

A Research on Parents Decision of Buying Toys for Children in Hanoi

Vu Huy Thong, National Economics University. E-mail: thongvh@neu.edu.vn

Vu Thuy Duong, National Economics University. E-mail: duongvt91@yahoo.com

Do Thi Phi Hoai, Academy of Finance. E-mail: hoaido@hvtc.edu.vn

Do Khac Huong, National Economics University. E-mail: huongdk@neu.edu.vn

Abstract--- Recently, Vietnam's economy has grown enormously. Together with the development in the fields of science, economics, information technology, etc., education and culture also achieve great development. The development of society improves the living standard and children's caring becoming more and more important because children are the priority and core target in the social development objectives. However, the toy industry in Vietnam seems to be neglected although the industry. Up to now, there have been rare studies assessing the situation of children's toy consumption in the country as well as in Hanoi. For that reason, this topic of research is to understand the behavior of customers on children's toys in Hanoi. Preliminary research was conducted by qualitative research through opinion poll and group discussion to find out five most influencing factors that affect the toy's purchasing decision of parents. Some parents' groups of under 15-year-old-children in Hanoi were selected for gathering opinion by taking the first-round survey. Then, the quantity of 200 questionnaires were distributed equally (non-probability sampling method) among 4 central districts in Hanoi (50 per district). After collecting questionnaires, the data was encoded, analyzed and processed by SPSS.20 software. This paper to explore and verify the main factors that led to parents' choice of toy products, which included children's impact assessments – as children are the primary users of this product - to their parents' buying decision in order to provide productive approach, suggestions and recommendations to Vietnam children's toy market.

Keywords--- Buying Decision, Consumer Behavior, Children's Toy, Influential Factors.

I. Introduction

Business competition is becoming more and fiercer when trade liberalization is expanding all over the world. Toy models are not only more diversify and vary than before because of the presence of toys imported to Vietnam from other countries such as: America, England, Korea, Japan, Hong Kong, China, etc., other than domestic manufacturers. This has contributed to the satisfaction of toy demand for children, and customers have more choices to suit the family income.

According to toy association, toys play an important and interesting role in the maturity of children. They help developing the child in a more comprehensive, balance and rhythmic way. At each age, the need for development as well as the ability to absorb and participate in the game and types of toy to play for each child is different.

An article on the website of Toy Association on Global sales data stated that: According to a new report by the NPD Group (Annual 2017), the global toy market is expected to exceed \$99 billion in sales in 2022, which is a record for the toy industry. Moreover, global toy sales experienced continued growth over the past five years (McConnell, 2017).

Especially for the case of Vietnam, according to the General Statistics Office of the Ministry of Planning and Investment of Vietnam, with the population of more than 96.5 million in 2018 and the age of 0-15 years accounts for 23.55% (updated on January 20, 2018), the toy industry seems to be very promising. The capital of Hanoi, with population of more than 7.3 million with the age of 0-15 years accounts for nearly 1.7 million, is being the largest cultural, economic and political center in the country, and the place where the population is concentrated, and the quality of life is high compared to the common ground of the country.

The market has very rare domestic children's toys manufacturing enterprises (the country has nearly 125 companies producing and distributing children's toys), completely “ceded the yard” for products from overseas, especially China with 90% market share. Recently, a series of information on the quality of Chinese toys has been spotted raising concerns among managers and parents about the harmful toys that greatly affect the health and wellbeing as well as personality forming of children when they interact and play with this toy.

Vietnamese parents are also opting to buy branded products, which are 20-30% more expensive, as they view Chinese products to be of low quality (Gacho, 2016). This is an opportunity for domestic toy manufacturers to approach the market and to challenge them, how to encourage Vietnamese people to use Vietnamese goods as other trade promotion programs, how to increase the market share which has been in the hands of foreign competitors for so long.

In this research, it is aimed at exploring and determining the five most significant factors that have impact on purchasing decision of parents on toys for their children, based on previous results and findings, as well as survey results.

Scope of research: Households with children under 15 years old in 04 main districts in Hanoi: Hoan Kiem, Hai Ba Trung, Ba Dinh and Dong Da.

Subjects: Parents and guardians of children under 15 years old who already had experience buying toys for their children (except for buying as a gift or donation).

