



INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS AND MANAGEMENT

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TOY PURCHASES THROUGH ORGANISED RETAIL OUTLETS IN KERALA-AN EMPIRICAL STUDY**DR. ANDEZ GEORGE****SR. ASST. PROFESSOR****NEHRU SCHOOL OF MANAGEMENT****NEHRU COLLEGE OF ENGINEERING&RESEARCH CENTRE****PAMPADY****ABSTRACT**

There is emerging opportunities in toy selection through organized retail outlets in Kerala. Due to significant shift in the customer's needs and technology globally. This leads to a growth in retail industry in India as well as Kerala. Number of organized retail outlets has entered in Kerala market for fulfilling the customer's needs. The increase in middle income groups, nuclear families in urban areas and increasing working women population has been changed the life style of people in Kerala. The traditional toys market is facing the competition from the new emerging computer field. This study helps to know the purchase habit of the parents in the field. The present paper analyse the frequency of visits of the parents and purchase of toys through organized retail outlets. Difference between the usual visits and visits for purchasing of toys is also analysed in the study. The Study found that influence of income is one of the important factors for buying the toys .Retail sector is important for selecting the branded and unbranded toys.

KEYWORDS

Retailing, Toys, Purchase Habit.

INTRODUCTION

Retail industry is the most important industry presently. It is fast faced industry in the competitive environment. Modern retailing is busy shopping centers, multi-stored malls and the huge complexes that offer shopping, entertainment and food all under one roof. It has been a huge potential market. According to the BMI India Retail report for the third quarter of 2011, total retail sales in India will grow from US\$ 395.96 billion in 2011 to US\$ 785.12 billion by 2015. Fast economic growth in India and high disposable income with the end-consumer are key factors behind the forecast growth. It is changing from traditional markets to new formats such as Convenience stores, hypermarkets, super markets and specialty stores. Kerala is a consumer state rather than a product state. Margin free market is the largest retail chain in the state of Kerala, which was started from 1994. However, organized retail outlets such as Big Bazar, Super Markets, and Department stores entered Kerala and play significantly role in the economy.

Organised retail stores are showing different types of toys in the shops and help the customers for identifying the toys before purchase. Kerala have high literacy rate in country, highest life expectancy and least population growth state in India. People are very much eager about fulfilling the needs of the customers likes as toys. Toys are playing a significant role of children's life, including support for learning through play, reinforcement to modify behavior, and engaging in play with other. Children can recognise the toys and influence the parents for purchasing the toys. Many toys are linked to latest popular movie and increase the desirability of the toy. There are large number of toy products and types around the world. Many companies sell new items of toys every year. Buying behavior in toys market are changing due to availability of organized and unorganized toys manufactures. Merchandising of the toys in the showroom and variety of toys availability are the important factors in persuading the parents and children in the organized retail outlets. Product availability, Atmosphere, Convenience and Visual merchandising are major factors that makes the customer feel comfortable in organized retail outlets and create eagerness to buy toys.

