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DEPARTMENT OF SOCIOLOGY AND SOCIAL WORK

**THE EFFECTS OF PEER PRESSURE: A CASE STUDY OF THE PUBLIC
SERVICE: NAIROBI COUNTY**

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DECLARATION

I declare that this paper is my original work and has not been submitted to any other institution for any purpose. I acknowledge authors cited in this document.

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DEDICATION

The paper is dedicated to my family members. Special thanks to my husband Gerald, my children Lilian, Victoria, and Robert, my parents for their constant support and encouragement they gave to me throughout the whole course.

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LIST OF ABBREVIATIONS AND ACRONYMS

NRB	–	National Registration Bureau
SPSS	–	Statistical Package for Social Sciences
UON	–	University of Nairobi
WHO	–	World Health Organization

ABSTRACT

This study focused on peer pressure among adults and how it affects the process of decision making using a case study of National Registration Bureau in the public service of, Nairobi County. The objectives of the study were to establish the prevalence 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 to lack of independent decisions as well as responsible and irresponsible behavior, and to determine the importance of using independent judgment when making a decision. The study was conducted in Nairobi County which comprises of eight constituencies namely Makadara, Embakasi, Starehe, Kasarani, Lang'ata, Dagoretti, Westlands and Kamukunji.

Primary data was collected using un-structured and structured questionnaires and a key informant guide. Secondary data was obtained from the register of employees and literature review on the subject of peer pressure. The respondents were selected from the middle adulthood ages 35year to 60 years. The data was analyzed, presented and interpreted using tables and figures whereby frequencies and percentages were presented.

Although it is commonly believed that adults make decisions based on their life experience, this is not always the case in most societies including Kenya. Many adults are unknowingly making decisions under the influence of peer pressure. There are various types of adult peer groups that can easily influence their decision making processes. Similarities of individual decisions across certain peer groups such as professional groups, religious, political and ethnic groups, management groups, age groups, social class groups and forth indicates some degree of peer influence in decision making process in adults contrary to common believe.

The factors that trigger peer pressure among adults in the civil service as revealed by the respondents included the need to belong, social status, and level of income bracket, low self-esteem and political affiliations.

With regard to the findings of the study, it was clear that peer pressure does not always affect decision making, though it affects behavior of an individual.

Guidance and counseling, encouraging team building and interaction with peers from other peer groups, encouraging individual performances, and equal distribution of resources and encouraging objective thinking were some of the solutions that emerged from the study to help adults cope with peer pressure.

CHAPTER ONE: INTRODUCTION

1.1 Background Information

The process of socialization of individuals in society as they grow determines the extent to which they will be able to handle the issue of peer pressure whether as youth or when they finally become adults. This is attributed to the fact that most individuals relate the issue of peer pressure to the youth ignoring the fact that it could be carried on to adulthood. Unwittingly, some adults carry around their experiences with peer pressure from their youths into adulthood. 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, 1968). 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.

1.1.1 Peer Pressure

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 (Treynor, 2009). 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.

Peer pressure is not always a bad thing because peer groups can actually have a very positive influence on individual's behavior. For some adults, a peer group can be a source of security, a learning opportunity and a source of encouragement among others. The difference between negative and positive peer pressure is the impact it has on the person.

While most forms of influence don't necessarily feel comfortable for the person on the receiving end, the outcomes of the influence are likely to be mostly positive.

Positive peer pressure results in a person feeling better, healthier or happier. Negative peer pressure on the other hand, results in people feeling unhappy, unwell or uncomfortable. People give in to peer pressure because they want to be accepted and fit in a group. Conformity may create problems when peers influence each other to participate in deviant activities.

Despite the risk, peer groups remain a very essential part of an individual because they have several benefits to an individual. Peer group is a safe place 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.

1.1.2 Decision Making

Decisions are important to carry out daily tasks as well as professional tasks. A decisive person is very successful in life. He or she is able to reach set goals. A weak decision can be a disaster. A person who vacillates while taking decisions and is not firm about them cannot be successful. Decision making is the selection of a course of action from among alternatives. From a psychological perspective, it is necessary to examine individual decisions in the context of a set of needs, preferences that an individual has and the values they seek. Decision making process is regarded as a continuous process integrated in the interaction with the environment as per cognitive perspective.

In a normative perspective, the analysis of individual decisions is concerned with rationality and the logic of decision making and the invariant choice it leads to. Decision making might also be regarded as a problem solving activity which is terminated when a satisfactory solution is reached. Independent decisions are not influenced by third parties and decision maker is solely responsible for its consequences. Making independent decisions among adults can be hampered by a number of factors including their peer group.

1.1.3 Peer Pressure and Decision Making

Many adults are unknowingly making decisions based on peer pressure. Life altering decisions are made as to whom to marry, where to work, where to have children, what to do for a living among others. If one chooses an alternative lifestyle and makes their own rules

for life, their choices are often met with resistance and frowns for approval. As a species that depends on socialization for survival, the fear of being rejected by others can be powerful enough for people to succumb to peer pressure in order to be accepted, often times with devastating results. When determining whether you are going along with peer pressure try to ask yourself some key questions to get to the truth that lies within yourself.

Decision making in adults are therefore influenced by peer pressure. Adults often conduct a mental checklist before making decisions to make sure that they will be accepted by their peers. They question whether or not such decisions will fit in the society. Therefore peer pressure affects adults far more than any other age group, although is not visible since they are simply old enough to know better or even old enough to participate. This explains why adults can drink, curse, smoke or even participate in other guilty pleasure with impunity.

However, the fact that it is all done to impress peers is completely overlooked (Bibb and Darley, 1968). As people get older they fear change either for themselves or also for friends because if friends change they might have to change too. Therefore most peer pressure in adults is about not taking action or maintaining status quo. This seems to conclude the facts that adults tend to live up to the standards they believe are set by the "norm" or the average people around them.

1.1.4 Public Service of Kenya

This study will focus on peer pressure among adults and how it affects the process of decision making using a case study of National Registration Bureau in the public service, Nairobi County. The public service is charged with the responsibility of recruiting the civil servants and local authority. The working environment in the civil service comprises individuals from different cultural settings, educational background, religion orientation and different forms of socialization making ideal unit of this study. As a government institution, there is ranking of employees commonly known as "Job groups/cadres." The groups end up placing the employees into different social classes which determine with whom to socialize with at the work place.

It is therefore expected that there will be social conflicts in terms of socialization and finding the right partner to socialize with. At this stage peer pressure among adults is experienced given the different interests every individual at the work place has. This tends to affect the

self-esteem of individuals who end up suffering peer pressure just to fit in a given group. The nature and setting of public service makes it relevant for a study on peer pressure among adults population.

1.2 Problem Statement

It is common belief that adults actively construct their understanding of the world based on their life experiences. Contrary to children, adult decisions are supposed to be independent of peer pressure. Social learning theorists have all argued that peer relationships influence cognitive, social and emotional development in children. In early adulthood most people begin to accept their adult responsibility such as child bearing and career development (Inskoet *al*, 2009). At this stage, young men and women experience major growth and aspire to become mature adults able to accept adult responsibilities. Middle adulthood stage is faced with heavy responsibilities such as caring for their children, parents, handling career and lifestyles issues and so forth. Middle adulthood ranges from the ages of 35-60 years. This category is considered to be the full bloom of one's working ability whereby the changes they are experiencing are minor and not too negative as it's the situation in Kenya.

Although it is commonly believed that adults make independent decisions based on their life experience, this is not always the case in most societies including Kenya. Many adults are unknowingly making decisions under the influence of peer pressure. There are various types of adult peer groups that can easily influence their decision making processes. Similarities of individual decisions across certain peer groups such as professional groups, religious, political and ethnic groups, management groups, age groups, social class groups and forth indicates some degree of peer influence in decision making process in adults contrary to common believe. This is evident in decisions related to career choice and trainings, choice of cars, lifestyle, whom to marry, where to work, where to have children and what to do for a living among other choices.

In response to this problem, this paper has assessed the connection between peer pressure and decision making among middle adults using a case of National Registration Bureau, Nairobi County. The study also tried to find out factors that trigger adult peer pressure and find out the influence of peer pressure on adult behavior and independent judgment in Kenya. The focus was on middle adults in public service as they are deemed to face most responsibilities.

At this stage most adults strive to advance themselves in terms of their career and lifestyle in general. Despite these developments, there is no empirical information on peer pressure among adults as most studies focuses on peer pressure among children and adolescents. This study therefore has tried to fill this gap of information by establishing the influence of peer groups on decision making in adults in Public Service, Nairobi County.

1.3 Research Questions

The following research questions were to be answered at the end of the study:

- i. What is the prevalence of peer pressure among adults?
- ii. What are the major factors that trigger peer pressure among adults?
- iii. How does peer pressure among adults affect decision making and responsible behavior?
- iv. What is the importance of using independent judgment when making decisions?

