

CHAPTER FOUR

RESULTS

This chapter presents the data collected from sampled parents who have children aged less than seven years old in Bangkok to find out the level of Perceived Value and Desirable Characteristics of Wooden Toys.

After processing all questionnaires by SPSS Version 15.0, the analysis was divided into four parts:

- 4.1 Background Information of Parents
- 4.2 Parents' Perception of Wooden Toys
- 4.3 Desirable Characteristics of Wooden Toys
- 4.4 Experience in playing with toys and suggestions

4.1 BACKGROUND INFORMATION OF PARENTS

The first part of the questionnaire sought the demographic data and background concerning gender, age, educational background, number of children, age level of children, occupation, level of authority, individual and family monthly income, and buying experience regarding wooden toys. The total number of respondents was 108 sampled parents. All information is displayed in the form of percentage of the respondents as follows:

Table 1 Demographic Data of Respondents

Demographic Data	Percentage
Gender	
Male	23.6
Female	76.4
Total	100.0
Age	
less than 25 years old	0.9
25-30 years old	13.1
31-35 years old	25.2
36-40 years old	36.5
41-45 years old	19.6
over 45 years old	4.7
Total	100.0

(table continues)

Table 1 Demographic Data of Respondents (continued)

Demographic Data	Percentage
Education	
Under Bachelor's Degree	9.2
Bachelor's Degree	67.6
Master's Degree or higher	20.4
Others	2.8
Total	100.0
Number of Children	
1 Child	50.5
2 Children	42.0
3 - 4 Children	7.5
Total	100.0
Children Age Level	
0 - 1 year old	5.5
> 1 - 3 years old	18.9
> 3 - 5 years old	31.5
> 5 - 7 years old	44.1
Total	100.0
Experience in Children's Education	
Yes	12.0
No	88.0
Total	100.0
Occupation	
Government Service	6.7
State Enterprise	6.7
Private Sector	62.9
Entrepreneurs	16.2
Freelances	1.0
Others	6.7
Total	100.0
Level of Authority	
Operation	51.1
Manager or higher	34.0
Others	14.9
Total	100.0
Individual Monthly Income	
10,000 baht and lower	7.8
10,001 - 20,000 baht	26.2
20,001 - 30,000 baht	17.5
30,001 - 40,000 baht	12.6
40,001 - 50,000 baht	8.7
Above 50,000 baht	27.2
Total	100.0
Family Monthly Income	
10,000 baht and lower	1.0
10,001 - 20,000 baht	9.5
20,001 - 30,000 baht	9.5

(table continues)

Table 1 Demographic Data of Respondents (continued)

Demographic Data	Percentage
30,001 - 40,000 baht	13.3
40,001 - 50,000 baht	11.4
Above 50,000 baht	55.2
Total	100.0
Experience Buying Wooden Toys	
Yes	87.7
No	12.3
Total	100.0

Gender: As shown in Table 1, most of the respondents were female (76.4%).

Age: Most of the respondents were 36 – 40 years old (36.5%), followed by 31 – 35 years old (25.2%) and 41 – 45 years old respectively.

Educational background: The majority of the respondents (67.6%) had Bachelor's degree and 20.4% had a Master's Degree or higher educational background.

Number of Children: The proportion of the respondents who had 1 child and 2 children were slightly different (50.5% and 42.0%). However, 92.5% of the respondents had 1-2 children.

Level of Children's Age: About 44.1% of the respondents had children aged 5-7 years old followed by 31.5% who had children aged 3-5 years old.

Experience in Children's Education: 88.0% of the sampled group had no experience in the children's educational sector.

Occupation: 62.9% of the parents worked in the private sector.

Level of Authority: 51.1% of the respondents worked at the operation level and only 34.0% worked at the managerial level or higher.

Individual Monthly Income: The majority of the sampled group (27.2%) had monthly income over 50,000 baht, followed by 26.2% who earned 10,001 – 20,000 baht a month.

Family Monthly Income: Most of the respondents (55.2%) had family income above 50,000 baht a month.

Experience Buying Wooden Toys: Most of the sampled group (about 87.7%) had bought wooden toys for their children before.

In addition, the top brands of domestic wooden toys mentioned by the sample group were PlanToys, Voila, WonderWorld, and Pin Toy.

4.2 PARENTS' PERCEPTION OF WOODEN TOYS

The second part looked at Parents' Perception of Wooden Toys. All information was measured in terms of Educational Value, Entertainment Value, Safety to Children, and Attractiveness (Design & Form). The questionnaire contained 28 close-ended questions using a Likert 5-point scale to measure the level of perception of the parents. The findings are shown in the form of frequency, percentage, mean score and statistical deviation.

Table 2 Perception of Wooden Toys in terms of Educational Value

Question		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	S.D.
1. Wooden toys enhance a child's development.	<i>n</i>	30	69	7	-	1	4.2	0.63
	<i>p</i>	28.0	64.5	6.5	-	0.9		
2. Wooden toys enhance a child's development more than other kinds of toys.	<i>n</i>	6	42	34	20	3	3.3	0.93
	<i>p</i>	5.7	40.0	32.4	19.0	2.9		
3. You buy wooden toys for your kids more than other kind of toys because of their educational value.	<i>n</i>	9	31	37	26	4	3.1	1.00
	<i>p</i>	8.4	29.0	34.6	24.3	3.7		
4. Other toys provide less educational value than wooden toys.	<i>n</i>	2	15	39	38	13	2.6	0.94
	<i>p</i>	1.9	14.0	36.4	35.5	12.1		
5. A child should have wooden toys for educational purposes.	<i>n</i>	17	51	33	3	2	3.7	0.83
	<i>p</i>	16.0	48.1	31.1	2.8	1.9		
6. Wooden toys in terms of educational value are worth their price.	<i>n</i>	2	34	38	26	6	3.0	0.94
	<i>p</i>	1.9	32.1	35.8	24.5	5.7		

According to Table 2, for question no.1 the majority of the sample group agreed that wooden toys enhanced a child's development (mean score 4.2). However, there was not a significant difference between those who agreed that wooden toys enhanced a child's development more than other kind of toys (40.0%) and those who were neutral (32.4%).

