

Comparative Study

Comparative Study on Sensation-Seeking Among Adult Males and Females During Traveling

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ABSTRACT

The study looks at how traveling adult males and females behave when seeking sensations. The inclination to pursue various intricate, unusual, and intense experiences is known as sensation-seeking, and psychology has identified it as a general personality feature. There are fifty male and fifty female travelers included in the sample. The study employed Zuckerman's sensation-seeking scale, a structured questionnaire. The data were evaluated using an independent sample T-test after the data were gathered using the random sampling method. The outcome suggests a noteworthy correlation between the samples of males and females. The attitude or conduct of sensation-seeking toward adult travelers is a crucial part of the study. The research concludes that because of several outside pressures and other factors, the male samples exhibit higher levels of sensation-seeking behavior than the female samples. Sensation-seeking behavior is often viewed negatively, despite the fact that it frequently enables people to advance or make decisions. For those who are unaware of sensation-seeking, the study contributes to gaining a comprehensive understanding of this behavior. It also seeks to steer clear of the incorrect perspective on sensation-seeking in public life.

Keywords: *Sensation-seeking, Travelers*

Sensation-seeking is the act of engaging in unusual and risky actions to experience some form of adventurous feeling. People with this "personality trait" are more willing to accept risks in their physical, social, legal, or financial well-being to have an exhilarating experience. Marvin Zuckerman introduced this concept and used the Sensation seeking scale to determine each person's personality. Sensation seeking is associated with risk-taking and can show up as a range of behavioral manifestations in areas such as occupation, habits, hobbies, perception of risk, and risk assessment. By assuming the risk of sensation seeking, arousal can be obtained in a variety of ways. Through behavior, attitudes, and activities such as recreation, occupation selection, lifestyle selection, social interaction, and sports, we can satisfy the preferences of sensation seekers and thus purchase satisfaction (Roberti, 2004).

Until recently, virtually all research on sensation seeking used Form V of the Sensation Seeking Scale (SSS-V; Zuckerman et al., 1978), which consists of 40 forced-choice

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questions, to calculate the level. Four subscales make up the SSS-V, and they correspond to the construct's main characteristics: "experience seeking, disinhibition, thrill and adventure seeking, and boredom susceptibility." Subscale-level predictions have been generated and verified by certain researchers (Orlebeke et al., 1990), and subscale scores have also been utilized as indications of latent variables (Newcomb and McGee, 1991). Although most studies on sensation seeking that have used the SSS-V have computed all 40 items' responses combined to produce a unified score, according to Stephenson et al. (2003) note that this method is not widely used.

The large-scale survey is used to study the risk factors associated with sensation seeking and the prevention strategies that are influenced by problematic behavior. Most surveys are built with one or two items; school misbehavior is measured with four items, whereas school bonding is measured with three. Because it influences a person's behavior by encouraging risk-taking, sensation seeking has hereditary risk elements. Sensation-seeking behaviors and preferences can take many different forms, therefore worries about content validity would point to the requirement for a sizable, diverse pool of items to fully cover the content domain. While correcting experimental error and content validity problems has many benefits, there are some negatives as well. High costs are one internal consistency, and respondents could feel as though they've been posed the question multiple times. The validity-threatening problem will likely arise for long measures. As we already know, a significant portion of the construct is the focus of a large sample survey study that uses a relatively short survey instrument called a "screener" to determine whether a focus group or an experimental group is eligible for the study.

There are a lot of different ways to approach sensation seeking these days. All of the measures have the characteristic of being lesser than the SSS-V, despite the fact that some of them (Arnett, 1994; Zuckerman et al., 1993) differ significantly from the SSS-V. For example, the Zuckerman-Kuhlman Personality Questionnaire's impulsive sensation-seeking item set consists of 19 items. The Arnett Inventory of Sensation Seeking (Arnett, 1994) consists of 20 items in total. In addition to these, a subset of the SSS-V item set contains a number of shorter measures that suggest a reinterpretation of the sensation-seeking construct. With the exception of a few, all 26 items on the Sensation Seeking Scale for Children (Russo et al., 1993) are shortened versions of SSS-V items.

As mentioned, a measure is employed in which four items are chosen to represent each of the four components of sensation seeking out of the 40-item SSS-V. Two items are included for each aspect of sensation seeking in the eight-item, improved Brief Sensation Seeking Scale. The SSS-V, which includes an equal number of items in each of the four previously identified content areas, is the natural starting point for the measure in the brief sensation-seeking scale because all of these measures have relationships with variables like drug and alcohol use, as well as various risk and protective factors, at levels that are congruent with those based on measurement of sensation seeking using the SSS-V.

