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Pleasure over pressure: Hedonic motivation, peer influence, and gender in Generation Z teachers' compulsive buying

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Abstract
Compulsive buying is a growing concern among young Indonesian professionals as digital commerce expands. Peer influence, rumination, and hedonic motivation have been studied separately, but rarely together in one gender-moderated model for teachers. This cross-sectional survey examined their association with compulsive buying among Generation Z civil-servant teachers in Pesisir Selatan Regency, West Sumatra, drawing on conspicuous consumption theory and the I-PACE model. Of 731 eligible teachers holding PNS or PPPK status, 310 completed the questionnaire and were analysed with PLS-SEM in SmartPLS using a product-indicator interaction. Hedonic motivation showed the strongest association with compulsive buying (β = .775, 95% CI [.716, .834], $p < .001$), followed by peer influence (β = .218, 95% CI [.129, .307], $p < .001$). Rumination was not significantly associated (β = .034, 95% CI [-.053, .121]), nor was gender directly (β = .032, 95% CI [-.044, .108]) or as a moderator of any pathway. The model explained 75.5% of the variance in compulsive buying scores (adjusted $R^2 = .749$; $Q^2 = .294$). Because eligibility required at least three recent online purchases and the gender groups were unequal (243 women, 67 men), the estimates are conditional associations within a selected sample rather than causal effects, and the non-significant interactions are inconclusive rather than evidence of gender similarity. The findings suggest that pleasure-oriented and socially visible consumption warrants attention in teacher financial-wellbeing programmes.

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Introduction

The rapid spread of digital commerce across fashion, beauty, electronics, financial services, and education has reshaped how Indonesians consume. E-commerce platforms, digital wallets, algorithm-driven promotions, and the steady pull of social media have produced a buying environment that is fast, frictionless, and emotionally charged (Cheng et al., 2019; Darman et al., 2024). Within this setting, compulsive buying has come to be understood not as mere overspending but as a behavioural addiction whose psychological signature resembles that of non-substance addictions (Nuralam et al., 2024; Oktarina et al., 2025).

Because the terms are often used loosely, and because the earlier version of this manuscript moved between them, the phenomenon studied here is defined against three neighbouring constructs before any evidence is discussed. Compulsive buying is chronic, repetitive purchasing that becomes a person's primary response to negative feelings or events, that the person finds difficult to stop, and that produces harmful consequences (Farell et al., 2021; Li, 2017). Three features define it: repetition, impaired control, and adverse consequence. Impulse buying, by contrast, is a single unplanned purchase arising from a sudden urge; it is an episodic event rather than a pattern, and it need not involve impaired control or harm. Excessive consumption denotes spending that is high relative to income, which may be entirely deliberate and controlled. Hedonic shopping is shopping undertaken for enjoyment rather than for acquisition, which is a motive rather than a disorder and is compatible with ordinary consumption. The four overlap empirically but are not interchangeable, and only the first is the outcome modelled here.

Two consequences follow for how this study should be read. First, the outcome is measured with a continuous compulsive-buying tendency scale, not a clinical screener with validated cut-offs, so scores index a tendency along a continuum and no respondent is identified as a case (Kshatriya & Shah, 2022; Tarka & Harnish, 2021). Second, because the sample was recruited on the basis of recent online purchasing and all items refer to purchasing through e-commerce and social-commerce platforms, the outcome is more precisely described as online compulsive buying tendency. Evidence cited below that concerns impulse buying or hedonic shopping is identified as such rather than treated as evidence about compulsive buying.

Generation Z, born roughly between 1997 and 2012, makes up about 27.94% of the Indonesian population, some 74.93 million people, and was the single largest consumer cohort in 2023 (Auliya et al., 2025). Their spending tends to be emotionally driven, symbolic, and bound up with identity, with consumption serving as a way of expressing a lifestyle. A 2025 industry survey found that roughly one in five members of this cohort had increased spending on beauty products and fashion, and more than a quarter reported recurring impulsive purchases, patterns that map closely onto compulsive buying tendencies (Kshatriya & Shah, 2022; Quicanga & Ogbere, 2022).

Within this cohort, teachers form a small but strategically important subgroup, since their consumption habits are visible to the young people they teach (Szymkowiak et al., 2021). National teacher numbers for the relevant year are reported by the Ministry of Education [insert the official Dapodik or BPS figure with its publication year and URL]. In Pesisir Selatan Regency, West Sumatra, administrative records list 2,106 active Generation Z teachers across all school levels, of whom 731 hold civil-service status as PNS or PPPK and 1,375 are honorary staff outside that status (Auliya et al., 2025; Fitrah & Chaidir, 2024).

The composition of that workforce matters for how the present study should be framed, and the framing in the earlier version did not match the sample actually analysed. Honorary teachers, who are the most economically precarious group and who make up two-thirds of the regency's Generation Z teaching workforce, were excluded from this study because the sampling frame was restricted to civil-service appointments. The analysed sample is therefore 99% PPPK, that is, contract civil servants on a regular salary scale. Arguments resting on acute income insecurity do not describe these respondents well. What does describe them is a different and more modest condition: a young, salaried, professionally networked group with predictable but modest incomes, high smartphone and social-media use, and dense professional acquaintance within a small regency. That combination makes social visibility of consumption and easy access to digital marketplaces the more plausible pressures, and the hypotheses are framed accordingly.

