

A PERSPECTIVE ON THE PERSON-PRODUCT RELATIONSHIP:
ATTACHMENT AND DETACHMENT

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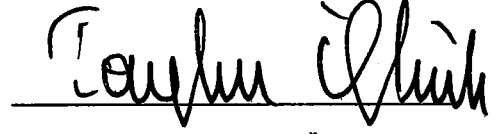
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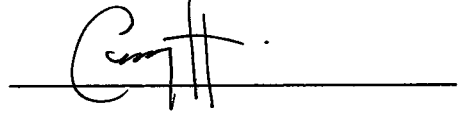
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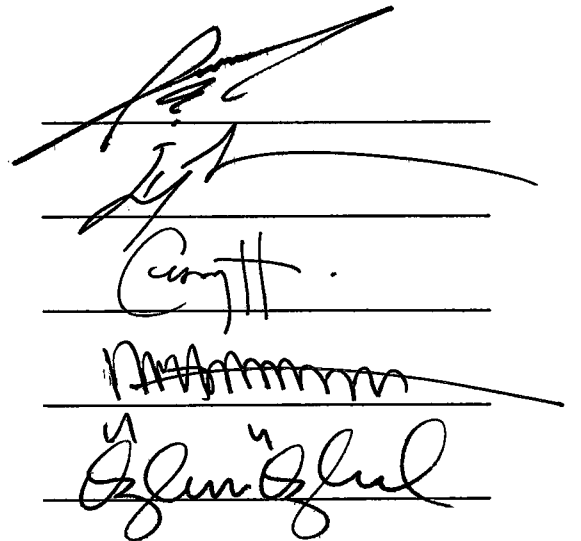
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ABSTRACT

A PERSPECTIVE ON THE PERSON-PRODUCT RELATIONSHIP: ATTACHMENT AND DETACHMENT

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This study analyses product attachment and detachment as a perspective on person-product relationship. The general characteristics of the relationship between people and products were discussed through the literature survey, from the perspectives on its three elements: the person, the product and the interaction between them. As being certain emotional states of this relationship, product attachment and detachment were analysed through both the literature survey and results of the field work which was conducted by interviewing a sample selection of different age, gender and socio-economic status groups. The nature of product attachment and detachment and reasons for their constitution were explored. It was observed that age, gender and socio-economic status, as being three broad social factors, are significant variables that affect product attachment and detachment. It was also found that product attachment and detachment have certain implications on consumption levels and sustainable product design.

Keywords: Product and emotion, Product attachment, Product detachment.

ÖZ

İNSAN-ÜRÜN İLİŞKİSİNE BİR BAKIŞ AÇISI: BAĞLILIK VE KOPUKLUK

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Bu çalışma, insan-ürün ilişkisine bir bakış açısı olarak ürüne bağlılık ve üründen kopukluğu analiz eder. İnsanlar ve ürünler arasındaki ilişkinin genel özellikleri, literatür araştırması yoluyla, bu ilişkinin üç unsuruna bakılarak ele alınmıştır: insan, ürün ve aralarındaki etkileşim. Bu ilişkinin bazı duygusal halleri olarak, ürüne bağlılık ve üründen kopukluk hem literatür araştırması yoluyla hem de farklı yaş, cinsiyet ve sosyo-ekonomik statü gruplarından seçilen örneklemeye görüşülerek yürütülen alan çalışmasının sonuçları aracılığıyla analiz edilmiştir. Ürüne bağlılık ve üründen kopukluğun özellikleri ve bunların oluşturulmasındaki nedenler araştırılmıştır. Üç geniş sosyal etken olarak, yaş, cinsiyet ve sosyo-ekonomik statünün ürüne bağlılık ve üründen kopukluğu etkileyen anlamlı değişkenler oldukları gözlenmiştir. Ayrıca, ürüne bağlılık ve üründen kopukluğa ilişkin verilerin tüketim seviyelerine ve sürdürülebilir ürün tasarımına ilişkin çalışmalara getirileri olduğu sonucuna varılmıştır.

Anahtar Kelimeler: Ürün ve duygu, Ürüne bağlılık, Üründen kopukluk.

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CHAPTER 1

INTRODUCTION

1.1 MOTIVATION FOR THE STUDY

Heidegger (1964) distinguishes our environment into two struggling forces: the earth and the world. While the earth is formed by natural forces, the world is created by human effort and work. Throughout history, one of the most important works of humans is the production of material objects. For Csikszentmihalyi and Rochberg-Halton (1981), survival needs of humans involve not only the biological requirements like animals, but also, with the development of self-consciousness, humans needed to give shape to the forms envisioned in their thought as part of their cultural evolution. In fact, the evolution of humankind and the periods of history are signed by the objects that people could make and use.

At any time in history, the human state can be evaluated through the relations between people and things. People use symbols to communicate with each other and the world. As a matter of fact, the system of material objects is one of the most obvious systems of symbol after the language. Although *raison d'être* of products is to fulfil certain functions, even purely instrumental objects behave as signs of the ways of life. Products, as a system of symbols, constitute the information for understanding human life; because, they reflect identities, ideas, values and attitudes of people and carry messages on their past experiences, living conditions and future expectations. Therefore products become the data for evaluating a particular society at a given period.

In the last quarter of twentieth century, the material world that people created became much more important than at any time in history; because, for the first time, the production and consumption activities of people began to pose a strong threat to the sustainability of our planet. This threat has given rise to the increasing awareness that the resources of energy and materials are finite, and our planet cannot tolerate huge amounts of consumption and disposal for a long time. A significant part of the efforts at achieving world's sustainability has been devoted to changing today's consumption patterns and to elongating the lifespan of products. Consequently, increasing amounts of production and consumption have forced us to re-evaluate our relationships with material objects.

Eternally Yours, a group of Dutch designers who work on sustainable design, distinguishes three dimensions in the product lifespan: the technical, the economical and the psychological (Verbeek and Kockelkoren, 1998). Products may be discarded since they are broken and cannot function as expected or since they are economically outdated with the introduction of new models into market. However, Eternally Yours suggests, the most important reason for discarding a product is the termination of its psychological lifespan.

One of the most significant factors underlying the short psychological lifespan of products is the loss of emotional link between people and products, since industrial revolution and introduction of mass production. While increasing the quantity, industrialisation of products decreased the quality in terms of their ability to satisfy our souls. As Zaccai (1995) asks:

Why is it that a system which has as its great strength the ability to assemble highly trained and specialized experts for the purpose of creating specific products rarely is able to produce objects which elicit the same spiritual and emotional connection with their users as the objects produced by our craftsmen ancestors? (4)

We notice that some products can be easily thrown away even while they are still functional. On the other hand, some products become the parts of person's identity and are kept throughout the lifetime. These aspects of the relationship between

people and products can be conceptualised as attachment to products and detachment from products. This study is interested in product attachment and detachment as a perspective on the relationship between people and products.

1.2 QUESTIONS TO BE ADDRESSED

The questions to be addressed in this study are related both to the relationship between people and products generally, and to the product attachment and detachment, specifically. The questions to be addressed are specified below.

How is possessing related to human existence? What is the role of having possessions in the sense of being? Why do people possess? What are their goals on acquiring material objects? What are the roles of material objects in different stages of human development?

How are products realised as system of signs? What needs are the products expected to satisfy?

How do people interact with products? How is the meaning of a product realised? What is the nature of product meaning?

How are emotions constituted? What are the characteristics of emotions? May products evoke certain emotions? If they do, what are these emotions?

What are product attachment and detachment and where do they come from? What are the characteristics of product attachment and detachment? What are the product types to which people generally feel attached or detached? For which reasons, may people feel themselves attached to products? In which ways, people feel themselves detached from products? Which product types are associated with these attachment and detachment reasons?

What are the effects of age, gender and socio-economic status of the individual on his/her product attachment and detachment? Do people from different social categories of age, gender and socio-economic status respond to different types of products? Do they have product attachments and detachments for different reasons? If they do so, what are these differences?

As a result, the general phenomenon of the relationship between people and products is to be explored through the literature survey, by handling its three elements -the person, the product and the interaction- separately. Next, the product attachment and detachment are to be investigated through both the literature survey and the field work.

To summarise, the main questions to be addressed in the literature search are:

- What are the nature and the importance of having material possessions for people?
- What are the roles of products in various stages of human development?
- What are the characteristics of products as a system of signs?
- How do people interact with products?
- How are the meanings assigned to products?

The main questions to be addressed in both the literature search and the field work are:

- What is meant by product attachment and detachment and where do they come from?
- What are the characteristics of product attachment and detachment?
- Do certain product types gain significance with respect to attachment and detachment?
- What are the reasons for product attachment and detachment?
- What are the differences related to age, gender and socio-economic status, regarding product attachment and detachment?

1.3 AIM AND SCOPE OF THE STUDY

The aim of this study is to explore the nature of and the reasons for product attachment and detachment, by handling them as certain emotional states of the relationship between people and products. Therefore, the study involves:

- The investigation into the characteristics of person-product relationship, from the perspectives of its three attributes; the person, the product and the interaction between them.
- The search and exploration of the features of product attachment and detachment, the reasons for their constructions and the differences in them with reference to three broad social factors; age, gender and socio-economic status.

A literature search was conducted to explore both of these aspects. The phenomenon of the relationship between people and products will be discussed in chapter 2. The product attachment and detachment as being certain emotional states of this relation will be elaborated in chapter 3.

