

CHAPTER IV

ANALYSIS AND INTERPRETATION

In this chapter, the writer analyzes the factors that trigger Rebecca Bloomwood to exhibit compulsive behavior, and the characteristics categorizing her as having this particular as shown in *Confession of a Shopaholic* movie. The data description is presented by scripts and data analysis. The writer applies some theories related to the movies and the psychological issues experienced by the character.

This chapter is divided into two parts. The first part is focusing on find out the internal and external factors that trigger Rebecca to become a compulsive buyer. Shopping is commonly self-developed or consciously developed by individuals. For instance, people who become compulsive buyers have such urges that eventually develop an addiction for specific foods or drugs such as coffee, cigarettes or alcohol. Such urges are reflected in their behaviors as impulsive and compulsive buying. The second one is to describe the characteristic of Rebecca's compulsive behavior by using two theories proposed by Dittmar and Zehr.

4.1 Internal and External Factors that Triggers the Compulsive Buying Behavior

Consumers exhibit different buying behaviors due to their different sets of needs, wants and desires. Then buying patterns are established of the combinations of their social, cultural, psychological and environmental

factors. Whenever an individual goes shopping, whether it is directly or indirectly, from online shopping and going to malls, she or he has to go through some decision making in order to make a purchase. The two main key decisions are influenced by internal (Low Self-esteem, anxiety, motivation, materialism, fantasizing) and external factors (Family, television, advertisement, credit cards and lifestyle). The discussions will be presented below.

4.1.1 Internal factors

a. The feeling of low self-esteem

D'Astous states in his book, *Consumer Reactions to Product Placement Strategies in Television Sponsorship*, "Compulsive buying tendencies correlate negatively with self-esteem" (SeÂguin, 1997). The consumers' internal factors are the most prominent factor as they distinguish them from others in buying behavior. Low esteem is also associated with compulsive behavior. People who consume branded and expensive goods do not necessarily relate to signal status, prestige, etc., but also a compensatory act to give a comfort an ailing ego following psychological traits. When people have low self-esteem, they always think that they are not good enough; therefore they need 'something' to feel that they are enough. "Compulsive shopper usually tries to prevent a feeling of depression, anger, loneliness, or low self-esteem through the emotional lift and the momentary euphoria that are provided." (O'Guinn and Faber cited in Jacobs, 1986, pp. 15-31). Therefore, in order for a compulsive buyer not

to invest in sadness, depression, and lack of confidence, a compulsive buyer needs to go shopping and purchase some goods they truly desire.

Rebecca Bloomwood is described as a shopaholic who grows up in a poor environment with a lot of financial problems. This leads her to become a woman who has low self-esteem. The writer can conclude that her compulsive behavior is related to low self-esteem. By buying expensive things, Rebecca gain more confidence. She raises her self-esteem by items that she buys, and most of the she buys are really expensive. Here is one of many examples where Rebecca shows compulsive buying behavior. At the first, she just intends to go sightseeing in some stores during her leisure time, what happens at the end is her decision to buy things.

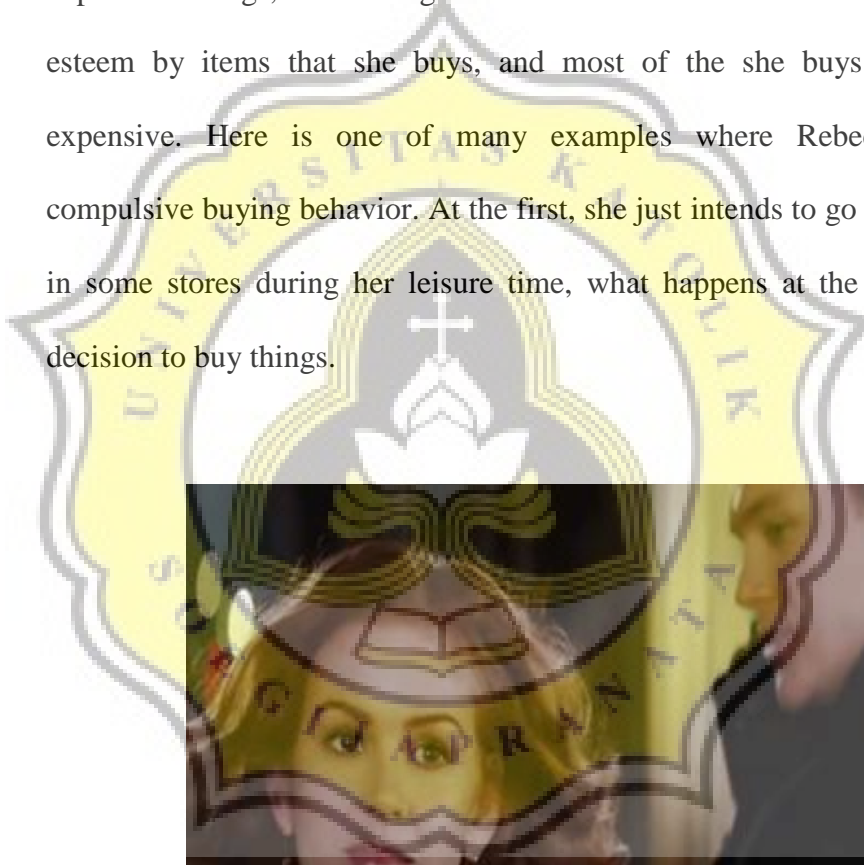


Figure 1: Rebecca walks toward the stores

(Hogan, 2009, 00:02:09)

