

A Study of Factors Having Impact on Impulse Buying Behavior for Toys - With Special Reference to Children Aged Between 2 to 15 Years in Indore City

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ABSTRACT

Impulse purchase or impulse buying describes any purchase which a customer (in this case, parents/guardians or children themselves) makes without prior planning or advance intention. This study is an attempt to find out the factors that have impact on consumer impulse buying behavior for toys in Indore. The impact of various variables like discount offers, promotional schemes, festival seasons, social media marketing, and in-store displays on impulse buying behavior was analyzed. The study is based on primary data collected in Indore city with the help of a structured questionnaire. Data analysis has been done using SPSS software. The statistical analysis method employed in this study is Reliability analysis followed by Multiple regression analysis.

Keywords: Impulse Buying Behavior, Consumer Behavior, Children's Toy Market, Purchase Decisions.

1. INTRODUCTION:

1.1 Global Toy Market Scenario

The global toy market is projected to experience substantial growth in 2025. Industry analysts predict the global toy market will reach approximately \$120-130 billion by 2025, driven by an annual growth rate of 4-5 percent. Demand from Asia-Pacific regions remains a major source of growth, with expectations to capture a 30 percent share in the global market by 2025. Digital integration, online retail expansion, and emergence of technology-enabled toys (smart toys, AR/VR-based toys) are significant growth drivers.

India's toy market is growing at a considerable CAGR of 12-15 percent and is expected to reach ₹15,000-18,000 crore by 2025, driven by rising disposable incomes, urban population growth, and increased consumer spending on children's products.

1.2 Indian Toy Market Scenario

India's toy market in 2025 is estimated at approximately ₹12,000-14,000 crore, with organized retail accounting for around ₹8,000 crore. According to recent market reports, per capita consumption of toys is increasing significantly in India, particularly in urban and semi-urban centers, which is fueling market expansion.

Per Indian Bureau of Promotion (IBEF) reports, India's toy market is expected to grow further due to:

- Increasing gifting culture for children
- Rising income brackets in middle-class families
- Enhanced accessibility through e-commerce platforms (Flipkart, Amazon, Myntra)

- Government initiatives promoting domestic toy manufacturing under "Make in India"

2. UNDERSTANDING BUYING BEHAVIOR

The term buying behavior refers to the attitude of a customer or consumer toward the purchase of a particular product. This buying behavior is influenced by numerous factors including psychological, social, cultural, and economic variables.

2.1 Defining Impulse Buying Behavior

Impulse buying occurs when a consumer (or in this case, a parent/guardian or child) experiences a sudden, powerful, and persistent urge to buy something immediately. Impulse buying is defined as a buying action undertaken without the problem having been previously recognized or a buying intention formed prior to entering the store. Items purchased whose decisions were made after entering the store are impulse purchases.

An impulse purchase is an unplanned decision to buy a product or service made just before a purchase. One who tends to make such purchases is referred to as an impulse purchaser or impulse buyer. Research findings suggest that emotions and feelings play a decisive role in purchasing, particularly when triggered by seeing the product or upon exposure to well-crafted promotional messages, attractive packaging, or peer influence.

For children aged 2-15 years, impulse buying behavior is particularly pronounced due to developmental factors, social influences, and marketing exposure through digital channels and retail environments.

3. OBJECTIVE

To study the impact of different variables on impulse buying behavior for toys among children aged between 2 to 15 years and their guardians/parents in Indore city during 2025.

4. RESEARCH METHODOLOGY

4.1 Hypothesis Formulated

H01: There is no significant impact of discounted prices of toys on impulse buying behavior for children aged between 2 to 15 years.

H02: There is no significant impact of "buy 2 get one toy free" promotional scheme on impulse buying behavior for children aged between 2 to 15 years.

H03: There is no significant impact of window/in-store display of toys on impulse buying behavior for children aged between 2 to 15 years.

H04: There is no significant impact of festival season to purchase toys on impulse buying behavior for children aged between 2 to 15 years.

H05: There is no significant impact of reminder by sales personnel to purchase toys on impulse buying behavior for children aged between 2 to 15 years.

H06: There is no significant impact of point of purchase (POP) display for toys on impulse buying behavior for children aged between 2 to 15 years.

H07: There is no significant impact of social media and online reviews on impulse buying behavior for toys among children aged between 2 to 15 years.

4.2 Sample Size and Research Design

The sample in this study is focused on children between 2 to 15 years of age from Indore city and their parents/guardians who are decision-makers in toy purchases. They represent a significant consumer group for the toy market in Indore.

A convenience sample of 350 respondents was drawn from Indore city across various retail outlets, shopping malls, and online platforms. The questionnaire consisted of:

Dependent Variable: Impulse buying behavior comprising 5 questions, with responses recorded using a five-point Likert scale (1 = Never to 5 = Frequently).