A field work was carried out to investigate product attachment and detachment, by interviewing a sample selection of individuals from different age, gender and socio-economic status groups. The design and conduct of the field work will be addressed in chapter 4. The findings of the field work -the attachment and detachment products, the nature of product attachment and detachment, the reasons for their construction and age, gender and socio-economic status related differences- will be presented in chapter 5.

Finally, the findings of both the literature survey and the field work will be analysed and the conclusions of the study will be made in chapter 6.

CHAPTER 2

THE RELATIONSHIP BETWEEN PEOPLE AND PRODUCTS

The person-product relationship has three elements: the person, the product and the interaction between them. Therefore, this chapter explores the relationship between people and products from perspectives on the person, the product and the interaction, separately. The first section 'human existence and having possessions' focuses on the person and begins by addressing the role of 'mode of having' in the sense of existence. Then, the general characteristics of materialist people and reasons for having possessions are discussed through the question of 'why people possess'. Finally the role and importance of having material possessions in human development are addressed. In the second section 'product as system of signs', which is devoted to the product, the semiotic systems and product semantics are explained basically, the functional-symbolic dichotomy in evaluating products is discussed and the needs and expectations of users are addressed. Finally, the third section 'interaction and realisation of meaning', which is devoted to the interaction, addresses the nature of interaction between people and products and how the meaning of a product is realised, with the mention of different sources of meaning.

2.1 HUMAN EXISTENCE AND HAVING POSSESSIONS

The position of person in the relationship with products is realised in human aspects related to having and using possessions. Therefore, this section is dedicated to understanding person's possessive behaviour and the role of having possessions in lifetime.

2.1.1 Being and Possessing

To have possessions is one of the ways of constructing the sense of existence, whether they are persons, thoughts or material objects. Sartre (1953) divides the human existence into three modes of being: to make, to have, and to be. However, he suggests, “to make is purely transitional”, since it is transformed into either ‘to be’ or ‘to have’. Therefore, he reduces the modes of being into having and being, stating that “a desire can be only the desire to be or desire to have” (107). Karl Marx (1967) also mentions the states of making and having; but, he suggests that central mode of existence is to make. For him, to have is problematic since it provides a fake happiness through ‘commodity fetishism’ in which commodities change into something transcendent. Rather, what creates the real happiness is to do meaningful works. Like Marx, Erich Fromm (1981) is against focusing on having instead of being. He suggests that concentration on mode of having endorses viewing everything, even the life itself as possessions. He asks the question ‘to have or to be’ and concludes: “In a culture, in which the supreme goal is to have -and to have more and more ... how can there be an alternative between having and being? On the contrary, it would seem that the very essence of being is having; that if one has nothing, one is nothing” (25).

As Fromm recommended, the self (‘me’) and the possessions (‘mine’) are two interwoven concepts, especially in Western culture. James (1950) states:

The Empirical Self of each of us is all that he is tempted to call by the name of me. But it is clear that between what a man calls me and what he simply calls mine the line is difficult to draw. We feel and act about certain things that are ours very much as we feel and act about ourselves. (291)

2.1.2 The Materialistic Person

To focus on having possessions by undervaluing the modes of being and doing is characterized as being a materialistic person. Belk (1984) defines materialism as:

Materialism reflects the importance a consumer attaches to worldly possessions. At the highest levels of materialism, possessions assume a central place in a person's life and are believed to provide the greatest sources of satisfaction and dissatisfaction in life. (291)

The construct of materialism has three central elements (Richins and Dawson, 1992; Richins and Rudmin, 1994). Firstly, materialists place possessions and acquiring them at the centre of their lives. Secondly, materialists view possessions and acquisition essential to their satisfaction and well-being. Thirdly, materialists judge themselves and others through the number and quality of possessions accumulated. On this element of materialism, Hunt, Kernan and Mitchell (1996) suggest that the person schemata of materialists is organised around possessions and possession related traits. That is why they make judgments and get information about people through concentration on what these individuals have. As a consequence, they define materialism as “ a value orientation that stresses the importance of personal success, enjoyment, stature, and an attendant system of personal constructs organized around the palpable properties of possessions” (72).

2.1.3 The Possessive Behaviour

At this moment, the question arises: What underlies the possessive behaviour of a person? Why people possess? Dittmar (1992) distinguishes three different, broad theoretical frameworks on possessive behaviour of person:

- a. Biological approach, which claims that people's desire to have possessions has an instinctual basis.
- b. Individual-centred approach, which focuses on the meaning and functions of material possessions at an intra-individual or interpersonal level.
- c. Social-constructionist approach, which views material possessions as socially shared symbols of identity.

a. Biological approaches

From the perspective of biological approaches, people's possessive behaviour is explained as the consequence of an 'acquisitive instinct' which has biological survival value. Instinct theorists describe an unlearned position, which underlies possessive behaviour: the desire for mere possession of goods. Many theorists are opposed to this approach. Dittmar (1992) summarizes these oppositions in two points. If it is 'acquisitive instinct' which underlies the human possessive behaviour, then this possessive behaviour should be universal and there must be continuity between human and animal possessive behaviours. Many studies reveal that there exist great dissimilarities in different cultures with respect to possessive behaviour, due to cultural variety and different historical backgrounds (Wallendorf and Arnould, 1988; Appadurai, 1986; Ger and Belk, 1996; Ger and Belk, 1999). Also, while animals try to possess only to satisfy their basic organism needs, humans accumulate possessions as an end in itself. This is because humans are highly social species who behave and communicate in socially shared meaning systems. Csikszentmihalyi and Rochberg-Halton (1981), also, focus on social aspects of human behaviour instead of mere instincts. They say that:

Human beings never experience 'raw instincts': Even hunger and sexual drives always appear in consciousness transformed and interpreted through the network of signs one has learned from one's culture. To assume that only the biological source of experience is 'real' while its symbolic interpretation in consciousness is just an epiphenomenon is certainly possible as long as ... one realizes that it ignores precisely what makes human experience human. (5)

b. Individual-centred approaches

Biological approaches to possessive behaviour cannot explain the psychological meanings of ownership. This concern describes what Dittmar (1992) calls the individual-centred approach. From this point of view, possessions are regarded as parts of self and can therefore be considered as extensions of the self. Belk (1988) summarizes the major categories of extended self as body, internal processes, ideas,

and experiences, and those persons, places, and things to which one feels attached. He suggests that objects can extend self in two ways: literally and symbolically. Literally, objects allow us to do things of which we could otherwise be incapable, as in the case of tools and instruments. Symbolically, they convince us to that we can be a different person than we would be without them.

How can the objects become a part of the extended self? Sartre (1953) suggests three ways of integrating an object into self. The one way is to control and master the object for personal use. This also includes mastering the objects without owning them, as in the case of a mountain climber who asserts control of the mountain by reaching the peak. A second way is to create it, including buying. And, the third way is to know the object. Sartre relates this knowledge to the sexual desire of having a person, suggesting that it is the knowledge of other person that allows us to consider the person as ours and as a part of self.

Belk (1988) suggests: "If possessions are viewed as part of self, it follows that an unintentional loss of possessions should be regarded as a loss or lessening of self" (142). From the utilitarian perspective, when a person loses possessions, s/he loses benefits that they provide. However what is more problematical is the disruption of identity through losing possessions that are seen as part of the self. In this regard, James (1950) suggests:

...although it is true that a part of our depression at the loss of possessions is due to our feeling that we must now go without certain goods that we expected the possessions to bring in their train, yet in every case there remains, over and above this, a sense of the shrinkage of our personality, a partial conversion of ourselves to nothingness, which is a psychological phenomenon by itself. (293)

Goffman (1961) describes the disruption of identity through loss of possessions by focusing on the situation in institutions like mental hospitals, prisons, monasteries and military training camps. When new members come to these institutions, the first step is to take away their personal possessions and to give them standardized clothes and goods. The individual becomes the user of these objects, not the owner.

Goffman claims that this standardized identity given by the organization causes lessening of the self.

c. Social-constructionist approaches

Having possessions extends the individual and play a role in defining identity. However, an individual cannot be entirely discriminated from the society s/he lives in. Csiksentmihalyi and Rochberg-Halton (1981) suggests that objects provide an environment charged with personal meanings; and, when the relationship with objects advances development of the personal self, person purposes creating a world which solely belongs to her/him. However, they point out that the personal self cannot be separated fully from the social self. When the transactions with objects develop the self, they also serve to express and further the social self, since the individual is still a social being.

Regarding individuals as social beings and focusing on possessive behaviour from this perspective is a concern of the social constructionist approach. It views having possessions as a means for defining and revealing identity.

People construct internal models of the world that guide them and try to understand and order their world through these personal constructs (Mandler, 1975). To identify these models that are built up by individual's experiences, Piaget uses the word 'schemata' (Wadsworth, 1996). He defines the schemata as "...the cognitive structures by which individuals intellectually adapt to and organise the environment" (10).

Kleine, Kleine and Kernan (1993) explain the concept of identity with the theory of schema. They state that people have many extended selves such as social identities (e.g. how I am as a parent), identity ideals (how I would be as a parent ideally), social roles (how I perceive the typical parent) and the global self (who I am given the various identities I enact). For each identity, there is an identity schema that represents the identity related knowledge of person. They suggest five schemas of

individuals for each identity form: for the identity itself, for the possessions related to that identity, for the identity's ideal, for the role on which the identity is based and for the individual's global self. Ball and Tasaki (1992), also, suggest that self schemas may include objects of consumption and give the example of a schema that includes having a house, constructed with three propositions: a) to own a large, impressive house is the evidence of some good personal quality; b) I own a large, impressive house; c) therefore I have this good quality.

