

Child Behavioral Development Via Toys

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Abstract

Idea: TV, play and toys influence child's early age development. Child associates themselves to things and it later on portrays their development. Parents play a great influence in this regard; they have certain factors in their minds while purchasing a toy for their child and they choose it accordingly this research is all about studying those factors which effects toy purchasing decisions. The objective of this study is to identify the factors that effects parents mind while toy purchasing decision for their child. The significance of this study is based on investigating the factors of parental toy decision and determining the relative importance of selected toys on child development. Nature of research is quantitative and is collected through survey based on a questionnaire distributed among parents of toddlers sample size is approximately 30 and collected by using random sampling technique. Data is analyzed by using SPSS software. The results shows that many of parents prefer buying toys that can be source of learning few parents just thought of buying it as a fun factor and many parents were concerned about gender while purchasing a toy. Many parents are concerned about type of toys and those factors affect them while making a decision as it influence in child development. Limitation of this research is that it is only limited to toddler parents and data is only collected from Islamabad. Future research can include children's above 4yrs and can also focus on relationship between child and toys like how certain toys influence child development.

Keywords: child behavior, child development, development via toys, child and toys

Introduction

Toys and play of toddlers is important for child development. Parents especially influence learning behaviors of their children by selecting certain categories of toys. Most of the times toddlers are engaged in play activities. It is essential for the development because it

contributes to physical, emotional and social well-being of a child. Toy purchase decision is seen as a simple action, but there are certain factors and considerations behind buying toys which needs to be explored from parent's perspective. Parents expect that their child behave in a certain fashion that is essence and acceptable at personal and social front. These expectations are very subjective and may vary from individual to individual.

Selection of toys is a critical process. Parents always choose a toy for their child on basis of its abilities like education, safety, age and gender and all these figures have special influence on child development. Types and toy preferences as well as how gender of kid's impact on toy purchase decision is a special factors also influencing on child's behavior development. Basically when parents make decision for purchasing a toy for their child there can be majorly three contradictions occurring that can be according to child personality, purpose of buying toy either educational or fun learning or maybe time pass and cost of a toy and all these can be factors influencing toy purchase decisions (fisher, 1995).

Background

There are many factors which influence in development of child and same there are some factors in parents mind when purchasing toys. Product changing design, quality, demand and technology are the main factors that greatly influence the toy selection and buying behavior of parents. Development has always remained a topic of interest among behaviorist, psychologist and researchers. Different theories have been developed by researchers which help to explain different segments of child development and behaviors (Lee, 2011).

Child development in terms of learning and actions are influenced by many factors which govern the psychological and physical growth. The early childhood experiences have a significant impact on their social and cognitive development. Recognizing the capacity of development, it is important to maximize the child cognitive and social development learning with the help of toys which enable the child to develop cognitive and social skills both at very early age (pascale, 2016).

Literature Review

Every child passes through the phase of playing with toys and this has greater effect and influence on children behavior and personality development. Toys have greater influence in behavior development of child and parents have greater role in this toy purchasing decision seems to be very critical and there are certain factors that affects parents while purchasing a toy for their toddler. There can be many factors in parents even the gender of their child no parents will want to buy a gun for their daughter and a doll for a son even they are also concerned about the color choices in a toy that can specify the gender. So gender in this way plays a greater role in toy selection.

Parents make toy purchase decision according to the child toys preferences and so the effect of gender also has a great influence on parent while toy selection parents even decorate and made their child's room according to their gender and they also behave accordingly (Rheingold, 1975). So several studies have showed that parents buy their male child's with more vehicles, guns, sports related toys, machine or mechanical tools and parents provide their female child with toys like Barbie dolls, doll house, kitchen set and more domestic like toys and this all is because of society stereotyping that they perceive male more as a masculine and strong figure and girls like feminine and delicate figure.

Most of the parents also prefer in buying neutral toys for their male and female child despite of their child's gender and this can have a positive impact on child's personality and behavior development this can also be dependent on the literacy of parents that educated parents will up bring their child accordingly. Providing them with more neutral and educational based toys can enhance their brain development because providing child with toys like guns or military weapon like toys can have a negative effect on personality of child which can pursue in aggressive nature behavior of child.

Education may not be the factor in parent's toy selection despite of being educated parents still prefer gender related toys no parents will prefer buying pink color toys for their male child and this is a social reality so gender has greatly affected parents in toy purchase decision (freeman, 2007) and this all has affected child behavior that from early stage they start dedifferentiating gender and start recognizing gender stereotyping. If parents focus on gender in buying toys and neglect this factor that it can affect behavior of child then schools can focus more on neutral and educational related toys that can enhance children communication, social

behavior, learning skills, positive behavior development, self awareness and language development (Alshurideh, 2015).

