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Perceptions, Attitudes and Purchase Intentions of Millennial Mothers Towards Eco-Friendly Toys for Children

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Abstract

Millennials, who are increasingly adopting eco-friendly lifestyles, are entering parenthood and have become important consumers in the baby and children's product market. Notably, toys are consistently among their top three spending categories. In response to these changing consumer behaviors, this study aims to explore millennial mothers' views on eco-friendly toys for their children. The research seeks to uncover the benefits and drawbacks they associate with these toys and the factors influencing their purchase decisions. To accomplish these objectives, the research applied several key concepts, including the marketing mix (7Ps), the consumer decision-making process, and the theory of planned behavior, as guiding frameworks.

The author conducted in-depth interviews to gather information from a sample of 16 Thai millennial mothers, ranging in age from 29 to 45 (born between 1987 and 1945). Each participant had at least one child between the ages of 0 and 3 years old. Additionally, these mothers had experience with eco-friendly toys, either through knowledge or past purchases, particularly for their children's skill and brain development.

The findings revealed that millennial mothers have a basic understanding of eco-friendly toys, often learning about them through friends or social media. PlanToys is a recognized eco-friendly brand, while others remain uncertain. They encounter these brands at stores, pop-up booths, kids' cafes, and through gifts. These mothers value eco-friendly toys due to their environmentally conscious production, safety, durability, and developmental advantages. Nonetheless, they express concerns about the limited variety of toys, their weight, vulnerability to moisture, and higher costs. To be specific, millennial mothers prioritize toy safety and quality. Their buying process involves occasional consideration, quick research, and convenience-driven decisions, balancing factors like quality, social input, and independence.

Keywords : Millennial Mother, Eco-Friendly Toy, Purchase Intention

Introduction

Millennial, a group of people who were born between 1978 and 1994, and currently aged between 29 and 45 years old (Weber and Shandwick, 2023), have now become parents and primarily allocate expenses towards their children. Interestingly, women appear to be the biggest spenders when it comes to baby and children's products. According to the 2020 Thailand Digital Mum Survey by the Asian Parent, 92% of mothers said that as a 'Chief Household Officer', they are the primary or co-decision maker for household purchases (KSME Focus, 2021; Marketeer, 2021). It is noteworthy that the Baby and Child product industry is predicted to maintain growth. The trend appears to be consistently increasing on a yearly basis, not just in Thailand, but across the globe. (Statista, 2023; Thansettakij, 2022).

Interestingly, children's toys, which are among the top three products that mothers typically spend on for their babies and children (Positioningmag, 2021), are expected to generate a global revenue of US\$297.7 billion by 2023, with an additional contribution of US\$2,530 million from the Thai market (Statista, 2023). The Asian Parent's Digital Mum Survey (2022) revealed that in Thailand, online purchases of baby clothes and baby toys are more frequent than those of other children's items. This aligns with the fact that children's toys are considered fast-moving consumer goods (FMCG) because the types of toys in demand vary according to each child's age and skill development. Unfortunately, children's toys are often abandoned even when they are in working order, and sometimes they end up being thrown away as waste. (Bangkok Biz News, 2022).

As a result of increasing environmental concerns, several companies in the children's toy industry have begun incorporating eco-friendly practices into their production processes. For instance, PlanToys, a leading manufacturer in the Thai children's toy market, has fully embraced the idea of utilizing sustainable materials in their production process. In line with this goal, the company has successfully created toys using rubber latex, which eliminates the need for tree cutting (Bangkok Biz News, 2022).

With the world's rising awareness of environmental problems, individuals are increasingly adopting an 'Eco-Active' lifestyle. A recent study by Hill Asean revealed that 86% of individuals aged 20-49 who are part of the millennial demographic across different countries, including Thailand, have started incorporating eco-friendly practices into their daily lives. This group shows a strong preference for environmentally responsible brands, and is willing to pay a premium for eco-friendly products (Bangkok Bank SME, 2022; Spring News, 2022), gathering comprehensive information on products before making a purchase, and comparing prices and availability across several online stores (Ayuningtyas, Prihatiningsih, and Laura, 2018).