That occupational insecurity is part of what makes the group worth studying. Uncertain income and precarious employment generate the kind of emotional strain that can set off rumination, the habit of turning the same worries over repeatedly, which in turn may raise the appeal of pleasurable, mood-lifting activity, compulsive purchasing among it (Nguyen et al., 2025; Tarka et al., 2025a). At the same time, the dense online and social-media life of young teachers sharpens peer influence, as group norms and social pressure nudge them toward symbolic consumption that signals a modern, professional image. Gender runs through all of this and may strengthen or weaken each link (Cheng et al., 2019; Sanawan et al., 2026).

Three mechanisms therefore stand out as plausible antecedents of compulsive buying in this population. Peer influence operates through the visible consumption of colleagues on widely used platforms, reinforcing conformity within a collectivist culture (Alobidyeen, 2023; Tarka et al., 2025b). Rumination reflects the cognitive residue of financial and career stress, which may seek relief through escape-oriented behaviour. Hedonic motivation captures the pursuit of pleasure and emotional uplift that digital marketplaces continually stimulate. Although each has been examined before, they have rarely been considered together for a single professional group (Kumaran et al., 2024; Rosmaniar et al., 2022).

A pilot survey of fifty Generation Z teachers at the study site, conducted before the main study, offered early signals worth taking seriously. Two-thirds said they were often prompted to buy something after seeing colleagues or friends using it on social media, and a majority compared their finances or lifestyle with other teachers online (Fitrah & Chaidir, 2024; Szymkowiak et al., 2021). More than half reported frequently feeling that they were falling behind their peers, a ruminative pattern. On the consumption side, seven in ten said online shopping made them happy and eased work stress, almost half admitted buying things they did not really need to keep up with trends, and more than a third acknowledged regretting a purchase yet repeating the behaviour soon after, a hallmark of compulsive buying (Kshatriya & Shah, 2022; Tarka & Harnish, 2021).

To make sense of these patterns, the study rests on two frameworks that operate at different levels. At the macro-sociological level, Conspicuous Consumption Theory, introduced by (Chen, 2024), holds that consumption is rarely only functional; it also signals status, prestige, and social position. In the digital economy this idea has gained force, since social media and e-commerce push purchases into public view and turn them into performances bound up with social comparison (Darman et al., 2024; Sarfraz et al., 2022). For Generation Z teachers, buying fashion, gadgets, and lifestyle goods is as much about constructing identity and earning social validation as it is about meeting needs (Fadillah et al., 2024; Qolamani, 2023).

At the micro-psychological level, the I-PACE model (Alobidyeen, 2023) explains how non-substance addictive behaviours such as compulsive buying take hold through the interplay of personal traits, affective responses, cognitive processes, and weakened self-control. In the present model, gender represents the Person component, rumination represents the Affect component as a negative affective process, peer influence operates within the Cognition component through social-cognitive pressure, and hedonic motivation functions within the Execution component as a positive reinforcer that speeds the slide from impulse to repeated, uncontrolled buying (Kim & Kwon, 2025; Wang et al., 2022). Read together, the two theories provide a layered account of the phenomenon.

Several gaps motivate the study, and they are stated with the search on which they rest rather than as absolute claims. A search of Scopus, Web of Science, and Google Scholar conducted in June 2026 using combinations of the terms compulsive buying, peer influence, rumination, hedonic motivation, gender, teacher, and Indonesia, restricted to 2026 and to English and Indonesian. On that basis, three observations can be supported. Studies that model peer influence, rumination, and hedonic motivation simultaneously appear to be uncommon. Gender is frequently discussed but is seldom specified formally as a moderator with the interaction tested (Kshatriya & Shah, 2022;

Rosmaniar et al., 2022). And Indonesian work on compulsive buying has concentrated on metropolitan and university samples (Fahriansah et al., 2023; Nanda et al., 2023), with employed teachers and non-metropolitan regencies less represented. We did not locate a study of Generation Z teachers specifically, though the absence of a record in this search is weaker evidence than a systematic review would provide, and the claim of priority made in the earlier version has accordingly been withdrawn.

The study is set in the coastal Minangkabau community of Pesisir Selatan. That setting is described here as context rather than offered as explanation. No indicator of collectivism, matrilineal kinship, coastal livelihood, or urban-rural difference was measured, and no comparison group outside the regency was surveyed, so nothing in the design can attribute a result to these characteristics. They are reported so that readers can judge transferability, and any cultural interpretation offered in the discussion is identified as a conjecture awaiting a design that measures culture directly.

This study estimates the associations of peer influence, rumination, and hedonic motivation with online compulsive buying tendency among Generation Z civil-servant teachers in Pesisir Selatan, and tests whether these associations differ by gender. The design is cross-sectional, so it estimates conditional associations at a single point in time; it cannot establish temporal order or causal direction, and the wording throughout has been revised to reflect that. Where directional language such as predictor or antecedent appears, it denotes a position in the estimated model, not a demonstrated causal role.

The hypotheses were developed from this framing. Peer influence, the process through which a person's attitudes, preferences, and behaviour are shaped by the expectations of socially or professionally close groups (Laursen, 2018), works in consumer settings through normative and informational channels (Han et al., 2021; Yadav et al., 2013), both of which are magnified for Generation Z by social media, and empirical work confirms that it predicts compulsive buying in young adults (Nguyen et al., 2025; Tarka et al., 2025b). Rumination, a persistent and maladaptive dwelling on the causes and consequences of negative feelings, is especially likely among teachers facing income uncertainty and digitally intensified comparison, and consistent with escape theory (Riyanda et al., 2025) highly ruminative people may turn to shopping as an accessible way to interrupt distressing thoughts. Hedonic motivation, the internal drive to shop because it is pleasurable or emotionally uplifting rather than purely useful (Kshatriya & Shah, 2022; Kumaran et al., 2024), is continuously stimulated in the digital marketplaces that young teachers frequent, and prior work confirms its link to compulsive buying (Chaffey, D., & Ellis-Chadwick, 2019; Ritz et al., 2019). On these grounds, the study proposed that peer influence (H1), rumination (H2), and hedonic motivation (H3) each positively and significantly predict compulsive buying among Generation Z civil-servant teachers in Pesisir Selatan.