II. General Background

A. Toys Market for Children

A toy is an item that can be used in playing, especially one designed for such use. Many items are designed to serve as toys, but some goods of other purposes can also be used as toys. Some toys are used as collectors' items and for display only. When a child grows up and starts to learn about the world around, playing with toys is considered to be important. Toys can be enjoyable means to train young children for life in society. They use toys to discover their identity, help their bodies grow strong, learn cause and effect, explore relationships, and practice skills they will need as adults.

For toy safety, every country has its own regulations. But since the globalization and opening of markets, most of them try to harmonize their regulations.

The Ministry of Science and Technology of Vietnam has promulgated the National Technical Regulation on Safety of toys to specify the requirements, corresponding testing methods and basic requirements of quality management for domestic production, imported and delivery toys.

QCVN 3:2009/BKHCN is formulated by the Committee for drafting of the National technical regulation on safety of toys, is presented by the Directorate for Standards, Metrology and Quality, and is promulgated under the Circular No. 18/2009/TT-BKHCN dated June 26, 2009 by the Minister of Science and Technology. This Circular defines requirements for toys to abate hazards and risks against the safety and health of children, relevant testing methods and management of toys imported or produced domestically and in circulation.

B. Overview of Theoretical on Consumer Behavior

Definition

Consumer behavior was a relatively new concept in the mid to late 1960s. It emerged from other fields such as economics, marketing and behavioral sciences. Learning consumer behavior is critical because it describes how consumers make purchase decisions, how they use and dispose of the purchased ones. The study also includes factors that influence purchase decision and product use. According to John Dewey first introduced in 1910, consumer decision making process includes 5 stages: need recognition, information search, evaluation of alternatives, purchase, and post purchase behavior (Gordon C. Bruner II; Richard J. Pomazal, 1988).

Models on Customer Behavior

There are several researches have been adopted in the study of decision making. According to Dr. Jeff Bray (2008), two most widely cited analytical models are the Theory of Buyer Behavior (Howard-Sheth, 1969) and The Consumer Decision Model (Blackwell, Miniard et al, 2001).

a. The theory of Buyer Behavior (Howard-Sheth 1969)

The first consumer decision-model was first developed in 1963 by Howard and further developed in 1969 by Howard and Sheth to become the Theory of Buyer Behavior. There are 04 major components of the Theory: Inputs, Exogenous variables, Hypothetical Construct/ Intervening Variables and Outputs.

Howard and Sheth had created a general concept of consumer behaviors. This model involving 3 groups: the buyers, the users and the payers.

In the model, Howard and Sheth identified the impact of exogenous variables to the outputs, which included steps that lead to purchase behavior. In this research, the authors focusing on the output of the model, to follow the steps lead to purchasing behavior and this is the base to develop the factors that affect the purchasing decision of parents in buying toy for their children.

b. The Consumer Decision Model (Engel- Kollat- Blackwell, 2001)

The first Model on Consumer Decision was originally developed in 1968 by Engel, Kollat, and Blackwell and has gone through numerous revisions. Seven-point decision process is structured in the model: Need recognition, Search of information both internally and externally, the Evaluation of alternatives, Purchase, Post purchase, Reflection and Divestment.

In the research, we focus on the third stage involves the evaluation of alternatives that is subjected to the consumer's personal criterion in deducing the preference and the stage where the purchasing of the selected alternative takes place, and the step involves post-purchase evaluation also taken into researching as well.

The two models form the basis for this paper by identifying factors including external stimuli and personal factors that may influence parents' buying behavior of toy for children. Children's toys are more specific when the user and the buyer are different objects. The next step is to explore what each role plays in the consumer decision-making process so that we can identify the impact of the participants and influencing factors.

Roles in Purchasing Decision

Several types who can play a role in an overall buying decision were identified in the Principles of Marketing book by Phillip Kotler et al. (Principles of Marketing, 2005).

Today, the role of children is more important in the family, children soon gain independence and social consumption skills.

In this study regarding toys area, the role of children involved in the process is more prominent because this product is ultimately used by children.

Therefore, the impact of the child in the decision to buy is important. Related to the theoretical part in the decision to buy toys, can refer to the 04 main roles, which are user, decider, buyer and influencer. Parents play the role of decider and buyer while children play the role of user and influencer.

