

Most teenagers and adults today can recall heartfelt memories of walking into the largest toy-store chain as children and exploring the endless aisles of toys. However, after decades of operation, Toys R Us recently declared its bankruptcy, shocking the nation. Most would think that the bankruptcy was caused by a decline in toy sales, but statistics indicate that toy sales are skyrocketing. The CEO of Toys R Us cites their lateness to e-commerce as the main factor in their decline. This may be because parents take their children shopping less and less, often stating that they are too busy or don't want to have kids cry in the store. But despite their preferences for e-commerce, not taking children out shopping is detrimental / has adverse effects on children.

Shopping in-store and online has drastic differences. Parents need to serve as a role model for children, limiting what they buy. Children can gain hands-on experience with budgeting and financing, two necessary and important skills for the future. (Add a shocking statistic on financial literacy) Especially since many children learn how to add and subtract, experimentation helps them understand the importance of money. Learning through experience strengthens memory, which is something online shopping cannot do. Although parents dread having to argue with their kids for something they want, parents need to interact with their children. Interactions help create a strong bond that can last a lifetime.

Shopping in-store can encourage healthy behaviors such as walking, especially since children need a lot of exercise. In-store shopping also stresses the importance of exploration when children walk around, looking to find an item they like. In addition, children can interact with people from different age groups, allowing them to learn about the world around them and the different occupations that go with a certain business. Children can learn about their community and socialize with them. Children can broaden their horizons, gaining empathy for others. Parents though state that the outside world hosts many dangers. However, parents need to go out and teach their kids how to be "street smart" and know how to protect themselves. Through this, children get exposed to the real world.

Parents try to online-shop so that they can avoid annoying salesclerks. However, children need to know how to deal with pressures as they do in life

Stores are set up in an organized manner. Children can immerse themselves Rather than face constant advertisements; makes you think more when shopping outside

Less distractions; focused on the task itself
Patience while waiting in line

Broadens their horizons; promotes interactions with different people
Expose them to the real world (different people and occupations)

Develops

- But despite consumers' preferences for e-commerce (due to convenience and not wanting to bring kids to the store), this brings up the question on whether (the popular opinion) e-commerce is all that good?
- Taking a child to the store is important
- Why don't parents take kids shopping anymore?: too lazy, kids crying, pressures from salespeople
- they need to be exposed to products beyond that scope/other toys to give them
- Teaches them basic economic skills; budgeting, adding (putting what they learn in school to context)
- These all culminate in a great experience
- Solution: Parents should bring kids out more, taking just an hour to give their children good memories