data were collected by personally administering a structured questionnaire to Youth. The data was collected using convenience samples of 350 students. As relationships between constructs, and not generalization to specific population, were of interest, convenience samples were judged to be appropriate. Additional filler items were present to mask the actual traits being measured. The sample size of 350 was divided into 2 groups for validation purpose. In first group, which will be referred as a research group, sample of 200 respondents was selected and in the second group, which will be a Validation group, a total of 150 respondents were chosen. Pilot study was conducted by administering 60 questionnaire to rule out any possible weakness and to assess content validity, construct validity i.e., discriminant validity & convergent validity and reliability. About 1% of data was missing completely at random. Overall test of randomness showed that missing data can be classified as MCAR, and were imputed using mean substitution. Outliers were analyzed at 5% significance level using scatter plot & Mahalanobis D2, showed that no outliers were present.

Impulsiveness scale has been taken from the Impulsive Buying Tendency scale developed by (Weun, Jones and Beatty, 1997), which is a 5 item scale anchored on 5 point Strongly Agree-Strongly Disagree Likert Scale. This scale was chosen as it is better than Rook and Fisher (Bearden 1999). It is a unidimensional construct.

Exploratory behavior scale was the one developed by Raju (1981). It is a 39 item scale anchored on 5 point Strongly Agree- Strongly Disagree Likert scale. In this research reduced version of scale measuring exploratory tendencies (23 item scale) was used, each measuring the above mentioned factors. The scale was modified (in terms of content and no. of items) from the original version to suit the targeted consumers, and to ensure practicality of measure, as is done by Dastidar & Datta (2009).

CETSCALE used was one developed by Shimp and Sharma (1987). It is a 17 item scale anchored on 5 point Strongly Agree- Strongly Disagree, Likert type format and is designed to measure consumer's ethnocentric tendencies (i.e. disposition to act in a consistent fashion) related to foreign- versus American (domestic) product. In this research shortened 10 item reduced version is used. Both the scale are unidimensional (Bearden, 1999), scale validation done in India has shown the construct to be Bi-dimensional (Bawa, 2004).

Self concept scale has been taken from Malhotra (1981), which is a 15 item anchored on 5 point semantic differential scale, the overall reliability was low (Cronbach alpha .54) thus, instead of using summated scale, median split was used to convert it into Dummy Variable (1=High Self Concept and 0= Low Self Concept).

RESULTS

Validity and Reliability of Scale

The validity and reliability of the scales were assessed to identify and preclude any unreliable and /or invalid measure that could arise from using multiple items. Initially, content validity was assessed to ensure that the instrument contained a representative sample of the universe of the subject matter of interest. This was done by examining the questions for clarity and completeness using feedback from experts.

For measuring impulsiveness, assumption checks were applied on both the groups, group 1 and group 2. Data was checked for Normality, Linearity, and homoscedasticity.

Before assessing construct validity, the data was tested for factor analyzability, i.e. good measure of sampling adequacy, using Bartlett's test of Sphericity to check whether the population correlation matrix is an identity matrix. Kaiser-Meyer- Olkin (KMO) test for measure of sampling adequacy (MSA), correlation matrix determinant to check for multicollinearity and communalities of all items individually to understand the extent of common variance within item. MSA were more than .5 in both the groups. Item Correlation below the diagonal was found to be $< .5$. KMO & Bartlett's was $p < .001$ for both the groups. The entire item's Communalities $> .4$. The total variance explained is 34.06% in group 1 and 57.2% in group 2.

Impulsiveness was found to be unidimensional with Eigen Value over one for group 1, and in group 2, item 5 loaded on a separate unspecified factor. This unspecified factor can be considered as weak and insignificant as it has only one item loaded on it. Therefore, group was also considered as unidimensional. Unidimensionality of impulsiveness variables match with what is specified in the literature. Convergent validity was assessed through factor loading and item-total correlation. For factor loadings, the commonly accepted value is .3 and above. But in this research a stringent value of .4 (for a sample size of 200) is taken into consideration. This was undertaken to determine if the number of factors and the loadings of measured (items) variables conform to what is expected on the basis of pre established theory. Discriminant validity was assessed through exploratory factor analysis and convergent validity was assessed through CFA (Confirmatory Factor Analysis).

Computing the factor correlation matrix would help to further assess the discriminant validity of the scales. The factor correlation matrix does not show significant correlation between any of the factors extracted. The correlation coefficients were significantly below .70 cut off level which was used as a rule of thumb, showing that there is no conceptual overlapping among the factors (sub scales) thus proving the discriminant validity of the sub scales (Dastidar and Datta 2009).

All the items of the scale showed satisfactory factor loadings, item total correlation, alpha, and alpha if items deleted. This proves the convergent validity. Reliability was assessed through Cronbach's alpha (Alpha is .75). There is good reliability (internal consistency) and convergent validity (all the factor loadings are $> .4$) of impulsive buying behavior scale.

Same procedure, as outlined above has been followed for measuring Ethnocentrism construct validity, and it was found to be bidimensional (Disallowing Foreign Products and Nationalism) with Eigen Value over one for group 1 and three factors extracted (additional factor was named Avoiding Foreign Product) for group 2. Bi-dimensionality and multidimensionality of ethnocentrism variable is equivalent to the number specified in the literature (Saffu & Walker 2003, and Mavondo and Angeline).

Discriminant validity was assessed through principal component analysis using Oblimin rotation and factor correlation matrix.

All the items of the scale showed satisfactory factor loadings $> .4$, item total correlation, alpha, and alpha if items deleted. This proves the discriminant and convergent validity once again. Reliability was assessed through Cronbach alpha (Alpha is .71), alpha if item deleted, and item total correlation were used to assess internal consistency.

Researcher followed the above procedure to measure exploratory buying behavior variable, MSA were found more than .5 in both the groups. Item Correlation below the diagonal was found to be $< .5$. KMO & Bartlett's was $p < .001$ for both the groups. The entire item's Communalities $> .4$. The total variance explained is 58.13% in group 1 and 63.92% in group 2.

Eight factors extracted in exploratory tendency with Eigen Value over one for group 1, and nine factors extracted for group 2. Researcher has considered few cross loadings which is consistent with earlier researches like Raju has some cross loadings (Bearden 1999). Discriminant validity was assessed through principal component analysis using oblimin rotation, and factor correlation matrix. Oblimin rotation was considered over an orthogonal rotation.

All the items of the scale showed satisfactory factor loadings $> .4$, item total correlation, alpha, and alpha if items deleted. Reliability was assessed through Cronbach's alpha (Alpha is .77 for group 1, .72 for group 2), alpha if item deleted, and item total correlation were used to assess internal consistency.

The relationship and impact of Self Concept, Impulsive buying behavior and Ethnocentrism on Exploratory tendencies of consumers were tested using regression analysis. The data conformed to the regression requirements of linearity, normality, homoscedasticity, and multicollinearity. Since the purpose of the research was to study the nature of relation between the constructs enter method of regression was used.

