

AN EXPLORATION OF NEW PRODUCT PHYSICAL ATTRIBUTES AND CONSUMER VARIETY-SEEKING IN THE MOBILE PHONE CATEGORY

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ABSTRACT: *The consumer switching from one brand to the other brand is more intense across global markets in both physical in-store and webstore buying decision making. The consumer brand switching has made it difficult for marketing and sales practitioners, shop owners and portfolio managers to develop specific programmes to meet market demand. In order to uncover aspect of the variety-seeking behaviour, the study introduced optimal level theories (optimal stimulation level) with the much focused on the cognitive structure. The aim of this research is to explore new product physical attributes and consumer variety-seeking in the mobile phone category. The study mainly assessed product typography, product colour, product texture, and product shape. A sample of 133 respondents was employed using convenient selection method. A self-completed 5 point Likert structured questionnaire survey was the data collection instrument used. The data collected were computed and analysed by the use of Cramer's V under crosstabulation statistics, which takes into account the degrees of freedom in measuring the association. On the whole, the study found weak association between new product physical attributes and consumer variety-seeking in the mobile phone category. Again findings show that, product typography, product colour, product texture and product shape and consumer variety-seeking reveals weak association. Further study can look into non-cognitive dimension of product attributes to ascertain importance its play towards variety-seeking behaviour.*

KEYWORDS: New Product Physical Attributes, Consumer Variety-Seeking, Mobile Phone Category.

INTRODUCTION

The consumer switching from one brand to the other brand is more intense across global markets in both physical in-store and webstore buying decision making (Jaidka, 2013; Chiravirakul, 2014; Jayarajah, Kauffman, & Misra, 2014; Hu, Zhao, Zou, & Teng, 2017). The brand producers, marketing and sales practitioners, shop owners, portfolio managers, and so on, are trying to uncover reasons behind consumer behaviour leading to continuous variety-seeking (Trijp, 1995; Beldona, 2010; Ju, 2015). Arguably, some studies labelled variety-seeking behaviour to the fact that consumers have several alternative similar brand to choose (Hoyer & Ridgway, 1984; Kinget, 2016) and cause a major problem for marketers (Haire, 2017). Another studies considered variety-seeking behaviour related to both the utilitarian products, as well as hedonic products (Beldona, Moreo, & Das Mundhra, 2010; Adamowicz & Swait, 2011; Hu et al., 2017). Based on this, it is not surprising to observe that organisations and brand producers constantly introduce a new products or novel products in the midst to engender consumer rate of brand switching. Nonetheless, consumer brand switching is a threat to market share, sales growth, sustainable brand innovation, online and offline ethical advertising campaign, as well as profitability of an organisation.

Among the analytical studies with a focus on the variety-seeking is that of Beldona et al. (2010), the study into the phenomenon of variety-seeking has not been clearly carved in any conceptual terms in the aspect of marketing or consumer behaviour. But, Trijp (1995); Kahn (1995); Woratschek and Horbel (2003) indicated that, variety-seeking behaviour has positively contributed to the utility derived from consumption associated with stimulation in choice. Hence, major brand players need to develop a defensive mechanism regarding consumers switching away to satisfy their intrinsic desire for variety. In a related study, Xiong, Liu, and Jiang (2017) argued that variety-seeking negatively affect sales and profit of the organisation, but can also lead to a higher consumer surplus. Apart from this, an individual consumer with variety-seeking intentions passes through a lot of psychological situations. Nonetheless, variety-seeking behaviour makes firms enhance the quality levels products and services offered. Travers (2017) suggested that variety seeking plays a prominent role in the consumer decision making process. So, it is important that firms establish which categories of consumers tend to seek variety products when making purchases. Related studies by Kumar and Trivedi (2006); Chalvatzis and Michaelidou (2008) disclosed that consumers can be segmented broadly into general patterns based on variety-seeking behaviour, with the focused on key characteristics which will allow for a tailored targeting strategy. Similarly, Hoyer, and Ridgway (1984) discussed that variety-seeking has been relevance towards several areas of marketing in the context of consumer choice. In addition, Kwun, Hwang, and Kim (2012) noted that variety-seeking behaviour has seemingly played important role in consumer's eating-out motivations. In other study, Yulisetiarni, Thoyib, Rofiaty, and Ashar (2013) implied that there is no direct influence of variety-seeking on switching intention.