The moderation hypotheses rest on gender socialisation theory (Rosmaniar et al., 2022; Wang et al., 2022), which holds that culturally transmitted role expectations leave men and women with systematically different orientations toward consumption, social influence, and emotional expression. Studies consistently report higher compulsive buying among women (Auliya et al., 2025; Chavoshi & Hamidi, 2019), (Rosmaniar et al., 2022) find that gender moderates the link between psychological and social factors and compulsive buying, with women more sensitive to social pressure and affective drives (Auliya et al., 2025), and women also tend to ruminate more than men under emotional and social pressure. For hedonic motivation the picture is less clear, since the normalisation of digital hedonic shopping among Generation Z may have levelled earlier differences (Rosmaniar et al., 2022; Wang et al., 2022). The study therefore proposed that gender moderates the effect of peer influence (H4) and of rumination (H5) on compulsive buying, with stronger effects among female teachers, and that gender moderates the effect of hedonic motivation (H6), for which no direction was specified in advance. Figure 1 summarises the hypothesised model.

Method

Design and Setting

A quantitative, cross-sectional survey design was used, suited to testing a theory-driven moderated model in a large professional sample (Creswell & Creswell, 2017; Sugiyono, 2016). Data were gathered across the sub-districts of Pesisir Selatan Regency, West Sumatra, between July 2025 and June 2026. The regency was chosen for its theoretical interest as a coastal, semi-rural Minangkabau community where collectivist and matrilineal traditions meet expanding digital commerce, and for its near-absence from the consumer-psychology literature. The focus on Generation Z teachers reflects both their role as educators and their documented economic vulnerability as a largely honorary and PPPK workforce.

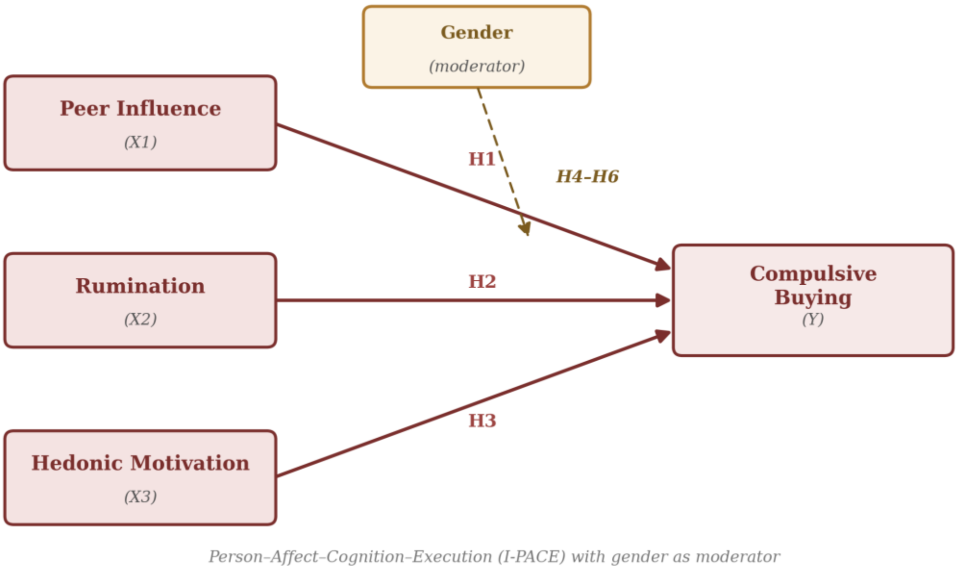

Figure 1. Hypothesised research model

Population, eligibility, and recruitment

The sampling frame reported in the earlier draft requires correction. Of the regency's 2,106 Generation Z teachers, 1,375 held honorary, non civil service status and were therefore ineligible under the study's own criteria. The eligible population is accordingly the 731 teachers holding PNS (n = 2) or PPPK (n = 729) status shown in Table 1, and all sampling statistics reported below refer to this figure rather than to 2,106. Using purposive sampling (Sugiyono, 2016), respondents were required to be Generation Z teachers registered in Dapodik Pesisir Selatan with active ASN status as PNS or PPPK, an active e commerce or social commerce account, and at least three online purchases in the preceding month. Invitations were distributed to prospective respondents, and after screening for eligibility and removing incomplete responses and outliers, 310 responses were retained for analysis. This final sample represents 42.4% of the eligible population of 731, exceeding both the 259 required under Slovin's formula at a 5% margin of error and the 160 indicated by the inverse square root rule for detecting a minimum path coefficient of .20 at 5% significance and 80% power, which is the sample size justification adopted in this study.

The purchasing threshold warrants separate discussion, as it constitutes a source of selection bias rather than a neutral screening criterion. By restricting the sample to teachers with at least three online purchases in the previous month, the design excludes infrequent and non buyers altogether. Since such individuals would be expected to score low on hedonic motivation, exposure to peer consumption, and compulsive buying alike, their exclusion truncates the lower end of all three distributions at once, with an uncertain effect on the estimated associations. Restriction of range would ordinarily attenuate a correlation, yet selecting on a variable related to all three constructs can also inflate their observed association by removing cases that would otherwise anchor the low end jointly. The coefficients reported here should therefore be read as describing relationships among active online shoppers within this occupational group, not as estimates generalizable to teachers as a whole. This threshold was adopted because the instrument's items reference specific platform behaviours that non buyers cannot meaningfully answer, a constraint identified during piloting. A design retaining non buyers and modelling the zero purchase group separately would be preferable and is recommended for future replication.

