

A STUDY ON OPINION OF FACULTY MEMBERS TOWARDS THE PEER PRESSURE IN WOMEN COLLEGES OF VIRUDHUNAGAR DISTRICT

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1.1 INTRODUCTION:

Human race in the social environment is familiar with the term peer since childhood that has the power to bring notable changes among individuals in the close group. In their professional life too, amid the colleagues people would prefer to get close or intimate peer group at the workplace. People who are similar and equal in such respects age, experience, qualification, preference become the members of a small peer group which is inevitable. These informal small associations among employees may offer either immense support or turn into peer pressure. This influence of peer pressure is found from the childhood but it is in the stage of professional life the peer pressure starts influencing the change of attitude, values and behavior of an individual (Prabhakar, 2012).

Mostly, the term pressure is expressed and viewed negatively and many efforts are taken to eliminate from the workplace. In recent years, increasing attention has been paid to the phenomena of burnout, especially in service professions (Leiter & Maslach, 1988). Stress, discrimination and social isolation are some forms of unfavorable effects of peer pressure. People have to understand that they would exert their full potential only at critical time. In the comfort zone, employees would become zero and obsolete. In the modern business era, the HR professionals are recognizing the peer pressure as one their strategic tools for motivating and retaining highly potential workforce. Peer pressure from team members is also more effective than money in prompting strong performances from worker (Barrick, 2012).

Individuals would interact in variety of work settings like peers, superior and subordinate which of these; peer group is informal and has more power than formal groups. Most peer interaction takes place "informally," as there are no lines on an organization chart that connect peers together. Sometimes, a peer network is the best way to work around a formal structure that bring necessary productive change and help to transform the organization into high performing business (Katzenbach & Khan, 2010). As the peer relationship has either professional or personal pressures, individuals are pressurized to work much more and also be got changes in their attitude. This paper also is an effort carried out to understand the level of peer pressure among the faculty members of women colleges in Virudhunagar district. The study put the focus on examine the prevalence peer pressure among the workforce and emphasized the effects on job performance.

1.2 Objectives of the study:

- ❖ To identify the opinion of faculty members towards the peer relationship and the impact of peer pressure in the working environment.
- ❖ To identify the factors influencing peer pressure.
- ❖ To identify the strategies handled by them in order to efficiently manage the peer pressure.

1.3 Scope of the study:

Peer pressures being a widely applicable area, the study focused on the level and nature of peer pressure among the respondents. As the focus is on arts and science colleges, faculty members of *three women colleges* in Virudhunagar district form the scope of the study. The study also exclude other influential variables prevails in the work place.

1.4 Research Methodology:

A sample of 60 (*respondents*) faculty members of women colleges in Virudhunagar district were selected by the *Cluster sampling method*. Books, internet and journals are the main sources of collecting secondary data related to the study. *Percentage analysis, Chi-square, Garrett's ranking method, ANOVA and weighted average method* were the statistical tools used in the study.

1.5 Limitations:

- The study is confined to the women colleges of Virudhunagar district and also exempted the other educational institutions that are schools in the district.
- The opinion of respondents towards the peer pressure is not static and can change over time and also the study was also limited only to women colleges.

2. DATA INTERPRETATION & ANALYSIS:

TABLE – 1: Percentage Analysis

PARTICULARS	PARTICULARS	FREQUENCY	%
Marital status	Married	45	75
	Unmarried	15	25
	TOTAL	60	100
Age	Below 25	7	11.7
	25-30	11	18.3
	30-35	27	45
	35-40	10	16.7
	Above 40	5	8.3
	TOTAL	60	100
Educational Qualification	PG only	10	16.7
	M.Phil	33	55
	Ph.D awarded	7	11.6
	Ph.D(In process)	10	16.7
	Total	60	100
Stream	Arts	30	50
	Science	30	50
	TOTAL	60	100
Job status	Self Finance	53	88.3
	Regular	7	11.7
	TOTAL	60	100
Type of peer relationship	Friendship	14	23.3
	Mentor	4	6.6
	Family relationship	5	8.3
	Just a Co-worker	37	61.6
	TOTAL	60	100
Frequency of peer pressure	Sometimes	12	20
	Often	36	60
	Rarely	8	13.3
	Never	4	6.7
	Total	60	100

The above table clearly indicates that the demographic and socio –economic details of the respondents and further reveals their opinion towards the peer relationship in the working environment.

