Chapter 5

Findings, Suggestions and Conclusion
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5.1 Findings

Consumer behaviour is the study of how people buy, what they buy, when they buy and why they buy. It attempts to understand the buyer decision making process, both individually and in groups. In a competitive economic system, the success of the toy firms depends on an accurate knowledge of its consumers. The science of consumer behaviour has equal parts of the quantitative and qualitative dimensions. Children warranted special care, protection, nurturing and instruction as they moved through a distinct stage of development known as childhood, characterized by their own books, clothing and playthings. In essence, they won the right to be children and to play; and toys became part of the formula. A toy helps to identify with an object or situation. Toys provide entertainment and fulfill an educational role. Toys enhance cognitive behaviour and stimulate creativity. They aid in the development of physical and mental skills which are necessary in later life. A toy means different to children of different age groups, and hence exposure pathways also differ accordingly. The Researcher broadly categorized the toys as Battery toys, Educational toys, Puzzles, Dolls, Gifts, Construction toys, Activity toys, Soft toys and Mechanical toys. The wonder and the happiness provided by toys are special gifts to the children for enjoyment throughout the year. Increase in the buying capacity of consumers and availability of low cost and unique
toys have been some of the major factors which contributed for the fast development of the toys industry. Modern technology input into these toys and games have made them more enjoyable and lovable. The decision to buy a toy for a child is a symbol of love and commitment to the child. Family decision making has been categorized as husband-dominant, wife-dominant, joint or individualized. Children are often exerting a substantial influence on the consumption process. Belch and Belch\textsuperscript{120} define consumer behaviour as 'the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires'. The consumer decision making process emphasises the characteristics of demographic and behavioural variables of the parent in the purchase decision in various stages. The researcher has evaluated the buying behaviour of parents, usage of toys and the attitude of upper primary school children in the toys market. The specific objectives are given below:

1. To determine the factors affecting the buying behaviour of parents in the toys market.

2. To find out the usage of various toys by the children.

3. To determine the attitude of upper primary school children in the toys market.

The survey was conducted among the parents of the children of the age group of 3-12 years and upper primary school children in the age group of 10-12 years. The sample size was 720 and multi-stage sampling method was used for the study. The primary data were collected by using a questionnaire. ANOVA, Post-hoc, t-test and Regression were used for the study.

5.1:1 Personal profile of respondents

1. 54.2% of the parents belong to the age group of 30-40 years, followed by 28.8% parents, who belong to the age group of 40-50 years. 14% of the parents belong to the age group of 20-30 years and the rest 3% parents are above 50 years of age.

2. 57.2% parents are under graduates followed by 22.1% parents who are graduates and post graduates. 14.4% parents are technically qualified and the remaining 6.3% parents are professionally qualified.

3. 32.2% parents are serving in private sector and 29.2% parents are working in Govt. services. 22.8% parents are doing own business followed by 11.5% parents who are not working, and the rest 4.3% parents are labourers.

4. 47.9% parents have monthly income in the range of Rs. 5000-15000 followed by 21% parents, who are in the income range of Rs.15000-25000. 16.7% parents are having income below Rs. 5000 and 6.1%
parents are having income between Rs. 25,000 and Rs. 35,000. 8.3%
parents are with income above Rs.35 000.

5. 46.4% parents have a family size of four, followed by 22.6%
respondents, whose family size is five. 13.2% are with a family size of
three and the remaining 17.8% respondents have a family size of six.

6. Age of the child is important in toy purchase. 44.2% of the children
belong to the age group of 7-10 years, and 27.8% of the children
belong to the age group of 5-7 years. Out of the remaining, 17.2%
and 10.8% belong to the age groups of 10-12 years and 3-5 years
respectively.

7. As regards gender of the children, 55.6% are boys and the rest
44.4% are girls.

5.1.2 Pre purchase stage of toys

Problem recognition results when there is a difference between one's
desired state and one's actual state. Consumers are motivated to address
this discrepancy and, therefore, they commence the buying process. In the
case of toy purchases, the first stage is identification of toys and the
involvement of family members and children. The second stage is search
for information on products and services that can solve that problem; and at
this stage, the persuading factors and the influences are evaluated. Parents
are evaluating the alternatives before purchase.
1. All the parents selected for the study are buying toys for their children.

2. 28.6% parents purchased toys for entertainment of the children, followed by 24.6% parents, who purchased toys for physical and mental development and, 17.5% parents purchased toys for giving as gift. The percentage of parents, who purchased toys for other reasons like “educational”, “without any special reason” and “as spare time activity” were 11.7%, 10.6% and 7% respectively.