Customer behavior and decision-making are concerned in many studies. Customers use their understanding together with factors that influences their decision-making process, to perform buying behavior. The decision to buy children's toys is a complex phenomenon, a number of influential factors have been found. Different factors have different levels of importance in decision making. This research analyzes the factors that may influence parents' decision to buy toys for their children and then propose the research model.

In summary, from the overview of studies children's toys associated with consumption behavior theory, this paper inherits the findings, we come up with some factors to make the proposed model for the research: cost- related factor, quality- related factor, information- related factor, gender- related factor, emotional- related factor. These factors were considered to influence the decision making of parents on buying toys for children.

- ***Initial research hypothesis***

H1: The toys buying decisions of parents differ according to cost-related factor.

H2: The toys buying decisions of parents differ according to quality-related factor.

H3: The toys buying decisions of parents differ according to information-related factor.

H4: The toys buying decisions of parents differ according to gender-related factor.

H5: The toys buying decisions of parents differ according to the child's emotional-related factor.

In the process of research from the practical, the authors can adjust and add elements to complete the research model.

These initial factors proposed, together with the results from qualitative research will be used for further discussion and opinion raising to come up with the final chosen research model. The definition of factors in the proposed research model might have been overlapped with the chosen factors in final research model in term of meaning, we decided to choose the general terms of factors in the final research model, which have the equivalent meaning with factors in the proposed model in case of any overlapping in factors.

III. Methodology

This study was conducted in two main steps: preliminary research and formal research.

Preliminary research was conducted by qualitative research through opinion poll and group discussion to find out five most influencing factors that affect the toy's purchasing decision of parents. Some parents of under 15-year-old-children in Hanoi were selected for gathering opinion by taking the first-round survey. The responses were recorded as the basis for the construction, adjustment and addition of factors. After the first-round survey, focus group discussions were also conducted with parents of children under 15 years of age. The content of the discussion was prepared by the authors to ask and discuss with the parents to adjust and add observation variables to the scale of each factor. The results of the preliminary study will be the questionnaire for the formal research as quantitative apply to evaluate the reliability of variables, examine the correlations amongst variables. Factors extracted from the analysis will then be included in the regression analysis to evaluate the proposed model, test the hypotheses, and measure the impact of factors on the parents' decision to buy toys for children under 15 years of age in Hanoi.

A. Qualitative Research

The study conducted a first-round survey to formulate the impact factors and target variables in the research model. The authors surveyed each person with open-ended questions; respondents thought and wrote their own answers. Then, we analyzed and selected factors. This step stopped when the factors were repeated, and no new factors were detected.

The participants to join the survey were asked to recall the action of purchasing toys for their children and record the factors that affect the action.

It is then summed up the impact factors from the responses and analyzed, compared with research concepts and factors that appear in previous researches in the world and in Vietnam in order to introduce a group of factors that were suitable for Vietnamese market and theoretical basis.

The second step in the qualitative research was to conduct a group discussion. We discussed the factors influencing parents' decision to buy toys for their children, which were proposed in the research model, and through the interview results for further discussion and opinion rising. It then explored aspects of each factor through opinions raised by discussing to develop the scale for each factor.

Qualitative Research Results

Through the open-ended questionnaire survey, the factors were clearly stated and can be grouped in five groups that included: price of toy, quality of toy, image and packaging of toy, language use for requesting of children and family income. During discussion session, many opinions were gathered. The result showed that most of the opinions pointed out it were very difficult to find satisfactory toys in Vietnam.

From the overview of studies on purchasing decisions combined with consumer behavioral theory as stated above, this study follows on from the findings, in combination of proposed factors as well as adjustment of factors through qualitative research result, to come up with final research model that includes five main factors that influence the decision of buying toys for children in the scope of research: Price; Quality; Image and packaging; Language of requesting; Family income.

- *Adjusted research hypothesis*

H1: The price of toys affects the decision to buy toys for children of parents.

H2: The quality of the toys affects parents' decision to buy toys for their children.

H3: Designing and packaging toys affect parents' decision to buy toys for children.

H4: The type of language on requesting of a child influences the purchase decision of the parent.

H5: How does family income affect parents' decision to buy toys for children?

