



BRAND PERCEPTION AND PEER PRESSURE AMONG YOUTH

Shivani Solanki

Asst. Professor, School of Management, Graphic Era Hill University,
Dehradun, Uttarakhand, India

ABSTRACT

As Elaine (2001) points out, the fashion industry is one of India's most dynamic since it is driven by constant transformation.

Adolescents are the most fashion-conscious demographic because they are eager to stand out from the pack. The term "adolescence," which comes from the Latin "adolescere," means "coming of age" (Steinberg, 1993). Adolescents and teenagers are synonymous terms that describe people between the ages of thirteen and nineteen.

Between childhood and adulthood is the time period known as adolescence, according to the British Nutrition Foundation (2001). From a behavioural standpoint, however, adolescent is not only a time of fast physiological changes, but also a time when people are more susceptible to the effects of peer pressure and other forms of social influence. Adolescents are especially susceptible to the effects of peer pressure on their brand loyalty. Peers are seen as relatives and friends (Pilgrim & Lawrence, 2001). In this case, however, "peer" is defined more broadly to include "those who may be considered as referents for teenage prospective purchases, even if they are not familiar with each other."

When it comes to purchasing decisions, "aspirational groups" refer to a person's peers. To comply to a set of norms in behaviour or thought, peer pressure is defined as "a social instance of social influence." Ashbrook (2000). Adolescents are vulnerable to the influence of their peers, which may lead to the development of a drive for conformity (Batra & Lehmann, 1993).

Personal qualities and their associations with brand awareness, social pressure, and fashion consciousness were investigated. Individuals in the upper income bracket were shown to be more interested in fashion, perhaps due to their greater discretionary means, whereas those in the middle and lower income brackets adopted fashion in their own, less costly ways.

Keywords: Fashion Business, Adolescents, Identified, Social Influence, Harmonious Relationships.

Cite this Article: Shivani Solanki, Brand Perception and Peer Pressure Among Youth, International Journal of Management (IJM), 10(4), 2019, pp. 382-390.
<https://iaeme.com/Home/issue/IJM?Volume=10&Issue=4>

INTRODUCTION

Social approval and imitation of others create fashion. It might be anything from garments to accessories to kitchenware to furniture. Without a doubt, the majority of teenage boys and females who had comparable interests or qualities accepted anything or each item. However, many of them equated fashion with a certain kind of apparel. It's now in style to have a few select pieces of high-end furniture, accessories, and home appliances.

It's a well-known truth that teenage girls pay more attention to fashion than teenage boys do at the same age. Adolescents, in general, shop with a greater awareness of their own characteristics. Adolescents' purchasing habits are more influenced by their social and cultural norms. When teenagers dress the way they choose, they project an image of independence and self-sufficiency. Teens take their fashion cues from the superstars they look up to. Teenagers have heightened sensitivity to mass media. Young men are more susceptible to the influence of their peers than young women. When compared to fancy clothing, teens care more about the brand they wear. Fashion has a greater impact on urban youth than on their rural counterparts. It was discovered that families' socioeconomic situation was connected to their fashion adoption tendencies. Teens generally agreed that fashion is an effect that operates equally on guys and girls. Adolescents have a profound impact on all areas of the fashion industry. Adolescents have incorporated any trend into their sense of self. Such vices include being inked, pierced, smoking, and imbibing. Since the majority of households had female home managers, women shopped more often than men did on each shopping trip.

Socio-economics and Group affiliation in fashion: Changing fashion trends, the influence of peers, and educational and geographical considerations had a larger role than any other element. It was also shown that teenage boys and girls were similarly influenced by media such as television and fashion magazines to alter their lifestyles, dress codes, and social standing.

The examination of media consumption habits showed that female students were more likely than male students to engage in television viewing, music listening (radio and CDs), and internet use. Female students was more likely to be affected by their parents and classmates than their male counterparts, suggesting that gender was the sole factor at play. Students of different ethnicities and sexes also showed different levels of brand awareness. Female students were more inclined than male students to have a high level of brand awareness. Peer pressure can be defined as the influence of one's peers on one's behaviour, whether or not that behaviour is considered socially undesirable. Peer pressure is most noticeable when it leads to individuals doing things they otherwise would not. Adolescents and teenagers are more susceptible to social pressure because they are naturally more gullible at an age when their minds are still immature and still developing. Peers have an impact on one's life whether they are aware of it or not. The time invested in them is the primary reason for this. Learning from one's peers may have a good, negative, or normative effect on a person. When people succumb to peer pressure, they may be doing so because they want to fit in with their peers, satisfy their own curiosity, or feel some kind of competitive urge. Friends going shopping together at the mall is one example of peer pressure to purchase, just as the rising prevalence of smoking and alcohol use is another. It impacts not only what teenagers buy, but also their outlook and ability to spend money in other areas, such as at stores.

