

BECKY BLOOMWOOD'S ONIOMANIA IN SHOPIE KINSELLA'S *CONFESSIONS OF A SHOPAHOLIC*

Linda Dwi Yuniar*
Tri Pramesti**

Abstract. Artikel ini melaporkan study tentang *oniomania*, gangguan kontrol diri terhadap dorongan kuat untuk berbelanja. Studi ini meneliti hubungan antara wanita dan gaya, dan bagaimana kesukaan berbelanja dapat berubah menjadi kecanduan. Studi ini membahas tokoh Becky Bloomwood yang menderita oniomania dalam novel karya Shopie Kinsella berjudul *Confessions of a Shopaholic*. Penelitian ini menggunakan ancangan kualitatif deskriptif dan menerapkan pendekatan psikologis untuk meneliti penyebab, akibat dan gejala oniomania. Data adalah kutipan dari novel. Hasil penelitian menunjukkan bahwa gangguan oniomania pada Becky Bloomwood disebabkan oleh pengaruh ibunya, dan tekanan di tempat kerja. Studi ini juga menemukan bahwa gangguan itu meliputi ciri-ciri *compulsive shopaholic*, *flashy items person*, *bargain seeker*, dan *collector*. Konsekuensi dari gangguan ini adalah Becky mengalami masalah finansial dan psikologis, seperti frustrasi, kehilangan kendali diri, hubungan rusak dengan orang-orang di sekelilingnya. Usaha pemulihan Becky meliputi mengikuti tuntunan dari bacaan dan belajar dari pengalaman orang-orang di sekitarnya.

Keywords: *women and style, shopping, psychological disorder, oniomania*

INTRODUCTION

Women styles always vary and have evolved in time. In comparison to the past styles, where stylish women styles wore comfortable, simple, colorless clothes with descent accessories, the present women styles change into more colorful with various design and model. Women nowadays dress themselves up based on their senses which are more daring in mixing and matching their clothes and accessories. Having stylish appearance may be understood differently. For some women, being stylish means they have to wear beautiful dress and accessories with beautiful make up as a complement which make them confident. The support for women's performance is by shopping.

Shopping can fulfil what the women need and also give pleasure and confidence. However, women who experience uncontrollable feeling in shopping may

suffer from *oniomania*. Oniomania is a psychological term to refer to compulsive shopping, or an unmanageable urge to spend money and to purchase without regard to requirement or utilization. That term reflects to the persons who cannot control their emotion in purchasing carelessly without any consideration. Bleuler (1924) believed that "oniomaniacs always involve women who are usually frivolous debt makers and who in this way wish to get the means of pleasure". Women often need some goods which can accomplish their performance such as jewelry, accessories, clothes, and so on because they like fashion. Moreover, shopping those things can increase their good mood so that they sometimes do not realize how much they spend their money or spend their credit card until they are in debt.

Koran (2010) said "people with a

* Linda Dwi Yuniar, S.S. adalah alumnus Prodi Sastra Inggris Fakultas Sastra Universitas 17 Agustus 1945

** Dr. Tri Pramesti, M.S. adalah dosen Prodi Sastra Inggris Fakultas Sastra Universitas 17 Agustus 1945

compulsive shopping disorder often can't stop thinking about shopping and can't control the impulse to purchase items. These items are often stored and not used. They are wanted at the time of purchase, but often not seen as useful or valued some short time after the purchase." Thus, for oniomanics, shopping is a cure to bolster their self esteem because hopping becomes a daily routine in their lives. Although they buy items which will not be used, they are proud of themselves to have those items.

The topic of the present study is the oniomania syndrome as portrayed in Sophie Kinsella's novel entitled *Confessions of a Shopaholic*. A novel tells about the main character named Becky Bloomwood who is really addicted in shopping. She cannot restrain the sense of every item which is displayed in the famous-branded shops. She is a financial journalist in London, but she actually does not really like her job. Her shopping habit put her in a serious financial trouble. She is in debt because of her habit in compulsive shopping and irresponsible act. Various reasons she made to avoid the bank that duns her claims every day. However, she still spends her money and uses her credit card to buy things she wants until she realizes that all she has done do harm for her and people around her.

