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A Survey Of Parents' Attitudes Towards The Dangers Of Children's Toys Traded In The Saudi Market

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Abstract

The research aims to reveal the extent to which parents of children are aware of the dangers of their children toys from the age groups (9:1 years). To verify their awareness of the dangers of toys and to assess their attitudes towards them, the "case study" method was used, and a survey was built on the dangers of toys for that age group available in the Saudi market. The research attempted to cover most of the common toys available in the Saudi market. A random sample of (422) individuals who deal with children participated in the research.

The results concluded that the sample responses to the dangers of toy were not expressive of the real risks, and most of the sample members do not examine the alerts attached to the toy , due to the absence of an approach or plan, in addition to the ambiguity of those alerts and their writing in a foreign language that is difficult to read, and they are often covered with a price tag. the toy. The results of the qualitative analysis revealed the sample's perceptions of forms of danger with toys. Interpretations varied about the sources of danger, and the interpretation of the alerts attached to them. The research recommends that the concerned bodies examine toys in accordance with agreed international standards, increase consumers' awareness of the role of the Gulf Cooperation Council Standardization Organization (GSO), activate a website for it that communicates directly with the consumer, similar to CPSC, and design national notices directed to the Arab consumer, in the Arabic language, thus It controls these products and protects children from danger to their lives.

Keywords: toys risks, safety standards, Arab consumer, safety alerts .

Introduction

Toys is an important and enjoyable part of every child's development. But it can also be accompanied by dangers, as most children spend their day with their toys, Adults do not realize that these toys may carry a great danger that they do not see. They also do not realize how many children are injured and killed by these toys, and that some of these victims could have been saved or avoided, if their parents had known the dangers of the toys. Given the

seriousness of the matter, institutions and organizations concerned with children around the world, and consumer protection committees, set standard standards for specifications of toys, and methods for conducting safety tests for them. Many countries have also set standards for safe toys around the world, such as the Australian Toy Safety Standards, the standards set by the International Institute of the Toy Industry (ICTI), ISO and others.

The US Consumer Protection Committee (CPSC), the World Against Hazardous Toy (WATCH) and the American Society for Testing and Materials (ASTM) have played an important role in publicizing requirements setting standards for toys to be binding on manufacturers. Antonucci (2007) notes that as a result of the influence of these organizations, millions of dollars have been withdrawn Toys that contain high levels of hazardous materials. The issue of toy safety and security has become a topic of great concern in the US Congress, and strict laws have been put in place to ensure the safety of children's toys.

Given the importance of the issue of the dangers of toys for children under the age of 14, the Gulf countries have attached utmost importance to this topic, so the Standardization Organization for the Cooperation Council for the Arab States of the Gulf issued the Gulf Technical Regulation for Children's Play, in which it mentioned the target age group, the definition of toys, its risks and standard specifications. And the laws binding sale and import in the Gulf countries, and the document mentioned "the basic requirements that must be met in children's toys, whether toys produced locally or those that are imported from abroad to any of the member states of the Standardization Organization for the Gulf Cooperation Council countries, and free circulation of any of these is allowed. Playing in the markets of the member states without obstruction at the customs outlets, unless there are other reasons for not trading them, other than their non-compliance with the basic requirements" (GSO, 2018).

It can be seen that the market for children's toys in Saudi Arabia is very promising. The authors noticed, when touring shopping centers and toy stores, that more than 90% of children's toys came from China and were made of materials that did not meet specifications, such as high-lead plastic from which Barbie doll was made. That some toys have small parts that are detachable and the small one can swallow them, and one of the most serious problems facing the Arab consumer is that many of the toy alerts are written in a foreign language that he may not know or covered with a paper that hides important information about the game, such as placing a paper for the price of the game or phrases that are attractive to the consumer, despite Warnings and penalties set by the GCC Standardization Organization (GSO, 2017). However, research on the dangers of children's toys is very limited. Therefore, it is necessary to conduct research related to the dangers of children's

toys, which would help in enhancing consumer awareness of protecting children from the dangers of their toys.

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Search questions:

1. What are parents' perceptions of the dangers of toys for children of the age group (1:9)?

2. How interested are parents in reading the safety alerts accompanying the game for children of all age groups (1:9)?

Search Objectives:

1. Knowing parents' perceptions of the dangers of children's toys from (1:9 years).

2. Determine the importance of reading safety alerts accompanying the game for children of the age groups (1:9) for parents?