3. A number of organisations are producing innovative toys regularly to face competition in the toys market, as the life cycle of the toys is generally short due to the changing fashions. Identification of new toys is an important task of the families. In the sample survey, it was found that 40.3% of the family members did not have any opinion about the identification of new toys; whereas the involvement of 38% of the family members in the identification of new toys was high or very high. Family size is playing a pivotal role in the decision making of a purchase; and there is a significant difference between the identification of new toys by the family members and the size of the family. Income is playing a vital role in the purchase decision of toys. However, there is no significant difference between
the identification of new toys by the family members and the various income groups of parents.

4. There is a lot of uncertainty in the business of toys and games, on account of stiff competition in the field, which also result in high rate of innovation. Distributors and retailers are introducing new products through different modes of advertising including shop display, to encourage sales by attracting the attention of children. The study shows that 81.6% of the children are involving themselves in the identification of new toys. However, there is no significant difference in the identification of new toys among the various age groups of children.

5. Children are the users of the toys and the opinion of children are important before the purchase of toys. 88% of the parents give importance to their children’s opinion before purchasing the toys. There is significant difference in considering the opinion of children among the various age groups of parents in respect of purchase of toys. In Scheffe test, the parents in the age group of 30-40 were found to be significantly different from the 40-50 age group in considering the opinion of children. But, there is no significant difference in considering the opinion of children among the various income groups of parents.
6. 28.3% of parents are giving importance to the friends’ opinion, followed by 33.9% of the parents who give slight importance to the friends’ opinion. But 37.8% of parents do not give importance to the friends’ opinion; and there is no significant difference in the influence of friends’ opinion among the parents of various age groups and income groups.

7. Manufactures and retailers publish catalogues of the products, which help the customers in identifying appropriate toys for their children. The catalogues show the visuals of the children playing and also the image of the toys. 34% of the parents have given slight importance to the catalogue, followed by 34.3% of the parents, who give importance to the catalogue. But 31.7% of the parents have not given any importance to the catalogue. There is a significant difference in the impact of catalogue on the various age groups of parents and income groups of family. In Scheffe test, the impact of catalogue on the very low income group is significantly different from the very high income group of the parents.

8. Advertising through television is the most obvious form of promoting communication. Television advertising is an important means which provide awareness of various toys among the target groups. 34% of the respondents have given slight importance to
advertisements in the television, followed by 29.2% of the respondents who gave importance to the advertisements in the television. But, 36.8% gave no importance to the television advertisement. Hence, there is no significant difference in the influence of television on the various age groups of Parents and various income groups of parents.

9. 46.5% of parents have given importance to the shop display followed by 32.2% of parents who gave slight importance to shop display. 21.3% of the parents consider it as not important. Hence, there is no significant difference in the influence of shop display among the various age groups of parents and various income groups of family.

10. 22.6% of parents give slight importance to internet, followed by 19.5% of parents, who give importance to the internet. However, 57.9% of parents are not giving importance to the internet. There is no significant difference in the influence of internet on various age groups of parents. But, there is a significant difference in the influence of Internet on the various income groups of family. In Scheffe test, very high income group is significantly different from the low income group, in getting influenced by internet.
11. Children are passively generating awareness, interest and desire towards toy products. 45.7% of parents are of the opinion that the influences of children on parents to purchase toys is medium, followed by 49.2% who consider that children’s influences on parents is high for purchasing toys. Children’s influence and monthly income of the parents are important factors in the purchases. F test shows that, there is a significant difference in the children’s influence and income of the parents. In Scheffe test, it is seen that very low income group is significantly different from high and very high income groups.

12. 28.2% of the parents are spending more money for purchasing toys on occasions of birth day, followed by 28% of the parents, who buy toys during festival seasons and 19.7% of parents are spending more money on toys during summer vacation.

13. 63.4% of the parents are giving importance to alternative evaluation of toys before purchase, and there is a significant difference in the alternative evaluation of toys and occupation of parents, but there is no significant difference in the alternative evaluation of toys among the various income groups. There is no significant difference in the involvement of family members in the alternative evaluation of toys.
5.1:3 Purchase of toys and Gender of children

Once the alternatives have been evaluated, parents are ready to make a purchase decision. Sometimes purchase intention does not result in an actual purchase. But once the Parent has made the purchase, and the product has been used by the children, they will evaluate their decision to purchase and compare the product's performance with their expectations.