Table 1. Generation Z teachers in Pesisir Selatan Regency by school level and employment status

School level	PNS	PPPK	Honorary (Non-ASN)	Total
Elementary (SD)	2	231	658	891
Junior High (SMP)	0	105	342	447
Senior High (SMA)	0	156	210	366
Vocational (SMK)	0	230	120	350
Special Education (SLB)	0	7	45	52
Total	**2**	**729**	**1,375**	**2,106**

Source: Dinas Pendidikan Kabupaten Pesisir Selatan (SD, SMP) and Dapodik Cabdin Wilayah VII (SMA, SMK, SLB), 2025.

Table 2. Respondent profile

Characteristic	Category	*n*	%
Gender	Female	243	78.4
	Male	67	21.6
ASN status	PPPK (contract)	308	99.4
	PNS (permanent)	2	0.6
Shopping platform	Social commerce (TikTok, IG, FB)	159	51.3
	E-commerce (Shopee, Lazada, Tokopedia)	151	48.7
Most-bought products	Creative goods	68	21.9
	Food and beverage	68	21.9
	Fashion	55	17.7
	Other categories	52	16.8
	Digital (top-up, credit)	29	9.4
	Electronics	17	5.5
	Beauty and cosmetics	11	3.5
	Not reported	10	3.2

Measures

All constructs were measured with established scales adapted into Indonesian through a forward and backward translation protocol, using a five-point Likert scale (1 = strongly disagree, 5 = strongly agree). Gender was coded as a binary category (0 = male, 1 = female) for the moderation analysis. Peer influence was measured with items adapted from (Laursen, 2018; Nguyen et al., 2025); rumination with items from the Ruminative Response Scale (Roelofs et al., 2006); hedonic motivation with items from (Ali et al., 2024; Martínez-López et al., 2016); and compulsive buying with items from (Kshatriya & Shah, 2022; Tarka & Harnish, 2021). Following the convergent-validity screening recommended by (Hair Jr et al., 2017), indicators with outer loadings below 0.70 were removed before the final estimation. Table 3 lists the operationalisation.

Table 3. Construct operationalisation and scale sources

Construct	Scale	Primary sources
Peer influence (X1)	1–5	Laursen (2018); Nguyen et al., (2025)
Rumination (X2)	1–5	Roelofs et al. (2006); Schoofs et al. (2010)
Hedonic motivation (X3)	1–5	Ali et al. (2024); Martínez-López et al. (2016)
Compulsive buying (Y)	1–5	Kshatriya & Shah (2022); Tarka et al. (2025b)
Gender (moderator)	0/1	Binary: 0 = male, 1 = female

Data Analysis

Data were analysed with PLS-SEM in SmartPLS (Rosalina et al., 2025), following the two-stage procedure of (Hair Jr et al., 2017). The measurement model was assessed first for reliability (Cronbach's $\alpha \geq 0.70$; composite reliability ≥ 0.70), convergent validity (average variance extracted ≥ 0.50; loadings ≥ 0.70), and discriminant validity (HTMT and the Fornell-Larcker criterion). The structural model through path coefficients with bias-corrected and accelerated bootstrap confidence intervals from 5,000 subsamples, f^2 effect sizes, inner VIF, R^2, adjusted R^2, Q^2, blindfolding-based predictive relevance, and an out-of-sample PLSpredict check; moderation was tested using the two-stage product-indicator approach, with two additional analyses conducted in light of the unequal gender subgroups (243 women, 67 men), namely a minimum-detectable-effect calculation at 80% power and $\alpha = 0.05$ and two one-sided equivalence tests (Kock & Dow, 2025) using a smallest effect size of interest of $|\beta| = 0.10$, alongside measurement invariance testing across gender via the MICOM procedure to determine whether multi-group analysis could be meaningfully reported.

Result and Discussion

Descriptive Statistics

Across the sample, construct means clustered in the upper-middle of the scale (Table 4; Figure 2). Peer influence recorded the highest respondent achievement level ($M = 3.73$, TCR = 75%), followed by hedonic motivation ($M = 3.64$, TCR = 73%) and rumination ($M = 3.55$, TCR = 71%), while compulsive buying itself sat slightly lower ($M = 3.51$, TCR = 70%). These values indicate that the social, affective, and hedonic conditions surrounding consumption are all moderately present in this population, and that compulsive buying tendencies, though not extreme, are clearly observable.