Social comparisons and societal mobility: Pressure from one's peers, or from onlookers, may have a significant impact on an individual's decision to alter his or her beliefs or actions in order to fit in with the norms of a particular social group. Some people cave to peer pressure because they want to be accepted by their peers, feel pressured to conform, or are afraid of being teased if they don't follow the crowd. Some may join in because they are inspired to attempt something new because of the enthusiasm of those around them. The allure of one's peers is strong and persuasive. Children may be swayed from engaging in conduct they know to be socially acceptable to engaging in behaviours they know to be socially undesirable, as shown in a series of experiments. It has also been proven via these analyses that all it takes for a person to speak up for what they believe in is the support of a single peer. Peer pressure is very nuanced and may take many forms. A peer may exert pressure in one of two ways: either directly, by demanding the individual to do something, or indirectly, by teasing or coaxing the other into behaving in a way that is consistent with their own (however the second option can be followed by the larger bullies). They could not even say anything, but instead apply pressure. Pressure from one's peers, or from onlookers, may have a significant impact on an individual's decision to alter his or her beliefs or actions in order to fit in with the norms of a particular social group. Members of official organisations like political parties and labour unions are impacted, as are members of informal organisations like social cliques whose membership cannot be clearly defined. Peer pressure may cause someone to conform to the expectations of a group even if that person has reservations about being a part of that group. They may also be able to identify dissociative groups that they would prefer not to associate with, leading to negative actions in response to the group's norms.

Some young people give in to peer pressure since they want to be accepted by their peers and fear being teased if they do not conform. Some may join in because they are inspired to attempt something new because of the enthusiasm of those around them. Some young people could disregard their own good sense or common sense if they believe that "everyone is doing it." The allure of one's peers is strong and persuasive. Peer pressure may induce youngsters to abandon their beliefs about what constitutes appropriate behaviour in favour of imitating what their peers are doing, as has been shown in experiments. It has also been proven via these analyses that all it takes for a person to speak up for what they believe in is the support of a single peer.

Peer pressure is very nuanced and may take many forms. A peer may exert pressure in one of two ways: either directly, by demanding the individual to do something, or indirectly, by teasing or coaxing the other into behaving in the same way, with the latter option being followed by the larger bullies. They may not even say anything; instead, they could apply pressure by treating you like an outcast or just ignoring you. The objective is to humiliate and demoralise the target. Youth adhere to the norms of their peers in terms of fashion, taste, appearance, philosophy, and value systems. Adolescence is often associated with risky behaviours like substance misuse and smoking, and this perception is often projected onto the individual. While most people associate the term "peer pressure" with unfavourable outcomes, such as when people are influenced by their peers to engage in risky behaviours like drinking, smoking, or using drugs. Positive peer influences like intelligence, generosity, and friendliness may be amplified by being in good company.

Competition with one's classmates in extracurricular activities like athletics, dancing, theatre, etc. is another way in which peer pressure may be harmful. Loss of identity is another risk of mindlessly following the leader. Extreme peer pressure may cause people to do what they think is right rather than what is appropriate in a given scenario. A person may be compelled to do what they know is correct because of the approval of their peers.

There might be a tendency to follow the crowd and start dressing and acting like everyone else. Losses in personal taste and the forced adoption of popular preferences are real costs of social pressure.

Consumer Behaviours- A function of Matching up rather than Need: Marketers may take advantage of the fact that consumers are susceptible to the influence of their peers when making purchases and decisions about their consumption habits, whether that influence is positive or negative. Adolescents who are susceptible to peer pressure tend to buy the same brands and products as their peers, and the branding and marketing of products facilitates this trend. According to the American Psychological Association (APA), branding is achieved by the conspicuous display of a manufacturer's emblem on products.

According to the APA, young social groups pay attention to items and actively seek out branded things as a means of gaining instant social status. Print ads, in-store promotions, web ads, and tv commercials all specifically target young adults.