On the movie, there is a scene which shows Rebecca in the stores, saying (1) “Cause you know that thing, when you see someone cute and be smiles, and your heart kind goes like warm butter sliding down hot toast? Well, that’s what it’s like when I see a store. Only it is better.”

(Hogan,2009,00:02:08). Rebecca explains the store excessively. She compares a store with someone. She says “Only its better” which means that store is better than someone or a man. She implies that the store is better than a human being because she gets everything she wants from it. She always feels that the store is the best place to come. She has overwhelming feeling when she comes to the store. On one section of the movie, she says “You see, a man will never love you or treat you as well as a store. If man does not fit, you can exchange him seven days later for a gorgeous cashmere sweater. And a store always smells good. A store can awaken a lust for things you never even knew you needed and when your fingers grasp those shiny, new bags... Oh, yes! Oh yes!” (Hogan, 2009, 00:02:43).

When saying “Oh yes! Oh yes!” Rebecca highlights that stores and goods give her satisfaction, something she could not get when falling in love with a man. In other words, she values goods and shopping compared to her relationship with a man. From the store, she can buy a new item which meets her need of self-esteem. Having a low self-esteem, she tries to boost it by having the items. The items she buys from the store increase her level of self-confidence. She is a type of person who really cares about her outside appearance. The other reason why she loves to buy goods is because she wants to look good. The goods she buys complete her.

All the items in the store can boost her low self-esteem and makes her feel beautiful and special. She even exaggerates her feeling about stores in some parts of the movie. The exaggeration of her feelings can be seen as her eyes widen. This physical expression confirms her passionate feelings of hanging out in the store and buying things.

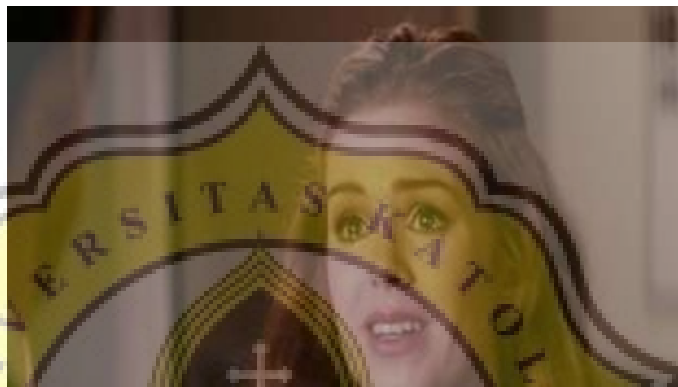


Figure 2: Rebecca shows her excitement in the store

Rebecca: “Because when I shop, the world gets better. The world is better. And then it's not anymore. And I need to do it again.”

(Hogan, 2009, 01:16:39)

In the scene of the picture Rebecca is saying that a store is a place to get a better world. When she is shopping, the world gets better. It is a better place and therefore she has a reason to visit it again.

Rebecca always takes pleasure from shopping. She states a few times in the movie that happiness is when she can buy everything she wants. She becomes more confident whenever she goes to a shop. Therefore, she gets to the store continuously and buys things that she does not even need. The goal is of course to get satisfaction. By saying “And I need to do it again,” Rebecca reveals that buying things has become her

habits. For Rebecca, she needs to shop continuously, because her self-esteem depends on the things she has or wears. She feels sad when she cannot buy things, and this situation leads her to distress and sadness. When interested in something, she will be determined to buy that thing.

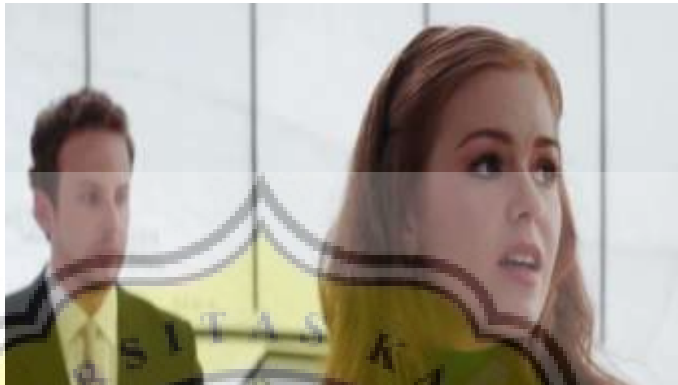


Figure 3: Rebecca's jealousy with another women

(Hogan, 2009, 00:08 21)

Rebecca's internal factor of low self-esteem also comes from jealousy towards other women. When she said to the women in front of her "She has longest legs in the world" (Hogan, 2009, 00:08 21), Rebecca feels jealous of other women whom she thinks are prettier or fancier than she is. She thinks that it is unfair whenever she compares herself to other girls because she feels that she is not 'decent' enough. The way she stares at the other girls can describe how she really envies them. She is motivated to buy more goods than other women who are prettier than she is. It is obvious that she is not confident about herself, and tends to compare herself with other women.



