Section A-Research paper
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Protecting Children In India From Hazardous Chinese Toys

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ABSTRACT

From being a child to an adult, toys are a crucial part in developing one's sense of self. Toys made in China are practically universally in the possession of Indian children and their parents, just like other goods. These Chinese toys are readily available in the Indian market, very appealing, and reasonably priced. There have also been concerns about the safety of toys with Toys may be regarded as the most important plaything by young children, adolescents, and occasionally adults. Toys also present a number of risks, including radioactivity, flammability, hygiene, and chemical, physical, and mechanical risks.

Warnings and restrictions on toys are crucial since kids have not yet developed the ability to differentiate between safe and dangerous, and parents often fail to consider all potential outcomes. Every country has its own laws regarding the safety of toys. However, most of countries now attempt to harmonize their policies because of globalization and the opening of markets. Most parents occasionally disregard safety laws in favor of the appeal and cost of the items. This encourages people to turn to Chinese toys, which are inexpensive and highly appealing. The current study, "Protecting Children In India From Hazardous Chinese Toys" is an attempt to draw attention to the myriad problems with Chinese toys being sold in the Indian market from the perspective of Indian parents. Additionally, it examines the effect Chinese toys have on Indian consumers of toys.

Keywords: ***Toy Consumers, Environmnetal Hazards, Toxic Chemicals, Chinese Toys, Parents, U.P., Delhi, Haryana, Indian Government Poiclies***

The toys one played with as a child, whether they were soft toys, remote-control cars, mechanical robots, board games, crayons, paints, or lego blocks, always bring back memories

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of those happy times. The development of one's personal identity from a child to an adult depends on all of these items and many more. Toys also present a number of risks, including radioactivity, flammability, hygiene, and chemical, physical, and mechanical risks. To give just a few examples, Toys that are not produced with care and accuracy run the risk of releasing hazardous materials (chemical hazard), breaking into smaller pieces that kids can inadvertently swallow (physical and mechanical hazard), burning readily (flammability hazard), or having tiny holes where a kid's finger could fit. It's interesting to note that these products include a wide variety of classic Indian toys, which are progressively regaining popularity thanks to a makeover.

Indian Toy Consumers

- The largest consumer group in the Indian toy industry is pre-teens, who range in age from 7 to 12.
- They produce 44% of the value of sales. They are important decision-makers in this day and age, and they are made aware of the variety of products through their media intake.
- There aren't many toys available in India for adults, and Indian shoppers are notoriously sensitive to prices and prone to hasty buying. As a consequence, 46% of sales are made up of toys with a low price point up to 199 INR (3.30 USD*). This is consistent with the emphasis many Indian toy producers place on unbranded toys.
- Independent local neighborhood retailers were among the top shopping destinations for Indians.
- When someone receives a present in India, it is customary for that person to return the favor by giving him a gift in return.
- A growing demand for licensed toys is driven by businesses that can access and have experience with toys and games in the United States and Europe and are adapting them for India too.
- Due to rising internet usage, better products in terms of variety and new releases, and expanding internet penetration, internet commerce is gaining value share.
- As a result of changing demographics, parents are spending more money on toys and games and placing a higher value on high-quality goods.
- Due to multinational firms' massive attempts to increase their presence in India, foreign players will continue to dominate the market for branded toys and games.

In some nations, choking hazard warnings are needed on toys with small bits, like these Lego pieces. Many nations have adopted safety regulations that restrict the kinds of toys that can be sold. The majority of these aim to reduce possible risks like choking or fire threats that can result in harm. Toy materials are controlled to prevent poisoning since kids, especially very young kids, frequently put toys in their mouths. To reduce the risk of fire, materials are also restricted. Such warnings and rules are crucial on toys because children have not yet developed the ability to differentiate between safe and dangerous, and parents sometimes fail to consider all potential outcomes. Every country has its own laws regarding the safety of toys. However, most of countries now attempt to harmonize their policies as a result of globalization and the opening of markets. Children's most popular behavior right now is to put things in their mouths. Regulating the chemicals used in paintings and other materials used to make children's items is crucial for this reason. Lists to control the amounts of chemicals in toys and juvenile items or to outlaw their use are periodically published by nations or economic zones like the EU (European Union).

When tasks get too big for some toy makers to manage, they contract out manufacturing to other (small and less recognised factories), frequently located abroad. Recently, America had to send back some people from China. Subcontractors might not be monitored as carefully and occasionally employ inappropriate production techniques. Mass media, the United State government, and other shops are heading in the direction of asking businesses to submit their items for testing prior to placing them on the shelves.