B. Quantitative Research

Through the results of qualitative research, the authors outlined the elements and components of the factors affecting the purchase decision of the parents and developed a scale based on group discussion results.

A measurement of the influence of factors on the decision to buy a toy for children including: price, quality, image and packaging, language for requesting of children and parental decision-making, based on a 5-point Likert scale.

Notation	Scale
Scale on price	
P1	Price is equivalent to quality
P2	Price on the market is relatively stable
P3	Price is suitable for my family financial status
Scale on quality	
Q1	Perdurable, not easily get broken
Q2	Safe, no toxic for children
Q3	Not violent
Q4	Support for intellectual development, physical strength or skills of the baby
Q5	Clear origin
Q6	Do not buy China toys
Scale on image and packaging	
IP1	The outside packing image can describe the product inside
IP2	Beautiful and eye-catching
IP3	Can see the actual product inside
IP4	Label with full information
IP5	Suitable size
IP6	Glossy, convex surface of packaging
Scale on language of requesting	
L1	The child insists on buying the toy, crying for it
L2	The child shows their interest on the toy by gazing at it and using gesture of enjoyment
L3	Recognize the need for the child according to some standard
Scale on parent's decision making	
D1	The decision to buy is absolutely right.
D2	I still decide to buy this toy in the same case
D3	I will recommend the toy when someone asks for opinions.

Family income based on hierarchy. The information will be encoded from 1 to 5. So, the scale will be as follow:

Notation	Scale
Scale on family income	
I	Less than 10 million VND = 1
	From 10 to 20 million VND = 2
	From 20 to 30 million VND =3
	From 30 to 40 million VND = 4
	Greater than 40 million VND = 5

The study did not use the probability sampling method because it was known that the probability of being sampled was equal, which means that all households in Hanoi could be selected, even households without children under 15 years old. Therefore, the study of non-qualified subjects will result in loss of time and costs for the study. The quantity of 200 forms was distributed equally among 04 main districts in Hanoi (50 forms/ district). After receiving all questionnaires needed, the data is encoded and analyzed, processed by SPSS.20 software.

IV. Results and Findings

After issuing 200 questionnaires, 197 were collected, 3 copies were lost. Among those collected questionnaires, 6 were not valid due to not fully replied and 1 copy responded with the same level, proving that the respondent did not read and think carefully about the answer so there was no guarantee of reliability, so that it was removed. Thus, 190 copies were qualified for data analysis.

Cronbach's Alpha Reliability Test

In summary, the scales meet the reliability requirements and are used for further research.

- **For price scale:** analysis results show that the Cronbach's alpha coefficient is 0.860, so this scale is reliable. In addition, the value of correlation coefficient of corrected item to total correlations of the three variables observed were greater than 0.3. Thus, the product's price scale is reliable with three observed variables unchanged from the original.

- **For the product quality scale:** The analysis results show that the Cronbach's alpha coefficient is 0.824, so this scale is reliable. In addition, the value of correlation coefficient of corrected item to total correlations of the six variables observed were greater than 0.3. Thus, the product's quality scale with six observed variables is unchanged from the original.
 - **For the image and packaging scale:** with Cronbach's alpha by 0.773, the scale is quite good. However, the value of correlation coefficient of corrected item to total correlations of the variable "Glossy, convex surface of packaging" (IP6) is **0.255** (less than 0.3) so this variable is not satisfactory. The value of Cronbach's alpha if Item deleted increase so deletion was taken into consideration. The authors retested Cronbach's alpha after deleting IP6 variable and results in a Cronbach's alpha of 0.820 - the scale of reliability is higher and the correlation coefficient of the remaining five variables is quite good. Thus, the image and packaging scale is measured by five variables, including: The outside packing image can describe the product inside, Beautiful and eye-catching, can see the actual product inside, label with full information and suitable size.
 - **For the Language use for requesting scale:** Cronbach's alpha coefficient is 0.818, so this scale is reliable. The value of correlation coefficient of corrected item to total correlations of the 3 variables observed were greater than 0.3. Thus, the language use for requesting scale with 3 observed variables is unchanged from the original.
 - **For the parents' decision making scale:** the analysis results showed that the Cronbach's alpha coefficient is 0.762, so this scale is good and the value of correlation coefficient of corrected item to total correlations of the 3 observed variables are greater than 0.3. Therefore, the parents' decision making scale is unchanged from the original.
- In summary, the scales meet the reliability requirements and are used for further research.