Toy purchase and selection decision is a concerning factor so there must be an effective role of both teachers and parents regarding toy purchase decision. Parents sometimes prefer neutral and masculine toys for boys than considering feminine and neutral toys for girls then considering masculine or feminine factors. This is all has focus on social pressure that force them to be like that and children develop themselves accordingly they start playing with toys which have been preferred for them by their parents so if boys are provided with some feminine toy they will not find their interest in playing with it and they start spending time with more masculine toys and girls if given the masculine toy they will also not play with because they don't find it attractive and will spend more time playing with neutral or feminine toys (Markham, 1985).

Whereas adults themselves are mature and they do not really prefer gendered typed toys for themselves and they appreciate playing with more neutral toys and they will buy toys like blocks or puzzle (Hagan, 1991). It is a fact that for parents it will maybe hesitating for purchasing cross cultural toys or feminine toys for boys because it will be viewed negatively in a society and same purchasing masculine toys for girls will also be viewed negatively but for boys it will be considered more negative that he is playing with dolls etc. Society will consider a girl who plays with masculine toys or having masculinity in her will be labeled as a tomboy girl and somehow viewed positively but if boy is playing with feminine toys and having women traits in him will be labeled as gay and it will be objectified and rejected from the society because society perceive male to be a masculine figure and therefore he will not be acceptable (C.L, 1990).

Toys are basically child's expressing medium they associate themselves with that toy and start developing their personalities. They even attach their emotions towards those certain toys and which gradually start their behavior development and influence on an individual's personality growth or development as well (Levy, 1978). Toys can also help early child hood development like it can help child in learning things and exploring toddler aged between 1-4 years can play with toy in learning how to use it and for what purpose this toy is used so this helps him in opening his mind and resolving question which can be raised in child's mind where this can be a part of cognitive development (Newsom, 1979).

Interaction with toys seems to be the key factor of socializing and behavior development. Children make toy selection on basis of their interest and at stage of three years they clearly differentiate between gender specific toys and like parents they also prefer toys according to their gender so boys at three prefer buying cars and girls prefer dolls and this all also affects parent's toy purchasing decision. This is because society forces them to be like that and they behave accordingly (L.D, 2006).

Research Objectives:

- To identify the factors that effects parents while toy purchasing decision.

Research Question:

- What is the considering factors in parents mind related to their child that affect them while purchasing a toy for their toddler?

Significance of research

This research is conducted to identify the certain factors that effects parent's minds while toy purchasing decisions. Or to see which are certain factors in parents mind while purchasing a toy for toddler. To understand how parents influence on child behavior through toys, a careful consideration need to be explored about toy purchasing behavior and the selection determinants. The significance of this study is not only based on investigating the factors of parental toy selection but also determining the relative importance of selected toys on child development.

Groups that are involved in conducting this research include parents (mother and father) of a toddler aged between 1-4 years.

Research problem statement

There are certain issues regarding toys in child behavior development. Toys, play and gaming have certain inflence on child's personality like playing violent games or playing with guns can peruse towards the violent or aggressive attitude or behavior of a child and children's playing with educational games or toys related to education stuff or solving puzzle etc can

promote towards the positive attitude/behavior of a child. Different parents have different motives for buying/selecting a toy for their child and there are certain factors in parents mind when they go to shop for purchasing a toy for their child and in our society there are certain restraints regarding toy purchasing decision that they segregate the toys according to gender of a child like parents will prefer purchasing cars for boys and dolls for girls which is another factor in behavioral development of a child that it will develop child's mind accordingly. This study is likely to summarize, initially, the main factors affecting toys purchase decision within the parent context.

Research Limitations

This study is limited to the parents of children between 1-4 years which are basically toddlers and this study will cover only one major city Islamabad. Limitations are time constraints due to time shortage sample size was small.

Hypothesis

H1: Parents demographic factor affected the toy purchasing decision.

H2: Child's demographic factor affected the toy purchasing decision.