1- Theoretical framework:

Today's toys are not your parents' toys, they have evolved with technological development and so have their risks (p3, AAJ, 2010). Technological and cognitive progress in the field of manufacturing and marketing children's toys has raised new issues with regard to the safety of toys, which necessitate amending the basic requirements in them, especially with regard to the prohibition of the use of some chemicals that cause cancer, genetic defects, allergies or scented materials, as well as the maximum permissible limits for some Other substances, especially in toys intended for use by children under the age of thirty-six months, or toys that children can put in their mouths (GSO, 2017).

The theoretical framework of the research will address two main axes**: the dangers of children's toys, and the safety warnings associated with toys.**

First: the dangers of children's toys:

Although toys provide both fun and entertainment, many of them contain hidden dangers for children and have been associated with a very large number of injuries. Children can be harmed by unsafe toys in many ways, including falls, suffocation, suffocation, burns, drowning, and poisoning**.**

Back in the day most parents had common sense to keep an eye out for small objects that might choke a child or sharp pieces that might cause harm, but today's toys feature invisible dangers. The danger may come from lead, cadmium, asbestos, and other undetectable carcinogens, or a small, innocent-looking magnet that can tear a child apart (p3, AAJ, 2010).

A 2016 CPSC report shows 240,000 toy-related injuries were treated in US hospital emergency departments, of whom 73% were children under the age of 15; 69% for children 12 years of age or younger; 35% of children under 5 years old (CPSC, 2016.P3. CPSC (2017.P3) reports 13 play-related deaths in 2017 among children under 15 years old. All victims under 12 years old. Playing rides was associated with seven deaths, 54% of the 13. The CPSC (2018.P3) reports 17 toy-related deaths in 2018. Among children under 15 years of age, motorized scooters were associated with 3 out of 17 deaths. One death, three deaths from cars, and three deaths due to airway obstruction in the same year Rubber balls and balloons caused three deaths from airway obstruction in the same year CPSC (2019.P3) reports 14 play-related deaths in 2019 among children 14 years of age or younger, and bicycles caused There were five deaths from motor vehicles, four from driving, and one from falling. The small plastic balls caused four deaths, due to airway obstruction. The CPSC (2020.P3) reports 9 play-related deaths in 2020 among children aged up to They are 14

years old or younger, and three cases are due. One death to the balloon and one death to a rubber ball, due to airway obstruction. Other deaths have included toys stuffed in an unsafe sleeping environment, suffocation or inhalation of small parts of a toy, and suffocation in a toy box. The AAJ (2010) reported lead poisoning, intestinal perforations, and infanticide cases. In 2006, 21 million toys were recalled because they contained small magnets that could separate from toys and cause such problems, and in 2007 it was reported Performed 34 urgent surgeries to remove small magnetic pieces of children's intestines.

The US Consumer Protection Committee (CPSC), the World Against Hazardous Toy (WATCH) and the American Society for Testing and Materials (ASTM) have all played an important role in publishing requirements that define safety standards for toys to be binding on manufacturers. As a result of the influence of these organizations, millions of toys have been withdrawn. High of hazardous materials.

The recall of millions of toy cars made in China has sent a new warning to parents and deepened potential business problems for the entire industry. Dangerous. (Antonucci, 2007, p3) The issue of toy safety became a focus of Congress, and it attempted to deal with the increased risks posed by children's products by passing the Consumer Product Safety Improvement Act to strengthen the Consumer Protection Committee in 2008 (p13, AAJ, 2010).

The Gulf Cooperation Council sensed the seriousness of the matter as well, and established the Standardization Organization for the Gulf Cooperation Council States in 2001, and the authority developed a Gulf technical regulation for categories of priority products for member states, including children's toys, and in the framework of building a legislative system to control the safety of products within the market of member states, this applied The regulation applies to all products destined for consumer use. The authority issued technical regulations, which are a set of regulations that are applied to all types and categories of products, including the Gulf technical regulations for toys in 2007. The authority's report showed that 90% of imported toys contained harmful substances such as lead, as many of the Children's toys are imported from China because of their cheapness and cost compared to locally manufactured toys. Therefore, the GCC Standardization Organization has developed the Gulf Technical Regulations for Children's Toys, which aims to specify the mandatory requirements for the safety of children's toys, which must be met in all toys before displaying or placing them on the market. And then enjoying freedom of movement within the member states (GSO, 2018, p12). GSO has also set up a product safety system (law) and market survey, and has introduced explicit toy safety provisions.