The social-constructionist approach concentrates on the symbolic dimensions of objects. After the system of language, material objects are one of the most important systems of symbols. They express the qualities of self by signifying values, status and social categories. Therefore, people judge themselves and others through material objects they possess.

Dittmar (1992) suggests that in Freudian view, objects' ability to serve as symbols plays a great role in human life; because, if there are no symbols, the mind will fasten to abstract shapes in the state of subconscious. She states:

Self-awareness means that the self becomes the object of reflection. This requires the capacity for self-reference and the development of role-taking abilities, both of which become only in the context of socially shared meaning systems where self, others and the objects in the environment can be designated and represented symbolically. (75)

At that point, people assume two roles. The first is the actor perspective in the sense of expressing themselves through possessions. The second is the observer perspective in the sense of evaluating others on the basis of what they have. Crozier (1994) suggests that people cannot assert their identity without other's acceptance of them in a particular role. Csikszentmihalyi and Rochberg-Halton (1981) explains this issue with the concepts of 'individual differentiation' and 'social integration'. People have the intention of differentiating the self from others, making her/him unique. However, differentiation from others needs other people to give it meaning. Therefore, differentiation includes the purpose of integration.

All these approaches on the possessive behaviour of people agree in the sense that having possessions is one of the central needs of human. By going back to the beginning, 'to have' is one of the ways of realizing our existence. Sartre (1953) states:

To possess means to have for myself, that is, to be the proper end of the existence of the object. If possession is entirely and concretely given, the possessor is the reason for being (raison d'être) of the possessed object. I possess this pen; that means this pen exists for me, has been made for me. (128)

2.1.4 Human Development and Possessions

There exists a strong relationship between human development and material possessions owned and used. From infancy to old age, possessed objects help people develop a sense of self and a social identity.

Infants and children

Material objects play a profound role in the self-development of children that occurs in two stages: the self-environment distinction and the self-other distinction. According to Freudian psychoanalytic theories, an infant cannot distinguish the self from the environment, when s/he begins life. There are no objects separate from the self. According to object relations theory, one branch of psychoanalysis, the first awareness of separateness is to discriminate self and mother by perceiving the mother's breast as the first external object (Crozier, 1994). Then, the infant begins to recognise body parts and separate the self from the environment. Belk (1988), suggests that "as the infant's motor skills develop, those objects that can be controlled come to be seen as self and those objects that cannot be controlled come to be seen as environment" (146).

In the emergence of self-awareness, tactile contact with objects is very important. Winnicott (1953) uses the term 'transitional objects', to indicate the objects by means of which the infant begins to be aware of the self (Crozier, 1994). These early objects that the infant is in contact such as comforters and soft toys help the growing child to develop his/her separation from the mother.

Exerting intentional control over the objects has a great role in the development of self. Belk (1988) suggests:

If early changes in person-object relationships may be described as moving from being one with the environment to having objects that aid the transition to a world where self is distinct from the environment, then the next changes may be characterized as moving from having transition objects to doing this with or to do environment. (146-147)

About the control over environment, Csikszentmihalyi and Rochberg-Halton (1981) give the example of playing with a ball. A ball can be squeezed, thrown, hit, and caught. As the ball performs what the child intended, the child's self is confirmed and strengthened.

Infants' investigations and manipulations of physical objects around them are viewed as one of the major stages of human development. However, Dittmar (1992) recommends, as their physical mobility increases, the relation with objects begins to be bounded by the infants' social environment. As a result of prevention of child from touching some objects by adults, the child learns to identify those objects that s/he can explore as hers/his and those under restriction as belonging to somebody else. By this way, control over objects draws a distinction between 'self' and 'other'.

With the discrimination between self and other, children come to know about property and ownership. While possessiveness in pre-school children is an expression of self-awareness, later it becomes the expression of 'mine' and 'yours'. Owning material possessions has significant consequences for social interaction in children. Dittmar (1992) suggests, "Children's positions in the group hierarchy and

their friendships are reflected in their decisions about who is allowed to use their possessions and who is not" (52).

Adolescence and adulthood

Belk (1981) mentions Erikson's (1959) suggestion that adolescents undergo an 'identity crisis'. At this stage adolescents try to construct their identity through possessing and accumulating consumption objects. However, in later teenage years, Belk suggests, "self-definition through doing things may be preferred to self-definition through having things" (148). Csikszentmihalyi and Rochberg-Halton (1981) found that teenagers are more likely to value objects that reflect skills or objects that they can control such as athletic equipment or musical instruments.

The middle years of life involve the most extended concept of self. While young people are future-oriented and old people are past-oriented, adults tend to consider both of them. According to Belk (1985), focusing on both the past and the future make adulthood years more possessive. Dittmar (1992) suggests that the role possessions play for adults fall into two categories. On the one hand, their instrumental functions are highlighted, especially with respect to exerting control over the environment. On the other hand, their symbolic aspects are emphasized, revealing the fact that material objects can represent aspects of interpersonal relationships or aspects of people's values, attitudes and beliefs.

Old age

During the old age, when skills decline, group of old friends gets smaller and future years decrease, people become past-oriented and value the objects that they link to past experiences. Dittmar (1992) states:

As people get older, many of the usual markers of adult identity may be lost through retirement of one's occupation, shrinkage of social networks and social roles, or physical deterioration. They may therefore develop a stronger emphasis on the past to reaffirm who they are -their identity- and in order to

maintain sense of self-continuity they may particularly need those possessions, which are concrete reminders of past experiences and events. (110)

Although, the sense of self may weaken in old people, many of them seek to assure that their selves will also extend beyond death. Belk (1988) suggests that one of the ways of extending beyond death is to have possessions that will live on through heirs or museums.

2.2 PRODUCT AS SYSTEM OF SIGNS

The relationship between people and products were analysed from the point of view of the person. Next, position of the product in this relationship will be examined.

2.2.1 Product Semantics

When the person-product relationship is observed from the perspective of product, it is recognised that the product aspect related to this relationship is the product's existence as a sign system.

The study of sign systems within a society is called semiotics. Burnham (1971) evaluates semiotics through the studies of Saussure, Peirce and Barthes. It has its roots in language studies that are Saussure's investigations on the structure of language and Peirce's studies on the philosophy of meaning. Semiotic approaches have been extended into the study of everyday objects most remarkably by Barthes.

Semiological systems deal with three different terms: the signifier, the signified and the sign. Pierce defines the sign as "something which stands to somebody for something in some respect or capacity" (17). Saussure explains the sign as the entity, which is referential to a concept. Here, a sign is regarded as an object with meaning

that can be analysed into two components: the signifier that is the material object and the signified, which is its meaning. The signifier expresses the signified and the sign is the associative total of them (Burnham, 1971).

The study and application of product semantics has the same philosophical roots as linguistic semantics. Krippendorff (1989) defines product semantics as “a study of the symbolic qualities of man-made forms in the cognitive and social context of their use and the application of the knowledge gained to objects of industrial design” (10).

Like the written language, product semantics uses a kind of alphabet of signs and symbols, which consists of visual elements to provide communication. Most theories of communications are based on four fundamental components: a message, signal or code; an output or transmission; input or reception and a response. That is, a signal must be created, sent, received and finally responded to. Giard (1990) suggests that the message sent by designer may involve context of the product and/or qualities of the product itself. The first provides ‘passive’ mode of product communication in which ideals, concepts and contextual qualities of the particular designer or school are transmitted. The second provides ‘active’ mode of product communication in which utilitarian and functional qualities of product are comprehended.

2.2.2 Needs for Products

The relationship with products arises as the result of person’s needs of having and using them. The goals of people in their relationship with products refer to various product aspects.

As many theories of art try to make a form and content discrimination by concluding that they are interrelated and not fully distinguishable (e.g. Fischer, 1993), many theories of product semantics try to separate different aspects of the product. However this separation is more complex in the case of products. This is because, unlike an art work, products also have a utilitarian aspect. An art work takes its value

from the state of disinterestedness; that is the pleasure derived from an art work is only possible when the art work is not expected to supplement any utility (Kant, 1964). On the other hand, to supply a utility is the main reason for products' presence.

About this complexity of products, Crozier (1994) says: "Formal, functional and symbolic information is potentially available in the object. When a person confronts with a product, what happens is a complex event in that there is a meeting between two complex entities" (161). Several theories have the tendency of distinguishing formal, functional and symbolic aspects of products, such as form, function and meaning discrimination of Crozier (1994) and instrumental-technical, social-communicative and aesthetic separation of Oehlke (1990).

At this point, the symbolic-instrumental dichotomy gains importance. Instrumental aspect includes functional uses of product and exertion of direct control over environment. Symbolic aspect refers to expression of 'who somebody is', including symbolization of personal qualities, values, unique aspects, group membership, social position and status; reflection of personal history and signification of relationships.

However, symbolic and instrumental aspects of the product cannot be fully separated. Dittmar (1992) suggests that even functional, utilitarian aspects are also symbolic and communicative, because use-related features combine both functional and symbolic elements. For example, listening to music makes hi-fi equipment a means for relaxation and comfort, but tapes and records can also become symbols of particular emotional states and experiences. Similarly, Czikszenmihayi and Rochberg-Halton (1981) mention the difficulty of separating use-related function and symbolic aspects of products and say: "Even the use of things for utilitarian purposes operates within the symbolic province of culture" (20).