Figure 4: Rebecca talks with a friend about another woman

(Hogan, 2009, 00:54:30)

It is evident from Rebecca's excitement that shopping has been an attempt to measure up and fit in with other girls, and to some degree it works. She wants to dress better, because by doing so, she is receiving more compliments and validation from others. Unfortunately, fashion trends continually change and she should keep buying new things to keep up.

b. The feeling of anxiety

Anxiety is a nervous feeling, that is, when one individual is worried over something that might happen. Compulsive buying behavior is related to anxiety. Roberts (2004) states that "The primary motivation for the buyer to engage in compulsive buying behavior is to escape from anxiety" (pp 61-72). The anxiety Rebecca undergoes is really crucial since it affects her life. The anxiety is caused by her excessively shopping habit.



Figure 5: Rebecca's enthusiasm

(Hogan, 2009, 00:04:36)

Ever since Rebecca was a teenager, she has had a dream to work in Alette Magazine, one of the famous magazine companies in her town. Achieving her dream to work in this place makes her really happy. She really wants to work there because she loves fashion. During the interview, she feels nervous and thinks that she is not 'pretty' enough. On the way to an interview with Alette, a green scarf in a store window catches her eye. The scarf as if calls her out, convincing her that she absolutely needs it. She falls in love with the scarf instantly, and imagines that she will look better with the green scarf. She stands in front of a mirror and having an inner conflicts whether or not to purchase it debating whether to purchase it or not. She desperately wants to buy the green scarfs that she desires. Even in her imagination, the mannequin begins to speak to her, and gives her reason why she should buy the scarf. However, since having little money, she attempts to find ways to own the scarf.

All of her credit cards have been declined and she does not have any money left with her when she tries to buy the new scarf. She already suffers from a big amount of debt. Therefore, she must split her purchase in 5 (five) ways between the cash and her credit card. She still lacks of money. She then decides to borrow money from a vendor on the street.

Rebecca : “Excuse me, this is an emergency. Excuse you, excuse me! Do you do have cash back?”

Burger man : “What?”

Rebecca : “If I give you a check for \$23, will you give me one of your hot dogs and \$20 cash back, please?”

Burger man : “Do I look like a bank?”

Rebecca : “I have an interview. They don't hold items. It's a desperately an important scarf. (Hogan, 2009, 00:06:56- 00:07:01)

She clearly exaggerates the importance of the green scarf, as if it is a matter of life and death. When saying “Excuse me. This is an emergency” (Hogan, 2009, 00:06:56), she does whatever it takes to purchase the scarf. She even lies to the vendor owner about her dying aunt.

Rebecca has a strong desire to always buy something. People who suffer from compulsive buying behavior usually feels an irresistible desire. If she could not get what she wants, she will be upset or sad. She usually feels uneasy when she could not afford the things she wants. “It's desperately an important scarf.” It shows that the scarf is an important item for her, because she thinks that the scarf will make her look more fabulous.

Rebecca is obsessed with a perfect look. She wants to look good in front of her interviewer.

c. The tendency of becoming materialistic

Taherikia & R.Leila defines “Materialistic value as one’s personal goals which leads an individual to a greater commitment to buy and have material goods” (2016, p.606). As a shopaholic, Rebecca always spends her leisure time for shopping. She likes to shop at the fancy store because it supports her self-esteem of appearance and beauty. She thinks that her needs of esteem are satisfied by possessing many luxury items, clothes, shoes, and even cosmetics from a famous brand like Prada, Chanel, Gucci or Louis Vouitton. She seems to get self-gratification from coming to the store and buy things she wants.

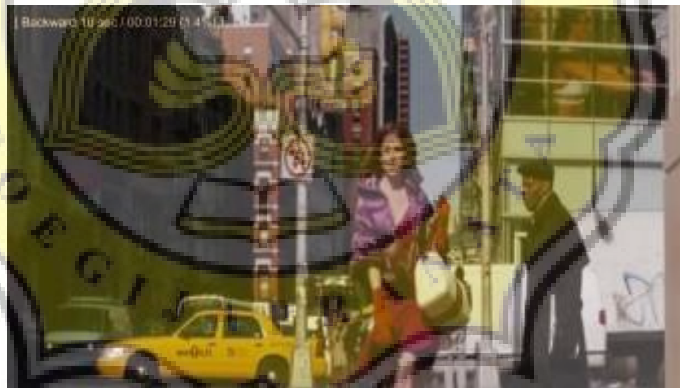


Figure 6: Rebecca looks confident with her items

(Hogan, 2009, 00:01:32)

In one scene, Rebecca says “Occupation: journalist. Jacket: Visa, Dress: Amex, Belt: MasterCard. It’s vintage”. Rebecca always tries to satisfy her low self-esteem needs for appearance and reputation through luxurious items. She feels that her esteem needs will be easily satisfied if

she possesses luxury items. She feels happy when she has more goods. Rebecca is confident with the things she wears. Wearing luxurious item has been always Rebecca's goal ever since she was a little girl. To be able to purchase the things she wants, she is willing to go further, far from the behavior considered sensible and normal. She always put her necessities above everything. She is not really concerned on how to get those items. She always tries to find ways to get what she wants.

