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#### **INFLUENCE OF NAG FACTOR ON PARENT BUYING BEHAVIOUR**

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#### ***Abstract***

Today children have the greatest influence on parents purchasing decisions. Nag Factor is an emerging concept for marketers to find new avenues of market and ways for tapping the potential of household markets. The nag factor is a global phenomenon, and kids are increasingly in charge of household decisions, particularly in fashionable nuclear families. As it attracts more customers, particularly among children, nag factor is regarded as one of the global marketing tactics with the quickest pace of growth. The study illustrates the perceptions of parents regarding the pester power influence or nag factor on their buying behaviour and their strategies to tackle the nagging strategies of children. With the aid of Rao soft, 286 is the suggested sample size for the study with a 95% level of confidence. Through a Google forms survey, the researcher obtained household sample data. The survey was conducted by the researcher using a sample of 286 replies from 958 families with children under the age of 18. 286 samples selected for the study. Persuasion and knowledge strategies are more used by children to persuade parents. Other strategies like rational, emotional and aggressive strategies are also used by them but not as much they use persuasion and knowledge strategies.

**Keywords:** Nag Factor, Pester power, Buying behaviour



# A STUDY ON CONCEPTUAL AND STRUCTURAL ANALYSIS OF GOODS AND SERVICE TAX IN THE INDIAN ECONOMY

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GST stands for "Goods and Services Tax." It was a revolutionary change brought about in the structure of the Indian taxation system. The then Union Finance Minister initiated the genesis of the implementation process of the GST in his historic budget speech in 2006. Finally, the date of the introduction of GST in the economy was claimed as April 1, 2010. On July 1, 2017, the GST bill was re-launched after reviews and reforms. The GST was considered a replacement for all indirect taxes. The main aim of this reform was to bring the whole nation under one indirect tax. Thus it was accompanied by the slogan, "One Nation, One Tax, One Market." GST implementation brought a storm of misleading views and contrasting opinions. This research paper focuses on understanding the implementation process, structure, and functioning of Goods and Service Tax in India.