

THE INFLUENCE OF YOUNG CONSUMERS PESTER POWER ON PARENTAL PURCHASING DECISIONS, WITH A FOCUS ON THE SRI LANKAN FMCG MARKET

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Abstract

Over the course of several decades, a young customer's pester power has captured the attention of all parties involved. According to the researchers, the purpose of this phenomenological study is to assess the child's influence on parental decision-making in Sri Lanka's fast-moving consumer goods market, which is governed by informational qualities exposed by children throughout their daily activities. After conducting twelve in-depth interviews and three focus group discussions with over thirty-six young consumers between the ages of eight to eighteen who were chosen using a judgmental sample technique, the data were analyzed using thematic analysis to discover patterns and trends. Earlier research has largely ignored this request relationship and the enormous variety of components that determine behavioural results. Hence, in this research, previously undiscovered informative traits have been identified that may help explain why children in Sri Lanka influence family purchasing decisions significantly. This is the first study of its kind in Sri Lanka, and it fills in previously identified empirical and practical gaps. Innovative marketing methods can be employed to promote a business in the fast-paced consumer products industry, and marketers in this sector can take advantage of this singularity. While appropriate academics can undertake additional research on this child's behaviour, which is a widely discussed problem worldwide, this child's behaviour is now being investigated.

Keywords: Fast moving consumer goods (FMCG) market, Influential factors, Marketing management, Pester power, Young consumers