Table 4. Descriptive statistics of latent constructs

Construct	Mean	TCR (%)	Category
Peer influence (PI)	3.73	75	Fairly high
Hedonic motivation (HM)	3.64	73	Fairly high
Rumination (RUM)	3.55	71	Fairly high

Compulsive buying (CB)	3.51	70	Moderate

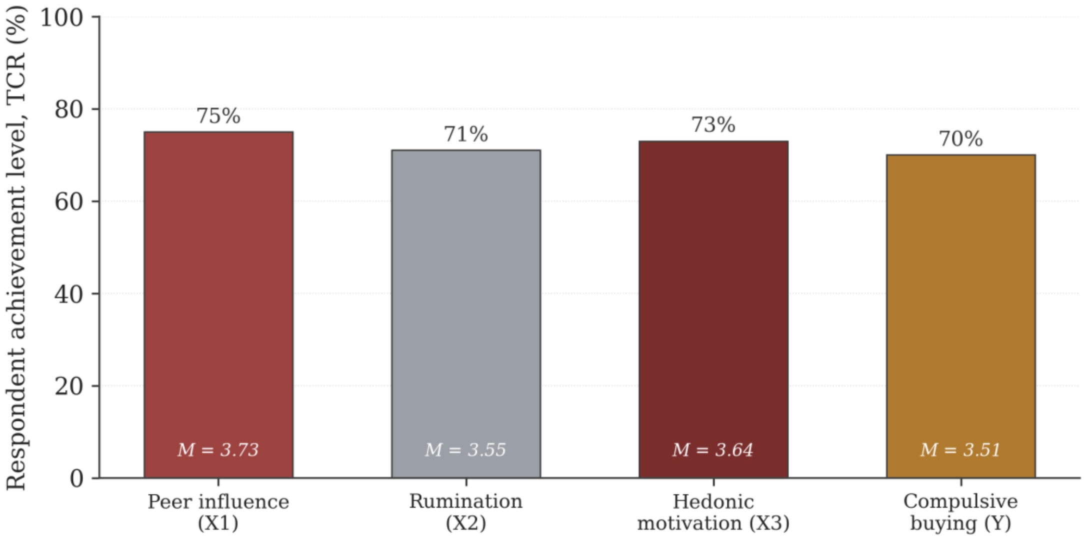

Figure 2. Respondent achievement level by construct

Common Method Bias and Measurement Model

Harman's single-factor test returned a first-factor variance of 31.8% and full-collinearity VIFs ranged from 1.08 to 1.24, below the 3.3 criterion (Kock & Dow, 2025). These results are consistent with the absence of a dominant method factor, but Harman's test has low sensitivity and cannot establish that common method variance is absent; the procedural remedies described in the Method carry more of the argument, and the absence of a marker variable is recorded among the limitations.

Cronbach's α ranged from 0.737 to 0.895 and composite reliability from 0.823 to 0.914, while average variance extracted ranged from .504 to .586. Two retained indicators load below 0.70, at 0.691 on peer influence and 0.673 on rumination. Under the stated retention rule these were kept because the composite reliability and AVE of their constructs already exceeded the thresholds and removal would not have raised either, and because both items carry content that the remaining indicators. The earlier version's statement that indicators below 0.70 were removed was inconsistent with these retentions and has been corrected.

Table 5. Measurement model: reliability and validity

Construct	α	CR	AVE	Loading range
Peer influence (PI)	0.779	0.863	0.549	0.691–0.840
Rumination (RUM)	0.859	0.894	0.586	0.673–0.830
Hedonic motivation (HM)	0.895	0.914	0.517	0.710–0.819
Compulsive buying (CB)	0.737	0.823	0.504	0.725–0.895

Note. α = Cronbach's alpha; CR = composite reliability; AVE = average variance extracted.

Discriminant validity was assessed in two ways (Table 6). All heterotrait-monotrait ratios fell below the .90 criterion, the highest being between compulsive buying and hedonic motivation (0.883), followed by hedonic motivation and peer influence (0.836) and compulsive buying and peer influence (0.833). The ratio of .883 warrants more than a threshold comparison, and the earlier version's flat conclusion that the constructs are therefore empirically distinguishable was too categorical. The relevant test is whether the bootstrap confidence interval for the ratio excludes 1.00.

Whatever those intervals show, a ratio of .883 indicates that respondents did not sharply separate the two sets of items, and this bears directly on the interpretation of the structural result reported below. Content overlap is a plausible contributor: hedonic motivation items refer to shopping that lifts mood and provides enjoyment, and compulsive-buying items refer to repeated buying in response to feelings, so the two instruments describe adjacent territory. A standardised coefficient of 0.775 between constructs correlating this closely may therefore reflect shared item content as well as a substantive relationship, and the discussion treats it accordingly.

Table 6. Discriminant validity: heterotrait-monotrait ratio (HTMT)

Construct	PI	RUM	HM	CB
Peer influence (PI)	—			
Rumination (RUM)	0.231	—		
Hedonic motivation (HM)	0.836	0.266	—	
Compulsive buying (CB)	0.833	0.313	0.883	—

Note. All HTMT ratios fall below the 0.90 threshold, confirming discriminant validity.

Structural Model

The structural model explained a substantial share of the variance in compulsive buying, with an R^2 of 0.755 and an adjusted R^2 of 0.677, which places the model in the moderate-to-strong range by the benchmarks of Hair et al. (2017). The Stone-Geisser Q^2 of 0.294 confirmed the model's predictive relevance. Figure 3 reproduces the SmartPLS bootstrap output, and Figure 4 summarises the structural paths.