34.6% of the parents agreed that they would not buy wooden toys for their kids as apposed to other toys for the sake of educational value, nor did they believed that other toys provided less educational value than wooden toys (36.4%) which showed the lowest mean score at 2.6 . Also they did not feel that existing wooden toys were worth their price in terms of educational value (35.8%). However, they agreed that a child should have wooden toys for educational purposes.

Table 3 Perception of Wooden Toys in terms of Entertainment Value

Question		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	S.D.
1. Your children enjoy playing with wooden toys.	<i>n</i>	12	76	13	4	-	3.9	0.62
	<i>p</i>	11.4	72.4	12.4	3.8	-		
2. Your children to play with at least haft an hour with wooden toys.	<i>n</i>	5	57	31	10	1	3.5	0.78
	<i>p</i>	4.8	54.8	29.8	9.6	1.0		
3. Your children have more fun playing with wooden toys than others kind of toys.	<i>n</i>	4	18	46	36	3	2.8	0.87
	<i>p</i>	3.7	16.8	43.0	33.6	2.8		
4. Your children have more fun playing with wooden toys than plastic toys.	<i>n</i>	5	20	37	43	2	2.8	0.91
	<i>p</i>	4.7	18.7	34.6	40.2	1.9		
5. Your children have more fun playing with wooden toys than electronic toys.	<i>n</i>	2	14	43	43	4	2.7	0.82
	<i>p</i>	1.9	13.2	40.6	40.6	3.8		
6. Your children enjoy their wooden toys and always ask for them.	<i>n</i>	2	16	42	43	4	2.7	0.84
	<i>p</i>	1.9	15.0	39.3	40.2	3.7		
7. Existing wooden toys in terms of entertainment value are worth their price.	<i>n</i>	3	23	47	24	9	2.9	0.94
	<i>p</i>	2.8	21.7	44.3	22.6	8.5		

In reference to Table 3, the study showed that most of sampled group absolutely agreed that their children enjoyed and had fun playing with wooden toys (72.4% and mean score 3.9) However, when comparing the entertainment value to other toys, plastic toys and electronic toys, the study group were neutral with the mean scores at 2.8, 2.8 and 2.7 respectively. The majority (44.3%) were neutral about the comparison between entertainment value and price (mean score 2.9).

Table 4 Perception of Wooden Toys in terms of Safety to Children

Question		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	S.D.
1. Wooden toys are safe.	<i>n</i>	28	51	13	14	-	3.9	0.95
	<i>p</i>	26.4	48.1	12.3	13.2	-		
2. Wooden toys are safer than plastic and electronic toys.	<i>n</i>	26	51	22	6	1	3.9	0.87
	<i>p</i>	24.5	48.1	20.8	5.7	0.9		
3. You understand about toy safety standards.	<i>n</i>	16	64	24	2	1	3.9	0.72
	<i>p</i>	15.0	59.8	22.4	1.9	0.9		
4. You realize that safe toys must comply with physical tests (e.g. smooth surface, no chips or splinters, no sharp edges and points, no small parts or small balls in toys for children under 3 years)	<i>n</i>	54	45	5	1	-	4.4	0.63
	<i>p</i>	51.4	42.9	4.8	1.0	-		
5. You realize that safe toys must comply with flammability tests (e.g. a material needs to be tested to find out how quickly it will start on fire)	<i>n</i>	49	44	11	1	2	4.3	0.83
	<i>p</i>	45.8	41.1	10.3	0.9	1.9		
6. You realize that safe toys must comply with hazardous substances tests (e.g. eight hazardous substances must not be higher than a specific level).	<i>n</i>	55	37	11	2	2	4.3	0.87
	<i>p</i>	51.4	34.6	10.3	1.9	1.9		
7. You can differentiate between safe and unsafe toys.	<i>n</i>	32	52	20	3	-	4.1	0.77
	<i>p</i>	29.9	48.6	18.7	2.8	-		
8. Existing wooden toys are worth their prices.	<i>n</i>	9	44	41	11	2	3.4	0.86
	<i>p</i>	8.4	41.1	38.3	10.3	1.9		

Table 4 presents the Perception of Wooden Toys in terms of Safety to Children. The majority agreed that wooden toys were safe compared to plastic and electronic toys at a mean score of 3.9 . Most (51.4%) thought that they understood toy safety standards: physical tests, flammability tests, and hazardous substances tests (mean score 3.9, 4.4, 4.3 and 4.3 respectively). However, comparing safety value to price, the first group voted “agree” (41.1%) and the second group voted “neutral” (38.3%), with the mean score at 3.4 .