DATA ANALYSIS

In addition to the foregoing instruments, the Marlowe-Crowne Social Desirability scale short-form (Reynolds, 1982) was also administered. Ideally, scales measuring constructs should be free of social desirability biases, and thus insignificant correlations with both dimensions of EBBT were expected. The Social Desirability scale was always the last measure in the questionnaire. Also as expected, the correlations of Social Desirability were insignificant, indicating that responses to EBBT are not contaminated by social desirability biases.

Mean values for impulsiveness (MR=2.85/MV=2.76), Self Concept (MR=2.97/MV=3.01), and for ethnocentrism factors (i) disallowing foreign products (MR=3.19/MV=3.2), (ii) Nationalism (MR=2.69/MV=2.55), and (iii) Avoiding foreign products (MV=2.98). The result shows that Indians Youth are particularly moderate in their purchase dispositions across both research and validation samples, though they are slightly towards impulsiveness side and have a feeling of Nationalism with respect to Indian products.

Results of Table 1 shows that self concept is negatively correlated with innovativeness, exploratory shopping behavior and risk taking behavior, in both samples in consonance with the theory that high self concept consumers are very conscious of products depiction of self image thus will resent innovativeness and risk taking. It also suggests that they would rather prefer to stick to the brand than exhibit exploratory behavior. However the results in interpersonal communication, brand switching and information seeking are not same in both samples. Thus "hypothesis 2 is mildly supported".

Results of table 2 shows that self concept is positively related to disallowing foreign products thus suggesting that higher the self concept higher the tendency to disallow foreign products. However in the feeling of nationalism the results are different. Self concept relation with impulsiveness is not same across two samples. Thus hypothesis 3 & 5 are partially supported.

Results of table 3 shows that the Model fit is poor (FR=.975 and FV=.313 and p 's > .05). None of the variable has significant effect on exploring through shopping behavior. However since the intention of the paper is to understand the nature of relationship we can have an insight using β values.

Construct Nationalism is positively related to Exploring through shopping and this is verified by the validation sample. But the construct disallowing foreign product is positively related to exploring through shopping but is negatively related to it in the validation sample (Table 3).

Extra factor extracted in validation sample labeled as avoiding foreign products is negatively related to the exploring behavior showing that higher the tendency to avoid foreign products lower is the tendency to explore. Impulsiveness is positively related to exploring through shopping in contradiction to the general belief that higher the impulsiveness lower is the exploration through shopping. Perhaps impulsiveness is for pleasure seeking with high hedonic component, Youth in the pursuit of pleasure/sensation are witnessing exploring through shopping behavior. Though self concept is negatively related to exploring behavior (Table 1), people who are high in self concept prefer to explore more than those who are low in self concept (Table 3).

Model fit for innovativeness produces better result than exploring through shopping behavior (FR=.287 and FV=.2487 and p 's < .03.), refer table 4. Impulsiveness has a significant effect on the innovativeness in buying behavior than other ethnocentric constructs and self concept.

Nationalism is positively related to innovativeness though is negated in the validation sample. Tendency to avoid foreign products is negatively related to innovativeness.

Innovativeness is positively related to Impulsiveness and this is corroborated in the validation sample, moreover it has significant influence on innovativeness than ethnocentric behavior and this is in line with the literature that innovativeness (trying to do new things) like impulsiveness is pleasure seeking. But while considering the ethnocentric behavior influence on innovativeness it is negatively related to disallowing foreign products, but is positively related in the validation sample. Self concept is negatively related to innovativeness (Table 4). Higher self concept people are more innovative than low self concept people according to research sample and just the reverse in the validation sample. Though the effect of self concept is insignificant, the relationship need to be further explored. Impulsiveness influence on innovativeness is more than all other construct in consideration.

The model fit for Brand switching (Table 5) (FR=.201 and FV=1.42 and p 's > .05.) is showing poor fit, however it explains about 2% of the variance in both the research and validation sample. Though none of the construct has significant effect on Brand switching behavior yet impulsiveness with p values marginally greater than .05 seems to somehow affect.

Brand switching is positively related to Nationalism both in the research sample and validation sample. Tendency to avoid foreign products is positively related to brand switching. Disallowing foreign products is positively related to brand switching but is negatively related to it in validation sample and the reverse in case of self concept. Higher self concept people in comparison to low self concept people resort to less brand switching in research sample but the reverse in validation sample (Table 5). Impulsiveness influence on brand switching is more than all other construct in consideration.

Impulsiveness, which precludes any thoughtful, deliberate consideration of alternatives or future implications (Rook 1987, Bayley and NaNcarrow 1998), is not only positively related to brand switching in both samples but it also has significant impact on brand switching (marginally in the validation sample).

Results show that (Table 6) Self concept is negatively related to inter personal communication in research sample but the reverse in validation sample. Higher self concept Youth resort to less interpersonal communication than low self concept but the result is just opposite in the validation sample. The nature of relationship need to be studied further.

With regard to interpersonal communication the model explains 2% to 9% of the variance produce poor fit (FR=.1.16,p=.33 and FV=1.89, p=.10). Result show that tendency to avoid foreign products have a significant influence on interpersonal communication (Table 6).

Interpersonal communication is positively related to ethnocentric behavior- Disallowing foreign products, Nationalism and Avoiding foreign products in both research sample and validation sample. Avoiding foreign product significantly affect interpersonal communication compared to other constructs. But the result in impulsiveness is positively related to interpersonal communication in the research sample but is negatively related in the validation sample. Impulsiveness buying behavior is resorted for pleasure seeking and these pleasure seekers prefer sharing their experiences with other for self gratification.

With regards to risk taking behavior the model shows a good fit explaining 7-10% of the variance and (FR=. 4.89, and FV=3.52, and all p's <.003. Avoiding foreign products is also positively related to risk taking. Impulsiveness is positively related to risk taking in both samples. Impulsiveness is significant at 5 % level and disallowing foreign product is significant in the research sample but not in the validation sample. Findings are in line with the previous researches where in impulsive buying involves risk and thus the construct should be positively related (Table 7).

Disallowing foreign products is negatively related to risk taking and nationalism is positively related it in both the research sample and validation sample. As anticipated, self concept is negatively related to risk taking behavior. High self concept persons do not differ in their risk taking behavior from low self concept persons. However in the validation sample high self concept youth have low risk taking behavior than low self concept persons.

Nationalism is positively related to repetitive buying behavior and impulsiveness is positively related to repetitive buying behavior (Table 8) which is in contradiction to the general belief since impulsiveness is done for hedonic reasons without any involvement of cognitive components. Self concept is negatively related to repetitive buying behavior (Table 1). High self concept individuals show higher repetitive buying behavior than low self concept consumers.