In a recent study, Hasan et al., (2022) explored the willingness of young consumers aged 26-45 years old in Bangladesh to purchase eco-friendly clothing. The findings showed that Bangladeshi consumers who are environmentally conscious and have positive attitudes are more likely to buy organic cotton clothing. These findings are consistent with Mateedulsatit's (2018) research in Thailand, which found that environmental consciousness and self-realization play a significant role in Thai millennials' decision-making process towards adopting zero waste products. Another study by Songsermsawad (2019) found that environmentally friendly packaging with a long lifespan can encourage its use.

Furthermore, family members were found to have a significant impact on the individual's decision to use environmentally friendly packaging. On the contrary, Moslehpour et al. (2021) indicated a slight deviation, suggesting that the purchasing behavior of Thai millennials is highly affected by their perception of green packaging and green marketing awareness, with environmental concerns exerting the least influence on their purchasing intentions.

When considering the area of research on millennial mothers, the findings of Mettajit (2017) found that the convenience offered was identified as the primary factor contributing to their favorable perception. Regarding children's toys, the investigation conducted by Richards, Putnick, and Bornstein (2020) indicated that millennial mothers tend to heavily rely on online sources to obtain information about toys for their children. These mothers show a preference for the convenience of online shopping, including the ability to have items delivered directly to their doorstep and to review feedback from other buyers.

When investigating how millennial mothers make eco-friendly purchasing decisions for children's toys, the study by Tu et., al. (2022) in Taiwan showed that as mothers get older, they become more concerned with the functional and durability aspects of products, but their attitudes towards consumption have less of an impact on their decision-making. Among mothers aged 31 to 40, 55.3% of them have positive attitudes towards eco-friendly consumption, and they are more likely to buy children's toys with green designs and from brands that offer safety guarantees. The study suggested that increasing the visibility of green designs for children's toys and promoting brands that use eco-friendly packaging can make these products more attractive to consumers.

Notably, the Theory of Planned Behaviour has been widely applied in previous studies on the purchase intentions of eco-friendly products, as it is a suitable framework for explaining the relationships between variables and predicting potential behaviors (Mishra and Farooqi, 2021). Examples of such studies include eco-friendly tableware (Tu et., al, 2021), eco-friendly home service adoption (Zhang and Luo, 2022), and environment-friendly toys (Saini et., al, 2023).

Although there have been numerous studies examining millennials' purchasing behavior, there has been relatively little research specifically addressing the purchasing behavior of millennial mothers, particularly in the potentially lucrative eco-friendly toys market in Thailand. It's worth exploring whether millennial mothers, who have been shown in previous studies to be environmentally conscious, continue to prioritize eco-friendly attitudes and behaviors after becoming parents. Additionally, it's important to note that previous scholars have primarily used quantitative research to investigate this area, providing only a broad understanding without detailed insights. Finally, there has been limited utilization of the theory of planned behavior to examine the potential behavior of millennial mothers. Hence, the main objective of this research paper is to bridge the gap in existing literature by providing insights into the perceptions, attitudes, and purchase intentions of millennial mothers regarding eco-friendly toys for children. To achieve this, the study will utilize the marketing mix concept (7Ps), consumer decision-making process, and theory of planned behavior. The findings are expected to provide crucial insights for the children's toys industry to understand the preferences of millennial mothers and develop effective strategies for conveying the eco-friendly features of their merchandise. This could help brands in targeting millennial mothers with appropriate messages when promoting eco-friendly children's toys.

Research Objectives

1. To understand Millennial Mothers' Perception towards Eco-Friendly Toys for Children
2. To understand Millennial Mothers' Attitudes towards Eco-Friendly Toys for Children
3. To determine Millennial Mothers' Purchase Intention Factors for Eco-Friendly Toys for Children

Literature Review

1. The Overview of Millennial Mothers:

The millennial generation, also known as 'Gen M', has now become parents and is one of the leading groups that contribute to household and children's markets. In Thailand, there were around 28.5 million mothers and 5 million are millennial mothers as of 2016. Recently, a study on the 'Trend of Thai Millennial Mothers' unveiled several noteworthy observations: 69% of millennial mothers are willing to pay extra for products and services that are beneficial for their own and their children's health, 58% express concerns about both health and the environment, and 82% understand what organic products are. 86% of them prefer to share their experiences with other millennial mothers, and 80% read reviews from other millennial mothers before buying products for their children (Forbes Thailand, 2016). This aligns with a previous study called momypedia in 2015, which showed that 47% of millennial mothers searched for children's toys on the internet to help their kids develop their brains and skills (Marketingoops, 2016). Indeed, millennial mothers have a strong impact on decision-making and tend to share their thoughts and suggestions more often than other mothers (Ayuningtyas, Prihatiningsih and Laura, 2018).