The function that the product performs is the reason for its existence. Unlike an artwork, the product is there to satisfy some need. However, the question remains: Is

the functionality of a product sufficient for satisfying the user? For this question, Krippendorff (1989) suggests:

The experiential fact that people voluntarily accept considerable inconveniences to drive the car of their dreams, live with furniture they like, or wear clothes for which they are admired, suggests that other than technical criteria dominate everyday life and individual well-being. (10)

The utilitarian, functional aspects of products were given different levels of importance throughout various stages of design history. During the period of modernism, which was marked by the 'functionalist look', the need for the products was considered only as the need for their functions. The 'form follows function' argument regarded the aesthetics of products as the result of their functions. Later, during the period of post modernism, different concerns on products other than the functional value have emerged. Products were to be regarded as not only objects that fulfil functions but also embodiments of meaning. The user-product relationship was started to be evaluated in terms of products' meanings and psychological effects (Dormer, 1993).

Krippendorff (1989) criticises the argument 'form follows function' as it ignores the users' needs. By the integration of information technology into consumer products, the complexity level of products increased. Therefore the principle of "form follows function" created products that are too intricate to be used. He suggests:

The slogan "form follows function" ... implies abstracting the ordinary (scientifically naïve, nonengineering-trained) user out of the equation and discarding the meanings that users construct and see. The increasingly appealing suggestion that form may not follow function but meaning brings the user back into the picture... (15)

Numerous theories suggest the presence of user needs other than the utilitarian ones. They generally define two groups of user needs with different names: Taylor, Roberts and Hall identify functional needs and symbolic needs; Kemp and Hartevelt (1995) recommend utilitarian, functional benefits and hedonic or experiential benefits; Bilgin (1983) defines bio-physiological needs and socio-psychological needs.

Jordan (1991) proposes a three level hierarchy for user needs, which he derives from the 'hierarchy of human needs' developed by Abraham Maslow. The first level is functionality. Clearly, a product must fulfil the functions necessary to perform the tasks to which it is intended. The second level is usability. Having appropriate functionality as a prerequisite of usability, the product must be easy to use. The third level is pleasure that is "the emotional, hedonic and practical benefits associated with products" (209). Having got used to usable products, user will want something more: products that are not merely tools, but are 'living objects' to which people can relate. He attacks on usability-based approaches, by claiming that they see the product only as a tool with which users try to accomplish particular tasks. Instead, he suggests a pleasure-based approach which "moves products beyond 'usable' to the stage where they are not only usable but also enjoyable, exciting and meaningful -pleasurable" (208).

2.3 INTERACTION AND REALIZATION OF MEANING

Mitchell (1995) suggests that "...design is not solely concerned with form frozen in space, but is instead a process which is fully realized through people's interaction with it" (28). The interaction of the individual with the things in the environment creates experiences. Dewey (1958) defines the experience as "the result, the sign, and the reward of that interaction of organism and environment which...is a transformation of interaction into participation and communication" (22). According to Dewey, an experience must be sufficient and carry its own individualizing quality to be whole and must include an action and a consequence to be meaningful.

When we take the idea of Dewey into the case of products, we can see that the experience, therefore the meaning arises as the result of individual's interaction with the product. In this respect, Csikszentmihalyi and Rochberg-Halton (1981) suggests: "The meaning of the object ... becomes realized in the activity of interaction and in the direction or purpose that this activity indicates: physical and psychological growth" (174). They describe three elements of transactions with products: 1) the

aesthetic quality unique to the specific transaction, that is realization of product's intrinsic qualities; 2) the channelling of psychic energy within the transaction, that is concentrating attention on product; and, 3) the outcome or goal of the transaction, that is the intention on using the product. Therefore, aesthetics, attention and intention, together, render any experience with products meaningful.

On the human interaction with products, Margolin (1995) defines two dimensions: operative and reflective. The operative dimension refers to the way we use products for the activities we intended. The reflective dimension refers to the way we think about products and give them meanings. However, he suggests, these dimensions work together, since "we don't use a product without considering what that use means to us" (57).

Meaning of a product is not something fixed in that product which is valid for all people and universal. It may change from individual to individual and even for a particular individual during time; because, nature of interaction with products differs according to the individual's past experiences, future goals, values, ideas, culture, etc. Teixido (1995) suggests: "Objects never yield entirely their meaning. Meaning can be appropriated in an infinite variety of ways and reinflected in different contexts at a time" (68).

Krippendorff (1989) defines the meaning as "a cognitively constructed relationship" (12). That is, the meaning is connection of qualities of object and qualities of its context into a logical unity. He suggests:

People do not perceive pure forms, unrelated objects, or things as such but as meanings. The distinction between what an object is and what that object means to somebody may not be demonstrable, as far as perceptual data are concerned. This suggests that objects are always seen in a context. (12)

According to their interests, people may respond to different aspects of a product and have different experiences with that product. Consequently, the product takes its meaning in different ways. Krippendorff (1989) defines four different contexts in

which products may mean in different ways: operational context, interacting with products in use; sociolinguistic context, communicating with each other through products; context of genesis, seeing designers, producers, users and others as creating and consuming products and as contributing to the cultural organization; ecological context, seeing products as interacting with each other and contributing to technology and culture.

With a different, more individual related perspective, Burnette (1995) categorizes the sources of meaning into seven groups. He recommends that meaning can be derived 1) from remembered experiences, based on personal feelings; 2) from direct experience, based on perception, recognition, description, etc.; 3) through abstract association, based on metaphors, analogies, cognitive models, etc.; 4) from situation, based on orientation, circumstances, communications, etc.; 5) from making, doing and using, based on intentions, behaviours, skills, etc.; 6) through comparison, based on measurements, valuations, judgment, etc.; and, 7) through social experience, based on collective experiences, norms of behaviour and interpreted experiences.

In short, meaning of a product is not a determined and put entity; rather it is realized in human interaction. As the experience changes from individual to individual based on personal and social differences, meanings assigned to products also change from person to person and time to time. Krippendorff (1995) states:

Only in *conversations among real people*, with their own (often only partially articulated) feelings, with their own histories of involvement with one another, do designs acquire their meanings and their significance, and bring a design community together. Meanings are not fixed (intrinsic) qualities of form (as assumed by a semiotics that favours statements like 'X stands for Y', or 'X is a sign of Y'). They emerge, are maintained, or retired in conversational/cultural contexts and shift with them in time. (143)

CHAPTER 3

PRODUCT ATTACHMENT AND DETACHMENT

The previous chapter explored different aspects of the relationship between products and people. This chapter addresses an emotional state of this relation: attachment and detachment. The first section ‘products and emotions’ focus on the general concept of emotion through explanations of its constitution and characteristics and explore various emotions felt towards products. The second section ‘attachment and detachment’, seeks answers to the question ‘What are attachment and detachment and where do they come from?’ in terms of the relationship with products. In this section, definition and features of product attachment and detachment are discussed and observations on their reasons through various studies are identified. Finally, the third section addresses the differences in product attachment and detachment related to people’s age, gender and socio-economic status, as social categories.

3.1 PRODUCTS AND EMOTIONS

3.1.1 Nature of Emotion

How meanings are assigned to products -the way from experience with products to realization of their meanings- has been explored in section 2.3. At this stage, the concern is how products can evoke emotions in the individual.

On the constitution of emotion, Frijda (1988) mentions ‘the law of situational meaning’ which states that “emotions arise in response to the meaning structures of

given situations; different emotions arise in response to different meaning structures” (349). Events that are important for the individual comprise a particular kind of meaning. The meaning structure that comes out as the result of the relationship between events and the individual’s concerns constitutes a particular type of emotion. In the same way, Mandler (1975) suggests that the emotions are determined by the meaning analysis. When confronting with an event that makes sense, individuals analyse the situation and come up with a meaning. He distinguishes two functions of events subjected to emotional experience: first, they start out arousal; second, they allow individuals to feel a particular meaning analysis of the situation.

According to Mandler (1975), the meaning analysis is not only provoked by the arousal that he defines as the activities of autonomic nervous system. The most important factors are the general situation and cognitive states of individuals. Structures that are used to transform the situation into the kind of stimuli with which the arousal systems must deal are controlled by the individual’s evaluation of the situation. Particularly from the point of view of a psychology of emotion, he suggests, the meaning of an experience must include all the attributes and relations of an item that include perceptual, affective, categorical, and imaginary ones related to concepts, categories and ideas.

Therefore, emotions, as the results of meanings, are varied according to individual’s tendency to interpret events. Frijda (1988) states this with the ‘law of concern’, suggesting that emotions arise in response to events that are important for the individual. For her, “events that satisfy the individual’s goals, or promise to do so, yield positive emotions; events that harm or threaten the individual’s concerns lead to negative emotions” (349). The role of concern in emotions is related to the degree of personal involvement, which is, as Mandler (1975) describes, the degree to which the individual includes herself/himself as a participant in the situation. For him, there may be a program that asks, “To what extent can I put myself as an actor into that situation?” (237).