It is evident that these previous studies into the variety-seeking behaviour towards purchases focused on the theory of hedonic purchase behaviour, motivation need theory (intrinsic and extrinsic motivation), product choice behaviour, and psychological theory. In contributing to advance knowledge in the perspective of marketing and consumer behaviour, as well as other related field. This study is situated in the optimal level theories (optimal stimulation level) with the much focused on the cognitive structure by contributing empirical dimension of new product physical attributes and consumer variety-seeking. Consequently, there is no clear publication on new product physical attributes in the variety-seeking in any related marketing field.

Research Questions

The underlying questions were stated to guide the study:

- What is the association between product typography and consumer variety-seeking in the mobile phone category?
- What is the association between product colour and consumer variety-seeking in the mobile phone category?
- What is the association between product texture and consumer variety-seeking in the mobile phone category?
- What is the association between product shape and consumer variety-seeking in the mobile phone category?

LITERATURE REVIEW

Theoretical, Conceptual and Empirical Perspective of Variety-Seeking

Accordingly, Hoyer and Ridgway (1984); Trijp (1995); Travers (2017) discussed that the variety-seeking behaviour of consumers has received considerable attention in the psychological, as well as marketing field. The behaviour of variety-seeking does not occur in isolation and forms an integral part of consumer decision making and choice behaviour. A major research by Trijp (1995) discovered that a number of variety-seeking theory has been propounded, which includes: (i) psychological theory on human motivation, which constitute an important distinction between intrinsic and extrinsic motivation for switching behaviour; (ii) drive theories relate to non-nervous-system, which provide energy for behaviour, and associative bonds that develop between drive stimuli and behaviours through the process of drive reduction; (iii) empirical drive theory, which has been based on four primary drives (a) hunger, (b) thirst, (c) sex, and (d) avoidance of pain; and (iv) optimal level theories (optimal stimulation level) contend that organisations function most effectively in situations that provide a moderate level of stimulation. The optimal level theories has been categorised into two broad categories (a) those that focus on physiological arousal, and (b) those that focus on cognitive structure. In another study, Travers (2017) identified that variety-seeking occurs on the three basis: (i) consumer deriving greater pleasure, (ii) consumer variety seeking serves as a means impression management, and (iii) serves as affirmation of consumer's sense of freedom and personal control.

Haire (2017), posited that variety-seeking buyer behaviour can best be defined as the buying tendencies of those consumers that do not have a high involvement with a product when there is a significant difference between brands. Also, a study by Travers (2017) defined variety-seeking as propensity for a consumer to seek diversity in the choice of goods and services. In addition, Kinget (2016) refers to variety seeking as the tendency consumer have, to seek diversity in their choice of products. This notwithstanding, if the consumer is perfectly satisfied with the current product uses, the consumer will still have the desire to try other products and switches to other brands. Another study, Haqparwar (2012) defined variety-seeking as brand switching in purchase behaviour which has been consumer's central trait. In other study, Nicolau (2006) stated that variety-seeking behaviour represent a non-repeat visit to a destination, it is built up a dummy variable which takes value. The Market, Media, Life (2013) argued that variety-seeking constitute situation where there is low consumer involvement, but the consumer perceives significant differences between the brand options in front of them. There is no real brand loyalty. Common variety-seeking types of products are cookies and crackers. Further, Chung, Cheng, Wang, and Cheng (2013) found that variety-seeking consumers often choose considerable amount of variety when allowed to select more than one item from a choice set, even when they have been given the option of repeating consumption of favoured items. Hence, novel products with new flavours, packaging, improved quality, and so on, affect variety-seeking behaviour.