Here, Rebecca performs materialistic or hedonistic lifestyle. This lifestyle is manifested by the desire to purchase items continuously for satisfaction. Materialism is also one characteristic of consumer culture. In this culture, someone is involved in high consumptions of products and services as a part of their identity. They buy things out of want not of need.

e. The tendency of fantasizing

Fantasy is a feeling when someone wants something that only exists in a dream. It happens in one's dream, but the person really wants it to become a reality. For Jacobs (1986), "The ability to fantasize may be necessary for compulsive behavior is that the individual can temporarily escape negative feeling through fantasies of personal success and social acceptance while engaging in the particular behavior" (p. 15). What Rebecca experiences about fantasizing can be seen in her next remarks below;

Rebecca: "When I was a little girl, there were real prices and mom prices Real prices got you shiny, sparkly things that lasted three

weeks and mom prices got you brown things ...that lasted forever. You notice they were 50 percent off? But when I looked into shop windows I saw another world a dreamy world full of perfect things. A world where grown-up girls got what they wanted. They were beautiful. Like fairies or princesses. They didn't even need any money, they had magic cards. I wanted one.” (Hogan, 2009, 00:01:14)

Rebecca loves fashion since she was little. Her statement “A world where grown-up girls got what they wanted. They were beautiful. Like fairies or princesses” shows that she is dreaming to be an adult. In her fantasy, a girl looks like fairies or princesses who actually only exist in fairy tales. Childhood fantasy brings effects to her adult life. She defines beauty as having and wearing beautiful things. In a scene, Rebecca shows her habit of fantasizing over something.



Figure 7: Rebecca’s fantasy

(Hogan, 2009, 00:05:56)

Rebecca is a woman who has a strong desire to get everything she wants. She keeps fantasizing about expensive stuff; how pretty she is when wearing them.

The Mannequin: “The point of this scarf is that will be part of your definition of your soul. “

Rebecca: “...would make my hair cut more expensive”

The Mannequin: “You would wear it with everything“

Rebecca: “it would be an investment.”

The Mannequin: “You would walk into that interview confident”

(Hogan, 2009, 00:05:28- 00:05:48)

From the dialogue above, we can see how Rebecca converses with the mannequin in her own fantasy. This is actually a manifestation of her desire to own the scarf. She expects that her fantasy turn to be a reality.

4.1.2 External factors

a. Family

Rebecca grows in a poor financial environment. Ever since she was a little, she has had a hard time to earn money. Rebecca’s mother is not a shopaholic or a woman who is addicted to luxury items like Rebecca, meanwhile her father is kind of father who always gives advice to Rebecca to spend money wisely. Both of her parents are good parents and very simple people. However, when she was a child, Rebecca’s mother often took her to store. This has caused her to grow up as a girl who has developed a habit to visit stores. She watched all the other girls squealling with happiness over things. She defines that beauty comes from luxury and

branded items. Since that time, her sense of fantasizing thing was born. Therefore, her mother has a big contribution to Rebecca's process of becoming a shopaholic or having compulsive buying behavior. As a child, Rebecca was forced to rely upon her imagination to build her own beautiful world. She creates a world which is not supported by her family's situation at that time. Her family lived in poverty and this made her want to achieve her dream. Only by doing so, she is able to live in the world she herself creates.

b. Advertisement

An advertisement is created to give temptation to a potential consumer who will buy the product. Usually advertisements have beautiful sentences to attract people. With the advanced technologies that we have now, advertisement can be seen almost everywhere, from newspaper, television, radio, or social media. People can see an advertisement everywhere and it is almost impossible to avoid seeing one. Normal people can hold their urges to buy something from the advertisement, but it is different case for people who have compulsive buying behavior. They are easily swayed by an advertisement. They usually have big and strong needs to buy everything offered by the advertisement, whether they need it or not.

Leong states that "Customers who are susceptible to compulsive buying are more likely to fall victims to the attractiveness and persuasiveness of in store sales promotions" (2007). So, a consumer is

easier to attract and tempting by sales promotion or advertisements.

