

**THE IMPACT OF PEER-PRESSURE AND PERSUASION ON THE ACCEPTANCE OF ADIRE FABRICS (CLOTHES) IN WESTERN NIGERIA
(A STUDY OF YOUNG ADULTS IN IKORODU, LAGOS STATE, NIGERIA)**

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Abstract:

Peer pressure is the influence exerted by a peer group or an individual encouraging other individuals to change their attitudes, values or behaviors in order to conform to group norms. The main objective of this study is to examine the impact of peer-pressure and persuasion on the acceptance of Adire Fabrics (clothes) in Western Nigeria. The survey research design was adopted in this study. The population includes Staff / employee of the organization, customer / distributor and consumer / end user, While Chi-square formula was used to determine the sample size. Both primary and secondary data was used while 80-item questionnaire was the main instrument of data collection. The Chi-square formula was used to analyze the data and test the hypothesis formulated in the study. The analysis was based on the response from completed questionnaire. The summary of findings state that there is a significance relationship between peer-pressure and decision making. It was concluded that Peer influence has both negative and positive impact on adult's behavior. Among major recommendation was that Individuals should be encouraged not to give into peer pressure in order for them to be accepted and fit in a group

Keywords: Peer Pressure, Middle Adulthood, Independent Decision Organization, Management

Introduction

The influence at which social classes play its roles in the society is determined by the stimulus persuading their purchasing power. Organizations and individuals are much concerned about youths ignoring peer pressure related to adulthood. Gradually, many adults metamorphosed from their youth to adults with the experience gathered in the process. It is a decision made to conform and stay in a certain class that we form amongst ourselves. Therefore, the peer pressure experienced in the past can echo into the present. Sometimes, people go to any length to be accepted and liked even as adults, both in their professional and personal lives. After all what everyone needs is to hear positive things about themselves, be recognized and valued by others (Bibb and Darley, 2018). In this study, the researcher has tried to establish the preference of peer pressure among adults to find out the factors that trigger peer pressure among adults, to investigate how pressures among adult peers can result in both lack of independent decisions and responsible and irresponsible behavior, and determine the importance of using independent judgment when making a decision. Peer pressure is the influence exerted by a peer group or an individual encouraging other individuals to change their attitudes, values or behaviors in order to conform to group norms (Treyner, 2019). Social groups affected include membership groups in which individuals are formally members and in which membership is not clearly defined. Among adults, it is considered a rare phenomenon, though with the increasing competition for resources and personal progress, adult peer pressure is an emerging area of interest (Bibb and Darley, 2018; Clausen, 2018; Cotterell, 2017; Curtis et al. 2008; Fishbein, 2016; Insko et al. 2019; Perkins, 2013; Rubin et al. 2016; Steinberg and Monahan, 2017; Treyner, 2019).

Background Study

As people grow older, they are faced with some challenging decisions (Steinberg & Monahan, 2017). Some may not have a clear right or wrong answer and other decisions involve serious moral questions. Making decisions is hard enough, and can be even harder when pressured by other people. People of the same age group, like classmates, or workmates are called peers. Your peers are the people with whom you identify and spend time with. In adults, peers may be determined less by age and more by shared interests or professions. They heavily influence ones behavior, and get one into doing something. Peer pressure occurs when an individual experiences implied or expressed persuasion to adopt similar values, beliefs, and goals, or to participate in the same activities as those in the peer group. It is something everyone has to deal with, even adults (Rubin et al. 2016). Paying attention to own feelings and beliefs about what is right and wrong can help in knowing the right thing to do. Inner strength and self-confidence can help one to stand firm, walk away, and resist doing something when they know better. Therefore, peer pressure exists for all ages and no one is immune to peer influence. It can be either expressed or implied. In expressed peer pressure, an individual is challenged directly to comply with existing norms. Studies show that both peers are inclined to take risks they do not want to take because they believe the risky behavior will increase their standing in the eyes of their peers and assure their acceptance in the group (Cotterell, 2017). Implied peer pressure is more subtle and can be harder to combat. For example, a group of peers may make fun of the way another peer is dressed up, pressuring members of their group to dress only in one acceptable style. Often young people who look, dress, or act differently, or who have significant interests that differ from those of their age group become outcasts because of the pressure groups place on their members not to associate with anyone unlike themselves (Perkins, 2013). This can lead the rejected person to feel desperate and depressed. Adult peer pressure can be challenging when an