Among the studies, Travers (2017) found that situational factors enhance variety-seeking which has been critical in maximising the impact of the marketing activities. Also, Hoyer and Ridgway (1984) showed that, largely, variety-seeking is engendered by several brand alternatives, and influenced by the amount of product assortment (Kinget, 2016). Another study by Ju (2015) classified that novice consumers choose more variety product than expert consumers when faced with limited information. In another study, Rajagopal (2007) discovered that a combination of brand name as well as brand differences have been the major factors in

consumer making variety-buying decision towards new brand, and a related study by Lautianen (2015) reported that multiples of factors such as social, personal and psychological highly affect consumer decision-making process when particularly selecting a coffee brand. Similarly, Ha and Jang (2013) identified that personality types, satisfaction and desire values significantly impact on variety-seeking intentions in the high allocentric consumers. Addition to this, Huang (2017) posited that the tendency of variety-seeking occurs as a result of consumer trait of negative mood. Also, Fxall (1993) established that innovation found to be greatest significant level of variety-seeking by consumers. Further, Woratschek and Horbel (2003) showed that consumers with variety-seeking engagement are more satisfied and they likely delved into positive face-to-face communication. More so, Jayanthi and Rajendran (2014) indicated that determinants such as purchase frequency, perceived risk and deal proneness influence variety-seeking among juice category. Further, cognitive orientation positively generate consumer variety seeking. Gulo, Berger, Etkin, and Bollinger (1999) stated that variety seeking usually does not occur in the morning shopping while consumers seek for more options to consume at a later time. Unal and Aydin (2013) claimed that brand image and social self are positively associated with variety-seeking. However, factors such as brand love, brand loyalty and variety-seeking had no significant effect. But, brand loyalty shows positive effect on brand love and word-of-mouth communication.

Furthermore, Chalvatzis and Michaelidou (2008) revealed that satiation with a product has been among one of the many underlying causes of variety-seeking which is classified as internal and external affecting consumer's inability to make right choice and their attempt to balance product attributes to maximise utility. Novak and Mather (2007) found that consumer choosing what to consume immediately and consume later typically affect to younger adults variety-seeking situation. Conversely, older adults choose less variety when making choices to be consumed at a later time than immediate consumption. Another study, Mohan, Sivakumaran, and Sharma (2012) found that store environment, optimum stimulation level such as music, light, assortment, employee, layout, and deal proneness positively affect variety seeking, and a related study, Rajagopal (2011) noted that perceptions on store name, store risk, store differences have been considered as prime factors in making variety-buying decision among consumers. Similarly, Adamowicz and Swait (2011) posited that store environment is key in triggering the desire to adopt the full evaluation and pure variety-seeking strategies, relative to pure habit, and additionally, Jaidka (2013) concluded that store environment impact on variety-seeking behaviour. Again, customer personal characteristics play essential role in variety-seeking buying. Michaelidou and Dibb (2009) identified that loyal consumers are likely to switch brand propensities towards clothing purchases. Michaelidou (2012) also indicated distinct clusters which drive variety-seeking decision, including attitudinal, disposition and the built-in needs. Consequently, these clusters discriminate in terms of behavioural, attitudinal, and demographic variables, regarding attitude to clothes, brand commitment, interest in fashion, age, gender, education, and occupation. Haqparwar (2012) explored that visibility of consumption has a moderating effect particularly for individuals from collective culture. Warokka, and Gallato (2012) discovered that combination of consumer dissatisfaction and sales promotion significantly relates to brand switching. Also, variety seeking moderates the effect of consumer dissatisfaction on brand switching. Similarly, Kvistianti and Ruth (2016) showed that consumer dissatisfaction, price and competitors advertising significantly affect brand switching.

