

International Journal of Human Capital in Urban Management
(IJHCUM)

Homepage: <http://www.ijhcum.net/>

ORIGINAL RESEARCH ARTICLE

Human capital-driven leisure choices: Assessing purchase intentions for recreational products among the elderly population

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ARTICLE INFO

Article History:

Received 14 September 2025

Revised 10 November 2025

Accepted 16 December 2025

Keywords:

Aging society; Consumer behavior; Emotional attachment; Healthy aging

ABSTRACT

BACKGROUND AND OBJECTIVES: Thailand's population is aging rapidly, so it is important to develop more creative toys to enhance the purchase intention of elderly people. Moreover, Thailand has fewer recreational toys than other countries. This study shows how psychological, conceptual, and environmental factors impact older people's purchase of recreational toys.

METHODS: Using three theories, such as Planned Behavior, Flow Theory, and Theory of Successful Aging, a quantitative survey was conducted with 196 caregivers in Bangkok. Due to utility, quality, enjoyment, and accessibility, elderly people have continuously purchased these recreational toys. They feel a personal connection to the toys.

FINDINGS: Trust is an important factor in consumer decision-making, involving both direct and indirect effects, while emotional connection is one of the main reasons for purchasing and has the largest effect ($\beta = 0.42$). On the other hand, price sensitivity has negative effects ($\beta = -0.15$) because of the high cost, causing elderly people to hesitate to buy toys. This model explains the variance of purchase intention ($R^2 = 0.67$) with 66%, which is predicted by a robust mechanism. This mechanism shows that older caregivers' focus shifts from practical evaluations to relational factors. Elderly individuals in Thailand show purchase patterns driven by emotional connections and perceived utility in recreational toys, while price sensitivity often serves as a barrier. This study clarifies how factors like trust and accessibility significantly influence their buying decisions.

CONCLUSION: These findings suggest that politicians and toy company marketers should focus on gaining people's confidence, engaging them emotionally, and creating affordable, user-friendly products for elderly people in developing nations.

DOI: [10.22034/IJHCUM.2026.03.06](https://doi.org/10.22034/IJHCUM.2026.03.06)



NUMBER OF REFERENCES

30



NUMBER OF FIGURES

1



NUMBER OF TABLES

2

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Note: Discussion period for this manuscript open until October 1, 2026 on IJHCUM website at the "Show Article."

INTRODUCTION

Thailand is going through a huge improvement in its population as it becomes a fully aging society. The Office of the National Economic and Social Development Council (2023) expected that in 2023, 20.2% of the population would be 60 years old or older. That number is estimated to grow to 31.4% by 2037. This change in the population is especially noticeable in Bangkok, where 22.5% of the city's residents are over the age of 65. Changes in the structure of a population's demographics will always cause problems in both physical and mental health. The Foundation for Thai Gerontology Research and Development Institute (2022) has documented an increase in changing behavior, such as loneliness, depression, and reduced social engagement, among older adults, particularly in urban environments (Carmona, 2021). It affects the health of the healthcare system, society, and the community as a whole, and also impacts the health of individuals Walzer, 2025. National and international policy frameworks have placed more focus on active participation and the mental health of older people in Thailand, as they are becoming an aging society. The World Health Organization (WHO, 2023) has pointed out how important creative and fun activities are for older adults' mental health and lowering their risk of cognitive decline. One new way to help older people is to offer them toys that are designed to help them have fun, stay mentally active, improve their physical coordination, and interact with other people. People are paying a lot of attention to these new tools because they can help people think and practice physical health more clearly, move better, and connect more easily. The value of the toy market is around \$152 billion in 2023. It is expected to grow by 6.1% per year from 2024 to 2028 (GlobeNewswire et al., 2023). Therefore, the penetration of these products is very low in Thailand's market. According to the Thai Retailers Association (2023), the market value of recreational toys for elderly people in Thailand was THB 950 million in 2022. Overall, Thailand is distinct from other countries, and one of the main reasons for this low market presence is the lack of creative products designed for elderly people. Carpenter and Yoon (2011) studied how people buy products and found a few important issues that affect older people's choices. These factors encompass perceived utility, user-friendliness, safety apprehensions, price sensitivity, and social influence. Chen and Liu (2022)

