

PLANNED AND UNPLANNED PURCHASING BEHAVIOUR OF PARENTS TOWARDS TOYS IN URBAN AGGLOMERATED AREAS

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ABSTRACT: Toys play an essential part in children's living environment. The purpose of this study is to demonstrate the factors influencing the planned and unplanned purchase decisions towards toys by parents using Likert Scale and rank correlation. For the purpose of the study researcher selected 100 parents from Thrissur Urban agglomerated area. The study is based on Ajzen's Theory of Planned Behaviour (1991) and Hawkins Stern's "Impulsive buying model" (1962). The study results showed that there exist conflict of interest between parents and children regarding their preferences towards toys. But the buying decisions of the parents were highly influenced by the choice or compulsion of their children. The purchases of toys were either planned or impulsive. The 72 percent of the toys purchases were made unplanned or impulsive from open vendors and shops during festival seasons. The parents purchase decisions were largely influenced by the opinion of their children whether it is planned or unplanned.

Key words: Agglomerated area, planned decision, impulsive decision, toy purchase, double income, emotions,

I. INTRODUCTION

Modern Education has recognised that learning through play is an important part of the childhood development and toys are the tools of the play. Generally toys influence the cognitive, social and emotional development as well as language developments of a child. The new technology settings also provide rich learning environment for the children.

India is a huge market for toys and games of all varieties. Twenty percent of the population is in the age group of one to twelve years. It is a good consumer market with decent education levels. The government of India is giving impetus to learning through toys via several projects and schemes.

The Indian toys market was worth US\$ 1.5 Billion (INR 10,650 crores) in 2018, registering a CAGR of 15.9% during the year 2011-2018. The market is further projected to cross US\$ 2.9 Billion (INR 20,590 crores) by 2024, at a CAGR of 13.9% during 2018-2024 (IMARC Group 2018). The sales growth of traditional toys has been stagnant while sales of video games have been growing steadily (Toy Industry Association 2004). The Indian toy market is largely unorganized. According to the Toys Association of India, 90 per cent of the sales volume of the toy market is unorganised. The market is said to grow at 15%, which is an indication of the future growth prospects of the industry.

The growing awareness among parents in India coupled with increasing personal disposable income led to the growth of toy market and particularly for educational toys and games. Considering the retail boom and the changing consumption habits of the middle class which favour the use of toys as a medium for entertainment and education, the toy industry in India is poised for a major upward growth and for a brighter future.

Generally, toys have been treated as luxury good, so that as individuals' disposable income fall they reduce the purchase of less needy toys. But due to the change in the occupational pattern among parents and the emotional guilty feelings of the double income parents, the need of the children will be met by the parents at any cost may enhance the demand for toys.

The purchase behaviour of the parents towards toys is either planned or unplanned/impulsive. Contrary to the common goods, three fourth of the toys purchase decisions are unplanned or impulsive. According to a study done by Welles (1986), nine out of ten buyers occasionally shop on impulse. The TPB states that behavioural achievement depends on both motivation (intention) and ability (behavioural control). Planned purchases were more common in super-premium product

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