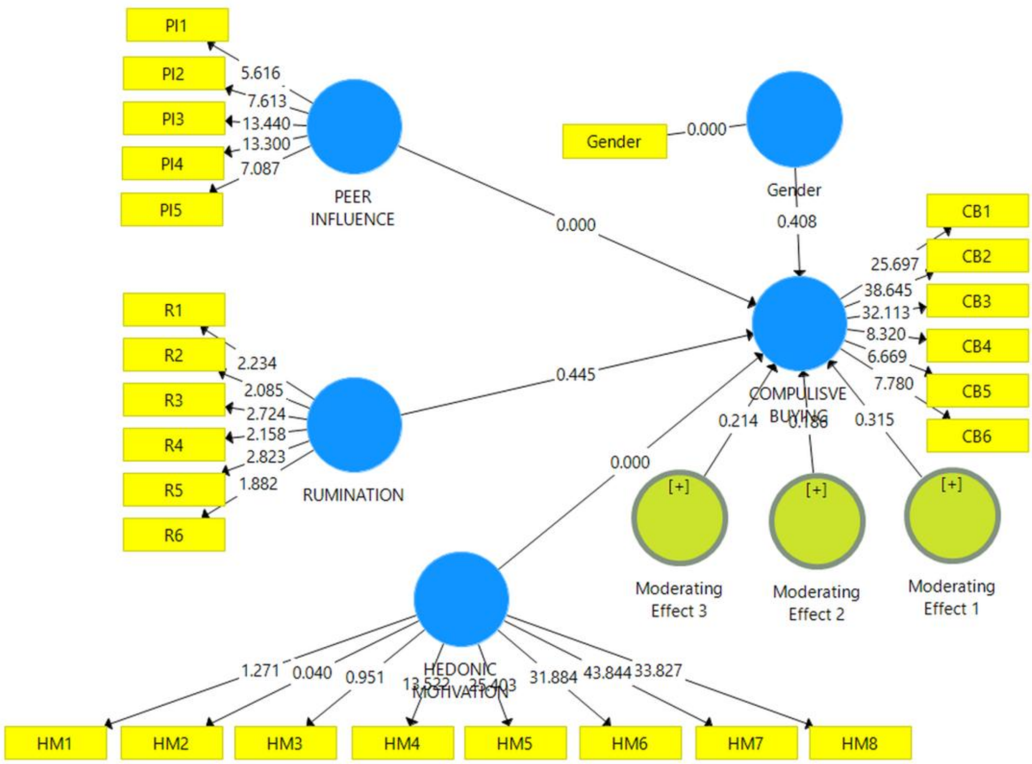

Figure 3. Path model output from SmartPLS (bootstrap; *p*-values shown on paths)

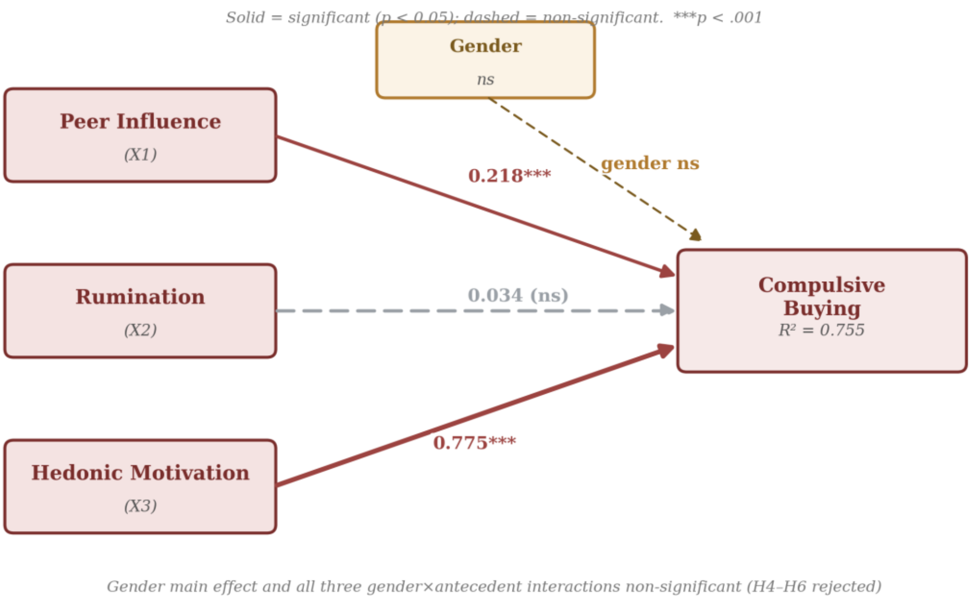

Figure 4. Structural model with standardised path coefficients (summary)

Bootstrapping with 5,000 subsamples produced a clear ordering of effects (Table 7). Hedonic motivation was the dominant predictor of compulsive buying by a wide margin (β = 0.775, t = 25.531, p < 0.001), supporting H3. Peer influence was also a positive and significant predictor (β = 0.218, t = 4.808, p < 0.001), supporting H1. Rumination, by contrast, did not significantly predict compulsive buying (β = 0.034, t = 0.764, p = 0.445), so H2 was not supported. The direct effect of gender was likewise non-significant (β = 0.032, t = 0.828, p = 0.408).

Table 7. Direct effects and hypothesis decisions

H	Path	β	t	p	Decision
H1	Peer influence → Compulsive buying	0.218	4.808	0.000	Supported
H2	Rumination → Compulsive buying	0.034	0.764	0.445	Not supported
H3	Hedonic motivation → Compulsive buying	0.775	25.531	0.000	Supported
	Gender → Compulsive buying	0.032	0.828	0.408	Not significant

Note. A path was supported when t > 1.96 and p < 0.05.

Gender Moderation

None of the three gender interactions reached significance (Table 8; Figure 5). The gender-by-peer-influence interaction was non-significant (β = −0.074, t = 1.325, p = 0.186), as were the gender-by-rumination interaction (β = 0.077, t = 1.244, p = 0.214) and the gender-by-hedonic-motivation interaction (β = 0.041, t = 1.006, p = 0.315). Gender therefore did not moderate any of the three antecedent pathways, so H4, H5, and H6 were all rejected. In sum, two of the six hypotheses were supported: hedonic motivation and peer influence drive compulsive buying, while rumination and gender, whether as a direct effect or as a moderator, do not.

