



INVESTIGATION OF RELATIONSHIP BETWEEN MOTIVATIONAL FACTOR FOR PURCHASE OF TOYS AND DEMOGRAPHIC PROFILE

Management

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ABSTRACT

These days, in Indian toy industry, there is a neck to neck competition among toy designers, manufacturers and marketers. In order to survive in the highly competitive toy market and to make their presence felt, it is important to consider the needs of customers in designing the toys. In order to find a solution to this problem, this paper focuses on analysing the effectiveness of demographic profile which includes occupation (Professional/Service, Business, Home maker, Any other), age (Less than 25 years, 25-35 years, 35-45 years and More than 45 years) gender (Male and Female) and qualification (Technical/Professional Graduate, Non-Technical Graduate, Post Graduate, Any Other) on motivational factor for purchase of toys. In this research paper, four null hypotheses have been prepared, tested and results are compiled by using SPSS (Statistical Package for the Social Science). Finally present paper comes with some findings which shows the relationship between motivational factor for purchase of toys and demographic profile.

KEYWORDS

ANOVA test, Demographic profile, Hypotheses testing, Motivational factor

1. INTRODUCTION

A conceptual model has been developed in this work for design of toys. In this model dimensions for motivational factor for purchase of toys has been diagrammatically presented in detail in Figure 1. This section presents an investigation of the proposed hypotheses using ANOVA and t-tests. Each hypothesis is first listed which is followed by a Table that shows the result of the administered ANOVA (or t-test, wherever appropriate). This is followed by an inference stating whether the hypothesis is supported (accepted) or not supported (rejected).

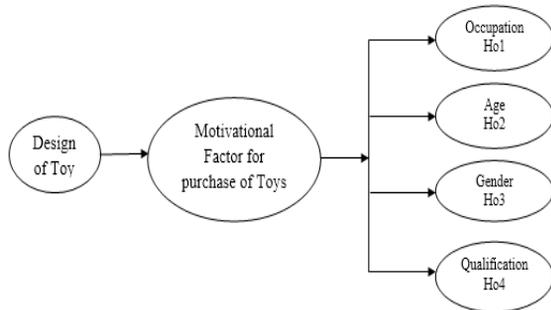


Figure 1 Conceptual Model

2. HYPOTHESIS FORMULATION

The set of four hypotheses have been formulated, analysed and presented. These are hypotheses Ho1 to Ho4. The formulation of four null hypotheses are as given below:

Ho1: There is no significant relationship between motivational factor for purchase of toys and occupation.

Ho2: There is no significant relationship between motivational factor for purchase of toys and age.

Ho3: There is no significant relationship between motivational factor for purchase of toys and gender.

Ho4: There is no significant relationship between motivational factor for purchase of toys and qualification.

3. QUESTIONNAIRE ADMINISTRATION

Questionnaire was distributed in Aligarh city and in the University (to academicians and home makers) in selected residential areas of Aligarh. Selection of departments in University and selection of residential areas was purely based on judgement of researcher. A total of 224 questionnaires were distributed. Finally, 118 filled in questionnaire were received. Out of these only 84 were found to be usable. The response rate is 70% approximately. A response rate of 25% is considered desirable for survey findings (Yu and Cooper 1983 [1]), (Malhotra and Grover 1998 [2]). As per Gupta, minimum sample size required is based on number of question items in the questionnaire.

Minimum sample size required= four times the number of question items (Gupta 2003 [3]). As number of questions in questionnaire used by author is 16. Therefore, response rate of 64 is satisfactory.

4. HYPOTHESES TESTING AND RESULTS

Ho1: There is no significant relationship between motivational factor for purchase of toys and occupation.

Table 1 ANOVA Test for Testing Relationship between Motivational Factor for Purchase of Toys and Occupation

	N	Mean	Std. Deviation	F	Sig.
Professional/Service	54	3.1852	0.58845	0.465	0.707
Business	11	3.2468	0.81839		
Home maker	9	3.4444	0.68677		
Any other	10	3.2714	0.50147		
Total	84	3.2313	0.61731		

Table 1 shows the result of ANOVA test, which is run to test the difference across different occupational group on the dimension of motivational factor for purchase of toys. It has been found that the value of F = 0.465 and Sig = 0.707, which is more than 0.05. Hence no difference exists.

Hypothesis Ho1 is supported (accepted); that is, there is no significant relation between motivational factor for purchase of toys and occupation.

The descriptive statistics of the sample along with the mean values and the standard deviation are presented in Table 1. The Table shows the highest mean value was for the home maker 3.4444, followed by 'any other' which was at 3.2714 and closely followed by business which was at 3.2468.

