

“A Fine Addition to my Collection” – Exploring Gen Y and Z’s Intention to Purchase Collectible Toys Through the Theory of Consumption Values

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Abstract:

This study investigates the application of the Theory of Consumption Values (TCV) to examine Millennials’ and Generation Z’s intention to purchase collectible toys. Focus group discussions with 76 participants identified Emotional Value and Social Value as dominant influences, reflecting the role of nostalgia and community in marketing strategies. Collectible toys were found to facilitate temporary escapes from routine and promote social belonging through shared storytelling among collectors. Functional and Epistemic Values were not significant, aligning with prior research highlighting inconsistencies in TCV constructs. These findings offer actionable insights for toy manufacturers to refine product offerings and strengthen brand positioning without significant strategy overhauls. The study is limited to Polish consumers, with an overrepresentation of Generation Z, necessitating further research with diverse and international cohorts to validate and generalize the results.

Keywords: toys, collecting behaviour, consumer behaviour

Track: Consumer Behaviour