A study by Nicolau (2006) concluded that variety-seeking behaviour reduces the dissuasive effect of distance. Another study, Legoherele, Dauce, and Hsu (2016) established that variety-

seeking and exploratory tendency have a significant relation to travelers' consumption behaviour and a related study, Kim, Kim, and Kim (2017) asserted that variety-seeking tendency has been influenced by travelers' preference for consistency. Chen and Paliwoda (2004) found that product attributes constitute the determinants in consumers' variety-seeking. Hence, consumer information processing has been different when purchasing unknown brand. Thanigan, Rajendran, and Sethuranman (2015) disclosed that need for variety has been key influencing variable across all product categories. Jadhav and Khanna (2016) indicated that an integrated factors of online shopping such as availability, low price, promotions, comparison, convenience, customer service, perceived ease of use, attitude, time consciousness, and trust influence variety-seeking. Faustine (2015) examined that social status, quality, and advertisement simultaneously impact brand switching. Levav and Zhu (2009) reported that there has been positive relationship between crowding and variety-seeking in real grocery purchases. O'Leary, Hu, and Morrison (2002) found that single-purpose, multi-purpose, multi-destination and single destination significantly different towards variety-seeking. Knoll and Meixner (2012) identified that price promotion in the organic market category influence variety-seeking behaviour. Similarly, Adomavicius, Bockstedt, and Curley (2015) stated that reduction in price of with digital products influence upon variety-seeking. Scheibehenne et al. (2014) revealed that dietary variety and demographic variables such as socio-economic status, age, sex, religious faith, and the number of people living in the same household have a weak relationship with variety-seeking. Girju, Murthi, and Rao (2013) showed that consumption across brand in a category and varied consumption across categories have a positive correlation towards variety-seeking. Additionally, Sharma, Sivakumaran, and Marshall (2010) ascertained that among variables such as consumer impulsiveness and optimum stimulation level have a positive association with the level of variety-seeking. Salpage (2011) found that variety-seeking behaviour plays a vital role in fish consumption frequency among consumers. Cheng, Du, and Ma (2016) investigated that visitor variety-seeking and competitor attraction have been positively related to visitor brand switching behaviour. Jayarajah et al. (2014) disclosed that different categories of users exhibit different levels of variety. Where the likelihood for a consumer to visit new place has been corrected with new Apps in the online. Chiravirakui (2014) explored and concluded that when users required a variety of options, they relied less on ordering and tend to adapt their search strategies to seek variety. Mandhachitara and Piamphongsan (2011) stated that self-construal and conformity motivation has been negatively related to variety-seeking in women's clothing choice behaviour. Yulisetiari et al (2013) demonstrated that cost variable and time variable influences switching barrier. Beldona, et al. (2010) established that age, education, the breadth of culinary exposure, and the extent of eating out significant to variety-seeking behaviour. In other study, Rafattmah, Nazari, and Nasrollahi (2011) contented that there exists a relationship between the behaviours of men and women towards sexual variety. The evidence provided by Martenson (2018) noted that rewards drive variety-seeking vacation-behaviour.

New Product Physical Attributes and Consumer Variety-Seeking

The above previous studies reviewed across different disciplines have demonstrated the importance of variety-seeking behaviour among researchers. Notwithstanding, due to the few analytical contributions to optimal level theories, empirically in the specific aspect of cognitive structure, which the study has been situated (Trijp, 1995). The identified variables of new product physical attributes are explained in order to ascertain its relevance regarding consumer buying decision making, particularly on variety-seeking;

Product Typography

Klimchuk and Krasovec (2012) explained that product typography has been the primary medium for the communication of a product's name, product function, and other vital information about the product. The typography of a packaging design becomes one of the most significant elements of the visual expression of the product to a broad consumer audience. Also, Ampuero and Vila (2006) stated that typography support a product positioning strategy in order to enhance buying decision. Similarly, Sanchez (2018) claimed that typography has been a fundamental element for design, and just as important as colour. It's also important in the design of packages and labels, without appropriate product typography there would be no way of knowing what the product contains and related characteristics of the products. The appropriate selection of descriptive typography for the product has been relevant in giving the design all the personality and identity that it need against the competition.

