

The effect of peer pressure on value orientation of adolescents and young adults

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ABSTRACT

Peer pressure happens when a peer bunch applies immediate or circuitous strain to do certain actions. The term "peer" often alludes to individuals one knows, in actuality, and who have a comparative economic wellbeing to oneself. Anyway, peer pressure can likewise be applied by bigger culture. To study the effect of peer pressure on value orientation on adolescents and young adults the total sample of current research study is 150 in which 75 are adolescents and 75 are young adults with age ranging 17-22 years. The sample was collected from different schools/colleges of Delhi NCR. After taken the consent peer pressure and value orientation questionnaires were filled up by the candidates. This research reveals that the higher the effect of peer pressure on adolescents as compared to young adults. There is a significant difference among adolescents and young adult it also can be seen though the mean difference value orientation an adolescent is more as comparison to young adults. There is no huge connection between peer pressure and worth direction among youthful and youthful grown-ups. There is no effect of peer pressure and value orientation among adolescent and young adult this study shows that peer pressure predicts zero percent of variance and explaining value orientation among adolescent and young adults.

Keywords: *Peer Pressure, Value Orientation, adolescents, young adults*

Peer pressure happens when a partner bundle applies prompt or indirect strain to do certain exercises. The articulation "peer" as often as possible suggests people one knows, taking everything into account, and who have a similar cultural situation to oneself. In any case, peer pressure can in like manner be applied by the greater culture. For example, TV projects can give to the open a commendable strategy to act, in spite of the way that the people on TV haven't the foggiest about every individual they are affecting. Buddies are people who you partner with or that resemble you in age, interests, or in some other way. Friends can consolidate people you are mates with, go to class with, work with or meet at an event. Peer pressure is where you are affected by others (your allies) to act in view of a specific objective. On the off chance that you're with buddies who are achieving something that you

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usually would not do and they convince you to do what they are doing, that is an instance of peer pressure. We should explore precisely how incredible buddies can be in doing unlawful prescriptions.

The manner in which pressure is applied by friends can fluctuate. A friend may pressure you legitimately by requesting that you accomplish something, or they may prod or cajole you so you will fall in accordance with their conduct. They may not utter a word by any means; rather, they may pressure you by regarding you as a pariah or by disregarding you. Peer pressure can achieve changes in conduct, yet in addition considerations, sentiments, and emotions. While peer pressure is most often used to depict the impact of peers on adolescents, all individuals can be liable to peer pressure. At the point when an individual has been compelled into undesirable propensities, an advocate can enable the person to reconsider and change their conduct. Peer relations are never more remarkable than in youthfulness. Not withstanding an adolescence related spike in enthusiasm for inverse sex connections, teenagers invest more energy than kids or grown-ups associating with peers, report the most elevated level of bliss when in peer settings, and allocate most prominent need to peer standards for conduct (Brown and Larson, 2009). This formative top in alliance inspiration shows up exceptionally monitored across species: Adolescent rodents additionally invest more energy than more youthful or more seasoned rodents communicating with peers. Also, a few formative neuroimaging examines demonstrate that, comparative with youngsters and grown-ups, teenagers show elevated neural actuation in light of an assortment of social upgrades, for example, outward appearances and social criticism (Burnett et al., 2011). Together, this proof for extreme touchiness to social improvements proposes that youths might be more probable than grown-ups to create a pattern condition of increased methodology inspiration when presented to emphatically valence peer boosts in a basic leadership situation, accordingly making way for an overstated methodology refinement impact of friend setting on dangerous basic leadership. As opposed to the moderately unexpected changes in social preparing that happen around the hour of pubescence, subjective limits supporting effective self-guideline develop in a progressive, direct example throughout pre-adulthood. In formative corresponding with basic cerebrum changes thought to help neural preparing proficiency (e.g., expanded axonal myelination), young people show proceeded with gains accordingly restraint, arranged critical thinking, adaptable guideline use, motivation control, and future direction (Steinberg, 2008). Youths and young people feel social strain to fit in with the get-together of associates with whom they blend. This peer pressure can affect how adolescents dress, what kind of music they check out, and what sorts of direct they partake in, including perilous practices, for instance, using meds, cigarettes, and alcohol, and taking part in sex. The intensity of peer pressure contrasts from situation to condition. Friend packs are regularly internal circles of colleagues who are about a comparable age. Partner pressure can begin in early puberty with kids endeavoring to get various kids to play the games they need. It generally increases through youth and lands at its power in the preteen and adolescent years. For all intents and purposes every youngster in focus and optional school oversee peer pressure, normally consistently. It is the methods by which children and youngsters make sense of how to exist together with others of their own age gathering and at last make sense of how to get self-governing. Dependent upon the social affair endeavoring to apply the effect, peer pressure can be negative or positive. Starting in focus school, kids begin to contribute more vitality with their partners and less time with their people and family. Though a couple of children remain loners and not part of any social event, most preteens will as a rule be a bit of a touch of get-together of friends called a group. In kids ages eleven to fourteen, it is commonly customary for people from these internal circles to be of a comparable sex. Youths will