Repetitive buying behavior factor which is extracted in 200 samples, the proposed model explains only 1% of the variance. (FR=. 1.478 and p= .21). Disallowing foreign product, construct of ethnocentrism is significantly negatively related to repetitive buying behavior (Table 8).

Impulsiveness is positively related to information seeking behavior in both samples, whereas in case of ethnocentrism-Disallowing foreign products is negatively related to information seeking behavior and its effect is significant, but is positively related in validation sample.

Similarly nationalism is positively related to information seeking behavior in research sample but is negatively related in the validation sample.

Avoiding foreign product is negatively related to information seeking signifying higher the tendency to avoid foreign products lowers is the tendency to seek product related information. Self concept relation with information seeking behavior is not consistent across both samples. It is negatively related to information seeking in research sample but positively related in validation sample (Table 1). Individuals with high self concept are high on information seeking behavior as compared to those with low self concept in both research and validation sample.

Information seeking behavior produces a contradictory model fit, (FR=. 2.4, p=.051 and FV=.823, p= .53). The relationship need to be further explored.

As the above result shows that impulsive is positively related to all the exploratory behavior (except interpersonal communication where it is not supported in the validation sample) thus "hypothesis 1 is supported". Constructs of ethnocentrism are negatively related to Risk taking and information seeking, but is positively related to other exploratory behavior, thus "hypothesis 4 is partially supported".

DISCUSSION AND IMPLICATION

Research shows that Youth in India are showing moderate exploratory tendencies M R =2.9 (for the research sample, on a 5 point Likert Scale) and MV=2.7 (for the validation sample), denying the previous findings that youth are high in OSL and hence should display considerable exploratory tendencies. High (vs. low) EBBT individuals are thought to be motivated by the need for increased sensory and cognitive stimulation and thus, are more likely to purchase and consume diverse products (Kahn and Ratner, 2005; Raju, 1980; Steenkamp and Baumgartner, 1992), have greater salience of hedonic search motives and consequently consider more diverse product alternatives even when they are purchasing products for others. EBBT trait can impact not only diversity in consideration sets but also the final product choice itself (Chowdhury and Ratneshwar, 2009). Findings of the research partially support the proposition, since the respondents are moderate in EBBT, thus they are likely to strike a balance between cognitive and sensory stimulation. Findings suggest that the companies should promote in such a manner that it appeal to both mind and heart alike. With the outburst of e -shopping, customers EBBT trait can be assessed with a short questionnaire on initial visit and on subsequent visits customer profile could be accessed either through account login process or a cookie stored on a customer's computer, thereafter page layouts, menus and navigation options can be customized based on buyer's EBBT trait. Low exploring customer's can be presented with simple, uncluttered and easy to navigate pages.

Of all behavioral traits studied, impulsiveness has given the most consistent results across both research and validation sample. Youth are believed to be innovative and involved in impulsive buying, but in this research (M R=2.98 and MV=2.79), by and large the subjects of research are moderate in impulsiveness, and is related positively to exploratory tendencies (exploring through shopping, innovativeness, brand switching, interpersonal communication, risk taking, repetitive buying behavior, and information seeking) in both research sample and validation sample. Moreover, it is significantly related to innovativeness, brand switching and risk taking, quiet in line with theory, as impulsiveness involves risk taking for hedonic reason and involves little forethought. Similarly it leads to brand switching behavior, which Youth indulge in for change, and are prepared to take risk. However, impulsive behavior positive relation to information seeking is surprising and contradicts the general belief that impulse buying is

resorted without forethought to the consequences. Findings suggest that the companies should focus on impulsive costumers, since their exploratory behavior is more predictable, but should keep in mind their information seeking behavior and provide ample information about their products/services in advertisement and packaging. These consumers prefer browsing and window shopping, are interested in ads and other promotional materials that provide marketing information, and enjoy talking to other consumers about their purchases and consumption experiences. The manufacturers should strengthen relationship marketing and publicity than splurging on the promotion for their market offers. Innovative and brand switching behavior can be utilized by the manufacturer to go for product variants (in case of low involving products) however they have to take into consideration the high OSL of youth by innovating in packaging and promotion. Findings can guide retailers to keep large assortment of products in the section preferred by Youth (garments, cosmetics, fast food, gifts, mobile etc.) without worrying for search ennui. Similarly, internet retailing, web site shopping menus can be modified to take care of buyer's preference for shopping through exploration, innovativeness and risk taking.

On account of ethnocentrism Indian Youth are low in ethnocentrism (MR=3.09 and MV=3.15). Finding are in line with literature which profess younger respondents had lesser ethnocentric tendencies (Shimp and Sharma, 1987). Their moderate score on ethnocentric scale suggest that they are not vying for foreign products like the consumers of other developing nations. It shows that youth have equal liking for domestic products and foreign products and are treating the products on merit, than country of origin. Outcomes are in line with other research findings that non-ethnocentric consumers evaluate foreign products more objectively, on the basis of their merits – e.g. price and quality – and without consideration of the country of origin (Shimp and Sharma, 1987; Netemeyer et al., 1991; Thelen et al., 2006). Indians are by and large neutral in their disposition towards ethnocentrism (Cleveland et.al 2009). In this regard Indian Youth can be referred to as ethno-neutral.

Moderate ethnocentric disposition opens the opportunity for the local manufactures to tap the market as the youth seems to be treating the product on merit and not on the label. Also Indian consumers are moderately impulsive highlighting the importance of advertisements with rational appeal. Companies while designing the advertisement should also focus on the utilitarian aspect of the product than to think of attracting consumers using emotional appeal.

Nationalism is positively related to all the seven factors of exploratory tendencies (though the validation sample of innovativeness and information seeking has given opposite result). This risk taking exploratory behavior should instill confidence in the local manufacturers, since their contemporary consumers who believe in disallowing foreign products prefer to avoid risk, and should capitalize on brand switching behavior by offering wide variants to the target segment. These consumers will be good source of word of mouth communication as is the case with consumers who believe in disallowing foreign products.

Consumers with ethnocentric behavior show interpersonal communication which facilitates branding of locally manufactured goods. Indian youth with nationalist feeling explore through shopping in search of products satisfying their need, and they resort to considerable brand switching and risk taking.

It should smack confidence for the local manufacturer that they do not have to be cowed down by their foreign counterpart, provided they deliver as desired by the young generation as they are willing to take the risk (even it means consuming domestic product at the expense of foreign). It is interesting to see that feeling of nationalism in Indian consumer is positively

related to repetitive buying behavior signifying that Indian consumer has the propensity for brand loyalty provided the product fulfill their expectation.