14. In the purchase of toys, battery toys secured the first rank followed by educational toys and puzzles. The fourth rank is bagged by dolls followed by gift toys and construction toys. Activity toys managed to secure seventh rank with soft toys and mechanical toys securing the eighth and ninth positions, respectively. The findings suggest that various attributes of toys are influencing the respondents at the time of purchase.

15. There is a significant influence of comfort on battery toy purchases, and there is a significant difference between the battery toy purchases by the parents and gender of children. Parents are purchasing more battery toys for boys than girls.

16. Parents are conscious of the entertainment value and educational value at the time of the purchases of educational toys. There is no significant difference between the educational toy purchases by the parents, and gender of children.
17. Parents are considering various factors while buying puzzles such as comfort, entertainment value, safety and age of children; and income of parents are playing a significant influence on the purchase of puzzles. There is no significant difference between the puzzles purchases by the parents, and gender of children.

18. Parents are aware of the comfort and safety of the children at the time of dolls purchases. There is a significant difference between the doll purchases by the parents and gender of children. Parents are purchasing more dolls for the girls than boys.

19. There is a significant influence of comfort, educational value and non toxicity on the gift toy purchases. There is a significant difference between the gift toy purchases by the parents and gender of children. Parents are purchasing more gift toys for girls than boys.

20. There is a significant influence of entertainment value, educational value, non toxicity, safety and income of parent on construction toy purchases. There is no significant difference between the construction toy purchases by the parents and gender of children.

21. Design, comfort, entertainment value, educational value, safety and income of the parent influence on activity toy purchases. There is no significant difference between the activity toy purchases by the parents and gender of children.
22. Comfort and design are influencing on soft toy purchases. There is no significant difference between the soft toy purchases by the parents and gender of children.

23. Design, entertainment value, age of children and income of parent influencing on mechanical toy purchases. There is a significant difference between the mechanical toy purchases by the parents and gender of children. Mechanical toys are purchased more for boys than girls.

24. 50.4% of parents are purchasing both branded and unbranded toys, followed by 29.2% of parents, who purchase unbranded toys only and 20.4% of parents purchase branded toys only. There is a significant relationship between the purchasing habit and education of parent.

25. 39.7% of parents are purchasing toys from exclusive toy shops followed by 25.5% of parents who purchase from other outlets and 16.5% of parents from super markets. But 9.9% of parents buy from duty paid shops, and 8.4% of parents from margin free market. There is a significant relationship between the retail outlet and purchasing habit of parents in the toy purchase.

26. The opinion of 64.5% of parents about analysis of the quality of toys after purchase is high. There is no significant difference between the
analysis of quality of toys after purchase and education of parents as well as the size of the family.

27. The awareness of 50.3% of parents is high about the determination of quality by the family members after toy purchase. There is no significant difference between the family members’ involvement for determination of quality after purchase and family size.

28. There is no significant difference in the usage of toys among the different age groups of children. The toys used are battery toys, educational toys, puzzles, dolls, gift items, construction toys, activity toys and soft toys. But, there is a significant difference in the usage of mechanical toys among the different age groups of children.

5.1: 4 Upper primary school Children’s attitude towards toy purchases

Toys play an important role in the physical and mental development of children. Choosing the right toy for the appropriate age is an important task of the children. The researcher analyses the attitude of the upper primary school children relating to their toy purchase habits.

29. For making analysis of attitude of children relating to toy purchases, the sample selected consisted of 59.7% boys and 40.3% girls.

30. 37.9% of the children are spending up to 25% of the pocket money for purchase of toys, followed by 13.7% and 12.9% of children, who spend on toys between 50%-75% and 75%-100% of the pocket
money respectively. 6.5% of respondents spend on toys in the range of 25%-50%. However, 29% of children are not spending any pocket money for purchase of toys. There is no significant difference in the use of pocket money for purchasing toys between the gender of children.

31. 48.4% of children consider that the influence of friends’ opinion is medium in the decision to purchase a toy, but 33% of the children’s attitude about the friends’ opinion is low. There is a significant difference in the influence of friends’ opinion on the gender of children. Friends’ opinion is influencing boys more than girls.

32. 48.4% of the children’s opinion about the influence of catalogue is medium, followed by 29% of children who have high opinion about the influence of catalogue on toy purchase. There is a significant difference in the influence of catalogue on the gender of children. Boys are more influenced by catalogues than girls.