further illustrate that brand trust and emotional attachment profoundly influence purchase intentions. Demographic factors, especially education level and income, significantly influence consumer behavior, notably in urban settings such as Bangkok, where older residents are increasingly pursuing products that enhance cognitive function and facilitate social interaction (Kasikorn Research Centre, 2023). This research shows that the theoretical framework integrates three widely known theories: the Theory of Successful Aging (Rowe & Kahn, 1997), the Theory of Planned Behavior (Ajzen, 1991), and the Flow Theory (Csikszentmihalyi, 1990). This integrated approach provides a solid foundation for identifying the behavior of elderly consumers, considering their emotional, cognitive judgments, and social circumstances. The human capital rationale for the situation of purchasing recreational products for elders emphasizes the distinct value of mental and physical activities for this population group. By buying recreational toys, older people are investing not only in the product itself but also in their cognitive abilities, socialization, and overall quality of life, thus enhancing their human capital. The study emphasizes that as the population ages, older adults need to stay active and engaged to reduce issues such as loneliness and cognitive decline. This perspective views recreational toys not just as sources of pleasure but as tools for lifelong learning and active participation in life, highlighting their significant role in societal growth and personal health. From a human capital standpoint, the study underscores the long-term benefits of recreational products for both individuals and society. The integration of the Theory of Planned Behavior, the Theory of Flow, and the Theory of Successful Aging in this study provides a multi-dimensional approach to understanding the purchase intentions of elderly consumers towards recreational products. The Theory of Planned Behavior illuminates the role of attitude, subjective norms, and perceived behavioral control in shaping intentions, helping to identify the motivational factors driving purchasing decisions. Flow Theory contributes by emphasizing the emotional engagement and enjoyment that older individuals experience when using recreational products, highlighting the importance of creating fun and engaging experiences. Additionally, the Theory of Successful Aging underscores the significance of physical and mental health in successful aging, suggesting that engaging

in recreational activities can enhance quality of life and promote active aging. This theoretical integration allows for a comprehensive exploration of both cognitive and emotional factors influencing the consumer behavior of older adults, providing a holistic understanding of the dynamics at play in the consumer marketplace. This study examines the structural links between the psychological, perceptual, and environmental aspects that impact older customers' decisions to purchase recreational toys in Bangkok. The goals of this study are as follows:

1. *To investigate the price sensitivity, perceived quality, perceived utility, perceived enjoyment, perceived accessibility, and social impact that affect the older people's decisions to buy recreational toys.*
2. *To evaluate the mediating functions of brand trust and emotional attachment in the correlation between antecedent variables (e.g., perceived usefulness, enjoyment, and accessibility) and purchase intention.*
3. *To assess the comparative significance and predictive capability of each variable within the proposed structural model regarding the purchasing intentions of elderly consumers.*
4. *To give product developers, marketers, and policymakers useful advice on how to make and market recreational toys for older people in a way that meets their psychological and social needs in urban Thailand.*

MATERIALS AND METHODS

Population and sample

This research utilized a quantitative, cross-sectional study methodology to investigate the structural relationships among psychological, perceptual, and conceptual factors affecting the purchasing intentions of recreational toys for elderly individuals in Bangkok, as reported by their primary caregivers. The target population comprises fethicworking-age adult caregivers, specifically individuals aged 21 years and older, who are directly accountable for the care and welfare of elderly residents in Bangkok. Family members or formal aides had to be actively involved in decisions about and purchases of products for the elderly people they were taking care of. To maintain the conceptual clarity of the study, the criteria for

including the elderly (i.e., the care recipients) were specified as follows:

- *Must be at least 60 years old.*
- *Must live in Bangkok, a city with a high and growing number of older people.*

The reason for choosing caregivers as respondents is that they are directly involved in choosing and buying goods and services that improve the standard of living of senior people. In addition, caregivers are often gatekeepers who decide what the elderly want and make choices for them, especially when it comes to addressing technology and wellness-related goods. This research was exploratory in nature, and a non-probability convenience sample approach was employed because there was no comprehensive caregiver registration system in place. This approach enabled the researchers to effectively recruit qualified participants who satisfied the inclusion criteria and were accessible during the data acquisition phase.

