

## **THE SHOPAHOLIC LIFESTYLE IN SOPHIE KINSELLA *THE SECRET DREAMWORLD OF A SHOPAHOLIC***

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**Abstract** : The study aims to reveal the shopaholic lifestyle of the character Rebecca in Sophie Kinsella's *The Secret Dreamworld of a Shopaholic*. In conducting this research the writer uses qualitative research. Qualitative research involves the data collected are in the form of words rather than numbers. And in analyzing the data, the writer uses a psychological approach. The data collected in this research are from two sources, primary and secondary sources. A primary source is novel itself by Sophie Kinsella's *The Secret Dreamworld of a Shopaholic* and secondary sources are the other books and data from internet that related to this research. This study focuses on looking at the shopaholic type based on the types proposed by Ronny F. Ronodirdjo and also finding the causes and the effects feel by a shopaholic based on Rebecca's story. And the results of the study show that Rebecca's shopaholic lifestyle is more prominent in the shopaholic image hunter type because Rebecca tries to show a good self-image for those around her. And the cause for her being shopaholic is caused by the influence of her family and social environment. And the effect this makes herself a materialistic person and stuck with a fashion victim and not only that, in the end she was traped with debt.

**Keywords:** *shopaholic, lifestyle, Rebecca, psychological approach*

### **INTRODUCTION**

As stated by (Rorintulus, 2020: 136) that literary work can be a medium to voice human experiences. Based on the statement, the writer concludes that literary works are part of human life. The literary work is a very helpful for someone to express the feelings such as love, suffering, freedom, pleasure, fear, dependence, self-satisfaction, feeling, and lifestyle (Nanlohy, Rorintulus & Kamagi, 2021). And a

literary work really becomes a reflection of human life, in which there are life experiences, ideas, and feelings that are able to give a touch to someone heart. It is of course succeeded in making people feel and think that literary works are in accordance with what they actually feel in their lives.

In this research, the writer is interested to analyze Sophie Kinsella's literary work entitled *The Secret Dreamworld of a Shopaholic*. This novel received a good attention from the readers and made this novel one of the best sellers at the time of publication because in this novel Sophie focuses on the story of a career woman who is involved with many bills due to her big shopaholic nature in her lifestyle. Shopaholics buy excessive products and brands to merely include themselves and serious cases may require medical attention. A shopaholic is that she feels guilty after the initial thrill of shopping is over (Ramesh, 2008:65). She is Rebecca Bloomwood – a fun loving financial journalist who is also very aggressive with her shopping name despite being hopeless with her own finances. And in doing this analysis, the writer provides description of the shopaholic lifestyle in the novel.

There are various lifestyles of people who are influenced by changing times and at the beginning of the 20th century, there is one lifestyle that continues to grow until now, namely the shopaholic lifestyle. Shopaholic Lifestyle is an excessive shopping lifestyle. Because it is different from just love shopping where someone will shop by having considerations in choosing items that have a higher priority or it can be said that they can still control themselves, but shopaholics are very different because a shopaholic cannot control themselves.

According to (Sigar, Rorintulus, & Lolowang, 2020: 68), "When people live in good environment, their attitudes become excellent, but when people live in bad environment, it can give them the bad impact." This shows that environmental factors are one of an important role in shaping a person's behavior and lifestyle. According to (Chaney, 2003), Lifestyle is a pattern of action that distinguishes one person from another. Lifestyle is assumed to be characteristic of the modern world, or generally called modernity, which means that anyone who lives in a modern

society will use the idea of lifestyle to describe her own actions and those of others. Based on the statement, lifestyle is a real action that a person takes according to their own version and it can be said that everyone in the modernization era has a different lifestyle. Where a person's lifestyle will show the way she manages her personal life through the characters and actions that appear in them which will be seen in the eyes of others as a habit. And this needs to be studied because the novel talks about human behavior, lifestyle, and describes what happens inside a person and the conditions in her environment, so it is written in a long composition. Therefore, with regard to the shopaholic lifestyle, the writer is very interested in analyzing this phenomenon through a story written by Sophie Kinsella – *The Secret Dreamworld of a Shopaholic*. The writer thinks that it is necessary to conduct more in-depth research because shopaholics are said to be deviant behavior.