33. 40.4% of children are having high opinion about the influence of advertisement through television; and 34.6% of the children’s opinion about the influence of television advertisement is medium. There is no significant difference in the influence of television advertisement on the gender of children.
34. 49.2% of the children’s opinion about the influence of hoardings is medium, followed by 26.6% of children, who have high opinion about the influence of hoarding. There is a significant difference in the influence of hoardings on the gender of children. Boys are more influenced by hoardings than girls.

35. 45.2% of children are having high opinion about the influence of shop display; and the opinion of 33 % of the children about the influence of shop display is medium. There is no significant difference in the influence of shop display of toys on the gender of children.

36. 41.9% of children are having low opinion about the influence of internet browsing on toys purchase and 30.7% of children are of the opinion that the influence of internet browsing is medium .There is no significant difference in the influence of internet browsing on the gender of children.

37. 63.7% of the children are agreeing about acquisition of knowledge with the usage of toys, and 72.6% of the respondents agree about the usage of toys for getting pleasure.

Consumer behaviour in toys market is the primary focus of the marketing programme of the toys manufacturers. It helps to plan correctly and execute the ideas right from conception, quality control, production and distribution of toys, which will satisfy parents as well as children, and
meet the organizational objectives. Today, the business around the world recognizes that "the customer is king". The players in the toys market also have to learn why and how the parents identify the particular toys for their children; and thus knowledge helps the marketers to understand how to improve the existing products, what types of innovative products are needed in the market and how to attract consumers to buy their products. The researcher has made certain suggestions based on the study, which may be of help to the manufacturers, marketers and the consumers as well.

5.2 Suggestions

Toy play is an important part in the development of growing children. Through play children have fun, exercise and discharge energy, explore the physical world, and develop knowledge and skills in the social world. Toys are an integral part of play at all ages of childhood and can add to intellectual growth, stimulate creativity, and enhance social interaction and learning. Experience with toys begins soon after birth and continues throughout childhood, but the way a child uses a toy will vary with age, developmental stage, intellect, and physical ability. What constitutes a toy at one age, may be uninteresting or dangerous at another age. To be a positive factor in a child's life, toys must be safe both for their intended uses, and for reasonably anticipated misuse by children. Safe toys must be well designed and age appropriate, and non-toxic. Consumer behavior in toys market is the primary focus of the firm’s marketing programme. What types of toys are needed in
the market place or how to attract customers to buy their toys from the market are the main concerns of the toy manufacturers. The consumer behavioural analysis helps the firm to know, how to please the consumer and directly impact company revenues. The effective organizations are adopting a total marketing approach to product development, innovation, research and communication. Children are the main focus of Indian families, and their aspirations in terms of education and career choices are running very high. With reduction in the average family size and the increase in income, Indian families have more money to spend. Their main focus is their children, and they try their best to fulfill their aspirations. Children are getting more attention and are participating more in the decision-making processes. The suggestions for the development of toy industry are given below:

1. Study of consumer behaviour enables marketing researchers to predict how consumers will react to promotional messages and to understand why they make the purchase decision they do. Marketers realized that if they know more about the consumer decision making criteria, they can design marketing strategies and promotional messages for influencing consumers more effectively.

2. Age of children and the income of parent are imperative in the toys market. The marketer must have a closer look at the socio-
demographic variables. It helps the marketer to segment the market and position the various toys.

3. Novelty and toys have always been linked in the mind of the consumer. Parents and family members are aware of the features of the new toys which are new versions of tried and true themes. Play is increasingly driven by stories and characters, therefore success toys are mostly driven by fashion and crazes. New fashion and technological trends help to increase the sales in the toys market.

4. Each toy has a short span of time to play with, and the child often loses interest in it soon. Toy makers must be aware of this, and take care to introduce new products based on naval ideas and reliable techniques to reduce risk. Product extensions reduce risks; customer can identify the new products on the same brand name or company name. Established channels and product awareness help to position the new products in the competitive market.

5. Growing consumer awareness and exposure to media and marketing positively impact the toys and games market. The company generates sales only through marketing. So, marketing mix like price, place, product and promotion are important tools in increasing the sales of toys.
6. The industry is marked by fluctuations, which are seasonal and trend-driven. Summer vacation and festival seasons are most important for toy sales in Kerala. So, manufacturing various types of toys suitable for different seasons helps to make the market lively.

7. Television, catalogue and hoardings are the most important tools to attract the children and improve the brand image. The study found that the catalogues make a significant impact on sales of toys. Attractive catalogues describe the various features of the toys, which helps to persuade the parents to purchase the toys. Attractive package and caption about the product, as well as identification of cartoon characters with the product also help to get a distinct brand image for the product in the market.

