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Notice for the PhD Viva Voce Examination

Ms Ann Rose E, Registration Number: 1980008, PhD Scholar at the Department of Commerce, School of Commerce, Finance and Accountancy, CHRIST (Deemed to be University) will defend her PhD thesis at the public viva-voce examination on Thursday, 19 February 2026 at 10.45 am in Room No. 628, 6th Floor, R&D Block, CHRIST (Deemed to be University), Bengaluru - 560029, Karnataka, India.

Title of the Thesis	:	The Role of Toys in Skill Development of Generation Alpha and its Influence on the Purchase Intention of Parents
Discipline	:	Commerce
External Examiner - I	:	Dr Vineeth K M Associate Professor Government College Tripunithura Affiliated to Mahatma Gandhi University, Kottayam Ernakulam - 682301 Kerala
External Examiner - II	:	Dr Pallavi Kudal Associate Professor Balaji Institute of International Business Sri Balaji University Tathwade Pune - 411033 Maharashtra
Supervisor	:	Dr Mary Rani Thomas Associate Professor Department of Commerce School of Commerce, Finance and Accountancy CHRIST (Deemed to be University) Bengaluru - 560029 Karnataka

The members of the Research Advisory Committee of the Scholar, the faculty members of the Department and the School, interested experts and research scholars of all the branches of research are cordially invited to attend this open viva-voce examination.

Place: Bengaluru
Date: 10 February 2026



Registrar

ABSTRACT

Generation Alpha, born between 2010 and 2025, represents an emerging consumer group that marketers must understand to meet their evolving needs. This study investigates how toy attributes, toy-related skills, and promotional strategies influence the purchase intentions of both Generation Alpha children and their parents. The study adopts both quantitative and qualitative approaches. With the help of interviews with 30 children and a survey of 400 parents analysed through SEM, the study finds that toys significantly contribute to skill development and that the examined independent variables positively affect purchase intention. It also reveals that age and gender influence the skills learned, while school type does not. The research suggests future exploration into STEM-based toys, advanced digital promotional strategies, and perspectives from toy manufacturers and educational institutions, offering valuable implications for marketers and other stakeholders.

Keywords: *Generation Alpha, Toys, Purchase Intention, Toy Attributes, Toy Skills, Toy Promotional Strategies.*

Publications:

1. **Ann, R. E., & Thomas, M. R. (2025).** Developing the Skill Set of Generation Alpha through Toy Engagement: Building a Novel, Toy-Based Pedagogy (TBP). *International Journal of Information and Education Technology*, 15(12), 2663–2672. <https://doi.org/10.18178/ijiet.2025.15.12.2462>
2. **Ann Rose, E., & Thomas, M. R. (2024).** *Structural equation modelling (SEM) on toy attributes, toy skills, toy promotional strategies and purchase intention* (Indian Patent Application No. 202441054805 A). Patent Office Journal No. 30/2024, India. Publication date: July 26, 2024.