Shopaholic is classified as an excessively obsessive behavior that can make a person unable to control themselves. This is due to the encouragement or suggestions that arise from a person and ultimately make a shopaholic take action continuously and cannot be stopped. And from this research, the writer thinks, it will be very useful and help people to understand more about what a shopaholic lifestyle is, what causes someone to be said to be a shopaholic and what kind of effect a person will receive if she becomes a shopaholic. And this research gives us a message to make the right decisions and actions in life, especially women in taking a stand. One of them is choosing a good lifestyle, which can make us comfortable and avoid difficulties, whether it is in the form of material, physical and mental. And the writer's opinion, this research topic is very important because it can help readers, especially students who are marketing targets, to be able to control themselves.

## **REVIEW OF LITERATURE**

### ***Shopaholic***

Shopaholic comes from the word "shop" which means shopping and "aholic" which means a conscious or unconscious dependence. According to (Whitehead, 2009:33), Shopaholics are they with a type of high during the shopping experience, and when they get home get suffer terribly from post addictive remorse. It is very common for shopaholics to hide their purchases. From the quotation above shows it can be seen that a shopaholic is a very experienced shopper, they are very good at finding good places and things to buy. But when they return home, they will feel regret because they have bought for unreasonable reasons.

### ***Types of Shopaholic***

According to (Ronny F. Ronodirdjo, 2015: 5-6) there are types of shopaholics:

#### 1. Shopaholic Image Hunters

The person hunts for better accessories for their clothing. They think that behaviors like collecting and using various super expensive items are to show their class. It is like owning expensive car, expensive fur-clothes, etc.

#### 2. Shopaholic Compulsive

These are people simply shopped to distract feelings, and if they feel bad about situation, then they will feel good about shopping. Negative mood always triggers a desire to go shopping and waste money. And buying something she does not need, but merely buy to get love or acceptance from others, like a gang friend.

#### 3. Shopaholic Discount

These are people who behave buying goods not because of a real need, but only because they feel they are getting a good deal. They are happy when they finally get items that are not needed. For theme: who counts is whether they miss a discount or a "sale".

## ***Lifestyle***

Lifestyle is a picture of all patterns of a person in this world. According to (Assael, 1984) "Lifestyle is a mode of living that is identified by how people spend their time (activities), what they consider important in their environment (interest), and what they think of themselves and the world around them (opinions)". Lifestyle is a pattern of actions that differentiate one person from another, which reflects the "whole person" that the public wants to show. Then the lifestyle arises from the individual's desire to follow his wishes and refers to the ways or habits that make him feel better.

And people who come from the same sub-culture, social class and occupation can have the same lifestyle because of the influencing factors from each other as well as differences in opinion that make their lifestyle contradictory.

Meanwhile, according to (Mowen & Minor, 2002), "Lifestyle is to show how people live, how to spend their money, and how to allocate time". From this quotation it can be concluded that a lifestyle is how a person enjoys life. Where the more open society is to something new and better, the more it will want to know and do it. Like an individuals will tend to spend money according to their personality, their desires and their social class in society.

## **RESEARCH METHOD**

This research is classified as a qualitative research. According to (Rorintulus, 2020: 132) "Qualitative research that gain the data from books, journals, and other materials through a library research. Then, the collected data are presented descriptively."Based on the statement above, the data are in the form of words, quotations, definitions, and statement. The data and some references deal with the analysis should be collected, so the analysis can be done well. Therefore, in conducting this research, the library research is done since in term of the place where the research is conducted in the library and the sources of the data are from books. According to Cresswell "asserts that qualitative research is done in order to

understand certain social conditions, roles, or interactions (Rorintulus, 2017: 239). And from this quotation, it says that qualitative research is a method used to be able to understand situations that occur in society or emotions that are felt in real life in a person's social life.

In conducting this research, the writer collected the data from two kinds of sources: primary source and secondary source. The data collected from the primary source, the work itself *The Secret Dreamworld of a Shopaholic* by Sophie Kinsella and the secondary source are another references such as journals, books, or internet sources that are related and relevant to the research.