3.1.2 Product Emotions

It was detected that meanings assigned to experiences create certain emotions. Taking this idea into the case of products, we observe that meanings of products evoke various emotions in the individual. These emotions may arise from manipulation, contemplation or just from possession of the product. For example, Dichter (1964) suggests, using many products in the market today creates anxiety, that is the fear of unknown and having an expensive car is a source for feeling pride.

Various aspects of products that are subjected to be assigned certain meanings were identified before (see section 3.2.2). Then, what are the types of emotions toward products evoked by their meanings? Schultz, Kleine and Kernan (1989) explore various emotions about products through the responses to the question 'What feelings do you experience when you think about the object?' The positive emotions in their list include happiness, love, memories, warmth, pride, security, sadness, comfort, excitement, good feelings, joy, care, fun, satisfaction, accomplishment, possessiveness, nostalgia, pleasure, appreciation, freedom, liking, peace, and relaxation. Negative emotions include nothing, boredom, monotony, frustration, work, refusal, disgust, waste of money and time, feeling hassled, annoyance, stress, worry, impatience, dread, apprehension, guilt, and remorse.

Similar types of emotions were observed by Jordan (1997), in his study of pleasurable and displeasurable product feelings. Emotions associated with pleasurable products include security, confidence, pride, excitement, satisfaction, entertainment, freedom and nostalgia; while displeasurable feelings are aggression, feeling cheated, resignation, frustration, contempt, anxiety and annoyance.

3.2 ATTACHMENT AND DETACHMENT

In the studies conducted on the nature and reasons of attachment to products, the question of what attachment is and where it comes from has been explored both

theoretically and empirically (e.g. Schultz, Kleine and Kernan, 1989; Kleine, Kleine and Allen, 1995; Wallendorf and Arnould, 1988; Ball and Tasaki, 1992; Durgee and O'Connor, 1995; Csikszentmihalyi and Rochberg-Halton, 1981; Dittmar, 1992). Detachment from products has not been studied in a broad sense. However there exist studies on weak attachment and product non-use in the literature (e.g. Schultz, Kleine and Kernan, 1989; Kleine, Kleine and Allen, 1995; Bower and Sprott, 1995).

3.2.1 Definition and Nature of Product Attachment and Detachment

Attachment is not a property of either the individual or the product, but rather represents a connection between them, which is realized in the relationship between the individual and the product.

Schultz, Kleine and Kernan (1989) define product attachment as “a multidimensional property of material object possession which represents the degree of linkage perceived by an individual between him/her self and a particular object” (360). They suggest:

We keep and care for certain material possessions in special ways, sometimes long after their instrumental value has passed. These ‘most cherished’ possessions represent things which are important for one reason or another; things which we would be loath to give up; things which would be difficult to replace -in short, *things to which we have become strongly attached*. (359)

Attachment to products is considered as directly related to individual’s self-concept and identity. Ball and Tasaki (1992) define product attachment as “the extent to which an object which is owned by ... an individual, is used by that individual to maintain his or her self concept” (158). Similarly, Kleine, Kleine and Allen (1995) observes material possession attachment as a property of the relationship between the individual and the object that “reflects the extent of ‘me-ness’ associated with that possession” (327). They recommend that strong attachment to an object reflect the person’s individuality, life story and relation with others and weak attachments represent the objects that are ‘not me’, or an undesirable period in life.

Schultz, Kleine and Kernan (1989) suggest that people do not seek to form an attachment with a particular object. Rather, attachment arises from the experience with product, which has meaning for the individuating or integrating self-cultivation processes. For them, once the strong attachment is formed, person tries to maintain it and cares for the object with the intention of keeping it for a long time or forever. Therefore it is very difficult for the person to accept loss or damage of an attached product. Ball and Tasaki (1992) suggest:

If a home, piece of furniture, article of clothing, and so on constitute part of a consumer's identity, we might expect more protective behaviours, greater effort spent on maintaining the object, and greater emotional difficulty in accepting deterioration or loss of the object than if the object is not so much a part of identity. (156)

The degree of attachment is reflected in thoughts, feelings and behaviours toward a particular object. A person may develop both strong and weak attachments and express different feelings toward them. It was observed that (Schultz, Kleine and Kernan, 1989) strong attachment objects are associated with more positive emotions than weak attachment objects.

Degree of attachment to a specific object can change for several reasons. Ball and Tasaki (1992) suggest that level of attachment varies with the time of ownership and the kind of object. As the time of ownership increases, the emotional significance of object that is associated with significant events or people in the person's life also increases. Therefore, an attachment may require some time to get emotional significance. Level of attachment may also vary with the kind of object. According to Ball and Tasaki, objects that reflect the individual's identity and provide social communication are more likely to be strongly attached.

Throughout the life, with the role of events and changing identity, a person may develop new attachments and dispose of the old ones. Belk (1988) suggests that possessions that are part of the self may be discarded for two reasons: 1) when the unextended self has grown in extent so that the extended self becomes less necessary that occurs in the key life stages such as graduation, marriage or retirement; and, 2)

when possessions no longer fit to the consumer's ideal self image because of either the change in self image or object image.

Wallendorf and Arnould (1988) conducted a study in the US and Niger, with an attempt to understand the meanings of individual's cherished objects in two dissimilar cultures. They tried to clarify the nature of attachment to favourite objects and relationships between favourite object attachment and more general attachment phenomena. They identify three forms of attachment: possessiveness, social linkage and favourite object attachment. 'Possessiveness' means a general attachment to possessions and 'social linkage' is the interest of attachment to other people. Their research revealed that 'favourite object attachment' is conceptually and empirically different from the more general possessiveness component of materialism and social linkage. Similar to the difference between possessiveness and attachment, Ball and Tasaki (1992) suggest that there can be only a little relationship between materialism and attachment. Although, materialism seems to be related to attachment at first glance, it is not related to any particular possession.

Although they look similar, involvement and attachment are conceptually different. Ball and Tasaki (1992) define involvement as "a property of the relationship between a person and a product category, rather than a specific possession" (159). They suggest that a particular object has different meaning and significance than a product category. Therefore, the behaviours and feelings associated with a specific object are unlike to those for the product category as a whole. Schultz, Kleine and Kernan (1989) suggest four accounts on the distinction between involvement and attachment. First, attachment, in contrast to involvement, is directly associated with fundamental self-development processes. Second, while attachments have to do with memories as well as current experiences, involvement concerns the present only. Third, attachment relates to the usage phase of consumption, whereas involvement mostly concerns the acquisition stage. Finally, an individual's feelings about an attachment object include both very positive and very negative feelings as opposed to involvement objects.

3.2.2 Reasons for Product Attachment and Detachment

Attachment and detachment are realised as consequences of the meanings an individual assigns to the product. Dittmar (1994) distinguishes meanings of products as private and public ones in parallel with the discrimination of attachment and involvement. Private meanings are the ones that the owners ascribe to their personal possessions, while public meanings are used throughout the society at large. The experiences and history of the individual with a product add a highly personalised private meaning to that possession. The major issues that constitute private meanings are the gifts and the mementos. The valued gifts are associated with caring, sharing, thoughtfulness, private sentiments, pleasure and love (McGrath, Sherry, Jr. and Levy, 1993) and material objects that evoke memories are realised as means to construct our life history (Belk, 1990). Products preserve our past, participate in the feelings of nostalgia and become antiques and family heirlooms. Belk states:

We fervently believe that our past is accumulated somewhere among the material artefacts our lives have touched -in our homes, our museums, and our cities. And we hope that if these objects can only be made to reveal their secrets, they will reveal the meanings and mystery of ourselves and our lives.
(674)

Reasons of attachment to products are mostly studied through empirical methods by open-ended questions that include the identification of a specific object and explanation of reasons for valuing it.

Durgee and O'Connor (1995) suggest that there is a set of products "which have a special feeling of 'rightness' to users" (650). They carried out a research by asking the respondents to identify one or two of their objects that they feel the most right. Their study revealed that the products mentioned are the basic and everyday products, used in regular basis and become a part of daily life. Product's function and the way it performs were realized as the most important factors affecting its rightness. Surprisingly, products that were felt right had many things wrong. In spite of these flaws -or perhaps because of them- they suggest, the owners were strongly attached to them.

Kleine, Kleine and Allen (1995) characterize the attachment by autonomy seeking and affiliation seeking. Possessions reflect autonomy seeking when they portray aspects of individual's personal and unique identity and reflect affiliation seeking when they describe connection with others. (see 'individual differentiation and social integration' in section 2.1.3) Moreover, they recommend that attached possessions connect a person with a past self (memories), a present self (me now), or a future self (who I am becoming). They conducted a research on strong and weak attachments to possessions through instructions such as 'describe why this possession is a cherished one'. As a result, they categorized respondent's statements, as related to autonomy or affiliation seeking and as being past, present or future oriented. Examples from their list of statements are as follows:

- Strong attachment statements related to autonomy seeking: 'It reminds me of past accomplishments or other important events in my life', 'It ties me with memories of experiences' (past oriented); 'It makes me feel unique, not just like everyone else', 'It fits my image' (present oriented); 'It has to do with my goals for the future', 'It shows who I am becoming' (future oriented).
- Strong attachment statements related to affiliation seeking: 'It reminds me of good times with family or friends', 'It involves my heritage or a tradition' (past oriented); 'It reminds me of a person who is important to me now', 'It helps me feel in touch with something' (present oriented); 'It makes me similar to people I aspire to be like', 'It has to do with an important relationship' (future oriented).
- Weak attachment statements related to autonomy seeking: 'It has nothing to do with who I was in the past', 'It doesn't fit my image any more' (past oriented); 'I could easily be myself without it', 'It is easy for any one to have, it is not very unique' (present oriented); 'I could become who I want to be without it', 'I probably will not care for it in the future' (future oriented).
- Weak attachment statements related to affiliation seeking: 'It has nothing to do with my heritage', 'It reminds me of someone from my past I would rather forget' (past oriented); 'It makes me feel out of style', 'It makes me feel different from people I aspire to be like' (present oriented); 'It has nothing to do with my future', 'It does nothing to help me feel connected with others' (future oriented).