Since there has been no studies on the topic and the novel, the present study attempts to examine oniomania as the focus of the study since it portrays the common trends in modern life. Shopie Kinsella's *Confessions of a Shopaholic* is interesting to be discussed because it reflects to a woman who cannot control her addiction of shopping. This story also contains moral values that can be taken as a lesson of life. The problems to be answered in the study are: (1) What are the causes that make Becky Bloomwood oniomania in Shopie Kinsella's *Confessions of a Shopaholic*?, (2) What are the symptoms of Becky

Bloomwood's oniomania in Shopie Kinsella's *Confessions of a Shopaholic*?, and What are the effects of Becky Bloomwood's oniomania in Shopie Kinsella's *Confessions of a Shopaholic*?, and (4) How does Becky Bloomwood recover from oniomania in Shopie Kinsella's *Confessions of a Shopaholic*?

REVIEW OF RELATED LITERATURE

The Psychology of literature, as a topic, includes almost everything the readers want to know about literature because literature is a product of the mind, a peculiar by-product of the human psychological make-up. As Dudek (1974) said that psychology is a half-science, and we may get further with it than if we were to approach the problem through philosophy or theology. Wellek and Warren (1956:65) state that psychology in literature is a study of literature that sees a work as psychological activity. An author will use his/her work, creativity, and taste in producing literary works. Subsequently, an author will grab that reflection of psyche, which is processed into a text and supported with his/her psychological condition. The projection of his/her own life's experiences around him/her will be projected imaginarily into literature narration.

A researcher in conducting literary research with psychological approach should delve into thinking and mental process, logic, idea, and life's desire of characters. Wellek and Warren (1956:81) state that by psychology of literature, there are four possibilities. First, the psychological study of the writer, as type and as individual. This study tends to be subdivisions of the psychology of art. Second is the study of creative process. Third, the study of the psychological types and laws present within works of literature.

Fourth is the effect of literature upon its readers (audience psychology).

This study adopts psychological types within works of literature to help analyze the psychological disorder of the main character in *Confessions of a Shopaholic* by Shopie Kinsella. Furthermore, audience psychology is also used because the readers can get clearly explanation through the main character in the novel as human being.

A. Psychological Disorder

Psychological disorders, also known as mental disorders, are patterns of behavioral or psychological symptoms that impact multiple areas of life. These disorders create distress for the person experiencing these symptoms. There are several different types of psychological disorder, such as adjustment, anxiety, dissociative, eating, factitious, impulse-control, sleep disorders, and many more. Because impulse-control disorders involve an inability to control impulses, resulting in harm to oneself or others, uncontrolling shopping can be said as a part of impulse-control disorders which has been derived from psychological disorder. Thus, this type of psychological disorder is used to discuss and analyze deeper in analyzing the main character of Shopie Kinsella's *Confessions of A Shopaholic*, Becky Bloomwood in this research.

B. Onimania

As early as the turn of the last century, compulsive buying was recognized by Kraepelin (1915) and Bleuler (1924) as a mental disorder, referred to as oniomania, buying mania, compulsive consumption, compulsive shopping and addictive or impulsive buying. Oniomania leads to senseless contraction of debts with continuous delay of payment until a catastrophe clears the situation. In the US, Oniomania is still described as 'impulse

control disorder'. According to O'Guinn an Faber (1998:402), it is a chronic, repetitive purchasing that become primary response to negative events or feelings. Some even lie about purchases bought or the amount of money spent. However, they feel that it is an pleasure activity that they will make it as a duty activity in every time they feel not good. That will influence them until they surely realized that their weird shopping activity causes bad effects to them.