In analyzing the data, the writer use psychological approach. According to (Meyer, 1997), "The nature of psychological approach, it is strategy based heavily on the idea of the existence of human unconscious – those impulses, desires, and feelings about which a person is unaware but which influence emotions and behavior." Based on the statement above, described that psychological approach focused on the emotions and human behavior. This suggests that an impulse arises and produces an emotion or behavior from a person. And in this chapter IV, everything that is analyzed is closely related to the behavior and emotions that arise in Rebecca, which makes her a shopaholic.

## **FINDINGS AND DISCUSSION**

According to (Ronodirdjo, 2021:3), a shopaholic will buy for reasons that are somewhat different from the normal person in general. Usually, they buy to reduce unwanted psychological effects from time to time such as anxiety, feelings of meaninglessness, anger, etc., so buying creates a lifestyle.

The novel *The Secret Dreamworld of a Shopaholic* showed about the shopaholic lifestyle of Rebecca, the main character of this novel. She has a strong desire to consume things and is always so eager to shop. And in order to answer the research questions about the shopaholic lifestyle of Rebecca and also the cause and the effect of the shopaholic lifestyle in Sophie Kinsella's *The Secret Dreamworld*

*of a Shopaholic* by applying theories such as the type of shopaholic of Ronny Ronodirdjo. The following sub-topics will be discussed:

1. Enhanced Self-Image (Image Hunter)
2. Becoming a Compulsive
3. Shopping for a Discount

### ***Enhanced Self-Image (Image Hunter)***

Basically, a woman likes shopping and most give the opinion that shopping is one of the activities that have an influence on her. And this is certainly done by men although in general it is done by most women. In addition, the desire to shop is one of the factors to improve their self-image in front of others. As self-image is a picture that a person has about her own state as a physical being. This self-image is always associated with physical characteristics which lead to one's appearance. As Rebecca did, the behaviour she shows is that she will as much as possible buy and wear clothes whose fashion is trending and loved by many people. This is to improve her image in front of others. I'm holding a piece of Elle Decoration. How cool is that? I suddenly feel incredibly stylish and trendy – and wish I was wearing white linen trousers and my hair slicked back like Yasmin Le Bon to match (Kinsella, 52).

I don't look bad, I think. I'm wearing my black skirt from French Connection, and a plain white T-shirt from Knickerbox, and a little angora cardigan which I got from M&S but looks like it might be Agnes B. And my new square-toed shoes from Hobbs. And even better, although no-one can see them, I know that underneath I'm wearing my gorgeous new matching knickers and bra with embroidered yellow rosebuds. They're the best bit of my entire outfit. In fact, I almost wish I could be run over so that the world see them. (20)

The statement above illustrates that the importance of self-image is what gives Rebecca an influence to create a good perception for others to be able to give

opinions about her-self. And this triggers her to appear with a good look. This makes Rebecca, who is a shopaholic, choose clothes and items that have a high brand value as her shopping destination. Like the quote below, Rebecca makes her best friend feel like she can't believe the clothes she just bought because they have a high brand value.

I walk through the door of our flat, Suze looks up – and the first thing she says is, 'Denny and George! Becky, you're not serious.' 'Yes,' I say, grinning from ear to ear. 'I bought myself a scarf.' Very slowly, I take the dark green box out of the bag, remove the lid and unfold the tissue paper. Then, almost reverentially, I lift up the scarf. It's beautiful. It's even more beautiful here than it was in the shop. I drape it around my neck and grin stupidly at Suze. 'Oh Bex,' she murmurs. 'It's gorgeous!' For a moment we are both silent. We're communing with a higher being: the God of shopping. (36-37)

Based on the statement, it shows that what Rebecca does is actually not in accordance with her needs, but solely for the sake of pleasure and to create a self-image in front of her best friend. Not only in front of her friends but in her work environment she will look fashionable in order to get a good opinion from her coworkers.

Here starts a whole new career in fashion! I spend a long time choosing a cool outfit to wear on my first day – and eventually settle on black trousers from Jigsaw, a little cashmere (well, half cashmere) T-shirt and a pink wrap-around top which actually came from Ally Smith. I'm quite pleased with the way I look, and am expecting Danielle to make some appreciative comment when I arrive at the shop. (130)

The statement above shows how important an opinion from other people is to her. However, Rebecca did not realize that this was actually the cause of her being extravagant and not thinking about her financial condition.



