

# Parent-Child Purchasing Interaction in Pester Power of a Young Consumer

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**Abstract:** This study aims to elucidate the parental perspective on the parent-child purchase request interaction and pester power with regards to Fast Moving Consumer Goods (FMCG) in the context of Sri Lanka. This interpretive study helps to comprehend the experiences of respondents' children in relation to pestering. Due of the importance of the children's narrative, in-depth interviews with parents of children ages three to eighteen were used to build an interpretive theme. This request linkage and continuous level of elements influencing behavior have been almost entirely unreported till now. Contrary to earlier research, this study depicts the current parent-child purchase relationship as a positive one, and a tacit understanding and awareness of each other's obligations, techniques, outcomes, feelings, and perspectives of pester power proven to be quite beneficial.

**Keywords:** Pester power, Nag factor, Marketing management, Fast moving consumer goods, Buying decisions, Children's behaviour, Parent's purchasing behavior, Advertising, Child's influence

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