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CONSUMER BEHAVIOR| RESEARCH ARTICLE

Understanding Compulsive Buying of Fast-fashion Through Personality, Hedonic Shopping, and Self-Esteem in Indonesia

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Abstract

Background: The rapid growth of fast fashion in Indonesia is fueled by easy consumer access and constantly evolving trends. This accessibility, combined with emotional and psychological factors such as personality and self-esteem, has contributed to the rise of compulsive buying behavior, particularly through hedonic shopping experiences.

Purpose: This study examines the influence of the Big Five Personality Traits on compulsive buying, with hedonic shopping experience and self-esteem as potential mediators.

Method: A quantitative descriptive approach was used to survey 462 respondents who purchased fast-fashion items in the past 2 months. Purposive sampling and PLS-SEM with SmartPLS 4 were used for analysis.

Findings: The study reveals that neuroticism, openness to experience, and conscientiousness significantly influence compulsive buying, while extraversion and agreeableness do not. Hedonic shopping experience mediates the relationship between personality traits and compulsive buying for neuroticism, openness, and conscientiousness, but not agreeableness. Self-esteem does not mediate this relationship, suggesting that other factors have a stronger influence on compulsive buying.

Conclusions: The study highlights the critical role of hedonic shopping in mediating the influence of personality on compulsive buying, whereas self-esteem serves primarily as a protective factor rather than a mediator. Individuals with high neuroticism or openness are particularly susceptible to hedonic-driven compulsive consumption in the fast-fashion context.

Research implication: This study underscores the role of hedonic shopping in driving compulsive buying in fast fashion. It suggests that businesses should focus on emotional marketing while promoting responsible consumption. For consumers, the findings highlight the need for mindful consumption to mitigate the negative impacts of compulsive buying.

Keywords: big five personality traits, compulsive buying, fast-fashion, hedonic shopping experience, self-esteem

JEL Classification: D12, D91, L67

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PUBLIC INTEREST STATEMENT

The primary challenge of this research lies in its extensive scope, which led to data overload and increased the complexity of the analysis. Furthermore, the data was predominantly collected from Gen Z and Millennials in West Java and Jakarta. Consequently, the results may vary if the population were distributed equally across all regions. This study also addresses the limited existing research on the mediating role of self-esteem. Due to the complexity of the research model, which involves numerous variables and intricate statistical paths, a high level of precision was required during the analysis. Despite these challenges, this research provides significant contributions by offering a deeper and more comprehensive understanding of consumer behavior.

1.   Introduction

Indonesia's rapid digitalization has normalized online shopping, particularly among Generation Z and Millennials, accelerating the growth of e-commerce fashion and intensifying competition in fast-fashion markets (We Are Social, 2024; Populix, 2023; Sari et al., 2025). In this environment, "shopping as emotional release" has become a common narrative: many young consumers perceive buying fashion items as a quick way to reduce stress, elevate mood, and regain a sense of control. Importantly, digital retail also lowers purchasing barriers. With smartphones, integrated payment systems, and frictionless checkout, consumers can browse and buy anytime and anywhere with minimal effort, making fashion consumption more frequent and less deliberative. However, this coping-oriented consumption does not occur uniformly across individuals. While some consumers maintain self-control and awareness of unnecessary spending, others become more vulnerable to repetitive purchasing, which ultimately results in unused items, financial strain, and regret, raising concerns in an era in which sustainability has become increasingly salient (Ministry of Environment and Forestry/KLHK, 2021; Niinimäki et al., 2020).

Compulsive buying represents a problematic form of consumption characterized by repetitive, emotion-driven purchasing that can lead to psychological distress and financial harm (Badgaiyan & Verma, 2015; Granero et al., 2017; Müller et al., 2021). Digital commerce may intensify this risk because fast-fashion platforms and social commerce ecosystems are designed to maximize engagement and immediate gratification. Low-friction access via mobile devices, combined with time-limited promotions, low prices, algorithmic recommendations, and influencer-driven content, can amplify hedonic motives such as pleasure and escapism, encouraging repeated purchases that are less guided by functional need (Caesalpinia & Suryawardani, 2025; Zafar et al., 2023; Lala Hu et al., 2022). Beyond individual consequences, excessive apparel consumption contributes to environmental pressures by increasing textile waste, underscoring the relevance of responsible consumption agendas (Ministry of Environment and Forestry/KLHK, 2021; Niinimäki et al., 2020).

To explain why some consumers are more susceptible than others, this study draws on the Big Five Personality Traits framework. Prior research indicates that neuroticism is often associated with higher compulsive buying risk through negative emotion regulation, whereas conscientiousness may serve as a protective factor through stronger self-control (Tarka & Harnish, 2023; Otero-López et al., 2024). Yet, evidence remains limited in emerging collectivist markets such as Indonesia, and many studies examine explanatory mechanisms in isolation rather than within an integrated model. This limitation matters because compulsive buying in fast-fashion contexts is likely shaped by both affective motivations (e.g., hedonic gratification) and self-evaluative processes (e.g., self-esteem and identity regulation) operating simultaneously.

Addressing this gap, the present study investigates how the Big Five traits relate to compulsive buying in Indonesia's online fast-fashion context, through two mediating mechanisms: hedonic shopping experience and self-esteem. Hedonic shopping experience reflects emotional gratification and escapism during shopping, which may be heightened in entertainment-oriented digital and social commerce environments (Zafar et al., 2023; Lala Hu et al., 2022). Self-esteem reflects self-evaluation and identity regulation and may increase vulnerability to compensatory consumption when low or support restraint when high (Zhang et al., 2017; Otero-López et al., 2024). By integrating both mediators, this study offers a clearer account of the psychological pathways through which personality dispositions translate into compulsive buying risk in response to fast-fashion stimuli.

Accordingly, this study aims to examine (1) the relationships between the Big Five Personality Traits and compulsive buying behavior among Indonesian online fashion consumers, and (2) the mediating roles of hedonic shopping experience and self-esteem in these relationships. In addition to extending the literature to a collectivist, rapidly digitalizing market, the findings provide implications for responsible marketing and consumer well-being by clarifying whether compulsive buying vulnerability is more strongly driven by hedonic engagement or by self-esteem–related self-regulatory processes in this context.

2. Literature Review

2.1 The Big Five Personality Traits Theory

The Big Five (Five-Factor Model) is a widely used framework that summarizes personality into five broad traits, like neuroticism, extraversion, openness to experience, agreeableness, and conscientiousness, which shape individuals' emotions, cognitions, and behavioral tendencies (McCrae & Costa, 1992; Tarka & Harnish, 2023). In consumer contexts, these traits are relevant because they influence emotion regulation, social orientation, novelty seeking, and self-control, all of which can affect vulnerability to maladaptive consumption patterns. Neuroticism is typically associated with negative affect and emotional instability; extraversion with sociability and reward sensitivity; openness with novelty seeking and curiosity; agreeableness with empathy and prosocial orientation; and conscientiousness with discipline and impulse control (Müller et al., 2021; Otero-López et al., 2024).

In fast-fashion and digitally mediated shopping environments, trait effects may be strengthened by situational cues such as trend cycles, social influence, and emotionally stimulating features (e.g., promotions and entertainment-oriented commerce) (Tarka, 2022; Zafar et al., 2023). Accordingly, the Big Five provides a parsimonious theoretical basis for predicting who is more likely to develop compulsive buying tendencies and through which psychological processes this occurs. Following mediation logic, the present study focuses on hedonic shopping experience and self-esteem as mechanisms that translate personality dispositions into compulsive buying outcomes (Zhang et al., 2017).