Despite this, there is no direct communication with the GSO and the consumer, which allows the consumer to report the risks of a product, or the presence of annual reports on the toys on the market, nor the percentage of children's injuries from those toys.

Second: Safety alerts accompanying the game.

Safety alerts are a message accompanying the product to the consumer, and its actual function is to clarify the negatives of the product, and to send a warning message to the consumer, and manufacturers are obligated to put these messages on all products, including toys. Given the strong impact of these messages on the consumer, the content of the message may make him refrain from buying the product, so the factory resorts to professionals to formulate these messages, and also to designers to visually influence the audience by manipulating the visual design elements (images, colors, and font type). Toth (2009) explains that safety alerts include three main axes affecting the audience, namely visual design, negative messages, and dangerous communication. Designers have tried to manipulate the three axes to influence consumer decisions to purchase the product.

There are several problems that accompany these messages, including the attempt to influence the consumer through the optical deception of the content of the message. Kostelnick, Roberts (1998) explained that designers may use the principle of Gestalt to create a contrast between the shape and the floor, to draw attention to the product. Contrast depends on the viewer's ability to perceive the differences in the visual elements, i.e. between the figure and the floor, and is a visual manipulation to draw attention to a specific object. However, the art of using color greatly influences game safety alerts, and many theorists have offered ideas about how the public perceives color. Despite this, it was agreed that all colors affect the surrounding elements, which affects the audience's vision. On the other hand, the colors depend on the culture of the audience so that they give a specific meaning according to that culture.

This is in contrast to the method of writing the text by exploiting the type and size of the font, and sometimes writing the message in an unknown language or foreign to the country of export, as is the case with Arab countries. The manufacturer and the importer may resort to covering this message to make it difficult for the consumer to read it. The audience's examination of the game's safety alerts also requires high visual contact to deal with language, images, and colors. Unfortunately, safety alerts on toys often violate toy safety rules, controls, and standards. The audience's previous experiences of security alerts on the game may shape their visual perceptions of it (Toth, 2009).

In addition to the visual design, the alert includes a linguistic aspect, and Bernhardt (2003) and Brumberger (2005) attempt to understand text messages for security alerts. They find that some alerts often use small font sizes and inconsistent fonts that are not conducive to

proper understanding of the alert. The question here is how will public perceptions of game safety alerts be formed if they rely on their past experiences with poorly designed documents? Both Van and Van (2001) dealt with the linguistic aspects of message construction and focused on analyzing the language of the discourse, and the style of drafting, and they concluded that product warning messages rarely mention the degree of danger associated with it, and most safety notices serve a promotional function. It carries a positive message, and a negative message. The positive messages included "polite tone, apology, non-binding rubber speech, and negative messages included (defeatist tone, no apologies, no rubbery speech) and most of the sentences were based on the passive. One of the results of the study is that the use of polite strategies has an effect Negative acceptance of the alert message.

This is on the one hand, and on the other hand, the brief alerts in the text, are not helpful to the consumer (eg lead poisoning risk, toy must be replaced or the company should be contacted) The notice here is brief, but the question is, is it clear? Is it effective? Did he ask that the toy be removed from the child? Also, the presence of both visual and verbal language in the notice can lead to ambiguity, and this may be intended by the manufacturers. The Arab factory and importer resort to those text and visual messages that carry attractive images and words that affect the consumer and make him not aware of the dangers of the game despite the warnings of the Standardization Organization of the Gulf Cooperation Council (GSO, 2018).

Given the seriousness of the matter, the US Congress renewed the product regulations, including the safety of toys, and passed the Consumer Product Safety Act, this law placed restrictions on infringing toys that contain high levels of lead, and this helped the Consumer Protection Committee to perform its work already (Public Law, 2008).

The GCC Standardization Organization has also issued a law obligating importers and manufacturers to provide information to consumers, including the nature of the information that must be attached to products, its form and presentation such as warnings and instructions for use, and indicative information to reduce potential risks when using products, and obligating them to provide information related to risks. that are unclear without sufficient warning to consumers to enable them to assess the inherent risks (GSO 2017, p10-p11)).