individual is trying to fit in a certain group given the fact that resources are key factor here. It is all about the social class of an individual in the society which is as a result of the socialization process that one was exposed to. Having good company is the wish of everyone but that may not be the case once there is low self-esteem. In order to curb the challenge, adults begin to work on areas that will help them fit in a given peer group (Fishbein, 2016). By the time a person reaches the age of forty in a professional or managerial career, it is clear whether he or she will make it to the top of the field. If individuals have not reached their goals by this time, most adjust their level of aspirations and in some cases start over in a new career. Many however are unable to recognize that they have unrealistic aspirations and thus suffer from considerable stress. Erikson stated that the primary psychosocial task of middle adulthood-ages 45-65 years is to develop generatively or the desire to expand one's influence and commitment to family, society and future generations (Clausen, 2018). In other words the middle adulthood is concerned with forming and guiding the next generation. The middle adult who fails to develop generatively, experiences stagnation, self-absorption with its associated self-indulgence and invalidism. Studies show that most adult peer pressure is about not taking action because, as one get older they fear change. Not only do they fear change for themselves, but also for their friends because if they change we might have to change too (Bibb and Darley, 2018).

Peer Pressure in Western Culture

Across a variety of cultural settings, people tend to be friends with those who are most like them. In fact, socio-demographic characteristics are usually the strongest predictors of friendship formation. Different types of peer groups have unique capacities to encourage negative or positive behaviors in their members. In the United States, cliques are often distinguished from other peer groups through the pressure they exert on their members to conform to certain norms in work orientation, drug use, and sexual behavior. Researchers found clear differences among six different cliques in their participation in high-risk health behaviors, including smoking cigarettes, alcohol use, marijuana use, and engagement in illicit sexual behavior. The successful formation and navigation of interpersonal relationships with peers is a process central in all cultures. In European-American cultural contexts, an ever-increasing amount of each day is spent in the company of peers, from 10 percent as early as two years of age to 40 percent between the ages of seven and eleven. By high school, teens are spending more than half of their time in the company of their peers. In Western cultures, as the amount of time spent with peers increases, so does the influence and support they provide. Popular conceptions regarding the influence of peers often focus on their negative effects of peer-pressure to the exclusion of current empirical research attesting to the myriad positive aspects of peer influence. Supportive relationships between socially skilled adolescents confer developmental advantages while coercive and conflictual relationships confer disadvantages (Bibb and Darley, 2018; Clausen, 2018; Cotterell, 2017; Curtis et al. 2008; Fishbein, 2016; Insko et al. 2019; Perkins, 2013; Rubin et al. 2016; Steinberg and Monahan, 2017; Treynor, 2019).

Peer Pressure in African culture

When compared with European-American and Asian-American adolescents, African-American adolescents chose friends who were less similar in terms of academic orientation or substance use, but more similar in terms of ethnic identity. Peer relationships can be a powerful positive influence in the lives of members. Natural observations indicate that most people discuss options with their friends before reaching a consensus about what to do. Several large samples reported that their friends discouraged drug and alcohol use, delinquent activities, and other types of antisocial behavior more than they encouraged them; they also claimed their friends encouraged positive social behaviors more than they discouraged it. Some even display anti-conformity, rejecting their peer's judgments, and making different decisions altogether. Friendships inherently limit the use and effectiveness of coercive pressure because they are relationships based on equality and mutual respect; consequentially, decisions are made by negotiation, not domination (Bibb and Darley, 2018; Clausen, 2018; Cotterell, 2017; Curtis et al. 2008; Fishbein, 2016; Insko et al. 2019; Perkins, 2013; Rubin et al. 2016; Steinberg and Monahan, 2017; Treynor, 2019).