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contribute a lot of vitality with partners in their circle, imparting by going out to see the movies or the strip mall, visiting on the telephone, or chatting on the web with messaging. They understand which kids have a spot with explicit groups and who the reserved individuals are. Inside the circles, talk about the opposite sex is notable as is making game arrangements for out of school works out.

A few children yield to peer pressure since they need to be enjoyed, to fit in, or in light of the fact that they stress that different children may ridicule them on the off chance that they don't oblige the gathering. Others may come since they are interested to take a stab at something new that others are doing. The possibility that "everybody is doing it" might impact a few children to overlook their better judgment or their sound judgment. peer pressure can be amazingly solid and enticing. Trials have indicated how peer pressure can impact kids to alter their perspectives from what they know without a doubt is satisfactory conduct to unsuitable conduct since every other person in their friend bunch is doing it. These examinations have additionally demonstrated that everything necessary for people to persevere on what they know is correct is for one other friend to go along with them. Kids and young people can't generally keep away from pessimistic peer pressure. Understanding the way in which esteems blend and effect developing people is in this manner essential in tending to the supporting socio biological determinants of prosperity at the individual and cultural level, in fluctuated societies after some time (Oishi, 2014; Viner et al., 2012). Without access to basic data on values and their socio-social corresponds, gatekeepers, teachers, approach creators, and different partners are at a misfortune about how to successfully encourage adolescents' sure advancement. At last, the future prosperity of individuals and planet is in question, considering the need for feasible and fair worth directions across assorted situations as per mounting accord. Critically, youths' all-encompassing qualities speak to center core values of their lives and lives to come, forming their characters (Marcia, 1980) just as their adjustment to, and acknowledgment into, their particular socio-social universes (Erikson, 1968; Rogoff, 2003). Among the changes of puberty, with its immense physiological changes (Greenspan and Dearthoff, 2014; Steinberg, 2014) and going with social advancement (Smetana, 2010), social, social, and individual qualities specifically hold considerable ramifications (Rohan, 2000). Qualities establish essential proportions of the "cognizant and oblivious social mental directions that speak to pretty much alluring accessible choices" and possibilities for activity variable among people, social orders, and societies (Longest, Hitlin, and Vaisev, 2013, p. 1499). All things considered, social equity tied qualities (e.g., Fiske, 1992; Hofstede, 2001; Jost, Terms identifying with improvement (e.g., 'positive', 'negative') and even 'advancement' itself are comprehended as a pluralistic conceptualization of human development as for results (e.g., more elevated levels of pressure), and not worth.

Sorts of peer pressure

Peer pressure can be dynamic or detached. Dynamic peer pressure portrays a circumstance where an individual attempts to persuade another person to accomplish something. For instance, two peers may urge a third peer to drive over as far as possible since "everybody drives that quick in any case." Uninvolved peer compel alludes to demonstrated or copied conduct. Somebody with a few companions who content while driving might be bound to content and drive themselves. They may reason that their companions content and drive, so it must not be so awful. Detached peer pressure, now and then called implicit pressure, may have more impact over conduct than dynamic companion pressure. Implicit pressure might be more earnestly to oppose in light of the fact that it can appear to be simpler to oblige the group so as to fit in, particularly when there's no unequivocal strain to accomplish

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something. Individuals who don't feel drawn into something may make some harder memories finding a chance to won't. Individuals vary by the way they approach others. A few people will in general methodology others in an agreeable way, though others will in general methodology others in a progressively egotistical way. Such social manners have been exhibited to be very significant in different settings and are regularly analyzed under the heading of social worth direction idea alludes to inclinations for specific circulations of results for self as well as other people. One could segregate among different social worth directions, for example, selflessness, fairness, participation, independence, rivalry, hostility, and so forth. Notwithstanding, investigate has upheld a three-class typology that segregates among three directions—prosocial direction, individualistic directions, and focused direction.

