

# Attributes of Toys Attracting Children, Factors Influencing To Buy, Parental Expectations and Strategies to Handle Pester Behaviour in Shopping Malls

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**Abstract:** Growing youth and migration from rural to urban is an indicator of growing market space. Today India is undergoing the urbanization process at a rapid speed. The probable reasons for the same could be ample number of employment opportunities and education facilities along with the modern life style. There is no doubt at all in increasing levels of urbanization and purchasing power among the middle income group. The simultaneous increase in the growth and development of ICT and digital knowledge is increasing among the kids. It is leading to attracting the digital intensified toys at the smaller age. On the other hand parent's spending patterns are conflicting with kids. In this scenario, the current paper is trying to assess the attracting attributes of toys, factors influencing to buy toys and parental expectations while buying toys to handle the pester behaviour of kids in the sample area. The primary objective is to find out the attributes of toys attracting children, factors influencing to buy, parental expectations and strategies to handle pester behaviour in shopping malls. For the purpose of study, Hyderabad city is considered as a sample unit and to select the sample respondents, all big shopping malls in the Hyderabad and secunderabad is considered. It is due to huge number of customers visits the shopping malls during weekends and selection of the right mix of sample becomes easy. The sample respondents are selected by using a convenient sample method. For the purpose of study, the researcher selected 500 targeted sample customers and a pre tested questionnaire (Reliability Cornbach alpha is = 0.8924) is distributed to the parents and collected back. The data collection is pursued from the leading shopping malls from Hyderabad and secunderabad cities. The study results shows that style and colour, design and appeal, ICT and digital features are the attractive factors of toys. The parents look at price, safety, material quality while making a purchase decision.

**Key words:** Digital Toys- Style and appeal- Green Materials- Usage costs- Safety

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## I. Introduction

As per Census of India, 2010, children under 15 years of age constitute 30% of our population. Not only that the large base of its age pyramid shows that for many years Indian population will continue to have a large number of young population. Children are influential buyers who are socialized into this role from an early age. Though research has been done in the West on socialization of children, the research in India is still lacking on the topic (Kaur and Singh, 2006). There is no doubt at all in increasing levels of urbanization and purchasing power among the middle income group. The simultaneous increase in the growth and development of ICT and digital knowledge is increasing among the kids. It is leading to attracting the digital intensified toys at the smaller age. On the other hand parent's spending patterns are conflicting with kids. In this scenario, the current paper is trying to assess the attracting attributes of toys, factors influencing to buy toys and parental expectations while buying toys to handle the pester behaviour of kids in the sample area.

## II. Review of literature

Priya Srinivasan with Rahul Sachita nand and Archana Skukla (2006) explained that children, especially tweens, are the largest consumers of media and entertainment products. While adults spend just around two hours a day watching television, kids are glued to the tube for over four hours a day. Damyanti Datta (2008) explained that time has gone when Indian parents controlled children with an iron rod. Obedience was expected and no was a household word. But in a world where families spend "Quality Time" at the mall, those norms are going the way of the dodo. By every measure, parents are bending over backwards to please their children, over 50 percent want their children to move ahead in life.

Garima Sharma (2008) explained that kids becoming as fashion conscious as their parents, it is no surprise that their preferences too are being addressed by top international brands. Proving the points are international brands like Reebok, Adidas, United Colors of Benetton (UCB), Kappa etc. which are offering kids wear based on animated characters something that children can relate to.

Singh and Khatri (2008) for their scientific investigation adopts a cross-cultural perspective in studying the relationship between parental over-indulgence and perception of parents regarding the influence of children in bringing in awareness, creating interest desire and influencing actual purchase decisions (AIDA) of food products.