2. The Concepts of Eco-Friendly Toys

It is worth noting that Baby and children's toys are classified as fast-moving consumer goods (FMCG) due to their short product life cycle, which is influenced by the rapid changes in the age of babies and children (Bangkok Biz News, 2022). In fact, young children, especially toddlers and preschoolers, have a natural curiosity to explore new things by touching and tasting objects. However, the majority of toys available in the market, particularly those made of plastic, which can endanger the safety of children and have a negative impact on the environment. (Parent Circle, 2023). Consequently, numerous brands of baby and children's toys have started manufacturing eco-friendly toys that are made from recycled and sustainable materials like renewable wood, cotton, bamboo, or wool. This includes well-known brands like PlanToys, Barbie, and Lego (Bangkok Biz News, 2022; Environman, 2019). PlanToys, a prominent Thai company in the children's toy industry, is highly recognized for their production of wooden toys. They have embraced the concept of utilizing sustainable materials in their manufacturing process. Their wooden toys are classified into 11 categories: Active Play, Babies, Block and Construction, Games and Puzzles, Push and Pull, Music, Learning and Education, PlanHome, PlanMini, Pretend Play and Water Play (PlanToys, 2023).

3. Millennial Mothers and Eco-Friendly Toys for Children

Since millennial mothers have adopted eco-friendly practices in their daily lives, they demonstrate a significant preference for environmentally responsible brands and are willing to pay extra for eco-friendly products (Bangkok Bank SME, 2022; Spring News, 2022). A study has shown that 55.3% of mothers aged 31 to 40 hold positive attitudes towards eco-friendly consumption, and they tend to choose children's toys with green designs and from brands that provide safety guarantees (Tu et., al.2022). One of the reasons for this is that “toy safety” is one of the factors that millennial parents consider when purchasing toys for their children, along with price and child gender (Richards, Putnick, and Bornstein, 2020). According to Saini et al. (2023), environmental concerns and perceived value significantly influenced the attitudes of parents who purchased toys for children towards green toys. The study also found that awareness and willingness to pay a premium affected their intention to purchase. Moreover, the respondents placed a high value on the eco-friendly features of green toys and were willing to pay a premium price for them. Meanwhile, Mai's (2021) research revealed that millennial parents, especially millennial mothers, aged 25 - 40 years old had a very positive attitude towards green products and showed a keen interest in the current environmental situation. The respondents demonstrated an understanding of the concept of green products and paid significant attention to famous green products.

4. Perception, Attitude and Purchase Intention of Millennial Mothers

Several scholars have conducted research into the variables of perception, attitude, and purchase intention of millennials for eco-friendly products. Mettajit (2017), Kimanee (2019), Songsermsawad (2019), Ayuningtyas, Prihatiningsih, and Laura (2018), Vasuki, Shoba, and Balaji (2021), Moslehpour et al. (2021), and Mai (2021) have investigated these variables and have discovered notable correlations among them. The studies reveal that long-lasting durability is a critical factor in promoting the use of eco-friendly packaging, whereas unreasonable pricing is a common obstacle that affects the decision not to use such packaging. Price discounts and point of collection for redeeming free reusable packaging were found to be significant influencing factors for customers' intentions to use eco-friendly food and beverage packaging. Furthermore, family members have a substantial influence on an individual's decision to use eco-friendly packaging (Songsermsawad, 2019). Attitudes of millennials towards eco-friendly products are highly positive and they possess a strong interest in the current state of the environment. In addition, female millennials are more likely to purchase from well-known sustainable companies whose products are aligned with their beliefs (Chi et., al., 2021).

In terms of 'perception', Solomon (2011) defined 'perception' as the cognitive process in which individuals organize, select, and interpret sensory information, including sight, hearing, touch, smell, and taste, to give meaning to their surroundings. Additionally, in studying human behavior, several concepts of attitude have been proposed. According to Assael (1998), attitude is a variable that changes through the learning process based on factors and the surrounding environment. These factors include family influences, peer group influences, personality, and information and experience. Lastly, 'purchase intention', Arifani and Haryantoit (2018) explored the concept of purchase intention in their study, using the Theory of Planned Behavior to define it as a consumer's desire to make a purchase. In the next section, the author will provide a deeper explanation of the TPB, which is relevant to the purchase intention variable.