Review of the Literature

There is more cooperation between India and China than competition (Moon Hwy-Chang and Parc Jimmyn, 2008),. This study opened up new possibilities for both countries because trade between them is assisting both in growing their economies. Additionally, this opens up new avenues for investigation on the competitiveness of particular items.

Another study that examines the bilateral trade between India and China (Diego Quer, Enrique Claver, and Laura Rienda, 2009) showed that recent economic and social upheaval in China and India has reached remarkable levels. The paper focused on the areas where the developmental trends of China and India coincided and differed, as well as the essential

components for success in each country, prospective entry sites, and the opportunities they bring.

Chi Lo, emphasized that China is a very complex nation with a fascinating pattern of economic development. The topics covered in this book are long-term occurrences of enormous political and popular interest that highlighted the driving forces behind China's development. Further investigation could provide a critical analysis of these dynamics and their significance for India's development.

Amita Batra and Zeba Khan (2005) looked at the structure of comparative advantages that China and India have in the global economy. Despite the comparative advantage structures of China and India being similar, there is no correlation between their industrial sectors in the global economy, according to an analysis of the level of competition. It is both competitive and complementary for various products and services.

Mahvash Saeed Qureshi and Guanghua Wan (2008) examined that India focused on all kinds of goods and commodities rather than a specialized one and seemed to be a rival primarily for its surrounding South Asian countries. According to this study, China's problems with conventional labor-intensive products may eventually disappear.

Daniel Park (2007) examined and contrasted the two nations' rapid development rates. It was noted how China and India are investing heavily in education, producing tens of thousands of top-tier engineers and scientists every year. It seems like so many of the products made in India bear the "Made in China" label, and our call centers are increasingly based there.

M. Bussière and A. Mehl (2008) examined how India and China are relevant to the global economy. The key conclusion of the article was that, when it comes to trading in goods, China's trade intensity is determined to be higher overall than that of India, which is the contrary. The study raised a crucial issue for future investigation: can India prosper without manufacturing and rely mostly on services?

Y. Li and B. Zhang (2008), emphasised that in order to promote economic growth, China has to strengthen its service industry, while India needs to concentrate on its manufacturing sector.

A. Patino, V. D. Kaltcheva, D. Lingelbach, and D. A. Pitta looked into the preferences of young Millennials for toys and potential within-group differences that are relevant to marketers. The study concentrated on categorizing toys according to market demand, which

leaves room for future research given that Chinese toys pay close attention to all kinds of connected products on the Indian market.

Charles W. Schmidt (2008) examined in reference to the environmental risks brought on by toys containing lead. The goal of this study was to examine the risks to the environment posed by poisonous toys, many of which are made in China. As the research concentrated on safety measures like a ban against such toys, control methods and safety measures were examined.

Harshal T. Pandve (2010) stated that very little plastic toys may be harming infants every time they put them in their mouths. As a result, it is necessary to establish and periodically review quality measures. The article reviewed the available data and then presented the current needs of the toy business by synthesizing them.

The aforementioned sources made it easier to examine the presence of Chinese toys on the Indian market and the bilateral trade relations between China and India in the toy sector. The current study, named "***Protecting Children In India From Hazardous Chinese Toys"*** was conducted as a result the availability of Chinese toys has increased awareness of the hazards and potential presented in the Indian market.

Objectives: The aims / objectives of this research projects are as follows:

• To determine, examine, and compare the risks to the environment, social costs, and social benefits brought about by Chinese toys in the Indian market and society.

• It is necessary to evaluate the functions of the Consumer Product Safety Commission (CPSC) and Bureau of Indian Standards (BIS) with regard to Chinese toys.

• To determine how to shield Indian children from risky toys.

• To educate parents about the risky toys accessible on the Indian market.

Hypothesis

The hypothesis for analysis are as follows:

Null Hypothesis (H_0): The null hypothesis is placed by assuming that the Chinese Toy Market in India may provide effective toys in India.

Alternative Hypothesis (H_1): The alternative Hypothesis is placed by assuming that the Chinese Toy Market in India may affect India adversely as generating environmental hazards and carrying high social cost.

Research Methodology

The entire research project was divided into the following three parts:

Coverage: The study primarily focused on the availability of Chinese toys in the Indian market and what Indian customers thought about it. For this, the study's coverage was as follows:

Universe: The study is focused on Chinese products (Toys) in India, the universe for this study area was selected as three major states of India viz. Delhi, Uttar Pradesh and Haryana.The parents (Toy buyers) of these states were targeted.

Sampling: The research was concentrated on the Consumers of Chinese Toys available in India with in the states said above. The toys were classified based on specifications, nature and liked by specific age group children. Soft toys, educational toys, electronic toys, wooden toys, metal toys, plastic toys, dolls, activity toys, toys for babies, and ride-on toys were chosen as the ten (10) distinct sorts of toys that were chosen. For a thorough analysis, thirty (30) buyers from each type of toy were chosen. Thus, the total sample was 300.