They argue that "Brands may be the source of social separation amongst youngsters, resulting in the establishment of "in" groups and "out" groups," as put out by University of Manchester's Manchester Business School's Stuart Roper and Binita Shah. Those who don't spend as much on designer labels as their peers worry about being treated differently and subjected to ridicule, bullying, and a drop in self-esteem, if not outright social isolation. Peer pressure may be shown to have a domino effect, beginning with the youngster, continuing with the parents, and culminating in a purchase that demonstrates the pressure was effective. This is why businesses use instances of peer pressure to their advantage.

Young people, especially adolescents, are easily influenced by their peers and often make choices and adopt behaviours that conform to the norms established by their contemporaries. Peer influence is more strongly and favourably associated to publicly consumed commodities than privately consumed items, according to a study done in Botswana (Mokgosa & Mohube, 2007). Young consumers are susceptible to manipulation by peer pressure because they see conformity within their peer group as crucial to feeling at ease in the world. Kao and Zhang (n.d.)

When it comes to engaging in potentially harmful behaviours (such as drinking alcohol), peers may serve as a powerful role model for others. College students are teaching their friends that drinking alcohol is cool and okay because they are setting a good example. What many college students overlook, however, are the detrimental outcomes associated with alcohol usage, particularly in social settings.

Effects of Peer Pressure on Purchase Decision Making behaviours in India: When it comes to making a purchase, peer pressure may not always work in a linear fashion, where more positive influences lead to more positive purchases and vice versa. People feel pressured to maintain a certain standard of physical attractiveness and physical fitness. As a result, more and more people are joining the yoga, fitness centre, and healthy eating cult. Organic, low-fat, and healthier options are in high demand. The fitness industry is thriving at an all-time high. Demand for Protein Shakes, Nutrient Bars, and Whole Wheat Products is indicative of people's ongoing attempts to improve their health and well-being. The cost of maintaining a fashionable appearance has risen dramatically. Just as negative social pressure encourages the use of alcoholic beverages, cigarette products, and illegal drugs, positive peer pressure encourages abstinence from these vices. Some people in the peer group encourage others to quit using drugs and alcohol. In addition to traditional cigarettes, many people are investing in alternatives like nicotine gum (such as Kwik Nik, Nicotex, Nicorette, etc.) or electronic cigarettes. Peers' smoking and drinking are down, and friends and family members credit these items with the credit. So, positive peer pressure might also result in more spending.

In India, the community is crucial to survival. Indians participate in culturally sanctioned behaviours from the time they are infants. The components of society, like its meaning, may vary depending on who you ask. Peer approval is crucial for adolescents, and this urge to comply to social standards turns to focus on proper social behaviour as one becomes older. Parents in some Indian homes are apprehending their barely adolescent children in the act of drinking and smoking, a trend that has been influenced by western society. Most kids would shrug this off as an effort at becoming cool and less stuffy. The Indian parents of these youngsters would never tolerate such behaviour and would never allow their children to follow the lead of their classmates.

Teenagers who have been given monthly allowances or pocket money tend to be curious and enthusiastic about their newfound freedom. They are buying impulsively, without considering the product's value or practicality. Due to its improving economic situation, India is an easy export market for a wide variety of nations. The fascination with other lands has arrived in full force. The people of India often buy high-end consumer goods and even food items from outside. Foreign companies have found great success in India thanks to the enthusiasm of local consumers. There are usually long lines and reservations required outside Apple's flagship locations. And Indians prefer to spend their money overseas. In recent years, travelling abroad has grown more popular in India. Indian travel agents thrive as a result of high demand for international vacations, mostly driven by the country's well-documented fondness for the United Kingdom and Canada. In India, it is socially undesirable to constantly compare yourself to your friends who have more material possessions.

The urge to acquire trendy apparel is higher than any other category. In comparison, India has a sizable domestic textile sector. Peer pressure has led to an increase in brand loyalty among Indian consumers, and along with the success of multinational corporations like Levi Strauss & Co. and Tommy Hilfiger, among others, leading Indian brands like Westside, Raymond, and Meena Bazaar have benefited. Cloth is a necessity, thus the Indian Territory is plenty with local clothes marketplaces, but these days it's all about the labels.

Impact of Brand Perception on Markets: Influence from one's peers refers to the ways in which one is affected by the actions of others around them. Peer pressure is greatest between the ages of 12 and 14, yet the people in our life have a lasting effect on how we behave. Both the act of purchase and subsequent usage of the goods are targets of marketing efforts. Therefore, the term "peer influence" refers to the way in which the actions of our peers affect our propensity to purchase and utilise a product.

