

Why Does Someone Have Compulsive Buying Behavior? A Case of Indonesian Migrant Workers in Taiwan

ABSTRACT

Aims: This research aims to investigate the impact of job burnout on compulsive buying behavior among a group of 210 Indonesian domestic migrant workers in Taiwan. Additionally, it explores the mediating role of ego depletion in this relationship and the moderating effect of consumer susceptibility to interpersonal influence. The study employed a quantitative approach to examine the relationship between job burnout, ego depletion, consumer susceptibility to interpersonal influence, and compulsive buying behavior among Indonesian domestic migrant workers in Taiwan. The findings indicate that job burnout significantly increases compulsive buying tendencies among Indonesian domestic migrant workers in Taiwan. However, ego depletion does not act as a mediating factor in this relationship. Conversely, consumer susceptibility to interpersonal influence moderates the relationship between ego depletion and compulsive buying behavior significantly, suggesting that greater susceptibility weakens the impact of ego depletion on compulsive buying behavior. These results emphasize the importance of addressing job burnout and considering interpersonal influences in interventions aimed at mitigating compulsive buying behaviors among Indonesian domestic migrant workers in Taiwan. Such interventions have the potential to improve the mental and financial well-being of this population.

Keywords: Job Burnout, Ego Depletion, Consumer Susceptibility to Interpersonal Influence, Compulsive Buying

1. INTRODUCTION

Compulsive buying behavior, involving uncontrollable buying urges, affects individuals, including Indonesian domestic migrant workers (Kovács et al. 2022). These workers, particularly females, face challenges like low wages and societal expectations forming "ethnic niches" (Elias 2010). Severe economic conditions drive their migration (Tandos 2018), and the Indonesian government's ruling on using registered labor brokers may impact their migration networks (Paul 2018). Their diverse migration histories, including serial migration, add to their vulnerability (Liao & Gan 2020). The precarity and itinerancy among low-wage migrant workers, including Indonesians, highlight the challenges they face during migration (Parreñas et al. 2018). Wage discrepancies are common, as seen in Taiwan (Suryadi et al. 2013). Mental health issues, such as anxiety and depression, are prevalent, especially during crises like COVID-19 (Liem 2021). Limited healthcare access and awareness lead to misperceptions about health among migrant workers (Huang et al. 2020).

Job burnout, a psychological strain from depleted coping resources at work, impacts employee well-being and organizational outcomes (Vinokur et al. 2011). It negatively affects job

performance, satisfaction, commitment, and increases turnover intentions (Anaza et al. 2020). The Job Demands-Resources (JD-R) model links high job demands and low resources to burnout, including exhaustion and reduced professional efficacy (Bakker et al. 2005). Burnout mediates the relationship between job stress and organizational commitment, leading to decreased satisfaction and commitment (النعماني et al. 2022). It also decreases organizational commitment (Halimah et al. 2023), impacting job involvement, safety, and turnover (Finney et al. 2013). In healthcare, burnout affects job performance, commitment, and satisfaction (Wang et al. 2022). It mediates between perceived organizational justice and counterproductive behavior (Wu et al. 2016).

Burnout can lead to impulsive or compulsive behaviors as individuals seek to cope with stress and emotional strain (Maslach et al. 2001). This manifests in behaviors like excessive shopping, eating, or risky activities (Torun & Ipçioğlu 2015). Burnout reduces motivation towards work, leading to disengagement and impulsive behaviors as escapism (Pan et al. 2022). Decreased self-regulation due to burnout makes individuals more prone to impulsive decisions (Bakker & Vries 2020). Burnout also impacts mental health, causing depression and reduced job satisfaction (Hui et al. 2022), leading to compulsive behaviors for temporary relief (Sun et al. 2020). It results in decreased productivity, conflicts, and negative emotions, prompting maladaptive coping mechanisms (Arasteh & Seyedoshohadaei 2018).

Ego depletion explains self-control and impulsive behaviors. Self-control operates on a finite resource that can be depleted (Hagger et al. 2010). Acts of self-control cause short-term impairments in subsequent self-control, known as ego depletion (Baumeister et al. 2007). Depleted self-control resources result in impulsive behaviors (Cantarero & Tilburg 2014), affecting long-term goals and increasing risk-taking and dishonesty (Herdian & Putri 2022; Keller & Kiss 2021; Wu et al. 2019). Ego depletion also impacts decision-making, increasing dishonesty and reducing goal adherence (Wang et al. 2015; Li et al. 2022). It decreases prosocial behavior and increases workplace deviance (He & Li 2019).

