

CHAPTER V

CONCLUSION

Compulsive buying behavior has been recognized as an activity to purchase items and services excessively. When having compulsive buying behavior, people might cause both positive and negative effects to themselves. The positive effects are gaining pleasure and satisfaction, while the negative ones are lack of financial resources, anxiety, frustration and depression. *Confession of a Shopaholic* movie presents the main character who suffers from compulsive buying behavior. There are some factors that influence people to do impulse buying. In the movie, shopping becomes an addiction, and the consumer needs a constant fulfillment. Rebecca sees that even though the world gets better and she feels better whenever she buys excessively, she realizes that the feeling is temporary, and that why she needs to do another shopping spree in order to make her world continue to a better state.

The writer analyzes the factors that make Rebecca Bloomwood exhibit compulsive buying behaviors. The factors are internal and external. The internal factors are the feeling of low self-esteem, the feeling of anxiety, the tendency of becoming materialism, and the tendency of fantasizing. The external factors are family, television, sales promotion or advertisement, credit cards, and lifestyle. Rebecca Bloomwood has low self esteem and she needs to buy luxury things to improve her low self confidence. She also often compares herself with other girls.

The writer use two (2) theories to analyze Rebecca's compulsive buying behaviors. First is the theory of Dittmar stating that compulsive buyers have an irresistible desire to buy things; compulsive buyers do not have the ability to control their buying behavior, and consequently, they buying things excessively. Second is the theory proposed by Zehr. For Zehr, compulsive buyers often feel disappointed, have emotional distress in their life, gives justification for their excessive buying habit, feels lost without credit card, buy items on credit, feel a rush of euphoria, guilty, lie to others, think excessively about money, and spend a lot of time juggling accounts or bills to accommodate spending. The writer finds out that as a compulsive buyer, Rebecca Bloomwood often feels disappointed, argues with friends criticizing her buying habit, feels lost without her credit cards, feels guilty and euphoria, and lies to others about her habit.