2.2 Compulsive Buying

Compulsive buying refers to repetitive, difficult-to-control purchasing driven primarily by internal emotional urges rather than functional needs, often resulting in negative consequences such as distress, regret, and financial strain (Sharif & Khane Kharab, 2017; Müller et al., 2021; Tarka et al., 2022). Unlike impulsive buying, which is typically episodic and triggered by situational cues, compulsive buying reflects a more persistent pattern in which purchasing functions as an emotion-focused coping strategy (Black, 2022; Duan, 2025). This pattern is particularly salient in fashion consumption because apparel is closely tied to identity expression, social image, and self-regulation.

Digital and fast-fashion contexts can further facilitate compulsive buying by continuously providing stimulation, novelty, and immediate gratification (Zafar et al., 2023; Majeed et al., 2022). Personality-based suggest that individuals high in neuroticism may be more prone to compulsive buying due to greater susceptibility to negative emotions, whereas individuals high in conscientiousness are generally less susceptible due to stronger self-control and planning tendencies (Tarka & Harnish, 2023; Otero-López et al., 2024). Thus, compulsive buying is best understood as an interaction between stable individual differences (personality) and emotionally engaging shopping environments.

2.3 Hedonic Shopping Experience

Hedonic shopping experience refers to shopping motivated by emotional gratification, such as enjoyment, excitement, escapism, and entertainment, rather than purely utilitarian goals (Ali et al., 2024). In digital commerce, especially social commerce, shopping can become an immersive experience shaped by visual stimulation, social interaction, and content-driven engagement, which may increase consumers' reliance on affective decision-making (Anggita et al., 2023). When hedonic motives dominate, consumers may prioritize short-term emotional rewards over long-term self-regulation, increasing susceptibility to excessive purchasing (Saputra & Kuswati, 2024).

Prior studies indicate that hedonic shopping experience can function as a mechanism linking personality traits to compulsive buying. Traits associated with emotional instability or heightened reward sensitivity (e.g., neuroticism and extraversion), as well as novelty seeking (e.g., openness), may increase the likelihood of pursuing hedonic experiences, which in turn raises the risk of compulsive buying (Tarka et al., 2022; Zafar et al., 2023). Therefore, hedonic shopping experience is positioned in this study as a mediator that explains how personality dispositions are expressed as emotionally driven shopping patterns in fast-paced fashion environments (Zhang et al., 2017).

2.4 Self-Esteem

Self-esteem refers to an individual's overall evaluation of self-worth and self-acceptance, which influences emotional well-being and coping strategies (Zhang et al., 2017; Otero-López et al., 2024). In consumption contexts, low self-esteem is often linked to compensatory buying, where individuals seek products to manage insecurity, enhance self-image, or reduce negative affect (Biolcati, 2017; Kharisma & Panasea, 2024). Fashion consumption is particularly relevant because it is closely associated with identity signaling and social evaluation, which can intensify the use of purchasing as a self-regulatory tool.

Self-esteem also provides a plausible mechanism connecting personality traits and compulsive buying. Individuals high in neuroticism may experience lower self-esteem and greater negative affect, increasing the likelihood of compensatory purchasing. In contrast, traits associated with emotional stability and self-regulation (e.g., conscientiousness and agreeableness) may support healthier self-evaluations and reduce maladaptive consumption (Otero-López et al., 2024). Accordingly, self-esteem is treated as a mediator that helps explain why certain personality profiles are more vulnerable to compulsive buying, especially in environments that intensify social comparison and identity concerns (Zhang et al., 2017). Cultural context may further shape these dynamics; in collectivist settings, self-worth can be more strongly tied to social approval, potentially strengthening the link between self-esteem-related concerns and fashion consumption.

2.5 Relationship between The Big Five Personality Traits Theory, Compulsive Buying, Hedonic Shopping Experience, and Self-esteem

Recent consumer psychology research indicates that the Big Five traits shape vulnerability to compulsive buying by influencing emotion regulation, reward sensitivity, novelty seeking, and self-control, particularly in digitally stimulating, fast-fashion environments (Tarka & Harnish, 2022; Aquino & Lins, 2023). Neuroticism, extraversion, and openness increase risk, while conscientiousness and agreeableness reduce it (Otero-López et al., 2024).

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This study proposes two mediating mechanisms: hedonic shopping experience and self-esteem. Hedonic shopping experience reflects emotional gratification that can translate trait-driven tendencies into repeated buying (Maula et al., 2025), while self-esteem reflects self-worth and identity regulation; lower self-esteem increases compensatory consumption and compulsive buying risk (Zhang et al., 2017; Otero-López et al., 2024; Sumajaya, 2025). Accordingly, the study tests an integrated model in which the Big Five traits influence compulsive buying directly and indirectly through these two pathways (Zhang et al., 2017; Tarka & Harnish, 2022).

2.6 Relationship between Neuroticism, Hedonic Shopping Experience, Self-esteem, and Compulsive Buying

Neuroticism reflects emotional instability and heightened sensitivity to stress, which makes individuals more likely to engage in compulsive buying as an emotion-focused coping strategy (Aquino & Lins, 2023; Maula et al., 2025). When negative affect dominates, purchasing may provide temporary relief, yet the relief is often followed by regret or strain, which can reinforce a repetitive buying cycle (Otero-López et al., 2024). Accordingly, neuroticism is expected to be positively associated with compulsive buying, particularly in digitally stimulating retail contexts that provide constant consumption cues.

This study proposes two psychological mechanisms that explain how neuroticism translates into compulsive buying. First, hedonic shopping experience captures emotional gratification (e.g., enjoyment, escapism, and stimulation) that may be sought to regulate negative emotions; for neurotic consumers, repeated engagement in hedonic shopping can increase the likelihood of compulsive purchasing (Aquino & Lins, 2023; Tarka et al., 2022). Second, self-esteem reflects evaluative self-worth and emotional resilience; lower self-esteem heightens compensatory motives and weakens self-regulation, thereby strengthening the pathway from neuroticism to compulsive buying (Zhang et al., 2017; Otero-López et al., 2024). Thus, hedonic shopping experience and self-esteem are positioned as mediators that clarify affective and self-evaluative processes linking neuroticism to compulsive buying.

H1a: Neuroticism positively influences compulsive buying behavior.
H1b: Hedonic shopping experience mediates the positive effect of neuroticism on compulsive buying behavior.
H1c: Self-esteem mediates the negative effect of neuroticism on compulsive buying behavior.

2.7 Relationship between Extraversion, Hedonic Shopping Experience, Self-Esteem, and Compulsive Buying

Extraversion reflects sociability, assertiveness, and a preference for stimulation, which can increase consumers' responsiveness to socially rewarding shopping cues. In fast-fashion and social commerce contexts where visibility, peer feedback, and interactive content are prominent, extraverted consumers may be more inclined to engage with trend-driven products and identity-signaling purchases, potentially elevating compulsive buying risk when shopping becomes a primary source of social reinforcement and affective reward (Tarka et al., 2022; Tarka & Harnish, 2023; Zafar et al., 2023). Accordingly, extraversion is expected to be positively associated with compulsive buying, particularly in environments designed to encourage continuous engagement.