Data collection: For this investigation, data sources, both primary and secondary were employed. Primary data was gathered using a pre-planned questionnaire made up of variables such as Age of children playing with toys, Parents' Standard of Living and Income, Locality, Education, Preferences, etc. for buyers, and Income, Sales Turnover, Customers' Preferences, Impact of Locality, Advertisement, and Product Options Available, etc. for sellers. The basic data was gathered using the personal interview technique. The target population for the data collection was 300 parents whose children play with toys, but a structured questionnaire allowed data to be gathered from 317 parents from Delhi, Haryana, and Uttar Pradesh together.

The secondary data was gathered from a range of published sources, including as official government papers, studies, proceedings from meetings, annual reports of councils, organizations, and associations, and publications. The secondary data were used to supplement the source data.

Desk research: To get a comprehensive picture, extensive desk research was conducted from a variety of published sources (reports, magazines, etc.) and by visiting websites of Industry Associations, organizations connected with toy manufacturing in India and China, BIS, the Ministry of Commerce (Indian Government), various research reports available on the internet, etc. The information mentioned above was gathered, and a list of the sources used is provided.

Analysis of Data Collected from Parents

The data and response collected from Parents are analyzed as follws:

1) This constitute 34% male child in the study, 33% female and 33% are having both males and females in their family.
2) It is seen that maximum people find Rs. 500 to 1000 feasible to spend on children toys monthly
3) There is a mixed behaviour seen in purchasing buying behaviour of the people weekly, monthly or on special occasion.
4) Nowadays, kids choose modern toys more than traditional ones, with traditional toys receiving less attention.
5) Parents expect at least toy should last from 6 months to 1 year
6) Children choice and preference are major influence while the purchase of the product.
7) Toy purchases are significantly influenced by cartoon characters.
8) Generally parents expect their children to play with toys for 1 to 3 hours a day
9) Because the majority of individuals are unaware of the brands that are available on the market, brands do not have a significant effect on decision-making.
10) Paerents are aware about few brands pf tpy like Barbie, Leo, Lego, Hippo Toys, Funskool, Hauck Toys, Playskool, Toys "R" Us, Disney, Combat, Fisher-price, VTech, Hot-wheels, EuroTrike, Chicco, Lalaloopsy, Peg-Perego, LaaDeeDa.
11) Though people prefer made in India toys but when it come to preference maximum people do not bother about the country, made or company.
12) People are aware of the dangers of toxics, but this study shows that for parents, the issue of toxics in toys is not one that has to be addressed.
13) Toxics availability in toys, are focused by people now a days.
14) People are having knowledge that excessive playing with toys can harm their children.
15) Respondants think that Indian toys are better than Chinese toys but parents do not have much of concern for the country producing the toy.

Data Analysis (Tools and Techniques)

The statistical tool was used to evaluate and interpret the collected data using SPSS software. To accomplish the goals of the study and test the hypothesis, a number of statistical techniques were applied, including Mean, t-test, correlation, and regression, among others.

Test of Coorelation (Interpretation): The information collected from parents (whose kids play with toys) thorough structured questionnaire have been analysed with the help of Correlation. Firstly, the correlations were applied over the information collected from parents (table 6.1) with five possible combinations:

(i) Correlation between variables named **often_buy_children_toy** and **style_of_toy_prefer** is positive with +0.053, which means both are slightly correlated, mainly purchasing interest of toys based on the variety and styles available in the market.

(ii) Correlation between variables named **toy_prefer_purchase** and **aspect_influence_more_purchase_toy** is +0.101, which means purchase of toys are influenced by various aspects like TV, advertisements, internet along with availability of Toys made in China as these are excessively available in market.

(iii) Correlation between variables named **which_cartoon_character** and **aspect_influence_more_purchase_toy** is again positive +0.165, which means purchase of toys are influenced by various aspects like TV, advertisements, internet along with various cartoon character shown in TV etc.

(iv) Correlation between variables named **want_toy_to_last** and **hours_day_child_play_with_toys** is negative with -0.061, which means whatever the time duration kids play with toys, parents generally are not interested in the durability of such toys.

(v) The correlation between the variables toys_prefer and toys_better_asper_knowledge is positive with a value of +0.199, indicating that toys manufactured in China or India have an influence since parents tend to prioritize appealing and affordable toys over durable ones.