Exploratory Factor Analysis (EFA)

In this study, we conducted the Factor analysis to examine the correlations amongst variables that influence the buying decision of parents and to identify clusters of inter-correlated variables (called "factors").

Firstly, Factor analysis is conducted with 17 quantitative independent variables.

Results of factor analysis for 17 observed variables of quantitative independent variables (After deleted IP6 variable). The KMO value of 0.841 can confirm that factor analysis is appropriate. Bartlett's test results show that the Sig value is 0.000, which is less than the 5% significance level, this again confirms the appropriation of factor analysis.

The results of the factor analysis show that 04 factors were extracted with the Eigenvalues greater than 1, include:

- First factor included those observed variables: The toy is perdurable, not easily get broken; safe, non-toxic for children; not violent; supporting for intellectual and physical development; has clear origin and not made in China. Thus, this factor remained unchanged to the original scale of Quality; this scale is symbolled by "Q". In this factor, the variable Q3 "not violent" affect the Quality factor most (have the highest factor loading of 0.814), followed by Q2 "safe and non-toxic for children", Q1 "perdurable, not easily get broken", Q5 "has clear origin", Q4 "supporting for intellectual and physical development" and the least affect is Q6 "not made in China".
- Second factor included: The outside packing image can describe the product inside; a beautiful design and eye-catching; the packaging of toy can see the actual product inside; the toy has the label with full information; suitable size. This factor excluded the variable of "Glossy, convex surface of packaging" compared to the original scale but did not impact the content of factor as other variables can also describe the shape and design of the product, this scale is called "Image and packaging" and symbolled by "IP". Variable which have the most effect on Image and Packaging factor is IP4 "label with full information" (highest factor loading). Next is the variable IP5 "suitable size", followed by IP2 "beautiful design and eye-catching", then IP3 "The packaging of toy can see the actual product inside" and finally IP1 "The outside packing image can describe the product inside".
- Third factors included the observed variables: The child insists on buying the toy, crying for it; the child shows their interest on the toy by gazing at it and using gesture of enjoyment; recognize the need for the child according to some standard. This factor also unchanged from the original one, this scale is called "Language use for requesting" and symbolled by "L". The variable "The child shows their interest on the

toy by gazing at it and using gesture of enjoyment” has the most impact on the factor of language use for requesting. Next is the variable L3 “Recognize the need for the child according to some standard” and the least is L1 “The child insists on buying the toy, crying for it”.

- Forth factor included: Price of toy is equivalent to quality; Price on the market is relatively stable and Price is suitable for family financial status. This factor remained unchanged to the original scale of Price, this scale is symbolled by “P”. P3 variable “Price is suitable for family financial status” affect the factor of price most (highest factor loading), then comes to P1 “Price is equivalent to quality” and the last is P2 “Price on the market is relatively stable”.

With 04 factors as described above, Extraction Sums of Square Loadings with Cumulative (%) value is 64.289%, this means that the 04 factors together account for 64.289% of the total variance.

Next step is to conduct the factor analysis for dependent variables. The results showed that KMO value in this analysis is 0.675 and Barlett’s Test of Sphericity with Significant value is 0.000, it means the test is appropriate.

Pearson Correlation

Pearson’s correlation was carried out to look for relationships between the variables. . There was significant evidence of a relationship between decision to buy toy and toy’s price ($r = 0.729$; Sig. < 0.001), toy’s quality ($r = 0.558$; Sig. < 0.001), toy’s image and packaging ($r = 0.595$; Sig. < 0.001) and language use for requesting ($r = 0.434$; Sig. < 0.001). One variable of each factor increases in value, the variable of decision making also increase in value. Price of toy is strongly related to decision to buy and toy’s image and packaging and is moderately related to the others. There was also evidence of a weak relationship between the toy’s quality and its image and packaging ($r = 0.197$; Sig. < 0.001) and a moderate relationship between the toy’s quality and language use for requesting of children ($r = 0.305$; Sig. < 0.001). There was also a weak relationship between toy’s image and packaging and language use for requesting of children ($r = 0.250$; Sig. < 0.001).

