



Received: 02-02-2025
Accepted: 12-03-2025

ISSN: 2583-049X

Navigating the Social Maze: Examining the impact of Peer Pressure on Decision Making in Noveleta Senior High School Students

¹ Antonio Peter Nicolas, ² Salcedo Mark Kenly L, ³ Mercurio Dave Michael, ⁴ Jabagat Chrisryl, ⁵ Lazaro Bryan Louis G

^{1, 2, 3, 4} Noveleta Senior High School, Noveleta, Cavite, Philippines

⁵ Senior High School Noveleta, Cavite, Philippines

DOI: <https://doi.org/10.62225/2583049X.2025.5.2.3919>

Corresponding Author: **Antonio Peter Nicolas**

Abstract

This quantitative study investigated the relationship between peer pressure and decision-making among Grade 11 and 12 students at Noveleta Senior High School (NSHS). Using a correlational research design, data was collected through a structured survey questionnaire from 100 participants. The findings revealed a moderate preference for unpredictable tasks and peer influence among respondents. A significant positive correlation ($r = 0.45$, $p < .001$) was found between peer pressure and decision-making outcomes, indicating that increased peer pressure corresponded to higher decision-

making outcomes. The study also highlighted the influence of peer pressure on academic performance, social behaviors, and activities, with individual self-esteem, personal values, and supportive networks identified as moderating factors. The study contributes to a deeper understanding of peer pressure's impact on decision-making, providing valuable insights for students, educators, school administrators, and society at large. Furthermore, the study's findings have implications for developing strategies to mitigate negative peer pressure and promote informed decision-making.

Keywords: Peer Pressure, decision-making, Noveleta Senior High School (NSHS)

Introduction

Adolescents are highly susceptible to peer influence, which can significantly shape their decision-making behaviors. Specifically, adolescence is a developmental period characterized by the increasing influence of peers and friendships in the lives of adolescents. This stage, which typically occurs between the ages of 11 and 19, is marked by significant cognitive, hormonal, physiological, and psychological changes. For instance, adolescents become more independent from their families and less sociable with them (Brodowicz, 2024) ^[2].

To better understand peer influence, it is important to define what constitutes a peer. A peer is someone who belongs to the same social group or shares similar age and interests with another individual. Peers can include people who go to school together, groups of friends, people who work together, or people who attend the same social event (Carnevale, 2023). As a result, peer pressure can be powerful and hard to resist. In many cases, a person might feel compelled to do something simply because others are doing it. Peer pressure can influence a person to engage in behaviors that are relatively harmless or, on the other hand, lead to actions with more serious consequences.

In relation to peer pressure, the decision-making process involves gathering information, evaluating alternatives, and ultimately making a final choice. Notably, gathering relevant information is an essential step in making an informed decision (Laoyan, 2024). Furthermore, the emotional impact of peer pressure on decision-making should not be underestimated. For example, fear of rejection and the desire for approval are powerful motivators. Consequently, they can lead adolescents to prioritize short-term emotional gains, such as feeling accepted, over more logical long-term considerations. Unfortunately, this can result in choices that carry negative emotional consequences in the future.

Additionally, adolescents are known for their tendency to take risks, and peer pressure can reinforce this behavior. If, for example, a group decides to engage in risky activities, an individual may feel pressured to participate for fear of exclusion or

ridicule. As a consequence, they may ignore potential risks, as the immediate gratification of belonging to the group outweighs a rational assessment of the consequences.

Moreover, identity formation is essential during adolescence, and peers play a crucial role in this process. On one hand, peer influence can enhance an adolescent's self-esteem. On the other hand, it can also challenge their sense of identity. When making decisions, pressure to conform to group norms can lead to choices that reflect the collective identity of the peer group rather than the individual's true self (Andrade, 2024).

Despite numerous studies on peer pressure and decision-making, little research has been conducted on its specific effects among senior high school students. Therefore, the researchers chose this topic to explore the relationship between peer pressure and students' decision-making skills and to determine how external influences affect their ability to make choices effectively. Additionally, the researchers aim to investigate whether peer pressure has a positive or negative impact on students' decision-making abilities.

Objectives of the Study

This study aims to assess the impact of peer pressure and decision making in Noveleta Senior High School students. It also seeks to examine the relationship between the two variables and their effects. Specifically, it aims to (1). Assess the level of peer pressure among students; (2). Examine how peer pressure influences students' behavior; (3). Analyze the correlation between peer pressure and decision-making; (4). Identify the effects of peer pressure on students' choices.