Rebecca's concern about advertisement appears in the scene below;



Figure 8: Rebecca reads a brochure

(Hogan, 2009, 00:29:12)

An advertisement is one of many reasons why Rebecca goes shopping. When Rebecca is walking, there is a brochure falling on her face. She then reads it, and it says about “sale for today.” So, without thinking, and missing her working time, she decides to come to the store. The reason is because the advertisement informs her about big discounts. Arriving in the store, she gets confused what she should buy. Her desire to buy something increases when she knows that the store offers discount. It pushes her buy things even more. She buys shoes and gloves, and scarf without careful consideration. The advertisement in Picture 8 persuades Rebecca to buy the goods because they have a big discount. Discount make a compulsive buyer irresistible to buy something.

c. Lifestyle

Lifestyle is one of the factors that influence people to shop. According Dittmar “Maintenance of lifestyle equal to peers, relatives or society, or maintaining an identity or image that is socially acceptable put a great pressure to compulsive buyer” (2007). So, Rebecca actually feels pressure if she does not to buy something. In *Confession of a Shopaholic*, Rebecca Bloomwood knows about fashion and glamour things since her childhood. When she was a child; she looks many girls shopping and she watched young women wearing a beautiful dress. From the picture below we can see that Rebecca is watching young girls and it makes her want to be an adult. For her, the girls are like fairy princess with dress and accessories that they wear. Here are her statements:

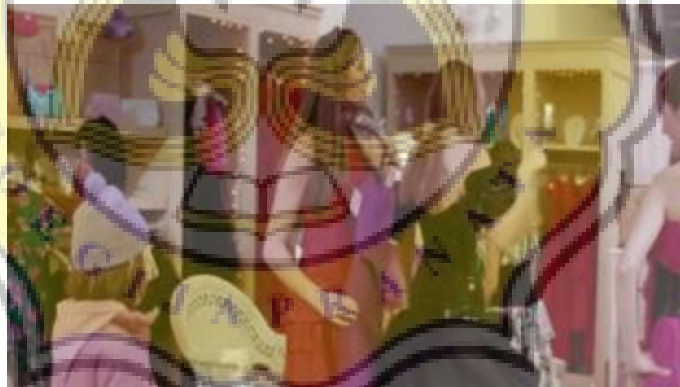


Figure 9: Rebecca’s childhood

(Hogan, 2009, 00:01:07)

Rebecca: “...I saw another world a dreamy world full of perfect things. A world where grown-up girls got what they wanted. They were beautiful. Like fairies or princesses. They didn't even need any

money, they had magic cards. I wanted one.”(Hogan, 2009, 00:30:00 - 00:01:14)

From the statement above, it can be seen that Rebecca really wants to be beautiful like the girls she sees in the store. She is tempted to buy things that make her beautiful like fairy princess who has perfect things. “A world where grown-up girls got what they wanted. They were beautiful. Like fairies or princesses.” Her experiences as a child contributes to her adult life as a shopaholic. The writer thinks that this childhood experiences gives a big impact to her as excessive shopper.

d. Credit Cards

Park and Burns state that “Compulsive buyers tend to buy excessive number of objects they do not and sometimes cannot afford” (2005, p.136). A credit card is one factor that triggers people to adopt compulsive buying behavior because credit cards allow people to buy things they want. The same case applies to Rebecca as well.



Figure 10: Little Rebecca sees adults use credit cards

(Hogan, 2009, 00:01:17)

Rebecca knows about credit cards since her childhood. Rebecca says “They had magic cards. I wanted one” (Hogan 00:01:14) She called credit card as a magic one; she saw on how adult people used that card and got the thing they wanted. Children easily copy the behavior of the adult people. At this age, they are not able to differentiate between good and bad behaviors. Their personality is heavily influenced by their upbringing and childhood experiences. As a child, Rebecca always dreamt of wearing expensive things to look beautiful like the adult people.



Figure 11: Rebecca explains about credit cards

(Johan, 2009, 00:57:17)

The quotation; “The rush you feel when you swipe your card” (00:57:17) explains how credit card gives a pleasure for credit card user. It is showing how she gets pleasure from credit cards. Credit card gives her pleasure. It enables her to buy things although in fact she does not have cash money.

As has been explained in the internal and external factors. It causes, Rebecca having a personality of compulsive buying behavior. In more detail, the discussion on this is informed in the next sub chapter.

4.2 Rebecca's Compulsive Buying Behavior

According to Zehr and Dittmar, there are characteristics of compulsive buying behavior. Every individual has symptoms of compulsive buying behavior. The characteristics of compulsive buying behavior by Zehr and Dittmar are;

4.2.1 Irresistible Desire

Rebecca Bloomwood is the main character in the *Confession of a Shopaholic* movie. She has compulsive buying behavior, and here to be considered as a shopaholic. She has an irresistible desire to buy or get something. Whenever she goes for shopping, she is easily swayed by expensive things. Another quotation that shows Rebecca's attempt to fulfill her needs can be seen when she goes to shop for a scarf.

Rebecca: "Rebecca, you have a claim of credit card amount of \$900, you do not need this scarf."

Rebecca: "The point about this scarf is that it would become part of a definition of your psyche."