Chi-square test:

H₀: There is no relationship between respondent's job stream and their opinion towards positive effects of peer pressure.

TABLE 2.1

Stream/Effects of Peer Pressure	Goal achievement	Increased Productivity	Sharing of work	Communication	TOTAL
Arts	8	22	0	0	30
Science	0	14	4	12	30
TOTAL	8	36	4	12	60

Chi-Square Tests 2.2

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.778 ^a	3	.000
Likelihood Ratio	35.064	3	.000
N of Valid Cases	60		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 2.00.

The significance of the Pearson Chi-Square is .000 which is under; the null hypothesis is rejected, so this means there is a relationship between the respondent's job stream and their opinion towards effects of good peer pressure in their working environment.

Table 3.1- Ranking of strategies for managing peer pressure

Particulars on Peer relationship	I	II	III	IV	TOTAL
Being self-reliant	18	22	9	11	60
Being flexible	3	15	6	36	60
Being straight forward	45	8	4	3	60
Having social attitude	24	14	11	11	60
Garrett's Table value	76	61	50	40	

Table 3.2- Garrett's Ranking Value

Particulars	Table value	Total score	No. of respondents	Mean score	Rank
Being self-reliant	76	3600	60	60	III
Being flexible	61	2883	60	48.05	IV
Being straight forward	50	4228	60	70.46	I
Having social attitude	40	3668	60	61.13	II

The above table clearly indicates that, respondents are highly prefers to be a straight forward person with the peers in the working environment to manage and/or handle pressure efficiently and also being flexible is the least preference among the other strategies.

ANOVA Test:

H₀: There is no significant difference between marital status and the type of relationship among the respondents.

Table 4

Source of Variation	SS	DF	MS	F	P Value	F Crit
Rows	66.125	1	66.125	1.882562	0.263639	10.12796
Columns	102.375	3	34.125	0.97153	0.509193	9.26628
Error	105.375	3	35.125			
Total	273.875	7				

Individuals want to keep different types of relationships in peer group and friendship, family relationship, mentor and just a colleague are the variables used in the study. ANOVA test analysis in the study helps to understand the significant relationship between marital status of the respondents and its impact on the kind of relationship among peers.

The calculated F test value for rows (1.88) is greater than table value of DF (1) at 5% significance level (10.12). So the null hypothesis is accepted thus there is no significant difference between marital status of the respondents and the nature of relationship with their peers.

The calculated F test value for columns (0.97) is less than table value of DF (3) at 5% significance level (9.27). So the null hypothesis is accepted thus there is no significant difference between the relationships among the peers.

Weighted Average method:

Table 5: Respondents opinion towards the impact of peer pressure

S. No.	FACTORS	Scores					Mean Score	Ranks	
		SA(5)	A(4)	N(3)	DA(2)	S.DA(1)			
1	Social isolation	23	18	7	7	5	227	21.3	II
2	Discrimination	45	11	4	-	-	281	26.4	I
3	Verbal abuse/teasing	22	8	6	19	5	203	19.0	III
4	Less freedom	14	12	13	11	10	189	17.7	IV
5	Lack of identity	-	15	20	19	6	164	15.4	V
Total score							1064		

The above table shows that out of 60 respondents, majority of them are strongly agreed that they experienced discrimination at work which followed by social isolation, verbal teasing, lack of freedom and finally very few are felt they lost their identity.

3. CONCLUSION:

Every individual sets certain professional goals for themselves which they want to achieve in their careers. People would be elated as their work recognized and also to reach their ultimate goals with superior power and authority. Socialization is one of the prime elements which offer moral support and sometimes becomes a great obstacle. The study on the faculty members of women colleges of Virudhunagar district shows that individual differences and their attitude mainly cause the presence of peer pressure. As the member of peer group, they experienced good interpersonal support as well as pressure from each peer in different range in the working environment.

4. REFERENCES:

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