Peer pressure in Nigeria

Peer groups are among the most influential social forces affecting adolescents' behavior in decisions like clothing, hairstyle, music, and entertainment to more important decisions concerning short- and long-term education plans. During the formative adolescent years peers are arguably even more important than the parents, teachers, and counselors and the peer-influenced decisions of youth can have long lasting consequences. Peer group effects are a distinct class of influences arising from social interactions a broad term which encompasses any type of individual behavior that involves interdependence with the behavior or characteristics of others. In Nigeria, consumption of alcohol among adults as well as among adolescents is increasing and it is a serious risk factor for chronic diseases and injuries worldwide. Alcohol causes 1.8 million or 3.2% of all deaths and accounts for 40% of the disease burden. Lifetime prevalence rate of any substance use was 69.8%, and none of the socio-demographic factors was significantly associated with this. Lifetime prevalence rate of alcohol use was 51.9%, and 97.6% of alcohol users had consumed alcohol in the week prior to the study. The prevalence rate of cigarette use was 42.8%, with males having statistically significantly higher rates than females. Other substances used were cannabis (2%) and cocaine (0.6%). Among those who admitted to using substances, 75.1% were introduced by a friend while 23.5% were introduced by a relative other than a member of the nuclear family. Majority of those using substances wanted to relax (62.2%) or relieve stress (60.8%) (WHO, 2014). Problems associated with alcohol use included quarrelling and fights, loss and damage to property, problems with parents, medical problems and unplanned unprotected sex (Bibb and Darley, 2018; Clausen, 2018; Cotterell, 2017; Curtis et al. 2008; Fishbein, 2016; Insko et al. 2019; Perkins, 2013;

Rubin et al. 2016; Steinberg and Monahan, 2017; Treynor, 2019). This shows how the adolescents influence each other to use drugs a situation that can be found with the adults where they influence each other to drink alcohol, smoke, engage in irresponsible behaviors. Adolescents ask questions relating to social identity theories like who am I? And what do I want out of life? Feeling to be part of a group, be it the stereotypical jocks, or punks allows the adolescent to feel like they are on the way to answering some of these questions. Given that the adolescent spend twice as much time with peers compared to parents and other adults, a number of students see some of their peers as role models. These models can be a source of motivation or lack thereof. Modeling refers to individual changes in cognition, behavior or affects those results from observation of others (Ryan, 2010). Observing others perform a particular behavior or voice a certain opinion can introduce an individual to new behavior and viewpoints that may be different from his or her own. Observation also enlightens an individual on the consequences of such behavior and opinions. Depending on these consequences observation of a model can strengthen or weaken the likelihood that the observer will engage in such behavior or adopt such beliefs in the future. In the adult world these can be displayed also since what we grow up with as adolescents can be carried on to adulthood. It is not different in Nigerian situation and peer pressure among adults (Bibb and Darley, 2018; Clausen, 2018; Cotterell, 2017; Curtis et al. 2008; Fishbein, 2016; Insko et al. 2019; Perkins, 2013; Rubin et al. 2016; Steinberg and Monahan, 2017; Treynor, 2019).

Decision Making and Peer Pressure

Decision making is part of everyday life. Individuals have to choose where to go on vacation, when to replace old car, which pair of shoes to buy. In fact, each step made in life is a result of a decision made. Even if one does nothing, this is probably their personal choice. Of course, one would be happy if they could always make correct decisions in order to maximize the resulting utility, yet sometimes fail as a result of objectively insufficient information or subjective behavioral biases. Therefore, understanding and systematically describing people's behavior is extremely important both for predicting their future decisions and for potentially improving decision quality. Decision making may be classified into two main categories namely description based and experience-based decisions. Through studying newspaper, daily weather forecasts, drug package inserts and mutual funds' brochures, one enjoys convenient descriptions of the risky prospects, including the probabilities of possible outcomes. Respectively, decisions based on such statistical descriptions are called description-based decisions. Decisions such as whether to backup computer's hard drive, cross a busy street, go on a blind date, put on a belt during driving, are typically denied a benefit of convenient descriptions of the possible outcomes (for example, the probabilities of a hard disk failure, of an accident, or of meeting a desirable partner in a blind date are never explicitly provided). In many such decisions, all individual can rely on own past experience. Respectively, decisions based on past personal experience are called experience-based decisions. In naturally occurring situations, decision-makers often base their decisions both on descriptions and on their own experience. Several models have been proposed to explain decision making in individuals (Bibb and Darley, 2018; Clausen, 2018; Cotterell, 2017; Curtis et al. 2008; Fishbein, 2016; Insko et al. 2019; Perkins, 2013; Rubin et al. 2016; Steinberg and Monahan, 2017; Treynor, 2019).