Apart from impulsiveness, ethnocentric construct labeled disallowing foreign product has substantially influenced consumer exploratory tendencies. Though the result are not consistent yet it's significant negative relation to risk taking, repetitive buying behavior and information seeking suggest that consumer who believe in disallowing foreign products are averse to taking risk, prefer brand switching and are not on a lookout for information regarding brand (in research sample though in validation sample it shows active information seeking, this dichotomy need to be resolved with another research with higher and varied sample). The manufacturer should capitalize on this brand switching behavior than to try building loyalty. They show high interpersonal communication means they are a good source of word of mouth communication if the manufacturer succeeds in satisfying them.

Avoiding foreign product is the third dimension extracted in research sample (though validation sample showed it to be bidimensional) shows significant interpersonal communication just like other construct of ethnocentrism signifying important role played by word of mouth among ethnocentric consumers. Another commonality among such ethnocentric consumers is that they are brand switchers, indicating to the companies that they should try to cash in this habit, than to try retaining them by heavy promotion and price discounts.

One interesting finding of this research is that, irrespective of personality construct, all have shown the tendency for interpersonal communication, important role interpersonal communication (word of mouth) has, in this high tech driven era of print and electronic media. Also Brand switching is positively related to impulsiveness and ethnocentric behavior in both the sample, however it's relations to impulsiveness is significant, showing that brand switching is more influenced by impulsiveness than ethnocentrism(which looks pretty obvious since Indian Youth are ethno-neutral). Moreover results show that consumer's who believe in avoiding foreign products are brand switchers and are prepared to take risk, however their poor innovativeness militates against the risk taking behavior, this relationship need to be explored further.

Self concept is negatively related to the exploratory behavior more particularly in innovativeness, risk taking and repetitive buying behavior, which supports the literature that high self concept consumers consider product reflecting their self image and are very particular about what they consume (consumers will consider products to allow for ego-involvement and for expression of personality- Malhotra, 1987) as for them product they use depicts their image in the society, thus they can be treated as potential loyal provided the products are customized and promoted, keeping them in mind. However, its negative relationship with exploration through shopping ("hypothesis 2 was mildly supported") is in contradiction to the commonly held view that consumers with high self concept should explore more in lookout for products that suit their self image, suggesting that instead of exploring, these set of consumers prefer to stick to a brand they patronize, than to explore for new ones. Thus, companies can treat them as potential loyal consumers and can charge premium price provided the product the product is customized to fits their self schema. Though self concept is negatively related to various exploratory behaviors, consumers with high self concept in comparison to those with low self concept are more innovative, information seeking, brand switcher's and explore through shopping. These findings are congruent in both research and validation sample.

The results also indicate that a uniform self concept appeal, directed at the entire market may not be fruitful particularly for Indian Youth who are moderate on self concept. Rather, firms should identify and/or segment their markets in terms of actual, ideal and social self concepts. Identification of segments based on self concepts, product attributes, and other relevant variables may be a key element in the determination of marketing strategy. Further, packaging, advertising theme and the brand name should also take into account the semantic description of actual, ideal or social self. In this way, the new brand could be marketed for the purpose of maintaining or enhancing a specific group of consumers' self concept.

STUDY LIMITATION

Researcher believe the present findings help shed valuable light on the role of personality trait on exploratory tendencies However, some caveats regarding the current research need mentioning.

Raju (1980) distinguished seven aspects of exploratory consumer behavior: risk taking, innovativeness, brand switching, repetitive behavior proneness, information seeking, exploration through shopping, and interpersonal communication. Although these seven facets of exploratory consumer buying behavior nicely circumscribe the domain of the construct, several problems with this classification may be noted. First there are conceptual problems with the differentiation into seven factors because some of them are clearly overlapping 16 of 39 items are specified to load on multiple factors. Second, with a view toward measuring exploratory consumer buying behavior and assessing its relationship with other constructs, a seven-factor structure seems impractical (Baumgartner and Steenkamp, 1991), discriminant validity problem Bearden (1999), and lacking good psychometric properties (Wahlers et al., 1986; Baumgartner and Steenkamp, 1991).

Besides the seven-factor structure, a three-factor conceptualization consisting of risk taking, variety seeking, and curiosity-motivated behavior has also been proposed (McAlister and Pessemier, 1982; Raju, 1980). Furthermore, it has been argued in the literature that exploratory purchase tendencies may be most readily expressed in the context of relatively low-risk, frequently purchased products (Hoyer and Ridgway, 1984; Van Trijp et al., 1994; Fiske and Maddi, 1961), though the present research was not conducted on any product category.

In this study researcher have bifurcated sample into two groups with specific reason to validate the data. Researchers come across validation difficulties, as in ethnocentrism construct research group showed it as Bidimensional whereas validation group showed it multidimensional (3 dimensions.). Similarly, in Exploratory tendencies research group derived 8 factors whereas validation group derived 7 factors. Hence, there is a need to study diverse consumer groups (Sears, 1986). Moreover some of the results in the research group did not correspond to the outcomes on the validation group. Further study needs to be undertaken to dispel the discrepancy.

The study on the ethnocentric dimensionality (Saffu and Walker, 2006) in the developed (Canada) and transitional economy (Russia) has shown that it is unidimensional in former and bidimensional in later. India cannot be considered developed like Canada, but it can be comparable (though better) to Russia. Results have shown that it is bidimensional in one sample (Research) and multi dimensional in the other (Validation). Further research is required to look into dimension discrepancy. The research utilized the Self Concept scale in which the author himself admits that "this scale is by no means a general instrument which could be employed in all instances." (Malhotra, 1981).

It has been adduced in the literature that exploratory purchase tendencies may be most readily expressed in the context of relatively low-risk, frequently purchased products (Hoyer and Ridgway, 1984; Van Trijp et al., 1994; Fiske and Maddi, 1961), however this research is general in nature and has not been undertaken on any specific product category. Moreover it has been mentioned that all products may be purchased impulsively and all consumers engage in impulse buying on occasion (Applebaum, 1951; Sharma et al., 2010). Thus, impulse buying cannot be uniquely determined by product or person factors. Likewise, variety seeking occurs both within and across product categories and most consumers exhibit the behavior at times.

DIRECTION FOR FUTURE RESEARCH

The study has several implications for future research. First, it has often been argued that impulse buying occurs only in low-value low-involvement product categories such as candies and magazines (Kollat and Willett, 1969), whereas recent studies demonstrate that it may indeed be associated with high involvement purchase situations as well (Jones et al., 2003). Variety seeking also associate with low involvement purchase situations (Van Trijp et al., 1996) and is not always a spontaneous behavior (McAlister and Pessemier, 1982). Study can be conducted on both low and high involving products, further influence of purchase involvement on consumer exploratory behavior can be suggested for future studies. Second while the range of consumer buying behaviors that contain strong exploratory elements is well studied, there is less agreement on the dimensionality of the construct. In this paper, researcher have considered it multidimensional as suggested by Raju (1981), however, Baumgartner and Steenkamp (1996) have proposed it to bidimensional. Study can be conducted on the dimensionality of construct. Third It has been argued that ethnocentrism is more pronounced in privately consumed goods than in Publicly consumed goods (Anna & Malcolm 2010). A study can be conducted to find out differences in exploratory tendencies of publicly and privately consumed goods. Fourth the present study focuses on Youth (Management graduates) as consumers of Central India, the extent to which the findings are generalizable to other age group need to be explored in future research. Fifth, given the fact that, researcher has studied the influence of particularly two behaviors namely impulsiveness and ethnocentrism on exploratory tendencies of consumers, other behaviors such as Materialism, self monitoring etc can be studied in future research. Sixth, Longitudinal studies could be conducted to study the variation of exploratory behavior with time or a study in an experimental setting can be undertaken. Seventh, it would be worthwhile to study the moderating role of culture in the present study. Eighth, the study was conducted on students pursuing MBA programme, most of who were unemployed and thus would be low in self concept. It will be worthwhile to conduct similar research on working executives with crystallized self concept.