Influence from Peers, Both in Its Structure and Its Content: When we are affected by the actions of others around us, we are said to be subject to peer influence. One may be influenced by one's peers in a number of different ways, including when asked to do something by a peer, when one's behaviour is modified to mirror that of a peer who is receiving positive reinforcement, and when one's behaviour is modified to either attract or repel other peers.

This shift in behaviour can be deliberate, as when one decides to comply with a friend's request or buy a product based on their recommendation, or it can be unconscious, as when our brains are working automatically to guide us towards actions that will maintain or improve our standing among our contemporaries. For social creatures like us, it's a matter of survival.

Classification of peer influence:

- i. **Conformity:** When people conform, they change who they are so that they better fit in with the norms and expectations of the group to which they belong. When we dress, apply cosmetics, and/or do our hair in ways that are similar to those of our peers, we are conforming to their standards. When people are expected to act in a certain way, "group thought," or the failure to examine other points of view, might result.
- ii. **Social norms:** When we let actions that our society deems typical to affect our own, social norms are at work. Behaviours like driving on the correct side of the road, conforming hairstyles to gender norms, and always having a smartphone on us are taken for granted since they are considered standard in our society.
- iii. **Peer Pressure:** When members of a group who engage in a certain conduct look down on a person who deviates from the norm and make efforts to influence that "outsider" to conform, we say that there is peer pressure.
- iv. **Peer Endorsement:** When our friends say they like what we're doing, we tend to do more of it ourselves. When our friends and coworkers give us positive feedback on a certain behaviour, we are more inclined to continue engaging in that behaviour. Dopamine is released in our brains as a pleasurable response to the affirmation of our peers. Likes, followers, shares, retweets, and other forms of social media endorsements show how far peer endorsements have come with the advent of modern technology.
- v. **Automatic Mimicry:** The unconscious process of automatic mimicry involves adapting one's behaviour to that of the individuals one is dealing with. Automatic mimicry occurs when we mirror the facial expressions and motions of others around us.

Factors Per Imitation: The social standing of the individual or collective that we are aiming to be like affects the possibility that we will adjust our behavior(s) to coincide with that of others.

1. We are influenced greatly by those in positions of power, and we listen to them. A person's esteem and admiration for an institution grows when it bestows power onto someone they like. Input from someone in our peer group frequently has a greater impact on our behaviour than the identical input from someone outside of our peer group. Many of us will alter our actions to conform to the standards of our preferred social circle. When we treat our peers with dignity and trust that they have our best interests at heart, we are more likely to act in accordance with our values. A person's view of a business and their impression of a product are influenced more by an endorsement from a friend, colleague, or community member than either a stranger or a star.
2. Peer influence is strongest throughout adolescence, namely between the ages of 14 and 18, with its peak being around the age of 14. The impact of our peers on our actions eventually lessens but never vanishes when we turn eighteen. But let's go back to the adolescent years. Adolescents' innate awareness of when and how their peers are monitoring them develops throughout this developmental period. Adolescents' attention is redirected from potential negative consequences to the potential positive ones, thanks to the ventral striatum's wiring for this purpose. Adolescents are built to be both hyperaware of peer attention and hyperaware of the social incentives for the acquisition and usage of things that resemble those utilised in their peer group. This is especially true when it comes to brands.

3. The rise in popularity of certain clothes, social media, and technological businesses may be traced back to the merging of neurology and behavioural science. For instance, the iPhone has a far larger market share among teenagers (70%) than the general population (43%).

Background: According to studies, customers between the ages of 18 and 24 are the most susceptible to the power of fashion's image on their purchasing decisions (Ogden-Barne, 2011). The youthful consumer is a powerful demographic to ignore, despite the fact that they lack the disposable income to support such spending. There are now 71 million college students, who together spend \$105 billion annually (Valentine & Powers, 2013). Recent studies have shown that college students have a significant impact on existing and emerging businesses. Valentine and Powers (2013). Arnaudovska (2010) and Valentine and Powers (2013) are only two of the research that show how young college students' shopping habits differ from those of older adults. Customers are more likely to purchase a well-known, household name brand when making a purchase. Carpenter, Brosdahl, & Ogden-Barne (2011). Numerous research have shown that customer behaviour is correlated with loyalty to a certain brand.