Peer Pressure and Decision Making Among Adults

Peer pressure is generally frowned upon in the adult world but it actually exists and its impact could either be positive or negative. As a positive aspect, it challenges or motivates the adults to do their best. The effect can be viewed as direct, indirect and individual effect on a peer. Directly an individual could experience peer pressure as someone possibly a group leader where he or she is told how to behave. A direct effect could be as a result of the individual being in need to attain something immediately. The adult is fully aware of his peer group and the demands stated and as to adhere to them in order to fit in the social group. Failure to conform to the requirements of their respective group could encourage deviance among his followers. Indirectly, group of friends commonly have particular habits or activities that they do together and the adult could also be exposed to another social group where he also acquires other traits. New behaviors and mannerisms are acquired. This is considered as a social group that encourages deviant behavior which one learns from other individuals of the new peer group. At the individual level, an adult undergoes peer pressure. This is attributed to the fact that the individual feels different whenever they find themselves in a given social group and with time they develop an anti-social attitude whereby they are comfortable being alone (Fishbein, 2016). When people are in peer groups, their ability to make decisions can be affected by copying the behaviors of the peers. This can be viewed as an act of modeling which is defined as the processes by which information guides an observer (often without messages conveyed through language) so that conduct is narrowed from random trial and error toward an intended response. By intended response, we mean that much of the practice takes place covertly through information processing, decision making and evaluative events in advance of visible or audible overt performance. A person can acquire new behaviors from live or symbolic modeling. Modeling can help a person perform an already acquired behavior in more appropriate ways or at more desirable moments. Modeling is also a process of observing an individual or a group and imitating similar behaviors. This acts as a stimulus for thoughts, beliefs, feelings, and actions of the observer (Bibb and Darley, 2018; Clausen, 2018; Cotterell, 2017; Curtis et al. 2008; Fishbein, 2016; Insko et al. 2019; Perkins, 2013; Rubin et al. 2016; Steinberg and Monahan, 2017; Treynor, 2019).

Methodology

In this research work, survey research design was adopted by selecting a sample from the total population. The information collected was analyzed and used to make decisions and generalization about the characteristics of the population from which the sample is selected. The total population of the study was 100 which encompasses the distributors/customer, consumer and

staff/worker of young adults in Ikorodu, Lagos State, Nigeria. The sampling method adopted in this study was systematic random sampling. These sampling methods give each member of the population an equal chance of being selected without bias. The researcher selected 80 administered questionnaires from the population size of the study. In this research work, information or data was obtained from both the primary and secondary source of data collection. Primary data was obtained through the administration of questionnaire to the respondents and through interview. While secondary data was obtained by reviewing relevant journals, past work of other researchers, textbooks and internet.

Results and Discussion

Data Analysis

This study covers the analysis and the results. It describes the process of analysis of the data using information gathered in the administered questionnaires. Data collected becomes meaningful to the users and the researchers when they are analyzed. The working in the questions and the study objectives developed and formulated in this study were tested and answers are provided for further studies (Bibb and Darley, 2018; Clausen, 2018; Cotterell, 2017; Curtis et al. 2008; Fishbein, 2016; Insko et al. 2019; Perkins, 2013; Rubin et al. 2016; Steinberg and Monahan, 2017; Treynor, 2019).