5.Theory of Planned Behavior

The Theory of Planned Behavior (TPB) is a widely used psychological construct for studying and predicting human intentions in various domains, including the acquisition of eco-friendly products (Ajzen, 1985; 1991). Zhang and Luo (2022) used the TPB framework to investigate the adoption of eco-friendly smart home services among Chinese millennial consumers. It indicated that consumers' attitudes and perceived behavioral control had a significant and positive impact on their intention to adopt such services. However, a slightly different finding was that subjective norm did not have any noticeable effect on adoption intention. When exploring the topic of children's toys, Saini et al. (2023) conducted a study, focusing on Indian parents who have purchased toys for children and found that buyers' attitudes towards green toys were significantly influenced by environmental concerns and perceived value, while awareness and willingness to pay a premium impacted their intention to purchase. Additionally, the study revealed that buyers placed a high value on the eco-friendly features of green toys and were willing to pay a premium price for them. Although previous studies have examined consumers' behavior towards eco-friendly products such as clothing, tableware, and smart home services, no research has explored the perspectives of millennial mothers on eco-friendly toys for children. Therefore, the author aims to use this framework to investigate the purchasing intentions of Thai millennial mothers regarding environmentally friendly toys for their children.

6. Marketing Mix and Consumer-Decision Making Process

The concept of the marketing mix has been developed over time. Initially, it was explained using four components: product, price, place, and promotion, also known as the 4Ps. However, according to Išoraite's (2021) review of previous studies, three more components have been added to the marketing mix: people, process and physical obviousness.

In terms of consumer decision-making process, Solomon (2011) delineated the five stages as follows: Stage 1: Problem recognition, Stage 2: Information search, Stage 3: Evaluation of alternatives, Stage 4: Purchase decision, and Stage 5: Post-purchase evaluation. Therefore, in the next section, the author will utilize the concepts of the 7Ps, the consumer-decision making process, and the theory of planned behavior to investigate the perception, attitude, and purchase intention of millennial mothers towards eco-friendly toys for children as outlined in the conceptual framework and explained in the research methodology.

Conceptual Framework



Research Methodology

This qualitative study utilized in-depth interviews to achieve three main objectives: firstly, to comprehend millennial mothers' perception regarding eco-friendly toys for children; secondly, to ascertain millennial mothers' attitudes towards eco-friendly toys for children; and thirdly, to determine millennial mothers' purchase intention factors for eco-friendly toys for children.

Population and Sampling Group:

The purposive and snowball sampling methods were utilized to recruit 16 Thai millennial mothers between the ages of 29 and 45, each with at least one child aged between 0 and 3 years old, falling within the preschool age range, and who have known eco-friendly toys or ever purchased eco-friendly toys for their children's skill and brain development.

Data Collection Procedure:

The interviews, which focused on perception, attitude, and purchase intention, were conducted either face-to-face or via zoom (online meeting program), and were recorded for electronic transcription. Each session lasted between 45-60 minutes.

Research Instrument:

The interview questionnaire consisted of semi-structured and open-ended questions, incorporating relevant concepts from the literature: 7Ps of the marketing mix, the consumer decision-making process, and the theory of planned behavior.

Validity of Instrument:

The questionnaires were evaluated by two scholars who were also millennial mothers with experience purchasing toys for children to ensure the contents' clarity and appropriateness for research. Their evaluation confirmed that the questions were comprehensible and suitable for use in the study.

Research Findings

The first part focused on demographics, followed by the perception of millennial mothers towards eco-friendly toys for children. The third segment explored the attitude of millennial mothers towards eco-friendly toys, and the final section investigated the factors influencing millennial mothers' purchase intentions for eco-friendly toys for children. These factors were examined through three concepts: the marketing mix (7Ps), the consumer decision-making process, and the theory of planned