8. The world has been changing at great speed since the arrival of the internet. All information is just a click away on the computer. So, the detailed information available in the internet about the toys and variety, price as well as quality, names of the retail outlets and the organization are persuading the parents to purchase; and ultimately it helps to boom the sales. Lists of the various toys and its features provided in the internet help to improve the sales in the modern economy. The parents and children can easily identify the new toys and its features through internet. Categorizing the toys on the basis
of the age groups and gender helps to make an image about product and the organization in the society; and it leads to build the brand name among the toys. Direct-mail advertising is the effective medium for generating inquiries, and it leads to closing a sale. The marketers can send the information on various toys including new toys, and price lists to the customers; and it helps to hike their sales.

9. Direct marketing is basically a part of relationship marketing, and it helps the parents to identify the new toys and get information about the usage of toys. It helps the parents to improve their knowledge about the toys. It may be a good method for improving the sales of the organisations.

10. Design, comfort, entertainment value, educational value, non toxicity and safety are the important attributes which influence the parents while buying toys. Identification of the competitor’s weaknesses and the company’s strengths helps the organization to plug the gap between the expected and the actual qualities of the toys produced by them. This can help the organization to position the toys for various age groups of children in the society.

11. Toys market in Kerala is flushed with toys produced by many manufacturers in the unregistered and unregulated sectors as well. Very few consumers know about the different manufacturing firms.
and branded toys. So the manufacturers must create awareness of toys along with the quality concerns, and position the branded and quality toys in the market. The manufacturers must try to develop quality toys, taking into consideration the important quality signals identified from the consumers’ view point, to improve the marketing performance of the organization.

12. The best materials should be used in the manufacture of toys for ensuring lasting quality. All components should be rigorously controlled for quality at each stage of production to maintain superior standards in quality and safety. It helps the organization to create an image for itself in the society.

13. Package label of the toys should indicate the target group to which the toy is intended for. Labels on toy packages must provide the parents with information necessary for choosing safe and appropriate toys, because the label is a guide. Child development experts agree that, while each child is unique and develops at his or her own pace, there are certain stages that are fairly predictable. The labels may be based on the important criteria, such as the safety of the toys (absence of health hazards), the physical capabilities of the child (ability to manipulate the toy), the cognitive abilities of the
child (understanding how to use the toy) and the child’s interests. The labels with the accurate information attract the customers.

14. Children are highly valued and warrant special care, protection, nurturing and instruction as they move through a distinct stage of development in childhood; and the toys have a greater role to play in the child’s development. A parent choosing a toy for the child must consider several things which are appealing and interesting to the child. It must be suitable to the child’s physical capabilities and his mental and social development, and should be well constructed, durable and safe for the age of the child. Quality toys with an accepted brand name help the parents to make right selection.

15. Eco friendly toys in general are natural or organic toys made of natural materials that are recyclable and biodegradable. These toys avoid the use of lead or toxic dyes. Eco friendly toys are sources of great entertainment for children, without causing any harm to them as well as to the environment. Organisations can strive to make market for various types of eco friendly toys.

16. Research is essential before introducing the new toys in the market. The organizations conduct surveys to determine the needs of the children of different age groups; and their products are tested extensively before commencing mass-production. The availability
of a variety of scientifically and technologically designed toys is pleasing and enjoyable for the children.

17. In the competitive environment, toy firms can survive only by offering more customer value than competitors. Providing superior customer value requires the organization to do a better job of anticipating and reacting to the customer needs than the competitor.

18. Trade fairs are the most common way to get in contact with potential customers and to offer the variety of toys; and also to identify competition. The success of the company depends on the product range and the target group selected.

19. Establishing a brand image for the product among the consumers is the challenging task of the organizations. Identifying brand names with quality of the product by the adult consumers has been instrumental in the success of the brand. Brand extensions and product flanking strategies are playing vital roles in the competitive environment.

20. Attitude of the brand selection and shopping habits are changing due to the different marketing strategies of the organizations. Brand loyalty has always been one of the key concerns of marketers. Brand loyalty helps to predict the future trends in the market. Loyalty implies that the customers would continue to buy the brands, and
represents future revenue stream. Quality is one of the important pillars in developing brand loyalty.

21. How and where toys are kept is also important. Shelves, baskets and other storage facilities should be neatly organized at child level. When a child can select and put away toys without adult help, a sense of order and responsibility develops. Warranties and guarantees are very important plus points, especially when purchasing an expensive toy.