Rebecca: "It would make your eyes look bigger. Mmm... It would make my haircut look more expensive. You'd wear it with everything. It would be an investment." (Hogan, 2009, 00:04:56 - 00:05:47)

Here, she tries to satisfy her needs by buying luxurious items, such as, the scarf. Before buying things, she has the habit of talking to herself whether to buy them or not. She realizes that she has had a large number of debt, but she still can not resist the temptation to buy. She thinks she

will become more confident if she is wearing the green scarf. At first, she tries not to buy it, but her desire to have it is very strong. In the end, she buys that green scarf for \$120. She pays \$50 in cash and the rest with her credit cards. Unfortunately, all of her credit cards are declined. Rebecca says to the cashier to keep the green scarf for her, and the cashier accommodates her wish due to some circumstances. Rebecca feels anxious. She is afraid if cannot get that green scarf because it is the last item in the store. She thinks that the scarf is really an important item. In order to buy the scarf, she attempts to borrow money from a burger vendor.

Looking at Rebecca's reaction to this situation, the writer concludes that Rebecca will do everything in order to get things she wants, and she will put her interests above everything else. Rebecca keeps saying that the stuff she wants is important but it is actually pointless because the burger vendor refuses to give her any cash or cheque like she wants.

Another scene shows when Rebecca is walking down a street. She suddenly finds out a brochure informing about some shops offering big discounts. She becomes desperate to go to the store because of the big discounts deal. Actually, she has to go back home to finish her works but her desire to buy discount items is irresistible. She enters the store and then brutally shopping.

Rebecca: "Well, these cashmere gloves I need as it is winter and I have... hands. That is all. I will buy these and these alone. My gosh,

Missoni! Now walk away, strong and frugal. Oh, my God! Pucci boots. Fifty percent off?” (Hogan, 2009, 00:30:48)

Here, from the quotation above, she actually does not intend to buy anything from that store but since glamorous becomes her lifestyle, she tends to always buy something and does not have the ability to control her buying behavior. Even though she tries to limit her shopping habit, it is still a hard task for her to do because she keeps point out many times that she feels stressed.

4.2.2 Having No Ability to Control Shopping Habits

Rebecca feels that it is really hard to control her shopping habits. She wants to buy things over and over again. She never thinks twice before buying things. In one scene, Rebecca wants to buy a new dress because she will attend a meeting with her colleagues. The meeting is important for her. Thinking that she needs to look perfect in front of many people, she plans to buy new dress for the meeting. However, her friend who also shares the same flat with her, Suze, reminds Rebecca not to buy a new dress because she already has many dresses in her wardrobe. Rebecca is lucky to have a good friend who always reminds her about her shopping habit. Suze always tries to control Rebecca’s habits. She knows really well about Rebecca’s huge debt. In order to not buy a ‘new’ dress again, Suze helps Rebecca to find a dress in her wardrobe that suits her to attend the meeting.

Rebecca: "...here! All I have to do first is buy new dress."

Suze: "Bex no! Absolutely not. You have 10.000 dresses already."(Hogan, 2009, 00:53:49)

Rebecca likes the dress which Suze choose for her. She is very delightful because she is able to come to the meeting with a beautiful dress. However, her compulsive buying still hard to control. It can be seen in the dialogues below when she wants to buy a new bag.

Rebecca: "it's perfect. All I have to do now is buy new bag."

Suze : " Oh my god. Bex, should a bag in this room."(Hogan, 2009, 00: 54: 59)

The dialogues above shows that Rebecca wants to buy a new bag to support her appearance and boost her confidence. Suze already tries to control her friend's buying habits because her closet are already filled with many things. Another scene shows the similar experience.

Rebecca: "Rebecca, you have a claim of credit card amount of \$900, you do not need this scarf." (Hogan, 2009, 00:04:56)

In the scene above, Rebecca realizes that she has a large amount of debt, namely, \$900. However, she tries to convince herself that she really needs the new scarf. Things change whenever she passes the stores. Again, to boost her confidence, Rebecca always falls into the temptation to buy things she does not necessarily need. When she is looking into the mirror, she imagines herself wearing the scarf. She feels fulfilled. She feels that something is missing if she does posseses it. When she thinks about that, she imagines that the mannequin talks to her, giving her a

solution to her problem. According to the mannequin, the green scarf would become an investment for her (Hogan, 2009, 00:04:56 - 00:05:47).

Rebecca tries not to buy the green scarf because she realizes that she has large of debt. However, her desire becomes bigger when she decides to stop buying. At the end, her compulsive buying behavior overpowers her.

4.2.3 Buying Excessively

Rebecca Bloomwood spends her credit card excessively. She buys many things to fulfill her desire without thinking twice whether she really needs it or not. She also goes shopping without considering her large debt. Here are the list of goods and services she spends:

- Green scarf \$120
- Marc Jacobs underwear \$200
- Lavender honey \$78
- Purple dress \$110

All of these things are actually not her primary needs, but she cannot stop purchasing them. When buying those things, she does not think of the consequences. She only thinks about the pleasure she will get from having them. She pays those things with her credit cards. For her, a credit card is a magic tool it gives her power to buy everything she wants. However, her bad habit in shopping causes her in the trouble of debt. She does not realize that she already spends \$900. She cannot pay all of her debts during her financial crisis when she is jobless. Therefore as a result, she gets notification letter from her debt collector.