The critical question is whether or not it can enhance its own attractiveness and centre of attention-grabbing. As stated by Giovannini, Xu, and Thomas (2015), teenage brand awareness is affected by their sense of self-worth and the opinions of others, which in turn affects their motives and allegiance to luxury brands. Men and women have varied levels of brand awareness. According to Mohtar and Abbas (2014), ladies are much more influenced by fashion and society than men are. Adolescent boys have a reputation for acting on impulse while shopping, and they like using social media to form opinions about products.

CONCLUSION

To sum up, our investigation has led us to the conclusion that peers are ubiquitous. Their influence on our everyday life is unavoidable. The whole definition of the term now depends on its capacity to exert pressure. Its effect on sales, however, is certain to be favourable regardless of how it is received.

Buying power, purchasing habits, and consumption cannot protect an individual from having their conduct altered as a result of social pressure. It acts as a catalyst to buy since it convinces, pushes, and amplifies the level and frequency. While it's true that young people are more susceptible to social pressure in areas like cigarette and alcohol use, brand awareness shows that people of all ages experience this pressure. Many aspects, including subtle group dynamics, contribute to a consumer's final decision.

Since many previous studies only looked at the buying habits of adults, this study fills a gap in the literature by examining the purchasing power of teenagers. According to Valentine and Powers (2013), students have a significant impact on present and future markets. Researchers also found that young adults (18-24) are the most susceptible to fashion's persuasive power. According to research (Ogden-Barne, 2011), young people's purchasing decisions are heavily influenced by the fashion image they have in their heads. Teens are more likely to buy a product if it portrays a trendy picture of the company's brand.

REFERENCES

- [1] Aaker, D.A. and A. Biel. Hillsdale, N.J. (1995). Lawrence Earlbaum Associates.
- [2] Ailawadi, K.L., Neslin, S.A. and Gedenk, K. (2001). Pursuing the Value-Conscious Consumer: Store Brands Versus National Brand Promotions. *J. Mktg.*, 65 (1): 71-89.
- [3] Batra, R. and Lehmann, D.R. (1993). The Brand Personality Component of Brand Goodwill: Some Antecedents and Consequences. (2000) *Brand Equity and Advertising*. D.
- [4] Lashbrook, J.T. (2000). Fitting in: Exploring the emotional dimension of adolescent peer pressure. *Adolescence*, 35 (140): 747-758.
- [5] Pilgrim, L. and Lawrence, D. (2001). Pester power is a destructive concept. *Internat. J. Advertising & Mktg. to Children*, 3(1): 11-22. StannerSaraand, Thompson Rache, (British Nutrition Foundation). November 2001.
- [6] Steinberg, L. (1993). Parenting practices and peer group affiliation in adolescence. *Child Development*, 64(2): 467-482.
- [7] Stone, Elaine (2001). *The dynamic of fashion* (3rd Ed.), Fair Child Publication NEW YORK, U.S.A. Webliography
- [8] Asmakiran, Riaz, Ayesha and Malik, Naiz Hussain (2002). Factor affecting change in clothing pattern of the adolescent girls. *Internat. J.Agric. & Biol.*, 4(3): 377-378 (As a cited in www.ijab.org).
- [9] Focus Adolescent Services: Peer Influence and Peer Relationships (2000). Retrieved April10, 2006, from cited as <http://www.focusas.com/PeerInfluence.html>.2.
- [10] Shruti Gulati, "Peer Pressure: A catalyst to Purchase" *Ijars International Journal of Management & Corporate Affairs*.
- [11] Journal of Clinical and Consulting Psychology
http://kidshealth.org/kid/feeling/friend/peer_pressure.html
<http://www.sciencedirect.com/science/article/pii/S0022435904000235>
- [12] http://addictions.about.com/od/howaddictionhappens/f/Peer_Pressure.htm
- [13] <http://www.thomkesslertherapist.com/2015/04/20/peer-pressure/>
- [14] <http://core.ac.uk/download/pdf/26201995.pdf>
- [15] <http://www.doozyread.com/2013/04/brand-obsession-whats-in-name.html>
- [16] http://www.indiaparenting.com/teen-issues/154_1279/teenagers-and-peer-pressure.html
- [17] <http://parentedge.in/common-forms-of-peer-pressure-in-the-indian-scenario/>
- [18] http://articles.economicstimes.indiatimes.com/2011-07-09/news/29755761_1_brand-financial-consultant-indians
- [19] <http://www.123helpme.com/peer-pressure-and-consumer-behavior-view.asp?id=166811>
- [20] http://www.huffingtonpost.in/entry/peer-pressure_n_6316702
- [21] <http://living.thebump.com/peer-pressure-influence-teen-purchasing-choices-8191>.
- [22] Arnaudovska, E., Bankston, K., Simurkova, J., & Budden, M. C. (2010). University student shopping patterns: Internet vs. brick and mortar. *Journal of Applied Business Research*, 26(1), 31.
- [23] Bachmann, G. R., John, D. R., & Rao, A. R. (1993). Children's susceptibility to peer group purchase influence: an exploratory investigation. *ACR North American Advances*.
- [24] Bearden, W. O., & Etzel, M. J. (1982). Reference group influence on product and brand purchasedecisions. *Journal of Consumer Research*, 9(2), 183-194.
- [25] Bristol, T., & Mangleburg, T. F. (2005). Not telling the whole story: Teen deception in purchasing. *Journal of the Academy of Marketing Science*, 33(1), 79-95.
- [26] Carpenter, J. M., & Brosdahl, D. J. (2011). Exploring retail format choice among US males. *International Journal of Retail & Distribution Management*, 39(12), 886-898.