This study proposes hedonic shopping experience and self-esteem as mechanisms linking extraversion to compulsive buying. Hedonic shopping experience captures immediate gratification derived from entertainment, novelty, and social interaction; these features align with extraverts' stimulation-seeking tendencies and can promote repeated, unplanned purchasing when affect dominates decision-making (Tarka et al., 2022; Ali, 2024; Panjaitan et al., 2025). Self-esteem provides an additional pathway: extraversion is often related to social orientation and identity processes, and lower self-esteem may strengthen validation-seeking consumption, increasing vulnerability to compulsive buying (Otero-López et al., 2024; Sumajaya, 2025). Thus, hedonic shopping experience and self-esteem are positioned as mediators that clarify how stimulation seeking and self-evaluative concerns translate extraversion into compulsive buying tendencies.

H2a: Extraversion positively influences compulsive buying behavior.
H2b: Hedonic shopping experience mediates the positive effect of extraversion on compulsive buying behavior.
H2c: Self-esteem mediates the positive effect of extraversion on compulsive buying behavior.

2.8 Relationship between Openness to Experience, Hedonic Shopping Experience, Self-esteem, and Compulsive Buying

Openness to experience reflects curiosity, creativity, and a preference for novelty, which can increase consumers' tendency to explore new products, styles, and trends, particularly in fast-fashion contexts where novelty is continuously promoted (Tarka & Harnish, 2022; Tarka et al., 2022). As a result, consumers high in openness may be more susceptible to excessive purchasing when novelty seeking becomes a dominant motive and purchasing shifts from need-based to stimulation-based consumption.

This study proposes hedonic shopping experience and self-esteem as mediators. Hedonic shopping experience captures emotional gratification from exploration and enjoyment, which can translate openness-driven novelty seeking into repeated purchasing (Maula et al., 2025). Self-esteem reflects self-worth and self-regulation; lower self-esteem may increase compensatory buying, whereas higher self-esteem supports restraint (Zhang et al., 2017; Otero-López et al., 2024). Accordingly, both mediators explain how openness relates to compulsive buying in fast-fashion consumption.

H3a: Openness to experience positively influences compulsive buying behavior.
H3b: Hedonic shopping experience mediates the positive effect of openness to experience on compulsive buying behavior.
H3c: Self-esteem mediates the positive effect of openness to experience on compulsive buying behavior.

2.9 Relationship between Agreeableness, Hedonic Shopping Experience, Self-esteem, and Compulsive Buying

Agreeableness reflects empathy and a prosocial orientation. In fast-fashion contexts, higher agreeableness is expected to reduce compulsive buying because consumers are more likely to consider social and ethical consequences and rely less on immediate personal gratification. Conversely, lower agreeableness may increase vulnerability to compulsive buying, as consumers prioritize short-term rewards and respond more strongly to fast-fashion cues (Tarka & Harnish, 2023; Otero-López et al., 2024).

This study proposes two mediators that explain the relationship. First, a hedonic shopping experience reflects emotional gratification from shopping; lower agreeableness may be associated with a stronger hedonic pursuit, which increases repetitive purchasing in fast-fashion environments (Maula et al., 2025). Second, self-esteem reflects self-worth and emotional regulation; higher agreeableness is generally linked to more stable self-evaluation, which reduces compensatory buying, whereas lower self-esteem may increase compulsive buying risk (Zhang et al., 2017; Otero-López et al., 2024). Accordingly, hedonic shopping experience and self-esteem are positioned as mediators linking agreeableness to compulsive buying in fast-fashion consumption.

H4a: Agreeableness negatively influences compulsive buying behavior.
H4b: Hedonic shopping experience mediates the negative effect of agreeableness on compulsive buying behavior.
H4c: Self-esteem mediates the positive effect of agreeableness on compulsive buying behavior.

2.10 Relationship between Conscientiousness, Hedonic Shopping Experience, Self-esteem, and Compulsive Buying

Conscientiousness reflects orderliness, self-discipline, and goal orientation. In fast-fashion contexts, higher conscientiousness is expected to reduce compulsive buying because consumers are more likely to prioritize functional needs, plan purchases, and resist short-term temptations. Conversely, lower conscientiousness may increase vulnerability to compulsive buying due to weaker impulse control and greater susceptibility to emotionally driven consumption cues (Tarka & Harnish, 2022; Otero-López et al., 2024; Lee & Kim, 2025; Zhang et al., 2025).

This study proposes hedonic shopping experience and self-esteem as mediators that explain the relationship. Hedonic shopping experience reflects emotional gratification from shopping; consumers low in conscientiousness may rely more on hedonic rewards (e.g., discounts and stimulating shopping experiences), which can increase repetitive purchasing in fast-fashion environments (Tarka & Harnish, 2022; Maula et al., 2025; Zhang et al., 2017). Self-esteem reflects self-worth and emotional regulation; higher conscientiousness is generally associated with more stable self-evaluation, supporting self-control and reducing compensatory buying, whereas lower self-esteem may increase the risk of compulsive buying (Otero-López et al., 2024; Sumajaya, 2025). Accordingly, hedonic shopping experience and self-esteem are positioned as mediators linking conscientiousness to compulsive buying in fast-fashion consumption.

H5a: Conscientiousness negatively influences compulsive buying behavior.

H5b: Hedonic shopping experience mediates the negative effect of conscientiousness on compulsive buying behavior.

H5c: Self-esteem mediates the positive effect of conscientiousness on compulsive buying behavior.

2.11 Relationship between Hedonic Shopping Experience and Compulsive Buying

Hedonic shopping experience refers to the emotional gratification consumers obtain from shopping beyond the functional value of the products. In fast-fashion environments, where novelty, entertainment, and frequent promotions are salient, shopping often becomes an affect-driven activity that prioritizes immediate pleasure and stimulation (Tarka & Harnish, 2022; Maula et al., 2025).

When consumers primarily seek enjoyment, excitement, or escapism, hedonic motives can override self-regulation and increase repetitive purchasing. Digital and retail cues such as discounts, time-limited offers, and visually engaging content can intensify these emotions, reinforcing a cycle in which buying provides short-term relief yet raises the risk of compulsive patterns over time (Ali, 2024; Panjaitan et al., 2025; Zafar et al., 2023; Tarka et al., 2022). Accordingly, hedonic shopping experience is expected to be positively associated with compulsive buying.

H6: Hedonic shopping experience positively influences compulsive buying behavior.

2.12 Relationship between Self-esteem and Compulsive Buying

Self-esteem refers to an individual's overall evaluation of self-worth and is closely linked to emotional resilience and self-regulation. Individuals with higher self-esteem tend to manage emotions more effectively and rely less on external validation, whereas those with lower self-esteem are more prone to insecurity and may seek reassurance through consumption (Cachón-Rodríguez et al., 2025; Otero-López et al., 2024).

In the fast-fashion context, where appearance-related identity signaling and social comparison can be salient, low self-esteem may increase vulnerability to compulsive buying because purchasing serves to cope with negative affect or enhance self-image. Conversely, higher self-esteem supports greater restraint and reduces the likelihood of repetitive, emotionally driven purchasing (Parsad et al., 2021; Otero-López et al., 2024). Accordingly, self-esteem is expected to be negatively associated with compulsive buying.

H7: Self-esteem negatively influences compulsive buying behavior.