Then I have to get Suze's birthday present. I've already bought her a set of aromatherapy oils – but the other day I saw this gorgeous pink angora cardigan in Benetton, and I know she'd love it. I can always take the aromatherapy oils back or give them to someone for Christmas. So I go into Benetton, and pick up the pink cardigan. I'm about to pay ... when I notice they've got it in grey as well. The most perfect, soft, dove-grey angora cardigan, with little pearly buttons. Oh God. You see, the thing is, I've been looking for a nice grey 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. So I buy it. The most perfect little cardigan in the world. People will call me the Girl in the Grey Cardigan. I'll be able to live in it. (67)

Based on the statement, showing that instead of saving money, Rebecca, actually spent more money than she should have needed to buy a gift to be given to her best friend. That's because she wants to show her fashionable self-image so that it will give a good impression and a high impression to the people around her.

### ***Becoming a Compulsive***

Being compulsive is when a person has a strong desire to do something. If a person is compulsive, she finds it difficult not to do certain activities and enjoys repeating those actions or her behaviour. Compulsive behaviour is a reaction to eliminate the anxiety that a person feels. This is caused by a suggestion that comes from a psychological compulsion that ends with an obsessive act of doing something. Rebecca loves shopping. But her desire for shopping was excessive. And therefore she was very familiar with the brands of items branded on display or promoted by shopping figures. "I'm standing outside Ally Smith – which has some gorgeous full-length coats in the window – and there's a handwritten sign in the glass pane of the door. 'Wanted. Saturday sales assistants. Enquire within'" (Kinsella, 122). And when she sees these items, she will immediately think of how

important it is to have these branded goods that have high-quality production materials. "Oh God, yes. I remember this one. It's made of silky velvet, overprinted in a paler blue and dotted with iridescent beads. As I stare at it, I can feel little invisible strings, silently tugging me towards it. I have to touch it. I have to wear it. It's the most beautiful thing I've ever seen (22)."

Based on the statement above, the writer finds that there are compulsive acts that occur in Rebecca. And it makes her have the desire to buy branded clothes at the store. "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. (22)

The compulsive behaviour that appeared made Rebecca think of things that pleased her and was very determined to immediately make the clothes hers and not give consideration not to buy things that she did not really need at that time. This is why when she has no shopping plans, but is in a shopping centre and sees something interesting, she will definitely buy it. It can be seen below:

I'm certainly not planning to buy anything – but when we get there, I find a stall full of amazing handmade cards, only £1.50 each! So I buy ten. There's also a gorgeous blue ceramic plant holder with little elephants going round it – and I've been saying for ages we should have more plants in the flat. So I buy that, too. (51)

Not only that, the compulsive behaviour that arises from a shopaholic will give them a suggestion where shopping can be used to relieve boredom or serve as a separate satisfaction for those who are in a bad mood. Can be seen below:

I can't believe my bad luck. Normally, of course, I long for the tube to break down, so I've got an excuse to stay out of the office for longer. But today I behave like a stressed businessman with an ulcer. I tap my fingers and sigh, and peer out of the window into the blackness. Part of my brain knows that I've got plenty of time to get to Denny and George before it

closes. So until I've got that scarf in my hands I won't be able to relax (32). I walk slowly out of the shop, still in a haze of delight. I've got a Denny and George scarf. I've got a Denny and George scarf! I've got (34).

The statement above shows that shopping is an important factor in fulfilling the desires of a shopaholic. It is able to affect the state or emotion that is being felt by Rebecca. Like, she will not stop if she is not satisfied. "I'm not done yet. I head for the escalators and go up to the home-furnishing floor. Time for a new duvet set. White, to match my new dressing gown. And a pair of bolster cushions, and a fake-fur throw." (Kinsella, 2000, 217) And shopping becomes a trigger so that her emotions can change (stable) and get hers own satisfaction for herself. But without her realizing it made her an addict to a product because it affects the emotions in her. She made shopping her habitat. Which is the end gives the effect of dependence that is difficult to remove.