1.4 Study Objectives

1.4.1 General Objective

The broad objective of the study was to examine the effects of peer pressure among adults with reference to Public Service, Nairobi County.

1.4.2 Specific Objectives

The specific objectives that guided the study were:

- i. To establish the prevalence of peer pressure among adults.
- ii. To find out the factors that trigger peer pressure among adults.
- iii. To investigate how pressures among adult peers can result in both lack of independent decisions as well as responsible and irresponsible behavior.
- iv. To determine the importance of using independent judgment when making a decision.

1.5 Justification of the Study

This was a case study on adult peer pressure and decision making among employees in public service Kenya. The selection of adults is justified to fill the existing empirical gap on peer pressure on adult's decision making process. The nature of public service makes it an ideal unit for a study on peer pressure among adults population. The paper focused on middle adulthood because it is a stage where individuals are faced with a number of responsibilities. It is at the same stage that the adults also wish to advance themselves in terms of their career and their lifestyle in general. The findings of this study will add wealth of knowledge for the

academic community hence stimulate further research with regards to peer pressure and the process of decision making in adults.

1.6 Scope and Limitation of the Study

The research was confined to the concept of peer pressure on middle adult employees in the public service, Nairobi County. The study examined the various job groups in the department of National Registration Bureau which is part of the civil service focusing on the middle adults aged 35years to 60years. The study was limited to establishing the prevalence of adults peer pressure, 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 as well as responsible and irresponsible behaviors, and to determine the importance of using independent judgment when making decisions. Other factors unrelated to peer pressure and decision making in adults were outside the scope of this study.

1.7 Definition of Key Terms

1.7.1 Middle Adulthood

Middle adulthood is considered as the prime life that ranges between 35-64 years (Curtis, 2008). In Kenya this period goes up to 60 years which is the working years of an adult given that this is the time one is required to retire from the service. During this period, there is recognition that more than a half of one's life is gone and middle adulthood is considered as an age bracket that an individual handles a multitude of responsibilities. Adults at this stage are exposed to a variety of physiological changes and at the same time achieving adult social and civic responsibilities.

1.7.2 Peer Pressure

This is the influence exerted by a peer group or an individual encouraging other individuals to change their attitude, values or behaviors in order to conform to group norms (Treyner, 2009). 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.

1.7.3 Independent Decision Making

It is the process through which one examines individual judgments in the context based on a set of needs, preferences that one has and the values they seek to accomplish. Therefore decision making is a reasoning or emotional process which can be rational or irrational, or based on assumptions. In social groups decisions are likely to be involuntary based on the benefits of the decision made.

CHAPTER TWO: LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Introduction

The review aims to provide contextual and theoretical grounds for the study. The literatures were reviewed under theoretical and empirical literatures on adult peer pressure and independent decision making. Therefore, the literature review will look at previous studies and publications related to the concept of adult peer pressure and decision making. The review ends with identification of the gap which gives way to the formulation of conceptual framework for the study.

2.2 Literature Review

2.2.1 Peer pressure

As people grow older, they are faced with some challenging decisions (Steinberg & Monahan, 2007). Some don't have a clear right or wrong answer. 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's something everyone has to deal with, even adults (Rubin, Bukowski, & Parker, 2006). 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.

Peer pressure 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, 2007).

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, 2003). 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 a 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 everyone's wish 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, 1996). 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, 1968). 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, 1968).

2.2.2 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 (Prinstein, Fetter, and La Green 2001).

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 (Voydanoff and Donnelly 1999). By high school, teens are spending more than half of their time in the company of their peers (Updegraff et al. 2001).

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-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. Hartup (1996) summarizes the situation with the following statement: "Knowing that one has friends tells us one thing, but the identity of his or her friends tells us something else"

2.2.3 Peer Pressure in African culture

Hamm (2000) found that 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 (Brown, 1996). 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 (Brown, Clasen, and Eicher 1986). 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.

2.2.4 Peer pressure in Kenya

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 Coleman (1966).

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 Kenya 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 (WHO 2004).

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%). Problems associated with alcohol use included quarrelling and fights, loss and damage to property, problems with parents, medical problems and unplanned unprotected sex. 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 affect those results from observation of others (Ryan, 2000). 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 Kenyan situation and peer pressure among adults.

2.2.5 Decision Making and Peer Pressure

2.2.5.1 Decision Making

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 (Weber, 2006).

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 (Yechiam&Ert, 2007). 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 (Hertwig&Erev, 2009). Several models have been proposed to explain decision making in individuals.

2.2.5.2 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 (Friedman, 2011). 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 (Hoffman, Monge, Chou & Valente, 2007).

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 (Fishbeim, 1996).

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 modelling 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.” Rosenthal and Steffek (1991, p.70).

A person can acquire new behaviors from live or symbolic modeling. Modelling can help a person perform an already acquired behavior in more appropriate ways or at more desirable moments. Modelling 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.

2.2.6 Causes of Peer Pressure among Public Servants

2.2.6.1 Lifestyle

Middle adulthood is regarded as an age bracket that is full of responsibilities and at the same time an individual is striving to develop himself both in career and lifestyle. There is pressure to have debts where culture seeks immediate gratification.

Adults want what they want when they want it. In this case even if the adult has to pay double in interest to have it. Finances are heavily loaded with responsibilities and spending seems to be done more in this age category rather than saving. There is pressure among parents in this age group to give their kids the best amenities in terms of basic needs (Erikson, 1968). Children are regarded as a great investment and asset for the parents as they prepare them for their future and at the same time to take care of them in their old age.

This may not be an easy task as the education expenses for the children are getting higher by day. There is also pressure amongst the adults on which school to take their children which will at the same time make them feel that they fit in their peer group (Maslach, 2002). This may be a challenge in the sense that upkeep of children is a collective responsibility for the couple. In this case one of the partners may not agree to the terms stated by the partner experiencing peer pressure and this would result to a rift. It is under such circumstances that we encounter cases of adults experiencing challenges of making independent decisions.

Adults in peer groups also experience the desire to live in the right neighborhood. This relates to the basic needs and how they can be met (Brown, 1996). Given the high cost of living especially for adults in the urban areas, this in most cases is considered as a long term goal in order to meet the current needs which may be considered as being urgent by the adult. However, when in a peer group conflict of interest tends to be evident in the sense that they want to be at the same level with their fellow peers yet the salary earned does not allow. To handle such situations, the adults prefer to go for additional finances in terms of obtaining

mortgages or bank loans in order to be in the right neighborhood and therefore fit in their peer group.

The challenge here is whether the adult will be able to pay back the extra finances acquired and still afford better living standards. In terms of decision making, it is a clear indication that most adults allow themselves to be defined by the things they could as well ignore in the blink of an eye (Maslach, 2002). This in most cases related to the economy and the challenges that come with it. As for individuals who ignore the aspect of peer pressure and prefer to live within their means of affordability, they live in neighborhoods they can afford.

2.2.6.2 Career

It is the desire of every learned adult to move up the career ladder whether in terms of promotion, of changing careers and moving to a new environment with better opportunities. The pressure to move up the corporate ladder emerges when individuals compare the time they spend at their work place and the benefits they obtain in terms of the salary package and other job related benefits. As an individual grows to an adult, his or her choice of career is mostly determined by his parents as they are considered as the chief mentors. Traditionally, this was a common picture depicted in the society where most of the children found themselves following the career path of their parents (Friedman, 2011). However, times have changed and most of the children prefer to choose their own career.

This can be attributed to the fact that as they grow they are exposed to varieties of materials as well as socializing with children who are raised up from different families with different careers. They explore the different careers and get to understand them better and this is where the interest to pursue a certain career begins. As for those adults who find themselves victims of careers that were as a result of the parent's decision, it is not easy to move up the career ladder. They learn of how other careers if pursued earlier would have helped them explore greener pastures. Decision making gets affected here as they try to seek advice from individuals in the same career and seem to have become successful with time (Maslach, 2002). This becomes a challenge in the sense that they may not be able to afford the means through which they were able to become successful.

As an age bracket faced with responsibilities, one may have no choice but to go back to class where more finances have to be brought in hence stretching the family budget.

Adult women on the other hand are striving daily to be treated equally in the work place as men. In order to break the glass ceiling, they also want to pursue higher learning so as to compete at the same level with men. Peer pressure in this scenario becomes evident when the employees begin to compete amongst themselves (Friedman, 2011). After obtaining more certificates, an individual would also prefer to change the working environment by looking for another job with the hope of obtaining more benefits. The more one is exposed to a new working environment the more he or she meets and makes new friends (Salvy, Romero, Pauch, & Epstein, 2007). In such a scenario, it is challenging to curb the growing peer pressure as he also gets to learn more from the new social group. The modern woman is not an exception in this case as they also strive to break the glass ceiling that has been created by the society. The modern woman has had to partly part with motherhood in order to pursue her long time goal. They now have to spend the whole day at the work place and at the same time find themselves in class in order to advance their career. Exposure to different social groups both in the class setting and at the work place is an indication of an upcoming peer group.