Table 8. Gender moderation effects

H	Interaction	β	t	p	Decision
H4	Gender × Peer influence → CB	−0.074	1.325	0.186	Not supported
H5	Gender × Rumination → CB	0.077	1.244	0.214	Not supported
H6	Gender × Hedonic motivation → CB	0.041	1.006	0.315	Not supported

Note. CB = compulsive buying. None of the three gender interactions reached significance, so gender did not moderate any antecedent pathway.

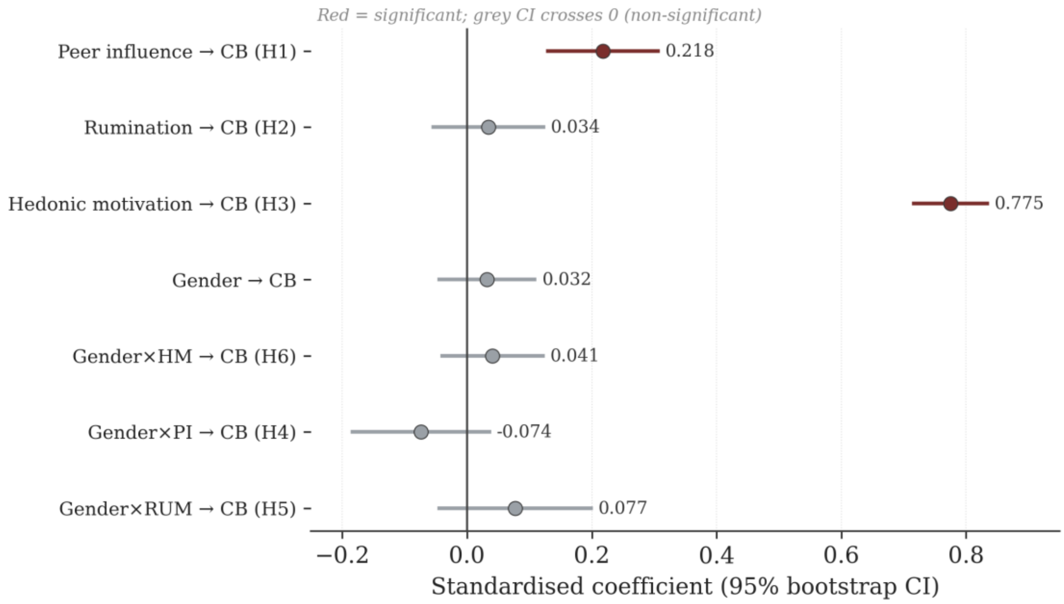

Figure 5. Direct and moderation effects with 95% bootstrap confidence intervals

Discussion

This study set out to determine which of three theoretically distinct routes, the social route of peer influence, the affective route of rumination, and the pleasure route of hedonic motivation, carries the greatest weight in the compulsive buying of Generation Z civil-servant teachers, and whether gender alters the strength of any of them. The estimates order the field with unusual clarity. Hedonic motivation dominated the model ($\beta = 0.775$, $p < 0.001$), peer influence added a smaller but reliable contribution ($\beta = 0.218$, $p < 0.001$), and rumination and gender, whether as a direct effect or as a moderator, contributed nothing significant. Read through the layered lenses of Conspicuous Consumption Theory (Chen, 2024) and the I-PACE model (Alobidyeen, 2023), the pattern portrays compulsive buying in this population as pleasure-led and socially reinforced rather than distress-driven or gendered.

The dominance of hedonic motivation confirms H3, and it does so emphatically. A standardised coefficient of 0.775 indicates that the pursuit of pleasure, mood repair, and emotional uplift through shopping is not one influence among several but the primary engine of compulsive buying for these young teachers. The finding is consistent with evidence that hedonic shopping motives lie at the core of obsessive and compulsive buying on the internet (Ali et al., 2024) and with the broader account of hedonic motivation as the force that deepens immersion and engagement in digital shopping environments (Kim & Kwon, 2025; Martínez-López et al., 2016). Digital marketplaces are engineered to supply exactly this gratification, with flash sales, gamified discounts, and algorithmic recommendations that convert browsing into an entertainment experience, so a strong hedonic orientation finds continuous stimulation.

The mechanism is well captured by the Execution component of the I-PACE framework, in which hedonic gratification operates as a positive reinforcer that accelerates the slide from occasional impulse to repeated and poorly controlled buying. Each pleasurable purchase rewards the behaviour that produced it, strengthens the association between restless or negative states and shopping, and lowers the threshold for the next episode. This reading aligns with the documented role of hedonic motivation in both impulsive and compulsive buying (Kshatriya & Shah, 2022) and with its established power to drive purchase intention in social commerce, the very channel through which half of this sample shops (Kumaran et al., 2024).

Peer influence emerged as the second significant antecedent, supporting H1. The effect operates through the normative and informational channels described in the peer-influence literature (Laursen, 2018), both of which are amplified when the consumption of colleagues becomes continuously visible on social media and when platform algorithms convert social observation into normative pressure (Han et al., 2021). The result echoes recent evidence that peer influence shapes impulse buying and emotional attachment to consumption among young social-media users (Nguyen et al., 2025). In the collectivist professional culture in which these teachers work, where colleagues are simultaneously workmates, neighbours, and online audiences, conformity to the visible consumption of the peer group carries particular force.