McElroy et al (1944) identify the syndrom to include (1) maladaptive buying or shopping impulses or irresistible, intrusive, and/or senseless behavior (indicated by frequent preoccupation with buying or impulses to buy, and frequent buying or more than can be afforded, needed or intended); (2) the buying preoccupation, impulses, or behaviors cause marked distress, are time consuming, significantly interfere with social or occupational functioning, or result in financial problems (e.g indebtedness or bankruptcy), and (3) the excessive buying or shopping behavior does not occur exclusively during periods of hypomania or mania. Whereas, Shopaholics Anonymous identifies different types of oniomaniacs/ shopaholics, including compulsive shopaholics, trophy shopaholics, shopaholics, bargain seekers, bulimic shoppers and collectors.

Varun Sharma, Karan Narang, Gaurav Rajender, M.S. Bhatia (2009) define the clinical signs to include: onset in late adolescence to early adulthood, female-to-male ratio may be 9:1; behaviors include shopping frequently, spending inappropriately, and fantasizing about future purchases; psychiatric comorbidity—mood disorders, substance abuse, eating disorders—is common among patients and first-degree relatives; chronic symptoms wax and wane, with widely varying severity; irresistible urges prompt spending

by some patients; shopping is intensely exciting, with transitory feelings of happiness and power; feelings of distress and guilt develop after shopping; patients often hide purchases; and patients may be in denial or feel embarrassed to disclose symptoms.

Some studies mention the causes of oniomania: interpersonal and systematic social condition (cf. April Lane Benson, 2000; Krueger, 1988; Roberts, 1998; O'Guinn & Faber, 1989; Yuchisun & Johnson, 2004; Black 1996; 2007). While the effects of oniomania include financial consequences, psychological consequences and short-term positive effects and long-term negative effects (O'Guinn & Faber, 1992; Yuchisun & Johnson, 2004; Dell'Osso, Allen, Altamura, Buoli & Hollander, 2008). While some treatments for oniomania may be individual or group therapy

RESEARCH METHOD

This study takes Shopie Kinsella's *Confessions of a Shopaholic* as the subject data. This study is a descriptive qualitative research because, as Freeman and Long (1991:11) stated, descriptive qualitative is the study which is designed to identify and describe the observed phenomena in the form of words rather than in number. Moreover, according to Wiersma (1995:13), a descriptive research is done for the purpose of understanding social phenomena, instead of determining relationships, effects, and causes. This study uses descriptive qualitative research to describe the main character's condition in detail. Thus, this study focuses on how Becky Bloomwood as the main character can suffer from the oniomania. This study applies extrinsic approach that is psychological approach in order to reveal the psychological disorder of the main character. Oniomania or compulsive buying

disorder is used as a theory to analyze Shopie Kinsella's *Confessions of a Shopaholic*. Furthermore, intrinsic approach is also needed in this study because this study focuses on one character in order to support the analysis that relates to the statement of the problem found.

RESULT AND DISCUSSION

The result and discussion of the study is presented into three parts: causes, symptoms, and effects of Becky Bloomwood's oniomania syndrom, and how she finally recovers from oniomania.

1. The Causes of Becky Bloomwood's Oniomania

The causes of Becky Bloomwood's Oniomania are of two kinds: mother's influence and depression. The mother's influence is obvious in the fact that children's attitude often reflects on their parents themselves. They will firstly save and copy what their parents do. Thus, in other words, children behave like what their parents behave. In Becky Bloomwood's case, her shopping habit reflects on her mother:

Mum's terrible. She's always buying new stuff for the kitchen—and she just gives the old stuffs to charity shops. New kettles, new toasters. . . We'd already had three new rubbish bins this year—dark green, then chrome, and now yellow translucent plastic. I mean, what a waste of money (Kinsella, 2001:47).