The innate human passion and the need to be constrained by social morality of the social group, leaves the adult with no option but to internalize the requirements of the social group. Decision making becomes a challenge here in the sense that there is conflict of interest in terms of the various changes at the level resulting from the large scale social phenomena (Freidman, 2011).

In the public service decision making has become a challenge to most of the professionals. An adult mind is not as easily impressionable as that of a teenager. However, adults in the civil service are often seen turning to drinking and smoking habits after their peers suggest that these are the best remedies to relieve oneself of personal and work related stress (Clausen, 1968). Similarly, adults have been known to turn corrupt after they have seen their seniors at work accept a bribe. Often youngsters in the civil service who start a new career make mistakes of spending excessively on costly products like mobile phones or avail of a huge loan to buy a new vehicle because of spoken or unspoken peer pressure to be like their professional counterparts (Brown, Clasen and Eicher, 1986). It is natural to feel materialistic though one needs to think rationally and make a conscious choice between right and wrong.

2.2.6.3 Effects of Peer Pressure

Peer pressure kills individuality 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 (Clausen, 1968). Loss of individuality can be the biggest setback anyone can suffer in his or her adulthood. It is very important for adults themselves to realize that it is never about fitting in a set mold of characters and skills; it is about being part of the group and yet retaining your individuality.

Be it at the work place, in the college or in the family- making friends is important and so is socializing, but there are ways to forget new ties and mix up with people without being pressurized by the peers. Friends never make you lose your identity, making friends is about appreciating the differences and respecting individual tastes and still being together. In most peer groups, decisions made by the adults always go wrong. Succumbing to peer pressure in taking important decisions of your life can only land you in sorrow. One is likely to encounter huge expenses which they cannot afford. This with time becomes a burden to the individual and the family at large (Olive, 1999).

Ultimately, the peer pressure is definitely out there. Those who break away from the cultural norm of indulgence are viewed with suspicion. But it's up to each individual to know their own limit and adhere to it (Olive, 1999). To be honest, the peer pressure and goading from friends is annoying and frustrating, but it's so much easier to ignore the haters than it is to overcome the pressures you feel internally.

2.2.7 Conclusion and Gaps in literature Review

Individuals join peer groups to learn and cope with new changes brought by modernization such as technological change, the need for new skills and so forth. When exposed to a different environmental setting in terms of interaction there are traits that are adopted that influence independent decision making. Therefore persuasion and interaction are the main causes of peer pressure in adults.

Decision making may be classified into two main categories namely description based and experience based decisions. Decisions based on such statistical descriptions are called description-based decisions whereas decisions based on past personal experience are called

experience-based decisions. Although it is commonly believed that adults make independent decisions, most adults are making decisions under the influence of their peers. Adult peer groups can easily influence decision making processes of its members. This is evident in decisions related to career choice and trainings, choice of cars, lifestyle, whom to marry, where to work, where to have children and what to do for a living among other choices.

Peer pressure is generally frowned in the adult world but it actually exists. Main triggers of adult peer pressure are lifestyle and career growth. Peer influence has both positive and negative impacts on adults. Negative effects of peer pressure comprise of irresponsible behavior such as smoking, drinking, and engagement in illicit sexual behavior among others. Other impacts of peer pressure include loss of identity and individuality as well as unbearable burden in bid to advance in career and living the lifestyle of peers.

Most studies on peer pressure focuses on children and adolescents and there is lack of empirical literature on adult pressure. The focus of this study is middle adults in public service to fill this gap of information by establishing the influence of peer groups on decision making in adults. The review identified lifestyle and career growth due to modernization and interaction as main factors that trigger peer pressure in adults, this study wanted to establish if this is the case in Kenya and uncover other triggers of adult peer pressure. This study focused on effects of adult peer pressure on decision making in public service Kenya.

2.3 Theoretical Framework

2.3.1 Persuasion Theory

Persuasion is defined as “human communication that is designed to influence others by modifying their beliefs, values or attitudes” (Simons, 1976, p.21). It involves a goal and the intent to achieve that goal on the part of the message sender. This is done through communication and the message recipient must have a free will. Persuasion is not accidental nor is it coercive. This theory also deals with shifts in attitudes. An attitude is a “relatively enduring predisposition to respond favorably or unfavorably” towards something (Simons, 1976, p.80). Attitudes are learned evaluations and people are not born with and so attitudes are changeable. Attitudes are also presumed to change behaviors for instance to demonstrate your attitude towards a product will influence whether you buy it or not this can also happen in a peer group where individuals are expected to make choices in reference to the group norms and behaviors for them to fit in.

Persuasion theory views peer pressure as a result of interactions within the peer groups individuals are influenced to change their attitudes and in turn result to change of behavior positively or negatively. The process of change is the major theme where the social and cultural structures of a community begin to change (Kelly-Godol, 1983). The changes that occur in the society makes individuals want to adhere to them and this force them to change too. To make the change effective the learning process begins and this can only be hastened by being a member of a social group. This is characterized by conflict of interest whereby individuals are likely to be a victim of more than one social group.

The public service has over the years undergone the process of modernization in terms of the organizational structure and the institution at large. As a result most of the professionals have had to embrace the changes occurring by either going back to class or changing their professions in order to fit.

2.3.2 Symbolic Interactionism

Human beings are endowed with the capacity for thought which helps them to distinguish right from wrong (Blumer, 1990). Symbolic Interactionism theory views peer pressure as a result of interaction among individuals which brings with it action for different networks of relationships. However, in most cases the capacity of thought is shaped by the process of interaction. In social interaction, people learn the meanings and the symbols of their actions that allow people to carry on distinctively human action and interaction. This affects the process of decision making as there are symbols and meanings that are internalized.

The personality system involves learning, developing and maintaining enough levels of motivation throughout life in order to participate effectively in social life. This clearly indicates that when exposed to a different environmental setting in terms of interaction there are traits that are adopted and this is reflected by the universality of symbols. People are able to modify or alter the meanings and symbols that they use in action and interaction on the basis of their interpretation of the situation.

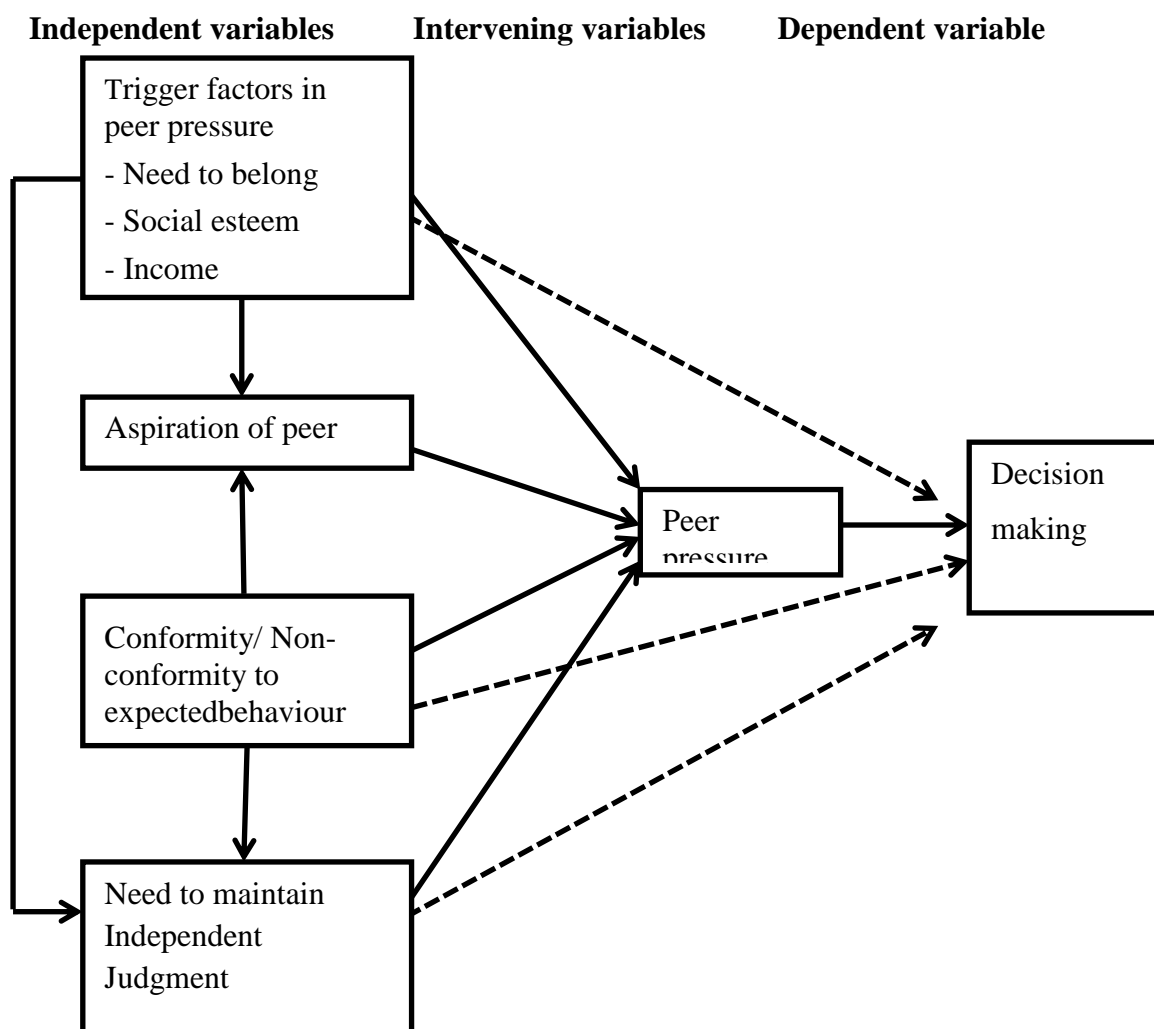
The case is not different in the public service in Kenya given the different job groups that are assigned different responsibilities that characterize the institution. They serve as a challenge to those in the groups and with time they try to find new means through which they can come out of the group.