The study of Wallendorf and Arnould (1988) in U.S. and Niger revealed three meaning groups of attached objects. First, attachments can be based upon personal memories. Accordingly, the object is favourite since it reminds the person a friend or a family member, a trip or an event in the past. Second, attachments may be based upon the functional significance of object. These attachments derive from a shared history between person and object. Finally, attachments may be based upon the aesthetic value of object.

Csikszentmihalyi and Rochberg-Halton (1981) suggest, “Valued possessions involve outcomes in the sense that these transactions reveal intentions or goal-directed purposes; that is, they tell us what ‘it all adds up to’, and how these goals are being realized” (189). They carried out a research through asking the respondents what are their special objects in home and why. The answers revealed two types of statements: person codes in which objects are valued with reference to some person and non-person codes. According to the results, they developed 37 meaning categories that are grouped into 11 broader meaning classes, as follows:

Non-person codes:

- **Memories:** memento that is memories in general; recollection that is memories of specific occasions; heirloom that is objects handed down in the family; souvenir that is memory of a place; ‘had it for a long time’.
- **Associations:** ethnic, religious connections; collections; gifts.
- **Experience:** enjoyment that is positive feelings associated with object; ongoing occasions where the object is used for everyday activities in a regular basis; release that is achieving, escaping through object.
- **Intrinsic qualities of object:** craft; uniqueness; physical description.
- **Style:** decorative, fashion or design aspects.
- **Utilitarian:** convenience, ability of saving energy, money, time.
- **Personal values:** embodiment of an ideal that is embodiment of aspirations, goals, personal values; accomplishment that is something already achieved; personification.

Person codes:

- Self
- Immediate family; spouse; children; parents; siblings; grandparents; grandchildren; whole family.
- Kin: relatives, ancestors, in-laws.
- Non-family: friends; associates; role models, heroes admired people.

Dittmar suggests that possessions may be strongly valued for very different reasons. She systematizes these reasons in 34 meaning categories and summarizes them into broader classes, as follows:

- Qualities ‘intrinsic’ to object: durability, reliability, quality; economy; monetary value; uniqueness, rarity; aesthetics.
- Instrumentality: general utility of object; enables specific activity associated with object.
- Other use-related features: enables social contact; provides enjoyment; provides entertainment or relaxation; enhances independence, autonomy, and freedom; provides financial security; provides information or knowledge; provides privacy or solitude.
- Effort expended in acquiring or maintaining possession.
- Emotion-related features of possessions: emotional attachment; mood enhancer or regulator; escapism, switching-off; emotional outlet/ therapy; provides comfort or emotional security; enhances self-confidence.
- Self-expression: self-expression *per se*; self-expression for others to see; individuality/differentiation from others; symbol for personal future goals; symbol for personal skills or capabilities.
- Personal history; link to events or places; link to past or childhood; general symbol of self-continuity; long-term association.
- Symbolic interrelatedness: symbol for relationship with specific person(s); symbolic company; symbol of interrelatedness with particular group(s).

There are no works directly related to product detachment. However, the research of Bower and Sprott (1995) on product non-use provides an insight into one type of

detachment from products: Why some products are either never used or used on a single occasion? Bower and Sprott suggest: "Product nonuse occurs when the consumption of a product fails to occur after it is obtained" (582). This definition assumes that at the time of purchase the buyer does have the intention of consuming the product, but the product is not being used as intended after the time of purchase. They conducted a research in which respondents are asked to identify product description, extent of use, why it was bought, why it was not used, etc. They classified the reasons for product non-use as follows:

- Environmental factors that are beyond the control of the consumer: They are further distinguished as external to product and related to product. Sources external to product include the changes in the external environment that prevent the purchaser from using the product in the intended environment. Sources related to product refer to the product failures.
- Decision factors that are within the control of the consumer: They arise as a result of the conflict between the decisions to purchase and to consume that is due to some inconsistencies within the consumer. These factors are further divided into two groups in terms of whether they are planned or unplanned purchases. The first category is the reasons that are specific to purchase. This category includes situations where the person makes decision to purchase as a result of factors contained in the purchase situation. These factors may be social influences such as the effect of friends on purchase decision, price saving influence like motivation of sales and potential loss of opportunity like the effect of limited product availability on purchase decision. The second category of reasons occurs in the purchase inspired by consumer goals. Two major reasons are identified for the purchases intended to satisfy goals but fell into non-use. One is the product dissatisfaction that results from the incorrect selection of product although it is able to perform the intended task. The other is the goal motivation, which is required to reach a goal in some cases where purchase of the product may not be sufficient.

One important reason for purchase related product dissatisfaction, Raaij (1993) suggests, is the disjointed experiences created by products without linkages, contexts

and historical roots. He states: "Postmodern consumers are encouraged by marketing messages and images to play a game of 'image switching'. They play the roles of the caring mother, the efficient manager, the loving partner, and the gourmet cook" (552).

3.3 EFFECTS OF AGE, GENDER AND SOCIO-ECONOMIC STATUS

Csikszentmihalyi and Rochberg-Halton (1981) suggests that cultural scripts assign different roles to each members of the society. Therefore different categories of people are bounded in their actions and identities. In this manner, age, gender and socio-economic status, as being the major categories in the society, influence the relationship between individuals and material objects.

3.3.1 Differences Related to Age

Throughout the stages of human development, the role of material objects in human life becomes significant for different reasons: self-awareness and control over the environment in children, identity seeking through egocentric means in adolescence, social orientation in adulthood and memories that relate to past in old age (see section 3.1.4). Therefore, people at different ages show dissimilarities in both the types of attachment and detachment products and their meanings.

Csikszentmihalyi and Rochberg-Halton (1981) searched for the age related differences, within their study of favourite objects, through interviewing with children, parents and grandparents. They illustrated age related differences by distinguishing the objects as 'action objects' and 'contemplation objects', following two approaches to human existence outlined by Arendt (1958): the 'vita activa' and the 'vita contemplativa'. The first refers to development of self-control through unique acts and the second, to a selfhood achievement based on conscious reflection.

Their study revealed that young people give value to different objects than those belong to other generations, since they try to develop different selves from their parents and grandparents. The young people needed physical manipulation to have a meaningful experience with the object. Therefore they valued the products that provide an action, a 'kinetic involvement', such as musical instruments, sport equipment, stereos and vehicles. On the other hand, old people appreciated the objects that do not require physical interaction, but provide contemplation, such as photographs, books, silver plate and art works. The adults demonstrated both tendencies by finding meaning in both objects of action and objects of contemplation. Csikszentmihalyi and Rochberg-Halton (1981) suggest a comparison of intrinsic qualities of stereos and photographs to represent the different orientations of youth and the aged. A photo can take its meanings only through contemplating it, comparing those existing in the photo with the present time. Conversely, a stereo, as being a medium for music, can take new meanings on every record played. Therefore, old meanings can be discarded easily when the new ones arise, "as a youth pleases or as the fashions dictate" (97).

As well as the types of objects cherished, the types of meanings that objects evoke also change with the age. Csikszentmihalyi and Rochberg-Halton (1981) observed that people could use the objects that seem to be made for action or for contemplation in different contexts of meaning. While a youth can use a contemplation object in action, an aged may value sport equipments or musical instruments for the memories that they call to mind. They found that the largest differences in the meanings of objects were the great increase in memories and decrease of self related meanings from adolescence to adulthood. In adults, objects begin to reveal its past instead of what it does currently and shift from reflecting the identity to relating other people.

In their study of favourite objects, Wallendorf and Arnould (1988) observed that degree of attachment to objects is the highest in adulthood, which is consistent with Belk's (1988) suggestion that materialism peaks in the middle age, in his study on the more general phenomenon of materialism. They observed that young people

were mostly interested in functional items that provide them independence and allow them to express their social differentiation through their styles. As age increases, mention of object based characteristics decreased and personal attachments increased. Their data revealed that older people, having acquired a social history and established a set of ideals, tended to value art objects.

3.3.2 Differences Related to Gender

The gender identity is generally evaluated in terms of social stereotypes, rather than person's cognitive awareness of being male or female. Dittmar (1992) suggests that gender identity refers to "the psychological notion of individuals construing themselves and interacting with their social environment in terms of socially shared notions about gender and gender roles" (126). She mentions the major difference between males and females declared in the literature: male, achievement-oriented, independent, forceful and self-sufficient versus female, nurturance, interpersonal warmth and emotional expressiveness. She suggests that these characteristics are part of gender stereotypes, but neither describes actual differences nor show that women and men think themselves in such terms.

The study of Dittmar(1992) in which she asked respondents to list their five important personal possessions and describe their importance reveals findings related to gender study. According to the results of this study, men used the instrumental, use-related and self-expressive reasons more than women, while women mentioned emotional and relational reasons more than men. While, men concerned mostly with activity-related and self-oriented reasons, women were focused on mostly the sentimental objects that symbolises social ties and relatedness to others. This data demonstrated a functional-symbolic dichotomy, where women's responses were located on the symbolic pole and men's responses on the functional pole.