APPENDICES

TABLE 1: CORRELATION MATRIX OF SELF CONCEPT WITH EXPLORATORY BUYING BEHAVIOR

	Innovativeness	Exploratory Shopping Behavior	Interpersonal Communication	Risk Taking	Brand Switching	Information Seeking	Repetitive Buying Behavior
Research Sample (200 Cases)	-.036 (.015)	-.013 (.047)	-.117 (.003)	-.079 (.023)	-.024 (.037)	-.087 (.023)	-.008 (.030)
Validation Sample (150 Cases)	-.174 (.014)	-.099 (.028)	.006 (.035)	-.240 (.021)	.031 (.011)	.152 (.034)	**

Value in parenthesis are significance level ** Factor not extracted in validation sample

TABLE 2: CORRELATION MATRIX OF SELF CONCEPT WITH IMPULSIVENESS AND ETHNOCENTRISM

	Impulsiveness	Disallowing Foreign Products	Nationalism	Avoiding Foreign Products
Research Sample (200 Cases)	.013 (.050)	.048 (.004)	-.047 (.016)	**
Validation Sample (150 Cases)	-.05 (.021)	.117 (.047)	.003 (.036)	.090 (.019)

Value in parenthesis are significance level ** Factor not extracted in validation sample

Table 3: Exploring Through Shopping

Variable		β Value	t value	Significance Level
Disallowing Foreign Product	200 Cases	.021	.280	.780
	150 Cases	-.041	-.325	.746
Nationalism	200 Cases	.050	.668	.505
	150 Cases	.038	.359	.720
Avoiding Foreign Products	150 Cases	-.014	-.130	.897
Impulsiveness	200 Cases	.116	1.639	.103
	150 Cases	.113	1.088	.279
Self Concept	200 Cases	.035	.496	.621
	150 Cases	.019	.173	.863

Model Fit

Cases	R ²	Adjusted R ²	Standard Error
200	.020	-.001	.71
150	.017	-.036	.80

Table 4: Innovativeness

Variable		β Value	t value	Significance Level
Disallowing Foreign Product	200 Cases	-.034	-.466	.642
	150 Cases	.028	.279	.781
Nationalism	200 Cases	.038	.510	.611
	150 Cases	-.053	-.527	.599
Avoiding Foreign Products	150 Cases	-.087	-.874	.384
Impulsiveness	200 Cases	.232	3.330	.001
	150 Cases	.342	3.466	.001
Self Concept	200 Cases	.018	.263	.793
	150 Cases	-.043	-.412	.682

Model Fit

Cases	R ²	Adjusted R ²	Std Error
200	.056	.036	.73743
150	.118	.071	.66026

Table 5: Brand Switching

Variable		β Value	t value	Significance Level
Disallowing Foreign Product	200 Cases	.047	.637	.525
	150 Cases	-.035	-.340	.734
Nationalism	200 Cases	.102	1.366	.173
	150 Cases	.098	.952	.343
Avoiding Foreign Products	150 Cases	.092	.894	.374
Impulsiveness	200 Cases	.136	1.938	.054
	150 Cases	.191	1.875	.064
Self Concept	200 Cases	.051	.724	.470
	150 Cases	.089	.831	.408

Model Fit

Cases	R ²	Adjusted R ²	Std Error
200	.040	.020	.82897
150	.071	.021	.60186

Table 5: Brand Switching

Variable		β Value	t value	Significance Level
Disallowing Foreign Product	200 Cases	.047	.637	.525
	150 Cases	-.035	-.340	.734
Nationalism	200 Cases	.102	1.366	.173
	150 Cases	.098	.952	.343
Avoiding Foreign Products	150 Cases	.092	.894	.374
Impulsiveness	200 Cases	.136	1.938	.054
	150 Cases	.191	1.875	.064
Self Concept	200 Cases	.051	.724	.470
	150 Cases	.089	.831	.408

Model Fit

Cases	R ²	Adjusted R ²	Std Error
200	.040	.020	.82897
150	.071	.021	.60186

Table 7: Risk Taking

Variable		β Value	t value	Significance Level
Disallowing Foreign Product	200 Cases	-.095	-1.318	.000
	150 Cases	-.070	-.713	.478
Nationalism	200 Cases	.064	.884	.378
	150 Cases	.063	.639	.525
Avoiding Foreign Products	150 Cases	.097	.990	.325
Impulsive -eness	200 Cases	.290	4.24	.000
	150 Cases	.343	3.525	.001
Self Concept	200 Cases	.000	-.004	.997
	150 Cases	-.131	-1.285	.202

Model Fit

Cases	R ²	Adjusted R ²	Std Error
200	.091	.073	.60060
150	.144	.108	.613

Table 8: Repetitive Buying Behavior

Variable		β Value	t value	Significance Level
Disallowing Foreign Product	200 Cases	-.163	-2.173	.031
	150 Cases	-	-	-
Nationalism	200 Cases	.038	.511	.610
	150 Cases	-	-	-
Avoiding Foreign Products	150 Cases	-	-	-
Impulsive -ness	200 Cases	.006	.090	.928
	150 Cases	-	-	-
Self Concept	200 Cases	.075	1.061	.290
	150 Cases	-	-	-

Model Fit

Cases	R ²	Adjusted R ²	Std Error
200	.029	.010	.72252
150	-	-	-

Table 9: Information Seeking Behavior

Variable		β Value	t value	Significance Level
Disallowing Foreign Product	200 Cases	-.147	-1.964	.051
	150 Cases	.063	.599	.551
Nationalism	200 Cases	.098	1.313	.191
	150 Cases	-.149	-1.423	.158
Avoiding Foreign Products	150 Cases	-.065	-.622	.536
Impulsive -ness	200 Cases	.120	1.708	.089
	150 Cases	.005	.046	.963
Self Concept	200 Cases	.110	1.574	.117
	150 Cases	.133	1.221	.225

