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## A Study On Gen Alpha Kid's Parents Buying Behaviour Towards Toys With Special Reference To Coimbatore City – Flyi Store

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**Abstract:** This research studies buying behavior of parents of children from Generation Alpha (born after 2010) in Coimbatore city with particular emphasis on educational toys. Generation Alpha is the first generation to be fully immersed in technology and their buying decisions are made from a completely different viewpoint. It is seen that the parents (who see value in toys for development of their child) are becoming more and more selective when purchasing the toys, taking into consideration children's educational value, safety and durability of the toy. This study focuses on determining the factors that impact parents buying decisions when buying toys, the involvement of children in the toy purchase process and the similarities and differences when comparing online vs offline shopping options. Data was collected from the parents living in Coimbatore using structured questionnaire and descriptive research design. The patterns and consumer preferences were analyzed through the use of statistical analysis tools for interpretation. The research shows that children's roles in parents' purchase decisions were evident and parents think educational toys bring high value. Differences in gadgets and toys used by children also exposed child development consumer insights. The research concludes with actionable ideas for toy suppliers and marketers to successfully meet the changing customer expectations.

**Index Terms –** Consumer Behaviour, Gen Alpha, Retail Toy Market, Toy Purchase Decisions.

## INTRODUCTION:

The toy industry is undergoing a fundamental shift influenced by the upbringing of Generation Alpha (born after 2010). Unlike past generations, Gen Alpha is growing up in a world with smartphones, tablets, AI tools, and online learning platforms which are shaping their interests, learning styles, and attention spans. Many parents are becoming more aware of the toy products they are selecting, seeking options that are entertaining, educational, safe, and developmentally appropriate. In cities like Coimbatore where there is increased urbanization of communities with a greater exposure to digital devices, understanding the evolving parental preferences will be of utmost importance. The toy buying process is becoming based on various factors including educational value, child influence, safety standards, and other digital options (e.g., gadgets and mobile games), not just a brand and price consideration. This study will look at how parents of Gen Alpha children in Coimbatore are making decisions around toy buying, what factors are influencing their decisions, and how technology is affecting their perspectives towards traditional toys and educational toys. The findings will help support manufacturers, marketers, educators and policymakers, so they can enhance their strategies to meet the demands of today's consumer behaviour.

## STATEMENT OF THE PROBLEM:

As technology is speeding along the road ever more, and consumers keep changing their preferences; such situations sprout changes in the toy industry. These new parents of Gen Alpha are becoming increasingly selective in the toys they buy. They seek learning ability, safety, durability, etc. Most now use their gadgets greatly, and much of it has pervaded the traditional use of toys in children. Minimal studies are available on factors affecting toy buying behavior in Coimbatore concerning educational toys and the role of children in purchasing decisions. Hence, this study attempts to fill gaps related to various demographic characteristics of respondents, revealing the important-buying factors, the effect of children on buying toys, and comparison between online and offline modes of purchasing.

## OBJECTIVES OF THE STUDY:

1. To investigate the differences in purchasing behavior in online and offline toy shopping.
2. To identify the factors influencing respondents' purchase decision towards educational toys.
3. To examine the usage pattern of gadgets versus toys among the kids.

## SCOPE OF THE STUDY:

This research will be a giant step in analyzing in-depth the toy-buying behavior of the parents in Coimbatore, particularly in educational toys. It attempts to give a clear view on how demographic factors matter with the major forces of the decision-making process and children in decision-making. The paper even goes deep into the differences between online and in-store toy buying behaviors and the competition between old and new-age digital toys. The results will therefore enable toy manufacturers, marketers, and retailers to customize their

products and formulate appropriate marketing strategies to suit consumer requirements and current trends in the market.

### RESEARCH METHODOLOGY:

In Coimbatore, this research is descriptive concerning parents' purchasing behavior. The data used for the research are both primary and secondary.

**Primary Data:** According to the structured schedules, the data were collected from surveys of parents of Generation Alpha children from Coimbatore.

**Secondary Data:** These comprise information from journals and research papers, along with sources from online databases.

**Sampling Method:** A convenience sampling technique will be employed in order to obtain a diverse spread of parents' responses to different questions.

**Data Analysis:** Data collected shall be subjected to analysis through statistical tools in order to identify trends and patterns in buying behavior. Online and offline shopping orientations with children using gadgets in their assessment versus those using toys shall also form part of that analysis.

This methodology provides a strong basis for the study of parental purchasing behavior, thus rendering an understanding of the business into marketing and policymaking of the toy industry.

### PERIOD OF THE STUDY:

- The study is conducted during December 2024 to March 2025.

