

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Shopping is an activity that can help people fulfill their needs. Actually, buying or shopping is a normal and routine part of everyday life. Most people like to shop because it is a necessity for some people to achieve their satisfaction. Nowadays, shopping or buying activity is not about purchasing product or goods that we want or need, but shopping becomes a lifestyle. When someone goes after something pleasurable and obtain it, they are most likely to repeat this process. Even shoppers just buy the brand because the brand is giving self-esteem. The shopper feels appreciated by people, and they will be more confident and happy when they get to shops what they want. The point is, human needs recognition from others. However, shopping behavior of each person is different. For example, consumers buy new shoes because old shoes are broken or no longer feasible. But, there are also consumers who make irrational purchases, buy continuously or excessively and actually not really need it, they buy those things just because she or he likes the shape and only thinks of pleasure for a moment without thinking the consequences. The irrational buying behavior like that this called *Compulsive Buying Behavior*. This addiction brings more negative impact rather than the positive. The primary example of negative impact is when someone is already showing compulsive behavior, when they want something they

must get it, no matter how poor they are. They will trade anything for things they want. This definition is supported by scholars' opinions, and will be explained below.

In this era, many people are more concerned with desire rather than necessity. They buy something that actually is not their real need. Enrico, Aron, & Oktavia states that "People tend to buy more product than what they really need. Consumptive behaviour happens because humans have a lot of desire" (2001, p.1). Usually, the habit has a bad impact, which appropriate what Lindquist & Sirgy state "Compulsive behaviour, as negative outcome of development of consumer society" (2006, p.533). This is supported by Sharma, Narang, Rajende, & Bhatia, who says that "Compulsive buyers feel the product calling them, almost demanding them to purchase it. Compulsive buyer may feel happy (or powerful) while shopping, but these transitory emotions are usually followed by a let down or guilt feelings" (2009, p. 111). This buying behavior leads to significant distress or impairment. The compulsive shopper is distressed by his or her activity and will often hide the evidence. Upon this condition, O'Ginn & Faber argues that "compulsive buyers, buy not so much to obtain utility or service from a purchased commodity as to achieve gratification through the buying process its self" (1989, p. 147).

In *Consumption and the Consumer Society*, Goodwin states "Some people have consumerist values or attitudes so they always want to consume more to find meaning and satisfaction in life through purchase of goods" (2008, p.7). So, many people work hard just to get goods that make

them satisfied. They consume just for their pleasure and happiness. Most often, impulsive behaviors are driven by an excited positive mood. Humans do the consumption activity every day for a living. This explanation of consumption is supported by Enrico, Aron & Oktavia who believe that “consumption is an activity using product or service to achieve maximum satisfaction.” (2014, p. 1). Storey states, “compulsion is the answer all our problem consumption will make us whole again; consumption will make us full again; consumption will make us complete again consumption will return us to blissful state of imaginary” (1996, p.115). Even compulsive buyers have to spend a lot of money to buy the goods, but it does not become a problem for them because the ability to consume goods can make people happier. This compulsive behavior is triggered not only by external factors but also internal factors, which resulted in an intense desire to purchase a product in order for generating a cognitive awareness. For example, people buy an item not because they need it, but only to show people if they are classy. The example of this case is triggered by internal factors of low self-esteem.

Confessions of a Shopaholic is a movie that potray women’s consumerism lifestyle. The movies tell about the main character that is consumptive. The terms shopaholic implies addiction. In fact, the main character, is a consumptive woman that always spend her money to fulfill her desire. The consumer culture that is reflected in the *Confessions of a Shopaholic* is adapted from a novel entitled *The Secret Dream World of a*

Shopaholic and Shopaholic Abroad which is directed by Shopie Kinsella. This film describes American women's lifestyle.

Rebecca is the example of a woman living in a modern lifestyle in America. She spends her money to fulfill her desire. She is shopping all the time with continuously purchasing and this behavior is called compulsive buying behavior. As a woman she is more into compulsive behavior since there is wide variations things to buy, such as clothes, shoes and jewelry. Eventhough the motivations and effects of compulsive buying behavior are the same for men and women. In the early scene it shows when her seven-year-old self in a dress shop, marveling at the women who can buy beautiful things with the magic (credit) cards. She said "You know that thing when you see someone cute and he smiles, and your heart kind of goes like warm butter sliding down hot toast? Well, that's what it's like when I see a store." Rebecca related her shopping obsession to sexual desire for adult man.

There has been research about compulsive buying behavior. The first is "Factors Influencing Compulsive Buying Behavior; a Study of Penang Shoppers" written by Nor Idayu Bt Mohd Shafii, 2008, a graduating paper, from University Sains Malaysia. In her research, she tells about factors influencing Penang shopper. This study discriminates factors that contribute to non-compulsive and compulsive purchase tendency. The findings of the research contribute to the knowledge, customers, the marketer as well as the policy maker. The second is "Hubungan Antara Self-esteem dan Compulsive Buying Pada Wanita

Dewasa Muda” written by Laili Kurnia, 2012, an undergraduate paper, from Indonesia University. In her research she examines the relationship between self-esteem and compulsive buying among young adulthood women. Compared to those research, the writer’s research is different because the writer wants to analyze the compulsive buying behaviors performed by the main character in the movie. Those research use real objects, whereas in this research she uses a fictional object. A movie can be a powerful media to educate people especially young generation to be wise in using and managing money.

1.2 Field of the Study

The field of the study is literature, especially one that concentrates on compulsive buying behavior and consumer culture.

1.3 Scope of the study

This study is limited to analyzing on the main character only of the film *Confessions of a Shopaholic* movie.

1.4 Research Question

This study aims to answer the following questions:

1. What are internal and external factors that trigger the compulsive buying behaviors of the main character?
2. What become the characteristics of Rebecca’s compulsive buying behavior?

1.5 Objectives of the Study

1. To find out Internal and external factors that triggers the compulsive of main character, Rebecca Bloomwood.
2. To find out the characteristics of Rebecca who has compulsive buying behavior.

1.6 Significance of the Study

This research can be used as a helpful reference in order to understand the application of consumer culture theory and compulsive buying behavior in literature for English department students and lecturers. The writer hopes this study can show to the reader that consuming excessively will bring more negative impacts rather than positive impacts.

