

# Preschool Parents Prefer in-Person Purchases

by Nancy Zwiers, CEO of Funosophy, Inc.

**R**etailers and manufacturers are dedicating more and more inventory and resources to their online components. Could the brick-and-mortar store soon be a thing of the past? A recent study conducted by Funosophy, Inc., a toy marketing and design firm, asked 200 moms of 3–5 year olds about their online and in-store purchasing habits. The results give us interesting insight into purchase behaviors.

## PERCENT OF MOMS WHO PURCHASE IN-STORE VERSUS ONLINE

	PURCHASE IN-STORE	PURCHASE ONLINE	DON'T PURCHASE THIS TYPE OF PRODUCT
ARTS AND CRAFTS	87%	10%	3%
VEHICLES	84%	5%	11%
GAMES	81%	16%	3%
TOYS	81%	18%	1%
SPORTING GOODS	77%	6%	17%
ROOM DÉCOR	71%	15%	14%
VIDEO GAMES	54%	20%	26%
ELECTRONICS	53%	13%	34%

## Purchasing in-Store Versus Online

The vast majority of parents of preschool-aged children are still purchasing most of their kids' entertainment products in-store. Interestingly, toys are near the top of the list of online purchases, with nearly 20 percent of parents purchasing toys online; however, 81 percent are still purchasing toys in-store. Only video games rank higher than toys for online purchasing, but video games were also among the least-purchased categories among this age group (second only to electronics). Arts and crafts leads the list of in-store purchases, with nearly 90 percent of parents reporting purchasing these items in a brick-and-mortar store versus just 10 percent purchasing online.

## Purchases: Researched Versus Spontaneous

More than half of parents report researching electronics and toys prior to making a purchase. Sporting goods and arts and crafts purchases are the least likely to be researched prior to purchase.

## PERCENT OF MOMS WHO RESEARCH THE FOLLOWING BEFORE PURCHASING

	RESEARCH ITEM	DO NOT RESEARCH ITEM	DON'T PURCHASE THIS TYPE OF PRODUCT
ELECTRONICS	55%	11%	34%
TOYS	51%	48%	1%
GAMES	44%	54%	2%
VIDEO GAMES	44%	30%	26%
VEHICLES	39%	49%	12%
ROOM DÉCOR	34%	52%	14%
SPORTING GOODS	27%	56%	17%
ARTS AND CRAFTS	26%	71%	3%

## In Summary

Although online stores are becoming more prevalent, parents of preschoolers still prefer shopping in a brick-and-mortar store. However, with nearly 20 percent of parents purchasing toys online, e-tailers and manufacturers are wise to post detailed, clearly written product and purchase information online; it should be easy to find and simple to purchase.

*Nancy Zwiers is CEO of kids' marketing firm Funosophy, Inc. This survey was conducted by Funosophy and its research partner, KidzEyes, among a nationally representative sample of parents of 200 boys and girls ages 3–5 years old.*