4.2.4 Anger and Loneliness

Carolyn Yoon Professors out of the University of Michigan, in her *Journal Consumer of Psychology*, argues “Shopping can relieve stress. For a compulsive buyer, they need an activity that can distract them from feeling stressed. When a person has compulsive behavior she usually distracts themselves with buying thing excessively.” Compulsive buyers do shopping to relieve stress. This exactly what happens to Rebecca Bloomwood when she comes for an interview in a big company. Since it is her dream job, she feels nervous. She believes that the green scarf raises her confidence and she thinks that she definitely looks prettier with the scarf on.

Rebecca usually buys things when she feels disappointed or angry. When a man that she has a feeling for walks with another girl, she feels strong jealousy. To relieve her anger, Rebecca buys a dress and bag. However, her best friend Suze, reminds her that she already has too many things inside her closet.



Figure 12: Rebecca feels disappointed and angry

(Hogan, 2009, 00:52:13)

Rebecca feels jealous to Alicia because she has everything that she does not have. Then she states many times that Alicia is beautiful and has long legs without realizing that she is also beautiful on her own. Rebecca feels worthless since Alicia gets closer to the man she admires. Her strong jealousy towards Alicia leads her to make herself prettier than ever. She buys cosmetic products in the store and spends a big amount of money.

4.2.5 Various Arguments

Rebecca has various arguments about her shopping habit. She always has a reason when anyone gives their opinion about her shopping habit. It can be seen in a dialogue below:



Figure 13: Rebecca tries to explain reason she shops

(Hogan, 2009, 00:15:14)

Suze : “Bex! Two hundred dollars on Marc Jacobs’s underwear?”

Rebecca: “Oh, underwear is a basic human right. “(Hogan, 2009, 00:15:03)



Figure 15: Rebecca's friend read her bills

(Hogan, 2009, 00:14:17)

Suze: "Seventy-eight dollars on lavender honey!"

Rebecca: "I felt sorry for the shop assistant. She had a lazy eye. I didn't know which way she was looking. It was so sad."

Suze: "I can't even talk about this one." (Hogan, 2009, 00:05:08-00:15:17)

Rebecca always justifies her habits. When her friend Suze asks her about Rebecca's underwear and lavender honey, she argues that having underwear is a basic human right. For lavender honey, she asserts that she buys it out of her sympathy for the shop assistant. Some of her reasons are irrational. She always justifies her shopping habits, and convinces her friend that what she does is right.

4.2.6 Feeling Lost Without Credit Cards

Someone who always uses credit cards and depends on credit as one of the characteristics Compulsive buying behavior. From the main characters, the writers found statements how Rebecca obsess and depends on his credit cards. Rebecca feels lost without credit cards. Without them, she feels powerless. She says:

Rebecca: “Oh... The rush you feel when you swipe your card. And it's approved. And it all belongs to you”!

Rebecca: “All you have to do is hand over a little card.”

(Hogan 00:57:17 - 00:57:27)

We can see from the statements above that she uses her credit card excessively. Actually, Rebecca already tries to live without credit cards to avoid a large debt. One of the examples is when she puts her credit cards in the refrigerator and makes the credit cards freeze so she is not able to pick them up. However, her buying desire is very strong. She needs credit cards because she does not have much many. She feels lost without her credit cards, because she cannot buy thing that she want. Finally, she tries to get her credit cards back from ice cubes. Here are the scenes when Rebecca tries to take back her credit cards from the ice cube.



Figure 14: Rebecca tries to get back her credit card

(Hogan, 2009, 00:58:18)



Figure 15: Rebecca gets her credit card back

(Hogan, 2009, 00:58:27)

We can see from picture 16 how Rebecca is very happy when she gets back her credit cards. She is happy because now she can buy things again. Although having no money, the cards allow her to buy what she wants. Swiping the cards and buying things are magic. With credits cards at hand, she does not care about the price. Credit cards are like her true friend. They really understand her very well.

4.2.6 Buying Items on Credit

Rebecca is a shopping addict. She buys items when she does not have money, and without careful planning. Credit cards are the best friend for her. She can buy now and pay later. The statement below will prove that Rebecca is glad to use credit cards. She says:

Rebecca: “Oh... The rush you feel when you swipe your card. And it's approved. And it all belongs to you!”

Rebecca: “All you have to do is hand over a little card.” (Hogan, 2009, 00:57:17-00:57:27)

Credit cards provides her a great help. They fulfil her buying desire. She always buys the things with her credit cards every time she shops. The screenshot below shows Rebecca using a credit card to pay her shopping



Figure 16: Rebecca use her credit cards

(Hogan, 2009, 00:06:17)

Rebecca pays with her credit cards in the cashier. At one scene, she will buy a green scarf. She is always with her credit cards because she does not have cash money.