Product Colour

Juric, Vukovic, and Suout (2014) explained that since ancient times consumers have been surrounded by product colours and their influences on every aspect of the buying decision making. Consciously or subconsciously marketers have used colour to communicate with buyers in order to project the image of their products. Another study, NeuroRelay (2012) classified that product colour represent strong psychological effect, and also constitute a strong connection with buyer's feelings. In addition, product colour stimulate emotions and significantly affect consumer behaviour, differentiate brand, suggests emotional benefits, as well as support brand identity. Consumers place visual appearance on colour when shopping, as primary reason for selecting a particular product. In other study, Kumar (2017) discussed that product colour plays an important role in marketing products, such as it impact on product sales. It is a powerful tool that influences consumer purchases in many aspects, and a related study, Brown (2017) stated that product colour plays an important role in consumer lifestyle. Product colour affect consumer decision making to change reaction and awakens unconscious individual personal characteristics towards products.

Product Texture

Liu, Lughofer, and Zeng (2015) disclosed that product texture has been an important and valuable in numerous industrial domains, including product design, architectural design, and decoration. It provides visual information about an object and allows us to distinguish between products. Product texture is a perceived surface quality of a product of art, including smooth surface of metal, glass and leather. Largely, every product has its own visual texture. In other study, Chen, and Rosenthal (2015) discussed that product texture is a collective term of sensory experiences originated from visual, audio and tactile stimuli. The sensation of product texture plays a crucial role in influencing consumers' liking and preference of a product. Consumer concern and interest of product texture vary from one type of product to another. Similarly, Kadam and O'Donnell (2015), said product texture plays a key role in consumer acceptance and market value. Texture and features have been considered important from both quality assurance and product safety perspectives.

Product Shape

Berkowitz (1987) suggested that product shape has become an effective competitive tool in the hands of a number of companies. The use of product shape serve as an element of innovation

strategy. Also, product shape have been used by consumers to infer more important comfort. The appropriate product shape not only adds sales appeal, but encourage trading, as well as provide basis for market segmentation. Another study, Roberge (2017) posited that product shape can impact on a decision to buy, as well as identify type of product it is and which target market it is made for. The shape of product emphasis ease of use, easily carried, used and stored. The shape of a product present a lot about the product to the user advantage, such as squared edges and angular lines speak to power for masculine product while round and curved shapes speaks to gentleness for femine product. Notably, product shape communicate to consumers subconsciously.

METHODS

The population for the study focused on the part-time two years and four years undergraduate and master's degree programme students in the Department of Marketing, Accountancy, Human Resource Management, and Master of Business Administration students, and teaching and non-teaching staff of the Valley View University – Techiman Campus, Ghana. These departments and staff were chosen purposively due to their affluent level regarding purchasing power in the society. Additionally, a sizeable number of the population are workers and holds various positions in their workplace. The selected sample population for the study constituted 141 participants of both male and female. The study used a non-probability sampling technique in relation to convenient approach to select the respondents (Burns and Bush, 2014).

The study employed self-administered, structured survey questionnaire. The survey questionnaire instrument used consist of three main parts thus, A, B & C. The part A is based on demographic profile with the focus on sex, age, marital status and education level, and part B associated with the consumer involvement of variety seeking, with the emphasis on the consumer level of involvement in switching from type of mobile phone to the other brand, typically place consumer buy type of mobile phone used, and consumer need to continue switch from use of type of mobile phone. The part A and B instrument designed was adopted from (Hendriana, 2013; Burns and Bush, 2014). Regarding part C, the instrument used the five-point Likert scale rating thus, ranging from 1-strongly disagree to strongly agree were used to obtain data from the respondents on new product physical attributes including product typography, product colour, product texture, and product shape. This part of the questionnaire was adopted from Sabir et al. (2013). The survey questionnaire was pre-tested, refined and finally administered to the selected population. In addition, the study employed descriptive and association research design which relates to the purpose and questions of the study. Typically, the distribution of the survey instrument was carried out during weekends. All the 141 survey questionnaire were distributed, and a total of 133 were retrieved. The distribution and collection of the survey instrument were carried out by researchers of the study. The questionnaire survey retrieved rate was 94% (Burns and Bush, 2014).