Interpersonal influence shapes buying behavior, impacting decision-making and purchase intentions (Rook & Fisher 1995). Social norms and influences from social circles drive impulsive purchases (Rook & Fisher 1995). Social media serves as a behavioral cue source, increasing online interpersonal influence on purchases (Bedard & Tolmie 2018).

Studies like Pan et al. (2013) on migrant worker health and Chang (2021) on guest worker hierarchies do not directly address the link between job burnout and compulsive buying among Indonesian migrant workers. Liao & Gan (2020) on migration experiences and Irawaty (2022) on consumption practices offer relevant insights. Paul (2018) on social networks may shed light on how job burnout affects interpersonal relationships and buying behavior.

Tarka & Kukar-Kinney (2022) explore compulsive buying among young consumers, examining how interpersonal influence moderates the relationship between ego depletion and compulsive buying. Hubert (2023) on brand logos and compulsive buying provides insights into behavioral reactions and neural activation.

Targeted research is needed to address job burnout, ego depletion, and compulsive buying among Indonesian domestic migrant workers. Understanding their unique challenges can guide interventions to support their well-being and financial management.

Existing research on various populations like healthcare workers and teachers highlights psychological and occupational challenges. However, there's a lack of focus on Indonesian domestic migrant workers. Studies like Maráz et al. (2016) on compulsive buying and Pradas-Hernández et al. (2018) on nurse burnout offer important insights but do not address this specific demographic. Targeted research can inform policy and support mechanisms to promote the well-being and financial health of Indonesian domestic migrant workers.

2. MATERIAL AND METHODS

The study focuses on a sample of 210 female Indonesian household workers, primarily from Java Island, gathered through both online and offline surveys. These workers typically endure long working hours, ranging from 7:00 AM to 11:00 PM, with some even working 24-hour shifts to care for the elderly, as highlighted by Hartini (2019). The research zeroes in on household migrant workers due to their susceptibility to high levels of work-related stress.

Data collection involved both offline and online questionnaires utilizing snowball sampling, a method where participants are recruited based on information provided by previous respondents (Vogt, 1999). This approach was informally employed to gather data from the target population (Hendricks, Blanken, & Adriaans, 1992) and formally utilized for qualitative research to access hard-to-reach populations (Snijders, 1992).

To ensure accurate data on social interactions, the study was conducted over a two-week period, as recommended by Wheeler & Reis (1991). The first week assessed the impact of Lunch Breaks Autonomy, Job Burnout, and Abusive Supervision on Ego Depletion, while the second week focused on the effect of Ego Depletion on Compulsive Buying, moderated by Consumer Susceptibility to Interpersonal Influence.

Data processing was conducted using Smart PLS, a statistical analysis tool commonly used in structural equation modeling.

During the initial phase, 170 offline questionnaires were distributed in three Indonesian restaurants in Hualien, Taiwan, during lunch breaks, supplemented by distribution via Facebook. Ultimately, 91 respondents completed the forms, but due to errors, 51 samples were discarded, resulting in 210 valid samples. In the subsequent phase, 170 offline questionnaires were distributed face-to-face, resulting in an additional 210 valid responses.

3. RESULTS AND DISCUSSION

Validity Test

Construct Validity and Reliability

The value of convergent validity can be assessed based on the Average Variance Extracted (AVE), where each construct should be above 0.5. According to Fornell and Larcker (1981), an AVE value is allowed to be below 0.5 as long as the Composite Reliability value is above 0.6, as shown in the following table 1.

Table 1. Average Variance Extracted Result

	Composite Reliability	Average Variance Extracted (AVE)
Ego Depletion	0.732	0.480
Consumer Susceptible to Interpersonal Influence	0.875	0.470
Job Burnout	0.869	0.401
Compulsive Buying	0.862	0.677

Heterotrait Monotrait Ratio Of Correlation (HTMT)

According to Gold et al. (2001), the Heterotrait Monotrait Ratio of Correlation (HTMT) has a higher level of sensitivity compared to cross-loading and the Fornell and Larcker criterion. Based on discriminant validity, a variable is considered valid if the HTMT value is less than 0.90. The HTMT test results are as follows:

Table 2. HTMT Table

	Ego Depletion	Susceptible to Interpersonal Influence	Job Burnout	Compulsive Buying
Ego Depletion				
Susceptible	0.181			
Job Burnout	0.481	0.185		
Compulsive Buying	0.491	0.477	0.436	

Reliability Test

The next analysis to ensure there are no measurement reliability issues is to look at the composite reliability value. This is intended to evaluate the outer model or unidimensionality test. The cutoff value used for this measurement is composite reliability > 0.7, as shown in the following output table.