Becky knows and realizes that her mother's behaviour is not really good. Buying new stuffs, giving some old stuff for free in a charity shop, and buying the same kinds of stuff just in different colours are extravagance. Her mother just adds stuffs by buying different colours and kinds, collecting the same stuffs whose function is the same. When Becky and her mother's

behaviour in shopping are compared, the similarity is seen that they like shopping and they cannot control and manage the things which will be bought whether they are useful or not.

Beside her mother's influence, another reason why Becky suffers from Onimania is feeling of depression at her workplace. Earlier in the novel, a situation is described that shows Becky depression that leads to onimania.

Of course, being a financial journalist is not a career I always wanted. No one who writes about personal finance ever meant to do it (Kinsella, 2001:10).

Being a financial journalist is not a career that she wanted and Becky, because she gets depressed in her life especially her job which is the main key to raise her life, she becomes interested in another activity called shopping. Her acquaintance with Alicia, a stylish woman with high prestige raises her envy to be like her:

I don't know Alicia, as it happens. But I don't need to. They're all the same, the girls at Brandon C, as they call it. They're well dresses, well spoken, are married to bankers, and have zero sense of humor. Alicia falls into the identikit pattern exactly, with her baby-blue suit, silk Hermes scarf, and matching baby-blue shoes, which I've seen in Russell and Bromley, and they cost an absolute fortune. (I bet she's got the bag as well.) She's also got a suntan, which must mean she's just come back from Mauritius or somewhere, and suddenly I feel a bit pale and weedy in comparison (Kinsella, 2001:19).

When Becky compares her life with Alice she becomes sad. She thinks that her life is in sorrow. She wants to be successful, fashionable, and gets an attention person.

2. The Symptoms of Becky Bloomwood's Onimania

The study found that the Becky's symptoms of onimania include compulsive shopaholics, flashy items, bargain seeker, collectors.

Compulsive Shopaholics is person who shops when he/she feels emotional distress. They do it because they want to be pleased by others. On the way she goes to press conference in Brandon Communications, she glances at a beautiful scarf in a shop. The scarf really attracts her so that she has to get it. If she has that scarf, she is sure that other people will know her as the girl with the green scarf which will reflect her as the centre of attention. The statements below show her as a compulsive shopaholic:

There is no question. I have to have this scarf. I have to have it. It makes my eyes look bigger, it makes my haircut look more expensive, it makes me look like a different person. I'll be able to wear it with everything. People will refer to me as the Girl in the Denny and George Scarf. - 15,16 (Kinsella, 2001:17).

Such a great desire is called emotional distress. Instead of going to the press conference, Becky is attracted to shopping stuffs like a beautiful scarf, boots, dresses and books for she thinks she will look gorgeous with them and compensate for her boring job.

Twenty quid. I'll buy myself a nice cappuccino and a chocolate brownie. And a couple of magazines.

In fact I really need some new boots—and I've seen some really nice ones in Hobbs with square toes and quite a low heel. I'll go there after my coffee, and look at the dresses, too. God, I deserve a treat, after today. And I need some new tights for work, and a nail file. And maybe a book to read on the tube . . . by the time I join the queue at Starbucks, I feel happier already (Kinsella, 2001:152).

The second symptom is *flashy items*, to mean stuff bought from famous and branded shops. She always has many reasons to buy something she buys. She tries to build positive thinking in buying the thing. When she is afraid that the thing she will buy is not really useful, she directly thinks about the profit if she has that thing.

Didn't I pick out this bowl—sorry, this piece—all by myself? Didn't I spot its quality? Already I can see our sitting room redesigned entirely around it, all pale and minimalist. Eighty quid. That's nothing for a timeless piece of a style like this (Kinsella, 2001:50).

The third symptom is *bargain seekers*. Spending much money during special promotion for hot brand is a big attraction for Becky, whose soul is awestruck to the promotion. She is a type of bargain seekers who will not release the sale items. Without thinking deeper, she assumes that she is very lucky to get an item especially an expensive brand item by buying it in a special promotion moment. She does not care for the purpose of buying, and continues buying excitedly without any burden:

At the Clarins counter, my attention is grabbed by a big promotion sign. But this is fantastic! Do you know how much Clarins lipstick usually costs? And here they are, giving it away! (Kinsella, 2001:72).