The data collected were computed for analysis and evaluation with the use of Statistical Package for Social Sciences (SPSS), Version 25. The measure of association between new product physical attributes (product typography, product colour, product shape and product texture) and consumer variety seeking. (Malhotra and Birks, 2003). The study employed basic frequency assessment for demographic profile. This section is included in the study in order to ascertain range of purchasing decision towards variety seeking, as well as their level of variety-seeking involvement towards mobile phone. Accordingly, the study evaluated the research

questions by the use of Cramer's V under crosstabulation statistics, which takes into account the degrees of freedom in measuring the association. The range of values used for assessing the strength of association is 0-1, when the values 0-means no association, 0.1-0.2 weak association, 0.3-0.5 fairly strong association, 0.6-0.7 strong association, 0.8-0.9 very strong association and, 1-perfect association (Malhotra and Birks, 2003; Pallant, 2007).

RESULTS AND DISCUSSION

Demographic Characteristics

Table 1 presents demographic profile of the respondents for the study. On the whole, the evaluation depicts gender, age, marital status and education level of respondents. The total number of respondents constitutes 133, in terms of gender, 89 respondents (66.9%) were more males than 44 respondents (33.1%) which consists of females. With the age of respondents, most of them were between 18 – 24 years (51.1%), followed by those between the ages of 25 – 31 years (23.3%), next between 32 – 38 years (10.5%), also between 39 - 45 years (6.8%), between 46 – 52 years (4.5%) and least were 53+ years (3.8%) respectively. In terms of marital status, 97 respondents (72.9%) constitute those that were single while about 36 respondents (27.1%) were married. Finally, regarding education level, 86 respondents (64.7%) constitute first degree, followed by 37 respondents (27.8%) those with masters, 5 respondents (3.8%) those with a PhD/DBA, and about 5 respondents (3.8%) those with a professional education.

Table 1: Demographic profile of respondents

Variable	Category	Frequency	Percentage
Sex	Male	89	66.9
	Female	44	33.1
Age	18-24	68	51.1
	25-31	31	23.3
	32-38	14	10.5
	39-45	9	6.8
	46-52	6	4.5
	53+	5	3.8
Marital status	Single	97	72.9
	Married	36	27.1
Education level	First Degree	86	64.7
	Masters	37	27.8
	PhD/DBA	5	3.8
	Professional	5	3.8

Analysis of Consumer Level of Variety-Seeking Involvement

Table 2 presents the analysis of consumer counterfeit involvement. In terms of consumer level of awareness among non-perishable and non-food products in Ghana, 75 respondents (38.3%) were found average, 70 respondents (35.7%) were found high, 35 respondents (17.5%) were found very high and also, about 16 respondents (8.2%) represent low. Also, in terms of product consider as counterfeit among non-perishable and non-food products in Ghana on purchase, 67 respondents (34.2%) represent medicinal drug, 34 respondents (17.3%) represent cosmetic

items, followed by 26 respondents (13.3%) represent clothes, next 20 respondents (10.5%) represent wrist watch, as well as 20 respondents (10.2%) represent food items, and about 14 respondents (7.1%) represent shoes.

