

## **ABSTRACT**

Playthings or toys have a crucial role in cultivating a child; today's parents therefore should not overlook the significant criteria in choosing toys for their children. As a result, this study aimed to assess the Perceived Value and Desirable Characteristics of Wooden Toys in the view of Parents of children aged under 7 years old.

This study was implemented with 108 respondents and the survey was conducted through a self-administered questionnaire at toy departments, specialty toy stores, the Children's Discovery Museum, schools, and work places in Bangkok. The SPSS program was used to analyze the collected data in terms of descriptive statistics (e.g. frequency, percentage, and mean score). The study is divided into four sections: background information of parents, parents' perception of wooden toys, desirable characteristics of wooden toys, and experience in playing with toys and suggestions. For the first section regarding the background information of the parents, the majority of the respondents were females between 36 – 40 years old, who had Bachelor's degree, and 92.5% of them had 1-2 children between 5 – 7 years old.

Regarding the second section about the perceived value towards wooden toys, commonly parents perceived the value of wooden toys in terms of their educational value, entertainment value, safety, and attractiveness (design & functions) to be at a high level but did not agree that wooden toys contained the highest value in these dimensions compared to other kinds of toys.

According to the third section about desirable characteristics of wooden toys, parents would like wooden toys that are innovative, colorful and contained a variety of functions. Furthermore, toys should encourage a child's development, act as educational tools, and offer a reasonable price.

For the final section regarding experiences in playing with toys and suggestions for the development of good toys in the future, most of the parents had wonderful playing experience when they were young and this caused them to be careful in the selection of toys for their children. Also, their recommendations for the development of good toys were aligned with the scope of the dependent variables assessing parents' perception and the desirable characteristics of wooden toys.

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