22. Training given to the youngsters at the college and university levels can develop creativity and new entrepreneurs in this field.

23. Playing with toys is a very positive way for development of the children with disabilities; and through this they can learn the necessary skills. Therefore, it is an important task for the parents to choose the right toy for their child. The toy should be age appropriate and adaptable to the child’s disability. If the child enjoys using the same toy, this can increase the skill level.

24. Income is one of the important factors which can form the basis for segmenting the whole market. On the basis of the income levels, the marketer can position the toys with appropriate price tags in the shop/market.
25. Training given to the retail outlet employees can promote the sale of the quality branded toys.

26. Parents play an important role in the development of their children. Making sure that the children have the time and space to play is crucial. Children who are in day care should be getting plenty of free play time and fresh air. At home, video games, computer and internet use, and television should be restricted to a few hours per week, to encourage children to engage in imaginative play.

27. Segmentation of the market on the basis of age groups helps the organization to sell the products widely. Upper primary children have the ability to spend the pocket money for buying the toys. Marketers can sell the toys to this target group and improve sales.

28. Upper primary school children have a good contact outside the home. Attractive catalogues and hoardings especially for boys make a good impact on toy sales. Television and internet advertisements are good methods for selling the toys in this segment.
5.3 Conclusion

Toy industry is one of the world’s oldest creative industries. Toys help children to have fun and at the same time, develop skills latent in the child. Toy sellers purchase toys from manufacturers or wholesalers. Organised toy manufacturers have their own brands and designs. Changing consumer preferences, high impulse purchase, concentrated seasonality and intensified price-competition are among the main factors that contribute to high uncertainty in consumer demand. In addition to all the above factors, situational factors like finance options, dealer terms, falling prices are also important in toy industry.

The buying behaviour of parents in purchasing toys involves several psychological factors. These factors govern the individual thinking process (like motivation, perception and attitude), decision-making steps involved in buying (decision making process), interaction of the consumer with several groups like friends, family and colleagues (group-oriented concepts), and selection of the brand and outlet depending on features and emotional appeal (marketing mix elements in a given environment). All consumers engage in shopping with certain fundamental decision-making modes or styles, including rational shopping and consciousness regarding brand and quality. Identification of new toy by family is statistically significant. It means that family is playing active role in the identification of new toys, not rather depending on monthly income. Parent’s opinion
about the attitude of the children relating to identification of new toys is high. Children are highly involved in the identification of new toys. Advertising is “the technique used to bring products, services, opinions or causes to public notice for the purpose of persuading the public to respond in a certain way towards what is advertised”\(^{121}\). Thus as per this definition the objective of advertisement is to change the attitude, beliefs, and decisions in favour of a product or service advertised, besides providing the information and knowledge. Advertising builds consumer preference and promotes goodwill. It enhances the reputation and value of the company name and brand, and it encourages customers to make repeat purchases. Newsday’s internet has become an important and reliable source of information. Internet is also influencing the various income groups of parents. Marketers are expected to provide latest, reliable and adequate information through internet. Parents are constantly faced with the problem of taking decisions about what toys to buy for their children and what toys to avoid. Catalogue is also influencing the various age groups.

Quality is one of the important factors to influence the purchase decision of consumers in toys market. Quality in the toys market comprises of design, comfort, entertainment value, educational value, non-toxicity and safety. Marketers must be aware of the toy attributes of the various toys. Outcome of the evaluation develops feelings of likes and dislikes

\(^{121}\) Encyclopedia Britannica Vol I, p.113.
about alternative products or brands in consumers. This attitude towards
the brand influences the decision of whether to buy or not to buy. Thus the
prospective buyer heads towards final selection. This behaviour of
consumer is more important as far as marketer is concerned. Consumer
gets brand preference only when that brand lives up to his expectation.
These brand preferences naturally influence the repeat sales of marketer. A
satisfied buyer is a silent advertisement. But, if the used brand does not
yield desired satisfaction, negative feeling will occur and that will lead to
the formation of negative attitude towards the brand. This phenomenon is
called cognitive dissonance. Marketers try to use this phenomenon to
attract user of other brands to their brands. Different promotional-mix
elements can help marketers to retain his customers as well as to attract
new customers.

The organization can segment the market on the basis of age group.
The group of upper primary school children is a potential market segment.
The marketer can collect the information about the volume and frequency
of purchase of various toys and formulate the marketing strategies for
selling the toys in the market. Catalogue, internet and television are the
important persuading tools for attracting the upper primary school children.