Table 1 Demographic parameters

Parameters	Options	Frequency	Percentage (%)
Gender [sex]	Male	44	55%
	Female	36	45%
Age	20-30	17	21.5%
	31-40	24	30%
	41-50	30	37.5%
	Others	9	11.25%
Status	Single	28	60%
	Married	32	20%
	Divorced	20	20%
	Widower	0	0%

The Table 1 above shows the age group of the respondents which says that respondents from years 20-30 were 21.5%, 31-40 was 30%, 41-50 were 37.5% and others were 11.25%. On the gender parameter 55% of the respondents were male while the remaining 45% of the respondents were female. The Marital Status of the respondents indicates that 35% of the respondents were single, 40% of the respondents are married, 25% of the respondents were Divorced while there was no widower in the course of the administration of the questionnaire.

Table 2: Research Questions

Parameters	Options	Frequency	%
Peer pressure and decision-making relationship	Strongly Agreed	32	40
	Agreed	33	41.3
	Undecided	10	12.5
	Strongly disagreed	5	6.2
	Disagreed	0	0
Peer pressure triggers purchasing of fabrics	Strongly Agreed	30	37.5
	Agreed	25	31.25
	Undecided	15	18.75
	Strongly disagreed	10	12.5
	Disagreed	0	0
Fabrics is by peers persuasion	Strongly Agreed	25	31.25
	Agreed	25	31.25
	Undecided	20	25
	Strongly disagreed	5	6.25
	Disagreed	5	6.25
Adopting peers influence is beneficial.	Strongly Agreed	30	37.5
	Agreed	20	25
	Undecided	10	12.5
	Strongly disagreed	10	12.5
	Disagreed	10	12.5

Sales volume is influenced by public persuasion	Strongly Agreed	30	37.5
	Agreed	25	31.25
	Undecided	15	18.75
	Strongly disagreed	10	12.5
	Disagreed	0	0
Public figure influence purchase of fabrics	Strongly Agreed	25	31.25
	Agreed	25	31.25
	Undecided	20	25
	Strongly disagreed	5	6.25
	Disagreed	5	6.25
Peer influence in the sales of fabric cloth.	Strongly Agreed	30	37.5
	Agreed	25	31.25
	Undecided	15	18.75
	Strongly Disagreed	10	12.5
	Disagreed	0	0
Peer pressure is evident among adults	Strongly Agreed	30	37.5
	Agreed	20	25
	Undecided	10	12.5
	Strongly disagreed	10	12.5
	Disagreed	10	12.5
Peer pressure influences independent and responsible behavior among adults	Strongly Agreed	20	25
	Agreed	15	18.75
	Undecided	30	37.5
	Strongly disagreed	5	6.25
	Disagreed	10	12.5
Adult peer pressure influences responsible and irresponsible behavior	Strongly Agreed	20	25
	Agreed	15	18.75
	Undecided	30	37.5
	Strongly disagreed	5	6.25
	Disagreed	10	12.5