Some of the new ways adopted are going back to college to further their education. The change to social groups that are able to rhyme to their demands and this is in relationship to the duration an individual has worked and the experience he has gained.

2.4 Conceptual Framework

The variables in the research are peer pressure as the independent variable and independent decision making as dependent variable.

Figure 2.1: Conceptual framework showing relationships between sets of Independent, Intervening and Dependent variables.



CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This is a cross sectional survey covering the public service in Nairobi County where the study question of peer pressure and how it affects decision making among adults was addressed. This chapter focused on the methods that were used to collect data to defend the research topic. This ranges from the study population, the sample that was used, the type of data that was collected and the instruments that were used in the collection of data. The study aimed to test the link between peer pressure and the process of decision making among public servants in middle adulthood.

3.1.1 The site of study

The study took place in Nairobi County which comprises eight constituencies namely Makadara, Embakasi, Starehe, Kasarani, Lang'ata, Dagoretti, Westlands and Kamukunji. The continuous expansion of the city has made it home to people from different cultural backgrounds. This in return has contributed to interaction of new ideas hence the pressure to achieve several goals in lifestyle and career. The site of the study was at the National Registration Bureau (NRB) which is under the Public Service of Kenya.

3.2 Research Design

This is a logical model of proof that allows the researcher to draw inferences concerning causal relationships among variables under investigation (Nachmias and Nachmias, 2008). The study focused on a sample of public servants in the middle adulthood aged between 35-60 years which are the working years in the Public Service in Kenya. This study used descriptive research technique. The research technique describes data and characteristics about the phenomenon being studied whereby qualitative and quantitative data was collected.

3.2.1 Units of Analysis

In this study, the unit of analysis is the effect of peer pressure on decision making in the Public Service of Kenya. The analysis was done 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 as well as responsible and irresponsible behavior and also to determine the importance of using independent judgment when making a decision. This will help the academic fraternity to carry on further researches to add more knowledge on the topic.

3.2.2 Units of Observation

The unit of observation was the interaction patterns depicted by adults affected by peer pressure in the study area and how it affects their decision making. This involved collecting primary and secondary data. Secondary data was obtained from the NRB registers, journals and reports while key informants and the officers in middle adulthood in National Registration Bureau provided primary data.

3.2.3 Study Population

According to Bohrnstedt and Knoke (1985), population is a set of persons, objects or events having at least one common attribute to which the researcher wishes to generalize on the basis of representative sample of observation. This study was conducted in Nairobi County. The respondents in the study included individuals working in the public service in the National Registration Bureau Nairobi County who fall in the category of middle adulthood. The sample respondents were a combination of both the lower and supervisory level employees in the department.

3.2.4 Sampling Procedure

Sampling is the selection of a subset of individuals from within an estimated population that represents the characteristics of the whole population. Systematic random sampling was used to select respondents from the age group who participated in personal interviews by answering the questionnaires.

a) Public servant Employees

When sampling the employees, only those in the middle adulthood category will be sampled. This was done using systematic random sampling. This was obtained from the National Registration Bureau register which contains the number of employees in Nairobi County which my area of study. The sampling method finds the Kth value which is used to obtain the representative sample. The Kth value is calculated as shown below

$$K = \frac{\text{Size of population}}{\text{Desired sample size}}$$

The National Registration Bureau, Nairobi County consists of 472 employees who are aged 35 years and over. The sample size used for the questionnaire is 80 respondents. In order to obtain the sample size for the questionnaire, the Kth value has to be calculated and this is

done as shown below:

$$472/80=5.9$$

The K^{th} value is 5.

a) Key Informants

The key informants in the study include supervisors, section heads of offices in Nairobi County. Purposive sampling was used in the selection of key informants specifically those in the middle adulthood.

3.3 Data Collection and Data Collection Methods.

In order to obtain relevant data on the research topic in Nairobi County, both primary and secondary data was used.

a) Primary Data

Primary data was obtained by conducting interviews through questionnaires. A sample size of 80 respondents was selected to complete the questionnaires. The respondents provided quantitative information using questionnaires while the key informants provided qualitative information.

a) Secondary Data

Secondary data was obtained from official government reports, literature reviews and register for employees in Nairobi County.

3.3.1 Data Collection Methods and Instruments

The methods used for data collection vary with the topic and inclination of the researchers as well as the situation in which the research takes place. The researcher used structured and unstructured questionnaires self-administered, a key informant guide and observation.

3.4 Data Analysis

The data collected from this study was analyzed using descriptive statistical data specifically Statistical Packages for Social Sciences (SPSS). This included the use of frequencies, percentages and charts.

CHAPTER FOUR: DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.1 Introduction

In this chapter, the findings are presented, analyzed and interpreted. The data was collected through questionnaires, and thoroughly analyzed according to the research objectives of the study. A total of 80 respondents were targeted and only 52 responded to the survey; similarly, out of the ten (10) key respondents targeted five (5) responded to the questionnaires presented.

4.2 Personal Characteristics

A total of 52 respondents were surveyed and the gender distribution is as shown in the table below. These results show that the female respondents were more than their male counterparts 61.5% and 38.5% respectively. This could be by the fact that male officers are mainly deployed in the administrative posts and majority of the other cadres are actually females.

4.2.1 Gender

Table 4.1: Respondents Gender

Gender	Frequency	Percent
Male	20	38.5
Female	32	61.5
Total	52	100.0

4.2.2 Age

From the results in table 4.2 the majority of respondents 28.8%, fell in the bracket age 35- 40 years. Age bracket 41-45 years had 23.1% and age 56 years and above had the least number of respondents of 9.6%. Ages 35-50 years (71.1%) represents the middle adulthood and more so the age that is actively in civil service employment. This was within the targeted group given that it is the group which has a lot of responsibilities both in the work place and in their families. This is the group that is developing in their careers and trying to achieve the best lives for their children and even taking care of their aging parents. At this stage middle aged adults are likely to be influenced by peer pressure due to the fact that time is running out and there is demand to try to get the required resources and lifestyle to match their economic status and peer groups.

Table 4.2 Age Group of Respondents

Age	Frequency	Percent
35-40 years	15	28.8
41-45 years	12	23.1
46-50 years	10	19.2
51-55 years	10	19.2
56 and above years	5	9.6
Total	52	100.0

4.3 Level of Education

The findings in table 4.3 interestingly show that majority of the respondents had University level of Education (65.4%) followed by College and Technical Institute (28.8%) contrary to the belief that middle adults lack high level of Education. The findings also show that NRB staffs have the necessary qualification for the job they undertake. Similarly, the big number of staff with University and college education could have resulted from peer pressure as one officer attain a university certificate their colleagues follow suit due to competition amongst the officers which is necessary for promotions and career progression.

Table 4.3 Respondents level of Education

Level of Education	Frequency	Percent
Secondary	3	5.8
College/Technical Institute	15	28.8
University	34	65.4
Total	52	100.0

This explains why most of the officers have gone back to school to further their education so that they can also cope with modernization which has taken place and still in progress in the public service, so the officers are forced to enroll in various learning institutions to remain relevant in the service. This shows the pressures exerted on the officers economically since they have to share the available resources for study and maintenance of the family and can expose one to peer pressure in trying to cope with the pressures and demands of their life.

4.4 Job Group

From the findings shown in the table 4.4 below, most of the employees in the organization are in job group J–M (69.2%), followed by G–H (21.2%) and job group A-F (7.7%). Job group N-P had an insignificant number of respondents (1%) This grouping of officers puts them in various classes and the officers are always working hard to move to the next job group. With the high number of officers at job group J-M, competition is high as they aspire to go up the ladder to the senior most positions. Similarly most of the respondents were in this job group, who happens to handle most of the responsible positions in the organization. In addition, competition makes them vulnerable to peer pressure as they need to have a certain lifestyle whereby they want to drive, take their kids to better schools, own homes or live in certain areas.