Teenagers are succumbed to consumers and under peer's compulsion to purchase the product of electronic goods like computer, games, gadgets [Mohanram (2012), Kumar (2013)]. They go for information search in respect of product features, services, quality, durability, price of competitive products and so on. Factors affecting children's purchase requests to their parents and their parent's subsequent purchases for their children were freedom of a child's movements/behavior, product's visibility, child's gender, child's developmental stage, suitability of the good for consumption, strategy used in child's request, parent's income/family level and price of the good determine the number of purchases following a child's request [Ebster (2009)]. The impact of demographic variables like gender and age of children and parental profession creates a major involvement of children in their families buying decisions [Kaur (2006), Ishaque (2014)].

Nicholls and Cullen (2004) describe a child-parent consumption matrix, in which pester power occupies the fourth quadrant: it represents, according to them, the child's necessity for self-realization through consumption, overcoming parents' control. In the first quadrant "Parental Power", children try to exert power but parents control their desires, also trying to convince them to other purchases; in the second quadrant "unresolved conflict" both the parts attempt to control the purchases: children try to plead but also to threaten, in a persistent way.

### III. Research methodology

The present study is descriptive in nature and conducted at cosmopolitan city in south India, Hyderabad. The hyper markets super markets and malls culture is highly associated with the city and to its customers. The life style of customers in Hyderabad is also modern and trendy from time to time. The current study is focused on assessing the impact of children's pester behavior on the parents purchase decision of toys among the selected customers from Hyderabad city. The primary objective is to find out the attributes of toys attracting children, factors influencing to buy, parental expectations and strategies to handle pester behaviour in shopping malls. For the purpose of study, Hyderabad city is considered as a sample unit and to select the sample respondents, all big shopping malls in the Hyderabad and secunderabad is considered. It is due to huge number of customers visits the shopping malls during weekends and selection of the right mix of sample becomes easy. The sample respondents are selected by using a convenient sample method. The co-operation from the sample is important in the data collection, convenient sample helps the researcher to choose the co-operated customers and to collect the deep insight feelings pertaining to the pester behavior and the factors and the strategies to overcome the same. For the purpose of study, the researcher selected 500 targeted sample customers and a pre tested questionnaire (Reliability Cornbach alpha is = 0.8924) is distributed to the parents and collected back. The data collection is pursued from the leading shopping malls from Hyderabad and secunderabad cities.

### IV. Data analysis and discussion

For the purpose of synopsis, the significant difference between the mean values of the perceptions relating to various dimensions of the study is presented in the following pages along with the Friedman test results.

**Null Hypothesis: Ho:** There is no significant difference between the mean scores of the attributes of toys attracting kids considered while buying toys in the sample.

**Table 1: Friedman test result showing the mean values of the Attributes of toys attracting children along with the test result**

Attributes of toys attracting children	Mean Rank	Chi-square value	P value
Visual impacts and features	11.17	54.666	0.000**
Digital effects and features	<b>11.82</b>		
Size	11.22		
Colour	11.39		
After Sales Service	11.59		
Less Maintenance cost	11.41		

Brand Image	<b>11.83</b>		
Durability	11.19		
Appearance and design	<b>12.64</b>		
Style and compactness	<b>12.05</b>		
Observed features of the toys held by features	<b>12.22</b>		
Guarantee and up gradation, connectivity to TV	<b>11.83</b>		

Source: Primary data/Questionnaire. \*\*-.Indicates highly significant at 1% level of significance.

Since p value is less than 0.01, the null hypothesis, There is no significant difference between the mean scores of the attributes of toys attracting kids considered while buying toys in the sample is rejected at 1% level of significance. Based on the same, it is concluded that, there is a highly significant difference between the mean scores of the attributes of toys attracting kids considered while buying toys in the sample. Based on the mean scores, it is noted that, the primary attributes attracting kids in toys are appearance an design with the mean score of 12.64, Observed features of the toys held by peers with the mean score of 12.22, style and compactness with the mean score of 12.05, guarantee, up gradation and connectivity to other electronic gadgets with the mean core of 11.83, brand image with the mean score of 11.83, and digital effects and features with the mean score of 11.82 respectively. Hence, the ICT usage, digital effects and flexibility and connectivity features of the toy are most attractive features of the toys in the recent times.