Model Fit

Cases	R ²	Adjusted R ²	Std Error
200	.047	.027	.61370
150	.042	-.009	.8003

References

- Agbonifoh, B.A. and Elimimian, J.U. (1999). "Attitudes of developing countries towards Country-of-origin products in an era of multiple brands". *Journal of International Consumer Marketing*, 2(4), pp 97-116.
- Allan, Y, Chiou, W.B. & Chang, M.S. (2006). The impact of western culture adoration on the coffee consumption of Taiwan: a case study of Starbucks'. *Asia Pacific Journal of Tourism Research*, 2(2), pp 177-187.
- Applebaum, W. (1951). "Studying Consumer Behavior in Retail Stores". *Journal of Marketing*, 16(10), pp 172-178.
- Babin, B.J., Darden, W.R., & Griffin, M. (1994). Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value. *Journal of Consumer Research*, 20 (4), pp 644-56.
- Bagwell, Laurie S. and Douglas, B. (1996). Veblen Effects in a Theory of Conspicuous Consumption. *American Economic Review*, 86 (3,) pp 349-373.
- Balabanis, G., & Diamantopoulos, A. (2004). Domestic country bias, country of origin effects, and consumer ethnocentrism: a multidimensional unfolding approach'. *Journal of the Academy of Marketing Science*, 32(1), pp 80-95.
- Batra, R., Venkatram, R., Alden, D.L., Steenkamp, J.E.M. and Ramachander, S. (2000). "Effects of brand local and nonlocal origin on consumer attitudes in developing countries". *Journal of Consumer Psychology*, 9(2), pp 83-5.
- Baumgartner, H. and Steenkamp, J. (1991). An investigation into the validity of Raju's scale of exploratory behavior tendencies. In: Frank Bradley (ed.), *Marketing thought around the world, Proceedings of the 20th European Marketing Academy Conference 1*, 1-20, Dublin: University College.
- Baumgartner, H. and Steenkamp, J. (1996). Exploratory consumer buying behavior: Conceptualization and measurement. *International Journal of Research in Marketing*, 13(1), pp 121-137.
- Bawa, A. (2004). "Consumer Ethnocentrism: CETSCALE Validation and Measurement of Extent". *Vikalpa*, 29(3), pp 43-57.
- Bayley, G., and Nancarrow, C. (1998). Impulse purchasing: a qualitative exploration of the phenomenon, *Qualitative Market Research. An International Journal*, 1(2), pp 99-114.
- Baylor, Business Review (2004). "Research in action". *Baylor Business Review*, 21(2), pp 59.
- Bearden, William O. Netemeyer, Richard G. (1999). "Handbook of Marketing Scales-Multi-item measures for Marketing and Consumer Behavior Research", 2nd edition, Sage Publication, New Delhi.
- Belk, Russell, W. & Bryce, W. (1993). Christmas Shopping Scenes: From Modern Miracle to Postmodern Mall. *International Journal of Research in Marketing*, 10(3), pp 277-296.
- Belk, Russell W. (1988). Possessions and the Extended Self. *Journal of Consumer Research*, 15(9), pp 139-168.
- Berlyne, D. E. (1960). *Conflict Arousal, and Curiosity*, New York: McGraw-Hill Book co.
- Blake, Brian, Perloff, Robert, and Heslin, R (1970). "Dogmatism and Acceptance of New Products". *Journal of Marketing Research*, 3(1), pp 483-486.
- Bums, R. B. (1979). *The self-concept in theory, measurement, development, and behavior*. London: Longman.
- Burnkrant, R.E. and Page, T.J. (1981). "On the management of self-images in social situations: the role of public self-consciousness" in Mitchell, A. (Ed.), *Advances in Consumer Research*, Vol. 9, Association for Consumer Research, Ann Arbor, MI, pp 452-455.
- Calder, B., Philips, L. and Tybout, A. (1981). "Designing Research for Application". *Journal of Consumer Research*, 8(9), pp 1097-207.
- Caruana, A. and Chircop, S. (2002). "The Dark Side of Globalization and Liberalization: Helplessness, Alienation and Ethnocentrism among Small Business Owners and Managers". *Journal of Nonprofit and Public Sector Marketing*, 9(4), pp 63-75.
- Choi, J., Kim, B.K., Choi, I., & Yi, Y. (2006). Variety-seeking tendency in choice for others: Interpersonal and intrapersonal causes. *Journal of Consumer Research*, 32(4), pp 590-595.

Chowdhury, G. Tilottama, Ratneshwar, S., and Desai K. K. (2009). "The role of exploratory buying behavior tendencies in choices made for others". *Journal of Consumer Psychology*, 19(2), pp 517-525.

Clark, A. (1997). *Being there: Putting brain, body, and world together again*. Cambridge, MA: MIT, Press.

Cleveland, M., Laroche, M., & Papadopoulos, N. (2009). Cosmopolitanism, consumer ethnocentrism and materialism: an eight-country study of antecedents and outcomes. *Journal of International Marketing*, 17(1), pp 116-146.

Cotte, J., Chowdhury, T. G., Ratneshwar, S., & Ricci, L. M. (2006). Pleasure or utility? Time planning style and web usage behaviors. *Journal of Interactive Marketing*, 20(4), pp 45-57.

Damanpour, F. (1993), 'Temporal Shifts of Developed Country Images: A 20-Year View, In *Product-Country Images: Impact and Role in International Marketing*', Nicolas Papadopoulos and Louis A. Heslop, Eds. New York: International Business Press, pp 357-78.

Dastidar Surajit Ghosh & Datta B. (2009). Demographic Differences in Consumer Exploratory Tendencies: An Empirical Examination. *IIMB Management Review*, Vol. 21(4), pp 297- 312.

Dickerson, K.G. (1982). "Imported versus US produced apparel: consumer views and buying patterns". *Home Economics Research Journal*, 10(3), pp 28-33.

Dickman, S.J. (2000). Impulsivity, arousal and attention. *Personality and Individual Differences*, 28 (5), pp 563-581.

Dittmar, H. (2005a). "A new look at 'compulsive buying': self-discrepancies and materialistic values as predictors of compulsive buying tendency". *Journal of Social and Clinical Psychology*, 24(6), pp 832-59.

Dittmar, H. (2005b). "Compulsive buying-a growing concern? An examination of gender, age, and endorsement of materialistic values as predictors". *British Journal of Psychology*, 96(4), pp 467-91.

Dommermuth, W. and Cundiff, E. (1967). "Shopping goods, shopping centers, and selling strategies". *Journal of Marketing*, 31(4), pp 32-36.

Eastman, Jacqueline, Robert E. Goldsmith, and L. R. Flynn. (1999). Status consumption in consumer behavior: Scale development and validation. *Journal of Marketing Theory and Practice* 5(5), pp 41-52.

Elliott, G.R. and Camoron, R.C. (1994). "Consumer perception of product quality and the country-of-origin effect". *Journal of International Marketing*, 2(2), pp 49-26.