Methods and Materials

This study employed a quantitative research method. Quantitative research methods are used to observe events that affect a particular group of individuals, which is the sample population. In this type of research, diverse numerical data are collected through various methods and then statistically analyzed to aggregate the data, compare them, or show relationships among the data. Quantitative research methods broadly include questionnaires, structured observations, and experiments (Sreekumar, 2023).

Specifically, a correlational research design investigates relationships between variables without the researcher controlling or manipulating any of them. A correlation reflects the strength and/or direction of the relationship between two or more variables (Devi, 2023). This method helps in identifying the degree of association between the two variables, providing insights into the effect of peer pressure on students' decision-making.

This study used a structured survey questionnaire to gather numerical data from respondents. The questionnaire included a Likert scale, which allowed participants to indicate the extent to which they agreed or disagreed with various statements related to peer pressure and decision-making. This tool was designed to ensure alignment with the study's objectives and included validated questions adapted

from Saini (2023). Using this instrument, the researchers ensured reliability and validity in measuring the relationship between peer pressure and students' decision-making.

To select participants, the study employed convenience sampling, a non-probability sampling technique that involves selecting respondents based on their availability and willingness to participate. The target participants were senior high school students from Noveleta Senior High School. The researchers obtained consent from the participants before administering the survey, ensuring that they voluntarily agreed to participate in the study. Additionally, data privacy was strictly upheld by maintaining the confidentiality of respondents' information and ensuring that the collected data were used solely for research purposes.

Using this design, the researchers first gathered quantitative data to identify patterns and relationships between peer pressure and decision-making. The data collection process involved administering surveys to the selected participants and providing clear instructions for completion. After the quantitative data were gathered and analyzed, the researchers proceeded to discuss the results. The obtained data were statistically analyzed and used to evaluate the impact of peer pressure on students' decision-making.

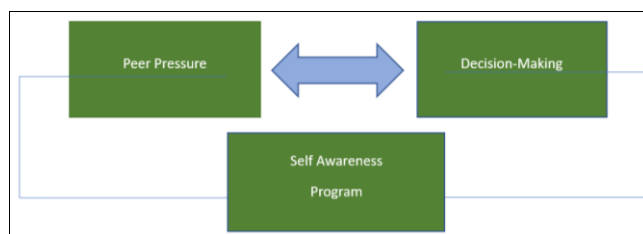


Fig 1: Conceptual Framework of the Study

The conceptual framework is helpful for those who will read the researchers' study to better understand. It can also see the impact of peer pressure on students' decision-making. The independent variable is peer pressure because it is the cause of the researchers' study and it also determines how it affects the students' decision-making. The dependent variable is the decision-making because it is the effect of the researchers' study due to the peer pressure that affects the students' decision-making. The relationship between peer pressure and decision-making determines the impact of peer pressure on decision-making due to the peer.

Results and Discussion

This section of the study thoroughly discusses the results obtained from the gathered data. The analysis and discussion are based on a correlational design, where quantitative data were used to examine the relationship between Peer Pressure and Decision Making. The results of the quantitative data were computed using Pearson R correlation to determine the level and direction of the relationship between the variables, as well as to discuss its implications and address the research problem.

Table 1: Academic Decision-Making

| <i>Questions</i> | <i>General Average</i> | <i>Rank</i> | <i>Interpretation</i> |
|--|------------------------|-------------|-----------------------|
| I prefer to jump into new situations rather than trying to calculate in advance what might happen. | 2.89 | 3 | Neutral |
| When I play a game the only thing that matters is winning. | 2.78 | 6 | Neutral |
| My style is more spontaneous action than cool deliberation. | 2.82 | 5 | Neutral |
| I am someone who prefers routine to uncertainty. | 2.91 | 2 | Neutral |
| I like to make decisions quickly and instinctively. | 2.86 | 4 | Neutral |
| Before a buying quite expensive item I do exhaustive research. | 2.7 | 9 | Agree |
| I can shut off emotionally from things that happen at work. | 2.89 | 3 | Neutral |
| My mood goes up and down as a result of what happens at work. | 2.8 | 8 | Agree |
| I like tasks where the end result is unpredictable. | 2.93 | 1 | Neutral |
| I like to gather a lot of data on any new opportunities that arise. | 2.77 | 7 | Neutral |
| Total Average | 2.83 | | |

The results of the decision-making questionnaire reveal distinct patterns in participants' preferences and tendencies. The average mean score across all questions was 2.83, indicating a generally neutral stance on decision-making behaviors. However, notable variations emerged in specific areas.