Building on research that integrates sensation seeking and impulsivity in a comprehensive psychobiological model of personality is an alternative strategy."In the adult stage, many changes take place, including maturation, emotional, and cognitive changes. There are also internal physical changes that take place, such as brain growth, personality changes, physical maturity, and changes in our behavior. Adulthood is seen as the risk-taking stage since there may occasionally be drug experimentation, dangerous sexual behavior, and unsafe driving speeds. In adulthood, a person will develop various risk factors, but the personality trait that

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strongly encourages risk-taking conduct is sensation-seeking behavior. From childhood to maturity, sensation-seeking behavior has significantly grown.

Sensation-seeking is linked to several dangerous activities, including smoking, binge drinking, abusing drugs, driving while intoxicated, etc. Each of the two types of sensation-seeking behavior—high and low—will exhibit a separate dangerous conduct. High sensation seekers will be anxious to try new things and their conduct will be unexpected. These individuals will partake in extreme sports, frequent travel, food sampling, music listening, new partner encounters, etc. Most of the time, very sensation-seeking people will participate in dangerous activities. A circumstance that the high sensation seeker has already encountered or is familiar with will be intentionally avoided. Zuckerman concentrates primarily on and highlights the biological and evolutionary roots of experience-seeking. "Zuckerman claimed that a person's optimal level of feeling varies due to variances in their biological nerve systems. High sensation seekers seek arousal from their surroundings while having relatively low levels of nervous system activity. Low sensation seekers have higher levels of internal activation and are less inclined to look for sensation in their environment." According to Zuckerman, sensation seeking is genetically influenced, "experience seekers often become bored if they are not engaging in a new activity.

"According to Sam Gosling, sensation- -campaigners have been driven by rapid-fire delectation that passing the senses give, so they may be eyeless to the consequences that arise together with parlous actions like using medicines, gambling, or driving recklessly."

Sensation-seekers One of the most important traits is taking risks. When a chance to take a chance presents itself, sensation grows. Only by that behavior will the person improve in his life and broaden his horizons. When we put ourselves in an unknown scenario, it pushes us outside of our comfort zone. Even while taking risks might be damaging at times, it is crucial for the development of adulthood. By taking chances, one might learn about their aptitude for many life endeavors.

Sensation-seeking scores from the Sensation Seeking Scale (SSS) are linked to a variety of risky behaviors, including those related to driving, health, finances, gambling, sexual behavior, and sports, according to Zuckerman. Zuckerman (1994) asserts that in addition to a person's career decisions and job satisfaction, sensation-seeking also takes into account their social attitudes, eating habits, food preferences, media and art preferences, humor, creativity, and fantasy. (Dixit, 2020)

Contrasting higher and lower sensation seekers

The new experiences entice the high sensation-seekers, whereas the low sensation-seekers are drawn away from excitement. The majority of people exhibit a modest level of sensory seeking.

Biological foundation According to Zuckerman, the physiological and biochemical underpin the sensation-seeking characteristic. When a person is highly sensation-seeking, their physiological response and their brain's processing of the stimuli differ. According to a study by Zuckerman, when patients with high disinhibition scores were exposed to a moderate-intensity tone for the first time, their heart rates went down while those of subjects with low sensation seeking increased.

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Driving at a fast speed is correlated with the desire for thrills in both sexes. These individuals are also more prone to disregard traffic laws, participate in risky behavior that could lead to accidents, and suffer injuries as a result.

Peer influences and the need for sensations both serve to reinforce alcohol usage and the effects of sensation-seeking substances. The amount of a person's sensation can be predicted by their drug usage, and they are more likely to associate with a peer who has the same or a similar level of sensation. To engage in experience-seeking activity, high sensation seekers may occasionally use drugs heavily.

High-risk sexual conduct is probably a part of the sexual behavior of high sensation seekers. They exhibit open-minded sexual attitudes as well. Additionally, they are more inclined to cheat on their partners. On the disinhibition axis of the experience-seeking scale, risky sexual conduct is one of the characteristics of high sensation seekers.

High sensation seekers typically prefer novel, unstructured, hard jobs, while low sensation seekers typically choose routine employment that is more structured and less dangerous. High sensation-seeking males favor careers in science and social work. Low-sensation females tend to favor traditional occupations like housewives and economics instructors. Sensation-seeking changes with age; it starts in childhood, peaks in adolescence, and then declines as we get older. (Dixit, 2020)

Theory based on wanting thrills According to Zuckerman's sensation-seeking theory, people who seek strong experiences more intensely are more likely to be willing to accept risks. This tendency for risky behavior influences the level satisfy their needs may as substance use, sexual risk-taking, and conduct issues in teenagers.

Sensation seeking is a central concept in the Activation Model of Information Exposure. The Activation Model states that an individual's ideal level of arousal affects their attention to media as well as their need for stimulation.