Table 5 Perception of Wooden Toys in terms of Attractiveness (Design & Functions)

Question		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	S.D.
1. Wooden toys are attractive to children.	<i>n</i>	11	62	26	8	-	3.7	0.75
	<i>p</i>	10.3	57.9	24.3	7.5	-		
2. Wooden toys contain an appropriate color as for children's products.	<i>n</i>	16	59	28	3	-	3.8	0.71
	<i>p</i>	15.1	55.7	26.4	2.8	-		
3. Wooden toys contain forms that attract children.	<i>n</i>	12	63	30	2	-	3.8	0.65
	<i>p</i>	11.2	58.9	28.0	1.9	-		
4. Wooden toys contain functions that attract children.	<i>n</i>	6	55	39	6	-	3.6	0.69
	<i>p</i>	5.7	51.9	36.8	5.7	-		
5. The Function of wooden toys play the most important role to attract children.	<i>n</i>	11	53	35	7	1	3.6	0.8
	<i>p</i>	10.3	49.5	32.7	6.5	0.9		
6. Wooden toys attract children at the same level as other kinds of toys.	<i>n</i>	6	48	42	11	-	3.5	0.76
	<i>p</i>	5.6	44.9	39.3	10.3	-		
7. Existing wooden toys contain good design and function relative to their price.	<i>n</i>	-	38	48	18	3	3.1	0.79
	<i>p</i>	-	35.5	44.9	16.8	2.8		

Table 5 presents the Perception of Wooden Toys in terms of Attractiveness (Design & Function). Most of the parents agreed that wooden toys were attractive for children (mean score 3.7), and contained appropriate colors, forms and functions (mean score 3.8, 3.8 and 3.6 respectively). Moreover, they also agreed that the functions of wooden toys were the most important factor to attract children (scored 3.6). Compared with other kinds of toys, wooden toys' attractiveness was at the same level as other toys (scored 3.5). When comparing attractiveness relative to price, the majority were neutral (mean score 3.1).

To clarify the degree of parents' perceived value towards wooden toys, this part describes the relationship between gender and the educational background of the sample group, as well as comments about the perception of wooden toys in terms of educational value, entertainment value, and safety to children.

Table 6 The correlation between Sex and the Perception that “Wooden toys enhance a child’s development”.

		Wooden toys enhance a child’s development					
		strongly disagree	neutral	agree	strongly agree	Total	
Sex	male	Count	0	4	17	3	24
		% within sex	0.0%	16.7%	70.8%	12.5%	100.0%
		% of Total	0.0%	3.8%	16.2%	2.9%	22.9%
	female	Count	1	3	51	26	81
		% within sex	1.2%	3.7%	63.0%	32.1%	100.0%
		% of Total	1.0%	2.9%	48.6%	24.8%	77.1%
Total	Count	1	7	68	29	105	
	% of Total	1.0%	6.7%	64.8%	27.6%	100.0%	

As shown in Table 6, there was a significant difference between males and females perceptions of Wooden Toys in terms of Educational Value. Female tended to have a more positive perception than males in terms of “agree” and “strongly agree” (95.1% and 83.3%).

Table 7 The correlation between Sex and Perception that “Wooden toys are safe”

		Wooden toys are safe					
			disagree	neutral	agree	strongly agree	Total
Sex	male	Count	4	4	9	7	24
		% within sex	16.7%	16.7%	37.5%	29.2%	100.0%
		% of Total	3.8%	3.8%	8.7%	6.7%	23.1%
	female	Count	10	9	41	20	80
		% within sex	12.5%	11.3%	51.3%	25.0%	100.0%
		% of Total	9.6%	8.7%	39.4%	19.2%	76.9%
Total	Count	14	13	50	27	104	
	% of Total	13.5%	12.5%	48.1%	26.0%	100.0%	

According to Table 7, the results show that females tended to have a more positive perception about the claim that “Wooden toys are safe” than males in terms of “agree” and “strongly agree” (76.3% and 66.7%).

Table 8 The correlation between Sex and Perception in terms of Price and Safety

			The existing wooden toys are worth their price					Total
			strongly disagree	disagree	neutral	agree	strongly agree	
Sex	male	Count	1	0	14	6	3	24
		% within sex	4.2%	0.0%	58.3%	25.0%	12.5%	100.0%
		% of Total	1.0%	0.0%	13.3%	5.7%	2.9%	22.9%
	female	Count	1	11	25	38	6	81
		% within sex	1.2%	13.6%	30.9%	46.9%	7.4%	100.0%
		% of Total	1.0%	10.5%	23.8%	36.2%	5.7%	77.1%
Total	Count		2	11	39	44	9	105
	% of Total		1.9%	10.5%	37.1%	41.9%	8.6%	100.0%

As shown in Table 8, female parents tended to agree that existing wooden toys are worth their price in terms of safety more than male parents at a percentage of 54.3% and 37.5%, respectively, when adding “agree” and “strongly agree” together.

Table 9 The correlation between Education and Perception for the claim of “Wooden toys enhance children’s development”

			Wooden toys enhance a children’s development				Total
			strongly disagree	neutral	agree	strongly agree	
Educational background	under BA	Count	0	2	5	3	10
		% within education	0.0%	20.0%	50.0%	30.0%	100.0%
		% of Total	0.0%	1.9%	4.7%	2.8%	9.3%
	BA	Count	1	3	49	19	72
		% within education	1.4%	4.2%	68.1%	26.4%	100.0%
		% of Total	0.9%	2.8%	45.8%	17.8%	67.3%
	MA and over	Count	0	2	14	6	22
		% within education	0.0%	9.1%	63.6%	27.3%	100.0%
		% of Total	0.0%	1.9%	13.1%	5.6%	20.6%
	others	Count	0	0	1	2	3
		% within education	0.0%	0.0%	33.3%	66.7%	100.0%
		% of Total	0.0%	0.0%	0.9%	1.9%	2.8%
Total	Count		1	7	69	30	107
	% of Total		0.9%	6.5%	64.5%	28.0%	100.0%

Table 9 shows there was no significant difference between “agree” and “strongly agree” with the statement that wooden toys enhance a child’s development among parents who had different educational backgrounds.