Sample size determination

According to the methodological requirements of Structural Equation Modeling (SEM), the sample size was determined. Each variable requires at least 20 respondents for a stable parameter estimate and adequate statistical power (Hair et al., 1995). The suggested model includes nine observed variables, necessitating a minimum of 180 valid cases. To enhance reliability, incomplete responses are considered, and generalizability is improved. This model is sufficient for validating both the measurement and structural models within the constraints of SEM-based analysis.

Research instrument

According to widely accepted theoretical frameworks, data is collected using a structured questionnaire such as the Technology Acceptance Model (Davis, 1989), the Theory of Planned Behavior (Ajzen, 1991), and Flow Theory (Csikszentmihalyi, 1990). These concepts make it simple to understand the environmental and emotional elements that affect consumer behavior. The questionnaire was developed by academic professionals and the marketing team of a toy manufacturing producer who focuses on consumer behavior, aging research, and psychometric analysis to verify the content validity. Approximately 40 caregivers participated in the pilot testing of the instrument, and their data were included in the final dataset. All concepts and Cronbach's alpha values are

above 0.86, indicating good reliability as evaluated by internal consistency analysis (Hair et al., 2010).

Data analysis procedures

SEM was the primary technique to evaluate the structural links among latent variables. In this investigation, descriptive and inferential statistical techniques are included. Screening and processing of the data, measurement model evaluation, structural model evaluation, and mediating effects analysis are the four steps involved in analytical processes: Preliminary Data Screening and Descriptive Analysis. To verify the high quality and appropriateness that is to be used with SEM, a comprehensive data screening approach was conducted by statistical modeling. The procedures are: Analyzing the insufficient information: Inconsistencies or important items of non-response cases were eliminated. Normality assessment: For evaluating both univariate and multivariate normality, skewness and kurtosis values were used. Acceptable ranges of (± 2) are observed variables, demonstrating that the data are normally distributed (Kline, 2016). The Mahalanobis distance (D^2) was applied to find multivariate outliers. Cases above the value of $p < 0.001$ were reexamined and omitted if they were untrue. Descriptive statistics have been calculated for all demographic variables and construct items, such as frequencies, percentages, means, standard deviations, skewness, and kurtosis.

Measurement Model Validation

AMOS (version 25) was utilized for Confirmatory Factor Analysis (CFA) to examine the psychometric qualities of the latent components. The study aims to examine the multi-item measure's discriminant validity, convergent validity, and reliability. Convergent validity was determined according to the following criteria: All standardized factor loadings were statistically significant, with values above the criteria of 0.60. Every concept of the Average Variance Extracted (AVE) is equal to or greater than 0.50. The Composite Reliability (CR) values surpassed 0.70, signifying internal consistency. Discriminant validity was established through the Fornell-Larcker criterion, which demonstrated that the square root of each construct's AVE exceeded its correlations with other constructs. Cronbach's alpha was used to test internal reliability, which achieved the required level of 0.70 for all concepts, thereby confirming acceptable measurement consistency (Hair et al., 2010).

Structural model estimation

The structural model was examined to evaluate causal relationships among exogenous, mediating, and endogenous variables after validating the measurement model. The accurate estimates of parameters and robust variables used in this model are evaluated by the Maximum Likelihood Estimation (MLE) technique. To assess the model fit's adequacy, a set of goodness-of-fit indices was utilized, following the guidance of Browne and Cudeck (1993) and Arbuckle and Wothke (1999): Chi-square (χ^2): A satisfactory fit is determined by the non-significant value, though sensitivity to sample size was acknowledged. Comparative Fit Index (CFI) and Tucker-Lewis Index (TLI): Values ≥ 0.90 were considered indicative of acceptable model fit. Goodness-of-Fit Index (GFI) and Adjusted Goodness-of-Fit Index (AGFI): Values ≥ 0.90 supported the model's adequacy. Root Mean Square Error of Approximation (RMSEA): Values ≤ 0.08 indicated a reasonable error of approximation, with values ≤ 0.05 reflecting excellent fit. Normed Chi-square (CMIN/df): Values between 1.00 and 3.00 were deemed acceptable.