Part 1: Demographic and Buyer's response of Millennial Mothers

Table 1: Demographic Data

Mom	Age	Occupation	Living Area (Zone)	Monthly Income of Family (Baht)	Family Member (Amount)	Child (Amount)	Age of Child (Year)	Gender of Child
Mom 1	36	Freelancer	Bangkok	300,000	9	1	3 Years	Male
Mom 2	35	Family Business	Vicinity	120,000	5	1	2 Years	Male
Mom 3	36	Insurance Agent	Bangkok	1,000,000	3	1	1 Year	Male
Mom 4	39	Insurance Agent	Vicinity	300,000	7	1	3 Years	Male
Mom 5	35	Family Business	Vicinity	1,000,000	3	1	3 Years	Female
Mom 6	32	Family Business	Vicinity	400,000	3	1	1 Year	Male
Mom 7	40	Housewife	Bangkok	100,000	4	2	6 Years 2 Years	Female Male
Mom 8	38	Officer	Bangkok	150,000	4	1	2 Years	Female
Mom 9	42	Family Business	Bangkok	120,000	13	2	5 Years 3 Years	Female Male
Mom 10	29	Family Business	Vicinity	1,000,000	4	2	3 Years Infant	Male Male
Mom 11	35	Family Business	Bangkok	500,000	6	2	3 Years 3 Months	Male Female
Mom 12	40	Family Business	Bangkok	100,000	4	2	6 Years 1 Years	Male Male
Mom 13	29	Officer	Vicinity	150,000	4	1	6 Months	Female
Mom 14	42	Teacher	Bangkok	100,000	5	3	9 Years 6 Years 2 Years	Female Female Male
Mom 15	40	Business Owner	Bangkok	400,000	6	2 (Twin)	2 Years 2 Years	Male Male
Mom 16	35	Family Business	Vicinity	300,000	4	2	5 Years 2 Years	Male Male

Among the 16 millennial mothers surveyed, they frequently purchase general toys, doing so more than 2 to 3 times per month. However, when it comes to eco-friendly toys, their purchasing frequency decreases significantly to approximately once per month or even less. It appears that millennial moms are more inclined to buy eco-friendly toys when their child is young, but as they grow older, the mothers involve their child in making toy choices, leading to fewer purchases of eco-friendly toys. Indeed, eco-friendly toys like wooden toys are often considered as a preferred choice for a birthday present. On regular purchases, the budget typically ranges from 100 to 1,000 baht. However, when it comes to birthdays, the budget is doubled, ranging from 2,000 to 3,000 baht. In cases where millennial moms have only one child, they tend to buy both regular and eco-friendly toys. However, if they have multiple children, they are more likely to purchase toys and eco-friendly toys primarily for their first child. For subsequent children, they are more inclined to buy fewer toys since they often pass down toys from older siblings to the youngest one.

Part 2: Perception of Millennial Mothers towards Eco-friendly Toys for Children

Millennial mothers believe eco-friendly toys have environmentally responsible manufacturing processes, using recyclable natural materials, setting them apart from plastics. Safety is paramount, as these toys are non-toxic and pose no risk to kids. They value the toys' durability, providing prolonged enjoyment. Interestingly, many associate eco-friendly toys with wooden ones due to their natural and sustainable attributes.

Based on these perceptions, it appears that millennial mothers have a moderate understanding of eco-friendly toys. However, some are not proactive in seeking more information to enhance their knowledge. Some mothers learn about eco-friendly toys from their friends or see them through social media. PlanToys is widely recognized as an eco-friendly toy brand. Other mentioned brands like IKEA, Tender Leaf, Wooden Kids, Hape, and Melissa and Doug are also noted, but their eco-friendliness remains uncertain to them. The reasons behind PlanToys and other brands coming to their minds differ among millennial mothers. Some have noticed these brands while shopping at department stores or visiting pop-up booths. Others remember seeing them at kids' cafes and playgrounds. Furthermore, some have received these toys as gifts for their children from friends and cousins. Each of these experiences has contributed to their familiarity with these eco-friendly toy brands.

Part 3: Attitude of Millennial Mothers towards Eco-friendly Toys for Children

In general, millennial mothers express that eco-friendly toys offer numerous advantages. These toys undergo an environmentally friendly manufacturing process, ensuring safety for both the environment and children. Being non-toxic and durable, they provide long-lasting playtime. Additionally, they contribute to the skill and brain development of their children. In comparison to plastic toys, eco-friendly options, such as wooden toys, allow children to experience unique textures and also enable parents to instill a sense of environmental awareness and sustainability. Their overall opinion is that eco-friendly toys are superior to general toys.

