



**IMPACT OF PEER PRESSURE, LOCUS OF CONTROL AND SELF-
ESTEEM ON ACADEMIC MOTIVATION AMONG UNDERGRADUATE
STUDENTS**

A Research Project Presented to

School of Professional Psychology

Bahria University Islamabad, E-8 Campus

In Partial Fulfilment of the requirement of the

Degree of Bachelor of Science

BS Psychology

By

Muniba Shahzad

Dua e Zainab

Supervised By

Ms. Saba Zahid Hayat

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BAHRIA UNIVERSITY, ISLAMABAD CAMPUS (E-8)**APPROVAL SHEET****SUBMISSION OF RESEARCH PROJECT**

Candidate's Names: Muniba Shahzad

Dua e Zainab

Discipline: BS Psychology

Faculty/Department: School of Professional Psychology

I hereby certify that the above candidate's work including the research project has been completed to my satisfaction and that the research project is in a format of an editorial standard recognized by the faculty/department as appropriate for examination.

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Principal Supervisor: _____

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DECLARATION OF AUTHENTICATION

We certify that the research work presented in this research project, to the best of my knowledge, is our own. All the sources used, and any help received in the preparation of this thesis have been acknowledged. We hereby declare that we have not submitted this material, either in whole or in part, for any other degree at this or any institution.

Signature(s):

Muniba Shahzad _____

Dua e Zainab _____

DEDICATION

In the name of Allah, the Most Gracious, the Most Merciful,

We dedicate this work to Allah Almighty, whose countless blessings, guidance, and mercy enabled me to complete this journey. Without His support, none of this would have been possible.

To our beloved parents, for their unconditional love, endless prayers, and constant encouragement, their faith in us kept us going during the most challenging times.

To our siblings, whose companionship and support brought us comfort throughout this academic journey.

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Finally, we thank everyone who, directly or indirectly, contributed to the completion of this thesis. May Allah reward you all abundantly.

THESIS REVISION CERTIFICATE

It is to clarify that Muniba Shahzad and Dua e Zainab, Enrolment No. 01-171212-048 and 01-171212-016 respectively, session Fall 2021 from School of Professional Psychology, Bahria University Islamabad conducted their undergraduate thesis entitled “Impact of Peer Pressure, Self-Esteem, and Locus of Control, on Academic Motivation Among Undergraduate Students” under my supervision. They have revised their thesis in the light of the examiners’ suggestions, and to my satisfaction and to the best of my belief, its standard is appropriate for acceptance. Moreover, this thesis is an excellent work in terms of scope and quality for the award of the degree of BS psychology.

Dated: May 19th, 2025.

Ms. Saba Hayat

Supervisor

Abstract

This study examines the impact of peer pressure, self-esteem, and locus of control on academic motivation among 305 undergraduate students from universities in Islamabad and Rawalpindi, Pakistan. A cross-sectional design was used, with data collected through self-report surveys, including scales for Peer Pressure, Academic Motivation, Self-esteem, and Locus of Control. The results revealed that peer pressure negatively predicts academic motivation ($\beta = -.22, p < .001$), while self-esteem ($\beta = .23, p < .001$) and internal locus of control ($\beta = .13, p < .05$) positively predict it, explaining 6.1%, 12.6%, and 14.5% of the variance, respectively. External locus of control had no significant predictive effect. Gender comparisons indicated higher amotivation among male students ($M = 4.13$) compared to females ($M = 3.43, p < .001$, *Cohen's d* = .48), with no notable differences in peer pressure, intrinsic, or extrinsic motivation. Grounded in Self-Determination Theory, Attribution Theory, and Social Learning Theory, the findings highlight the need for interventions fostering self-esteem and internal locus of control while mitigating negative peer influences to enhance academic motivation in Pakistan's collectivist educational context.

Keywords: *Peer Pressure, Self-esteem, Locus of Control, Academic Motivation.*

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List of Abbreviations

PP	Peer Pressure
SE	Self-esteem
IM	Intrinsic Motivation
EM	Extrinsic Motivation
AM	Amotivation
ILOC	Internal Locus of Control
ELOC	External Locus of Control
SDT	Self Determination Theory