3. Conceptual Framework

This conceptual framework posits that the Big Five personality traits (neuroticism, extraversion, openness to experience, agreeableness, and conscientiousness) directly predict compulsive buying (H1a–H5a) because traits shape emotion regulation, reward sensitivity, novelty seeking, and self-control in shopping contexts (Figure 1). The model further proposes two psychological pathways that translate these trait effects into compulsive buying. First, hedonic shopping experience captures affective gratification (e.g., enjoyment and escapism) that can amplify repeated purchasing when emotional rewards dominate decision-making (H1b–H5b). Second, self-esteem reflects self-worth and self-

regulation; lower self-esteem increases compensatory consumption, whereas higher self-esteem supports restraint, thereby reducing compulsive buying risk (H1c–H5c). In addition, hedonic shopping experience is expected to increase compulsive buying (H6), while self-esteem is expected to decrease it (H7).
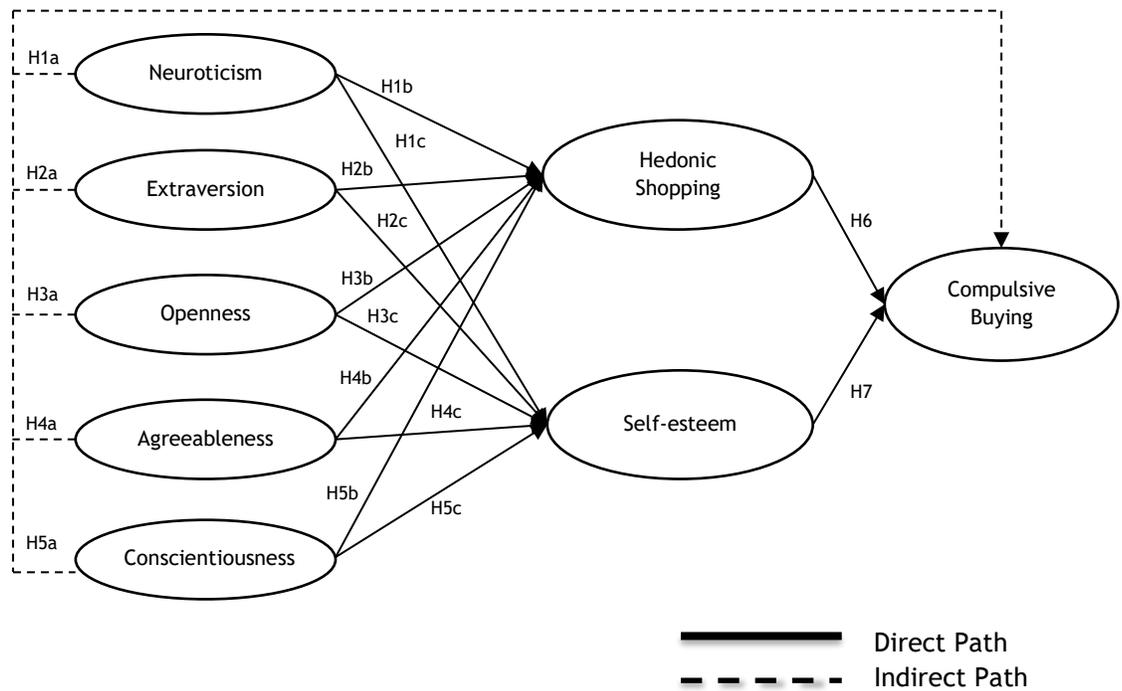

Figure 1. Conceptual framework relationship between the big five personality traits (neuroticism, extraversion, openness to experience, agreeableness, and conscientiousness), hedonic shopping experience, self-esteem, and compulsive buying.

The hypotheses of this study are as follows:
H1a: Neuroticism positively influences compulsive buying behavior.
H1b: Hedonic shopping experience mediates the positive effect of neuroticism on compulsive buying behavior.
H1c: Self-esteem mediates the negative effect of neuroticism on compulsive buying behavior.
H2a: Extraversion positively influences compulsive buying behavior.
H2b: Hedonic shopping experience mediates the positive effect of extraversion on compulsive buying behavior.
H2c: Self-esteem mediates the positive effect of extraversion on compulsive buying behavior.
H3a: Openness to experience positively influences compulsive buying behavior.
H3b: Hedonic shopping experience mediates the positive effect of openness to experience on compulsive buying behavior.
H3c: Self-esteem mediates the positive effect of openness to experience on compulsive buying behavior.
H4a: Agreeableness negatively influences compulsive buying behavior.
H4b: Hedonic shopping experience mediates the negative effect of agreeableness on compulsive buying behavior.

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H4c: Self-esteem mediates the positive effect of agreeableness on compulsive buying behavior.
H5a: Conscientiousness negatively influences compulsive buying behavior.
H5b: Hedonic shopping experience mediates the negative effect of conscientiousness on compulsive buying behavior.
H5c: Self-esteem mediates the positive effect of conscientiousness on compulsive buying behavior.
H6:   Hedonic shopping experience positively influences compulsive buying behavior.
H7:   Self-esteem negatively influences compulsive buying behavior.

4.   Methods

4.1   Research Design

This study employs a quantitative, cross-sectional survey design to test the hypothesized relationships between the Big Five personality traits and compulsive buying, with hedonic shopping experience and self-esteem as mediators. Data were collected once from the target population using a structured questionnaire (Malhotra, 2020).

4.2   Sampling

A non-probability purposive sampling approach was used. Eligible respondents were Indonesian consumers aged 17 years or older who had purchased fast-fashion products (apparel, footwear, or accessories) both online and offline within the past two months and passed screening questions. Fast-fashion included international brands (e.g., H&M, Zara, Uniqlo) and frequently updated local fashion products sold via e-commerce platforms such as Shopee, TikTok Shop, and Tokopedia. Based on Hair et al. (2019), the minimum required sample size was 410, yielding 462 valid responses for analysis.

4.3   Measurement

Personality was measured using the Big Five dimensions neuroticism (NE), extraversion (EX), openness to experience (OP), agreeableness (AG), and conscientiousness (CO) with items adapted from Otero-López et al. (2024) and Tarka et al. (2023) (Costa & McCrae, 1992). Compulsive buying was measured using scales adapted from Ridgway et al. (2008) and Tarka (2022). Hedonic shopping experience was assessed using items from Babin et al. (1994) and Tarka et al. (2022), capturing emotional enjoyment and gratification during shopping. Self-esteem was measured using the Rosenberg Self-Esteem Scale (RSES) as applied by Otero-López et al. (2024). All constructs were rated on a Five-point Likert scale (1 = strongly disagree to 5 = strongly agree). This is fully explained in Table 1.

Table 1. Operational definition and indicators of big five personality traits, hedonic shopping experience, self-esteem, and compulsive buying

Variables	Operational Definition	Indicators
Neuroticism (NE) (Hahn et al., 2012; Tarka et al., 2023)	Psychological instability of consumers	1) I am someone who worries a lot 2) I am someone who panics easily 3) I am someone who is relaxed and can handle/overcome stress well

Table 1.   Operational definition and indicators of big five personality traits, hedonic shopping experience, self-esteem, and compulsive buying (Continue)

