

## EXECUTIVE SUMMARY

Friendships and family are important to every body as we develop in an emotionally and socially tense environment. Then comes career choices, these are the decisions that we take several times in our life. But these decisions are not solely and completely an individuals independent decision rather many external forces influence their choices and thus peer pressure acts upon them, it does not always have to influence the choices in bad sense as it can also be in a positive sense but it depends on many factors. This is what this research project expresses.

The main objective of the study is essentially to determine what factors are responsible for the career decisions that we make as adults, and why there are certain differences between the career choices that people make and want. The research will help to highlight the problems in our society that make it impinge upon individuals a certain expected norm that must be followed. Due to such conforming pressures we are expected to fall into a certain patterned role and Behaviour the result of such a patterned life is that individuals fail to take advantage of the opportunities even if it is their greatest desire or in their best interest.

The principle research instrument that was used in this research project consisted of personally administered questionnaires. This seemed to be the best data collection method for this type of research as the study was confined to the local area. The number of respondents consisted of 120 (60 male and 60 female) individuals. The chosen sample belonged to Bahria College and university, ICG F-6/2, F-G Model school F-

The statistical treatment that is applied to the results of the Questionnaires that were analyzed consisted of simple frequency distribution and chi-square tests. The major findings of the research were:

- There is no significant association between age and career choice.
- If student are more conscious of their image, they will be prove to more peer pressure in terms of career choice.
- Males tend to be dominated by peer pressure more than females.
- The greater the decision-making ability in an individual, the lesser is the peer pressure that acts on him/her..
- If an individual is more socially acceptable, less peer pressure acts upon it.

Thus, by developing friendship and understanding with children, parents can easily take them out of burdens both external and internal; also they should try and enhance self-confidence among individuals.



# Table of Content

<b>Title</b>	<b>Page #</b>
<b>CHAPTER 1 Problem and its Background</b>	<b>1</b>
1.1 Introduction	1
1.2 Problem Statement	12
1.3 Objective of the Study	13
1.4 Significance of the Study	14
1.5 Scope and Limitation of the Study	16
1.6 Theoretical Framework	18
1.7 Hypothesis of the Study	25
1.8 Definition of the Terms	26
<b>CHAPTER 2 Literature Review</b>	<b>28</b>
<b>CHAPTER 3 Research Methodology</b>	<b>59</b>
3.1 Type of the study	59
3.2 Research Instruments	59
3.3 Respondents of the study	60
3.4 Sampling Procedure	61
3.5 Statistical Tools	61
<b>CHAPTER 4 Interpretation and analysis of data</b>	<b>62</b>
<b>CHAPTER 5 Findings of the study</b>	<b>87</b>
5.1 Summary	87
5.2 Conclusion	88
5.3 Recommendation	90
<b>Appendix</b>	
<b>Bibliography</b>	