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The Relationship between Peer Group Influence
toward Male and Female Members' Conformity with
regards to their Purchase Decisions

A Thesis

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ABSTRACT

This study is a descriptive study which tackled the relationship between peer group influence toward its' members conformity with regards to his purchase decisions. This study also looked into (a) the differences between the sex of the individual and his conformity to the peer group, (b) the relationship between a consumer's conformity to his peer group and his conformity in his purchase decisions, and (c) the relationship between a consumer's conformity in his purchase decision and his satisfaction toward his purchase decisions. In addition, the study also looked into the amount of time usually spent by an individual with his peer group and how the respondents' themselves rated their relationships with their peer groups.

The study involved 327 De La Salle University undergraduate freshmen block students gathered through cluster sampling. A self-constructed survey questionnaire utilizing the Likert Scale was used to gather data from the respondents in their respective block sections with the consent of their professors. A total of 350 questionnaires were given out to have some extra on hand in case of incomplete answers and/or mistake in collating the papers. Only 327 questionnaires were selected. Data gathered were analyzed through frequency distributions and percentages, the T-test for Independent Samples, and the Pearson Product Moment Correlation Coefficient. The level of significance used in this study is .05.

Results show that: (1) females spend more time (half-a-day) than males (four hours a day) with their peer group. Generally, for both sexes, an approximate of half-a-day is spent with their peer group, (2) On the quality of the respondents' relationship with his peer group, results show that females rated their relationship with peer group as "good". However, generally both sexes rated the quality of their relationship with their peer group as "good", (3) females score higher than males in conformity, (4) conformity to peer group and conformity to purchase decisions is significantly related, and (5) conformity in purchase decisions and satisfaction in purchase decisions, is likewise related. It is therefore



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recommended that more research should be done on the influence of the peer group on individual since it plays a significant role in an adolescent's life, particularly in decision-making. It is also recommended that future researchers also look into the possibility of the individual member of a peer group having an effect on the whole peer group since members make up a whole peer group, there is also mutual interaction between members and thus, there is the possibility of even only one person influencing the whole group.



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