However, there are some disadvantages to playing with eco-friendly toys, as millennial mothers explain. One concern is the limited choice of toy categories compared to conventional toys. Sometimes, children prefer to play with marvel hero toy models, which may not have eco-friendly options available. Additionally, eco-friendly wooden toys tend to be heavier than plastic toys, posing potential dangers if mishandled or thrown incorrectly. Moreover, wooden toys from brands like PlanToys are not waterproof, making them susceptible to mold if they get wet. Lastly, their higher price makes millennial mothers less likely to purchase them frequently.

Part 4: Millennial Mothers' Purchase Intentions for Eco-friendly Toys for Children

4.1 Marketing Mix (7Ps)

(1) **Product:** Most millennial mothers have moderate concern for eco-friendly toys, prioritizing quality and expecting superiority over general toys due to higher prices. Playability matters more to them than the eco-friendly concept. Generally, millennial mothers prioritize product features and functions before considering materials and eco-friendliness. Brand names influence their decisions, while packaging matters less

(2) **Price:** Price plays a significant role in the decision-making of millennial mothers. They are willing to pay more if the product justifies the higher cost. Due to the higher price of eco-friendly toys, they are more inclined to buy them on special occasions like birthdays.

(3) Place: About half prefer online platforms like Shopee, Lazada, Facebook, and LINE for the convenience and discount codes. The other half enjoys visiting physical toy shops in department stores, valuing the hands-on experience and frequent exploration.

(4) Promotion: Most of them acknowledge promotions' influence on buying eco-friendly toys. Preferred are 20%-50% off discounts, followed by "buy one, get one free" offers. Complementary items, vouchers, or credit card point redemption also attract. Just one mother prioritizes her children's toy preferences over promotions. Presenter and influencer reviews interest them, but wield less influence.

(5) People: Most of them acknowledge that sales staff and customer service significantly influence their decision-making process. Well-founded guidance holds the power to make an impression. Only one mother asserts that these elements hold lesser sway in her decision-making, as her primary focus lies in her child's preferences.

(6) Process: Most of them emphasize the significance of the delivery process in their decision-making. For online shopping, promptness and intact items are fundamental requisites that should meet their expectations.

(7) Physical Obviousness: Most of them highlight the significance of an attractive UX and UI when shopping online. For physical stores or pop-up booths, appealing decor and organized product displays are crucial.

4.2 Consumer Decision Making Process

(1) Problem Recognition: They rarely consider purchasing eco-friendly toys. The idea of eco-friendly toys emerges when seeking to boost children's skills and cognitive development, often prompted by birthdays or promotions, and sometimes triggered by store visits.

(2) Information Search: 10 of them occasionally turn to influencer pages or social media reviews for information, whereas the remaining 6 rarely conduct such pre-purchase research for the toy. The information-seeking process becomes longer when dealing with higher-priced items.

(3) Evaluation of Alternatives: Before making a purchase, half of the group compares toys, taking into account brand, price, promotions, and functionality. The other half, who are already loyal to specific brands, begin their search from those trusted options.

(4) Purchase Decision: Half of them prefer buying the toy in physical stores for the first-hand experience, while the others choose online shopping for its convenience, allowing them to make purchases anytime, anywhere. Some mentioned visiting stores to try the product and then checking online for price comparisons and promotions before making a final choice.

(5) Post-purchase Evaluation: Typically, they withhold toy reviews unless truly impressed. When offering feedback, face-to-face conversations are preferred over social media posts. Some may choose messaging platforms to share thoughts.

4.3 Theory of Planned Behavior

(1) Individual's Attitude: Most of them agree it's a good idea to buy eco-friendly toys. These toys are made from strong, safe materials that are good for the environment and kids. However, a few types of these toys are more expensive, resulting in less frequent purchase.

(2) Subjective Norms: The majority indicate that advice from those around them has minimal influence on their purchasing choices. Any impact that might occur is likely due to similarity or familiarity with those individuals.

(3) Perceived Behavioral Control: They primarily take charge of deciding to buy eco-friendly toys. These mothers often opt to purchase these toys when aiming to enhance their children's skills, as birthday gifts, in response to their children's requests, or when they come across a store or pop-up booth at events. The infrequency of their purchases is attributed to both the higher cost and the limited product variety.

Conclusion and Discussion

The results primarily corroborate the findings mentioned in prior studies and also introduce some intriguing additional points for further discussion, as outlined below:

"MILLENNIAL MOTHERS DEMONSTRATE A STRONG FAMILIARITY WITH ECO-FRIENDLY TOYS, PARTICULARLY THOSE MADE OF WOOD. THEY PRIORITIZE THE SAFETY OF TOYS FOR THEIR CHILDREN AND TEND TO FAVOR PLAN TOYS WHEN CHOOSING BIRTHDAY PRESENTS."