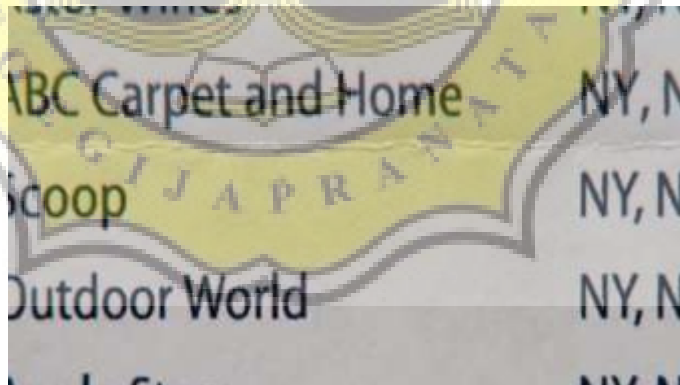


Figure 17: Rebecca's shopping list

(Hogan, 2009, 00:14:59)

The picture above shows bills of her credits cards. It is a shopping list bills by Rebecca. So, from those scenes it is proven that Rebecca always uses credits cards rather than cash money to buy the things.

4.2.8 Euphoria

Nugent states that euphoria is “an elevated state of mood and happiness not reflecting the reality of the situation.”(2013, in psychology dictionary). The writer will show some scenes when Rebecca feeling euphoria when spending money. It can be seen as below:

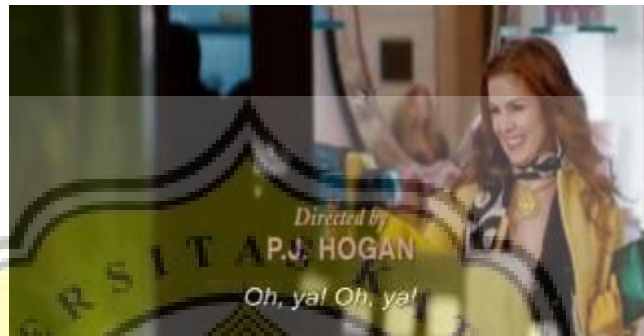


Figure 18: Rebecca’s enthusiasm and euphoria

(Hogan, 2009, 00:02:48)

Rebecca: “a store always smells good. A store can awaken a lust for things you never even knew you needed and when your fingers grasp those shiny, new bags. Oh, yes! Oh, yes!” (Hogan, 2009, 00:02:42)

Euphoria happens to Rebecca when she shops. Shopping gives her satisfaction. When she gets new things she feels relax and satisfied. The screenshot above shows her expression of euphoria. She gets satisfaction from the goods she buys. We also can see from the statement above her expression when expressively saying “Oh, yes! Oh, yes!” She is very excited. For her, store always smells good because a store can awaken a lust for things she never even know before. Shopping activity is happiness

for her. She also can see pretty items in the store; she can touch them and it is happiness.

4.2.9 Guilty

Compulsive buyers will have the regret feeling after spending money or after purchasing goods. When buying things, they do not really think about the consequences. Feeling of regret or guilty might happen afterward. The main character or Rebecca Bloomwood always feels regretful and guilty after shopping and spending money. It can be seen in scene 00:32:40, she was argued with other customers to get a shoe.

She wants to buy that shoe because of 50 % discount. Actually, she does not really need that shoe, she buys because the store gives a big discount. Unfortunately, after the effort she made to get that shoe. She finds a fact that shoe she bought is not 100% cashmere. She says the first time when seeing an item, they are like a friend, but no longer after she get the item. She regrets buy that shoe, because she spends much money and much energy to fight with other customers to get it. She is very upset, angry, and disappointed.



Figure 19: Rebecca feels regrets

(Hogan, 2009, 00:32:40)

Rebecca: “The first time you meet, it promises to be your best friend until you look closely and realize it is not real cashmere.”

(Hogan, 2009, 00:32:40)

From the picture above we can see the expression of Rebecca. Rebecca always regrets spending or shopping. She is just looking the things that she buys. She feels the things is beautiful only when she sees it for the first time.

4.2.10 Lying

One characteristic of compulsive buyers is lying. They are lying about how much they spend because they do not want people to judge them as being uneconomical. Rebecca always covers on how much money she has spent. It can be seen from dialogues between Rebecca and her best friend below;

Suze: “How much did it cost?”

Rebecca: “Alette gets an incredible discount”

(Hogan, 2009, 01:10:00- 01:10:13)

The dialogue above show how Rebecca lies to her friend about the price of the dress she has bought. She tells her friend that she gets a discount while in reality, it is not. The fact is she does not get a discount and buys the dress with a high price. She always covers the price and how much she spends for other items. Actually, Rebecca has promised her friend not to shop anymore, but she breaks it. As a result, her friend Suze becomes angry because her close friend lies to her.