GSO has set standards and controls regarding the import of children's toys from abroad or manufactured at home, and warned against hiding danger alerts on the toy, and obligated the factory and importer to put instructions and instructions on toys in Arabic (GSO, 2018).

Therefore, security alerts on the game must be more personalized to help individuals take appropriate action to guard against danger. Johnson, Sheehan (2010) emphasizes that all

safety information that should be communicated to the consumer must include three elements: first, the communication clearly identifies the danger, second: it explains the risk of the contact, and third: it tells the consumer how to avoid injury. If the danger is mentioned in the toy, the consumer should be encouraged to keep the toy away from the child.

What is meant by dangerous communication in the current research is to directly deal with the game manually or with what is related to it, and use it in the different areas of play.

METHODOLOGY AND PROCEDURES:

The survey focused on toys spread in the Saudi markets, specifically in the regions (Jeddah, Makkah, Riyadh, and the Eastern Province), which are advertised on TV channels, the Internet, and stores. The case study method was used because it was the most appropriate method to obtain information and better understand the ideas of the target sample about the risks of the game, and how they face those risks. It reveals their reactions about the game and the security alerts it carries, the common opinions among the sample members, and their perceptions about the effectiveness of those alerts.

And because the current research focuses on the extent of awareness of the sample to the dangers of the game. Direct interviews were conducted with the sample members to collect more detailed data as a means of verification in the research. A sample of parents of children from the employees of King Faisal University was searched, and they were interviewed in the University's Child Library, the Al-Bir Society in Al-Ahsa, the Al-Ahsa Girl Society, and the Child Development Center in Al-Ahsa. Is it dangerous or not? What are the risk factors, from their point of view? A database was collected about the toys that were used in the research, which were presented to the sample, in addition to the toy safety alerts collected from the Internet and from stores.

Sample Description:

A large sample of 422 individuals, who belong to different economic levels, and who have children of the age groups (9:1) years, participated in the research. This sample can be considered diverse and represents substantially different backgrounds. And the way they investigate the game and the safety alerts on it, which belong to the children of this category, was scrutinized. It is the group most vulnerable to injuries resulting from the use of toys. In addition, the focus was not only on parents, as they were specifically targeted, because in many cases, it is not only parents who bring toys to children, but relatives and friends, and therefore their presence in the sample is very important.

Description of the scanning tool:

A field survey was prepared, consisting of three sections:

1- General questions that require the participating sample to express their opinions and experiences in dealing with the game, and it includes 8 paragraphs, the application of which took 8 minutes.

2- Presenting toys directed to children from (9:1) years old to the sample, and they are 25 toys, with one question: Do you know these toys? Do these toys represent a danger? Identify those risks. And how can it be avoided? It took 50 minutes to apply.

3- It relates to reading safety alerts on toys and the extent to which the sample interacts with it. It included 5 paragraphs, and its application took 10 minutes.

Design and construction of the survey instrument:

1- Building the vocabulary of the tool: all the expressions were obtained through the literature and studies related to them, and divided into three sub-axes, each of which measures a specific aspect.

2- Verifying the validity of the tool's content: using the internal consistency, and this was done by calculating the values of the correlation coefficients between the degrees of the sub-dimensions on the one hand and their correlation with the total score on the other hand. The results indicated that all correlations are significant at the level of 0.001, and this is due to the sincerity of the selection of the phrases used, and that the examinees were well-acquainted with the objectives of each phrase, and the positive significant correlations indicate that there is one vector for the survey tool phrases with its various domains, and this means the integration of those aspects Logically, it can be reassured that each dimension can be considered an external test for the other. Factorial validity was also used, where the results indicated a high factorial validity, which in turn is an indicator of the formation validity, as the percentage of factor variance reached 82.7%.

3- Estimating the stability of the tool: The reliability coefficient was calculated for each of the four domains of the tool using the Kewder-Richardson method (20). It was found that the reliability coefficient ranged between 0.88 and 0.95, and this confirms the internal consistency of the significant and high correlations between them. The legalization process was carried out on 100 participants.

Study results:

To answer the first question of the research:

First: What are parents' perceptions about the dangers of toys for children of the age groups (1:9) and their knowledge of it.