Table 3. Reliability Test Table

	Composite Reliability
Ego Depletion	0.732
Susceptible to Interpersonal Influence	0.875
Job Burnout	0.869
Compulsive Buying	0.862

Structural Model Analysis

Inner model or structural model analysis is used to ensure that the model is accurate or sturdy. The inner model value can be seen through the R square, F Square values which are then processed to see their predictive relevance.

Table 4. R Square Table

	R Square	R Square Adjusted
Compulsive Buying	0.344	0.330
Ego Depletion	0.093	0.088
Total Average		0.209

Table 5. F Square Table

	Compulsive Buying
Compulsive Buying	

Consumer Susceptibility to Interpersonal Influence	0.188
Ego Depletion	0.059
Job Burnout	0.109
Moderating Effect 1	0.059
Total Average	0.103

The F-square value represents the change in R-square when an exogenous variable is excluded from the model. According to Cohen (1988), the effect size of F-square is categorized as small (≥ 0.02), medium (≥ 0.15), and large (≥ 0.35). Based on the table above, the F-square value for this model is relatively small ($0.103 > 0.02$). Nevertheless, this result is not concerning because the F-square suggests that there may be other exogenous variables, not observed in this study, that could explain the relationship with the endogenous variable more precisely or strongly. Moreover, considering the R-square value, the proposed model in the study exhibits an R-square value of 0.344 or 34% for the latent variable compulsive buying. This indicates that ego depletion, job burnout, and consumer susceptibility to interpersonal influence account for 34% of the variance in compulsive buying behavior..

Further analysis that can be carried out to prove that this research model is good can be seen through Q2. Below, testing the inner model can be done by looking at the Q2 (predictive relevance) value as follows.

Table 6. Construct Crossvalidated Redundancy

	SSO	SSE	Q ² (=1- SSE/SSO)
Compulsive Buying	573.000	455.424	0.205
Consumer Susceptible to Interpersonal Influence	1528.000	1528.000	
Ego Depletion_	573.000	555.377	0.031
Job Burnout_	1910.000	1910.000	
Moderating Effect 1	191.000	191.000	
Total Average			0.118

Prediction relevance (Q²), also known as Stone-Geisser's Q², is assessed to determine the predictive capability using the blindfolding procedure. According to Gozali (2006) and Jaya et al. (2008), Q² values are categorized as small (0.02), medium (0.15), and large (0.35). The Q² value in this study is considered small ($0.118 > 0.02$). The final evaluation of the model involves calculating the Goodness of Fit (GoF) value. Since the GoF value in Partial Least Squares (PLS) testing must be determined manually, the author utilizes a formula as proposed by Tenenhaus (2004).

$$GoF = \sqrt{AVE \times R^2}$$

$$GoF = \sqrt{0.507 \times 0.209}$$

$$GoF = 0.031$$

According to Tenenhaus (2004), the Goodness of Fit (GoF) value can be categorized into three levels: small (0.1), medium (0.25), and large (0.38). Based on the above calculations, it can be concluded that the overall model selection in this study has a small GoF value. Therefore, it can be inferred that the model developed is weaker.

Hypothesis Analysis

Table 7. Hasil Uji Hipotesis 1

	Coefficient	T Statistics	P Values
Job Burnout_ -> Compulsive Buying	0.284	4.907	0.000
Job Burnout_ -> Ego Depletion_ -> Compulsive Buying	0.063	1.733	0.084
Moderating Effect 1 -> Compulsive Buying	-0.250	3.155	0.002

H1 Job Burnout Influence Compulsive Buying

A positive original sample value of 0.284 indicates a positive relationship between job burnout and compulsive buying. This suggests that higher levels of job burnout correspond to a greater tendency to engage in compulsive buying. Roberts et al. (2014) emphasized the role of contingent self-esteem in compulsive buying tendencies. Individuals with contingent self-esteem may be more prone to compulsive buying behavior as a means of enhancing their self-worth through material possessions. Job burnout, which can lead to feelings of low self-esteem and dissatisfaction, may further intensify compulsive buying tendencies. Additionally, Achziger et al. (2015) suggested that ego depletion, a state characterized by diminished self-control resources, can mediate the relationship between job burnout and compulsive buying behavior. Ego depletion impairs self-control and decision-making abilities, making individuals more vulnerable to impulsive behaviors such as compulsive buying, especially when experiencing burnout.