Variables	Operational Definition	Indicators
Extraversion (EX) (Hahn et al., 2012; Tarka et al., 2023)	The human tendency to attract, maintain, and enjoy attention from other individuals in society	1) I am someone who is communicative, loves to talk 2) I am someone who is easy to socialize with 3) I am someone who is quiet
Openness to experience (OP) (Hahn et al., 2012; Tarka et al., 2023)	The extent to which a person is open to new ways of doing things	1) I am an original person, full of new ideas 2) I am someone who appreciates things of artistic value 3) I am someone who has an active imagination
Agreeableness (AG) (Hahn et al., 2012; Tarka et al., 2023)	A personality trait that describes one's friendly, cooperative, and empathetic nature towards others	4) I am someone who is sometimes rude to others 5) I am someone who forgives easily 6) I am someone who is attentive and kind to others
Conscientiousness (CO) (Hahn et al., 2012; Tarka et al., 2023)	Refers to individuals who are well-organized and conscientious	1) I am someone who gets the job done thoroughly 2) I am someone who tends to be lazy 3) I am someone who does work effectively and efficiently
Compulsive Buying (CB) (Ridgway et al., 2008; Tarka, 2022)	Excessive, repetitive, and uncontrollable buying behavior	1) I am an impulse buyer for fast-fashion products 2) There are still unopened/tote bagged packages of fast-fashion products when I shop for fast-fashion products again. 3) I often buy fast-fashion products that I don't need 4) I spend most of my life shopping for fast-fashion products. 5) I buy fast-fashion products that I didn't plan to buy 6) Other people might consider me a "Shopaholic" because of my hobby of shopping for fast-fashion products.
Hedonic Shopping Experiences (HSE) (Babin et al., 1994; Tarka et al., 2022)	A shopping experience that provides fun and entertainment for consumers	1) For me, the activity of shopping for fast-fashion products is very enjoyable 2) I shop for fast-fashion products not because of need, but because of desire 3) The activity of shopping for fast-fashion products feels like an escape for me 4) Spending a lot of time shopping for fast-fashion products is much more fun than doing other things 5) When I'm shopping for fast-fashion products, I enjoy being immersed in exciting new products 6) I enjoy shopping for fast-fashion products for pleasure, not just when I have something to buy. 7) I feel very happy when shopping for fast-fashion products because I can act spontaneously. 8) When I'm shopping for fast-fashion products, I feel the thrill of the hunt to find and browse items 9) I can forget about my problems when I'm shopping for fast-fashion products 4) I feel a sense of adventure when shopping for fast-fashion products

Table 1. Operational definition and indicators of big five personality traits, hedonic shopping experience, self-esteem, and compulsive buying (Continue)

Variables	Operational Definition	Indicators
Self-esteem (STM) (The Rosenberg *Self-Esteem* Scale: Translation and Validation in University Students. Span. J. Psychol. 2007; Tarka et al., 2023)	A person's view of themselves, which is based on their beliefs and opinions	1) I feel that I am a valuable person, at least I am equal to others 2) I am a quality human being 3) Overall, I feel that my life is a failure 4) I am capable of doing things as well as most people 5) I don't feel that I have much to be proud of 6) I am positive and optimistic about myself 7) Overall, I am satisfied with myself 8) I wish I could respect/appreciate myself more 9) Sometimes I feel useless 10) Sometimes I feel my life is not useful at all

4.4 Data Collection

Data were collected through an online survey administered via Google Forms. The questionnaire link was distributed through social media platforms, including Instagram, WhatsApp, and Telegram, to reach respondents across Indonesia. The link was shared through Instagram Stories and direct messages, as well as through WhatsApp/Telegram broadcasts. To broaden coverage, the researchers' networks also helped circulate the link to individuals who met the study's screening criteria.

4.5 Data Analysis

The survey initially received 601 responses. After applying the inclusion and screening criteria, 462 valid responses were retained for analysis. The research model was analyzed using PLS-SEM in Smart-PLS, employing the PLS Algorithm to estimate the model and bootstrapping to test the significance of path relationships. Blindfolding was also conducted to support model assessment. PLS-SEM was chosen because the study tests multiple direct and indirect relationships within a relatively complex model and is well-suited for predictive analysis.

5. Findings

5.1 Respondents Profile

The demographics are shown in Table 2. The survey revealed a preponderance of female respondents, constituting 64.1% of the total sample, while 35.9% identified as male. The majority of respondents were in the productive age range of 26-35 years (57.6%), with a significant proportion in the 17-25 age group (29.2%), with other age groups contributing to a lesser extent.

Regarding economic characteristics, the largest income group was IDR 6,000,001–8,000,000 per month (24.7%), followed by IDR 4,000,001–6,000,000 (18.8%) and IDR 8,000,001–10,000,000 (15.6%). Monthly expenses were most commonly IDR 3,000,001–5,000,000 (35.7%) and IDR 1,500,001–3,000,000 (28.6%). Overall, the profile reflects economically active consumers relevant to examining online fast-fashion purchasing behavior.

Table 2. Sample selected characteristics (n = 462)

Demographics	Description	n	%
Gender	Female	296	64.1
	Male	166	35.9
Age	17 - 25	135	29.2
	26 - 35	266	57.6
	36 - 45	41	8.9
	46 - 55	16	3.5
	> 55	4	0.9
Education	High School	70	15.2
	Diploma	37	8.0
	Bachelor Degree	315	68.2
	Master's Degree	39	8.4
	Doctorate (Ph.D.) Degree	1	0.2
Occupation	Student	53	11.5
	Private Sector	212	45.9
	State-Owned Enterprise Employees	82	17.7
	Government Officer	70	15.2
	Entrepreneur	29	6.3
	Unemployed	12	2.6
	Others	4	0.9
Monthly Income (IDR)	< 2,000,000	28	6.1
	2,000,000 - 4,000,000	76	16.5
	4,000.001 - 6,000,000	87	18.8
	6,000,001 – 8,000,000	114	24.7
	8,000,001 – 10,000,000	72	15.6
	> 10,000,000	85	18.4
Monthly Expenses (IDR)	< 500,000	11	2.4
	500,001 – 1,500,000	87	18.8
	1,500,001 – 3,000,000	132	28.6
	3,000,001 – 5,000,000	165	35.7
	5,000,001 – 7,500,000	52	11.3
	> 7,500,000	15	3.2

5.2 PLS Model Scheme

This section presents the PLS model developed in SmartPLS 3.0 to test the effects of the Big Five traits on compulsive buying, with hedonic shopping experience and self-esteem as mediators (Figure 2). Figure 2 shows the paths from neuroticism (NE), extraversion (EX), openness (OP), agreeableness (AG), and conscientiousness (CO) to compulsive buying (CB) via hedonic shopping experience (HSE) and self-esteem (STM). The path coefficients and t-values were assessed using the PLS Algorithm, bootstrapping, and blindfolding.
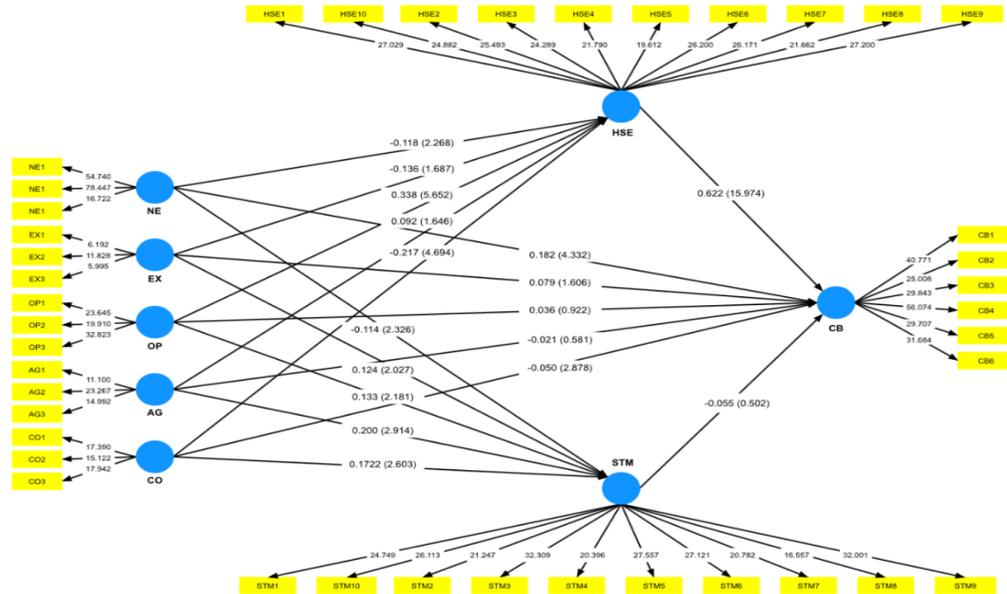
Figure 2. A model scheme of factors influencing the Big Five personality traits, hedonic shopping experience, self-esteem, and compulsive buying.