The studies of Csikszentmihalyi and Rochberg-Halton (1981) and Wallendorf and Arnould (1988) revealed similar gender-related differences on product relations.

Males more often mentioned functional items and action objects such as TV, stereo sets and sport equipments, whereas women preferred representational items and contemplation objects like photographs, sculpture, plants and textiles. Overall, their data revealed the instrumental male roles and expressive female roles. Wallendorf and Arnould also observed that regardless of the type of the object chosen, males and females were differed in their degree of attachment. Women indicated a higher level of attachment to favourite objects than men.

The purchase decisions that were observed as important reasons for product detachment are considerably different in men and women. The male view employs need rhetoric, emphasising first the identification of a need and then satisfaction of this need with the least effort of money and time. Whereas, women tend to apply a want or leisure frame that sees shopping an enjoyable activity without any instrumental references (Campbell, 1998; Dittmar, Beattie and Friese, 1995).

3.3.3 Differences Related to Socio-Economic Status

Socio-economic status is one of the major determinants in social stratification of people. Marx argues that control of the means of production does not only discriminate people as the owner and labour, but also distinguishes different social classes. While some approaches tend to define class as a purely economic category, some others also consider cultural factors such as values and traditions (Dittmar, 1992).

Coleman (1983) suggests that social class differences affect people's values, identities and therefore, consumption of material goods. Lower-class people reveal short-term consumption tendencies with the aim of having some instrumental benefits and spending leisure time. On the other hand, middle and upper class people tend to focus on self-development with long-term accounts and value objects that are symbols of status and prestige.

Dittmar (1992) conducted a study on business managers and unemployed people by asking them their most important possessions. The results revealed social-material differences in various ways. While business people valued objects that are symbols of their personal histories, unemployed preferred instrumental possessions and emotional features of leisure items. Intrinsic qualities of possessions referred to aesthetic aspects for business people and economic or financial value for unemployed. Overall, business people were concerned with symbolic aspects and unemployed with instrumental aspects of possessions.

Several studies focused on socio-economic differences by handling material possessions as stereotypes (e.g. Dittmar, 1994; Dittmar and Pepper, 1994). Dittmar (1994) addresses the question of whether the material images of different socio-economic groups can be meaningfully understood as stereotypes. She argues four characteristics of stereotypical description of socio-economic groups:

- a. Different social and economic groups may hold the same 'consensual material image' about another group.
- b. Differences between groups are sharpened, while differences between individuals within the same group are minimised.
- c. Stereotypes are emotionally loaded so that negative comments are made on other groups while a positive approach is followed for the belonged group.
- d. Material objects that become the symbols of different socio-economic groups, such as wealth, status and employment play a significant role in people's perception of different groups.

The overall findings of Dittmar's study suggest that material possessions play an important role in constructing people's perception of different socio-economic groups. The relative wealth and status are emerged as major factors influencing the relationship between different groups. These findings imply that material objects are used to locate people in a certain social-material hierarchy.

CHAPTER 4

DESIGN AND CONDUCT OF THE FIELDWORK

This chapter addresses the design of the fieldwork that was conducted for the purposes of the study. In the first section ‘strategy for research’, the terms ‘product attachment’ and ‘product detachment’ are defined to identify the way they formed a basis in designing the fieldwork. Also, the product types that were included in the study are identified. In the second section ‘design of the field work’, the method of sampling is explained and the content of questionnaire and considerations during its design are described. The third section ‘conduct of the fieldwork’, addresses pilot studies and interview, results of pilot studies, arrangement of interviews, procedures for application of questionnaire and considerations and difficulties in the conduct of interviews are explained. The final section ‘collection and analysis of the data’ describes how the data was collected and analysed and explains the databases formed to organise the data.

4.1 STRATEGY FOR RESEARCH

4.1.1 Definitions of Product Attachment and Detachment

This study investigates the nature of and reasons for people’s attachment to and detachment from the products they have and use (see section 1.1). With the aim of conducting this research, the following working definitions of product attachment and detachment are proposed:

Attachment to a product is a positive emotional state of the relationship between an individual and a product, which indicates a strong linkage between them and results in considering the product, as part of the self with a strong will to keep it.

Detachment from a product is a negative emotional state of the relationship between an individual and a product, which indicates the lack of linkage between them and results in being unconcerned about the product or willingness to discard it.

These definitions assume that product attachment and detachment can be recognized through certain behaviours of people that are presented below:

- Attachment is associated with the positive emotional responses to the product and detachment with negative emotional responses.
- Attachment is accompanied by a satisfactory and pleasurable experience during manipulation of the product. On the other hand, detachment goes together with an unsatisfactory and disagreeable use.
- Attachment is characterised by the care for the product with the aim of keeping it for a long time. Whereas, detachment brings about willingness to discard the product or the unconcern in case of its absence.

4.1.2 The Research Method

It was decided to conduct a field work for the research of product attachment and detachment. The nature of and reasons for people's attachment to and detachment from the products they have and use were to be investigated through the individual interviews, by visiting a sample selection of people residing in Ankara in their homes or offices. The individuals were to be asked to select two of their products, one to which they feel attached and one from which they feel detached; and to explain their reasons for feeling such.

4.1.3 Product Categories Focused in the Study

The range of products to be focused in the fieldwork is restricted to industrially produced products that are to fulfil a function. Therefore, some product categories were not included for the purposes of the study.

The following are the excluded product categories and reasons for their elimination:

- Art works, photographs and books were excluded for several reasons. First of all, they are created for the sake of their own existence, that is, they are not evaluated with instrumental purposes, but with contemplation they provided. Also, the relationship with these objects mostly involves their contents rather than their product related qualities. For example, an individual may like or dislike them according to the stories told in a book, the feelings transmitted through an artwork, or memories evoked by the photographs.
- Collections are not considered, even when the collected objects are the ones that were produced to perform a task, such as lighters or drink bottles, since the relation with them is not based on their manipulation.
- Plants are excluded, since they are alive and not expected to fulfil any function. The relation with plants is constructed on looking after them, like pets.
- Clothes and shoes were excluded, since their acquisition and use are mostly related to fashion and the relation with them is similar to food consumption rather than manipulation of certain products, i.e. clothing is regarded as one of the basic needs and clothes are bought frequently and continuously.
- Jewellery is not included, since it does not have any physical function, i.e. it is used only for some psychological reasons.
- Decorative objects, except the ones that are used for instrumental purposes such as vases or candlesticks, are excluded, since they are contemplation objects, too.
- Toys are excluded, since the people in the age range involved in this study don't play with them, but keep them as reminders of childhood or with decorative purposes.
- Musical instruments are excluded, since the relationship with them differs in its nature. They find their value in the music created, i.e. psychological responses are expected to be towards the music, not towards the instrument, itself.

- Products that are created for some minority groups such as disabled persons are excluded, since their use is based on an absolute necessity, rather than the choice of person. For example, attachment of disabled persons to their wheelchairs is unavoidable; they cannot choose not to use this product.
- Gifts were excluded from the research of detachment, since they are not choices of the user. The product detachment investigated in this study involves the products that were bought by the individuals themselves with the intention of using them.
- Attachment products are restricted to the ones that the individuals still have. However, detachment products may be the ones owned in the past or that are still present. This is because, this study focuses on the attachment that is characterised by the desire for keeping the product and the detachment that is associated with willingness to discard the product.

All the products that do not belong to the categories explained above were included in the fieldwork. In short, this study is interested in industrially produced products that have a physical function and that are actively used by the individual with the aim of satisfying a need or an intention.

4.2 DESIGN OF THE FIELDWORK

The method devised to investigate the features and reasons of product attachment and detachment was a qualitative measurement technique that was conducted through individual interviews. The interviews were guided by a questionnaire, which consisted of a mixture of open-ended and close-ended questions.

4.2.1 The Sampling Method

The population from which the sample is to be drawn covered the individuals residing in Ankara. Since, the major goal of the study is to detect responses as

various as possible, rather than making generalisations from the sample to a larger population, the quota sampling method, which gives a nonprobability sample, was applied. Quota sampling involves dividing a population into various categories according to certain control variables and setting quotas on the number of elements to be selected from each category. Determination of which elements will be in the sample often depends on the availability, and once the quota is reached, no more elements from that category are put in the sample (Monette, Sullivan and Dejong, 1998).

		SOCIO-ECONOMIC STATUS				
		low	middle	high		
AGE	18-30				male	GENDER
					female	
	30-50				male	
					female	
	50+				male	
					female	

Figure 4.1 The quota control chart.

Since, the study is aimed at evaluating the effects of age, gender and socio-economic status on the relationship with products, the quota control variables were set as age, gender and socio-economic status. Age groups were identified as between 18 and 30

or equal to 30, between 30 and 50 or equal to 50 and above 50. Individuals who are below 18 were not included in the study, since they generally shop with their parents and so, do not have wholly independent choices for the products they have. Gender groups were identified as females and males; and, socio-economic status as low, middle and high. Therefore, the population was divided into 18 categories that are the intersections of two gender, three age and three socio-economic status groups. The quota was set to three respondents for each category. For example, three respondents were selected among the people who are male, above 50 years old and from middle socio-economic status. Overall, the sampling of the study, which was balanced according to age, gender and socio-economic status, consisted of 54 respondents. Figure 4.1 displays the quota control chart that was used in the field work.