Table 4.4 Respondents Job Group

Job Group	Frequency	Percent
A-F	4	7.7
G-H	11	21.2
J-M	36	69.2
N-P	1	1.9
Total	52	100.0

4.5 Designation

The findings in table 4.5 indicate that 38.5% were registration officers, followed by fingerprint officers (25%). Clerical cadre had the lowest number of respondents (17%) This clearly indicates that all the middle adults at NRB were represented. These are the major titles that are found in NRB and the job descriptions are distributed as per each cadre. Competition also occurs within members of similar cadres and since the registration officers are the most then this is where competition is highest.

There is also competition within different cadres as there exist a feeling that one title (cadre) is more important than the other and better placed than the others. Pressure exists between the groups trying to outshine one another hence exposure to peer pressure. In these groups officers work their way up through promotions to the titles presumed to be better than others and due to the fact that the higher the title, the better the financial benefits which puts an officer at a better bargaining position even in terms of loans and other benefits which boosts the social status of the officers.

Moreover, the key informants collaborated this as they witnessed the desire among the officers who aspired to move from one cadre or job group to the next so that they can enjoy the benefits in those groups “... *We have to limit the number applying for private study*”

Table 4.5 Respondents’ Current Designation

Current Designation	Frequency	Percent
Registration Officers	20	38.5
Fingerprint Officers	13	25.0
Secretary Assistants	10	19.2
Clerical Officers	9	17.3
Total	52	100.0

4.6 Number of Years Worked

The table 4.6 below shows that the majority of the respondents’ working at the HQs had been in the service relatively a short time that between 5-15 years (78.5%). A significant number had been in the service for over 25 years (7.7%).

Similarly, there is a good number of vibrant young work force in the organization. Most of them are in the group targeted by the research of middle adults who are coupled with a lot of responsibility in the place of work and in their families. This is the group that has a lot of aspirations and dreams to be fulfilled before the retirement age of sixty years.

Respondents who had been in the organization for over 26 years were nearing their retirement age which is usually accompanied by a lot of uncertainty and at this point the officers start to take stock of what they have achieved and what they have not. This can be a difficult period because there is a lot of comparison amongst the officers, and they are prone to peer pressure positively or negatively depending on their gaps so far either economically, socially and so forth.

Table 4.6 Respondents Duration of Working

Duration of Working in years	Frequency	Percent
0-5 years	15	28.8
6-10 years	15	28.8
11-15 years	11	21.2
16-20 years	5	9.6
21-25 years	2	3.8
26 and above years	4	7.7
Total	52	100.0

4.7 Prevalence of peer pressure

4.7.1 Understanding of peer pressure

Most (96%) of the respondents indicated that they knew the meaning of peer pressure of which most of them were aware of it existing in their lives. They indicated that peer pressure is being pushed or influenced to do things that sometimes one does not want to do. They indicated that these influences could sometimes be positive or negative depending on the purpose of the group. The rest indicated they were not aware of peer pressure (3.8%). This could be because they don't believe that adults can also be affected by peer pressure.

4.7.2 Whether respondents understood the meaning of peer pressure.

Table 4.7: Whether respondents understand the meaning of peer pressure

Response	Frequency	Percent.
Yes	50	96.2
No	2	3.8
Total	52	100.0

4.7.3 Response on prevalence of peer pressure and effects on decision making.

The respondents had different feelings about the effects they get from peer pressure. About (5.50%) indicated that they are always affected by peer pressure when making decisions. A good number indicated that they rarely affected (57.6%) and the rest of the respondents never affected at (19.2%) and mostly affected ranked at (17.3%) respectively. This shows that there is peer pressure even in the adult's world.

This shows from the respondents that some people get affected in their decision making but the degree of effect differs. They also indicated that some are never affected hence proving that not always that people are affected in their decisions by peer pressure. This was also confirmed by the key informants who indicated that not always are the officers or respondents affected in decision making because they are given the freedom to make independent decisions in their day to day operations.

Table 4.8 showing response on prevalence of peer pressure and effects on decision making

Response	Frequency.	Percentage%
Always	3	5.8
Mostly	9	17.3
Rarely	30	57.6
Never	10	19.2
Total	52	100.0

4.7.4 Factors that Trigger Peer Pressure among Adults

The key factor that triggers peer pressure among middle adults was found to be social status (25 %,) .Income bracket was at (23.1%)and a small percentage of respondents associated peer pressure with political affiliation among respondents at (9.6 % table4.9%). This was also the main factor among officers with college and technical Institutions education. However, officers with university education and more so those in job group L-M felt that the main factor was the need to belong.

In matters of social status, majority of the respondents felt that social status affected peer pressure the most. This is because people will tend to want to belong to a certain social group influenced by peer pressure. Income bracket is also a key trigger of peer pressure among adults as they tend to compete and compare amongst themselves. Persons of different income level groups tend to segregate themselves from low income earners hence this brings about conflicts among people and employees of a certain organization.

People are socialized and brought up in families making them want to belong and be accepted in a group. Just as in the family human beings always have empty gaps which can be filled by associating and belonging somewhere with other people. Among the key informants this was echoed as majority indicated that social status was the major cause of peer pressure among the officers in NRB department.

Table 4.9: Frequency and percentage of factors that Trigger Peer Pressure

Factors that Trigger Peer Pressure	Frequency	Percent
Need to belong	12	23.1
Social status	13	25.0
Income bracket	12	23.1
Low self-esteem	10	19.2
Political affiliation	5	9.6
Total	52	100.0

4.8 Requirements in order to fit in a Peer Group

From the results in the figure 4.8 below, the most requirement that came out prominently for an individual to fit in a given peer group was to possess similar interests and beliefs (34.6%), similar income bracket (26.9%) was important while same educational background at 21.2% and 17.3% respectively had significance. Similar interests and beliefs bring people together in a group may be because they can understand one another better than when they share different interests and beliefs. This makes them stay together and they are able to do activities together without many conflicts. This represented a good number of the respondents and this shows how important interests and beliefs play a crucial role for the adults in this case to come together.

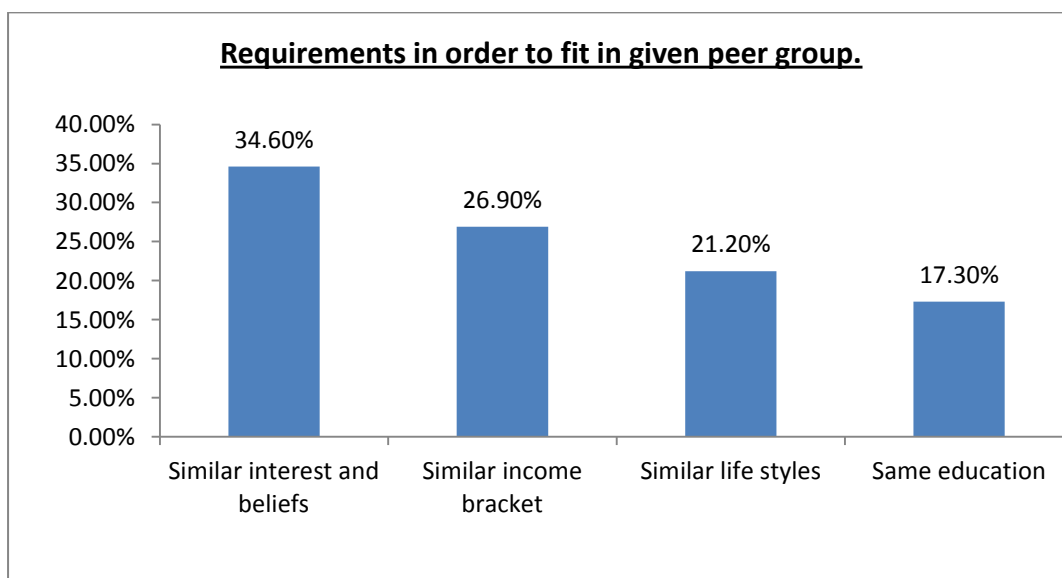
Having similar income bracket was viewed as important requirement because they can participate in economic activities without having to strain. This might not always be the case because sometimes some adults join groups even when they don't have the same income bracket. This brings a problem because one is influenced to even borrow money to fit in the group, one can also be influenced to buy things they cannot afford just to fit and be accepted

and this may lead to a family suffering because they are always in debts e.g. buying a car, or a house or even expensive phones.

Similarly, sharing similar lifestyle is a requirement for one to fit a group. This is important because it makes it easier for the group to cope with each other. This is where the members of the group are influenced to stay together because maybe the cars they drive, houses they live in or even the neighborhoods are purported to be classic. This can also be a problem if one does not share the group's lifestyle and for example they look for houses in the areas thought to be complying with the group's lifestyle which in turn strain them economically. This can also encourage a member to work hard and achieve similar lifestyle.