5.3   Outer Model

The measurement model was evaluated using outer loadings and average variance extracted (AVE). Indicators were considered valid when outer loadings exceeded 0.70, and AVE exceeded 0.50. Reliability was assessed using Cronbach's alpha and composite reliability. As shown in Table 3, all constructs met the recommended thresholds for validity (outer loading > 0.70; AVE > 0.50) and reliability (Cronbach's alpha and composite reliability).

Table 3. Analysis of the validity and reliability of big five personalities, hedonic shopping experience, self-esteem, and compulsive buying

Variables	Item	Mean	SD	Loading	CA	CR	AVE
Neuroticism	NE1	2.673	1.397	0.871	0.780	0.873	0.699
	NE2	2.452	1.365	0.909			
	NE3	1.881	1.000	0.716			
Extraversion	EX1	4.258	0.806	0.773	0.647	0.809	0.587
	EX2	4.206	0.816	0.807			
	EX3	3.574	1.260	0.715			
Openness to experiences	OP1	4.108	0.796	0.800	0.726	0.845	0.645
	OP2	4.331	0.790	0.772			
	OP3	4.277	0.712	0.837			
Agreeableness	AG1	4.203	1.092	0.709	0.635	0.802	0.576
	AG2	4.238	0.781	0.819			
	AG3	4.275	0.721	0.744			
Conscientiousness	CO1	4.292	0.819	0.780	0.659	0.814	0.594
	CO2	3.818	1.155	0.734			
	CO3	4.303	0.792	0.796			

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Table 3. Analysis of the validity and reliability of big five personalities, hedonic shopping
experience, self-esteem, and compulsive buying (Continue)

Variables	Item	Mean	SD	Loading	CA	CR	AVE
Compulsive Buying	CB1	3.626	1.197	0.810	0.863	0.897	0.592
	CB2	3.463	1.401	0.730			
	CB3	3.344	1.365	0.761			
	CB4	3.253	1.504	0.830			
	CB5	3.325	1.319	0.747			
	CB6	3.649	1.305	0.733			
Hedonic Shopping Experiences	HSE1	4.097	1.009	0.761	0.907	0.923	0.544
	HSE2	3.835	1.139	0.759			
	HSE3	4.143	1.176	0.705			
	HSE4	3.965	1.046	0.789			
	HSE5	4.004	0.989	0.708			
	HSE6	3.989	1.037	0.712			
	HSE7	3.946	1.087	0.731			
	HSE8	4.113	0.928	0.722			
	HSE9	4.100	1.044	0.724			
	HSE10	4.106	0.914	0.760			
Self-esteem	STM1	4.247	0.887	0.763	0.914	0.928	0.564
	STM2	4.303	0.885	0.750			
	STM3	4.223	1.032	0.772			
	STM4	4.203	0.896	0.786			
	STM5	3.970	1.058	0.744			
	STM6	4.253	0.865	0.738			
	STM7	4.197	0.889	0.777			
	STM8	4.277	0.917	0.705			
	STM9	3.926	1.095	0.723			
	STM10	4.106	1.044	0.747			

Note: SD = standard deviations; loading = loading factors; CA = cronbach's αlpha; CR = composite reliabilities;
AVE = average variance extracted.

5.4 Discriminant Validity

Discriminant validity ensures that each construct in the model is distinct and not overly correlated with other constructs. The HTMT (Heterotrait-Monotrait Ratio) approach, recommended by Henseler et al. (2015), is a reliable method for testing discriminant validity. According to this approach, a value below 0.90 indicates acceptable discriminant validity between constructs. Table 4 shows the HTMT test results for this study, with all values below the threshold of 0.90. This confirms that the constructs in the model are distinct and meet the discriminant validity requirement, ensuring the accuracy of the model's relationships.

Table 4. Results of discriminant validity assessment using HTMT

Variables	AG	CB	CO	EX	HSE	NE	OP	STM
Agreeableness								
Compulsive Buying	0.135							
Conscientiousness	0.362	0.221						
Extraversion	0.505	0.211	0.451					
Hedonic Shopping Experience	0.162	0.642	0.089	0.148				

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Table 4. Results of discriminant validity assessment using HTMT (Continue)

Variables	AG	CB	CO	EX	HSE	NE	OP	STM
Neuroticism	0.452	0.205	0.492	0.548	0.184			
Openness to Experience	0.258	0.229	0.233	0.479	0.405	0.410		
Self-esteem	0.483	0.125	0.457	0.481	0.133	0.504	0.368	

Note: AG = Agreeableness, CB = Compulsive Buying, CO = Conscientiousness, EX = Extraversion, HSE = Hedonic Shopping Experience, NE = Neuroticism, OP = Openness to Experience, STM = Self-esteem

5.5 Inner Model

The R^2 value indicates the proportion of variance in the endogenous latent variables explained by the independent variables. According to Hair et al. (2014), R^2 values are categorized as substantial (0.75), moderate (0.50), and weak (0.25). The R^2 values for compulsive buying, hedonic shopping experience, and self-esteem in this study are evaluated to assess the model's explanatory power.

As shown in Table 5, the model explains a moderate proportion of variance in compulsive buying (R^2 = 0.418) and self-esteem (R^2 = 0.324), but a weak proportion in hedonic shopping experience (R^2 = 0.141). This indicates the model performs better in predicting compulsive buying and self-esteem than the hedonic shopping experience.

Table 5. Results of structural model (inner model) analysis

Variables	R Square (R^2)	R Square (R^2) Adjusted
Compulsive Buying	0.418	0.409
Hedonic Shopping Experience	0.141	0.132
Self-esteem	0.324	0.317

5.6 Hypothesis Testing

Hypothesis testing was conducted using path analysis with a bootstrapping algorithm in SmartPLS software. The path coefficients represent the hypothesized relationships between the constructs. To determine the significance of these relationships, t-values and p-values were used. At a 5% significance level (p < 0.05), hypotheses are considered significant if the p-value is less than 0.05 or if the t-value exceeds 1.965 (Hair et al., 2019). The results of hypothesis testing are presented in Table 6. The path coefficients, t-values, and p-values are shown for each hypothesis. Hypotheses with a p-value less than 0.05 are considered supported, while those with a p-value greater than 0.05 are considered not supported.