H2 Ego Depletion Mediating Job Burnout and Compulsive Buying

The original sample value of 0.063 indicates a weak positive relationship between job burnout and compulsive buying through ego depletion. However, the p-value of 0.084 exceeds the commonly accepted significance level of 0.05, indicating that this relationship is not statistically significant. In contexts where ego depletion does not mediate the relationship between job burnout and compulsive buying, it suggests the presence of other influencing factors or mechanisms. For instance, job burnout may directly impact compulsive buying behavior without ego depletion as an intermediary factor. The emotional distress and dissatisfaction associated with burnout could directly provoke compulsive buying tendencies in individuals, bypassing the role of ego depletion in exacerbating impulsive behaviors.

Research by Ren et al. (2010) found that implicit positive emotion can counteract ego depletion, implying that positive emotions may mitigate its effects on self-regulation. This study highlights that self-regulation can counteract ego depletion, underscoring the intricate interplay between emotional states and self-control processes. Additionally, Dorris (2009) demonstrated that ego depletion can impair conscious efforts at self-regulation, suggesting that ego depletion may hinder individuals' ability to engage in deliberate self-regulation, leading to difficulties in controlling behavior and making decisions. Moreover, Schnabel and Pollatos (2022) found that alexithymia, a condition characterized by difficulties in identifying and expressing emotions, exacerbates the effects of ego depletion on self-regulation processes. This study suggests that individuals with alexithymia may struggle more with self-regulation when experiencing ego

H3 Consumer Susceptibility to Interpersonal Influence Moderating Ego Depletion and Compulsive Buying

The original sample value of -0.250 indicates a negative moderating effect of consumer susceptibility to interpersonal influence on the relationship between ego depletion and compulsive buying. The p-value of 0.002 is significantly below the commonly accepted significance level of 0.05, indicating that this moderating effect is statistically significant. A relevant study by Adamczyk (2021) examines compulsive and compensative buying among online shoppers. The research suggests that individuals with very positive attitudes toward online shopping and frequent online shopping habits may exhibit the strongest susceptibility to compulsive buying. Understanding the influence of social factors on compulsive buying tendencies can provide insights into how consumer susceptibility to interpersonal influence might moderate the relationship between ego depletion and compulsive buying behavior. Another pertinent study by Kocatürk and Eroğlu (2022) explores the influence of impulse and hedonic buying tendencies on online compulsive buying. The study indicates that consumers may engage in compulsive buying behavior to escape negative emotions and seek social acknowledgment. This research offers valuable insights into the role of emotional and social factors in compulsive buying tendencies, which could be influenced by consumer susceptibility to interpersonal influence.

4. CONCLUSION

The study aimed to explore the influence of job burnout on compulsive buying behavior among Indonesian domestic migrant workers in Taiwan. The primary objective of this research was to investigate the impact of job burnout on compulsive buying behavior among Indonesian domestic migrant workers in Taiwan, with a specific focus on examining the mediating role of ego depletion and the moderating effect of consumer susceptibility to interpersonal influence. The study's outcomes yield several noteworthy insights.

Initially, the results indicate a positive and statistically significant correlation between job burnout and compulsive buying behavior, as evidenced by an original sample coefficient of 0.284 with a p-value of 0.000. This suggests that heightened levels of job burnout are associated with an increased propensity for compulsive buying, emphasizing the urgent necessity of addressing job burnout to mitigate its detrimental impact on purchasing behaviors.

Subsequently, the analysis indicates that ego depletion does not serve as a mediator in the relationship between job burnout and compulsive buying, as indicated by an original sample coefficient of 0.063 with a p-value of 0.084. This implies that the direct pathway from job burnout to compulsive buying is not significantly influenced by the extent of ego depletion experienced by individuals.

Lastly, the study reveals that consumer susceptibility to interpersonal influence significantly moderates the relationship between ego depletion and compulsive buying, with an original sample coefficient of -0.250 and a p-value of 0.002. This suggests that the positive association between ego depletion and compulsive buying weakens as susceptibility to interpersonal influence increases. In essence, individuals who are more susceptible to external opinions and behaviors are less inclined to engage in compulsive buying when experiencing ego depletion.

These findings underscore the intricate interplay among job burnout, ego depletion, and consumer susceptibility to interpersonal influence in shaping compulsive buying behaviors. Interventions aimed at mitigating job burnout and leveraging the moderating impact of interpersonal influence could prove effective in alleviating compulsive buying tendencies among Indonesian domestic migrant workers in Taiwan, potentially leading to enhanced mental well-being and financial stability within this demographic.

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