Mediation analysis

Non-parametric approach provides bias-corrected confidence intervals (95%) and gets more robust indirect impacts by assuming a normal sample distribution. The mediating impact was notably important if the indirect path confidence interval is zero. Therefore, both partial and full mediation were made simple by the mediation approach, which also enhanced our understanding of the basic mechanism that impacts older consumers' plans to buy recreational goods. Final analysis of this study suggests that analytical techniques are confirmed using a theoretical model, which was examined completely. There was a robust approach for the direct and indirect link among the behavioral dimensions that adhered to the psychometric criteria. By providing a comprehensive analysis, the SEM helped for the estimation of many routes, such as by impacting the purchasing plan from the perspective of working-age caregivers. The use of convenience sampling was chosen for its efficiency and expediency in reaching the target population, which in this case was caregivers of the elderly in Bangkok. The method allowed the researcher to quickly gather data from easily accessible resources. Caregivers were recruited through community

centers, social service agencies, and senior activities programs, ensuring that they had firsthand experience with the elderly, thus enhancing the quality of the data obtained. While pilot-test respondents were used in the initial testing process to refine the survey tool, they were not included in the final sample to maintain the integrity of the results and eliminate bias. This approach ensured that the findings were representative of the broader group of caregivers providing support to the elderly. This methodology enhances the validity and reliability of the study results, providing a more accurate understanding of the purchasing intentions of elderly consumers.

RESULTS AND DISCUSSION

Among Thailand's caregivers, 196 real respondents participated in the poll. Descriptive analysis clearly shows that women are the major caregivers, accounting for 72.4% of the respondents, which aligns with Thailand's conventional view of women as caregivers. Among the younger respondents, 57.1% were between the ages of 21 and 30, and 31.6% were 31–40 years old. This indicates that younger working individuals are increasingly taking on caregiving responsibilities. The sample was well educated, with 77.6% holding a bachelor's degree, suggesting they could make informed decisions about household purchases. The occupational profile revealed that 67.3% of the respondents worked for private enterprises, indicating they lived in urban middle-class areas with stable incomes. In terms of income distribution, 34.7% of respondents earned between 15,001 and 25,000 THB per month, while 29.6% earned between 25,001 and 35,000 THB. This implies that most survey participants had sufficient disposable income to purchase recreational items for the elderly. The prevalence of intergenerational support systems in Bangkok is highlighted by the fact that 50% of respondents reported caring for their parents, followed by 32.7% for their grandparents, with the majority living separately but still providing care (50%). Additionally, nearly 34.7% of older adults were still employed in some capacity, indicating they were contributing to their families' support and reducing the need for caregivers. The analysis of latent constructs revealed that opinions on recreational toys for the elderly were predominantly favorable, with mean scores between 3.99 and 4.41 on a 5-point Likert scale. There was a lot of agreement that recreational toys could help with cognitive stimu-

lation, stress relief, and rehabilitation, with Perceived Usefulness (Mean = 4.34, $\alpha = 0.89$) being the most important of these. In the same way, toys' positive effects on family bonding and keeping them interested without getting bored were shown by Perceived Enjoyment (Mean = 4.19, $\alpha = 0.86$). The highly rated Perceived Quality (Mean = 4.25, $\alpha = 0.91$) focused on durability, safety rules, and the value of the product. There was even more support for relational and psychological constructs. Credibility and emotional connection are important parts of deciding. This is shown by the high scores for trust (Mean = 4.34, $\alpha = 0.87$) and emotional attachment (Mean = 4.38, $\alpha = 0.88$). Finally, a very high Purchase Intention (Mean = 4.41, $\alpha = 0.92$) showed that the people who answered were willing to buy recreational toys for older family members. The reliability of each construct was shown by Cronbach's Alpha values over 0.86, which proved that the measurement model was strong.