### ***Shopping for a Discount***

Discount is a strategy set by the seller to promote an item or service. Discounts are also known as setting a price reduction for an item in order to attract the attention of consumers. Because of this, many people choose to buy an item that is basically not really needed but just because they feel they got a good offer. Just like what Rebecca did, when she saw the word 'Sale', the interest in shopping must be very big. It can be seen from the following quotation: "When suddenly my eyes focus and snap to attention, and my heart stops. In the window of Denny and George is a discreet sign. It's dark green with cream lettering, and it says: SALE." (Kinsella, 21)

Based on the statement, it shows that the word 'Sale' has a very strong appeal to make someone want to buy the product or item being promoted. Like Rebecca, she had the mind-set of looking forward to a discount, and she did not want to miss out on the offer as much as possible. This can be seen from his statement: "As we drive along, I look out of the window at the crowded streets.

Although it's March, there are still a few SALE signs in the shop windows left over from January, and I find myself peering at the displays, wondering if there are any bargains I might have missed (159). Instead of the item only having a coveted and unneeded beauty value, the word discount is an important thing that cannot be overlooked.

Therefore, the discount is always a target so as not to be missed because it is considered a great opportunity. Discounts will make someone feel happy with their existence. It can be seen below:

At the Clarins counter, my attention is grabbed by a big promotional sign. "Buy two skincare products, and receive FREE beauty bag, containing trial-size cleanser, toner and moisturizer, autumn blaze lipstick, extra strength mascara and sample-size Eau Dynamisante. Stocks limited so hurry." But this is fantastic! Do you know how much Clarins lipstick usually costs? And here they are, giving it away free! Excitedly, I start rooting through all the skincare products, trying to decide which two to buy. (71-72)

### **The Causes of Shopaholic Lifestyle in The Secret Dreamworld of a Shopaholic**

For shopaholics, shopping is a picture of consumptive behavior that is very difficult for them to change. It can also attack everyone, whether it's teenagers, young people, or adults who are married. And it is not surprising that it is dominated by women because they are the marketing target for the sellers. And uniquely, women are a big target where the dynamics of spending are unthinkable. It is said that because the shopping desire often encourages women to buy things that are not needed, but rather to fulfill their desire not to lose to other people around them. And this of course has a reason or cause that makes someone a shopaholic. And from Rebecca's story, the causes that make her a shopaholic are as follows.

### ***Influence from Family***

Family is an important environment to shape one's attitudes and behavior. Because the family can have a big influence on a person's growth and development, the first group will introduce the outside environment. If the family has a lifestyle that likes shopping, surely the child will follow it. As is the case with using something in the form of goods, for example choosing clothes, bags, shoes or items that are used at home with a high brand value or always buying new ones even though the goods are already at home, of course, this will form a view or thought to follow what she saw. Which in the end they will imitate the things that are done by their parents or their families.

She reaches for a ceramic storage jar I've never seen before and spoons coffee into a new gold cafetiere. Mum's terrible. She's always buying new stuff for the kitchen – and she just gives the old stuff to Oxfam. New kettles, new toasters... We've 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, 49-50)

Based on the statement, we can see that Rebecca's mother also has a big hobby of shopping. She will buy things that she feels attract her attention without thinking that they are not really needed. And here we can find out that it finally shaped Rebecca into a shopaholic. She imitated her mother's way of shopping who did not see the value of their primary needs. And Rebecca doesn't worry about doing her habit, because basically her parents also enjoy it, shopping is fun. Like the following statement, "Mum's really happy, too, as she's found a pair of candlesticks for her collection. She's got collections of candlesticks, toast racks, pottery jugs, glass, animals, ambroidered samplers and timbles. So anyway, we're both feeling rather pleased with ourselves, and decide to go for a cup of tea (51)."

The statement above shows that the habits that are seen from the figure of a parent or family are what their children will always remember and this greatly

affects their mindset. So there is no doubt that family is one of the factors that cause a person to have a shopaholic lifestyle.

### ***Influence from Social Environment***

In addition to the family environment, the social environment is a very influential factor also for a person in shaping her personality or identity. As (Sigar, Rorintulus, & Lolowang, 2020) said that "When people are talking about human condition, people are talking about the environment also. The environment influences our attitude." This shows that a person's personal life is closely related to her social life. The life of a luxurious social environment will be very influential for a person. Because it indirectly affects the way we think. When our social environment wears trending fashion or has an upper-class life, without realizing it makes someone want to follow it. "I gaze out at a woman in a gorgeous white coat, wondering where she got it. Maybe at Harrods. Maybe I should buy a white coat, too. I'll wear nothing but white, all winter. A snowy white coat and a white fur hat. People will start calling me the Girl in the White Coat (Kinsella, 160)."