According to Hull's drive theory from 1943, behavior is motivated by the need to satisfy one's physiological demands. To energize, direct, and motivate behavior to satiate physiological requirements, it is claimed that drive is the psychological force. According to drive theory, conduct may be predicted because people are motivated to engage in activities that meet their physiological demands (Deckers, 2005); Murray (1938) then categorized personality traits by the underlying circumstances. Sex, the need for sensation, exhibitionism, and play are some of the needs connected to sensation seeking. Other pertinent needs include cognitive styles like cohesive (organized reaction) or disjunctive (disorganized response), change or sameness, impulsion or deliberation, and impulsion or sameness (Zuckerman, 1994).

According to drive theory, Zuckerman (1994) asserts that an increase in arousal, not a decrease in arousal, is the target state. Sensation-seeking activity frequently results from a state of low arousal. Unlike other fundamental drives, this pattern is the opposite.

Maslow (1954) identified self-actualization as a mature need. It is the result of a maturational process that stands for the pursuit of progress and change. Peak moments are frequently exciting and novel.

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According to this view, all sorts of stimulus-seeking activity are caused by a rise in cortical arousal, which is the ideal degree of arousal. High sensation seekers have higher Optimal Levels of Arousal (OLA) than low sensation seekers. High levels of arousal are optimal for high sensation seekers.

Every person strives to experience the ideal level of arousal from their surroundings, according to Lee. Boredom results from too little stimulation, whereas anxiety from too much stimulus fuels the need for sensations.

According to Schaffer (1971), the degree of variety in stimulation received throughout infancy and childhood may also have an impact on the development of the sensation-seeking trait, even though the environment may dictate the specific forms of expression of the characteristic.

The biological notion that genetic programming impacts the biochemistry of the central nervous system where the basis of the trait has been the focus of study on sensation seeking (Zuckerman, 1994). The arousability of the higher cortical regions was shown to be influenced by variations in the activity of the brain's catecholamine systems (Zuckerman, 1979).

Being sensation-seeking is a personality attribute that promotes development. The actions of sensation seekers toward themselves and those around them have both benefits and drawbacks. Internet addiction, sensation-seeking behavior, rage, and accomplishment motivation are the four concerns that are considered in this study, and these are the fundamental ideas and theories that have been covered thus far. (Dixit, 2020)

REVIEW OF LITERATURE

The literature on the subject under investigation offers insightful knowledge that, either directly or indirectly, aids in conducting the research. Since the subjects of this study have been extensively researched, it is not possible to account for all of the research that has been done in this area. A few recent and older studies that are linked to the topic have been attempted to be presented.

On February 16, 2021, Kiatkawsin et al. published a study titled "Moderating Roles of Sensation Seeking and Worry Among Nature-Based Adventure Tourists." This study looked at the moderating effects of concern constructions and sensation-seeking on the intention to go on adventure trips.

The relationship between sensation-seeking, risk-taking, and tourist behavior in young adults. Pizam et al. published a cross-cultural study in 2016 that looked at the effects of the combined psychocharacteristics of sensation-seeking and risk-taking. The sample comprises 1429 individuals.

Worldwide, adolescence is a time of heightened sensory seeking and immature self-control. The inquiry was carried out by Steinberg et al. The seeking and self-testing self-maturation were characteristics of the dual system concept of the teenage risk-taking phase. A total of 5,000 people between the ages of 10 and 30 made up the sample.

Which travel dangers are more important when choosing a destination? an analysis of the decision-making process used by tourists. In the year 2020, Karl et al. conducted the study.

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This essay investigates the types of travel that have a greater influence on travelers' choice of locations. All of the test samples were prospective travelers. Utilizing trip duration data to take route choice behavior's sensation seeking into consideration. Bekhor et al. (2014) employed gender and marital status as variables in their study to illustrate latent variables, emphasizing the sensation-seeking concept integrated into novel route choice techniques to enhance the subjects' sensation-seeking behavior.

A fresh viewpoint on how attitudes determine travel behavior.

A sample size of 1000 travelers, both male and female, was utilized in this study, which was conducted by Kroesen et al. in the year 2002. It suggests that attitudes play a substantial effect on travel behavior, particularly the sensation-seeking attitude.

Travel behavior is brought on by satisfaction. In the year 2019, Jonas et al. carried out the study. A sample of 600 male and female travelers was used to determine the relationship between travel mode and traveler satisfaction. They suggested altering the relationship between travel happiness, travel attitude, and preferred mode of transportation this.

Objectives

The study aims to explore the comparison of sensation-seeking among adult males and female travelers. From the resulting study, the result research goals were outlined. The other aim is to know which of the individuals has high sensations whether adult males or adult females.