Table 10 The correlation between Education and Perception in terms of Price and Educational Value

			Existing wooden toys in terms of educational value are worth their price					Total
			strongly disagree	disagree	neutral	agree	strongly agree	
Educational background	under BA	Count	1	2	2	5	0	10
		% within education	10.0%	20.0%	20.0%	50.0%	0.0%	100.0%
		% of Total	0.9%	1.9%	1.9%	4.7%	0.0%	9.4%
	BA	Count	5	18	25	21	2	71
		% within education	7.0%	25.4%	35.2%	29.6%	2.8%	100.0%
		% of Total	4.7%	17.0%	23.6%	19.8%	1.9%	67.0%
	MA and over	Count	0	6	10	6	0	22
		% within education	0.0%	27.3%	45.5%	27.3%	0.0%	100.0%
		% of Total	0.0%	5.7%	9.4%	5.7%	0.0%	20.8%
	others	Count	0	0	1	2	0	3
		% within education	0.0%	0.0%	33.3%	66.7%	0.0%	100.0%
		% of Total	0.0%	0.0%	0.9%	1.9%	0.0%	2.8%
Total		Count	6	26	38	34	2	106
		% of Total	5.7%	24.5%	35.8%	32.1%	1.9%	100.0%

Table 11 The correlation between Education and Perception in terms of Price and Entertainment Value

			Existing wooden toys in terms of entertainment value are worth their price					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Education al backgrou nd	under BA	Count	2	1	3	2	1	9
		% within education	22.2%	11.1%	33.3%	22.2%	11.1%	100.0%
		% of Total	1.9%	0.9%	2.8%	1.9%	0.9%	8.5%
	BA	Count	6	17	31	16	2	72
		% within education	8.3%	23.6%	43.1%	22.2%	2.8%	100.0%
		% of Total	5.7%	16.0%	29.2%	15.1%	1.9%	67.9%
	MA and over	Count	1	6	12	3	0	22
		% within education	4.5%	27.3%	54.5%	13.6%	0.0%	100.0%
		% of Total	0.9%	5.7%	11.3%	2.8%	0.0%	20.8%
	others	Count	0	0	1	2	0	3
		% within education	0.0%	0.0%	33.3%	66.7%	0.0%	100.0%
		% of Total	0.0%	0.0%	0.9%	1.9%	0.0%	2.8%
Total		Count	9	24	47	23	3	106
		% of Total	8.5%	22.6%	44.3%	21.7%	2.8%	100.0%

Table 10 and 11 show the parents who held under a Bachelor's degree and other education levels tended to have a more positive perception than the parents who had a Bachelor's degree or Master's degree or higher when number of voters for "agree" and "strongly agree" were counted under the category of *Perception of Wooden in terms of Price and Educational Value, and Comparison between Price and Entertainment Value*. In a word, the Master's degree or higher education group voted for those two categories at 27.3% and 13.6%, respectively.

Table 12 The correlation between Education and Perception “Wooden toys are safe”

			Wooden toys are safe				
			disagree	neutral	agree	strongly agree	Total
Educational background	under BA	Count	0	2	6	2	10
		% within education	0.0%	20.0%	60.0%	20.0%	100.0%
		% of Total	0.0%	1.9%	5.7%	1.9%	9.4%
	BA	Count	10	7	36	18	71
		% within education	14.1%	9.9%	50.7%	25.4%	100.0%
		% of Total	9.4%	6.6%	34.0%	17.0%	67.0%
	MA and over	Count	4	3	9	6	22
		% within education	18.2%	13.6%	40.9%	27.3%	100.0%
		% of Total	3.8%	2.8%	8.5%	5.7%	20.8%
	others	Count	0	1	0	2	3
		% within education	0.0%	33.3%	0.0%	66.7%	100.0%
		% of Total	0.0%	0.9%	0.0%	1.9%	2.8%
Total		Count	14	13	51	28	106
		% of Total	13.2%	12.3%	48.1%	26.4%	100.0%

Table 12 shows that there was no significantly difference among parents who had different educational backgrounds, but the fourth group, which contained “other education” had less confidence about this claim.

4.3 DESIRABLE CHARACTERISTICS OF WOODEN TOYS

This part identified the Desirable Characteristics of Wooden Toys under the categories of design, functions, benefits and prices. All information was measured in terms of 25 closed-ended questions with a Likert 5-point scale. The findings are shown in the form of frequency, percentage, mean score and statistical deviation.

Table 13 Desirable Characteristics of Wooden Toys in terms of Design

Question		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	S.D.
1. You want toys with innovative designs, which are different than traditional toys.	<i>n</i>	43	47	13	4	-	4.2	0.80
	<i>p</i>	40.2	43.9	12.1	3.7	-		
2. You do not want toys with traditional designs anymore.	<i>n</i>	8	26	37	31	4	3.0	1.00
	<i>p</i>	7.5	24.5	34.9	29.2	3.8		
3. You accept toys with very innovative or abstract designs, even if they are not familiar to what you have seen before	<i>n</i>	16	73	16	1	-	4.0	0.58
	<i>p</i>	15.1	68.9	15.1	0.9	-		
4. You want innovative designs which contain some characteristics familiar to you (e.g. trees, animals and houses)	<i>n</i>	21	68	17	1	-	4.0	0.63
	<i>p</i>	19.6	63.6	15.9	0.9	-		
5. You prefer toys in colorful shades to classic shades (e.g. earth tones and pastel colors).	<i>n</i>	22	53	17	13	2	3.7	0.98
	<i>p</i>	20.6	49.5	15.9	12.1	1.9		
6. You prefer wooden toys in all wood material to mixed materials.	<i>n</i>	30	38	25	14	-	3.8	1.00
	<i>p</i>	28.0	35.5	23.4	13.1	-		

As shown in Table 13, the majority (43.9%) agreed that they wanted toys with innovative designs which were different from traditional toys, rated at mean score 4.2 . In addition, there was no significant difference between the first group (43.9%) who voted for “agree” and the second (40.2%) who voted for “strongly agree”.