Application of F-Test (Interpretation):

Spending money on children's toys versus frequently purchasing them F has a Sig. value of 0.472. This value exceeds 0.05. This leads us to the conclusion that the mean number of the

variables "often_buy_children_toy" and "spend_on_children_toy" is not statistically different. The difference between the two means, represented by the -0.056 B value, when added to the constant yields the mean for toy purchases for children. Since we are looking at the entire population of states, the significance level need not be of particular interest. However, if we were to think of the current situation as being the result of sampling from some hypothetical populations, If random samples of this size were drawn from hypothetical populations with equal averages, the p-value of .472 would show that such a significant coefficient is unlikely to arise by chance.

Between aware_of_different_brands and purchase-decision-influence-by-toy-brands: F has a Sig. value of 0.000. This number is below 0.05. This leads us to the conclusion that there is a statistically significant difference between the means of the variables "purchase_decision_influence_by_toy_brands and aware_about_various_brands." The purchase_decision_influence_by_toy_brands mean is produced by adding the 0.497 B value to the constant, which is the exact difference between the two means. Since we are looking at the entire population of states, the significance level is not necessarily of special interest. However, if we were to think of the current situation as coming from a sampling from some hypothetical populations, If random samples of this size were drawn from hypothetical populations with equal averages, the p-value of.000 would show that such a big coefficient is unlikely to occur by chance.

Between aware_about_different_brands and buy toys from: F has a Sig. value of 0.872. This value exceeds 0.05. This leads us to the conclusion that the mean number of variables for "buy toys from and aware of various brands" do not differ statistically significantly. The difference between the two means, represented by the value of -0.050 B, is exactly what determines the mean for the buy_toys when it is added to the constant. Since we are looking at the entire population of states, the significance level need not be of particular interest. However, if we were to think of the current situation as being the result of sampling from some hypothetical populations, If random samples of this size were drawn from hypothetical populations with equal averages, the p-value of .872 would show that such a significant coefficient is unlikely to arise by chance.

Considering toxics and closely examining manufacturing details: F has a Sig. value of 0.001. This number is below 0.05. This leads us to the conclusion that the mean numbers of the variables "bother_about_toxics" and "carefully_see_manufacturing_details" differ statistically. The mean for bother_about_toxics is obtained by adding the 0.163 B value to the constant, which is the exact difference between the two means. Since we are looking at the entire population of states, the significance level is not necessarily of special interest. However, if we were to think of the current situation as coming from a sampling from some hypothetical populations, If random samples of this size were drawn from hypothetical populations with equal averages, the p-value of 0.001 would suggest that such a big coefficient is unlikely to occur by chance.

Test of Hypothesis

The hypothesis is tested as below:

The $\boldsymbol{H_1}$ was set by assuming that the Chinese Toy Market in India may affect India adversely as generating environmental hazards and carrying high social cost.

Result: Accepted, as Chinese toys' accessibility to the Indian market comes at a price for the country's toy industry.

Findings and Conclusion

Green tags improve the feel-good aspect while buying since parents and kids are becoming more environmentally conscientious. Green toys are not only fully safe but also help the environment. Rather than synthetic materials like plastic, they are created from recyclable, regenerative, and natural materials. Utilized materials include rubber wood, bamboo, recycled plastic, and recycled paper. A quick-growing, sustainable wood is rubber wood. The materials used to make soft toys, dolls, and doll clothing are organic. There is very little packaging made of recycled cardboard or paper. Finding the appropriate sources of materials may initially require some extra work on the part of the toy maker. The additional work required to employ organic materials occasionally raises the price. But over time, environmentally friendly materials (such bamboo, recycled materials, etc.) are frequently less expensive and more readily available, which lowers transportation costs. The study's conclusions are as follows:

• Indian parents know relatively little about brands and toys.

• For consumers, it might be challenging to distinguish between Chinese and Indian toys.

• Consumers lack knowledge regarding toys.

• The need for education and counseling to convey the reality of the situation.

• People are becoming more conscious of the rapid growth of Chinese toys in India.

• The youngster typically places their preferred toys according to their needs.

• Choosing the right parent and child is more important than money.

• Some parents believe that there aren't many different types of Indian toys available.

• Toy selection is important for kids, especially in cities.

• It is extremely tough in places like rural areas because people there don't even know what is harmful and what is brand.

• There was a very low level of worry over toxics.

• People are not particularly knowledgeable about dangerous substances.

• Some respondents believe that China offers both inexpensive goods with bad quality and expensive goods with high quality, depending on the buyer's preferences.

Due to their small scale of operations, high investments in molds, and the size of the domestic market, Indian toy manufacturers are unable to consistently provide a wide variety of toys and introduce new products. For the development of new sorts of toys, toy producers are in dire need of outside expert design assistance.

• Specialized research and development is necessary to create original, inventive toys and games that meet the rapidly shifting needs and demands of both the domestic and international toy markets.

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