Based on the statement, it shows that Rebecca's social environment is an environment with high fashion and attracts attention so that she also feels that she has to follow it. Like when she is at work. She became envious when she sees a friend of hers in a nice suit. "A few moments later, Elly appears with Paul, and I look at her in surprise. She's looking really smart, in an aubergine-coloured suit and high heels." (69) Not just in the work environment, but in the home as well. "'You heard Tom's bought a house?' 'Yes', I say. 'In Reigate. Fantastic!' 'It's got two bedrooms, shower room, reception room, and open-plan kitchen,' he recites. 'Lime oak units in the kitchen.' 'Gosh,' I say 'How fab.'" (53) And also her best friend Suze's is basically in the upper class with the support of her parents.

Although she's twenty-five, like me, her parents still gave her pocket money. It's called an 'allowance' and apparently comes from some family trust – but as far as I can see, it's pocket money. Her parents also bought

her a flat in Fulham as a twenty-first birthday present and she's been living in it ever since, half working and half dossing about. She was in PR for a (very) short while, and that's when I met her, on a press trip to Guernsey. As a matter of fact, she was working for Brandon Communications. (36)

This made Rebecca think that when she was in such an environment, she also had to look like them in order to blend in with her surroundings. And the mindset continues to form in order to be on par with them. She continues to shop for high-quality clothes to match her surroundings. And just like Suze and Tom who have their own place to live, she also keeps thinking about buying a house by choosing a luxurious place to live. "Where shall I live? Chelsea? Notting Hill? Mayfair? Belgravia, I read. Magnificent seven-bedroomed detached house with staff annexe and mature garden. Well, that sounds all right." (49)

Based on the statement, it can be seen that Rebecca has the ambition to have a luxurious lifestyle like the lives of those around her without thinking that she is not from the same social circle as the people around her.

### **The Effects of Shopaholic Lifestyle in The Secret Dreamworld of a Shopaholic**

Things that humans do must have an impact or an effect, be it a positive effect or a negative effect. Likewise, with choosing a lifestyle, there will definitely be an impact that we can get from our choices. And it can certainly provide advantages and disadvantages for us. The same will be experienced by someone who chooses a shopaholic lifestyle. They will surely get an impact according to how they live their shopaholic life.

#### ***Becoming Materialistic***

A materialist view of life is a view that is basically something that is purely material (wealth, money, etc.). They tend to think of possessions as comfort. And as a shopaholic, of course, they will feel very comfortable and think that certain items which emphasize high materialistic values such as how luxurious a house is,

the type of car used, the clothes worn and the amount of money they have is happiness for them. That's why they tend to judge things materially. Without them knowing this of course will affect their relationship with other people. Like Rebecca, she places her personal relationships by looking at people in terms of material values. Which is she initially felt uninterested in getting to know Tarquin. As follows:

"Dinner with Tarquin. Can you imagine? Sitting opposite that stoaty head all evening. And what's he going on about, anyway? I've never heard of Bayreuth. Is it a new show or something? Or does he mean Beirut? Why would we want to go in Beirut, for God's sake? Anyway, never mind, forget Tarquin. I've got more important things to think about today." (Kinsella, 94)

Based on the statement, shows Rebecca's disinterest in Tarquin, because she has the view that Tarquin is a nobody. Rebecca thinks that Tarquin is not suitable for her, so she takes Tarquin lightly. But it's a different story when she learns about the life of Tarquin, who is a rich man.

Number 15, Tarquin Cleath-Stuart. Age 26. Estimated wealth: £25 million. Landowner since inheriting huge family estate at age of 19. V. publicityshy. Lives in Perthshire and London with old nanny; currently single. Anyway, what kind of man buys luggage as a present? I mean, a suitcase, for God's sake, when he had the whole of Harrods to choose from. He could have bought his girlfriend a necklace, or some clothes. Or he could have ... He could have ... Hang on a moment, what was that? What was that? No. That can't be – Surely that's not – Oh my God. And suddenly I can't breathe. I can't move. My entire frame is concentrated on the blurry picture in front of me. Tarquin Cleath-Stuart? Tarquin Suze's cousin? Tarquin? Tarquin ... has ... 25 ... million ... pounds? I think I'm going to pass out, if I can ever ungrasp my hand from this page. I'm staring at the fifteenth-richest bachelor in Britain – and I know him. Not only do I know him, he's asked me out on a date. I'm having dinner with him tomorrow night. OH-MY-GOD. I'm going to be a millionaires. A multimillionaires. I knew it. Didn't I know it? I knew it.