- [27] Childers, T. L., & Rao, A. R. (1992). The influence of familial and peer-based reference groups on consumer decisions. *Journal of Consumer Research*, 19(2), 198-211.
- [28] Douglas, J., George A. Field, and Lawrence X. Tarpey. "Human Behavior in Marketing," in Steuart Hender- son Britt, *Consumer Behavior in Theory and in Action*. New York: John Wiley and Sons, Inc., 1970.
- [29] Du, W. Q., Yu, C. L., & Zhao, P. (2009). The Influence of Different Kinds of Reference Groups on Self-Brand Connections [J]. *Acta Psychologica Sinica*, 2, 009.
- [30] Green, P. E., Maheshwari, A., & Rao, V. R. (1969). Self-concept and brand preference: an empirical application of multidimensional scaling. *Journal of the Market Research Society*, 11(4), 343-360
- [31] Hughes, G. D., & Guerrero, J. L. (1971). Automobile self-congruity models reexamined. *Journal of Marketing Research*, 8(1), 125-127.
- [32] Jin, B., & Koh, A. (1999). Differences between South Korean male and female consumers in the clothing brand loyalty formation process: Model testing. *Clothing and Textiles Research Journal*, 17(3), 117-127.
- [33] Kaiser, H. F. (1974). An index of factorial simplicity. *Psychometrika*, 39(1), 31-36.
- [34] Lachance, M. J., Beaudoin, P., & Robitaille, J. (2003). Adolescents' brand sensitivity in apparel: influence of three socialization agents. 2. Impact of Peer Pressure on buying behaviour
- [35] (https://zenodo.org/record/820988/files/35_IJRG17_A06_379.pdf?download=1) *International Journal of Consumer Studies*, 27(1), 47-57.
- [36] Mangleburg, T. F., Doney, P. M., & Bristol, T. (2004). Shopping with friends and teens' susceptibility to peer influence. *Journal of Retailing*, 80(2), 101-116.
- [37] Schiffman, L. G., & Kanuk, L. L. (2007). *Reference Groups and Family Influences in Consumer Behaviour*. Prentice Hall: London, 31, 352.
- [38] Setlow, C. (2000). Frequent teen buyers are good for business. *Discount Store News*, 39(18), 23-23.
- [39] Subramanian, S., & Subramanian, A. (1995). Reference Group Influence on Innovation Adoption Behavior: Incorporating Comparative and Normative Referents. *ACR European Advances*.
- [40] Tootelian, D. H., & Gaedeke, R. M. (1992). The team market: an exploratory analysis of income, spending and shopping patterns. *Journal of Consumer Marketing*, 9(4), 35-44.
- [41] Traylor, M. B. (1981). Product involvement and brand commitment. *Journal of Advertising Research*.
- [42] Valentine, D. B., & Powers, T. L. (2013). Online product search and purchase behavior of Generation Y. *Atlantic Marketing Journal*, 2(1), 6.
- [43] Fashion awareness and peer pressure among adolescents (https://www.researchgate.net/publication/276397190_Fashion_awareness_and_peer_pressure_among_adolescents)
- [44] (<http://steinhardt.nyu.edu/opus/issues/2011/fall/peer>)
- [45] (<https://brandmarketingblog.com/articles/branding-definitions/peer-influence/>)