Possessing the same education level was least important factor in determining one to fit in a peer group. This is very evident especially in NRB whereby you find groups of officers brought together because of their education. They form chama groups comprised of officers of the same education level like the graduates, others for secretarial assistants or even for finger print officers depending on the level of their training academically or professionally. This also could bring them together because they can understand each other in their discussions and their level of understanding.

Figure 4.1: Requirements in order to fit in a given peer group



4.9 Aspirations

4.9.1 Aspirations of the Peer Group

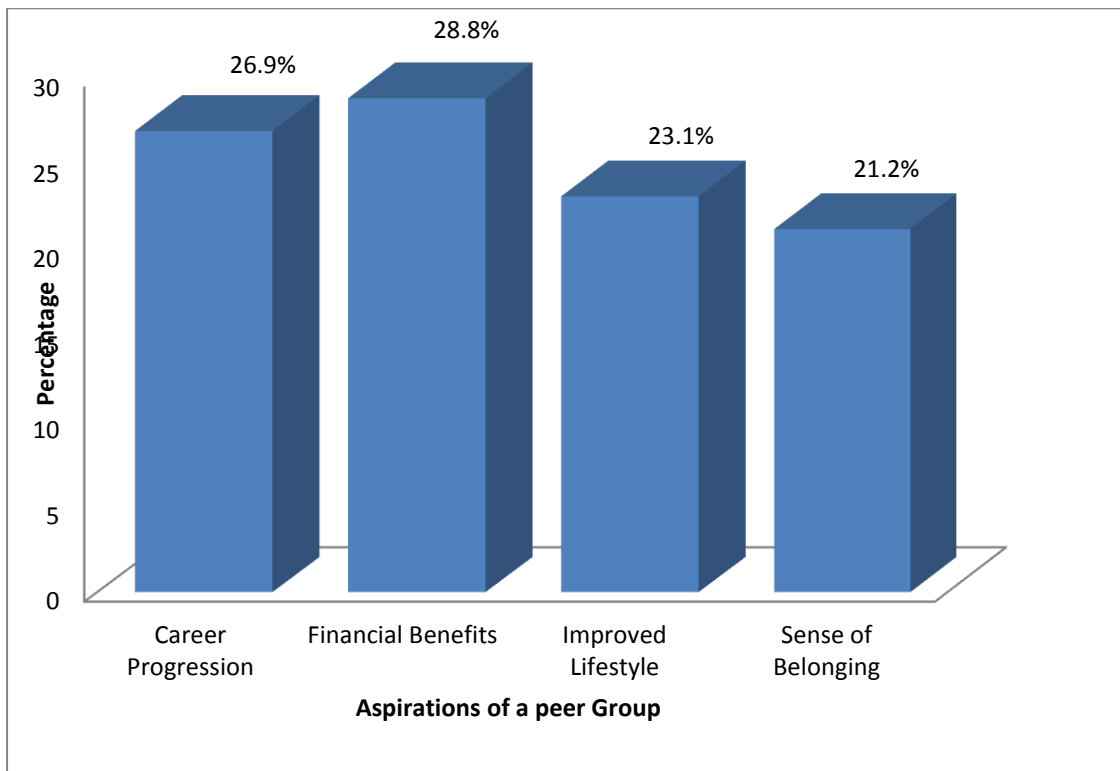
Adults join peer groups based on various aspirations, figure 4.9 below show aspirations as per the respondents at NRB. Financial benefits rated the highest with 28.8% and Career progression at 26.9% followed by improved lifestyle which was 23.1% while sense of belonging rated the lowest with 21.2%. Most of the NRB respondents said that financial benefits lead them to join peer groups. When people are in a group that's beneficial to them they discuss financial matters that help them to grow.

They enlighten each other on financial opportunities like sourcing for additional finances in terms of obtaining mortgages or bank loans in order to be in the right neighborhood and therefore fit in their peer group and afford better living standards.

Accordingly, people join peer groups for career progression at 26.9%. People join peer groups to excel in their careers hence being able to move a step further in life. Respondents at NRB said the peer groups have helped them advance in their careers because when they interact with their peers they are able to gain more knowledge hence it helps them advance in their career.

When adults in the peer groups explore different careers and get to understand them better, they develop the interest to pursue a certain career line. They learn how other careers if pursued earlier would have helped them explore greener pastures. These aspirations were also confirmed by the key informants who most of them said that they exist in the officers who work under them and they work hard to try and achieve their aspirations.

Figure 4.2: Aspirations of a Peer Group



4.10 Extent to which aspirations have been met

Table 4.10 below indicates that 19.2% of aspirations have been met, 25% felt that their aspirations have been met partially while 55.8% indicated that the aspirations were yet to be met. Majority of the respondents indicated that their aspirations were yet to be fulfilled. Similarly, respondents who argued that the aspirations of peer group have been partially fulfilled as they were still in their early years of employment and the minority of the respondents had their aspirations fulfilled.

Table 4.10: Extent the aspirations have been met

Aspirations	Frequency	Percent
Fulfilled	10	19.2
Partially Fulfilled	13	25.0
Not Yet Fulfilled	29	55.8
Total	52	100.0

4.11 Independent Decision Making: Peer Pressure and responsible behavior

Table 4.11 below shows that majority of the respondents agreed that peer pressure influences responsible behavior among adults 86.5% and only a small number of respondents disagreeing with the statement 13.5%. Peer pressure by itself has neither positive nor negative impacts. For example, both high and low academy achievements are closely linked to peer influences. Peer groups have so much influence, especially with adults because, no matter how inappropriate it seems to adults, belonging to a group really does give something significant to the middle adult person. Peer groups provide a place where they feel accepted where they can feel good about themselves, and where their self-esteem is enhanced.

Adults who are in a certain peer group that's of benefit to them will tend to encourage each other to be more responsible persons. This is so because when they are in the peer group, they will be motivated by what their peer members have done and are doing and this serves as a source of encouragement to them. The sense of responsible behavior also comes along with the adults having a sense of identity.

The peer groups can help the adults form their own identity among their peers. Identity formation is a developmental process where a person acquires a sense of self. Studies have showed that adult peers provide normative regulation, and they provide a staging ground for the practice of social behaviors. This allows the adults to experiment with roles and discover their identities. The identity formation process is an important role in an individual's development.

This was confirmed by the key informants who felt that some of the officers have huge debts due to car loans acquired in order to be at par with their colleagues. They also group and share information showing their expensive phones making others desire to join them.

Table 4.11: Response whether Peer Pressure Influence Responsible Behavior

Response	Frequency	Percent
Yes	45	86.5
No	7	13.5
Total	52	100.0

4.11.1 Response whether peer pressure has affected the group

According to the respondents (76.9%) felt that peer pressure has affected the group while (23.1%) felt that the group has not been affected. Some of the effects experienced by the group members were positive while others were negative. The members encouraged each other to join chamas formed by the officers which helps them improve their living standard and add to their salary the little money they contribute as members. Some of the negative influence was like overspending which landed them in to problems because having debts which sometimes are a problem to repay. Other negative effects are drinking smoking or illicit relationships as the respondents revealed. The key informants also expressed the same that some of the officers are affected negatively and others are positively affected and this helps in improving their performance in their work.

Table 4.12 showing whether peer pressure has affected the group

Response	Frequency	Percentage
Yes	40	76.9
No	12	23.1
Total	52	100.0

4.12 Indicators of Adult Peer Pressure

Table 4.12 below shows how adults are often affected by peer pressure. Change in lifestyle at (28.8%) was a key indicator, followed by career progression (23.1%) and irresponsible behavior among the adults with a significant high of (19.2%). Lack of independent decision making among adults and formation of social groups at (15.4%) and (13.5%) respectively was raised as indicators.

Peer groups provide perspective outside of the individual's viewpoints. They also learn to develop relationships with others within the peer group. The groups become important social referents for teaching other members customs, social norms, and different ideologies. Social behaviors can be promoted or discouraged by social groups, and several studies have shown that change of the way of life and formation of social groups are susceptible to peer influence and this is supported by (28.8%) and (13.5%) respectively.

Adult peer groups provide an influential social setting in which the peer groups are developed and enforced through socialization processes that promote in-group similarity. Peer groups' are determined and maintained by such factors as communication in the group and consensus, and conformity in the group's attitude and peer behavior. As members of adult peer groups interconnect and agree on what defines them as a group, a normative code that acts as their behavior guideline arises. This normative code can become very rigid, such as when deciding on group behavior and clothing attire. Member deviation from the strict normative code can lead to rejection from the group.

Lack of independent decision making leads to loss of individuality which can be the biggest setback anyone can suffer in his or her adulthood. It is very important for adults themselves to realize that it is never about fitting in a set mold of characters and skills; it is about being part of the group and yet retaining your individuality. Other negative drawbacks of adult peer pressure are negative peer indulgent in unacceptable behaviors that ruin the peers as expressed by the respondents with (19.2%) leading to irresponsible behavior.