The majority of millennial mothers exhibit a keen understanding of environmentally friendly concepts, as underscored in Mai's research (2021). Their generation has fully embraced the 'Eco-Active Lifestyle,' seamlessly integrating environmental consciousness into their daily routines. Additionally, they tend to gravitate towards brands celebrated for their eco-responsible practices and are willing to invest more in eco-friendly products, as emphasized in reports from Bangkok Bank SME (2022) and Spring News (2022). This level of awareness often leads them to readily associate eco-friendly toys with the esteemed 'PlanToys' brand (PlanToys, 2023).

Nonetheless, the use of superior materials in crafting eco-friendly toys, like PlanToys, often results in a relatively higher price point when compared to conventional toys. This pricing dynamic may prompt millennial mothers to reserve these eco-conscious toys for special occasions, such as birthdays, owing to their strong appreciation for the environmentally friendly qualities of these 'green' playthings. Their willingness to invest a premium price for such products has been documented by Saini et al. (2023). Furthermore, Tu et al. (2022) have underscored that millennial mothers exhibit a greater inclination to select children's toys with eco-friendly designs and opt for brands offering safety assurances. Notably, millennial mothers are open to paying extra for products and services that enhance their children's overall well-being.

"MILLENNIAL MOTHERS EMBRACE ECO-FRIENDLY TOYS FOR SAFETY, LONG-LASTING DURABILITY AND DEVELOPMENTAL BENEFITS, DESPITE LIMITED CHOICES AND HIGHER COSTS."

In summary, the study reveals that millennial mothers generally hold positive attitudes toward eco-friendly toys for children, aligning with the findings of Hasan et al. (2022) and Mateedulsatit (2018), who noted the significant role of environmental consciousness and self-realization in millennials' preference for zero waste products. These mothers prioritize toys that are both reasonably priced and safe for their children during playtime, as "toy safety" ranks among the key considerations for millennial parents when selecting toys (Richards, Putnick, and Bornstein, 2020), alongside factors like price and long-lasting durability. Eco-friendly toys tend to lose their appeal when priced unreasonably (Moslehpour et al., 2021; Mai, 2021).

Additionally, millennial mothers are keenly interested in the benefits that eco-friendly toys can offer their children, as they are willing to invest extra in products and services that promote their children's health (Forbes Thailand, 2016). This sentiment aligns with a previous study, "momypedia," conducted in 2015, which reported that millennial mothers actively search the internet for toys that facilitate their children's cognitive and skill development (Marketingoops, 2016). However, millennial mothers express concern about the relatively limited variety of eco-friendly toys compared to conventional options. For instance, PlanToys, their wooden toy selection is categorized into just 11 groups: Active Play, Babies, Block and Construction, Games and Puzzles, Push and Pull, Music, Learning and Education, PlanHome, PlanMini, Pretend Play, and Water Play (PlanToys, 2023). This narrower range may not fully meet the diverse needs of children as they continue to grow and look for other toy categories.

"ECO-FRIENDLY TOY CHOICES OF MILLENNIAL MOTHERS: EMPHASIS ON QUALITY, PRICING, AND SHOPPING CONVENIENCE"

Since eco-friendly toys are relatively expensive and have a short product life cycle, influenced by the rapid growth of babies and children (Bangkok Biz News, 2022), millennial mothers seem to prioritize quality over eco-friendliness. As mothers age, they become more concerned with a product's functionality and durability (Tu et al., 2022). Therefore, unreasonably priced items might fail to capture the interest of millennial mothers (Songsermsawad, 2019). This tendency often leads them to actively seek promotions or discounts, both in physical stores and online since discounts significantly influence customers' decisions to opt for eco-friendly products (Songsermsawad, 2019). Additionally, the brand name carries significant weight in their decision-making process, as they tend to place trust in well-established brands. Consequently, brands that incorporate eco-friendly packaging can make their products more appealing to these consumers (Tu et al., 2022).

Moreover, 'convenience' emerges as a crucial driver behind the purchase decisions of millennial mothers. This aligns with research by Mettakit (2017), which identified convenience as a primary factor contributing to their positive perception. This convenience encompasses not only store proximity and well-displayed products but also streamlined payment and logistics processes, for example, free shipping, allowing them to efficiently manage their busy schedules.