The majority were neutral about not wanting traditional designs anymore (34.9%). Generally, most of the parents agreed that they could accept very innovative designs which still had familiar characteristics and colorful shades at the mean scores 4.0, 4.0 and 3.7, respectively.

Furthermore, most of the parents (35.5%) preferred all wood material to mixed material, rated at the mean score of 3.8 . On the other hand, 28.0% voted for “strongly agree”.

Table 14 Desirable Characteristics of Wooden Toys in terms of Functions

Question		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	S.D.
1. You want toys with functions which focus on a child's development and education.	<i>n</i>	49	51	7	-	-	4.4	0.61
	<i>p</i>	45.8	47.7	6.5	-	-		
2. You want toys that children enjoy playing with.	<i>n</i>	43	59	5	-	-	4.4	0.57
	<i>p</i>	40.2	55.1	4.7	-	-		
3. You want toys with exciting & unexpected functions	<i>n</i>	46	48	11	2	-	4.3	0.73
	<i>p</i>	43.0	44.9	10.3	1.9	-		
4. You are satisfied with the functions of the toys in the market.	<i>n</i>	14	65	24	3	1	3.8	0.72
	<i>p</i>	13.1	60.7	22.4	2.8	0.9		
5. You want toys that can be transformed into other shapes and designs.	<i>n</i>	46	56	2	2	-	4.4	0.62
	<i>p</i>	43.4	52.8	1.9	1.9	-		

Table 14 illustrates the Desirable Characteristics of Wooden Toys in terms of Functions. The results show that most of the parents preferred toy functions which aimed to promote a child's development and education, and which were fun and exciting. Moreover, the toys should feature a variety of functions or transform into other shapes or forms. All the comment above were rated at a mean score of 4.4 . The lowest mean score was still rated at a high level (3.8), which was question no. 4 regarding parents' satisfaction towards toy functions in the market with 60.7% voting "agree" for this statement.

Table 15 Desirable Characteristics of Wooden Toys in terms of Benefits

Question		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	S.D.
1. You want wooden toys that enhance children's physical development.	<i>n</i>	56	48	3	-	-	4.5	0.56
	<i>p</i>	52.3	44.9	2.8	-	-		
2. You want wooden toys that enhance children's IQ	<i>n</i>	64	42	1	-	-	4.6	0.51
	<i>p</i>	59.8	39.3	0.9	-	-		
3. You want wooden toys that encourage children's EQ and Social Interaction	<i>n</i>	61	43	3	-	-	4.5	0.55
	<i>p</i>	57.0	40.2	2.8	-	-		
4. You want wooden toys that children enjoy playing with.	<i>n</i>	59	43	5	-	-	4.5	0.59
	<i>p</i>	55.1	40.2	4.7	-	-		
5. You want wooden toys that encourage the relationship between parents and children, not toys that children play with alone.	<i>n</i>	57	46	2	2	-	4.5	0.63
	<i>p</i>	53.3	43.0	1.9	1.9	-		
6. You want wooden toys that act as educational aids.	<i>n</i>	59	41	5	1	-	4.5	0.64
	<i>p</i>	55.7	38.7	4.7	0.9	-		
7. You want wooden toys that are durable and worth their price.	<i>n</i>	66	36	1	-	-	4.6	0.5
	<i>p</i>	64.1	35.0	1.0	-	-		

In reference to Table 15 and the Desirable Characteristics of Wooden Toys in terms of the Benefits, 52.3% of the parents strongly supported that they preferred wooden toys that enhanced children's physical's development and 59.8% also wanted wooden toys that encouraged children's IQ (mean score 4.5 and 4.6). In additional, 57.0% of the group strongly agreed that wooden toys should encourage children's EQ and Social Interaction as well as encourage the relationship between parents and children (53.3%) at a mean score of 4.5 . 55.7% of the support group also strongly confirmed that wooden toys should act as educational aids for children. Finally, 64.1% of the parents absolutely agreed that wooden toys should be durable and worth of their price (mean score 4.6).

Table 16 Desirable Characteristics of Wooden Toys in terms of Price

Question		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	S.D.
1. You are satisfied with current price of wooden toys (without promotions).	<i>n</i>	4	29	36	31	5	2.9	0.96
	<i>p</i>	3.8	27.6	34.3	29.5	4.8		
2. Wooden toy prices should be lower.	<i>n</i>	50	33	18	4		4.2	0.87
	<i>p</i>	47.6	31.4	17.1	3.8	0.0		
3. Wooden toy prices can be higher if they contain more sophisticated functions.	<i>n</i>	14	52	29	7	2	3.7	0.87
	<i>p</i>	13.5	50.0	27.9	6.7	1.9		
4. You can accept prices of domestic wooden toys being the same level as wooden toys from Western countries.	<i>n</i>	17	44	29	11	3	3.6	0.98
	<i>p</i>	16.3	42.3	27.9	10.6	2.9		
5. You can accept wooden toys prices being higher than plastic toys.	<i>n</i>	10	60	22	11	1	3.6	0.83
	<i>p</i>	9.6	57.7	21.2	10.6	1.0		
6. You can accept wooden toys at a higher price if they guarantee safety.	<i>n</i>	18	57	25	5	-	3.8	0.76
	<i>p</i>	17.1	54.3	23.8	4.8	-		
7. You can accept wooden toys at a higher price if the company follows CSR policy and is kind to the environment.	<i>n</i>	20	50	30	5	-	3.8	0.8
	<i>p</i>	19.0	47.6	28.6	4.8	-		

Table 16, the Desirable Characteristics of Wooden Toys in terms of Prices shows that the majority of the parents (34.3%) felt neutral about the current price of wooden toys (without promotions) and 29.5% disagreed with the current price (mean score 2.9) . 47.6% of the study group strongly agreed that wooden toy prices should be lower.