Table 4.13 Indicators of Adult Peer Pressure

Indicators	Frequency	Percent
Lifestyle Change	15	28.8
Formation of Social Groups	7	13.5
Lack of Independent Decision Making	8	15.4
Irresponsible Behavior	10	19.2
Career Progression	12	23.1
Total	52	100.0

4.13 Independent Judgment

4.13.1 Do adults make Decisions based on Independent Judgment?

Table 4.13.1 indicates that majority of adults make decisions based on independent judgment (86.5%) and only a small number does not make decisions based on independent judgment(13.5%).Based on the finding of respondents of NRB, adults are deemed to make sound decisions about what concerns them without being influenced by decisions of others.

Decision making is important in order to carry out daily tasks as well as professional tasks because it involves the selection of a course of action from among alternatives. Decisions among adults are not influenced by third parties and decision maker is solely responsible for its consequences. Making decisions among adults can be hampered by a number of factors including their peer group but this should not influence the decisions they make.

Peer pressure also influences the judgment adults make and this was supported by minority respondents (13.3 %.) This is so because from 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 in making a certain judgment as someone possibly a group leader where he or she is told how to behave and this could affect how he or she makes decisions but in a minimal way.

This was supported by the key informants who felt that not always that the officers are influenced in their decisions. This is because they encourage originality and independent decisions and judgments among the officers for better performances in their duties. (.....”*Decisions on Nationality are solely judged by the individual officer upon perusing of available documentation*”)

Table 4.14 Do Adults make Decisions based on Independent Judgment?

Response	Frequency	Percent
Yes	45	86.5
No	7	13.5
Total	52	100.0

4.14 Response on importance of using independent judgment.

The respondents indicated that it is very important to use independent judgments when making decisions represented by (57.7%). A total of (28.8%) indicated that it was important. About (9.6%) and (3.9%) felt that it was not important and others were not sure respectively this shows that some people don’t even know when they are making decisions if they are based on peer pressure or they are independent.

Table 4.15: Importance of using independent judgment

Response	Frequency	Percentage
Very important	30	57.7
Important	15	28.8
Not important	5	9.6
None	2	3.9
Total	52	100.0

4.15 Response on how often peer use independent judgments.

According to the respondents (57.7%) indicated that they always use independent judgment when making decisions. Some felt that sometimes they don't use independent judgment represented by (30.8%) and others said they rarely use it and others never especially those who always rely on others to make decisions for them. This featured more where there is a section head supervising the others and they are usually expected to make decisions in the group. These were represented by (7.7%) and (3.8%). The key informants also confirmed this where decision making is left to some officers just because they are in charge of a certain group and this makes other officers not active in using independent judgment.

Table 4.16: How often the peers use independent judgment

Response	Frequency	Percentage
Always	30	57.7
Sometimes	16	30.8
Rarely	4	7.7
Never	2	3.8
Total	52	100.0

4.16 Ways to Minimize Peer Pressure

Guidance and counseling came out as the most recommended way of minimizing adult peer pressure at 40.4% response rate and encouraging objective thinking among the peers was the least recommended at 5.8% (table 4.14). Team building and encouraging individual performance were other preferred ways of minimizing adult peer pressure at 19.2% and 17.3% respectively.

On ways of minimizing peer pressure, majority of the respondents felt that guidance and counseling helps minimize adult peer pressure. Counselors and other professionals should try to have constructive and positive relationships with adults in offering them guidance and counseling programs for the adults. They can serve as good models for minimizing peer pressure among adults, and can be a venue through which the adults can feel valued and develop positive views about themselves.

Other employees of the organization can assist by encouraging adults from diverse backgrounds to work together hence building harmony in the organization through team building and encouraging individual performance. It is essential that adults be given the necessary skills to analyze the situation and make the appropriate decision. It is best to try to deal with peer pressure before it even happens. Talk to the adults about potential scenarios, and think through strategies together on how to deal with those scenarios if they arise and this will help minimize peer pressure.

Similarly, dealing with peer pressure by equipping the adults with the skills necessary to resist negative peer group behaviors is essential, as well as to make good decisions. Adults and teens will inevitably be confronted with situations where they will have to make a decision whether or not to engage in certain behaviors, whether to give in to peer pressure, and also to make other difficult decisions.

It is essential that they are given the necessary skills to analyze the situation and make the appropriate decision. This includes helping them develop the skills for costs and benefits analysis by teaching them to look at both the negative and positive sides before making a decision. It is best to try to deal with peer pressure before it even happens.

These sentiments were also shared by the key informants who felt that through Guidance and Counseling positive relationships between the officers should be encouraged and developed. Counselors and professionals should try to have constructive and positive relationships with them. These can serve as good models for healthy relationships, and can be a venue through which the adults can feel valued and where they can develop positive views about themselves. Support programs and equal distribution of resources also emerged ways to minimize peer pressure for the adults need to be put across and this will help the adult minimize and cope with peer pressure.

Table 4.17: Ways to Minimize Adult Peer Pressure

Ways to Minimize	Frequency	Percent
Guidance and Counseling	21	40.4
Team Building	10	19.2
Encourage Individual Performance	9	17.3
Encourage Objective Thinking	3	5.8
Equal Distribution of Resources	9	17.3
Total	52	100.0

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Findings

5.1.1 Introduction

This chapter 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 Nairobi county context, a case of National Registration Bureau in the civil service.

The study focused on the middle adulthood from the age range of 35-60 years. This is because this category is considered to be full bloom of one's working ability whereby the change they are experiencing are minor and too negative as it is the situation in Kenya. The data from 52 respondents was analyzed to determine individual respondents.

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.

5.1.2 Personal Characteristics

Data for the analysis was obtained from 52 out of which 35.8% were males while 61.5% were female. It was established that majority of respondents were in the age bracket of 35-50 (71.1%) and 51 and above at only 28.8%. Most of the respondents were university graduates

followed technical institution and secondary graduates. This indicated that the respondents were well read on average. Different designations at NRB were equally represented, consisting of Registration Officers, Fingerprint Officers, Secretary Assistants and Clerical Officers.

5.2 Prevalence of peer pressure

Most (96%) of the respondents indicated that they knew the meaning of peer pressure of which most of them were aware of it existing in their lives. They indicated that peer pressure is being pushed or influenced to do things that sometimes one does not want to do. They indicated that these influences could sometimes be positive or negative depending on the purpose of the group. The rest indicated they were not aware of peer pressure (3.8%). This could be because they don't believe that adults can also be affected by peer pressure.

The respondents had different feelings about the effects they get from peer pressure. About (5.50%) indicated that they are always affected by peer pressure when making decisions. A good number indicated that they rarely affected (57.6%) and the rest of the respondents never affected at (19.2%) and mostly affected ranked at (17.3%) respectively. This shows that there is peer pressure even in the adult's world.

5.3 Factors that trigger Peer Pressure

Middle adulthood is regarded as an age full of responsibilities, it was established that several factors trigger peer pressure among adults. Key among them was the social status among the peers as societal expectations drive most adults into giving in to peer pressure. Belongingness being an emotional need to be accepted in a particular group, it does trigger peer pressure since without belonging one cannot identify themselves clearly. Another factor that triggers peer pressure was found to be income bracket among the peers. Peers with the same income level tend to stick together, advise each other and thus learn and influence each other.

Having low self-esteem can put an adult in a position of being susceptible to peer pressure. Self-esteem is appraisal of self-worth and those with low appraisal tend to relent to pressure of their fellow peers. Adult with low self-esteem tend to focus more on negative aspects like indulging in excessive drinking as compared to the positive qualities of their personalities. Peers affect the choices of political party to identify with, the candidate to support and whether to turn out to vote. In Nairobi county political affiliation triggers peer pressure

among the adults. Since a peer group is a social and primary group of people with similar interest, age, educational background and social status they can also be very diverse with people from different social and economic backgrounds. This research has established that for an individual to fit in a given group they ought to conform to the belief system of the group, at least be of the same income bracket and similar educational background.

5.4 Requirements in order to fit in a Peer Group

Some of the requirements that came out from the study for one to qualify to be in a group were similar interests and beliefs, similar income bracket, sharing similar lifestyle and same education level. According to the respondents they are drawn together by these attributes which helps them stick together.

5.5 Aspirations of Peer Pressure

Adult peer groups in the civil service have several aspirations; it was found that 26.9% of the respondents felt that career progression was important among its group members. For a very long time the civil service did not have proper scheme of service for its employees, this rendered the formation of peer group to boost careers of its members.

The peer groups also aspire to benefit its members financially thus the formation of 'chamas' and merry go rounds among civil servants. Since the pay is little members tend to join these small groupings so as to help themselves financially. Peer groups try to create a sense of belonging among its members, thus boosting their self-esteem.

Adults in the civil service strive to improve their lifestyle by living in the right neighborhood, taking their kids to prestigious schools and driving certain type of vehicle. Peer groups aspire to make sure that its members get the best of the above mentioned.