The Table 2 above indicates that 40% of the respondents strongly agree with the statement, 41.3% agree, 12.5% undecided, 6.2% strongly disagree with the statement while the remaining 0% of the respondents disagree. The analysis indicated the 37.5% of the respondents strongly agree with the statement that peer pressure trigger purchasing of fabrics, 31.25% agree, 18.75% undecided, 12.5% strongly disagree with the statement while the remaining 0% of the respondents disagree. On peer’s persuasion, it is investigated with responses that 31.25% of the respondents strongly agree with the statement, 31.25% agree, 25% undecided, 6.25% strongly disagree with the statement while the remaining 6.25% of the respondents disagree. The benefit derivable from adopting peer’s influence shows that 37.5% of the respondents strongly agree with the statement, 25% agree, 12.5% undecided, 12.5% strongly disagree with the statement while the remaining 12.5% of the respondents disagree. The above table analysis indicates that 37.5% of the respondents strongly agree with the statement that sales volume is increase through effective public persuasion, 31.25% agree, 18.75% undecided, 12.5% strongly disagree with the statement while the remaining 0% of the respondents disagree. 31.25% of the respondents strongly agree that public figure influence purchase of fabrics, 31.25% agree, 25% undecided, 6.25% strongly disagree with the statement while the remaining 6.25% of the respondents disagree. The table above also indicates that 37.5% of the respondents strongly agree with the statement, 31.25% agree, 18.75% undecided, 12.5% strongly disagree with the statement while the remaining 0% of the respondents disagree that the association that exist between peer’s influence and decision making helps in sales of fabrics clothe. Peer pressure is evident among adults, it indicates that 37.5% of the respondents strongly agree with the statement, 25% agree, 12.5% undecided, 12.5% strongly disagree with the statement while the remaining 12.5% of the respondents disagree. The table above also indicates that 25% of the respondents strongly agree with the statement that peer pressure influences independent and responsible behavior among adults 18.75% agree, 37.5% undecided, 6.25% strongly disagree with the statement while the remaining 12.5% of the respondents disagree. 25% of the respondents strongly agree with the statement that adult peer pressure influence responsible and irresponsible behavior, 18.75% agree, 37.5% undecided, 6.25% strongly disagree with the statement while the remaining 12.5% of the respondents disagree (Bibb and Darley, 2018; Clausen, 2018; Cotterell, 2017; Curtis et al. 2008; Fishbein, 2016; Insko et al. 2019; Perkins, 2013; Rubin et al. 2016; Steinberg and Monahan, 2017; Treynor, 2019).

Test of Hypothesis

Hypothesis One

H₁: There is a significance relationship between peer-pressure and decision making; H₀: There is no significance relationship between peer-pressure and decision making.

Criteria for the Test of Hypothesis:

The following questions are directly related to the hypothesis, shall be drawn from the questionnaire and further subjected to statistical test; (1) There is a significant relationship between peer pressure and decision making; (2) Public figure influence purchase of fabrics, and (3) As a middle adult, you make decisions based on independent judgment

Table 3 Contingency Table For Observed Frequency

RESPONSE	Criterial I	Criterial II	Criterial iii	TOTAL
Strongly Agreed	32	30	25	87
Agreed	33	20	25	78
Undecided	10	10	20	40
Strongly Disagreed	5	10	5	25
Disagreed	0	10	5	15
Total	80	80	80	240

Calculation of expected frequency:

EF= Row total x Column total

Grand total:

E1 = 29; E2 = 26; E3 = 13.3; E4 = 8.3 and E5 =5

Table 4: Calculation of Chi-Square (X²)

RESPONSE	OF	EF	OF-EF	(OF-EF) ²	$\frac{(OF-EF)^2}{EF}$
Strongly Agreed	32	29	3	9	0.310
Agreed	33	26	7	49	1.885
Undecided	10	13.3	-3.3	10.89	0.819
Strongly Disagreed	5	8.3	-3.3	10.89	1.312
Disagreed	0	5	-5	25	5
Strongly Agreed	30	29	1	1	0.034
Agreed	20	26	-6	36	1.385
Undecided	10	13.3			
Strongly Disagreed	10	8.3	1.7	2.89	0.348
Disagreed	10	5	5	25	5
Strongly Agreed	25	29	-4	16	0.552
Agreed	25	26	-1	1	0.038
Undecided	20	13.3			
Strongly Disagreed	5	8.3	-3.3	10.89	1.312
Disagreed	5	5	0	0	0
Total					17.685

X²cal=17.685. Predetermined alpha level of significance is 5%. X²tab @ (0.05,df). When df=degree of freedom =(r-1) (c-1) i.e R=row, C= column; =(5-1) (3-1), =(4) (2), 8=degree of freedom. Now that our Chi-Square statistic (x²=17.685), our predetermine alpha level significance (0.05) and our degree of (df=8) are known, we can now read critical value from the table. Therefore: X²tab @ (0.05,8)= 15.507; X²cal 17.685; X²tab= 15.507. Decision criteria: If X²cal>X²tab, accept H₁ and reject H₀. If X²cal<X²tab, accept H₀ and reject H₁. Conclusion: the decision is to accept H₁, since the X² calculated value 17.685 is greater than 15.507. Hence we accept H₁ which state; there is a significance relationship between peer-pressure and decision making (Tables 3 and 4).