The proposed model showed a great fit with the data ($\chi^2/df = 2.15$; CFI = 0.94; TLI = 0.93; RMSEA = 0.06; GFI = 0.91), meeting the recommended thresholds for all indices. The path analysis validated all 15 proposed associations, yielding extensive insights into the direct, indirect, and cumulative effects of significant predictors (Fig. 1).

- Perceived Usefulness exhibited significant direct effects on Trust ($\beta = 0.32$), Emotional Attachment ($\beta = 0.28$), along with Purchase Intention ($\beta = 0.25$).
- Perceived Enjoyment strongly influenced Emotional Attachment ($\beta = 0.35$) along with Purchase Intention ($\beta = 0.18$).
- Perceived Quality contributed prominently to Trust ($\beta = 0.41$) along with Purchase Intention ($\beta = 0.22$).
- Price Sensitivity showed a negative relationship with Purchase Intention ($\beta = -0.15$), underscoring the impact of affordability concerns.
- Social Influence positively affected both Trust ($\beta = 0.26$) along with Purchase Intention ($\beta = 0.19$).
- Perceived Accessibility had a big impact on trust ($\beta = 0.29$) along with Purchase Intention ($\beta = 0.16$).
- Trust emerged as a significant construct, positively correlating with both Emotional Attachment ($\beta = 0.38$) and Purchase Intention ($\beta = 0.31$).

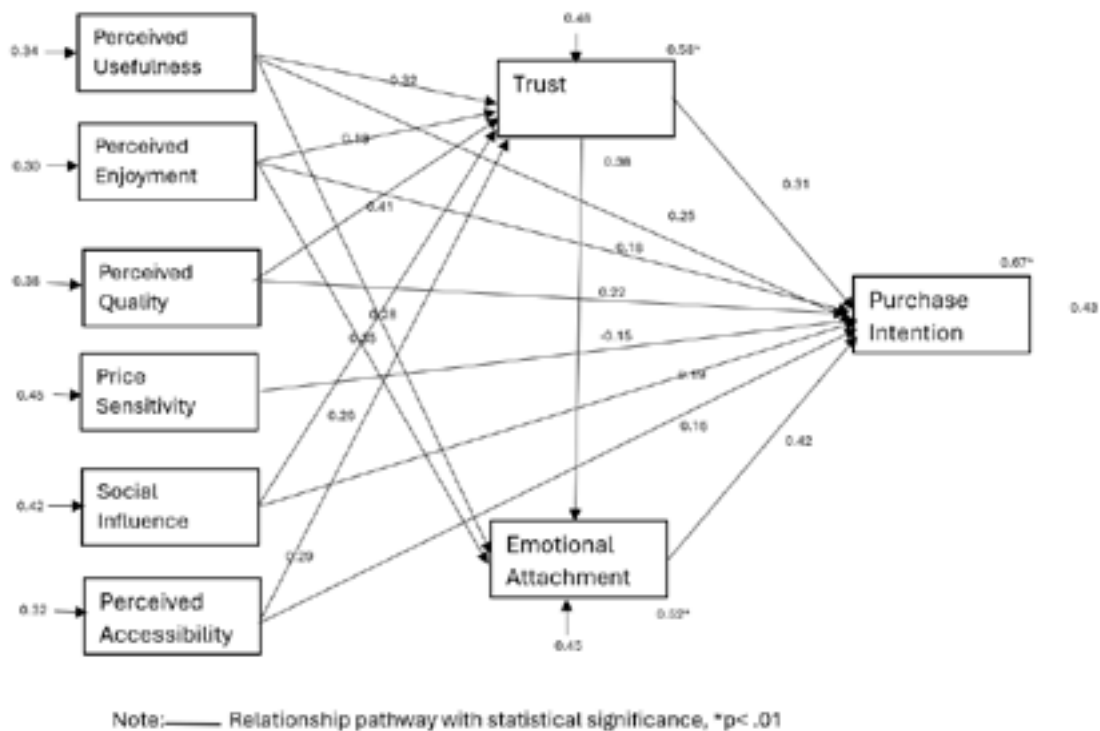


Fig. 1: Results from SEM

- Emotional attachment demonstrated the powerful and direct effect on Purchase Intention ($\beta = 0.42$), underscoring the decisive role of affective bonds.
- The explanatory capacity is stronger with 67% and the variance in purchase intention overall ($R^2 = 0.67$).