Interestingly, Becky hates to show that the item she bought is from special promotion and of discount price, and tries to hide the fact even from her roommate, and wants to give an impression that the item is really expensive.

"Bex, open it up!" Suze is begging. "Let me see!" She's grabbing inside the bag with eager long fingers, and I pull it away quickly before she rips it. This bag is going on the back of my door along with my other prestige bags, to be used in a casual

manner when I need to impress. (Thank God they didn't print special "Sale" bags. I hate shops that do that. What's the point of having a posh bag with "Sale" splashed all over it?) (Kinsella, 2001:35).

The fourth symptom is *collectors*, to mean a person who does not feel complete unless they have one item in each color or every piece of a set. This type of symptom is like Becky Bloomwood's mother. This paradigm of Becky Bloomwood influences her to spend her money more to buy the items continuously even she knows whether those items are important or not.

So I go into Benetton and pick up the pink cardigan. I'm about to pay . . . when I notice they've got it in gray as well. The most perfect, soft, dove-gray angora cardigan, with little pearly buttons. Oh God. You see, the thing is, I've been looking for a nice cardigan for ages. Honestly, I have. You can ask Suze, my mum, anybody. And the other thing is, I'm not actually on my new frugal regime yet, am I? I'm just monitoring myself. Look at it another way—what's forty-five quid in the grand scheme? I mean, it's nothing, is it? (Kinsella, 2001:68).

3. The effects of Becky Bloomwood's Onimania

The study found that Becky Bloomwood must face financial and psychological consequences of her Onimania syndrome since her problem relates to money, style, and compulsive disorder. Those are obviously showed in the first chapter of Shofie Kinsella's *Confessions of a Shopaholic* when some letters from banks are received by Becky Bloomwood. The effects are of two types: short-term and long term consequences.

A. Short-Term Consequence

The short-term effects of onimania for Becky has been a feeling of satisfaction for getting what she wants. Buoli and Hollander (2008) state that act of shopping

and buying is pleasurable and relieves emotional distress. The emotional distress can be realized when Oniomaniac find and grab automatically the things they love, especially in fashion things.

That moment. That instant when your fingers curl round the handles of a shiny, uncreased bag—and all the gorgeous new things inside it become yours. What's it like? It's like going hungry for days, then cramming your mouth full of warm buttered toast. It's like waking up and realizing it's the weekend. It's like the better moments of sex. Everything else is blocked out of your mind. It's pure, selfish pleasure (Kinsella, 2001:29).

For Becky, a satisfaction automatically appears like the happiest thing in the world comes to her. Because the point is she really loves shopping than anything, she will get her own pleasure in that time she stars to shop. The new things she wants here are all she admires as always so that she thinks that there are no pleasure things in her life except having them all without any wonder. She does not think and realize other things or consequences which can be appeared after this activity of shopping happens. That's why she said that it's a pure and selfish pleasure of her.

B. Long-Term Consequence

The long-term consequences of onimania has at least been of two kinds: financial and psychological. The financial consequence of onimania for Becky is the sky-rocketting bills and credit cards. Of course she tried to calm herself down from the disturbance the bills have brought to her emotion.

Ok. DON'T PANIC. It's only a VISA bill. It's a piece of paper; a few numbers. I mean, just how scary can a few numbers be? (Kinsella, 2001:5).

For a moment, my heart stands still. Why another letter from the bank? And VISA. What do they want? Can't they just leave me alone? (Kinsella, 2001:155).