There are two observations can be made from the analysis. One is the increased level of digital and technology knowledge among the kids along with the time is appreciable. Another observation is The kids attention towards digital gadgets is increasing and it leads to lower the levels of personal and interpersonal interactions and may have behavioural issues in the long run. Hence, parents should have an eye on the buying and usage of toys along with ICT facilities and the limits of the usage should be rational and controlled.

**Null Hypothesis: Ho:** There is no significant difference between the mean scores of the Factors influencing to buy toys in the sample.

**Table 2: Friedman test result showing the mean score values of the Factors influencing to buy toys along with the test result**

Factors influencing to buy toys	Mean Rank	Chi-square value	P value
Safety of the toy	8.33	140.235	0.000**
Comfort in handling and playing	6.67		
The technical advancements	7.64		
The brand image	7.17		
The unique design	7.04		
Previous experience with the brand	7.17		
High expected value for money	7.01		
Functionality and economy	7.07		
Durability	7.01		
Recommendation from a friend	8.67		
Promotion or advertising influence	7.53		
The environment friendliness	7.83		
Toxic freeness of the materials	8.00		
Maintenance charges of use	7.84		

Source: Primary data/Questionnaire. \*\*-.Indicates highly significant at 1% level of significance.

The p value for the hypothesis test is observed at less than 0.01, hence, the null hypothesis; there is no significant difference between the mean scores of the Factors influencing to buy toys in the sample s rejected at 1% level of significance. Hence, it is inferred that, there is a highly significant difference between the mean scores of the Factors influencing to buy toys in the sample. Based on the mean scores, it is noted that, Recommendation from friend with the mean score of 8.67, safety of the toy with the mean score of 8.33, toxic freeness of the material used with the mean score of 7.83, maintenance charges of use with the mean score of 7.84, the environment friendliness is with the mean score of 7.83, Promotional and advertisement influence is with the mean score of 7.53 respectively. Hence, it is noted that, safety, environment friendliness, maintenance cost are the prime factors of influence while buying the toys in the shopping malls. Hence, the companies need to consider the customer expectations while designing the toys can help in making the more market.

**Null Hypothesis: Ho:** There is no significant difference between the mean values of the of Parental expectations on toys along with the test result

**Table 3: Friedman test result showing the mean values of Parental expectations on toys along with the test result**

Parental expectations on toys	Mean Rank	Chi-square value	P value
Price of the Toy	6.87	210.297	0.000**
Overall look and appeal	6.52		
<b>Usage cost</b>	5.90		
Material quality	6.41		
Quality and side effect freeness of the agents used	6.32		
<b>Design of the toy and its accessories</b>	5.90		
Comfort and functionality of a toy	5.47		
Braking nature and accidents	5.38		
Reuse and flexibility	5.23		
Value for money	5.03		
Add on features	6.99		

Since p value is less than 0.01, the null hypothesis, There is no significant difference between the mean values of the Parental expectations on toys is rejected at 1% level of significance. Hence, it is noted that, there is a highly significant difference between the mean values of the Parental expectations on toys. Based on the mean scores, it is noted that, parental expectations in toys attributes are price of the toy with the mean score of 6.87, overall look and appeal with the mean score of 6.52, usage cost with the mean score of 5.90, Material quality with the mean score of 6.41, quality and side effect freeness of the agents used with the mean score of 6.32, Design of the toy and its accessories with the mean score of 5.90 and add on features with the mean score of 6.99 respectively. Hence, the economy price and lower usage cost and ecofriendly materials usage can attract the parents to buy the toys and help the marketers to improve the sales and revenue along with improved customer loyalty.

**Null Hypothesis: Ho:** There is no significant difference between the mean values of the Pester handling strategies in the sample.

