

## ABSTRACT

**Title:** “Kakaibang Laruan.” Motivational Factors of Patrons of Adult

Toy Stores

**Kind of Research:** Descriptive Research

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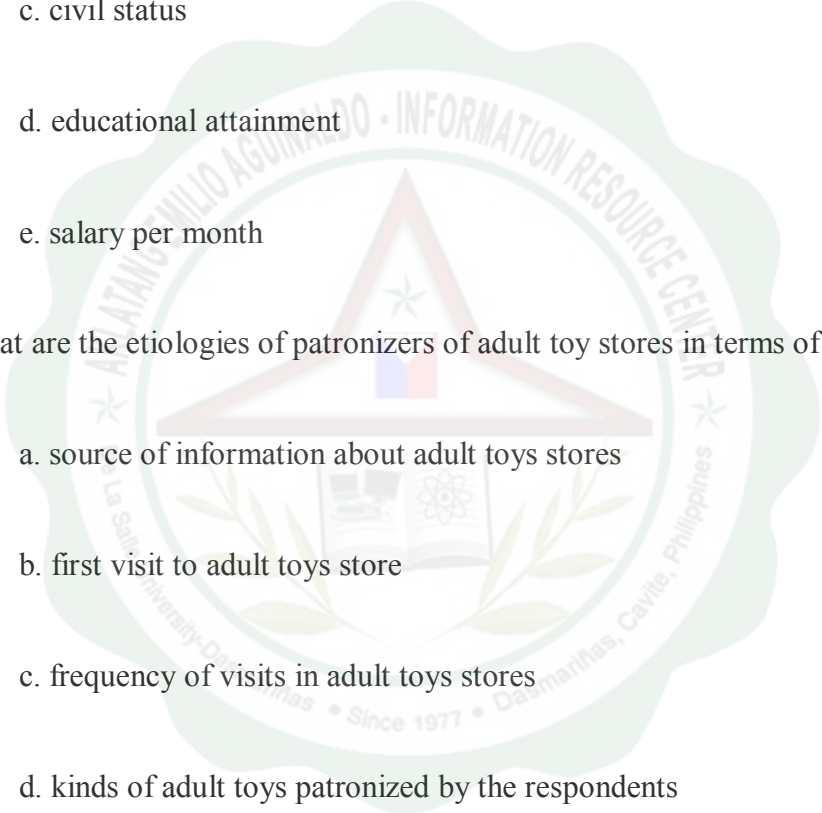
**Degree:** Bachelor of Arts Major in Psychology

**School:** De La Salle University-Dasmariñas

### **Statement of the Problem:**

This study tried to determine the motivational factors of patrons of adult toys stores.

Specifically, it aimed to answer the following questions.

1. What is the demographic profile of the respondents in terms of:
    - a. age
    - b. sex
    - c. civil status
    - d. educational attainment
    - e. salary per month
  2. What are the etiologies of patronizers of adult toy stores in terms of
    - a. source of information about adult toys stores
    - b. first visit to adult toys store
    - c. frequency of visits in adult toys stores
    - d. kinds of adult toys patronized by the respondents
    - e. money allotted for adult toys
  3. What are the motivational factors of Patrons of Adult Toys Stores
    - a. reasons for visiting adult toys stores
    - b. reasons for patronizing adult toys
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- The image contains a large, semi-transparent watermark logo in the center. The logo is circular with a scalloped edge. Inside the circle, there is a stylized triangle with a star on top and a book below it. The text around the circle reads "ATANGNILLO AGUIRADO - INFORMATION RESOURCE CENTER". Below the circle, it says "La Salle University - Dasmariñas • Since 1977 • Dasmariñas, Cavite, Philippines".

c. benefits from using adult toys

**Assumptions:**

The researchers assumed that adult toys are used because of lack of sexual pleasure and activity between couples basically to make their partners horny and satisfied. While using adult toys has an effect to its users.

They assumed that the respondents have their own positive perception about adult toys stores. The respondents are motivated to use, buy and patronize adult toys just to have fun and to try new things out of curiosity regarding those different paraphernalia.

**Scope and Delimitation:**

The study is mainly concerned in knowing the different motivational factors of patronizers of adult toy stores. Respondents of the study were chosen regardless of sex, age, civil status, educational attainment and salary per month. The only thing that was considered was whether they consented to participate in the study or not. The study focused only on the registered shops who gave consent to the researchers as well as those who operate only during day time for the convenience of the researchers. The researchers used the survey questionnaire as their research instrument.

### **Instrument:**

There was only one type of source that was utilized to answer the problem stated. It is through a survey questionnaire for the respondents to fill out. The researchers obtained data using the above mentioned indicator that helped to evaluate the motivational factors of patrons of adult toys stores.

### **Findings:**

Based on the analysis of data, the researchers came up with the following findings:

1. The demographic information of the respondents such as: sex, civil status, educational attainment and salary per month is related to the motivational factors of patrons of adult toy stores. In terms of sex, the findings showed that males were dominant than females in visiting adult toy stores while in terms of civil status more single were patronizing these adult toy stores because they have lesser responsibilities. In terms of educational attainment more college graduate or professionals visit adult toy stores. These respondents belonged to the middle range class in terms of socio-economic status on the basis of their monthly salary. Because of their income they can afford to buy or purchase different kinds of adult toys.

But in terms of age, the researchers found out that there is no relation to the motivational factors of patrons of adult toys stores, because even minors can visit and

purchase products from adult toy stores. There is no restriction in age; every body can visit adult toys stores.

2. Every patron of adult toy stores has his/her own reasons why he/she is visiting adult toys stores or why he/she is motivated to patronize adult toys stores. Some of the respondents answered that they were just motivated to buy and use adult toys just to have fun. Other patrons of adult toys stores also disclosed that they use and buy adult toys just to try new things out of curiosity for the different adult toys paraphernalia. There were those who revealed that using adult toys enhance their masculine ego regarding sex and that they really believed in those. While the respondents who are married shared that the only reason why they use adult toys is simply for excitement for them to maintain a happy long marriage. Some of the respondents were using adult toys basically to make their partners horny and satisfied, while others make use of these for safety purposes; i.e., that is to avoid sexually transmitted diseases (STD). They further added that people treated sex or adult toys as a common commodity like rice, cellular phones and credit cards which has something good to offer.

### **Recommendations:**

Based on the findings of the study the researchers recommend the following:

**For the Future Researchers.** They should conduct a deeper and extensive related study for a more generalized result, since the industry of adult toys is rampant. They must refer to a large number of respondents from different stores not only in Metro

Manila, so that the community will generally benefit from the study. And to be able to achieve and gather more data for a more precise and concrete outcome in terms of reliability and validity.

**The store owners of adult toys.** They must secure the safety of the patrons of their products, by explaining and / or orienting them the proper way of cleaning and using adult toys. They should legalize their business by securing a permit to operate from the local government.

**The patrons of adult toys.** They must learn how to take care of themselves, because it might affect their health if they use fake adult toys to satisfy their curiosity. And for the patrons or users of adult toys below the legal age which is 18 years old should be prohibited from using them.

**Partners or Couple Marriage.** They must ask themselves if they really want to make love with their partners with adult toys. If they are in favor, they should be more understanding of himself or herself.

**Government.** They must see to it that the industry of adult toys will not endanger the community, so the implementation of a law is imperative for the protection of the owners as well as the patrons of adult toys. They should also secure the safety of the users by seeking approval from the Department of Health (DOH), before allowing these products in the market.

**Community.** The members of the community should learn to distinguish authentic adult toys from imitations for their safety.