Ho2: There is no significant relationship between motivational factor for purchase of toys and age.

Table 2 ANOVA Test for Testing Relationship between Motivational Factor for Purchase of Toys and Age

	N	Mean	Std. Deviation	F	Sig.
Less than 25 years	12	3.2381	0.46124	2.368	0.077
25-35 years	29	3.0000	0.69463		
35-45 years	31	3.3779	0.56610		
More than 45 years	12	3.4048	0.57089		
Total	84	3.2313	0.61731		

Table 2 shows the result of ANOVA test, which is run to test the difference across different age groups on the dimension of motivational factor for purchase of toys. It has been found that the value of F = 2.368 and Sig = 0.077, which is more than 0.05. Hence no difference exists.

Hypothesis Ho2 is supported (accepted); that is, there is no significant

relation between motivational factor for purchase of toys and age. The descriptive statistics of the sample along with the mean values and the standard deviation are presented in Table 2. The Table shows the highest mean value was for the age bracket of more than 45 years which was at 3.4048 followed by the age group of 35-45years which was at 3.3779.

Ho3: There is no significant relationship between motivational factor for purchase of toys and gender.

Table 3 t-Test for Testing Relationship between Motivational Factor for Purchase of Toys and Gender

Gender	N	Mean	Std. Deviation	T	Sig. (2-tailed)
Male	38	3.3308	0.44821	1.350	0.181
Female	46	3.1491	0.72278	1.409	0.163

Table 3 shows the result of independent sample t-test, which is run to test the difference across different gender group on the dimension of motivational factor for purchase of toys. It has been found that the value of T = 1.350 and Sig = 0.181, which is more than 0.05. Hence no difference exists.

Hypothesis Ho3 is supported (accepted); that is, there is no significant relation between motive for purchase of toys and gender.

The descriptive statistics of the sample along with the mean values and the standard deviation are presented in Table 3. The Table shows the highest mean value noted was for male which was at 3.3308. The mean value for female was 3.1491.

Ho4: There is no significant relationship between motivational factor for purchase of toys and qualification.

Table 4 ANOVA Test for Testing Relationship between Motivational Factor for Purchase of Toys and Qualification

	N	Mean	Std. Deviation	F	Sig.
Technical/Professional Graduate	26	3.3407	0.74404	2.285	0.085
Non-Technical Graduate	19	2.9474	0.41022		
Post Graduate	27	3.2222	0.56913		
Any Other	12	3.4643	0.59098		
Total	84	3.2313	0.61731		

Table 4 shows the result of ANOVA test, which is run to test the difference across different qualification groups on the dimension of motivational factor for purchase of toys. It has been found that the value of F = 2.285 and Sig = 0.085, which is more than 0.05. Hence no difference exists.

Hypothesis Ho4 is supported (accepted); that is, there is no significant relation between motivational factor for purchase of toys and qualification.

The descriptive statistics of the sample along with the mean values and the standard deviation are presented in Table 4. The Table shows the highest mean value was for sector 'any other' at 3.4643 followed by technical/professional graduate sector which was at 3.3407. Mean value for post graduate and non-technical graduate were at 3.2222 and 2.9474 respectively.

5. SUMMARY OF HYPOTHESIS TESTING

This section presents a summary of the results obtained by administering ANOVA and t-tests on the proposed hypothesis. A Table 5 has been constructed to present in brief the various hypothesis and its results.

Table 5 Summary for Hypothesis with Demographic profile

Parameter	Hypothesis	F/T	Sig.	Results
Motivational Factor for Purchase & Occupation	Ho1: There is no significant relationship between motivational factor for purchase of toys and occupation	0.465	0.707	Supported
Motivational Factor for Purchase & Age	Ho2: There is no significant relationship between motivational factor for purchase of toys and age	2.368	0.077	Supported

Motivational Factor for Purchase & Gender	Ho3: There is no significant relationship between motivational factor for purchase of toys and gender	1.350	0.181	Supported
Motivational Factor for Purchase & Qualification	Ho4: There is no significant relationship between motivational factor for purchase of toys and qualification	2.285	0.085	Supported

6. CONCLUSIONS

After testing the four null hypotheses that is Ho1-Ho4, it is found the value of F/T and Sig. for these hypotheses is more than 0.05 and hence there exists no significant relationship between motivational factor for purchase of toys with respect to occupation, age, gender and qualification. Therefore, the demographic profiles have no influence on motivational factor for purchase of toys. This study implies that the demographic profile does not play any role in motivational factor for purchase of toys. Therefore, it is recommended that toy designers and manufacturers may not consider the demographic profile of customers while designing and manufacturing toys for children.

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