The psychological consequences of onimania for Becky have been frustration, lost control, and fall-apart relationship. She was caught in frustrated feeling when when she saw the huge amount of bills from different banks:

A cold feeling creeps over me as I contemplate this figure. How on earth am I going to find £6000? I could save £6 a week for a thousand weeks. Or £12 a week for five hundred weeks. Or . . . or £60 a week for five hundred weeks. That's more like it. But how the hell am I going to find £60 a week? (Kinsella, 2001:40).

In her desperation, she was thinking of making a great sum of money fast by joining a lottery, expecting to win the prizes and cover her debts.

I wouldn't aim to win the jackpot of course- that's completely unlikely. But one of those minor prizes. There seem to be heaps of those going around. Say, £100,000. That would do. I could pay off all my debts, buy a car, buy a flat . . . Actually, better make it £200,000. Or a quarter of millions (Kinsella, 2001:40).

The frustration of having debts has influenced Becky's income a financial journalist which is insufficient to balance her life style and also her debts. She needs much money, but she does not any idea to develop her work to be better than before because the only thing that makes money is a career. The high bills cause her to almost lose self-control anytime a letter from a bank comes to her.

And a little thought creeps into my mind. My steps slow down as I approach the skip and I pause, staring intently at it as though I'm interested in the words printed on the side. I stand there, trying to appear casual,

until the builders have gone back into the house and no one's looking. Then, in one motion, I reach for the two letters, pull them out of my pocket, and drop them over the side, into the skip.
Gone (Kinsella, 2001:155).

Onimania has affected Becky's relationship with friends and family. The first person who got affected is Luke Brandon, the owner of the famous financial business. The day when she finds the great scarf, she finally gets the cash from him because along the press conference, her talk about needing some cash is overheard by him so he lends her some. She made lies to him and to others about how she used the money from him.

Out of the corner of my eye, I can see that Luke Brandon is staring at me with an odd expression. Why? Why is he looking so . . .

Oh fuck. How can I be so stupid?
"in the sale . . . for my aunt," I continue, trying to think as quickly as I can. "I bought it for my aunt, as a present. But she . . . died." There's a shocked silence and I look down. I can't quite believe what I've just said (Kinsella, 2001:94).

Another group of people affected by Becky Bloomwood's debt are obviously the debt collectors who handle her case. Their constant presence makes her afraid and again she made lies just to escape from her obligation to pay the debt.

"How is the leg, by the way?" says Erica sweetly.
"Fine," I mumble. "Fine, thanks."
"Good," says Derek Smeath (Kinsella, 2001:201).

The debt collectors later understand that she just tells a lie and she starts to be hated or being unbelievable woman and it breaks the trust of someone.

The fourth person affected by Becky's financial problem is Suze's brother named

Tarquin. Despite his unimpressive appearance for her, the fact that he is among the five richest young men in London causes her to think that his fortune would help her with the debts.

His head is as bony as ever, and he's wearing another of his odd-looking suits. But somehow none of that seems to matter anymore. In fact, I'm not really taking in the way he looks. I'm just staring at him. Staring and staring at him, unable to speak; unable to frame any thought at all except: twenty-five million pounds (Kinsella, 2001:212).

However, she made mistakes in telling him lies of her problems, which he later found out and realizes that she is not a faithful person.

Becky has broken her relationship between her parents by telling no truth of her life. She always tells them a good life of her to their parents so that they feel that she has been success in her job. However, the reality is that she is unsuccessful in her job even getting bored and she likes spending her time to shop. She cannot tell the truth that she is in a serious debt because it is an embarrassment. She lied to them about the debt collector.

"He works for Endwich Bank. He does things like . . . like phone up and pretend he's in charge of my bank account. He's really convincing" (Kinsella, 2001:245).

The last group of people being affected by Becky's problem is her neighbour in her hometown. Her advice for their financial investment and her inability to keep their trust had caused them to lose their money.

Now I really feel like dirt. I don't deserve these people's kindness. I've just lost them £20,000, through being too bloody lazy to keep up with events I'm supposed to know about. I'm financial journalist, for God's sake (Kinsella, 2001:252).