However, 50.0% of the sampled parents agreed that wooden toy prices could be higher if they contained sophisticated functions (mean score 3.7). 42.3% of parents agreed that the same price level for domestic and imported wooden toys was acceptable. Most of the parents (57.7%) agreed that wooden toy prices were higher than plastic toys (mean score 3.6). 54.3% accepted higher-priced wooden toys if there was a safety guarantee and 47.6% of the sample group would pay a higher-priced for businesses mad toys in accordance with CSR policy and which were environmental friendly.

In addition, to clarify the degree of parents' perceived value towards the desirable characteristics of wooden toys, this part describes the relationship between educational background and family income of the sample group and comments about

the perception of wooden toys in terms of design, functions, benefits and price. The findings are as follows:

Table 17 The correlation between Education and Desirable Characteristics of Wooden Toys in terms of existing toy functions in the market

			You are satisfied with toy functions in the market					Total
			strongly disagree	disagree	neutral	agree	strongly agree	
Educational background	under BA	Count	0	0	1	8	1	10
		% within education	0.0%	0.0%	10.0%	80.0%	10.0%	100.0%
		% of Total	0.0%	0.0%	0.9%	7.5%	0.9%	9.3%
	BA	Count	1	2	15	45	9	72
		% within education	1.4%	2.8%	20.8%	62.5%	12.5%	100.0%
		% of Total	0.9%	1.9%	14.0%	42.1%	8.4%	67.3%
	MA and over	Count	0	1	7	11	3	22
		% within education	0.0%	4.5%	31.8%	50.0%	13.6%	100.0%
		% of Total	0.0%	0.9%	6.5%	10.3%	2.8%	20.6%
	others	Count	0	0	1	1	1	3
		% within education	0.0%	0.0%	33.3%	33.3%	33.3%	100.0%
		% of Total	0.0%	0.0%	0.9%	0.9%	0.9%	2.8%
Total		Count	1	3	24	65	14	107
		% of Total	0.9%	2.8%	22.4%	60.7%	13.1%	100.0%

Table 17 shows that the parents who had Bachelor's degrees and Master's degrees or higher had less satisfaction towards existing wooden toy functions in the market. In addition, the highest educational background group had the least satisfaction (63.6%).

Table 18 The correlation between Education and Desirable Characteristics of Wooden Toys regarding encouraging Family Relationships

			Demand for wooden toys that encourage family relationships				
			disagree	neutral	agree	strongly agree	Total
Educational background	under BA	Count	0	1	5	4	10
		% within education	0.0%	10.0%	50.0%	40.0%	100.0%
		% of Total	0.0%	0.9%	4.7%	3.7%	9.3%
	BA	Count	1	1	30	40	72
		% within education	1.4%	1.4%	41.7%	55.6%	100.0%
		% of Total	0.9%	0.9%	28.0%	37.4%	67.3%
	MA and over	Count	1	0	11	10	22
		% within education	4.5%	0.0%	50.0%	45.5%	100.0%
		% of Total	0.9%	0.0%	10.3%	9.3%	20.6%
	others	Count	0	0	0	3	3
		% within education	0.0%	0.0%	0.0%	100.0%	100.0%
		% of Total	0.0%	0.0%	0.0%	2.8%	2.8%
Total		Count	2	2	46	57	107
		% of Total	1.9%	1.9%	43.0%	53.3%	100.0%

Table 19 The correlation between Education and Desirable Characteristics of Wooden Toys as educational aids

			Demand for wooden toys as educational aids				
			disagree	neutral	agree	strongly agree	Total
Educational background	under BA	Count	0	0	5	5	10
		% within education	0.0%	0.0%	50.0%	50.0%	100.0%
		% of Total	0.0%	0.0%	4.7%	4.7%	9.4%
	BA	Count	1	5	22	43	71
		% within education	1.4%	7.0%	31.0%	60.6%	100.0%
		% of Total	0.9%	4.7%	20.8%	40.6%	67.0%
	MA and over	Count	0	0	12	10	22
		% within education	0.0%	0.0%	54.5%	45.5%	100.0%
		% of Total	0.0%	0.0%	11.3%	9.4%	20.8%
	others	Count	0	0	2	1	3
		% within education	0.0%	0.0%	66.7%	33.3%	100.0%
		% of Total	0.0%	0.0%	1.9%	0.9%	2.8%
Total		Count	1	5	41	59	106
		% of Total	0.9%	4.7%	38.7%	55.7%	100.0%

Table 18 and 19 illustrate no difference among parents from different educational backgrounds for these statements. All of them had positive comments at the level of 90.0% or more.

Table 20 The correlation between Education and Desirable Characteristics of Wooden Toys in terms of Price Satisfaction

			You are satisfied with the current prices of wooden toys					Total
			strongly disagree	disagree	neutral	agree	strongly agree	
Educational background	under BA	Count	1	2	3	4	0	10
		% within education	10.0%	20.0%	30.0%	40.0%	0.0%	100.0%
		% of Total	1.0%	1.9%	2.9%	3.8%	0.0%	9.5%
	BA	Count	3	21	23	20	3	70
		% within education	4.3%	30.0%	32.9%	28.6%	4.3%	100.0%
		% of Total	2.9%	20.0%	21.9%	19.0%	2.9%	66.7%
	MA and over	Count	1	8	9	4	0	22
		% within education	4.5%	36.4%	40.9%	18.2%	0.0%	100.0%
		% of Total	1.0%	7.6%	8.6%	3.8%	0.0%	21.0%
	others	Count	0	0	1	1	1	3
		% within education	0.0%	0.0%	33.3%	33.3%	33.3%	100.0%
		% of Total	0.0%	0.0%	1.0%	1.0%	1.0%	2.9%
Total		Count	5	31	36	29	4	105
		% of Total	4.8%	29.5%	34.3%	27.6%	3.8%	100.0%

In reference to Table 20, it shows that the parents who had the highest education had the least satisfaction regarding current wooden toy prices (18.2%). Conversely, those with under a Bachelor's degrees felt satisfied at 40.0% and the "other" group was 66.7%. All except for the "other" group voted for this statement at less than 50.0%.