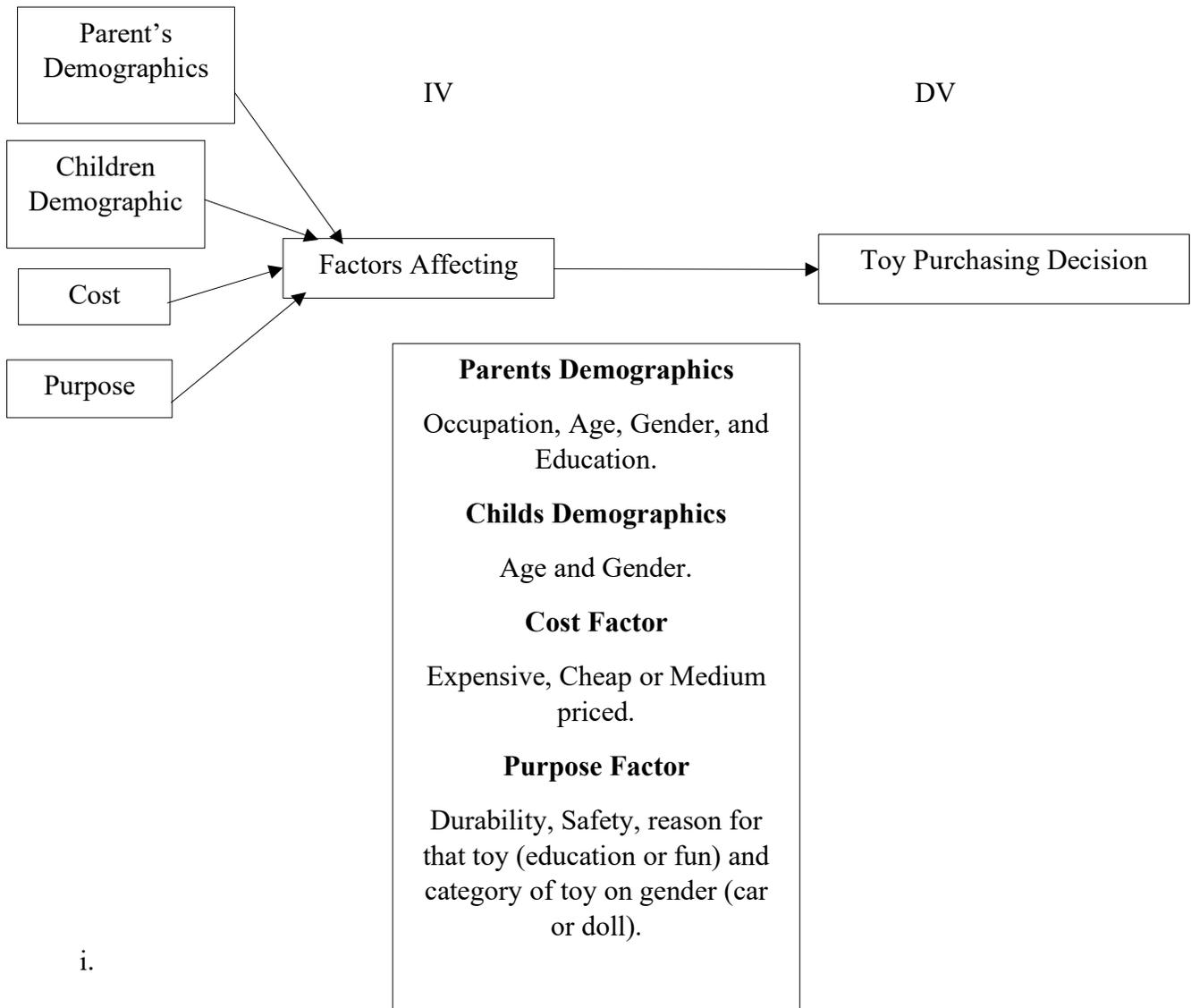
H3: Cost factor also affected the toy purchasing decision.

H4: Purpose factor also affected the toy purchasing decision.

Conceptual Framework

This framework defines the relationship among the independent and dependent variables and some mediating variables affecting independent variables and their correlation is defined in this model. Mediating variables being used in this research are first based on parent's demographics factor that affects the toy purchase decision because it can define the how education is important in deciding toy for a child. Second it's based on children demographic how it can be a factor in affecting toy purchase decision like gender specific toys based on boy or a girl. Third is based on cost related factor that how it can play its role in affecting purchasing

decision maybe it is too costly or cheap. Fourth is based on purpose factor like for what purpose parents are buying that toy either for education or learning purpose or just for fun and time pass.



i.

Methodology

The nature of this research is quantitative. Unit of analysis is parents of toddlers aged between 1-4 years.

○ Data Collection:

The data is collected through simple random sampling technique and the tool which is used for collecting the data is questionnaire. Sample size involved 30 individuals. The survey was distributed among parents of toddlers.