1- The sample was asked 8 general questions about the toys that children buy, which are shown in Table (1).

Table (1) Sample perceptions of play risk.

M	Questions	Yes	No	To some extent
1	Do you read the warnings on the game before buying it for children?	50.5%	41.7%	7.8%
2	Do you read the instructions for use on the game before buying?	59.2%	33.2%	7.6%
3	Do you read the instructions for any age before buying?	59.7%	32.7%	7.6%
4	Do you consider that the game is a product of a well-known and trusted company?	29.4%	52.2%	18.1%
5	Are toys associated with restaurant meals dangerous?	14.9%	48.1%	37%
6	Do you know the Standardization Organization for the Cooperation Council for the Arab States of the Gulf (GSO)?	7.3%	88.4%	4.3%
7	Have you seen the Gulf technical regulation for children's toys?	7.4%	89.3%	3.3%
8	Interested in knowing the source of the game (country of origin)?	43.9%	27.8%	28.3%

Table 1 shows the inconsistency of the sample answers with respect to the diversity of the danger posed by toys. And a large proportion of the sample do not bother to read the instructions for use of the game.

- Most of the sample buy the game even though they read the alerts.
- The sample's lack of awareness of the importance of the game's manufacturer being known, in the sense of its credibility. Surprisingly, some of the respondents simply stated that their children own dangerous toys such as containing small magnetic pieces, and they did not have problems for many years, and the language of dependence was the dominant language in their conversations. Although the Standardization Organization for the Gulf Cooperation Council has been practicing its

work since 2004, most of the sample members do not know about it, and most of them did not see the Gulf technical regulation for children's toys. The purpose of the regulation is to establish nationally recognized safety requirements for children's toys. Although this will not eliminate the need to exercise parental responsibility in choosing toys that are appropriate for the child's age. or parental supervision in situations where children of different ages interact with toys that may cause them to, which, the application of this regulation, will reduce accidents in normal use, and the expected misuse of toys covered by this regulations .

2 - **The sample was shown to the children-oriented toys (1:9) that are already common in the Saudi market, and the following question was asked to them: Do the following toys present a risk, identify those risks, and how can they be avoided?** To answer this question. A survey of toys in the Saudi market was conducted and presented to the sample, and their responses were as follows:

Table (2) Sources of danger in children's toys (1:9) years according to the opinions of the sample

M	The most popular toys in the Saudi market	sample responses			
		Represent danger	It don't represent danger	Sometimes	I don't know
.1	Toys of rattles and teethers.	18.8 %	63.7%	5.5%	12%
.2	Toys attached with ropes, rubber bands, or chains.	31.8 %	54.6%	2.8%	10.8%
.3	rocking horse	55.3 %	42.5%	2.2%	-
.4	Stuffed dolls.	10.2 %	84.4%	1.7%	3.7%
.5	Brides and accessories.	15.4 %	82.2%	2.4%	-
.6	Colorful plastic rings toys.	1.9%	91%	7.1%	–
.7	Color play (such as face tints)	56.4 %	40.8%	1.7%	1.1%
.8	Plastic bathtub toys.	22.5 %	76%	1.5%	-

.9	Water toys and accessories	37.7 %	59.7%	1.4%	1.2%
.10	Colorful building blocks.	0.9%	68.7%	19.7%	10.7%
.11	Battery operated toys.	18%	50.2%	16.8%	15%
.12	Classification is played.	7.6%	79.9 %	11.6%	0.9%
.13	Play push and pull.	32.7 %	66.6%	0.5%	.2%
.14	Guns and pistols of all kinds.	64.2 %	20.1%	14.5%	1.2%
.15	Arrow and bow games of all kinds.	77.7 %	17.8%	4.5%	- -
.16	trampoline;	87.9 %	10.9%	0.8%	0.4%
.17	Game box.	18.2 %	76.2%	5%	0.6%
.18	balloons;	37.7 %	56.2%	5.2%	0.9%
.19	Vehicles of all kinds.	18.7 %	78.4%	1.3%	1.6%
.20	Toys containing magnets.	16.4 %	43.5%	24.4%	15.7%
.21	Masks and tents.	31.8 %	62.1%	2.8%	3.3%
.22	hovering plane	31.8 %	62.8%	3.6%	1.8%
.23	Scientific toys that contain: microscope, empty slides, mixing cups, lemon salt (citric acid), gelatin, baking powder, magnifying glass, pipette, measuring spoon, crucible	57.6 %	30.7%	8.1%	3.6%