Tarquin's going to fall in love with me and ask me to marry him and we'll get married in a gorgeous Scottish castle just like in Four Wedding (except with nobody dying on us). And I'll have £25 million. (192)

From the quote above, the writer finds that the expression shown by Rebecca is very clear that she was surprised but happy when she found out that the Tarquin she knew was a person with a large income and one of the rich. This shows that Rebecca tends to judge someone materialistically. She will be attracted to someone when she finds that person has a good standard of living so that she is able to fulfill her desires.

And someone who only judges in terms of material will have great consideration when finding something with a greater profit value. They tend to choose something new that is more profitable than before. Like Rebecca, who was attracted to Tarquin because she knew she was a rich person without liking Tarquin, she immediately turned to Luke Brandon who turned out to be richer than Tarquin and also the person Rebecca liked. "Luke Brandon. 'This flexible plan,' I type, 'Offers full death benefits and a lump sum on retirement. For example, a typical man in his thirties who invested £100 a month (149).'" Because when she sees Luke Brandon, she was very impressed by Luke's wealth, intelligence, and Luke's handsomeness which was like a complete package.

And as I watch, paralysed in astonishment, he brings out a Coutts chequebook. A pale grey Coutts Chequebook. The fifteenth-richest man in the country. 'Well, I'll make it payable to you, then, shall I?' he says. 'And you can pass it on.' Briskly he starts to write. I can't believe my eyes. Five thousand pounds, on a cheque, addressed to me. Five thousand pounds which belongs to Aunt Ermintrude and the violin teachers of Malawi. (205-206)

Based on the statement, the author finds that there is self-interest. Because it can be seen from this Rebecca continues to think materially, she chooses to get

something bigger for herself. And this shows that materialists have the idea that they will never be satisfied with their possessions and want something better.

### ***Fashion Victims***

A shopaholic tends to follow the times they will tend to shop for clothes, cosmetics because of trends. And the fashion they wear moves with the changing times. This shows that a shopaholic is victims of fashion because they tend to follow fashion that is widely recognized by society's prejudices. And it is common knowledge that celebrities are a reference to dress. As follows: "Unable to stop a delighted grin spreading over my face as I take in Chloe's collection of makeup. There's about a zillion brushes, pots and tubes littered over the counter in front of us, all really good brands like Chanel and MAC (Kinsella, 263)." Here Rebecca shows how delighted she is to find such a famous collection. This illustrates that she shopped by benchmarks to keep up with the times or something that was known to people at that time.

In addition, Rebecca tends to be interested and wants to immediately buy famous items such as: "I buy myself Vogue and a bag of Minstrels, and lie on the sofa for a bit (101)." And without hesitation, she said that she was exactly like a famous celebrity. "But look at this! I suddenly feel very grown-up and metropolitan, like someone in a Woody Allen film. I just need a long woolly scarf and some sunglasses and I'll look like Diane Keaton. (A young Diane Keaton, obviously, but without the seventies clothes.) (95)."

Based on the statement, it shows that fashion has a very big influence on a person to behave and interaction with the environment. And fashion often gives confidence to those who wear it. "I put on my new grey cardigan over a short black shirt, and my new Hobbs boots – dark grey suede – and I have to say, I look bloody goon in them (177)." And of course a shopaholic, they will try very hard to keep appearing with a fashionable appearance. It can be proven by "I'm wearing my

smartest black suit, and tights and high heels, with an FT under my arm, obviously. And I'm carrying the briefcase with the combination (150)."

But it is also undeniable that someone who tries to change her appearance too much from season to season, she becomes a victim of fashion. Like the statement below, Rebecca continues to wear clothes that match the current fashion trends. "She's wearing a bright red suit (Karen Millen, no doubt), and some really nice square-toed shoes, and her hair's been tied back (179)."