The members often pull resources to assist each other to achieve the objectives set within the group. Unfortunately 55.8% of the aspirations have not yet been met, and 25% indicated that only part of the aspirations has been met while 19.2% agreed to aspirations being met. Majority of the respondents indicated that their aspirations were yet to be fulfilled. Similarly, respondents who argued that the aspirations of peer group have been partially fulfilled as they were still in their early years of employment and the minority of the respondents had their aspirations fulfilled.

5.6 Peer Pressure and Independent Decision Making

Independent decision making is a process which one examines individual judgments in the context of needs, preferences that one seeks to accomplish. In social groups decisions are likely to be involuntary based on the benefits of the decision made. The decisions made in the social groups can either lead to an individual behaving responsibly or irresponsibly. In this study majority of the respondents agreed that peer pressure influences responsible behavior while only a few agreed that peer pressure influences irresponsible behavior. Change in lifestyle, career progression and formation of social groups tend to influence an individual to act responsibly while irresponsible behaviors and lack of independent decision making are the negative effects of peer pressure.

Peer pressure is a normative social influence, this influence stems from the need to be liked thus an individual follows certain behavioral patterns in order to conform to the peers expectations. For the positive effect that leads to responsible behaviors peers can adopt good habits from their fellow members thus pushing them towards something positive. If one is fortunate enough to get a good peer group, he/she can be influenced to shape their personality in a positive way. Their perspective of life can lead to change of lifestyle and career progression.

Peer pressure can lead to loss of individuality; the tendency of joining the bandwagon usually leads to loss of originality of thoughts and conduct. Succumbing to the pressure a peer starts acting irresponsibly and cannot make independent decisions independently. This in particular happens when a peer has no inclination towards a particular field yet compelled by the peer group to subscribe to the same.

5.7 Response whether peer pressure has affected the group.

According to the respondents (76.9%) felt that peer pressure has affected the group while (23.1%) felt that the group has not been affected. Some of the effects experienced by the group members were positive while others were negative. The members encouraged each other to join chamas formed by the officers which helps them improve their living standard and add to their salary the little money they contribute as members. Some of the negative influence was like overspending which landed them in to problems because of having debts which sometimes are a problem to repay. Other negative effects are drinking, smoking or illicit relationships as the respondents revealed.

5.8 Indicators of Adult Peer Pressure

Table 4.12 below shows how adults are often affected by peer pressure. Change in lifestyle at (28.8%) was a key indicator, followed by career progression (23.1%) and irresponsible behavior among the adults with a significant high of (19.2%). Lack of independent decision making among adults and formation of social groups at (15.4%) and (13.5%) respectively was raised as indicators

5.9 Decision Making and Independent Judgment

The research presents the summary of data analysis on whether the middle adults do make decisions based on independent judgment. Independent judgment is the process of making decision without being influenced by anybody or group. In this study majority of the respondents make decisions based on independent judgment while only a small percentage of 13.5% do not make decisions on independent judgment.

To engage adults in independent judgment on decision making certain factors need to be embraced within the civil service. The factors included; provision of guidance and counseling within the peer groups, encouraging team building and interaction with other peers from other peer groups, encouraging individual performances, equal distribution of resources in the service and encouraging objective thinking among the officers.

5.10 Response on importance of using independent judgment.

The respondents indicated that it is very important to use independent judgments when making decisions represented by (57.7%). A total of (28.8%) indicated that it was important. About (9.6%) and (3.9%) felt that it was not important and others were not sure respectively this shows that some people don't even know when they are making decisions if they are based on peer pressure or they are independent.

5.11 Response on how often peer use independent judgments.

According to the respondents (57.7%) indicated that they always use independent judgment when making decisions. Some felt that sometimes they don't use independent judgment represented by (30.8%) and others said they rarely use it and others never especially those who always rely on others to make decisions for them. This featured more where there is a section head supervising the others and they are usually expected to make decisions in the group. These were represented by (7.7%) and (3.8%). The key informants also confirmed this where

decision making is left to some officers just because they are in charge of a certain group and this make other officers not active in using independent judgment.

5.12 Conclusion

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 leads to irresponsible behavior such as smoking, drinking, and engagement in illicit sexual behavior among others.

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.

5.13 Recommendations

5.13.1 Recommendations for the Organization

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 in to 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.

5.13.2 Recommendations for Further Research

This study focused on the effects of peer pressure on independent decision making among adults. The researcher suggests that further studies ought to be done in other public service organizations wanting to find out the effects of peer pressure on decision making among adults. Further study should be carried out on peer pressure among adults which has been ignored by researchers who put more emphases on children and adolescents. This might bring out the extent at which adults are affected by peer pressure just like other ages in life. This might also contribute in establishing the possible ways of helping the adults to cope with peer pressure and improve organizational performance.

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APPENDICES

APPENDIX I: LETTER OF INTRODUCTION

My name is Eunice WanjikuMaina, a student at University of Nairobi in the department of Sociology. I am undertaking a Master's Degree Course in Sociology (Counseling). I am undertaking a research to get to know the effects of Peer Pressure on Independent decision making among adults particularly civil servants working in National Registration Bureau. The questions in this questionnaire will go a long way in creating awareness in the area of study. I am hereby requesting you to spare a few minutes to give your input. Everything gathered from the questionnaire will be for the purpose of the study and there will be no mention of names in order to conceal the identity of the respondent.

Thank you. Let me now proceed to ask you the questions.

APPENDIX II: QUESTIONNAIRES FOR PUBLIC SERVANTS

Questionnaire number.....

Date.....

I. Personal Characteristic

1) Gender: Male.....

Female.....

2) Age:

i) 35-40.....

ii) 41-45.....

iii) 46-50.....

iv) 51-55.....

v) 56-and above.....

2 Level of education:

i) Primary.....

ii) Secondary.....

iii) College/Technical Institute.....

iv) University.....

v) Others.....

3 Job group

i) A-F.....

ii) G-H.....

iii) K-M.....

iv) N-P.....

v) Other (specify).....

4 Current designation

5 Area of residence (e.g. Embakasi).....

7 Duration of working:

- i) 0-5 years-----
- ii) 6-10 years-----
- iii) 11-15 years-----
- iv) 16-20 years-----
- v) 21-25 years-----
- vi) 26 and above -----

II Prevalence of Peer pressure among adults.

1 a) Do you understand the meaning of the words peer pressure?

Yes.....

No.....

b) If yes, please give examples

.....

.....

.....

.....

.....

2 a) Have you ever been affected by peer pressure?

Yes

No

b) How often would you say that peer pressure affects you?

.....Always

.....Mostly

.....Rarely

.....Never

iii. Factors that trigger peer pressure among adults?

3. What are the major factors that trigger adult peer pressure?

.....
.....
.....
.....

4. How does peer pressure among adults affect decision making and responsible behavior?

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.....
.....
.....

5. a) Do you think peer pressure has affected your peer group?

Yes.....

No.....

b) In what ways have the group been affected by peer pressure?

.....
.....
.....

III Aspirations of the Peer group

1a) In your view, do you think adult peer pressure is evident among adults?

Yes.....

No.....

b) If yes, please explain

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.....
.....

2. What factors do you think influence an adult to join the peer group?

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.....
.....

3. According to you, what are the aspirations of an adult peer group in the public service?

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.....
.....

4. To what extent have the aspirations have been fulfilled in relation to others?

Fulfilled.....

Partially fulfilled.....

Not yet fulfilled.....

IV Peer Pressure and independent decision making

1 a) Do you understand the meaning of the words decision making?

Yes

No

b) If yes, please give examples of important decisions

.....
.....
.....

c) What is the importance of using independent judgment when making decisions?

Very important.....

Important.....

Not important.....

None.....

2 a) In your view, does adult peer pressure influence responsible and irresponsible behavior?

Yes.....

No.....

b) Give examples

.....
.....
.....
.....

3. What do you think are the indicators of adult peer pressure?

.....
.....
.....

V Decision making and independent judgment

1a). As a middle adult do you make decisions based on independent judgment?

Yes.....

No.....

c) How often are your decisions affected by the peer group or friends?

.....Always

.....Sometimes

.....Rarely

.....Never

2. What are some of the ways to minimize adult peer pressure on the members of the peer group?

.....
.....

3. What ways can be used to minimize adult peer pressure on the members of the peer group in the public service?

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.....
.....

APPENDIX III: KEY INFORMANT GUIDE

- 1) In your own words what do you understand by the word peer pressure?
- 2) Factors that trigger peer pressure among adults in decision making process.
- 3) Have you ever experienced adult peer pressure in your organization?
- 4) In your opinion what do you think triggers peer pressure among adults?
- 5) What do you understand by the word independent decision making?
- 6) Do you think peer pressure influences independent and responsible behavior among adults?
- 7) What do you think are some of the decisions that an adult is expected to make independently?
- 8) In your opinion do adults make decisions based on independent judgment?
- 9) What do you think can be done to help the officers that are affected by adult peer pressure in the organization?