Becky feels sorry for her suggestion to her neighbour about an investment. Because of her passiveness to financial investment case, she has made her neighbour lose their money in huge amount. She really feels so guilty to what she has done and especially to them. She is best known as a financial journalist in her hometown, but for just an investment case, she makes them loss.

4. Becky Bloomwood's Efforts for Recovery from Onimania

This study found that in order to solve Becky's onimania syndrome, she made several efforts to change her messy life. The efforts include learning to become smart in spending her money such as controlling her cash, make more money and learn from others' experiences.

First, learning to become smart spending. After reflecting upon her financial problem, Becky spends her quality time with her mother in Waterstone learning from a book by David E. Barton entitled *Controlling Your Cash*. She follows what the book suggests to control the cash that it will change her life.

My new frugality starts tomorrow—and cappucinos aren't allowed. David E. Barton says if you have a coffee habit you should make it at home and take it into the coffee in a flask, and if you like eating snacks you should buy cheap cakes from the supermarket.... Still, I've promised myself I'll follow the rules of the book—and I will (Kinsella, 2001:60).

Besides learning about minimizing to consume high outcome, making buying list, cook her own food, she also learns to ignore shops, like David E. Barton's advice.

But I'm too strong-willed to crack. I've got my day completely sussed—and I'm not going near any shops. This morning I'm going to visit museum and then tonight, instead of wasting lots of money on an

expensive takeaway, I'm cooking a homemade curry for me and Suze. I'm actually quite excited about it (Kinsella, 2001:98-99).

She follows the book rule that she should keep away from any shop for avoiding her to shop compulsively. Then, she chooses to spend her day to go to museum which she thinks it will be free entrance and no goods are allowed to be bought. Although visiting museum seems too boring because all she can do is just looking at the museum collection, she tries to be excited. This activity is an extremely antipodes of her shopping habit. However, her efforts to follow the book totally failed. The museum has entrance ticket to buy, and worse is that there is a shop in the museum. She starts losing her emotional control that she desperately looks at that shop, and she finally enters to that shop and forgets about her cutting back effort to ignore some shops.

Second, Becky tries to make more money by taking side jobs. She tried to work as a shop assistant and then a frame home industry. But her impulsive emotion and less training has ruined the efforts.

I yawn, look at the time, and feel a jolt of shock. It's eleven-thirty, which means I've been working frame which I'm not sure they'll accept, and ruined two. And I was supposed to be making thirty! (Kinsella, 2001:137).

Becky's last effort to solve her onimania problem is by learning from others's experience. It started when she learnt about her neighbours, Martin and Janice, having problem with their investment in an investment company. Her guilty feeling and the realization that the company has lied to them. Now she took the courage to fight for their case, by writing their true story in the newspaper

about investment. Then she was invited to a debate with the representative of the investment company which is Brandon Luke, the man she loves. The efforts were of great success, and Becky becomes a famous financial advisor for a television show program. From her salary she could pay all her debts.

From her effort and life lesson, she changes into a humble person and also controllable in shopping:

“Shopping?” I say distractedly. “Ahm . . . maybe.”
Somehow today . . . oh I don't know. I almost feel too tense to go shopping. Too keyed up. I don't think I'd be able to give it my full attention.
“I don't understand,” she says, and sounds quite upset. “Why are you being all weird?”
“I'm not being weird!” I give a little shrug. “I just don't feel like shopping.”
Honestly, Bex, I'm worried about you,” says Suze, shaking her head. “I think you should get yourself checked out. You're so . . . different. It's frightening.”
“Yes, well.” I reach for a white shirt and smile at her. “Maybe I've changed” (Kinsella, 2001:332-333).