"MILLENNIAL MOTHERS' ECO-FRIENDLY TOY BUYING JOURNEY: OCCASIONAL CONSIDERATION, QUICK RESEARCH, AND CONVENIENCE-DRIVEN DECISIONS"

Millennial mothers tend to make occasional purchases of eco-friendly toys due to several reasons. Firstly, toys are among the top three products that mothers typically spend on for their babies and children (Positioningmag, 2021). These toys fall into the category of fast-moving consumer goods (FMCG) because the types of toys in demand vary based on each child's age and skill development (Bangkok Biz News, 2022). As a result, millennial mothers prioritize other essential items such as food and clothing over toys. To be specific, eco-friendly toys are not a frequent consideration for these mothers, except on special occasions like birthdays. One key factor behind this is the higher price of eco-friendly toys, making them more suitable as gifts rather than everyday purchases. It's noteworthy that millennial mothers tend to engage in quick research when making these purchases, frequently comparing prices and brands and scanning some reviews from other mothers (Richards, Putnick, and Bornstein, 2020). Their busy roles as mothers align with Mettaji's 2017 observation that convenience is highly valued by millennial mothers. This often leads them to choose children's toys from reputable and well-known sustainable brands that prioritize safety, as shown in studies by Tu et al. (2022), Songsermsawad (2019) and (Chi et., al., 2021).

Being enthusiasts of convenience, millennial mothers have a preference for making purchases both in physical stores and online, choosing whichever option suits their convenience at the time. This inclination is consistent with the findings of Kimanee's study in 2019, which revealed that millennial mothers favored buying children's items from various e-marketplaces, social commerce platforms, and some even opted for pop-up stores when they happened to pass by them. Overall, millennial mothers are typically more inclined to share their thoughts and recommendations compared to mothers from other generations (Ayuningtyas, Prihatiningsih, and Laura, 2018). However, when it comes to eco-friendly toys, they are more selective in what they choose to share, generally doing so only when they are truly impressed. Additionally, they tend to favor face-to-face sharing rather than posting online reviews. This could be because they have a multitude of topics related to children to discuss, such as nutrition, child well-being, and more.

"MILLENNIAL MOTHERS' ECO-FRIENDLY TOY PURCHASING PATTERNS: BALANCING QUALITY, SOCIAL INPUT, AND INDEPENDENCE"

Millennial mothers often seek opinions from other mothers, utilizing sources like Google and Facebook reviews (Kimanee in 2019). Nevertheless, they tend to make their independent decisions when it comes to the final choice. This aligns with the findings of Zhang and Luo (2022), who observed that subjective norms, including seeking opinions from peers, have limited influence on adoption intentions. One possible explanation for this behavior is that "toys" are not as essential as other children's necessities. Consequently, the frequency of toy purchases is lower, despite millennial mothers acknowledging the superiority of eco-friendly toys over conventional ones. However, they still perceive eco-friendly toys as relatively expensive. Consequently, they strive to strike a balance between cost and quality when purchasing eco-friendly toys. This approach can be explained by the experiential hierarchy proposed by Solomon (2011), which suggests that millennial mothers evaluate intangible qualities of the product, such as attractive packaging and brand, before making a purchase decision.

Recommendations for Strategists:

- (1) Provide special birthday discounts (up to 30% off) of eco-friendly toys for children
- (2) Create a short content through (Mom) consumer reviews on social media platforms
- (3) Focus on quality (valuable and reasonable price) rather than eco-concept

Limitation and Suggestion for Further Research Study

1. The findings indicate that millennial mothers are price-conscious, resulting in fewer purchases of eco-friendly toys. However, they are willing to invest more in eco-friendly toys of high quality. Therefore, for the upcoming study, an experimental approach could be adopted, such as a 2X2 factorial design. This approach involves presenting various options (eco-friendly toys versus conventional toys) at different prices. This will help figure out exactly what millennial mothers prefer for their kids.

2. It is noticeable that millennial mothers who have just one child often choose eco-friendly toys while those who have two or three children prefer to pass down eco-friendly toys to other kids since they're strong and made from recycled materials. However, on special occasions like a younger child's birthday, a new toy might be bought. This insight suggests that future research might consider including the count of children in millennial mothers' homes as an important factor to study.

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