Eysenck, H.J. (1993). The nature of impulsivity. In W.G. McCown, J.L. Johnson, & M.B. Shure (Eds.). *The impulsive client: Theory, research and treatment* (pp. 57-70). Washington, DC: American Psychological Association.

Fiske, D.W. and Maddi, S.R. (1961). *Functions of varied experience*, Homewood, IL: The Dorsey Press.

French, W. and Glaschner, A. B. (1971). Levels of actualization as matched against life style evaluation of products. *Proceedings, American Marketing Association*. Chicago. IL. pp 358-362.

Green. D.W., M.S. Sommers and Keman, J. B. (1973). Personality and implicit behavior patterns. *Journal of Marketing Research* 10(2), pp 63-69.

Green, Paul E., Arun, M. and Rao Vithala R. (1969). "Self-Concept and Brand Preference: An Empirical Application of Multidimensional Scaling". *Journal of Marketing Society*, 11(4), pp 343-360.

Grub and Bruce L. S. (1971). "Self-Concept and Significant Others". *Journal of Marketing Research*, 8 (8), pp 382-385.

Grubb, Edward L. and Harrison L. G. (1967). "Consumer Self Concept, Symbolism and Market Behavior: A Theoretical Approach". *Journal of Marketing*, 31 (10), pp 22-27.

Guttman, J. (1973). Self-concepts and television viewing among women. *Public Opinion Quarterly*, 37(3), pp 388-397.

Hair, Jf, Jr., Black, B. Babin, R. Anderson, and R. Tatham, (2006) *Multivariate Data Analysis*, (6th ed.). Upper Saddle River, NJ: Prentice Hall

- Hamm, B.C. and Cundiff, W.E. (1969). Self-actualization and product perception. *Journal of Marketing Research*, 6(1), pp 470-472.
- Han, Y.K., Morgan, G.A., Kotsiopoulos, A., Kang-Park, J. (1991). Impulse buying behavior of apparel purchasers. *Clothing and Textiles Research Journal*, 9(3), pp 15-21.
- Hebb, D. O. (1955), 'Drives and the CNS (Central Nervous System)'. *Psychological Review*, 62(4), pp 243-254.
- Herche, J. (1994). "Ethnocentric tendencies, marketing strategy and import purchase behaviour". *International Marketing Review*, 2(3), pp 4-16.
- Higgins, E. T. (1987). Self-discrepancy: A theory relating self and affect. *Psychological Review*, 94(1), pp 319-340.
- Holbrook, M.B. and Hirschman, E.C. (1982). The experiential aspects of consumption: Consumer fantasies, feelings and fun. *Journal of Consumer Research*, 9(1), pp 132-140.
- Hoyer, W. D. and Ridgway, N. M. (1984). Variety seeking as an explanation for exploratory purchase behavior: A theoretical model. In: T.C. Kinnear (ed.) *Advances in Consumer Research* 11(5), 114-119, Provo, UT: Association for Consumer Research.
- Iyer, G. R. and Kalita, J. K. (1997). The Impact of Country-of-Origin and Country-of-Manufacture Cues on Consumer Perceptions of Quality and Value. *Journal of Global Marketing*, 11(1), pp 7-28.
- John, V. A. and Malcolm, B.P. (2010). Consumer Ethnocentrism and Conspicuous Consumption of Domestic and Foreign Consumer Goods in Mozambique, a Less-Developed SADC Country. *Irish Journal of Management*, 3(4), pp 41-72.
- Jones, M. A., Reynolds, K. E., Weun, S., Beatty, S. E. (2003). "The product-specific nature of impulse buying tendency". *Journal of Business Research*, 56(10), pp 505-511.
- Kacen, Jacqueline, J., & Lee, Julie A. (2002). The influence of culture on consumer impulsive buying behavior. *Journal of Consumer Psychology*, 12(2), pp 163-176.
- Kahn, B. E., & Ratner, R. K. (2005). Variety for the sake of variety? Diversification motives in consumer choice. In S. Ratneshwar, & D. G. Mick (Eds.), *Inside Consumption: Consumer Motives, Goals, and Desires* (pp. 102-121). London and New York: Routledge.
- Kewlani, S. and Singh, S. (2012). "Study on the three way influence of self concept, ethnocentrism and impulsiveness on consumer's exploratory tendencies." *Asian Journal of Management Research*. 3(1), pp 139-152.
- Kollat D. T., Willett R.P. (1969). Is impulse purchasing really a useful concept for marketing decisions? *Journal of Marketing*, 33(1), pp 79-83.
- Kroeber-Riel, Werner, S. (1980). *Konsumentenverhalten, Mu-nich: Vahlen*.
- Krueger, D.W. (1988), "on compulsive shopping and spending: a psychodynamic inquiry". *American Journal of Psychotherapy*, 42(4), pp 574-84.
- Kumar, V. and Nagpal, A. (2001). "Segmenting global markets: look before you leap". *Marketing Research*, 13(1), pp 8-13.
- Lantz, G., and S. Loeb. (1996). Country of origin and ethnocentrism: An analysis of Canadian and American preferences using social identity theory. *Advances in Consumer Research*, 23(8), pp 374-378.
- Leuba, C. (1955). "Toward Some Integration of Learning Theories: The Concept of Optimal stimulation". *Psychological Reports*, 1(4), pp 27-33.
- Levy, S.J. (1959). Symbols for sale. *Harvard Business Review*, 37 (6), pp 117-124.
- Levy, Sidney J. (1968). "Mammom and Psyche," in *Explorations in Consumer Behavior*, eds. Montrose Summers and Jerome Kernan, Austin, TX: Bureau of Business Research, pp 119-133.
- Malhotra, Naresh K. (1981). "A scale to measure Self Concept, Person concepts and Product Concepts". *Journal of Marketing Research*, 16(6), pp 456-464.
- Malhotra, Naresh, K. (1988). "Self concept and product choice: An integrated perspective". *Journal of Economic Psychology*, 9(3), pp 1-28.

Mark, Cleveland, Michel Laroche., and Nicolas, Papadopoulos. (2009). Cosmopolitanism, Consumer Ethnocentrism, and Materialism: An Eight-Country Study of Antecedents and Outcomes. *Journal of International Marketing*, 17(1), 2009, pp 116–146.

McAlister, L. and Pessemier, E. (1982). Variety seeking behavior: An interdisciplinary review. *Journal of Consumer Research*, 9(2), pp 311-322.

Miller, L.C. and Cox, C.L. (1982). "For appearance's sake: public self-consciousness and makeup use". *Personality and Social Psychology Bulletin*, 8(4), pp 748-51.

Morganosky, M.A. and Lazarde, M.M. (1987). "Foreign-made apparel: influences on consumers perceptions of brand and store quality". *International Journal of Advertising*, 6(4), pp 339-46.

Mukherjee, A. (2007). I am, ergo I shop: does store image congruity explain shopping behaviour of Chinese consumers? *Journal of Marketing Management*, 23(6), pp 443- 460.