CONCLUSION

Based on the analysis through the main character of Shopie Kinsella's *Confessions of a Shopaholic*, it can be concluded that Becky Bloomwood suffers from Onimania because of two causes. First, her compulsive buying habit reflects on her mother who is a type of collector. Second, her depression in her work place which she never enjoys with fashion environment influenced. She also feels that her onimania has some consequences. Firstly, she gets a pleasure in shopping because she gets both satisfaction sense and fresh mind. However, after long time, she gets a trouble financially and psychologically. A debt always haunts her so that she becomes depression, lost control, and fall-apart

relationship with her lovely family and friends.

The study also identified some types of oniomaniac Becky Bloomwood suffers. First, she is a compulsive oniomaniac who is always uncontrollable to shop everywhere she meets a shop, and also a flashy item lover who attracts to the one and only item that other people will adore her item. Second she is a bargain seeker because in every act of her shopping she is influenced by the sales. Moreover, the reflection of her mother as a collector makes her as a collector too. She often buys some items that she actually already has.

Becky Bloomwood is finally aware of her bad habit so that she starts to follow a financial advice book to cut back, and make more money, to do a side job, such as being a high-flying freelance journalist, Saturday shop worker, and Fine Frames home maker. She is almost hopeless with her life after failing in what she has already done, but a miracle can change her. From her guilty feeling to her neighbors, she can do something bravely and also finally change her life which was in trouble before. She can handle all her financial problems, and her onimania is recovered by her effort in learning from the experience she has. She can appreciate money and care about people around her who loves her.

References

- Benson, A. 2000. *I Shop Therefore I Am: Compulsive Buying & the Search for Self*, New York: Jason Aronson.
- Black, D.W. 2007. *Compulsive Buying Disorder: A review of the evidence*, *CNS Spectrums*, 12, pp.124-132.
- Bleuler, E. 1924. *Textbook of Psychiatry*. New York: Macmillan.
- Dudek, L. 1974. *Psychology of Literature*. Canada: CANADIAN AUTHORS PAPERBACKS TEXTS

- Faber RJ, O'Guinn TC. 1989. *Classifying Compulsive Consumers: advances in the development of a diagnostic tool*. Adv Consum Res. 147–157.
- Kinsella, S. 2001. *Confessions of a Shopaholic*. New York: Bantam Dell.
- Koran, L.M and Aboujaoude, E. 2010. *Impulse Control Disorders*. Cambridge: Cambridge University Press.
- Kraepelin, E. 1915. *Psychiatrie* (8th ed.). Leipzig: Verlag von Johann Ambrosius Barth.
- Larsen-Freeman, D., & Long, M. H. 1991. *An introduction to second language acquisition research*. London: Longman
- Mack, N and Woodson, C. 2005. *Qualitative Research Methods: A Data Collector's Field Guide*. USA: Family Health International
- McElroy S, Keck Jr PE, Pope Jr HG, et al. 1994. "Compulsive Buying: A Report of 20 Cases." *Journal of Clinical Psychiatry* 55. Physicians postgraduate Press
- R.J Faber and T.C.O'Guinn. 1992. *A clinical Screener For Compulsive Buying*. *Journal of consumer Research*, 459-469.
- Varun Sharma, Karan Narang, Gaurav Rajender, M.S. Bhatia. 2009. *Newer Developments Shopaholism (Compulsive buying) – A New Entity*. Delhi: Delhi Psychiatry Journal.
- Wellek. Rene and Warren Austin. 1956. *Theory of Literature*. London: Cox & Wyman Ltd.
- Wiersma, William. 1995. *Research Methods in Education: An Introduction*. Massachusetts: Allyn and Bacon.
- Yurchisin, J. and Johnson, K.K.P. 2004. *Compulsive buying behaviour and its relationship to perceived social status associated with buying, materialism, self-esteem, and apparel-product involvement*, *Family and Consumer Sciences REsearch Journal*, Vol.32, No.3, pp.291-314.
- <http://psychology.about.com/od/psychotherapy/tp/list-of-psychological-disorders.01.htm> A List of Psychological Disorders by Kendra Cherry, accessed date: October 24th 2014.