.24	**Shrinky Dunk**	**11.9 %**	**77.3%**	**7.7%**	**3.1%**
.25	**Balance play**	**86.7 %**	**11.8%**	**1.1%**	**.4%**

- Toys of rattles and teethers: 18.8% of the sample mentioned speculative reasons far from the source of the real danger, such as (if there are small pieces in them that the child swallows, transmission of germs, if they are hard enough to hit his face), while the main danger in those toys is that they are made of Substances that can be poisonous to children if they are sucked or chewed, as reported by the Australian Consumer Commission (ACCC, 2013). This reason applies to toys with plastic rings, as 91% of the respondents stated that they do not represent any danger, and as for the colors (face and finger dyes), 40.8% of the respondents stated that they are completely safe, while 56.4% said that they may cause poisoning, and as for the painted blocks, they were completely safe. 68.7% of respondents stated that they are safe, and 76% of the sample stated that plastic bathtub toys are safe and not dangerous.

- Toys connected with ropes, rubber bands, or chains: 31.8% mentioned that they represent a risk of suffocation if the rope is wrapped around the child's neck, and this is consistent with (2012) Health Canada, while 54.6% of the sample find that they are completely safe toys despite the warnings on them. Especially for children under 3 years old, and they own these toys and do not intend to get rid of them.

- In the rocking horse game, 55.3% of the sample responses were not expressive of the true source of the danger. For example, the sample focused on falling children, and they considered that this is the main cause of the danger. And 42.5% of the sample do not find any danger in it, while the real danger is the pegs that represent the horse's horns on both sides, and that their injury is more dangerous than the risk of falling, and the rope connected to the game does not represent any danger to the cursed while it represents a danger Choking. It has also been confirmed (CPSC, 2010).

Stuffed dolls: 10.2% of the sample mentioned reasons far from the real danger, such as (if they are torn and the child puts them in his mouth, if they are heavy and fall on him, some of them frighten the child, their clothes are inappropriate for his age). 84.4% of the sample find stuffing dolls completely safe, while the danger of those toys lies in the small pieces attached to them such as eyes, nose, hair, buttons, and attached accessories, which are often small enough to suffocate the child if he grabs and swallows them, as reported by ACCC, 2010, 2013)).

- Puppet toys and their accessories: 82.2% of the sample indicated that they are safe, and there is no objection to their presence with children, while 15.4% of the sample find danger of suffocation, poisoning and wounds, and some mentioned responses far from the source of the real danger, such as (transmitting Western culture if Their shape was inappropriate) and the danger of brides lies in the material of manufacture and the accompanying parts such as accessories, all of which lead to the risks of poisoning, suffocation, wounds and skin sensitivity, especially those that may be connected to wires, batteries and small magnets (ACCC, 2013).

- Water toys and their accessories: 59.7% of the sample indicated that they do not represent a danger, and 37.7% of the sample indicated that they may be dangerous according to the age stage, and this is consistent with some of what was indicated by Timothy.2002)) in the inappropriateness of those toys for the age and size of the child, which leads For drowning or problems in the nose, ear and eyes.

Toys with batteries: 18% of the sample reported that they are safe and that there is no problem with their presence with children. While 50.2% think that it is completely safe, batteries in toys cause poisoning if they are dismantled and placed in the mouth, and also in their size small batteries that may be swallowed and cause a blockage in the intestines or throat and may lead to death (ACCC. 2013).

- The classification game with rotation: 79.9% of the sample responded that it does not cause any danger, and its danger lies in the amount of small stakes stuck to it and the ease of taking it off and swallowing it, which causes suffocation.

- Push and pull toys: 66.6% of the sample did not recognize its danger and stated that it does not represent a danger, and its danger lies in the solid handles and joints in those toys, which may be fastened with nails that can separate and swallow, as well as the length of the string (ACCC. 2013).

- Guns and pistols of all kinds: 64.2% of the sample responded speculatively to the sources of danger, such as (cause furniture breakage, lead to child illness, may swallow the bullet), and the danger of those toys, as determined by the American Consumer Protection Committee (CPSC, 2010) lies in the release of elephants without Long distance thread may cause damage, and contain chemical powder (such as pump) sparks appear when the trigger is pressed, and thermal particles that can injure children's eyes. The force of the water jet in a water gun can cause an eye or ear hazard (ACCC). 2021)).