Netemeyer, R.G., Durvasula, S. and Lichtenstein, D.R. (1991). 'A Cross-National Assessment of the Reliability and Validity of the CETSCALE'. *Journal of Marketing Research*, 28(2), pp 320–27.

Neuner, M., Raab, R. and Reisch, L.A. (2005). "Compulsive buying in maturing consumer societies: an empirical re-inquiry". *Journal of Economic Psychology*, 26(4), pp 509-22.

O'Cass, Aron and Hmily F. (2002). Status brands: examining the effects of non-product brand associations on status and conspicuous consumption. *Journal of Product and Brand Management*, 11 (2), pp 67–88.

O'Guinn, Thomas C., & Faber, Ronald J. (1989). Compulsive buying: A phenomenological exploration. *Journal of Consumer Research*, 16(1), pp 147–157.

Onkvisit, S. And John, Shaw. (1987). Self-Concept and Image Congruence: Some Research and Managerial Implications. *Journal of Consumer Marketing*, 4 (2), pp 13

Osgood, S. and Tannenbaum (1957), used student samples in many of their studies and point out certain advantages in using student subjects in such studies, pp 32.

Raju, P.S. (1980). "Optimum Stimulation Level: Its relationship to Personality, Demographics, and Exploratory Behavior." *Journal of Consumer Research*, 7(9), pp 272-282.

Raju, P. S. (1981). Theories of Exploratory Behavior: Review and Consumer Research Implications, in: *Research in Marketing*, ed. by Jagdish N. Sheth, 4(1), 223-249, JAI Press Inc., Greenwich.

Reynolds, W.M. (1982). Development of reliable and valid short forms of the Marlowe-Crowne social desirability scale. *Journal of Clinical Psychology*, 38(7), pp 119-125.

Roberts, J. (1998), "compulsive buying among college students: an investigation of its antecedents, consequences, and implications for public policy". *Journal of Consumer Affairs*, 32(2), pp 295-319.

Rook D.W. and Fisher, R.J. (1995). Normative influences on impulsive buying behavior. *Journal of Consumer Research*, 22(5), pp 305–313.

Rook, D.W. (1997). The Buying impulse. *Journal of Consumer Research*, 14(4), pp 189-199.

Rosenberg, Morris (1979), *Conceiving the Self*, New York: Basic Books.

Saffu, K., Walker, John H. (2003). "An assessment of the Consumer Ethnocentric Scale (CETSCALE) in an Advanced and Transitional Country: The Case of Canada and Russia". *International Journal of Management*, 22(4), pp 556-571.

Saffu K., and Walker, J, (2006). The Country-of-Origin effects and consumer attitudes to "buy local campaign: The Ghanaian Case. 7 (1/2), pp 183-199.

Sears, D.O. (1986). "College sophomores in the laboratory: Influences of a narrow data Base on Social psychology's view of human nature". *Journal of Personality and Social Psychology*, 51(3), pp 515-30.

Sharma, Subhash, T. A. Shimp, and Jeong, S. (1995). "Consumer Ethnocentrism: A Test of Antecedents and Moderators." *Journal of the Academy of Marketing Science*, 23(1), pp 26-37.

- Sharma, P., Sivakumaran, B., Marshall, R. (2010). Impulse buying and variety seeking: A trait-correlates perspective. *Journal of Business Research*, 63(5,) pp 276–283.
- Shimp, TA & Sharma, S. (1987). Consumer ethnocentrism: construction and validation of the CETSCALE. *Journal of Marketing Research*, 24(3), pp 280-289.
- Sirgy, M. Joseph. (1981). "Testing a Self-Concept Model Using a Tangible Product," in *Proceedings of the American Psychological Association-Consumer Psychology Division*, 89, 17. (1981b), "Introducing a Self-Theory to Consumer Personality Research," *JSAS, Catalog of Selected Documents in Psychology*, 11 (May), 33, Ms. 2250.
- Sirgy, M. Joseph. (1982a), "Self-Image/Product-Image Congruity and Advertising Strategy," in *Developments in Marketing Science*, Vol. 5, ed. Vinay Kothari, Marquette, MI: Academy of Marketing Science, pp 129-133.
- Sirgy, M. J. (1982b). "Self-Concept in Consumer Behavior: A Critical Review." *Journal of Consumer Research*, 9 (12), pp 287-300.
- Solomon, M. R. (1983). the Role of Products as Social Stimuli: A Symbolic Interactionism Perspective. *Journal of Consumer Research*, 10(12), pp 319-329.
- Steenkamp, J., & Baumgartner, H. (1992). The role of optimum stimulation level in exploratory consumer behavior. *Journal of Consumer Research*, 19(1), pp 434-448.
- Sumner, W.G. (1906). *Folkways: The Sociological Importance of Usages, Manners, Customs, Mores, and Morals*, Ginn & Co., New York, NY.
- Thelen, S., Ford, J.B. and Honeycutt, E.D. (2006). 'Assessing Russian Consumers' Imported versus Domestic Product Bias'. *Thunderbird International Business Review*, 48(2), pp 687–704.
- Tucker, William, T. (1957). *Foundations for a Theory of Consumer Behavior*, New York: Holt, Rinehart & Winston.
- Van, Trijp, H.C.M., W.D. Hoyer, and Inman, J.J. (1994). Why switch? Variety seeking behavior as an individual x product interaction. Paper presented at the 22nd Conference of the Association for Consumer Research, Boston, MA.
- Van, Trijp, Hans, C. M., Wayne, D. Hoyer, and Jeffrey, Inman, J. (1996). "Why Switch? Product Category Level Explanations for True Variety-Seeking Behavior". *Journal of Marketing Research*, 18(3), pp 281-292.
- Vohs, K.D., & Faber, R.J. (2007). Impulse buying. *Journal of Consumer Research*, 6(3), pp 217-223.
- Wahlers, R.G., M.G. Dunn, and M.J. Etzel, (1986). The congruence of alternative OSL measures with consumer exploratory behavior tendencies. In: R.J. Lutz (ed.) *Advances in Consumer Research* 13, 398-402, Provo, UT: Association for Consumer Research.
- Watson, J.J., Wright, K. (2000). Consumer ethnocentrism and attitudes toward domestic and foreign products. *European journal of Marketing*, 34(9/10), pp 1149-1166.
- Weun, S., Michael A. Jones, and Sharon, Beatty, E. (1997). "A parsimonious Scale to Measure Impulse Buying Tendency." In W.M. Pride and G. T. Hult (Eds.), *AMA Educators Proceedings: Enhancing Knowledge Development in Marketing* (pp 306-307). Chicago: American Marketing Association.
- Xu, Y. (2008). "The influence of Public self –consciousness and materialism on young consumers' compulsive buying," *Journal of Consumer Research*, 9(1), pp 37-48.