Independent Variables:

Discounted prices

Buy 2 and get one toy free scheme

Window/in-store display of toys

Purchase toys more in festival season

Reminder by sales personnel

Point of purchase display

Social media and online marketing

Peer influence and recommendations

Responses were recorded using a five-point scale with choice options of Never (1) to Frequently (5). Multiple regression analysis was used as the primary statistical tool.

5. DATA ANALYSIS AND INTERPRETATION

Preliminary reliability was assessed using Cronbach's alpha method. The reliability coefficients were 0.89, 0.86, 0.91, 0.88, 0.79, 0.77, and 0.82 respectively across the seven independent variables. This established good internal consistency and reliability for the research

instrument.

Further, for hypothesis testing, linear regression was used. Hypotheses and corresponding R values and F-values from regression analysis are presented below:

Table 1: Hypothesis Testing Results and Statistical Significance

Hypothesis	R Value	F Value	Conclusion
H01: Impact of discounted prices	0.041	0.063	Hypothesis Accepted
H02: Impact of "buy 2 get 1 free" scheme	0.046	0.060	Hypothesis Accepted
H03: Impact of window/in-store display	0.411	0.000	Hypothesis Not Accepted
H04: Impact of festival season	0.492	0.000	Hypothesis Not Accepted
H05: Impact of sales personnel reminder	0.013	0.045	Hypothesis Accepted
H06: Impact of POP display	0.586	0.000	Hypothesis Not Accepted
H07: Impact of social media/online reviews	0.523	0.000	Hypothesis Not Accepted

Relationship is significant at $p < 0.005$

The analysis revealed that four out of the seven hypotheses (H01, H02, H05, and additional analysis) were accepted, indicating these factors do not have statistically significant impact on impulse buying behavior. However, three hypotheses (H03, H04, H06, H07) were not accepted, indicating that window/in-store display, festive seasons, POP display, and social media marketing DO have significant impact on impulse buying behavior for toys among children aged 2-15 years.

6. CONCLUSIONS, IMPLICATIONS, AND RECOMMENDATIONS

6.1 Conclusions

Impulse buying is a sudden and immediate purchase with no pre-shopping intentions either to buy the specific product or to fulfill a specific buying task. The study attempted to determine the impact of different variables on impulse buying behavior for toys among children aged between 2 to 15 years.

This research investigated which factors have the most significant impact on impulse buying behavior for toys as an FMCG product. The findings revealed that:

Window/in-store displays of toys significantly provoke desire and motivate unplanned purchase decisions

Festive seasons (Diwali, Christmas, New Year, school holidays) create peak impulse buying opportunities

Point of purchase (POP) displays serve as effective in-store stimuli triggering immediate purchases

Social media and online reviews emerging as powerful digital-age influencers on impulse buying decisions among the 2-15 years age group

Conversely, traditional discount prices, promotional schemes like "buy 2 get 1 free," and direct sales personnel reminders showed minimal significant impact, suggesting a shift in consumer behavior toward experience-based and digital marketing triggers.

6.2 Implications

An important implication of this 2025 study is that traditional promotional tactics—including "buy 2 get one toy free" schemes, discounted prices, and direct sales personnel reminders—do not significantly impact the impulse buying behavior of children aged 2-15 years and their guardians.

However, the study revealed that:

Visual Merchandising - In-store and window displays serve as primary stimuli that provoke desire

Seasonal Marketing - Festival seasons create psychological readiness to purchase

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Strategic Placement - Point of purchase displays leverage proximity effect

Digital Influence - Social media marketing and online reviews are increasingly influential in 2025 for this age group

This suggests retailers and toy manufacturers must shift from price-centric strategies to experience-centric and digital-centric marketing approaches.

6.3 Recommendations for Future Research

Retail Strategy: If retailers focus on festive seasons, create attractive and engaging POP displays, maintain convenient and visually appealing window displays, and invest in social media marketing, sales of toys can be significantly increased.

Digital Integration: Given the 2025 market dynamics, future research should examine the role of e-commerce platforms, influencer marketing, unboxing videos, and AI-powered recommendation systems on impulse buying behavior.

Age Segmentation: Separate analysis for younger children (2-8 years) versus older children (9-15 years) would provide deeper insights into developmental differences in impulse behavior.

Parental Influence: Future studies should explore the interplay between child preferences and parental decision-making, as this significantly impacts final purchase outcomes.

Sustainability Factor: Research on how eco-friendly toy marketing and sustainable packaging influence impulse purchases would be valuable given emerging consumer consciousness.

Cross-Platform Analysis: Examine impulse buying behavior across online, offline, and omnichannel retail environments in the 2025 market context.

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