REVIEW OF LITERATURE

Product selection (or assortment) is defined as "the number of different items in a merchandise category" .As a major retailer descriptor, product selection contributes significantly to the explanation of patronage of alternative retail centers (Arnold et al. 1983; Craig et al. 1984). The breadth (number of brands) and depth (number of stockkeeping units) of an assortment offered in a shopping center helps retailers cater to the heterogeneous tastes of their patrons (Dhar et al. 2001). Not only the greater variety can help a retailer attract more consumers, it also can entice them to make purchases while in the retail center. A wide selection of products also can minimize the perceived costs (e.g., travel time, effort) associated with each shopping trip and ease the shopping task (e.g., by enhancing comparison shopping); in other words, a retailer that offers greater variety in product categories can improve shopping convenience and make it easier for consumers to combine their visits to different stores (Dellaert et al. 1998). Convenience is the key word for India's modern day shopper, and the location of a store is a priority for them. The Nielsen Shopper Trends survey reveals that ease of accessing a store tops the list of attributes driving store choice among Supermarket/ Hypermarket shoppers. While more than half the shoppers are accustomed to visiting their regular store, almost an equal proportion of shoppers claim to have shopped at a store because of its sheer proximity. A wide array of products is another factor driving store selection, addressing a basic need of 'everything I need in one shop'. The Nielsen survey also found it important to avoid stock-out situations and carry an assortment of product categories and brands. In this sense, consumers' perceptions of convenience (e.g., opening hours, location, parking) will have a positive influence on their satisfaction with the service (Berry et al. 2002). Finn and Louviere (1990) found that different apparel shopper segments tend to choose shopping centers that they associate with different combinations of features. Shopping centers that provide good service and a wide selection, but less emphasis on low prices, are more likely to fall into shoppers' consideration set (i.e., retail alternatives a consumer is aware of and evaluates positively). In Malhotra (1983) threshold model of store choice, service is one of the five identified salient characteristics (along with variety and selection, acceptable prices, convenience of location, and physical facilities). Store atmospherics is the physical store attributes. Individual elements of the store, such as music, lighting and aroma influence customer mood, satisfaction and patronage intentions. Research on mall shopping has revealed that many consumers are prone to make a decision about where to shop on the basis of their attitude toward the shopping center environment (Finn and Louviere 1990, 1996; Gentry and Bums 1977). Bawa and Ghosh, (1999) found that higher income households tend to shop more frequently. Thus, higher incomes should be positively related to a patronage of supercenters (and away from convenience stores). Children's actual toy preferences are in home environments. There are a number of studies examining toy preference by sex in constrain-ed or experimental settings from which it has been suggested that boys and girls select different toys to play with (e.g., Clarke, Wyon, & Richards, 1969; Parten, 1933; Pederson & Bell, 1970; & Schwartz, 1972). Rheingold and Cook (1975) found that boys' bedrooms contained significantly more vehicles, spatial-temporal toys, educational-art toys, sports equipment, toy animals, depots, fauna, machines, and military toys. Girl's rooms were found to contain significantly more dolls, dollhouses, domestic items, and their rooms tended to be decorated with more floral motifs, lace, fringe, and ruffles. Boys of all ages were found to have more vehicles, and fewer dolls. Other significant age differences also were found. Younger children's rooms tended to contain more animal furnishings and floral furnishings whereas older children's rooms contained more books, dolls, and educational-art materials. Rheingold and Cook did not suggest that given this stereotype in toy availability, boys and girls differentially attend to and play with these toys. In one of the few studies conducted in the home, Fagot (1975) found that boys tended to play with blocks more frequently, to manipulate objects more often, and to play with transportation toys more than girls. Girls were found to play with soft toys and dolls more often, and to dance and to dress-up more frequently.

STATEMENT OF THE PROBLEM

According to psychologists, toys are not just playthings but are supposed for mental growth, development and fulfillment of the need of the children. People buy toys randomly and choose toys which are available in the market. Most of the organised retail outlets, toys assortments are low. Much of the sales in retail shops depend on impulsive buying. When customers enter a shop, become attracted by the merchandise on display and make a purchase. Sales executives in retail outlets are unaware about the instructions of the toys and their own company. Most of the toys are available in the outlets without quality checking by the retailers. People are giving least importance to the toys in the retail outlets.

OBJECTIVE OF THE STUDY

The purpose of the study is to examine the toys purchase habit of customers in the organized retail outlets. Objective of the study is given below:
To analyse the toy purchase habit of parents in organized retail outlets in Kerala

HYPOTHESES

- Ho1: There is no significant difference between the frequency of visits in the retail outlets and gender of parents
- Ho2: There is no significant difference between the visits for purchasing the toys in the retail outlets and gender of parents
- Ho3: There is no significant difference between the usual visits and visits for purchasing of toys
- Ho4: There is no significant relationship between the retail outlets and type of toys such as branded and unbranded
- Ho5: There is no significant influence of monthly income of parents on spending for toys purchase

METHODOLOGY

SAMPLING DESIGN

In the first stage, organized retail outlets were selected from the various districts of Kerala by convenience method. Districts were Thiruvananthapuram, Ernakulam, Thrissur and Kozhikode. Organized retail outlets were Big Bazaar, Margin free shops, Super Markets and Department stores and Convenience store. 521 parents having children below 10years of age were selected from the various malls by judgment sampling method.

COLLECTION OF DATA

Primary and secondary data were used for the study. The primary data was collected by mall intercept interview and observation method. Secondary data obtained from internet, newspaper, books and magazines.

DATA ANALYSIS

The collected primary data has been statistically processed, classified and tabulated by using the appropriate methods. The computer software called SPSS (Statistical Package for Social Science) has been used in the study. Two hypotheses were used for the study, which are null hypothesis and alternative hypothesis. Chi-square and Multiple regression was used for analysis the primary data.

PERSONAL PROFILE OF THE PARENTS

Demographic variables of the respondents were analysed in the study such as age of parents, Income and gender. Buyer habit of the parents for the toys purchases was examined which is shown below:

GENDER

Men and women also shop different products. Men have different attitude about shopping than women. Gender traits influence the purchase of toys. Here, Parents are classified on the basis of male and female.