### AREA OF THE STUDY

- The study is conducted in Coimbatore city.

### STATISTICAL TOOLS USED FOR DATA ANALYSIS:

- Mean Rank Analysis
- Anova
- Chi-Square

### LIMITATIONS OF THE STUDY:

- The survey may not accurately reflect larger regional or national patterns because it is restricted to parents who live in Coimbatore.
- The study is limited to a specific age group (Gen Alpha kids) and may not be representative of parents of other age groups.

## LITERATURE REVIEW:

**Özlem Komitoğlu Yaman and Cenk Arsun Yüksel's (2025)** study entitled "Parental Childhood Experiences Affecting Motivation and Interest to Buy Toys for Children" focuses on emphasis on the nature of early life experiences on parental toy-buying motivation for children. The study has designed 60 qualitative interviews and 221 surveys with parents. Within the scope, statistical analyses such as correlations or regressions were considered using SPSS. According to findings, the different parenting styles - authoritarian, democratic, or permissive-most highly influence toy purchase decisions. However, it was found that it is the permissive style of parents that most influences the preference-range in the case of children. The study, in brief, demonstrates multigenerational consumer behavior.

The study "Function, Safety, and Selection of Toys for Children," authored by **Aini Mat Said, Noor Syaizwanna Sharif, Nur 'Afni Hashim, Afida Mastura Muhammad Arif, and Rumaya Juhari (2024)**, emphasizes changes in toy productions, safety-related issues, and consumer considerations in toy selection. It reviews trends in the international toy markets and possible associated safety hazards like choking, exposure to chemicals, and sharp edges and the regulatory measures in place to ensure toy safety. According to the study, toys are extremely instrumental in a child's development, including cognitive, emotional, and physical development; thus, it stresses the importance of consumer awareness, labeling of toys, and parents' vigilance to mitigate any possible risk of toy-related injuries.

The study titled "Recommendations On How Educational Toys Can Help Preschoolers To Improve Their Social Skills" by **R. P. Vansdadiya, P. R. Gondaliya, N. H. Vasoya, and S. M. Gupta (2024)** examines how educational toys can enhance social skills in preschool-aged children. Through a literature review approach, the research emphasizes the importance of pretend play, parental involvement, and peer interactions in fostering social and emotional growth. The results indicate that thoughtfully designed educational toys can boost communication, collaboration, and problem-solving abilities, offering valuable guidance for toy designers, educators, and parents aiming to support comprehensive child development.

The research paper "Exploring Changing Dynamics in Indian Toy Sector: Challenges and Way Forward" by **Ramaa Arun Kumar and Kanishk Rohilla (2024)** analyzes the transformation of the Indian toy industry by keeping an eye on trade policies, imports, and competition within domestic manufacturing. Utilizing NSS and ASI data, it reveals how liberalization of the trade regime along with imports from China caused India's de-industrialization leading to a decline in the domestic market supply from 90% to 20% between 2002-03 and 2013-14. Tariff increases and the recently enacted BIS regulations will, however, encourage local manufacturing and have already brought down imports by 57% from 2018-19 to 2022-23. Therefore, the present study underscores the need for continued policy intervention to strengthen the competitiveness.

**DATA ANALYSIS:****ANOVA:**

Relationship between parent's convenience towards online shopping and their demographic profile.

**Hypothesis**

There is no significant difference in convenience towards Online Shopping across different demographic factors of the respondents.

**ANOVA**

Variables	Group	Mean	SD	No	t-value	F-Value	Table Value	Sig
Age	20-25 years	3.52	.730	23	-	1.191	2.37	Ns
	26-30 years	3.38	.650	46				
	31-35 years	3.64	.679	45				
	36-40 years	3.40	.563	29				
	Above 40 years	3.33	.888	12				
Education	High school	3.19	.622	27	-	1.747	2.37	Ns
	Diploma	3.55	.671	22				
	Undergraduate degree	3.51	.678	69				
	Postgraduate degree	3.58	.692	36				
	Doctorate	4.00	.660	1				
Occupation	Homemaker	3.33	.612	42	-	4.195	2.67	**
	Private employee	3.62	.640	60				
	Government employee	3.71	.751	24				
	Business/ Entrepreneur	3.21	.675	29				
Monthly family income	Below ₹25,000	3.44	.527	9	-	0.531	2.37	Ns
	₹25,000 - ₹50,000	3.35	.812	34				
	₹50,001 - ₹75,000	3.48	.562	65				
	₹75,001 - ₹1,00,000	3.57	.765	37				
	Above ₹1,00,000	3.60	.699	10				

**INTERPRETATION:**

Anova results for convenience towards online shopping of toys have indicated that among the demographic profile factors, the factor occupation has a significant difference with respect to convenience towards online shopping with F-value of 4.195 and a p-value of 0.007. Hence the null hypothesis has been rejected at 1 per cent level. The other factors namely, age, education, monthly family income have not been varied significantly since the calculated test values are less than their respective table value. Hence the null hypothesis has been accepted with respect to these factors.