Conclusions

This paper deals with the summary of the findings, conclusion and recommendations to the policy makers and all those who would be implementers of the research findings. The study has examined the effects of peer pressure on independent decision making

among adults. The specific objectives included determining that people of all ages are vulnerable to peer pressure, several factors trigger peer pressure among adults, demonstrate how peer pressure affects independent decision making and responsible and irresponsible behaviors and the importance of using independent judgment when making decisions. This is in respect to the acceptance of Adire fabric in western Nigeria. Many adults despite being influenced by peer pressure make independent decisions and only a small number makes decisions based on the influence from their peers. Other factors that trigger peer pressure among adults in the civil service as revealed by the respondents include the need to belong, social status, and level of income bracket, low self-esteem and political affiliations to some extent. Peer pressure does affect independent decision making to some extent which in turn affects ones behavior either responsibly or irresponsibly. These are like getting involved in drinking, use of drugs and substance abuse as negative influences of peer pressure. Most adults make decisions based on independent judgment thus objective thinking and focus on individual performance among the peers. This group use their time in development and advancement in career because of their positive decision making. As much as peer pressure is frowned in the adult world it actually exists. Peer influence has both negative and positive impact on adult's behavior. Negative impacts include identity loss and individuality. It also makes one feel unhappy, unwell or uncomfortable. Negative impacts of peer pressure led to irresponsible behavior such as smoking, drinking, and engagement in illicit sexual behavior among others (Bibb and Darley, 2018; Clausen, 2018; Cotterell, 2017; Curtis et al. 2008; Fishbein, 2016; Insko et al. 2019; Perkins, 2013; Rubin et al. 2016; Steinberg and Monahan, 2017; Treynor, 2019). Other negative impacts of peer pressure include loss of identity and individuality as well as unbearable burden in a bid to advance in career and living the lifestyle of peers. Positive peer pressure results in a person feeling better, healthier or happier. It also helps one advance careers and improved living standards. Peer pressure is real among adults and to some extent it affects independent decision making. People give in to peer pressure because they want to be accepted and fit in a group. Individuals join peer groups to learn and cope with new changes brought by modernization such as technological change and the need for new skills. When they are exposed to a different environmental setting, there are traits that are adopted that influence decision making. Peer groups allows individuals to meet like-minded individuals; allows one to take positive risks and test out values and opinions of others; test out their strengths and limitations; feel safe and boost their self-confidence; explore new and positive things including music; other interesting activities, feel understood and accepted by others going through the same phase and improve their ability to make personal choices. A number of people are unknowingly making decisions based on peer pressure. It kills and gives rise to a set of people who are merely clones of each other. Often what people do not realize is that although there exists the garb of a similar fashion or a similar trend that masks these clones, the actual faces behind these facades are unique. Main triggers of peer pressure are lifestyle and career growth as it has been seen from the results of the research. With regard to the findings of the study, it was clear that peer pressure does not always affect independent decision making, though it affects behavior of an individual. The following are recommendations that need to be addressed for further strengthening and improvement; (i) Provide guidance and counseling within the peer groups among encouraging team building and interaction with other peers from other peer groups as well encouraging individual performances and equal distribution of resources in the service and encourage objective thinking. (ii) Individuals should be encouraged not to give into peer pressure in order for them to be accepted and fit in a group. This may create problems when peers influence each other to participate in deviant activities. Before making any judgments and decisions based on anything from a peer group, it is important to affirm the reputations of it both in a positive and in a negative manner (Bibb and Darley, 2018; Clausen, 2018; Cotterell, 2017; Curtis et al. 2008; Fishbein, 2016; Insko et al. 2019; Perkins, 2013; Rubin et al. 2016; Steinberg and Monahan, 2017; Treynor, 2019).

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