TABLE 1: GENDER OF PARENTS

Gender	Frequency	Percentage
Male	276	53
Female	245	47
Total	521	100

Source: Primary Data

Table 1 shows, 276(53 percent) parents selected for the study was Male and rest of the 245 (47 percent) was females.

TABLE 2: CLASSIFICATION OF THE GENDER OF PARENTS WITH RESPECT TO THEIR AGE -CROSS-TABULATION

Age of Parents		Gender		Total
		Male	Female	
20-30	Frequency	11	65	76
	Percentage	2.1%	12.5%	14.6%
30-40	Frequency	119	150	269
	Percentage	22.8%	28.8%	51.6%
40-50	Frequency	131	28	159
	Percentage	25.1%	5.4%	30.5%
Above 50	Frequency	15	2	17
	Percentage	2.9%	.4%	3.3%
Total		276	245	521
Percentage		53%	47%	100%

Source: Primary Data

In the above table is classified according to the age group of parents by gender which selected from the malls. 269(51.6 percent) parents are among the 30-40 age groups followed by 159(30.5 percent) parents are 40-50 age groups and 76(14.6 percent) parents are 20-30 age groups and rest of 17(3.3 percent) parents are above 50 age groups. Coloum shows that 276(53 percent) parents was male and 245(47 percent) was female.

MONTHLY INCOME

Income is the important factor which influences the purchase decision for the buyer. It is only the important Independent variable for the parent's decision about the visits of the organised retail outlets for shopping.

TABLE 3: MONTHLY INCOME OF PARENTS

Income	Frequency	Percentage
Less than 5000	94	18.0
5000-15,000	241	46.3
15,000-25,000	107	20.5
25,000-35,000	31	6.0
35,000-50,000	21	4.0
50,000-70,000	12	2.3
Above 70,000	15	2.9
Total	521	100

Source: Primary Data

241(46.3 percent) parents are in between the monthly income of Rs.5000-15,000 followed by 107(20.5 percent) parents are in between 15,000-25,000 monthly income groups but 94(18 percent) is below 5000 income groups. 31(6 percent) parents are in between 25,000-35,000 income groups and 21(4 percent) parents are in between 35,000-50,000 income groups.12(2.3 percent) are in between 50,000-70,000 income groups and rest of 15(2.9 percent) parents are above 70,000.

BUYING HABIT OF PARENTS FOR PURCHASING TOYS

Retail outlets are the place where buyers buy products whether it is planned or unplanned purchase. These organized retail stores sell different types of company's toys. Parents are buying the toys on the basis of various internal and external factors. Income is one of the important factor that decides that how much and how many times of parent's visits for shopping stores to buy the toys.

TABLE 4: USUAL VISITS FOR THE SHOPPING

Visits	Frequency	Percentage
Regular	21	4.0
Once in a week	50	9.6
Twice in a week	42	8.1
Once in two week	73	14.0
Once in a month	335	64.3
Total	521	100

Source: Primary Data

Table 4 shows that 335 (64.3 percent) parents are visiting the shops once in a month followed by 73 (14 percent) parents visiting the shops once in two weeks.50 (9.6 percent) parents are visiting once in week and 42(8.1 percent) are visiting Twice in a week, but 21 (4 percent) are regular visitors of the shops.

Ho1: There is no significant difference between the frequency of visits in the retail outlets and gender of parents.

TABLE 5: FREQUENCY OF VISITS IN THE RETAIL OUTLETS AND GENDER OF PARENTS

Gender	N	Mean	Std. Deviation	t value	Sig.(2-tail)
Male	276	4.1630	1.26443	1.767	.078*
Female	245	4.3469	1.08927		

*P<.1

In table 5, the output of the statistics of the two groups with the mean and standard deviations are given. For 276 males, the mean score is 4.1630(sd=1.26443), while for 245 females, the mean score is 4.3469(sd=1.08927).Hence the t value is 1.767, which is statistically significant at 10 percent level of significance. So the null hypothesis rejected. It means that there is a significant difference in the frequency of visits in the retail outlets and gender of parents. Females are more visiting organized retail outlets than males.

TABLE 6: VISITS FOR PURCHASING TOYS

Visits	Frequency	Percentage
Once in two week	15	2.9
Once a month	158	30.3
Once in 3 month	161	30.9
Once in 6 month	91	17.5
Once in a year	96	18.4
Total	521	100

Source: Primary Visits

The above table shows that 161(30.9 percent) parents are purchasing the toys once in 3 month followed by 158(30.3 percent) parents are purchasing the toys once a month.91(17.5 percent) parents are purchasing once in 6 months and 96 (18.4 percent) are purchasing the toys once in a year.