Hypothesis

H1- there may be a significant difference between the male and female sensation-seekers.

METHODOLOGY

Participants of the study are *male* and *female* travelers. The study was done by quantitative method, where the response was collected through Google form, from various states such as Karnataka, and Kerala, and most of the samples were from Tamil Nadu. Participant in the study was voluntary and a written consent form was taken before the study.

Sampling method – The data were collected from 100 adult male and female age groups from 20-25 and the data was collected using the random sampling technique.

Instrument used – Zuckerman sensation-seeking scale

The reliability coefficient of the Zuckerman sensation-seeking scale is 0.76 and the Validity of Zuckerman sensation scale demonstrates the construct validity.

Procedure

The Google Forms questionnaire for the Zuckerman sensation-seeking scale. The research consent form was reviewed by the participants at the onset of the study. Those who agreed to take part in the study then filled out their personal information. It consists of 40 items. Each question has two options A and B. Scoring involves a method of combined rating. the 1st set of questions in which option A represents 0 and option B represents 1 the questions are 1,5,6,8,9,14,16,17,18,22,23,24,28,32,36,39. For the 2nd set of questions the option-a represents 1 and option-b represents 0, the questions are 2,3,4,7,10,11,12,13,15,19,20,21,25,26,27,30,31,33,34,35,37,38. In the following study the males are represented with 0 and females are represented with 1.

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Statistical Analysis

Following the statistical method used- Mean and Standard deviations.

RESULTS & INTERPRETATION

Table 1: Shows the result of group statistics of sensation seeking among male and female travelers

Group Statistics

gender of participation		N	Mean	Std. Deviation	Std. Error Mean
sensation	0	50	18.34	4.511	.638
seeking	1	50	13.02	6.554	.927

Table 1 shows the N value of male and female travelers which is 50. The mean value of both samples which is 18.34 for the male traveler and 13.02 for the female traveler and the standard deviation is 4.511 for males and 6.554 for females and the standard error mean is .638 for males and .927 for females, is provided in table 1.

Table 2: showing the result of the Independence Sample Test of sensation seeking scale among the adult males and females.

		Levene's Test for Equality of Variances		Test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
sensation seeking	Equal variances assumed	5.915	.017	4.728	98	.000	5.320	1.125	3.087	7.563
	Equal variances not assumed			4.728	86.917	.000	5.320	1.125	3.083	7.567

$t = 4.728$, $\text{sig}(1\text{-tailed}) = 0.17$, level of significance up to 0.05.

The above mentioned table displays a significant relationship in sensation seeking among male and female travelers. By using the table, it is significant at level 0.05 which is 0.17. As a result, we agree with the hypothesis that there is a substantial difference in the relationship between male and female travelers' sensation seeking.

DISCUSSION

This study shows that there is a significant relationship between sensation-seeking among adult male and female travelers. The Independent sample T-test was used to analyze, it is used to analyze the mean comparison of two independent groups that are male and female travelers. From the results in Tables 1 and 2, it is concluded that there is a significance at 0.05 level so both the independent groups are not equal therefore we accept the alternative hypothesis and reject the null hypothesis.

Using Table 1, it can be concluded that adult male travelers have higher sensation seeking than adult female travelers because their mean value is higher (18.34). Their age, experience education may be the influencing factors for their high level of sensation seeking. The main factor that influences this result is gender. Many of the high sensations are male in this study.

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The female adult traveler who has low sensation seeking in the study may be due to lack of travel exposure, and experience. Some other factors are the fear they have within them or the inhibition. They focus on intense fear or anxiety, they struggle with confidence sometimes. These may act as the factor for their low sensation-seeking among them.

Many times the sensation-seeking behavior will interfere with the choosing of the travel mode for example with which source we are going to travel, the way of travel, and so on. The high sensation seekers often choose the tough route such as going on the bike on and off-road which gives thrill experiences to them, on the other hand, the low sensation seekers will choose the same and the normal route which they have experienced many times. In this study the high sensation seekers are the males they are because they have much experience in traveling in many situations and females are the low sensation-seeking in this research they are not getting as much exposure or experience as males because they have a lot of restrictions in the society that a female cant easily travel among the society. So, this would be the reason for the low sensation-seeking behaviors and the high sensation-seeking behaviors of males and females. Sometimes exception happens in all kind of situations.

CONCLUSION

It has been found that there is a significant relationship between sensation-seeking among adult male and female travelers. Sensation-seeking is defined as taking various aspects of risks when one seeks a new experience. The study shows that 18.34 mean value for the adult male traveler who has high sensation-seeking. Rejecting the null hypothesis, the study accepted the alternative.

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Conflict of Interest

Regarding the research, writing, and/or publication of this article, the authors have declared that they have no potential conflicts of interest.

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