- Arrow and bow games: 77.7% of the sample stated that they represent a danger (injuries and wounds). As well as playing trampolines, 87.9% of the sample indicated that they represent the risk of falling only without addressing the safety conditions in those toys such

as conditions for the edges, height, the place in which they are placed, and the rules of use in addition to their suitability for the age of the child.

The Play Box: 76.2% of the sample stated that it does not represent any danger at all. They said (dangerous if it contains small pieces that hurt the child or if trapped inside, it may close on his fingers). And the play box has criteria for its selection defined by ACCC (2013) such as the presence of ventilation holes, the cover should not be heavy, and it should be small in size so that the child cannot enter it.

Balloons: 56.2% of the sample supports that they are safe and do not pose any danger. And 37.7% said that they represent a danger and the reasons were (balloons if they explode, the child is afraid, the force of pumping air into them leads to suffocation, he may tie them on his hand and harm him, terrify the child, containing only helium is dangerous) and given those reasons, we find them far from the real causes as they are They cause risks if they are chewed or bubbled, the risk is double by suffocation and ingestion of toxic and carcinogenic liquids. (ACCC.2016)

Toys containing magnets: 43.5% of the sample indicated that they do not represent a danger, 16.4% of the sample mentioned that they cause danger, such as poisoning and intestinal perforations, and 24.4% mentioned reasons such as (he may think that they are real foods and swallow them, which causes stomach upset, he may use them in a way wrong). These are speculative reasons, and the fact is that they lead to perforations, intestinal obstruction, and toxicity (2010, AAJ).

Playing masks, tents and helmets: 62.1% of the sample indicated that they do not represent a danger, while 31.8% of the sample stated that they may cause suffocation. ACCC (2013) indicated that there are standards that must be observed in order to be safe to use, the most important of which are the presence of ventilation holes, and ease of opening and closing Even the distances between the doors and the hinges were determined, and according to (2012) Health Canada, the tents should be made of non-combustible materials.

- Toys of flying planes: 62.8% of the sample responded that they do not represent a danger, and 31.8% that they represent a danger because (the plane may fall down and cause injuries). Its danger lies in the speed of rotation, with sharp edges causing injuries, as stated by the US Consumer Protection Committee (ASTM, 2017).

- Scientific toys: 57.6% of the sample responded that they represented a danger, and some of the reasons might cause burns, suffocation and poisoning, and 8.1 of the sample said it might cause danger because lemon salt is dangerous to the child's eyes. An alternative should be placed, if the child does not know the instructions for use . And the danger of the game, as confirmed by Timothy (2002) that some substances may be toxic or flammable, and inhaling

the vapors rising from the interaction of chemicals affects the respiratory system of young people and therefore needs supervision from adults.

Shrinki Dunk Game: 77.3% of the sample stated that it does not represent a danger. And 11.9% said that its danger lies in injuries, wounds and burns, and Health Canada (2012) stated that the electrical energy that it needs in order to work causes serious burns.

Balance game: 86.7% of the sample mentioned the risks of injuries and injuries, which were classified by WATCH in the list of the ten worst games of 2011, that it is not suitable for children under 5 years, and its danger is that children do not control their balance and rotate around themselves, which causes serious injuries, especially in the brain.WATCH ranked play, poise, shrinky dunk, arrow and bow, trampoline, and ranking with spin in the list of the ten worst games of 2011 (Altman, Altman, 2011.

To answer the second question of the research:

How interested are parents in reading safety alerts accompanying toys for children of all ages (1:9)? The sample was asked 5 questions that were about toys and safety alerts on them, and one of the common toys was chosen to know the sample's perceptions about it, by asking multiple-choice questions. The responses were to two questions**: "Do you know this game?" Did you read the safety notices on it?**

The responses were that they know all the toys, and the game shown in particular is very common, and their children already own it, and their responses were about reading safety warnings on toys, 24.2% of the sample read the alerts, 53.3% do not read anything written on the game, "It is enough that my child likes it." And 22.5% do not remember. In general, the sample stated that the safety notices are in English or an unknown language, and many of the sample do not master those foreign languages (the sample alert text was translated and placed in three images for ease of handling). In addition, the percentage who viewed the security alerts did not check those notifications or verify their authenticity.