Question 9, which states, "I like tasks where the end result is unpredictable," received the highest mean score (2.93) and the highest rank (1). This suggests a moderate preference for unpredictability, implying that participants are more inclined to embrace uncertainty in their tasks. This aligns with previous findings by (Johnson & Lee, 2022), who observed a similar trend among professionals in dynamic work environments, where adaptability plays a crucial role in effective decision-making.

Conversely, Question 6 "Before buying a quite expensive item, I do exhaustive research" had the lowest mean score (2.7) and ranked last. This indicates a relatively lower tendency toward thorough research before making significant purchases. While the score still falls within a neutral range, it suggests that participants may rely more on intuition, external recommendations, or impulse when making high-cost decisions. This finding corresponds with

the work of (Martinez & Patel, 2020), who found that consumers often prioritize convenience and peer influence over extensive research when purchasing expensive products.

Most statements received a "Neutral" verbal interpretation, except for Questions 6 and 8, which were categorized under "Agree." This suggests that, while thorough research was not a dominant trait, it was still present among participants, and they acknowledged that work events influenced their mood. These findings are consistent with (Andrade, 2024), who highlights that peer pressure significantly shapes decision-making processes, often without individuals realizing it. The influence of peers including friends, family, and colleagues can subtly impact choices, particularly in business management. As seen in prior studies, the pressure to conform to management trends or popular investment strategies can lead individuals to decisions that may not align with their personal or professional goals. By understanding these influences, individuals can develop more intentional decision-making strategies, ensuring that their choices are based on critical evaluation rather than external pressures.

Table 2: Impact of Peer Pressure

| <i>Question</i> | <i>General Average</i> | <i>Rank</i> | <i>Interpretation</i> |
|---|------------------------|-------------|-----------------------|
| Sometimes I miss classes because my friends urge me to do so. | 3.07 | 3 | Neutral |
| I cannot say 'NO' to my friends even if my parents do not agree. | 3.03 | 5 | Neutral |
| Many times I put off my homework and other important assignments for friends' party. | 3.04 | 4 | Neutral |
| It is very difficult for me to deny friend's request to drink in a party or on other occasions. | 3.09 | 2 | Neutral |
| Sometimes I do something wrong just to be good on friends view. | 3.02 | 6 | Neutral |
| There is always a peer pressure for dating. | 2.93 | 8 | Neutral |
| Sometimes I do risky and harmful acts to get acceptance in the peer group. | 3.04 | 4 | Neutral |
| When I feel uncomfortable in a group I do not know how to say NO. | 3.09 | 2 | Neutral |
| To maintain a status in a peer group, sometimes I pressurize my parents to buy an expensive item. | 3.12 | 1 | Neutral |
| I find it difficult to escape from peer pressure. | 2.98 | 7 | Neutral |
| Total Average | 3.04 | | |

The results indicate a moderate level of peer pressure among respondents, with an average mean score of 3.04. This suggests that while peer influence is present, its impact varies across different aspects of decision-making. Notably, Statement 19 ("To maintain a status in a peer group, sometimes I pressurize my parents to buy an expensive item.") received the highest mean score (3.12), followed closely by Statement 14 ("It is very difficult for me to deny a friend's request to drink at a party or on other occasions.") with a mean score of 3.09. These findings suggest that social expectations related to material possessions and social drinking exert a relatively stronger influence compared to other forms of peer pressure.

Conversely, Statement 16 ("There is always peer pressure for dating.") had the lowest mean score (2.93), indicating that dating-related pressure is perceived as less intense. However, since all statements received a "Neutral" verbal interpretation, the overall level of peer pressure remains moderate across different scenarios. This aligns with previous research by (Kim & Roberts, 2022), who found that while peer influence is significant, it manifests differently across various social behaviors, with financial and social conformity pressures being particularly pronounced.