REVIEW OF LITERATURE

Cieciuc, et al. (2014), considered that Extensive culturally diverse review appears to recommend distinguishing proof of a lot of motivationally unmistakable qualities, showing that people just as whole societies vary in their overall inclination of a particular worth. Past these 19 fundamental beliefs, there has all the earmarks of being a degree of union in multifaceted research seeing all-inclusive arrangements of qualities as dictated by standard investigations of Schwartz's and Inglehart's esteem structures. Others fight that this regulating forced ethic approach is improper for social investigation of qualities, which could conceivably be both inside and outside to an individual.

Fischer, et al. (2014) reasoned that while such powers are regularly 'inconspicuous', they apply unmistakable effects on the individual, gatherings, and society, and surely, related and interconnected material and social. From sexual orientation uniformity and its relations to destitution, to fair institutional association and structure to approach measures, different socio-political develops and social framework arrangements (e.g., libertarian versus non-populist, dynamic versus preservationist) are believed to reflect, recreate, come from or interface back to these fundamental qualities on various levels.

Schwartz (2012) considered that Values drive inspirations, decisions, assessments, observations, and guiding formative pathways. Besides, values are inside masterminded inside an individual as indicated by their overall rankings of hugeness with the end goal that the inclination for one incentive over another molds comprehensions and activities.

Jost, Banaji, and Nosek, (2004) considered that Complex fundamental interdependencies and amassed impacts co-act, delivering particular and dynamic socio-social worth directions. That thought about qualities in the primary fall into an overall chain of command of individual and social standing.

Barkow, Cosmides, and Tooby, (1992) led an examination in which demonstrated that among the key zones of enthusiasm for youthful social socialization, the investigation of qualities can be viewed as an essential point of convergence as they animate both the continuation or, on the other hand, changing of societies, differentiating social and individual explicitness.

Value orientation

Schwartz (2012), led an examination that Individual qualities bunch into more extensive directions that are unpredictably bound up with how individuals come to consider themselves, their commitment, and social universes, filling in as dynamic controlling powers inside their lives.

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Eccles and Wigfield (2002), uncovered that Alongside their philosophies and good convictions, values offer ascent to a sorting out establishment for interconnected effect and perception groups, including implied downstream inspirations, hopes, convictions, and practices. Referring to the long-standing hypothetical base on social structure and individual organization, socio-social frameworks, with their particular structures, establishments, and relationship directs, among other marvels, are based upon and developed by factor social and mental worth inclinations or by and large directions made accessible to, disguised, and haggled by the individual installed in preformed and designed, however fluctuating social.

Ferris (2014), considered on interweaved perspective in the improvement of teenagers' conviction frameworks (i.e., values and their interconnected demeanors, discernments) incorporates attitudinal directions including assessments of explicit elements or conclusions with the component of affectivity.

METHODOLOGY

Aim

To study the effect of peer pressure on value orientation on adolescents and young adults

Objectives

1. To study the relationship between peer pressure and value orientation.
2. To study the level of peer pressure among adolescents and young adults.
3. To determine the effect of peer pressure on value orientation among adolescents and young adults.
4. To study the level of value orientation among adolescents and young adults

Hypothesis

1. There will be a significant difference in peer pressure among adolescents and young adults
2. There will be a significant difference in value orientation among adolescents and young adults.
3. There will be a significant relationship between peer pressure and value orientation
4. There will be a significant effect of peer pressure on value orientation among adolescents and young adults.

Sample

The total sample of the current research study is 150 in which 75 is adolescent and 75 is young adults with the age ranging from 17-22 years. The sample was collected from different schools and colleges of Delhi NCR.