### ***Tragedy in Debts***

The shopping craze of a shopaholic is different from normal people basically. Because shopaholics tend to continue shopping even though the economy is not good because it becomes their own satisfaction. Like Rebecca, the urges that kept popping up in her while shopping had a bad effect on her. Instead of looking for fun, she forgot about her financial condition and got into debt. "It was because I'm in debt! (Kinsella, 106)." She became a constant addict even though she knew she had to stop, but it was very difficult and just ended up being a bill. She realized that she had a pile of bills, "The bank, VISA, my Harvey Nichols card, my Debenhams card, my Fenwicks card.. And now Suze, too. It's about ... let's think ... it's about six thousand pounds (41)." Rebecca felt scared and seemed stressed because of her increasing debt and she also felt panicked as if she was afraid to see a letter with numbers. Can be seen: "Ok. Don't panic. 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? (13)."

From the statement above, the writer found that Rebecca was stuck with debt and she started to feel uncomfortable because of the bill. (Ibrahim, Wuntu, & Lolowang, 2021: 113) said that "People face problem in their life. Sometimes, it is not easy for them to accept the problems. Sometimes problems affect people's mind. Problems can influence their way of thinking." Based on this statement shows that the problem will greatly affect a person's mind. And we can see that Rebecca

had problems with her finances and ended up in debt, her mind became so muddled that she thought that the debt would continue. "I'm already in debt; I might as well be more in debt (217)." This is because she cannot think more calmly and clearly because of the many bills. Excessive spending behaviour ends up having a very bad impact like someone stuck in debt. And this debt eventually causes discomfort that is finally felt. Like what Rebecca experienced from the bill sent for her made her like a fugitive being chased. And she lost her comfort. It can be seen below:

Guilt Guilt Guilt Guilt. Panic Panic Panic Panic. If I let them, they'd swoop into my mind and take over. I'd feel completely paralysed with misery and fear. So the trick I've learned is simply not to listen. I close off the back of my mind – and then nothing worries me. It's simple self-defence. My mind is very well trained like that (144).

Based on the statement, the writer found that the bills seemed to have a great impact on Rebecca's physical as well as mental health because she became confused when she recalled every bill she had and made her feel very worried and even afraid to receive a call from the collector, and want to escape as much as possible with no sense excuses.

'Parnel. Erica Parnell from Endwich Bank. Can you call her. I stare at Suze, frozen in horror. 'She called here? She called this number?' 'Yes. This afternoon.' 'Oh shit.' My heart starts to thump. 'What did you say? Did you say I've got glandular fever?' 'What?' It's Suze's turn to stare. 'Of course I didn't say you've got bloody glandular fever!' (40)

From this, we can see that the effect is not only in terms of Rebecca's economy but also on her mentality. She loses her comfort and pleasure when the bills pile up.

## **CONCLUSION**

After doing research, the author finally reveals the life of shopaholic Rebecca. The author came to the conclusion that this shopaholic lifestyle is a form of consumptive behaviour. A shopaholic will be dissatisfied with what she has. Because in general, they will buy branded products just to show their existence can be accepted by others. And the writers also find that shopaholics overcome boredom with their routines with shopping frequency. And in Rebecca's story, the writer finds that Rebecca tends to describe her shopaholic life more towards a shopaholic image hunter type, although there are some parts that show because of a compulsive attitude and because of the influence of marketing strategies, namely discounts. But the most prominent that is shown is the Shopaholic image hunter. Whereas this type is those who shop for branded goods to look good in front of others so as to create a high and positive perception of others for themselves. And of course, it will give a good influence and results for feelings or moods. And this indirectly makes Rebecca behave as a shopaholic image hunter.

The writer also finds that shopping is a reflection of the lifestyle of certain people. And for shopaholics, shopping becomes a picture of consumptive behaviour that is very difficult to change. And from Rebecca's story, researchers find the factors that caused her shopaholic lifestyle, among others, namely, the influence of the family environment and social environment. In addition to finding the causes of the shopaholic lifestyle, the writer also finds the effects of having a shopaholic lifestyle, including being materialistic, being involved with fashion victim, and finally her is trapped in debt. It had a big effect on Rebecca. Not only feeling the pleasure of shopping, in the end it also has an effect on her mentality. She felt uncomfortable and afraid of being chased by debt.

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