These findings support (Haque's, 2024) argument that the emotional impact of peer pressure plays a crucial role in

decision-making. The fear of rejection and the desire for approval can push individuals especially teenagers to prioritize short-term social acceptance over long-term, rational choices. Similarly, prior studies, such as those by (Chen & Williams, 2021), have demonstrated that heightened peer pressure is associated with a greater likelihood of making impulsive decisions, reinforcing the idea that social influence can override independent judgment in key situations.

Table 3: Correlation Between Peer Pressure and Decision-Making

| <i>Variables</i> | <i>M</i> | <i>SD</i> | <i>r</i> | <i>N</i> |
|--------------------|----------|-----------|----------|----------|
| 1. Peer Pressure | 2.85 | 0.49 | 0.45*** | 1 |
| 2. Decision-Making | 3.06 | 0.58 | 0.45*** | 1 |

Table 3 presents a statistically significant positive correlation ($r = 0.45$, $p < 0.001$) between peer pressure and decision-making outcomes, indicating that higher levels of peer pressure are associated with higher scores on the decision-making measure. The mean score for peer pressure was 2.85 ($SD = 0.49$), while the mean score for decision-making was 3.06 ($SD = 0.58$), suggesting a moderate influence of peer pressure on decision-making tendencies. These findings suggest that adolescents experiencing higher levels of peer pressure are more likely to exhibit shifts in their decision-making patterns. This aligns with (Shen & Zhang, 2021), who found a similar trend among senior high school students in urban settings, where increased peer influence was linked to a greater likelihood of engaging in risky behaviors. Specifically, this study supports prior research indicating that higher peer pressure correlates with an increased likelihood of engaging in high-risk behaviors, such as substance use and unsafe driving. These results highlight the importance of addressing peer influence when considering adolescent decision-making and risk-taking behaviors.

Conclusion

The study results revealed a moderate overall trend in respondents' preference for unpredictable tasks ($M = 2.93$) and peer influence ($M = 3.04$). A significant positive correlation ($r = 0.45$, $p < 0.001$) between peer pressure and decision-making outcomes suggests that higher peer pressure corresponds to increased decision-making tendencies. While most statements regarding decision-making leaned toward neutrality, respondents demonstrated a preference for unpredictability and a tendency to conduct extensive research before making major purchases. In terms of peer pressure, parental influence in purchasing expensive items and difficulty resisting requests to drink at social events emerged as key areas of impact, whereas dating-related peer pressure was relatively less significant.

This study offers several key benefits. Students will gain essential knowledge about the influence of peer pressure on their choices, allowing them to make more informed decisions. Teachers and school administrators will develop a deeper understanding of how peer pressure affects students' behavior, enabling them to implement more effective strategies for fostering positive decision-making. Adolescents will become more aware of the significant role peer pressure plays in their lives, helping them recognize and manage its influence. Society as a whole will benefit from a broader awareness of peer influence on decision-

making, encouraging proactive interventions. Additionally, future researchers will acquire valuable insights and data to further explore this critical area, contributing to the growing body of knowledge on peer pressure and decision-making.

References

1. Bhattacharyya S, Roy P, Das S. A correlational analysis of the relationship between perceived peer pressure and decision making in adolescents, 2020. <https://www.researchgate.net/publication>
2. Brodowicz K. The impact of peer pressure on teenagers' decision-making process, 2024. <https://aithor.com/essay-examples/the-impact-of-peer-pressure-on-teenagers-decision-making-process>
3. Dedhiya K. Peer pressure among teens can lead to both good and bad decisions, 2022. <https://www.pennlive.com/opinion/2022/03/peer-pressure-among-teens-can-lead-to-both-good-and-bad-decisions>
4. Haleema S, Ahmed T, Khan R. Relationship between peer pressure and risk-taking behavior, 2025. https://scholar.google.com/scholar?as_ylo=2021&q=peer+pressure+and+decision+making
5. Hartney E. What to know about peer pressure, 2024. <https://www.verywellmind.com/what-is-peer-pressure>
6. Icenogle G, Cauffman E. Adolescent decision making, 2021. <https://scholar.google.com/scholar>
7. Monte L. Peer pressure: Effects and impact in students' decision making on their academic performance, 2023. <https://www.studocu.com/ph/document/southern-mindanao-colleges/humanities-and-social-science>
8. Singhal S. Peer pressure and decision making, 2023. https://medium.com/@salonisinghal_/peer-pressure-and-decision-making