

Being like a child – whether, how and for whom we buy toys from nostalgic brands

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Abstract

This article reports the evaluation of consumer behaviour during the purchase of a nostalgic toy. The survey among 535 respondents, i.e., consumers representing generations X, Y, and Z, was conducted in the first quarter of 2023. The research results showed that 77% of respondents bought a nostalgic toy as a gift and 48% of respondents as a self-gift, at least once in their lifetime. According to respondents, the most influential determinant of whether or not an individual buys a nostalgic toy is the perceived quality, followed by the educational values a toy does reflect and its price. Moreover, the toy's perceived quality was a prevalent indicator of a toy purchase amongst the respondents who had children and those who did not. Amongst the three groups, a predisposition to buy self-gifts was found predominantly in the Millennial and post-Millennial generations, with statistically significantly higher predisposition observed in females than in males.

Subject Areas: *Branding, Consumer Behaviour, Intention-Behavior Link, Marketing Strategy*

Track: Product and Brand Management