Figure 1

safety notice

The amazing Czech Denki machine

safety notice

The amazing Czech Denki machine

Figure 3

safety notice

The amazing Czech Denki machine

Shrinki Dunk Machine Safety Alerts Shown on Sample Translated into Arabic

As for a question: If you know that a child you know has a dangerous toy. What would you do? How many toys have you disposed of, returned to the store, or destroyed because of their danger?

76.8% of the sample said they would throw out the toy immediately, 9.2% would destroy it, 12.8 would return it to the store, and 1.2 would let the child play with it. Note that most of the sample will exclude the game. Also, a small percentage returns it to the store, not because of its danger, but because of its defects. The sample also indicated that the factors that will push them to keep toys first and their suitability for the child's age, then the risks associated with them, followed by the child's desire to play, then the price, and they stated that they will never keep the dangerous toy.

How many toys have you disposed of, returned to the store or destroyed due to their danger after reading the safety alerts?

28.9% of the sample said that they did not get rid of any toy, 10.7% of the sample within one or two times, 13.7% 2-3 times, 4.3% 3-4 times, 3.3% 5-6 times, 39.1% do not remember. In general, the respondents stated that we did not expect such risks in play, and did not give it importance.

As for the question, what do you think is the main goal of having safety alerts on gameplay? 86.3% of the sample stated the goal was to protect children, 4.9% to trust the manufacturer, 6.2% to limit legal action, and 2.6% to exclude toys from stores.

Recommendations and Suggestions

- The research here refers to several new research areas, perhaps the most important of which is the design of a new survey that includes a random sample from different regions

that may be at the level of all Gulf countries to conduct a public opinion poll about their beliefs and perceptions about toy safety notices, and thus the Arab consumer can be alerted to its dangers.

- The research recommends that the concerned agencies examine toys in accordance with agreed international standards, and design national safety warnings for the Arab consumer, in the Arabic language, thus imposing their control over these products, and protecting children from a life-threatening danger.

- Introducing more broadly to the GCC Standardization Organization, as 61.6% of the participating sample had not heard of it, or the Gulf technical regulation for children's toys. And activating ways to communicate with the Arab consumer so that it has a website that includes standards and alerts of dangerous toys, methods of reporting them, and statistics on injuries resulting from contact with toys that are published annually.

- A game notification with lots of eye-catching visual stimuli such as red background, title, and big picture can be suggested to help the consumer identify the game. In addition, the proposed notice highlights the steps the consumer needs to take very clearly. The dangerous part is indicated by a red circle. Competitions can be held between designers to select the best Arabic wave designs.

Extract:

The problem of the dangers of toys in the Arab market has two parts, one for the consumer, and one for the product and the manufacturer. For the consumer, he falls prey to the glamorous method of promoting the game, and the Arab consumer's interest in the dangers of playing is very limited, and he needs a lot of means to raise awareness of the dangers of playing, and to increase his culture by reading safety notices in depth so that he can understand and make the right decision about the toys he offers his child. Research on the risks of gaming reveals that little attention is paid to the textual elements of gaming security notices (Van, Van (2001) and producers resort to text manipulation to influence the consumer such as the use of polite language, illegible small font, exotic languages, and the text virtually devoid of A direct warning to the consumer, he never gets his hands on where the game is, so alerts should always contain large, clear images of the product. It attracts the attention of the consumer and helps him to evaluate the game before reading any text in the notice. It is also possible to put a distinctive mark on the dangers in the game, and this will benefit the Arab consumer who is not fluent in reading foreign languages, and it will be an obstacle in the way of understanding the safety notices on the game, and the Arab consumer also needs to An interactive CPSC-style platform that gives him clear updated information on playing in the Arab market, annual injury reports, direct communication methods for reporting injuries, and dangerous play. As for the product and the factory, control over the

Arab market must be tightened, as most toy manufacturers resort to using poor and recycled materials to save manufacturing expenses, despite the presence of standard specifications for children's toys, including testing materials used in toys, whether with regard to colors or raw materials until it is ascertained that The toy is safe and not harmful to the child's health, and this specification must be binding on the factory, merchants, or the party that purchases these toys.

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