**CHI-SQUARE:**

Relationship between demographic profile and willingness to spend on educational toys.

**Hypothesis:**

The Demographic Profile of the respondents have no significant association with the Willingness to spend more on Educational toys.

**CHI SQUARE**

Demographic profile	Chi-Square value	Sig.
Age	22.444	*
Gender	5.429	Ns
Educational	19.752	Ns
Occupation	9.906	Ns
Monthly Family Income	42.755	**
Area of residence	11.137	*

**INTERPRETATION:**

The Chi-Square test results indicate that certain demographic factors significantly influence respondents' willingness to spend on educational toys, while others do not. Among the factors analyzed, income level has the strongest impact, showing a highly significant relationship at the 1% level, suggesting that higher-income respondents are more inclined to invest in educational toys. Additionally, age and area of residence also show significant associations at the 5% level, indicating that younger or middle-aged respondents, as well as those from urban areas, are more likely to spend on such products. On the other hand, gender, education level, and occupation do not exhibit significant relationships, implying that these factors do not strongly influence spending behavior on educational toys.

**MEAN RANK ANALYSIS:**

Mean rank analysis of preferred alternatives to gadget use.

**Table**

<b>Preferred alternatives</b>	<b>Mean rank</b>	<b>Actual rank</b>
Outdoor play	3.15	4
Arts and crafts	2.76	2
<b>Music or dance lessons</b>	<b>2.74</b>	<b>1</b>
Storytelling and Reading	3.28	5
Board games and puzzles	2.97	3

**INTERPRETATION:**

‘Music or Dance Lessons’ has received the highest preference as an alternative to gadget usage with the lowest mean rank of 2.74.

**FINDINGS:**

- ANOVA:**

There is a significant difference in convenience towards Online Shopping across different occupations of the respondents.

- CHI-SQUARE:**

There is a significant association between willingness to spend more on Educational toys and age, monthly family income, and area of residence of the respondents.

- MEAN RANK ANALYSIS:**

The highest rank is for music or dance lessons with a mean score of 2.74.

**SUGGESTIONS :**

- To combat the issue of excessive screen time among children, companies ought to create toys that encourage alternative forms of entertainment, such as arts and crafts, music, storytelling, and board games. It is essential to promote outdoor play equipment and activity-based toys to foster physical activity and social engagement.
- Urban consumers generally exhibit a greater level of trust in online shopping compared to their rural counterparts. Therefore, businesses should focus on establishing digital trust within smaller towns and rural areas. Improving online customer support, implementing clear return and refund policies, and showcasing verified customer reviews can enhance buyer confidence.



- Given that income significantly influences the willingness to invest in educational toys, companies should implement flexible pricing strategies like offering budget-friendly options alongside premium products, brands can effectively serve both middle-income and high-income consumers. Providing discounts, combo packs, and convenient installment payment plans can make educational toys more affordable to a larger customer base.

## CONCLUSION:

This study sheds light on the many factors in consumer behavior in toy purchases and the many factors that account for parental purchasing decisions. Quality, price, and brand reputation are very important, but children are ultimately the biggest influencer of what the parents buy. Other factors that influence parents are safety, educational value, and whether the toy limits gadget consumption. Demographic factors like age, income, and location may also play a role in preferences, most notably in how much consumers spend on educational toys and their level of comfort using online marketplaces. Urban consumers are more comfortable shopping online, while rural consumers display reluctance -- thus indicating an opportunity for manufacturers, marketers, and e-commerce to spread awareness and cultivate trust. Young parents -- specifically young mothers -- are the decision-makers in the social unit for the children, and thus represent a vital market. The research also indicated that the trend toward alternative play, such as music, art, and outdoor activities, shows that consumers are willing to divert from digital use -- representing an opportunity for original toy design. To conclude, manufacturers will need to consider quality, safety, education, and affordability if they are to succeed in the current modern landscape. Marketing efforts should be targeted toward young mothers, and e-commerce should provide more transparency, return policies, and support to strengthen the trust of rural consumers. An all-encompassing selection of products that appeal to all income levels, will help brands capture more consumer share and serve consumers better with an ever-changing and developing demand.

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