Regression Model

The results show that the model has R square= 0.684 and adjusted R square = 0.678. This indicates 67.8% of the variation in the Decision making variable is generally explained by independent variables.

The result showed that significant level is $0.000 < 0.01$ so the F-test is highly significant, thus we can assume that the model explains a significant amount of the variance in buying decision of parents.

The result showed that all significant values of t-test were less than 0.05. It means all variable contribute to the variance in the dependent variable.

The toy' price (standardized beta coefficient value is 0.403) has the strongest impact on the decision to buy toys for children of parents in Hanoi. The second strong impact is for the toy’s image and packaging, followed by the toy’s quality and last is the language use for requesting of children.

The equation for the regression line is:

$$\text{Decision} = 0.338 + 0.111 * \text{Language} + 0.320 * \text{Price} + 0.287 * \text{Quality} + 0.267 * \text{Packing}$$

Determine the Difference in Parent’s Buying Decisions for Quantitative Factors

A resulting Sig. < 0.05 means that variances are not equal and then further parametric tests such as ANOVA are not suited. The result of this test showed that Sig. = $0.677 > 0.05$ indicating that there is no significant difference in variances between the groups and ANOVA analysis is appropriate.

Significant value is below 0.01 therefore, the authors can conclude that with 99% confidence interval, there is a statistically significant difference in the mean decision to buy toy between the different family income ranges. The tendency to buy increase in accordant with the increase of family income.

V. Conclusion

A. Implications for Management

Toy is becoming more and more important nowadays and be a must-have item in the family with young children. How to be a smart consumer, whether the price of the product is appropriate or not always be the questions of consumer. In line with this research paper, price plays an important part in parents' decision making to buy toys for children under the age of 15. Parents will be happy with their choice if the products quality meets their requirement and suitable with their financial status. Parents also expect the stability of price for a frequent type of products.

It is essential for toy manufacturer to focus on consumer positioning strategy by understanding the willingness to buy a product at a price that is commensurate with quality. In addition, price stabilization or in other words, to avoid large fluctuations in prices when launching new products of the same type is essential to create a stable psychology, peace of mind when buying and create loyalty of customers. And to be able to achieve price stability, businesses need to pay attention to forecasting the price of raw materials, and connect with suppliers on raw materials, negotiate and sign contract to guarantee for quantity, quality, price and time of supply.

Manufacturers of children's toys should pay attention to the attractive design of the toys, including interior design of the product and packaging to attract the attention of the parents. This can be done through product development strategies. Designing and producing toys that are appropriate in color, creating an enjoyable environment for children can sometimes make it difficult for producers to grasp the psychology and color preference of children. It can lead to mass production with all kinds of colors, which can be wasteful and inefficient. Manufacturers can fully rely on the colors that attract the parents to create the right product.

Children's toy development not only in Hanoi market but in Vietnam has not achieved this goal; both parents and children are attracted by foreign toys with beautiful designs, elegant and attractive. Managers need to invest more in the study of preference for Vietnamese toys to create beautiful designs. A perfect product that cannot be lack of needed information.

Recently, parents are very concerned about the products originated from China. It is the reason why the origin of the product quality is always the concern of consumers and required to be clearly stated by the authorities. Parents tends to not allow children to play violent toys such as guns, swords, etc., which can cause injury to children themselves or friends. Toy products that can support your child's intellectual, physical or skill development will always have an advantage. Another type of toys for strengthening children's physical strength, for example toys to help children move like balls, badminton set, etc. is also a good choice. In Vietnam, toys are products of group with high risk of unsafe, which must be closely monitored and controlled in the production and import process. The Ministry of Science and Technology also has inspections on toys and also discovered the common issue is the origin as well as the quality of toys.

In order to solve the current situation of smuggled toys in the market, the Government has issued Decree 80 on sanctioning administrative violations in the field of standards, measurement and product quality. However, the eliminate of unqualified products in the market relies on the regulatory authorities. To ensure the quality of toy products provided to consumers, the Government needs to inspect and examine the implementation of the provisions of the law on standards, quality, industrial property and goods' labels for organizations which are producing, importing and trading children's toys.

Authorized functional agencies should coordinate with Mass media agencies and official Press agencies to promptly inform and propagate as well as provide lists of non-qualified and non-responsive companies, which could not meet quality standards for customers to be aware and avoid consuming poor quality goods.