**Table 4: Friedman test result showing the mean values of the Pester handling strategies along with the test result**

Pester handling strategies	Mean Rank	Chi-square value	P value
Design and development of soft toys with user friendly features	7.81	48.804	0.000**
Safety mode features explaining to kids	6.49		
Flexibility in features	6.87		
Modification and control options on learning options	6.80		
Procrastination	7.99		
Assist and provide required information to kids over phone	7.33		
<b>Develop eco friendly and green behaviour among kids</b>	6.90		
<b>Explaining about e-wastage and pitfalls in the toys</b>	6.92		
<b>Provide information on alternative cost effective options</b>	6.99		
usage instructions to customer	7.25		
Categorization of products based on age	6.84		
Maintain values and ethics and reliable service guarantee	6.86		
<b>customer information sites on web for value added services</b>	6.94		

Since p value is less than 0.001, the null hypothesis, There is no significant difference between the mean values of the Pester handling strategies among the sample is rejected at 1% level of significance. Hence, it is concluded that, there is a highly significant difference between the mean values of the Pester handling strategies among the sample. Based on the mean scores, it is noted that, Procrastination with the mean score of 7.99; Assist and provide required information to kids over phone with the mean score of 7.33; Develop eco friendly and green behaviour among kids with the mean score of 6.90; Explaining about e-wastage and pitfalls

in the toys with the mean score of 6.92; Provide information on alternative cost effective options with the mean score of 6.99; and customer information sites on web for value added services respectively. Based on the results, it is concluded that, there is no specific strategy to handle the pester behaviour and the procrastination could be the best option for point of sale pester control and the developing rational and ecofriendly and need based purchase culture among the family and kids can be the long run solution to handle the pester behaviour among the kids in the sample.

### **V. Findings and observations**

1. The primary attributes attracting kids in toys are appearance an design with the mean score of 12.64, Observed features of the toys held by peers with the mean score of 12.22, style and compactness with the mean score of 12.05, guarantee, up gradation and connectivity to other electronic gadgets with the mean score of 11.83, brand image with the mean score of 11.83, and digital effects and features with the mean score of 11.82 respectively. Hence, the ICT usage, digital effects and flexibility and connectivity features of the toy are most attractive features of the toys in the recent times.
2. There are two observations can be made from the analysis. One is the increased level of digital and technology knowledge among the kids along with the time is appreciable. Another observation is the kids attention towards digital gadgets is increasing and it leads to lower the levels of personal and interpersonal interactions and may have behavioural issues in the long run.
3. Safety, environment friendliness, maintenance cost are the prime factors of influence while buying the toys in the shopping malls. Hence, the companies need to consider the customer expectations while designing the toys can help in making the more market.
4. Parental expectations in toys attributes are price of the toy with the mean score of 6.87, overall look and appeal with the mean score of 6.52, usage cost with the mean score of 5.90, Material quality with the mean score of 6.41, quality and side effect freeness of the agents used with the mean score of 6.32, Design of the toy and its accessories with the mean score of 5.90 and add on features with the mean score of 6.99 respectively. Hence, the economy price and lower usage cost and ecofriendly materials usage can attract the parents to buy the toys and help the marketers to improve the sales and revenue along with improved customer loyalty.
5. Procrastination with the mean score of 7.99; Assist and provide required information to kids over phone with the mean score of 7.33; Develop eco friendly and green behaviour among kids with the mean score of 6.90; Explaining about e-wastage and pitfalls in the toys with the mean score of 6.92; Provide information on alternative cost effective options with the mean score of 6.99; and customer information sites on web for value added services respectively.
6. Based on the results, it is concluded that, there is no specific strategy to handle the pester behaviour and the procrastination could be the best option for point of sale pester control and the developing rational and ecofriendly and need based purchase culture among the family and kids can be the long run solution to handle the pester behaviour among the kids in the sample.

### **VI. Summary And Conclusion**

Attractive design and style, digital attributes attracting more number of kids to buy toys. The economy price and lower usage cost and ecofriendly materials usage can attract the parents to buy the toys and help the marketers to improve the sales and revenue along with improved customer loyalty. Based on the results, it is concluded that, there is no specific strategy to handle the pester behaviour and the procrastination could be the best option for point of sale pester control and the developing rational and ecofriendly and need based purchase culture among the family and kids can be the long run solution to handle the pester behaviour among the kids in the sample.

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