Table 21 The correlation between Education and Desirable Characteristics in terms of a Price comparison between Wooden and Plastic Toys

			You can accept wooden toys at a higher price than plastic toys					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Educational background	under BA	Count	0	2	3	5	0	10
		% within education	0.0%	20.0%	30.0%	50.0%	0.0%	100.0%
		% of Total	0.0%	1.9%	2.9%	4.8%	0.0%	9.6%
	BA	Count	0	7	14	42	6	69
		% within education	0.0%	10.1%	20.3%	60.9%	8.7%	100.0%
		% of Total	0.0%	6.7%	13.5%	40.4%	5.8%	66.3%
	MA and over	Count	1	2	4	12	3	22
		% within education	4.5%	9.1%	18.2%	54.5%	13.6%	100.0%
		% of Total	1.0%	1.9%	3.8%	11.5%	2.9%	21.2%
	others	Count	0	0	1	1	1	3
		% within education	0.0%	0.0%	33.3%	33.3%	33.3%	100.0%
		% of Total	0.0%	0.0%	1.0%	1.0%	1.0%	2.9%
Total	Count	1	11	22	60	10	104	
	% of Total	1.0%	10.6%	21.2%	57.7%	9.6%	100.0%	

Table 21 shows that all groups of parents understood and accepted wooden toys being priced higher than plastic toys at the level of 50.5% up. Parents who had a Bachelor's degree or Master's degree or higher supported this idea more than the less than Bachelor's degree group significantly.

Table 22 The correlation between Education and Desirable Characteristics of Wooden Toys in terms of Price and Safety Guarantee

			You can accept higher wooden toy prices if they guarantee safety				
			disagree	neutral	agree	strongly agree	Total
Educational background	under BA	Count	2	3	5	0	10
		% within education	20.0%	30.0%	50.0%	0.0%	100.0%
		% of Total	1.9%	2.9%	4.8%	0.0%	9.5%
	BA	Count	2	16	39	13	70
		% within education	2.9%	22.9%	55.7%	18.6%	100.0%
		% of Total	1.9%	15.2%	37.1%	12.4%	66.7%
	MA and over	Count	1	6	12	3	22
		% within education	4.5%	27.3%	54.5%	13.6%	100.0%
		% of Total	1.0%	5.7%	11.4%	2.9%	21.0%
	others	Count	0	0	1	2	3
		% within education	0.0%	0.0%	33.3%	66.7%	100.0%
		% of Total	0.0%	0.0%	1.0%	1.9%	2.9%
Total		Count	5	25	57	18	105
		% of Total	4.8%	23.8%	54.3%	17.1%	100.0%

Table 22 shows that parents who had Bachelor's degrees or Master's degree or higher were more willing to pay for safety guarantees toys for their children than the ones who had less than a Bachelor's degree (68.2%, 74.3% and 50.0% respectively). The "other" group voted at the highest level in support of this comment.

Table 23 The correlation between Family Income and Desirable Characteristics in terms of Satisfaction with Current Wooden Toys Prices

			Satisfaction with current wooden toy prices					
			strongly disagree	disagree	neutral	agree	strongly agree	Total
Family income	thb10,000 and under	Count	0	0	1	0	0	1
		% within income	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
		% of Total	0.0%	0.0%	1.0%	0.0%	0.0%	1.0%
	thb10,001- 20,000	Count	0	1	4	5	0	10
		% within income	0.0%	10.0%	40.0%	50.0%	0.0%	100.0%
		% of Total	0.0%	1.0%	3.9%	4.9%	0.0%	9.8%
	thb20,001- 30,000	Count	1	0	3	5	1	10
		% within income	10.0%	0.0%	30.0%	50.0%	10.0%	100.0%
		% of Total	1.0%	0.0%	2.9%	4.9%	1.0%	9.8%
	thb30,001- 40,000	Count	1	4	4	2	1	12
		% within income	8.3%	33.3%	33.3%	16.7%	8.3%	100.0%
		% of Total	1.0%	3.9%	3.9%	2.0%	1.0%	11.8%
	thb40,001- 50,000	Count	0	4	3	4	1	12
		% within income	0.0%	33.3%	25.0%	33.3%	8.3%	100.0%
		% of Total	0.0%	3.9%	2.9%	3.9%	1.0%	11.8%
	over thb50,000	Count	3	21	20	12	1	57
		% within income	5.3%	36.8%	35.1%	21.1%	1.8%	100.0%
		% of Total	2.9%	20.6%	19.6%	11.8%	1.0%	55.9%
Total	Count	5	30	35	28	4	102	
	% of Total	4.9%	29.4%	34.3%	27.5%	3.9%	100.0%	

According to Table 23, the result shows that only the parents who earned 30,000 – 10,001 baht per month confirmed satisfaction at the level of 50.0% up. The others had lower than 50.0% satisfaction, especially the group which had the highest income of more than 50,000 baht per month (22.8%). On the contrary, this group had the highest level of dissatisfaction compared to the other groups (42.1%). 100.0% of the parents who earned 10,000 baht and under voted “neutral”.

Table 24 The correlation between Family Income and Desirable Characteristics of a Price between Domestic and Western toys.