Table 2: Consumer Level of Variety-Seeking Involvement

Variable	Category	Frequency	Percentage
Consumer level of brand switching	Low	26	19.5
	Average	45	33.8
	High	33	24.8
	Very High	29	21.8
Purchase location of mobile phone use	Open market	27	20.3
	Phone shop	70	52.6
	Telecom company	18	13.5
	Shopping mall	15	11.3
	Other	3	2.3
Continue variety-seeking	Disagree	29	21.8
	Neutral	26	19.5
	Agree	78	58.6

Measures of Association Analysis

This section evaluate detailed analysis of the research questions. The analysis determined overall measure of association between the new product physical attributes and consumer variety-seeking in the mobile phone category.

Table 3: Measures of Association

		Value	Approx. Sig.
Nominal by Nominal	Phi	.345	.045
	Cramer's V	.244	.045
N of Valid Cases		133	

Table 3 depicts Cramer's V statistics used to measure the association between the product typography and consumer variety-seeking in the mobile phone category. From table 3, it can be noted that about 0.244 Cramer's V indicates weak association between the product typography and consumer variety-seeking in the mobile phone category.

Table 4: Measures of Association

		Value	Approx. Sig.
Nominal by Nominal	Phi	.280	.235
	Cramer's V	.198	.235
N of Valid Cases		133	

Table 4 shows Cramer's V statistics used to measure the association between product colour and consumer variety-seeking in the mobile phone category. From table 4, it can be identified that about 0.198 Cramer's V indicates weak association between the product colour and consumer variety-seeking in the mobile phone category.

Table 5: Measures of Association

		Value	Approx. Sig.
Nominal by Nominal	Phi	.204	.700
	Cramer's V	.144	.700
N of Valid Cases		133	

Table 5 shows Cramer's V statistics used to measure the association between product texture and consumer variety-seeking in the mobile phone category. From table 5, it can be indicated that about 0.144 Cramer's V shows weak association between the product texture and variety-seeking in the mobile phone category.

Table 6: Measures of Association

		Value	Approx. Sig.
Nominal by Nominal	Phi	.336	.060
	Cramer's V	.237	.060
N of Valid Cases		133	

Table 6 shows Cramer's V statistics used to measure the association between product shape and consumer variety-seeking in the mobile phone category. From table 6, it reveals that about 0.237 Cramer's V indicates weak association between the product shape and consumer variety-seeking in the mobile phone category.

On the whole, the study found weak association between new product physical attributes and consumer variety-seeking in the mobile phone category. This implies that there were some strength of association, but weak in degree of measurement. The detailed evaluation shows weak association between the product typography and consumer variety-seeking buying, also, product colour and consumer variety-seeking found weak association, more so, product texture

and variety-seeking indicates weak association, and finally, product shape and consumer variety-seeking reveals weak association.

DISCUSSION OF RESEARCH FINDINGS

Table 1 finding shows the respondents demographic profile which comprises blend of youthful and adult consumers involved in the variety-seeking buying decision making towards mobile phone. And of course, finding confirmed that there exists a relationship between the behaviours of men and women towards variety-seeking buying (Rafattmah et al., 2011). Also, results support the view that different categories of users exhibit different levels of variety seeking behaviour Jayarajah et al. (2014). More so, finding support the assertion that age, education, are noted as a significant to variety-seeking behaviour (Beldona, et al., 2010). Regarding Table 2, finding do not support the assertion that variety-seeking buyer behaviour do not have a high involvement with a product when there is a significant difference between brands (Haire, 2017).

In spite of the weak association among the variables, the overall measures of association analysis (Table 3, 4, 5 and 6) results of the new product physical attributes (product typography, product colour, product texture and product shape) and variety seeking support the claimed that variety seeking plays a prominent role in the consumer decision making process. So, it is important that firms establish which categories of consumers tend to seek variety products when making purchases. Also, finding support the position that the variety-seeking behaviour of consumers are typically engender by a representational object which forms an integral part of consumer decision making and choice behaviour (Hoyer and Ridgway, 1984; Trijp, 1995; Travers, 2017).

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