

CHAPTER II

REVIEW OF RELATED LITERATURE

In order to have a good analysis, the study needs to be reviewed by supporting and relevant theories.

There are three subsections which are elaborated. They are psychology of literature, psychological disorder, oniomania, clinical signs, cause, and effect of oniomania, and treatment used.

2.1 Psychology of 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. In other words, literature is clear to understand because it was made from a writer who had contributed his or her mind into a great literary work. From experience in people's life, literature can be felt. 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, which don't seem to have much in the way of new insights to contribute to the enlightened modern mind. It can be concluded that literature can be developed through psychology which relates to problem that exists in order to make different sight of literature to be analyzed.

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. Meanwhile, 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).

In this study, the writer uses psychological types within works of literature to help the writer to 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.

2.2 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.

2.3 Oniomania

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 and Faber (1998:402), it is a chronic, repetitive purchasing that become primary response to negative events or feelings. In other words, whenever the individuals are in bad conditions or feelings, they tend to go shopping like it is an addictive thing to do. They often hide

items to prevent relatives or partners complaining about their shopping habits. 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. Then, the most widely accepted definition of the term was provided by McElroy et al (1944):

- 1) a maladaptive preoccupation with buying or shopping, or maladaptive buying or shopping impulses or behavior, as indicated by either:
 - a. frequent preoccupation with buying or impulses to buy that are experienced as irresistible, intrusive, and/or senseless
 - b. frequent buying or more than can be afforded, frequent buying of items that are not needed, or shopping for longer periods of time than 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)
- 3) the excessive buying or shopping behavior does not occur exclusively during periods of hypomania or mania

According to Shopaholics Anonymous, there are several different types of oniomaniacs/ shopaholics, and they are as follows:

- a) Compulsive shopaholics who shop when they are feeling emotional distress
- b) Trophy shopaholics who are always shopping for the perfect item
- c) Shopaholics who want the image of being a big spender and love flashy items
- d) Bargain seekers who purchase items they don't need because they are on sale
- e) Bulimic shoppers who get caught in a vicious cycle of buying and returning
- f) Collectors who don't feel complete unless they have one item in each color or every piece of a set

2.4 Clinical Signs of Oniomania/ Compulsive Buying Disorders

According to Varun Sharma, Karan Narang, Gaurav Rajender, M.S. Bhatia (2009), clinical signs are defined as:

- a) Onset in late adolescence to early adulthood
- b) Female-to-male ratio may be 9:1
- c) Behaviors include shopping frequently, spending inappropriately, and fantasizing about future purchases

- d) Psychiatric comorbidity-mood disorders, substance abuse, eating disorders—is common among patients and first-degree relatives
- e) Chronic symptoms wax and wane, with widely varying severity
- f) Irresistible urges prompt spending by some patients
- g) Shopping is intensely exciting, with transitory feelings of happiness and power
- h) Feelings of distress and guilt develop after shopping; patients often hide purchases
- i) Patients may be in denial or feel embarrassed to disclose symptoms

2.5 Causes of Oniomania

April Lane Benson (2000) stated "Compulsive buyers have usually fairly irresistible impulses that they can't control, and it leads to some kind of harm, either financial or occupational or interpersonal or some combination". The point is, compulsive buyers or mostly known as oniomaniacs will never feel wrong in excessive buying until they are in critical problem, such as their relationship with people around them and surely money problem. Oniomaniacs, of course, can not suffer from oniomania without any specific causes. Thus, there are some causes of oniomania which have been divided into two parts, such as interpersonal and systematic or social condition.

2.5.1 Interpersonal

- Children who experience negligence and family behaviour

When the child grows up they will fall into this habit of buying things for their children to make up for neglect and so on (Krueger, 1988). Roberts agrees with Krueger that addictive compulsive behaviors may be influenced by other family members (Roberts, 1998)

- An uncontrollable drive to engage in spending or experience a feeling (O'Guinn & Faber, 1989)

- Self-esteem

Compulsive buyers suffer from low self-esteem and the individuals want to please others (Krueger, 1988; O'Guinn & Faber, 1992, Yuchisun & Johnson, 2004)

- Depression and have higher levels of anxiety reactions and obsessions (O'Guinn & Faber, 1992)

2.5.2 Systematic/ Social Condition

- The credit or “magic” card facility (Black 1996; 2007)

2.6 Effects of Onomania

Based on O'Guinn & Faber and Yuchisun & Johnson, compulsive buying causes economic and psychological consequences/effects (O'Guinn & Faber, 1992; Yuchisun & Johnson, 2004), such as:

2.6.1 Financial consequences

- debt
- bankruptcy

2.6.2 Psychological consequences

- frustration, and loss of control
- fall-apart relationship with family and friends

Dell’Osso, Allen, Altamura, Buoli & Hollander (2008) stated that the effects of oniomania are divided to:

2.6.3 Long-term negative effects

- Financial problems
- Legal problems
- Psychological distress
- Marital conflict
- Impairment of functioning

2.6.4 Short-term positive effects

- Act of shopping and buying is pleasurable and relieves emotional distress

2.7 Treatment Used

Some therapy can be tried for recovering from Oniomania, like being stated by Shopping Addiction Treatment: The Control Center (2012), such as:

2.7.1 Therapy

- Addresses any underlying mental disorders that may be present
- Provides coping skills

2.7.2 Group Therapy

- Similar to AA meetings
- Shopaholics Anonymous

Actually, treatment such therapy is one of the options in recovering from oniomania. In recovering from oniomania, it depends on the oniomaniacs themselves. If he or she realizes and has an eagerness to be healed from oniomania, it will work. Then, a therapy is a thing to support in order to get the effort in recovering from oniomania better.