Description of tools

Peer Pressure Scale by Saini & Singh (2010): This scale was grown mostly for the explanation that young issues are expanding step by step and peer pressure is one of the main considerations in impacting such issues among them. Friend pressure is related with numerous withdrawn actives and unsafe practices among young people, e.g., smoking, drinking, sedate maltreatment, street rage, auto collisions, and rule infringement net open spots. This manual depicts the ideas of friend pressure is one of the central points in impacting such issues among them. Friend pressure is related with numerous withdrawn exercises and hazardous practices among youth for example smoking, drinking, sedate maltreatment, street rage, auto collisions, and rule infringement at open spots. The 62 things created by the creator child the premise of audit of writing and looking over existing related

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measures. The things determination was trailed by two stage system. The test can be regulated independently just as in a little gathering. It takes around 20 minutes to answer all things of the scales. It is a self report 5-point Likert scale estimated on five classifications, i.e., emphatically Disagree (5), Disagree (4), Can't state (3), Agree (2), Strongly Agree (1). The base and most extreme score extend in 25-125. High score is deciphered as high friend pressure and low score demonstrates less peer pressure. Test-retest unwavering quality is the list of a measure's steadiness after some time acquired by connecting the outcomes from two events of appraisal. For the examination of test-retest unwavering quality (worldly security coefficient), 25-things scale was utilized for the underlying information assortment. The coefficient of transient steadiness was estimated by utilizing Pearson item – minute connection technique, and interior consistency of the scores was estimated by utilizing Cronbach's alpha. The results obtained indicated high test-retest reliability ($r=0.33^{**}$, $p<.01$) and internal consistency ($=0.77^{**}$).

Value – Orientation Scale by N.S. Chauhan & Aurora (1997): Value- orientation, as patterns of culture, they become the common values of the society. As much they exist as the most crucial elements of culture. Seeing of value –orientation areas started in India in the sixteen of the centuries. The present scale, (Chauhan, N.S. 1973) measure six dichotomous areas of value- orientation and is by nature, non-projective. Since then, it has been profusely used in doctoral researches at Agra and Meerut University.

The scale measures the following six Value-orientation areas. It is eleven point scales. The six sub scales (or areas of value-orientation) need a simple tick for each scales. The scale, as such requires only six “ticks” cautiously made. The ladde, consisting of eleven ranges, neatly drawn on a card board, be shown and introduced to the subject with other essential details. Strange emphasis must be laid on self –placement covering the free will and rightly judgment expressed by a single tick on any one of the eleven ranges.

No self-placement be made through ticks on the bottom and top ranges. Three must be excluded. The subject must be instructed clearly beforehand.

On getting the scores for the six Value-orientations they must be located in terms of their ‘Value-ends’ Consult the appended Norm-Table. Note that the upper value-end begins in the Table of Norms after the score of 50.

Statistical analysis

t-test, correlation and linear regression are used in the research.

RESULT & ANALYSIS

Table 2: Shows the mean, standard deviation & t-test among adolescents and young adults in context to peer pressure

Variables	Gender	N	Mean	Std. Deviation	t
Peer Pressure	Adolescents	75	76.36	15.36	.566
	Young Adults	75	75.16	10.07	

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Table 3: shows the mean, standard deviation & t-test among adolescents and young adults in context to value orientation.

Variables	Gender	N	Mean	Std. Deviation	t
Value Orientation	Adolescents	75	39.34	7.20	4.911**
	Young Adults	75	33.73	6.78	

** Sig at 0.01 level

Table 4: Shows the correlation matrix of peer pressure and value orientation

Variables	Value Orientation	Peer Pressure
Peer Pressure	.029	-
Value Orientation	-	.029

No significant relation between peer pressure and value orientation

Table 5: Shows the regression analysis for peer pressure and value orientation

Value orientation	Peer pressure			
	B	SBE	BETA	t
	-0.17	0.048	0.029	0.353

The above table shows that there is no significant effect of peer pressure on value orientation. The result indicates that Peer pressure ($R=0.029$) $F(1,140)=0.125$, 0% ($R^2=0.001$) of the variants in predicting value orientation in adolescents and young adults.