○ Data Analysis:

The data is analyzed by using the Bivariate analysis in which two variables are measured together to examine the relationship between them and analyze the cause and effect relationship the Pearson's r is a method for examining relationships between variables. The software used for analysis of quantitative research is SPSS software.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.242 ^a	.059	-.059	.65966	1.550

a. Predictors: (Constant), IV3, IV2, IV1

b. Dependent Variable: DV

Durbin-Watson figure shows the presence of Autocorrelation in the data. The d-value is 1.550 which shows positive auto-correlation. This presence of auto-correlation may exist because of shorter sample size. This is one of the limitations of the present study

ANOVA^b

The

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.652	3	.217	.499	.005 ^a
	Residual	10.444	24	.435		
	Total	11.095	27			

a. Predictors: (Constant), IV3, IV2, IV1

b. Dependent Variable: DV

model is significant as the value is 0.005 with F value 0.499.

Following table show the descriptive statistics, with mean and standard deviation.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Age	28	1.00	3.00	2.0357	.79266
Gender	28	1.00	2.00	1.4286	.50395
Occupation	28	1.00	3.00	2.3571	.78004
Education	28	1.00	3.00	2.0714	.89974
Income level	28	1.00	3.00	1.7500	.79931
Valid N (list wise)	28				

○ Data Results and Discussion:

This indicated that the majority of people who bought toys products were younger and cared about ensuring that their children gained many benefits from using the toy. Regarding the level of education, the results indicated that the study sample were educated and had university degrees. This illustrated that educated parents were aware of the benefits of buying toy products that helped in building the child’s personality. The regression analysis was used to test the study’s model; the study constructs relative importance and testing of the study hypotheses.

Hypothesis one parent’s demographics factor positively affected toy purchasing decision. Second hypothesis child’s demographics also positively affected toy purchasing decision no parent’s were willing to buy a doll for boy and car for girl. Third hypothesis cost related also showed positive relation with toy buying decision and fourth hypothesis purpose related factor also positively affected toy purchase decision parents were concerned for the safety and durability of a toy.

Conclusion:

Many parents are concerned about their child’s personality and behavior development and toys play an important role in it so parents are very selective in toy purchasing decision and they have certain factors in their mind which also affects them in toy purchase decision and they are very concerned about it.

This research has consistently shown us that parents are very concerned about the type of the toy they are selecting for their child especially on the basis of gender they will preferably select the toy according to which it will be suitable for their gender like cars for boys and dolls for girls. Many factors also affect parents mind when purchasing a toy like purpose that they want block or puzzles through which child can learn and enhance its brain development, factors like cost also affect them that they will be wishing to have a toy in medium range not too expensive and not too cheap because it will then have a low quality.

As toys are considered to be a tool for early childhood development so it important for both teachers and parents to choose wisely that can contribute in positive behavioral development of a child because toys can help toddlers to learn, can improve communication skills, social skills and social intellectual behavior so toys have great influence on both child's behavior and personality development (Harris, 2001).

Limitations involved in this research due to timing constraint are that it involves only one group of children that is toddler age between 1-4 years and it is limited to one major city of Pakistan that is Islamabad. Whereas future research can focus on children above than this age and can see how toys influence their personality and how they are concerned about picking toys for themselves. As this research has focused on certain factors that affect parents in toy purchase decision so future research can also investigate the relationship between child and toy and how children associate themselves to that toy and how do they do that.

- Appendix:
Demographics:-

1- Age

- 20-25
- 26-30
- 31-35

2- Gender

- F
- M

3- Education

- Undergraduate
- Graduate

- Masters

4- Occupation

- Doctor
- Teacher
- Army personal

5- Income Level

- 0-50,000
- 51,000-100,000+-
- 101,000-150,000

Sr No		S.A	A	N	D.A	S.D A
		1	2	3	4	5
	IV 1- cost related factors					
1	Would you prefer buying an expensive toy for your Child.					
2	I would buy my son and daughter the same kind of toys.					
	IV 2- child demographics factor					
1	Do you purchase toys according to gender of your Child.					
2	Parents should set different behavior standards for girls and boys					
3	Do you prefer buying toys according to age of your Child.					
4	I would buy my son a doll.					
5	Will you prefer buying a car for your daughter					
	IV 3- Purpose related factor					
1	Do you check safety of a toy while purchasing it					
2	Do you consider durability factor while buying a Toy for your child.					
	DV- factors affecting toy purchase decision					
1	Does parents age affect toy buying decision					
2	Does parents income level affects toy purchase decision					
3	Does parents gender affects toy purchase decision					

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