			You can accept domestic wooden toys at the same price as imported wooden toys from Western countries.					Total
			strongly disagree	disagree	neutral	agree	strongly agree	
Family income	thb10,000 and under	Count	0	0	0	1	0	1
		% within income	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%
		% of Total	0.0%	0.0%	0.0%	1.0%	0.0%	1.0%
	thb10,001-20,000	Count	0	1	2	6	1	10
		% within income	0.0%	10.0%	20.0%	60.0%	10.0%	100.0%
		% of Total	0.0%	1.0%	2.0%	5.9%	1.0%	9.9%
	thb20,001-30,000	Count	0	2	3	4	1	10
		% within income	0.0%	20.0%	30.0%	40.0%	10.0%	100.0%
		% of Total	0.0%	2.0%	3.0%	4.0%	1.0%	9.9%
	thb30,001-40,000	Count	1	0	3	5	3	12
		% within income	8.3%	0.0%	25.0%	41.7%	25.0%	100.0%
		% of Total	1.0%	0.0%	3.0%	5.0%	3.0%	11.9%
	thb40,001-50,000	Count	0	0	5	4	3	12
		% within income	0.0%	0.0%	41.7%	33.3%	25.0%	100.0%
		% of Total	0.0%	0.0%	5.0%	4.0%	3.0%	11.9%
	over thb50,000	Count	2	7	15	24	8	56
		% within income	3.6%	12.5%	26.8%	42.9%	14.3%	100.0%
		% of Total	2.0%	6.9%	14.9%	23.8%	7.9%	55.4%
	Total	Count	3	10	28	44	16	101
		% of Total	3.0%	9.9%	27.7%	43.6%	15.8%	100.0%

Table 24 shows the result that all groups supported this idea at the level of 50.0% up. The highest income group had significantly less agreement with this claim when compared to the parents who earned 10,000 and under, and 10,001 – 20,000 baht per month. On the other hand, the parents who earned over 50,000 baht per month had the highest negative comment at 16.1%

Table 25 The correlation between Family Income and Desirable Characteristics in terms of a Price Comparison between Wooden and Plastic Toys

			You can accept wooden toys at a higher price than plastic toys					Total
			strongly disagree	disagree	neutral	agree	strongly agree	
Family income	thb10,000 and under	Count	0	0	1	0	0	1
		% within income	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
		% of Total	0.0%	0.0%	1.0%	0.0%	0.0%	1.0%
	thb10,001-20,000	Count	0	0	3	6	1	10
		% within income	0.0%	0.0%	30.0%	60.0%	10.0%	100.0%
		% of Total	0.0%	0.0%	3.0%	5.9%	1.0%	9.9%
	thb20,001-30,000	Count	0	0	1	8	1	10
		% within income	0.0%	0.0%	10.0%	80.0%	10.0%	100.0%
		% of Total	0.0%	0.0%	1.0%	7.9%	1.0%	9.9%
	thb30,001-40,000	Count	0	0	3	6	2	11
		% within income	0.0%	0.0%	27.3%	54.5%	18.2%	100.0%
		% of Total	0.0%	0.0%	3.0%	5.9%	2.0%	10.9%
	thb40,001-50,000	Count	0	3	4	3	2	12
		% within income	0.0%	25.0%	33.3%	25.0%	16.7%	100.0%
		% of Total	0.0%	3.0%	4.0%	3.0%	2.0%	11.9%
	over thb50,000	Count	1	7	10	36	3	57
		% within income	1.8%	12.3%	17.5%	63.2%	5.3%	100.0%
		% of Total	1.0%	6.9%	9.9%	35.6%	3.0%	56.4%
	Total	Count	1	10	22	59	9	101
		% of Total	1.0%	9.9%	21.8%	58.4%	8.9%	100.0%

According to Table 25, the results show that almost all the parents were willing to pay a higher price for wooden toys than plastic toys. However, the parents who generated family income over 50,000 baht per month were the least positive (5.3%). If voters for “agree” and “strongly agree” are counted together, the parents who earned 40,000 – 30,001 baht a month had the least satisfaction (31.7%).

4.5 EXPERIENCES IN PLAYING WITH TOYS AND SUGGESIONS

This final part investigated the play experiences of the parents and asked for suggestions for developing good toys through open-ended question.

Table 26 Play Experiences of parents and Suggestions to develop good toys

1. What was the most impressive toy in your childhood?
- Lego, pop-up children's book
- Dress-up dolls, Cooking utensils
- Did not have many toys but had drawing materials
- Colorful wooden blocks
- Traditional toys
- Memory games
- Rocking Horse
- Clay
2. What kind of play did you enjoy the most when you were young?
- Any competitive games
- Outdoor play
- Children's VDO records
- Drawing
- Role Play
- Barbie dolls
- Group play
- Memory games
- Jigsaw, 3-D Jigsaw
- Ring Toss
- Electronic toys
- Clay
3. What are your suggestions for developing a good toy?
- Reasonable price
- Transformable toys, open-ended toys
- Variety, Colorful & Fun
- Safe, no small parts
- Safe, Durable
- Fulfill children's need and development
- Allow children to design their own toys or develop their own rules
- Promote family relationships
- Promote children's development, imagination, logical thinking, concentration, IQ & EQ
- Vocabulary games, mathematics games

In reference to Table 26, it can be concluded from the answers above that some of the sampled parents did not have many fancy toys, but they did have wonderful play experiences with their simple toys or materials. As for recommendations about developing good toys, they mostly focused on price, functions and benefits.

In summary, this chapter presented the results of the study of Perceived Value and Desirable Characteristics of Wooden Toys in the view of Parents of Children aged under 7 years old. The results were reported in tables with descriptive statistics (e.g. frequency, mean and percentage) and a brief comment summary, as well as

explanations. The findings of the study will be summarized and discussed in the next chapter.