DISCUSSION

From hypothesis 1 the result states that there will be no significant relationship between peer group pressure among adolescent and young adults. The results reveal that and it shows there is no significant difference among adolescent and young adult but the mean difference shows that the higher affect of peer pressure on adolescent as compare to young adults. Undergraff (2001) who noted that adolescents, no matter their gender, spend more than half of their time in the company of peers. He stated that the peer influence is greater during adolescence than at any other time in life.

From hypothesis 2 the result states that there is a significant difference in value orientation among adolescents and young adults the result shows that there is a significant difference among adolescents and young adults it also can be seen through the mean difference value orientation an adolescent is more as comparison to young adults. Onyejiaku (1991), who stated that adolescents derive some measure of satisfaction from being together and that they discuss their problems with their peers rather than their parents.

From hypothesis 3 the result shows that there is no significant relationship between peer pressure and value orientation between adolescents and young adults. The findings also agree with 198 Peer Group Pressure the findings of Grubb and Watt (1999), who asserted that peer experiences in adolescence are significantly related to subsequent adjustment during adolescence and adulthood.

From hypothesis 4 the outcome shows that there is no impact of peer pressure and worth direction among youths and youthful grown-ups this examination appears there is no effect of peer pressure and worth direction among teenagers and youthful grown-ups this

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investigation shows that peer pressure predicts 0% of change and clarifying worth direction among juvenile and youthful grown-ups. Ungar's (2000) investigation of high dangers teenagers, which uncovered that adolescents showed that the selection of the conduct and presence of friends was a procedure deliberately utilized to improve the person's social change and force.

In this manner in general examination in some situation set up additionally changed and hardly any interceptive factors were interfered with the investigation. Indian Scenario In India, society assumes a significant job for presence. Since birth, Indians enjoy exercises that are socially worthy.

SUMMARY & CONCLUSION

The general finding of this examination results uncovers that the higher effect of peer pressure on pre-adult as contrast with youthful grown-ups. The examination expressed that the peer pressure is more prominent during immaturity than at some other time throughout everyday life. There is a noteworthy distinction among teenagers and youthful grown-up it likewise can be seen however the mean contrast esteem direction a juvenile is more as correlation with youthful grown-ups. There is no huge connection between peer pressure and worth direction among immature and youthful grown-ups. There is no effect of peer pressure and worth direction among immature and youthful grown-up this examination shows that peer pressure predicts zero percent of change and clarifying worth direction among pre-adult and youthful grown-ups.

Past investigations have noticed that peer bunch pressure assumes an essential job in the lives and social change of youths and that pre-adult tend to connect with individuals from their age gathering. Because of this affiliation, the choices of the age bunch impact the choices of the person who has a place with that gathering. Along these lines, young people practice the practices of their age mates, as opposed to those pushed by their folks, so it is basic for guardians to look out for the sorts of organization their immature kids keep.

Different examinations have discovered that the primary estimations of the friend culture are social interest, bunch dedication and individual accomplishment. In light of friend connections, individuals from a gathering are affected to accomplish something they would not have endeavored without anyone else, or kept from accomplishing something they may have needed to do. A youthful need to be acknowledged and he/she encounters pressure from the gathering. It is the sort of gathering that an immature has a place with that decides his/her social attitude.

Findings

1. No significant difference between adolescents and young adults in regard to peer pressure.
2. Adolescents have a higher impact of peer pressure as compared to young adults.
3. There is a significant difference between adolescents and young adults in regard to value orientation.
4. The result showed that adolescents showed higher value orientation in regard to young adults.
5. There is no significant relationship between peer pressure and value orientation.
6. There is no significant effect of peer pressure on value orientation among adolescents and young adults.

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Limitations

1. Sample size was small.
2. Analysis was restricted because of the sample.
3. It only focused on two factors, more factors could have been focused on.
4. It would have been progressively helpful for future request to envelop complex sexual orientation advancement system inside their examination and use integral scales.

Further recommendations in research

Other variables can also be studied except for peer pressure and value orientation
Eg; environment, parent-child relationship, friendship etc.

The research can be done on other sections of the society also
Eg; working-nonworking

A different educational setting can also be studied
Eg; Government schools

Different interventions can be planned to curb down peer pressure and increase value orientation.

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Conflict of Interest

The author declared no conflict of interest.

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