Table 6. Results of hypothesis testing

Hypothesis	Path Coefficient	t-value	p-value	Results	Hypothesis
H1a	NE → CB	0.116	2.209	0.027	Supported
H1b	NE → HSE → CB	-0.073	2.204	0.028	Not Supported
H1c	NE → STM → CB	0.007	0.896	0.370	Not Supported
H2a	EX → CB	-0.010	0.120	0.904	Not Supported
H2b	EX → HSE → CB	-0.085	1.695	0.090	Not Supported
H2c	EX → STM → CB	-0.004	0.694	0.487	Not Supported
H3a	OP → CB	0.242	4.467	0.000	Supported
H3b	OP → HSE → CB	0.210	5.436	0.000	Supported
H3c	OP → STM → CB	-0.004	0.732	0.464	Not Supported

Table 6. Results of hypothesis testing (Continue)

Hypothesis	Path Coefficient	t-value	p-value	Results	Hypothesis
H4a	AG → CB	0.029	0.563	0.573	Not Supported
H4b	AG → HSE → CB	0.057	1.623	0.105	Not Supported
H4c	AG → STM → CB	-0.007	0.792	0.429	Not Supported
H5a	CO → CB	-0.167	3.775	0.000	Supported
H5b	CO → HSE → CB	-0.071	2.314	0.021	Supported
H5c	CO → STM → CB	-0.006	0.816	0.415	Not Supported
H6	HSE → CB	0.622	15.974	0.000	Supported
H7	STM → CB	-0.033	0.902	0.367	Not Supported

Note: Significant at p<0.05; AG = Agreeableness, CB = Compulsive Buying, CO = Conscientiousness, EX = Extraversion, HSE = Hedonic Shopping Experience, NE = Neuroticism, OP = Openness to Experience, STM = Self-esteem

6. Discussion

6.1 The Effect of Neuroticism, Hedonic Shopping, and Self-esteem on Compulsive Buying

This study shows that neuroticism is positively associated with compulsive buying in Indonesia's online fast-fashion context (H1a accepted). Even though average neuroticism in this sample is relatively low, the finding remains important for consumers high in neuroticism, who are more emotionally sensitive and may use shopping to relieve anxiety or stress. Fast-fashion platforms can intensify this tendency through low prices, rapid trend cycles, and frequent promotions (e.g., discounts and flash sales), combined with easy mobile access that makes repeat buying effortless. In contrast, consumers low in neuroticism tend to be more emotionally stable and purchase more deliberately, which reduces the risk of coping-driven repeat buying (Otero-López & Villardefrancos, 2013; Tarka, 2022).

However, the indirect pathways were not supported. Hedonic shopping experience did not mediate the relationship (H1b rejected), suggesting that negative emotions do not necessarily translate into "shopping for fun" as the key mechanism in this sample. Self-esteem also did not mediate the link (H1c rejected), which may reflect a respondent profile with relatively low neuroticism and higher self-esteem, making compensatory buying less central. Overall, neuroticism appears to increase compulsive buying mainly through emotional vulnerability interacting with strong digital fast-fashion cues, rather than through hedonic enjoyment or self-worth repair (Olsen et al., 2015; Zeigler-Hill et al., 2015; Tarka, 2022).

6.2 The Effect of Extraversion, Hedonic Shopping, and Self-esteem on Compulsive Buying

This study finds that extraversion does not significantly predict compulsive buying in Indonesia's online fast-fashion context (H2a rejected). While extraverted consumers are often described as seeking social recognition, in this setting, they may fulfill social needs through real interaction rather than repetitive purchasing. Consumers high in extraversion tend to use fast-fashion to support social activities, keep up with trends, or look presentable in social settings, so purchases are more situational than compulsive. Consumers low in extraversion may shop more privately and efficiently, but this pattern does not automatically increase compulsive buying risk, suggesting that sociability is not a primary driver of compulsive buying here (Costa & McCrae, 1992; Chugani & Irwin, 2020; Tarka et al., 2022).

Hedonic shopping experience does not mediate the extraversion–compulsive buying link (H2b rejected). Entertaining platform features, influencer content, and trend browsing may increase enjoyment for highly extraverted consumers, but enjoyment does not necessarily translate into loss of control over buying. Self-esteem also does not mediate the relationship (H2c rejected), indicating that extraverted consumers' fashion choices are less about repairing self-worth and more about expressing social identity and responding to external social cues. Overall, extraversion appears to shape how consumers participate in the fast-fashion ecosystem, but it is not a strong pathway to compulsive buying compared with emotional vulnerability and hedonic platform intensity (Tarka et al., 2022).

6.3 The Effect of Openness to Experience, Hedonic Shopping, and Self-esteem on Compulsive Buying

This study finds that openness to experience is positively associated with compulsive buying in Indonesia's online fast-fashion context (H3a accepted). Consumers high in openness tend to seek novelty, experimentation, and self-expression, so they are more likely to explore new styles, follow rapid trend changes, and purchase repeatedly as new items appear. Fast-fashion platforms reinforce this tendency through constant new drops and "must-try" trends, making novelty-driven browsing more likely to end in repeated buying. In contrast, consumers low in openness usually prefer familiar styles and practical choices, so their purchasing is more stable and need-based (Otero-López et al., 2024; Tarka et al., 2022).

Hedonic shopping experience helps explain this relationship (H3b accepted). For highly open consumers, discovering new products feels exciting and rewarding, so the pleasure of exploration becomes a pathway from curiosity to repeat purchasing. Visual merchandising, personalization, and limited-time trend promotions further strengthen this hedonic pull in online fast-fashion (Maula et al., 2025; Tarka & Harnish, 2022). However, self-esteem does not mediate the relationship (H3c rejected), suggesting that openness-driven compulsive buying in this sample is shaped more by enjoyment of novelty than by compensatory motives to repair self-worth (Zhang et al., 2017; Otero-López et al., 2024).

6.4 The Effect of Agreeableness, Hedonic Shopping, and Self-esteem on Compulsive Buying

This study finds that agreeableness does not significantly predict compulsive buying in Indonesia's online fast-fashion context (H4a rejected). Consumers high in agreeableness tend to be more considerate and norm-oriented, so they are less likely to prioritize self-gratification through repeated buying. They may still purchase fast-fashion to stay appropriate in social settings, but the pattern is generally controlled rather than compulsive. Consumers low in agreeableness may be more self-focused and less concerned with social consequences, yet in this sample, that difference is not strong enough to explain compulsive buying (Tarka et al., 2022; Otero-López et al., 2024).

Hedonic shopping experience does not mediate the agreeableness–compulsive buying link (H4b rejected), suggesting that enjoyment and promotional excitement are not the main mechanisms that distinguish agreeable from less agreeable consumers in this context. Self-esteem also does not mediate the relationship (H4c rejected), indicating that agreeableness-related differences in self-worth are not central for explaining compulsive buying here. Agreeableness plays a limited role compared to stronger hedonic and emotional drivers in online fast fashion (Workman & Lee, 2011; Otero-López et al., 2024).

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6.5 The Effect of Conscientiousness, Hedonic Shopping, and Self-esteem on Compulsive Buying

This study finds that conscientiousness is significantly negatively related to compulsive buying in Indonesia's online fast-fashion context (H5a accepted). Consumers high in conscientiousness are typically more disciplined and planful, so they are more likely to evaluate needs, set spending limits, and resist impulse purchases even when platforms push frequent promotions. In contrast, consumers low in conscientiousness tend to buy more spontaneously and are more easily pulled by flash sales, low prices, and one-tap checkout, which increases the risk of repeated purchasing (Tarka et al., 2022; Aquino & Lins, 2023; Otero-López et al., 2024).