The mediation tests offered detailed insights into the indirect mechanisms that influence consumer decision-making: Trust acted as a middleman between the effects of Perceived Quality (0.127), Social Influence (0.081), and Perceived Accessibility (0.090) on Purchase Intention. Emotional Attachment acted as a mediator for Trust (0.160) and Perceived Enjoyment (0.147), converting favorable perceptions into enhanced behavioral intention. A serial mediation pathway was identified: Perceived Quality $\rightarrow$ Trust $\rightarrow$ Emotional Attachment $\rightarrow$ Purchase Intention, resulting in an indirect effect of 0.065. The psychological constructs of trust and emotional attachment function as essential transmission mechanisms linking genuine purchasing intention with perceptual evalua-

tions, as these findings underscore. The breakdown of impacts shows the hierarchy of important predictors. Trust (0.47) had the largest overall effect on purchase intention, followed closely by perceived utility (0.44) and emotional attachment (0.42). Perceived Quality (0.38) and Perceived Enjoyment (0.33) were also significant, while Social Influence (0.27) and Perceived Accessibility (0.25) had less impact. Conversely, price sensitivity (-0.15) hurt purchase intention, indicating that cost was a barrier. The findings collectively highlight that purchase intentions for recreational toys among elderly caretakers in Bangkok are influenced not only by product-related features, such as utility and quality, but also, more significantly, by psychological variables of trust and emotional attachment. Although worries about affordability persist, the data indicate that establishing trust through perceived quality and cultivating emotional ties through enjoyment and social influence are critical for consumer acceptance. This shows a shift from judgments based solely on usefulness to a model of customer behavior grounded in trust and emotion in an aging society.

Table 1: Reliability & Convergent Validity

Construct	AVE	CR	Cronbach's Alpha
Trust	0.58	0.87	0.82
Emotional Attachment	0.76	0.92	0.89
Purchase Intention	0.64	0.88	0.85
Accessibility	0.62	0.86	0.83

Table 2: Discriminant Validity (Fornell–Larcker Criterion)

(Diagonal = $\sqrt{AVE}$)

Construct	Trust	Emotional Attachment	Purchase Intention	Accessibility
Trust	0.76	0.50	0.52	0.45
Emotional Attachment	0.50	0.87	0.55	0.48
Purchase Intention	0.52	0.55	0.80	0.41
Accessibility	0.45	0.48	0.41	0.79

Tables 1 and 2 provide a summary of the psychometric properties of all constructs, including AVE, CR, and Cronbach's Alpha. AVE values represent the proportion of variance explained by the constructs compared to variance accounted for by measurement error, with values greater than 0.50 indicating sufficient convergent validity. CR measures the reliability of the constructs, with values above 0.70 indicating good internal consistency. Additionally, Cronbach's Alpha values also confirm this internal consistency, with all values exceeding the acceptable level of 0.70. The combination of these measures supports the consistency and validity of the constructs in the context of the study, ensuring that the measurement tools used are reliable. The context highlights the fact that the population of Thailand is aging rapidly and, at the same time, faces the issues of loneliness and cognitive loss among the elderly. This demographic shift requires innovative interventions that can stimulate mental and social activities, which could be facilitated through recreational toys. The study incorporates the Theory of Planned Behavior, the Flow Theory, and the Theory of Successful Aging to examine the role of emotional attachment, trust, and perceived benefits in the purchase intentions of older consumers. The research aims to correlate these theories with the perceived needs of the aging population, providing a framework that accommodates psychological and practical values to guide purchasing behavior. This relationship underscores the relevance of the study in promoting health in old age through specific recre-