Specific sanctions are needed to apply for violations of individuals and organizations that are not following the standards for quality of children's toys.

Vietnamese toy manufacturers have a chance to win back potential markets that have been dominated by foreigners by offering product-quality strategies, producing toys with good quality based on standards, target to the trend "Vietnamese consumers use Vietnamese goods."

Parents in Hanoi when making decision to buy toys for children are subject to some impact from their children whether in verbal or non-verbal communication. The children's toy manufacturers can do researches on the tastes and preferences of the children themselves to create products that appeal to the interests of the children and from which they influence the parents to make a purchase decision.

Parents should also be aware of buying decisions based on the child's requirements for behavioral control and ensuring smart consumption and effective decision making.

B. Limitation of the Research

- The survey sample size may not big enough representatively to a market such as Hanoi with a diverse population of income, age and gender. Therefore, further study should pay attention on bigger sample size.
- Due to the nature of each region, each province/city has different taste, income gaps, different culture etc., that can lead to different product selection, so this paper is not general. The scope of research should be made more widely in other provinces out of Hanoi.

- Research has only found and assessed the impact of some factors on parents' decision to buy toys, but there are other factors. Further research should extend the scope of the study to include additional factors that may affect parents' decision to buy toys for children and extend the direction on studying the factors that affect the children.

References

- [1] Bray, J. P. (2008). "Consumer behaviour theory: approaches and models". Available online: http://eprints.bournemouth.ac.uk/10107/1/Consumer_Behaviour_Theory_-_Approaches_%26_Models.pdf
- [2] Gacho, G. (2016). "Vietnamese toy market in expansion mode" Available online: <https://www.emis.com/blog/vietnamese-toy-market-expansion-mode>
- [3] Gordon C. Bruner II & Richard J. Pomazal (1988). "Problem Recognition: The Crucial First Stage of the Consumer Decision Process", *Journal of Consumer Marketing, Vol.5*. Available online: https://www.researchgate.net/profile/Gordon_Bruner/publication/235253191_Problem_Recognition_The_Crucial_First_Stage_of_the_Consumer_Decision_Process/links/02e7e53b32d9c9e28c000000/Problem-Recognition-The-Crucial-First-Stage-of-the-Consumer-Decision-Proce
- [4] Journal of Democracy and Law. (Vietnamese: Tap chi Dan chu va Phap luat), 2018. Available online: <http://tcdclp.moj.gov.vn/qt/tintuc/Pages/xay-dung-phap-luat.aspx?ItemID=217>
- [5] Law No.: 102/2016/QH13 (2016). "Children Law", National Assembly, Socialist Republic of Vietnam. Available online: <https://thuvienphapluat.vn/van-ban/Van-hoa-Xa-hoi/Law-102-2016-QH13-children-312407.aspx?tab=1>
- [6] List of Toy Producers and Distributors. (Vietnamese: Danh sach cac Cong ty San xuat va Phan phoi do choi Tre em). Available online: <https://trangvangvietnam.com/categories/244160/do-choi-do-choi.html>
- [7] McConnell, A. (2017). "Global sales data", The Toy Association. Available online: <https://www.toyassociation.org/ta/research/data/global/toys/research-and-data/data/global-sales-data.aspx?hkey=64bda73b-80ee-4f26-bd61-1aca29ff2abf>
- [8] Ministry of Planning and Investment, General Statistics Office (2011). "Population Projections for Vietnam 2009-2049". Available online: https://www.gso.gov.vn/default_en.aspx?tabid=617&ItemID=11016
- [9] Philip Kotler et al. (2005). Principles of Marketing, 4th edition, Pearson Education. Available online: <http://s1.downloadmienphi.net/file/downloadfile8/148/1372857.pdf>
- [10] Tong cuc Tieu chuan Do luong Chat luong (Directorate for Standards, Metrology and Quality (STAMEQ) (2009). Vietnamese: *Quy chuan ky thuat quoc gia ve An toan do choi tre em QCVN 3:2009/BKHCN*. Thong tu so 18/2009/TT- BKHCN, ngay 26 thang 6 nam 2009 cua Bo truong Bo Khoa hoc va Cong nghe.