

CHAPTER III

RESEARCH METHODOLOGY

3.1 Type of research

There are qualitative and quantitative methods. However, in this research the writer will use qualitative research methods. “qualitative research is concerned with collecting and analyzing information in as many forms, chiefly non numeric, smaller numbers of instances or examples which are seen being interesting or illuminating, and aims to achieve ‘depth’ rather than ‘breadth’.” (Blaxter & Tight, 2001, p. 61).

3.2 Data collection

The primary data is a film entitled *Confession of a Shopaholic*. The secondary data are books, journals, and web articles. This research applies library research which allows the writer besides using books from the internet, the writer also used the internet to support her library research her library research. The details of the movie are as follows:

Title : *Confessions of a Shopaholic*
Director : P.J. Hogan
Producer : Jerry Bruckheimer
Production : Touchstone Picture
Release date : 13 February 2009
Country : United States
Novel : *The Secret Dream World of a Shopaholic and Shopaholic Abroad*
Writer : Sophie Kinsella

3.3 Research Procedure

There were some steps used by the writer when writing this thesis. First, the writer downloads the movie from the internet and download the subtitle in www.subscene.com. Second, after the movie was found she watched the movie. The writer decided to analyze the movie using theories of compulsive buying behavior from O'guinn and Faber & Sharma et.al, Dittmar and Zehr. Third, the writer made an outline for the study. After that, the writer made some problem formulations and found the objectives of problem formulation. Finally, the writer made some analysis from *Confession of a Shopaholic* movie.

3.4 Method of data analysis

Based on O'guinn & Faber & Sharma, Dittmar & Zehr, the writer interpreted and analyzed from all of the data that is related to the topic research. She was the one who determined the topic and the characteristics by identifying factors that trigger compulsive buying behavior on *Confession of a Shopaholic* movie. The factors that triggered the compulsive buying behavior were divided into two parts: internal factors and external factor.