ational products. This research examines the environmental, psychological, and perceptual factors that impact older people's decision to purchase recreational toys in Bangkok. These findings evaluate the effects of trust and emotional connection on purchasing behaviors and evaluations, indicating their crucial functions. These results are consistent with Morgan and Hunt's (1994) Commitment-Trust Theory, which posits that trust is fundamental to sustained relational exchange, and with subsequent empirical studies demonstrating that trust significantly enhances consumer confidence in health-related or aging-related products (Chen & Liu, 2022; Delgado-Ballester & Munuera-Alemán, 2001). A significant discovery is the robust predictive influence of emotional attachment on purchase intention. According to Thomson, MacInnis, and Park (2005), emotional connections are more important among products, which helps to build long-lasting relationships between consumers and brands. In the realm of elderly care, emotional attachment not only enhances the probability of purchase but also ensures prolonged product utilization. This finding aligns with Holbrook and Hirschman's (1982) experiential consumption perspective, highlighting hedonic value and affective experiences as essential aspects of consumer behavior. Perceived utility and perceived fun impact underscore the significance of the Technology Acceptance Model (Davis, 1989) and Flow Theory (Csikszentmihalyi, 1990) in the context of products for the elderly. Venkatesh, Thong, and Xu (2012) found similar results in their

Unified Theory of Acceptance and Use of Technology (UTAUT2), where they found that hedonic motivation and performance expectancy were important factors in adoption. In this study, caregivers demonstrated a robust agreement regarding the cognitive and stress-relief advantages of toys, suggesting that functional and experiential values jointly affect behavioral intentions. The results support previous research indicating that safety, durability, and perceived value are crucial precursors to trust and intention (Aaker, 1996; Zeithaml, 1988). Empirical studies in aging-related markets (Lee & Coughlin, 2015; Wang, Rau, & Salvendy, 2011) also emphasize that older consumers and their caregivers prioritize certified quality and usability in their purchasing decisions. This highlights the importance for product developers to ensure that their products meet safety standards and quality assurance systems, especially in areas related to health. The research further highlights the significance of social influence in determining both trust and purchase intention. This finding aligns with Ajzen's (1991) Theory of Planned Behavior, which identifies subjective norms as significant influencers of intention. Carpenter and Yoon (2011) reported similar results, indicating that peer recommendations and familial influence play a significant role in driving product adoption among the elderly in urban environments. In Thailand's collectivist culture, where family involvement in elderly care is significant, social endorsement emerges as a crucial motivator for adoption. However, the study revealed that being price-sensitive negatively impacted people's willingness to purchase, which is consistent with Lichtenstein, Ridgway, and Netemeyer's (1993) findings on price-conscious consumer behavior. This suggests that while psychological and emotional factors are important, financial constraints continue to present challenges in emerging markets. This contrasts with some Western studies (Yoon, Cole, & Lee, 2009) that showed older consumers were less price-sensitive when they believed a product would improve their health. This difference may be attributed to the economic situation in Thailand, where disposable income is relatively low, and caregiving often involves balancing financial priorities across generations. The mediation results enhance theoretical understanding by demonstrating that perceptions of quality do not directly influence behavioral intention without the mediation of trust and emotional attachment. This sequential pathway embodies

