



Funktastic Plastic: Factors that Influence the Purchase of Funko Pops Among Malaysian Toy Collectors

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Abstract

Toys that we as adults are normally accustomed to such as action figures, robots and dolls are always usually associated as a kid's toys. However, recent studies show that it is not unheard of for adults also known as 'kidults' whom buys toys specifically for themselves. This, importantly is a stress reliever for many working 'kidults' that is mostly represented by the millennials generation and the act of collecting toys shows their intimate passion with pop culture while reminiscing nostalgic childhood experience. As a result, toy sales have increased exponentially that bring about billions of dollars creating a great impact on an economy most definitely thanks to parents buying toys for themselves as well as their children. The article will highlight the recent rise of a toy collectibles which has become very popular among Malaysian toy collectors, called the *Funko Pop*. The *Funko Pops* popularity has garnered many local collectors purchasing them as it shows their eager support for their favourite pop culture franchise. It is also a great substitute for the ever rising extreme costs of premium collectibles due to the drop and unstableness of the Malaysian Ringgit. The purpose of the study was to find what are the main factors contributing to the popularity of *Funko Pops* among local collectors using factor analysis and also to tests hypothesis regarding design and nostalgia. These findings will help understand the purchase intentions among the local toy collectors especially when buying collectibles such as *Funko Pops*. Local toy creators can also further understand what factors should be focused on as importance when developing their own toys which in the future can have a financial impact on the Malaysian economy through sales of locally made toys like many developed countries such as the United States where *Funko Pops* were born.

Keywords: Funko Pop; Kidults; Malaysia Toy Collectors; Pop Culture; Toy Collectibles.

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