Ho2: There is no significant difference between the visits for purchasing the toys in the retail outlets and gender of parents

TABLE 7: VISITS FOR PURCHASING THE TOYS IN THE RETAIL OUTLETS AND GENDER OF PARENTS

Gender	N	Mean	Std. Deviation	t value	Sig. (2-tail)
Male	276	3.1051	1.09868	1.645	0.101
Female	245	3.2694	1.18082		

In table 7, the output of the statistics of the two groups with the mean and standard deviations are given. For 276 males, the mean score is 3.1051(sd=1.09868), while for 245 females, the mean score is 3.2694(sd=1.18082).Hence the t value is 1.645, which is statistically not significant at 10 percent level of significance. So the null hypothesis accepted. It means that There is no significant difference between the visits for purchasing the toys in the retail outlets and gender of parents

Ho3: There is no significant difference between the usual visits and visits for purchasing of toys

TABLE 8: USUAL VISITS AND VISITS FOR PURCHASING OF TOYS

	Sum of Squares	df	Mean Square	F	Significance
Between Groups	31.157	4	7.789	6.236	.000***
Within Groups	644.520	516	1.249		
Total	675.678	520			

** *P<.01

As per table, F value of 6.236 is significant at 1 percent level of significance. So the null hypothesis is rejected. It means there is a significant difference between the usual visit and visits for purchasing the toys.

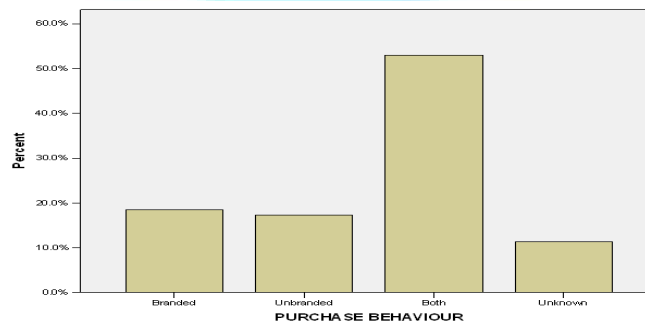
TABLE 9: RETAIL OUTLETS FOR PURCHASING TOYS

Outlets	Frequency	Percentage
Margin free	38	7.3
Big Bazar	92	17.7
Dept.Store	48	9.2
Supermarket	209	40.1
Convenience Stores	134	25.7
Total	521	100

Source: Primary Data

The above table shows that 209 (40.1 percent) parents were purchasing toys from Supermarket followed by 134(25.7 percent) parents are purchasing from Convenience Stores, 92(17.7 percent) parents from Big Bazaar and 48 (9.2 percent) were from Dept. stores but 38(7.3 percent) from margin free shops.

TABLE 10: PURCHASE OF BRANDED/UNBRANDED TOYS



53 percent of parents are purchasing both such as branded and unbranded and 18.4 percent purchasing branded toys but 17.3 percent of parents are purchasing unbranded toys. However 11.3 percent are unknown about the brands.

Ho4: There is no significant relationship between the retail outlets and type of toys such as branded and unbranded

TABLE 11: RETAIL OUTLETS AND TYPE OF TOYS

Chi-Square	Value	df	Significance
Pearson Chi-Square	35.878	12	0.000
Likelihood Ratio	36.427	12	0.000
Linear-by-Liner Association	0.058	1	0.810

*** P<.01

Chi-square test is to examine the relationship between the retail outlets and type of toys. In the above table Chi-square value is 35.878 which is statistically significant at 1 percent level of significance. So the null hypothesis is rejected. It means that there is a significant relationship between the selection of retail outlets and type of toys purchase such as branded and unbranded.

Ho5: There is no significant influence of monthly income of parents on spending for toys purchase

TABLE 12: MONTHLY INCOME OF PARENTS ON SPENDING FOR TOYS PURCHASE

Dependent Variable: Spend Money for Toys

Independent Variable	Coefficient	t-value	Significance
(Constant)	1.470	17.123	0.000
Monthly Income	0.244	8.081	0.000

R Square 0.112

F Statistics 65.306

Sig 0.000

***P<0.01

The F value reveals that (F=65.306, P<.001) the regression model applied is valid and accuracy of the regression model is 0.000. Analysis of the influence of the monthly income on toy purchase is statistically significant at .01 percent level of significance. So the null hypothesis is rejected and alternative hypothesis is accepted. That means there is a significant influence of monthly income on spending for toy purchases

FINDINGS OF THE STUDY

Parents were selected for the study having children belonging to the age groups of below 10. 53 percent for the study was Male and rest of the 47 percent was females.