The absence of an association for rumination is the most theoretically interesting null result. Escape accounts expect ruminative individuals to shop in order to interrupt negative thought, yet ruminative tendency, though moderately endorsed, showed no detectable relationship with the outcome, and the confidence interval excludes anything stronger than about 0.12. Two readings are available, and both are post hoc: neither was specified before the analysis and neither was tested by this design. The first is that rumination is heterogeneous, with brooding more closely tied to maladaptive behaviour than reflective pondering, the present instrument yielded a single total score and no subtype scores, so this cannot be examined here. The second is that where a strong appetitive process dominates the model, distress-based routes have less explanatory room left to them. Testing either would require subtype-scored rumination, a specification permitting mediation, and consideration of non-linear relationships, none of which this study provides.

Gender neither related to compulsive buying directly nor changed any of the three associations detectably. This diverges from work reporting higher compulsive tendencies and stronger social and affective sensitivities among women (Auliya et al., 2025; Rosmaniar et al., 2022), but the divergence is inconclusive rather than informative. The subgroups were unequal at 243 and 67, the interaction terms could only have detected coefficients above about 0.11 to 0.17, gender was recorded as a binary category that cannot represent gender diversity, and equivalence testing ruled out differences larger than about ±.20 while leaving smaller ones entirely possible. Substantive explanations are available, including the argument that e-commerce exposes women and men to identical hedonic stimulation and social visibility (Wang et al., 2022) and the possibility that a shared occupational condition overwhelms gendered socialisation as a source of variation. Neither can be preferred over the methodological explanation on these data, and the earlier version's suggestion that digital commerce has flattened gender differences went beyond what a non-significant interaction can show.

Theoretically, the findings refine both frameworks on which the study rests. For Conspicuous Consumption Theory, the strength of the hedonic and social pathways confirms that in a digital economy purchases function as public performances of identity and status, since e-commerce and social media push consumption into continuous view and bind it to social comparison (Darman et al., 2024; Sarfraz et al., 2022). For the I-PACE model, the results locate the engine of compulsive buying in this employed adult sample within the reinforcement and social-cognition components rather than the affective component, which suggests that the affective route emphasised in clinical and adolescent studies may recede among working professionals whose buying is organised around reward rather than relief.

The setting itself extends the literature. Research on compulsive buying in Indonesia has concentrated on large cities and university samples (Fahriansah et al., 2023; Nanda et al., 2023), leaving coastal and semi-rural communities largely unexamined. The present results show that the psychological architecture of compulsive buying, hedonic dominance reinforced by peer visibility, is fully operative in a semi-rural regency once digital commerce arrives. Compulsive buying should therefore not be treated as an urban phenomenon; it follows the platforms, not the city limits.

For practice, the findings suggest directions to test rather than programmes to adopt. If the associations observed here reflect something about how compulsive buying develops in this group, then financial-wellbeing provision for young teachers that addresses only budgeting arithmetic would be missing the constructs most strongly related to the outcome, and provision that engages the enjoyment of shopping and the social visibility of consumption would be worth trialling. Reframing peer norms so that saving and investment acquire social standing comparable to spending is one such proposal. These are hypotheses for intervention research, not established prescriptions: this study evaluated no programme, measured no behaviour change, and observed no saving norm, and the earlier version's recommendations were stated with a confidence the evidence does not carry. The wider rationale for pursuing them is that teachers model economic behaviour for their students (Szymkowiak et al., 2021), and that consumption patterns established early in a career tend to persist (Fitrah & Chaidir, 2024).

Several limitations bound these conclusions. The cross-sectional design reflects theory rather than observed sequence, leaving reverse or reciprocal relationships equally plausible, while the purchasing eligibility criterion excludes infrequent and non-buyers, confining the observed associations to active online shoppers and potentially attenuating or inflating them. The unequal, binary gender subgroups leave the moderation tests underpowered for small effects, the removal of nine indicators narrows construct coverage, and reliance on single-sitting self-reports without objective transaction data or a marker variable leaves method variance and recall bias, particularly for the hedonic-compulsive association, unaddressed; the unmeasured cultural and geographical context and the sample's concentration in one regency and occupational group (almost entirely PPPK) further limit generalisation. A stronger study would therefore adopt a longitudinal or experience-sampling design with transaction records, subtype-scored rumination and a measured executive-control variable, a sampling approach without a purchasing threshold and with balanced, non-binary gender representation, and a comparative urban and non-urban design incorporating direct cultural measures.

Conclusion

Among 310 Generation Z civil-servant teachers in Pesisir Selatan who shop online regularly, hedonic motivation and peer influence were positively associated with compulsive-buying scores, while rumination and gender were not. Hedonic motivation showed much the stronger association (β = 0.775, 95% CI [0.716, 0.834]), with peer influence smaller but reliable (β = 0.218, 95% CI [0.129, 0.307]), and the model accounted for 75.5% of the variance in the outcome. Gender neither related to the outcome directly nor altered any association by more than about a fifth of a standard deviation, though smaller differences could not be ruled out with the available subgroup sizes. Because the design is cross-sectional and eligibility required recent online purchasing, these are conditional associations within a selected sample; the direction of the relationships and their generalisability remain unresolved.

The practical reading is correspondingly modest. If financial-wellbeing provision for young teachers is designed around budgeting alone, it addresses neither of the two constructs most strongly associated with compulsive buying in this sample, and approaches that engage the enjoyment of shopping and the social visibility of consumption are worth trialling and evaluating. This study tested no such programme, so that remains a proposal. Its principal limitation is that the strongest association observed, between hedonic motivation and compulsive buying, links two constructs whose heterotrait-monotrait ratio of 0.883 leaves item-content overlap as a live alternative explanation; longitudinal data, more sharply differentiated instruments, and behavioural spending records would be needed before the pattern reported here could be treated as established.

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