Hedonic shopping experience partially explains this protective effect (H5b accepted). Highly conscientious consumers are less likely to convert browsing excitement and promotional cues into repeated purchases, while low conscientiousness makes hedonic rewards more influential and increases vulnerability to compulsive buying. This aligns with evidence that self-control mechanisms help explain problematic online buying tendencies, where weaker regulation increases the likelihood of compulsive patterns (Shabbir et al., 2024). Self-esteem does not mediate the relationship (H5c rejected), suggesting that conscientiousness mainly reduces compulsive buying through consistent self-regulation rather than through self-worth dynamics (Otero-López et al., 2024).

6.6 The Effect of Hedonic Shopping and Self-Esteem on Compulsive Buying

This study confirms that hedonic shopping experience is the strongest predictor of compulsive buying in Indonesia's online fast-fashion context (H6 accepted). Consumers who view shopping as entertainment and emotional release are more likely to make repeated, unplanned purchases because the platform continuously offers pleasure, novelty, and excitement rather than encouraging need-based decisions. In practice, these consumers are easily triggered by visually appealing content, trend cycles, and promotional cues such as flash sales, live shopping, and buy-now-pay-later features, which raise emotional arousal and reduce deliberation. By contrast, consumers with lower hedonic orientation tend to shop more purposefully and are less likely to enter a repetitive buying cycle driven by mood and stimulation (Tarka et al., 2022; Otero-López et al., 2024; Anggita et al., 2023; Hutapea et al., 2025).

Self-esteem does not significantly predict compulsive buying in this study (H7 rejected). This suggests that compulsive buying in this sample is less about buying to repair self-worth and more about the immediate emotional rewards built into the online fast-fashion experience. Consumers with higher self-esteem may still enjoy fashion and aesthetics, but they are more likely to keep purchases controlled and value-driven, whereas those with lower self-esteem are not necessarily driven to compulsive buying unless the shopping environment strongly stimulates hedonic motives. Overall, the findings highlight that in highly stimulating digital retail settings, emotional gratification can overshadow self-worth dynamics, making hedonic design and promotional intensity the more dominant drivers of compulsive buying risk (Otero-López et al., 2024).

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6.7   Managerial Implication

The significant findings suggest that compulsive buying in Indonesia's online fast-fashion context is driven primarily by hedonic shopping experience, and is further shaped by openness to experience and neuroticism (risk-enhancing) as well as conscientiousness (protective). Managerially, this implies that the most actionable lever is the one that amplifies hedonic intensity through platforms and campaigns. Fast-fashion firms should therefore manage high-arousal design and promotional cues common in online retail (e.g., repeated discount prompts, urgency framing, highly stimulating content) by adding responsible choice architecture, such as clearer total-spend visibility, purchase reminders, optional cooling-off prompts, and more transparent promotion conditions, to reduce repeated, uncontrolled purchasing while maintaining engagement.

The results also support targeted message framing for relevant segments. Because hedonic experience strengthens the openness pathway, novelty-led campaigns should be paired with structured restraint-friendly options (e.g., curated capsules, "shop what you will wear" prompts, and recommendations tied to needs rather than constant novelty). For consumers higher in neuroticism, brands should avoid framing shopping as emotional relief and instead incorporate mindful purchasing and budgeting cues, especially during high-intensity promotional periods. For conscientious consumers, value-based positioning (quality, durability, and sustainability information) is likely to be more effective than excitement-based appeals, consistent with their stronger self-regulation and weaker reliance on hedonic rewards. Overall, these implications emphasize responsible hedonic design and segment-appropriate messaging to reduce the risk of compulsive buying without eliminating consumer enjoyment.

6.8   Theoretical Contribution

This study clarifies how the BFPT framework developed by McCrae and Costa (1992) explains compulsive buying in Indonesia's online fast-fashion context. The findings support BFPT by showing significant trait-based differences: neuroticism and openness to experience are positively related to compulsive buying, while conscientiousness is negatively related. However, extraversion and agreeableness are not significant, indicating that BFPT effects are context-dependent and that not all traits are equally predictive in highly stimulating digital retail environments.

This study also extends the BFPT stream initiated by Costa and colleagues by translating a primarily psychological trait framework into a marketing-consumption setting and testing explanatory mechanisms relevant to digital shopping. Specifically, it offers novelty by jointly examining two contrasting mediators that prior studies often tested separately: hedonic shopping experience (an emotional reward mechanism) and self-esteem (a self-worth regulation mechanism), as reflected in Tarka et al. (2022) and Otero-López et al. (2024). The results support an affective-process extension of BFPT: hedonic shopping experience is the strongest driver of compulsive buying and explains key pathways (especially for openness and the protective role of conscientiousness). In contrast, the results do not support self-esteem as a central mechanism in this model. Overall, the study enriches BFPT-based consumer behavior theory by showing that, in digitally intensified fast-fashion settings, hedonic gratification provides a more robust pathway to compulsive buying than self-worth repair.

6.9   Limitations

Several limitations should be noted. First, this study is specific to Indonesia; therefore, the relationships among personality traits, hedonic shopping experience, self-esteem, and compulsive buying may not generalize to countries with different social norms, economic conditions, and shopping habits. Future research should conduct cross-cultural comparisons to assess whether these mechanisms operate similarly across settings. Second, the sample is concentrated in Jakarta and Java, which may overrepresent urban consumers with higher digital access and greater exposure to fast-fashion. Broader sampling across regions in Indonesia is needed to improve external validity.

Third, the study focuses on fast-fashion, a category characterized by rapid trend cycles and impulse-oriented purchase cues. The findings may differ in product categories that are more utilitarian or quality-driven, such as electronics, cosmetics, or daily necessities; therefore, future studies should test the model across categories. Fourth, the quantitative, cross-sectional design captures statistical associations but cannot fully explain deeper emotional motives and lived experiences behind purchasing decisions. Mixed-method approaches, including in-depth interviews or focus group discussions, and longitudinal designs would provide a more holistic understanding of how these behaviors develop and change over time.

7.   Conclusions

This study examined how the Big Five personality traits relate to compulsive buying among Indonesian online fast-fashion consumers, and whether hedonic shopping experience and self-esteem explain these relationships. The findings show that compulsive buying is driven primarily by hedonic shopping experience, highlighting the central role of emotional gratification in fast-fashion consumption. At the trait level, neuroticism and openness to experience increase vulnerability to compulsive buying, while conscientiousness serves as a protective factor. Hedonic shopping experience strengthens key pathways, particularly by translating openness-related novelty seeking into repetitive purchasing and partially explaining the protective effect of conscientiousness. In contrast, self-esteem does not play a central explanatory role in this model. Overall, the study underscores that in digitally intensified fast-fashion environments, compulsive buying is more strongly shaped by hedonic processes than by self-worth regulation.

8.   Recommendation

Future research should broaden its geographic and cultural scope by examining consumers across countries with different cultural orientations and levels of shopping-market maturity, in order to understand how social norms and consumption habits shape compulsive fast-fashion buying. To strengthen generalizability, the framework should also be tested in other product categories, such as electronics, cosmetics, or luxury goods, where purchase decisions tend to be more utilitarian and quality-driven than emotion-driven. Given the limits of survey-based designs in capturing deeper motives, future studies are encouraged to use qualitative or mixed-method approaches, such as in-depth interviews or case studies, complemented by triangulation to validate quantitative findings and uncover the emotional and cognitive processes behind compulsive purchasing. In addition, extending the model with variables such as impulsive buying tendency, self-consciousness or self-perception, sustainability awareness and social consciousness, and perceived price and brand value may

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provide a more comprehensive explanation of how emotional gratification, social validation, and responsible consumption interact within fast-fashion contexts.

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