the relational logic posited in relationship marketing theory (Morgan & Hunt, 1994) and is informed by brand attachment literature (Park, MacInnis, Priester, Eisingerich, & Iacobucci, 2010), which contends that emotional connections are essential for converting brand evaluations into loyalty and purchase intention. Unlike previous studies by Chen & Liu, 2022, and Wang et al., (2011) that concentrated on the functional and utilitarian dimensions of elderly product adoption, the present research highlights a more complex trust-emotion mechanism as the principal influence in the Thai context. This indicates that in urban Asian societies, caregiving decisions are not merely rational but are also profoundly influenced by emotional and relational factors. This study confirms previous research regarding the impact of trust, quality, and social norms on consumer intentions, while also offering new insights into the mediating role of emotional attachment. It enhances theoretical discourse by amalgamating the Theory of Planned Behavior, Flow Theory, and Successful Aging Theory (Rowe & Kahn, 1997) into a cohesive framework, thereby offering a comprehensive elucidation of the convergence of cognitive, affective, and contextual factors that influence consumer behavior in aging markets. This study combines the Theory of Planned Behavior, Flow Theory, and the Theory of Successful Aging to support its theoretical contributions as it presents a holistic approach to comprehend the exceptional consumer behavior of elderly people in Thailand. This method reflects on the role of psychological characteristics, including emotional attachment and trust, in the purchase intentions of recreational toys, which signifies a transition towards a more relational importance at the expense of practical considerations when evaluating caregivers who focus more on personal relations than practical considerations. Contextually, the results are relevant to the aging population in Thailand, where cultural attitudes towards aging and leisure activities influence the market. The issues of mental health and social interactions of older adults living in urban areas also emphasize the importance of designing affordable, engaging, and user-friendly products based on their needs. This revelation highlights the need for marketers and policymakers to address the unique issues of the elderly in Thai society, where recreational products can enhance not only pleasure but also intellectual and social well-being.

CONCLUSION

This study offers substantial evidence that, within the framework of Bangkok's aging society, the purchasing intentions of recreational toys for the elderly are predominantly influenced by trust, emotional attachment, and perceived utility, whereas quality, enjoyment, and social influence serve as ancillary factors. Affordability remains a challenge, but it is evident that trust and emotional bonding are crucial psychological factors that transform product perceptions into consumer intentions. From a practical standpoint, these findings indicate that policymakers and marketers should prioritize: 1. Building trust through clear communication, product certification, and safety assurance is essential. 2. Emotional branding methods, such as stories about families and campaigns that involve people of different generations, make customers more loyal. 3. Pricing policies should be fair and consider how sensitive people are, as well as the long-term health and social benefits of toys for fun. Balanced pricing policies that consider sensitivity while also demonstrating the long-term health and social benefits of toys for fun. 4. Making toy products easier to obtain by making them available on more physical and digital platforms so that they are easy to buy and get support for. By focusing on these areas, stakeholders can better align the design and marketing of recreational toys with the psychological, social, and cultural realities of elderly care in Thailand. Furthermore, the results enhance theoretical comprehension by illustrating how trust-emotion mechanisms function as the cornerstone of consumer decision-making in mature markets.

AUTHOR CONTRIBUTIONS:

L. Lertkulprayad conceptualized the research framework, conducted the literature review, designed the methodology, coordinated data collection, and contributed to manuscript writing and revision, while P. Moudsong led the data analysis, interpreted the findings, supervised the overall project, refined the theoretical implications, and finalized the manuscript for submission. Both authors reviewed and approved the final version of the manuscript.

ACKNOWLEDGEMENT

The authors express their sincere gratitude to all participants and contributors who generously supported this study with their time and valuable

insights. Their cooperation played a crucial role in enriching the quality and depth of the research. The authors also carefully reviewed and refined the final manuscript to ensure its scientific rigor and contextual relevance.

CONFLICT OF INTEREST

The authors declare no potential conflict of interest regarding the publication of this work. In addition, the ethical issues, including plagiarism, informed consent, misconduct, data fabrication and/or falsification, double publication and/or submission, and redundancy, have been completely witnessed by the authors.

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ABBREVIATIONS (NOMENCLATURE)

Abbreviation	Full form
AGFI	Adjusted Goodness of Fit Index

AVE	Average Variance Extracted
χ^2	Chi square
CR	Composite Reliability
CFA	Confirmatory Factor Analysis
GFI	Goodness of Fit Index
RMSEA	Root Mean Square Error of Approximation
SEM	Structural Equation Modeling
TLI	TuckerLewis Index

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HOW TO CITE THIS ARTICLE

Lertkulprayad, L.; Moudsong, P., (2026). Human capital-driven leisure choices: Assessing purchase intentions for recreational products among the elderly population. *Int. J. Hum. Capital. Urban Manage.*, 11(3): 533 - 542.

DOI: 10.22034/IJHCUM.2026.03.06

URL: https://www.ijhcum.net/article_732739.html