51.6 percent parents are among the 30-40 age groups followed by 30.5 percent parents are 40-50 age groups and 14.6 percent parents are 20-30 age groups and rest of 3.3 percent parents are above 50 age groups with the cross-tabulation understood that more than 50 percent of parents are belonging to 30-40 years of age groups.

Frequency of visits is playing a significant role in the purchase habit. 64.3 percent parents are visiting the shops once in a month and 14 percent parents visit to the retail shop once in two weeks.

There is a significant difference in the frequency of visits in the retail outlets and gender of parents. Females are more visiting organized retail outlets than males.

30.9 percent parents are purchasing the toys once in 3 month and 30.3 percent parents are purchasing the toys once in a month but 29 percent parents are purchasing once in two weeks.

There is no significant difference between the visits for purchasing the toys in the retail outlets and gender of parents. Male and female are conscious about the purchasing of toys for the children. Children are persuading the parents such as father and mother for purchasing the toys.

There is a significant difference between the usual visit and visits for purchasing the toys. That means toys have wide opportunity. Wide variety of toys in the retail outlet can attract the customers.

40.1 percent parents were purchasing toys from Supermarket and 25.7 percent parents are purchasing from convenience stores. It means, visibility plays a significant role in purchase.

53 percent of parents are purchasing both such as branded and unbranded and 18.4 percent purchasing branded toys but 17.3 percent of parents are purchasing unbranded toys and 11.3 percent are unknown about the brands. That means, 28.6 percent are not conscious about the toy brands. Major number of parents are purchasing both brands. Brand awareness among the parents about the quality brands is helpful for making retail image.

There is a significant relationship between the selection of retail outlets and type of toys purchase such as branded and unbranded. That means organised retail outlets are playing a significant role in the purchase decision of toys.

There is a significant influence of monthly income and spending for toy purchases. Parents are buying the toys on the basis of their monthly income. Attracting the highly income groups to the retail outlets is helpful for making the sales of quality toys as well as other products.

DISCUSSION

Global financial crisis attacked all the industries in the world. However toy industry will overcome the issues because toys are mostly consumed by children. Toys help children to have fun and to transform to creator, masters, emulators, nurturers, friends, collectors, story lovers, and experience seekers (Del Vecchio, 2003). Toy play a big part in a child's life. It influences properly in child's life. Toys are such an important part of children's early lives (Kline, 1993). In Kerala, Toys are being purchased from the retail outlets such as organised and unorganised outlets. Organised retailing could be classified into various formats such as departmental stores, Super Markets, Convenience stores and Margin free market. These formats are used for the study because life style of people in Kerala has been changed. They are frequently visiting the shops with children for purchasing the various products. Toys selling in these retail outlets can make a good impact on the market. Wide variety of merchandising is important in the retail outlets. Visual merchandising is a major factor which is persuading the customers for purchasing toys. Well designed display of toys attracts the parents as well as children for selecting the toys from the retail outlets. Interior display is to develop desire for the merchandise in the shop and it encourages both impulse and planned buying. Branded and unbranded toys are flooded in the market. Most of the parents are purchasing both branded and unbranded toys for their children. Parents are unaware about the quality toys. They are purchasing the unbranded toys which are available in the market. Retailers would be very conscious about the quality of toys before selling through the retail outlets. It makes a good impact in the market about the organized retail outlets. Innovation and creativity is important in the toys production. Most of them do not like repeat purchase of toys because various types of toys are available in the market. All information available in the internet about the price, quality, name of the retail outlet helps the customers to identify the appropriate toys easily. Innovation is key in the toy industry. Importance given to the customers opinion and preferences is helpful for strategic decision. Retailers attempt to satisfy consumer needs by having the right merchandise at the right price. Retailers can reduce the cost of the toys with bulk purchase. It helps the retailers sell the toys at lowest cost. It is a strategy to attract the customers. Loyal customers have an emotional connection with the retailer. Toys given as a Gift in the retail outlets is one of the strategy for attracting the children in the retail outlets. Conducting training programmes for the salespeople on retail outlets is important which in turn will be helpful in handling the children and parents in the retail outlets before the purchase of innovative toys.

CONCLUSION

The Indian population is witnessing a significant change in its demographics due to robust economic growth and high disposable income with the end-consumer. It is a new opportunity to enter the organized retail outlets in India. Decision process varies based on the buyers needs and also explores factors influencing consumer's decisions to shop from a particular retailer. Effective implementation of strategy into retail outlets is only way of sustain in the competitive environment. Toy industry will make an impact on economy of Kerala in coming years. With the innovative ideas, retail sector can tap the opportunity in Kerala especially in toy market.

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