4.2.2 The Questionnaire Design

Certainly, the questionnaire questions were determined according to the interests and goals of the study (see section 1.3). The following are the other major considerations in design of the questionnaire:

- The questionnaire had to be less time and effort consuming for the respondents. This is because, the interview was to be conducted by knocking the doors of residences and asking people their voluntary participation. It was guessed that the people will not accept an interview for which they have to spend great amounts of time and effort, or people who accept would be similar in their personalities or life styles, which would reduce variety in the sample.
- Since, the sample was consisted of different age, gender and socio-economic status groups, the questionnaire was needed to be applicable to all those people who have different backgrounds, lives and expectancies.
- It was needed to reduce variance caused by people's perception of the questions. Therefore, structure of the questions and the words used were planned as not to have different meanings for different persons.
- Since the interest of the study -people's relations with their objects- is a quite

personal issue, the questions were designed in a way that the respondents will behave relaxed and be able to express their real feelings and thoughts.

According to these considerations, the questionnaire was designed as a mixture of both open-ended and close-ended questions. Open-ended questions formed the major part and close-ended questions were designed to be asked optionally, according to the conduct of the questionnaire. The questionnaire consisted of two parts, one for the case of attachment and one for the detachment, by employing the same questions. In the attachment part, the main questions were devoted to;

- The identification of one of the products of respondents to which they feel connected.
- The explanation of reasons for feeling such toward that product
- The time of having and frequency of using that product.

Similarly, in the detachment part, the major questions were dedicated to;

- The identification of one of the products of respondents to which they don't feel connected.
- The explanation of reasons for feeling such toward that product.
- The time of having and frequency of using that product.
- The current state of the product, i.e. discarded, still in use, etc.

Additional close-ended questions were designed to help respondents to engage in the topic, when they could not explain their attachment and detachment reasons sufficiently. These 'yes' or 'no' questions were devoted to functional, formal and personal-social aspects of the products, to exemplify different areas of the topic. Overall, these questions were related to functionality, ease of use, reliability, durability, appearance, aesthetics, self-reflection, appropriateness, other's opinion and social status.

Finally, a short list of adjectives that refer to various aspects of products was prepared, to prompt if the respondents fail to reveal their feelings. The respondents were to be asked to define the products they selected with several words and this

adjective list was to be presented as an example. For the attachment part, the list included; prestigious, rare, unusual, special, warm, happy, elegant etc.; and, for the detachment part; common, ordinary, public, worthless, cold, sad, etc.

4.3 CONDUCT OF THE FIELD WORK

4.3.1 Conduct of Pilot Studies

As a guide to interview, eight individuals were interviewed. Age, gender and socio-economic status of the participants were considered in order to include all groups in the pilot study. The only problem with the questionnaire was related to the final part -the adjective list. It was prepared with the aim of exemplifying certain product emotions, when the respondents could not explain their feelings and thoughts about the products they selected. In pilot studies, this was the case with two individuals from the low socio-economic status. It was observed that one of the reasons for their insufficient answers was their shyness and fear of being incapable of answering. However, the introduction of this final question increased their tension and they didn't want to continue the interview. Therefore, the part of adjective list was found useless and omitted from the questionnaire. The omitted part and the final questionnaire after modification can be seen in appendices A.1 and A.2 respectively.

4.3.2 Conduct of Interviews

In total, 54 interviews were conducted, all by the author. The interviews were arranged by visiting people in their homes or workplaces, whose socio-economic status were assumed before as low, middle or high. For this assumption, a socio-economic stratification map of Ankara was employed (Güvenç, 2001); however, the interviews were not arranged in strict conformity with the quarters shown in the map. This is because, it was obvious that there may exist great socio-economic differences between the people dwelling in the same place. For example, a

doorkeeper living in a high socio-economic stratification quarter was expected to have less income than somebody living in a middle level one.

Both homes and workplaces were visited. Since, the respondents were not restricted to select products they use at home or in workplace and a comparison between homes and workplaces were not aimed at, the place of the interview was not identified as a variable. Therefore, choices of homes and workplaces were made on the availability. 20 interviews were conducted in workplaces and 34 interviews at homes. In order not to include only the housewives as female respondents, homes were visited in the evenings and at the weekends.

The candidate interviewee was asked to tell her/his age, and the interview was conducted, if the quota of the category s/he belongs to is not reached. The respondent was first given introductory information on the purpose, content and the expected time of interview (appendix A.3).

The questionnaire was applied in the following procedure:

- The interviewee was asked to identify her/his attachment product. If s/he asks what is meant by the 'product which you feel connected to', additional explanation were made in detail, such as; 'the product which is special for you, which you like to use, which you don't want to discard or change with a new one and which make you sad in case of damage or an unintentional loss'.
- If the product selected was not in the categories included in the study, the respondent was asked to identify another one by explaining the reason.
- It was requested to see the product, if possible.
- By referring to the selected product itself, other questions were asked to the interviewee. If s/he had difficulty in expressing feelings and thoughts, additional 'yes' or 'no' questions were asked to remind them different product aspects. Almost all interviewees who couldn't explain their reasons at first, begun to talk about the mentioned aspect of their products with the introduction of these questions.
- The same procedure was applied for the detachment part of the questionnaire.

The additional information was given to interviewees who don't understand what 'the product which you don't feel connected to' such as; 'the product which you don't like, which you didn't use or used for a few time after its acquisition and which you discarded or want to discard'.

The major consideration in the conduct of interviews was to try to detect participants' own responses to the matter, without directing them towards any idea. Also, it was important to create a relaxed atmosphere in a manner of shared conversation. Although possible problems were foreseen before and tried to be eliminated during the questionnaire design, certain difficulties were faced during the conduct of interviews. The major one was related to some respondents' failure in expressing their ideas, answering explicitly or being not aware of all their feelings consciously.

4.4 COLLECTION AND ANALYSES OF THE DATA

4.4.1 Data Collection

The data was collected through tape recording and writing. When the interviewee didn't give permission to tape recording, the responses were written as fast as possible, while trying to maintain the eye contact. As well as the words, the emotional responses of the participants were also important for interests of the study. Therefore, when an emotional response was detected through the interviewee's mimics or behaviours, such as a passionate speech, it was also noted.

4.4.2 Data Analysis

20 of the interviews were recorded with tape and all were transcribed by the author. All recorded and written interviews were inspected and the data was analysed under two main headings:

Product groups

54 attachment products and 46 detachment products that were mentioned by the respondents, revealed 24 and 21 different types of products in case of attachment and detachment, respectively. These products were categorised into 13 groups, according to their functions.

Reason categories

The feelings and thoughts about the products selected that were mentioned as attachment and detachment reasons were first listed, by analysing all interviews. Next, they were coded and grouped according to the considerations they referred to. Attachment reasons were realised as 21 types and then grouped into six broader categories according to the concerns toward which they were oriented. In the same way, detachment reasons were classified into 15 categories and, then into six broader categories.

After the classification of reasons, each interview was evaluated again to determine which reason categories were mentioned in it. In the determination of reason categories, only the aspects that were talked about were considered. For example, an answer 'yes' to the close-ended question of functionality was not considered as a utilitarian attachment reason, unless the interviewee said something more on the product's functionality. The evaluation was made according to 21 reason categories for attachment and 15 reason categories for detachment, rather than the six broader categories; because, it was possible for a respondent to mention several reasons that was different but falling into the same broad category.

Product groups, reason categories and the other data identified will be presented and discussed in the next chapter.

4.4.3 The Databases

Two broad databases that include whole information obtained from interviews were formed, one for attachment and one for detachment. They were organised around interview numbers and included findings of each interview. The attachment database was structured as; the interview number; age, gender and socio-economic status group of the interviewee; the product mentioned and the product group that it falls into; reason categories mentioned; and, the time of having and the frequency of using that product. The database for detachment included the same headings and additionally, the state of the product at that moment, i.e. discarded, still in use, etc. (appendix B.1).



CHAPTER 5

FINDINGS OF THE FIELDWORK

In this chapter, findings of the fieldwork are presented and evaluated through the data obtained from the interviews. The first section ‘product categories’ presents the types of attachment and detachment products mentioned by the respondents. The second section ‘nature of product attachment and detachment’ discusses some features of product attachment and detachment that are suggested by the observations in the fieldwork. The third and fourth sections explain the reasons for product attachment and detachment, respectively, through the respondents’ evaluations, thoughts and feelings of the products they mentioned. Finally, the fifth section discusses the differences related to the people’s age, gender and socio-economic status in their product attachments and detachments, by comparing the responses of different groups in the sample. Throughout this chapter, respondents’ phrases are referred in italics.

5.1 PRODUCT CATEGORIES

54 attachment products and 46 detachment products were mentioned by the respondents. Eight respondents declared that they haven’t got any product to which they feel detached. They explained its reason by referring to their way of life:

I shop very carefully and I don’t buy anything that I will not use; because, I care for the environment, I’m against waste. (female, 47, middle Socio-Economic Status (SES))

I know the value of money and the difficulty of earning it. I use whatever I buy and don't discard anything. (male, 29, high SES)

The resultant 45 different types of products in total (appendix B.2) were grouped into 13 categories, according to their intended functions. These product categories are presented below.

Car: Cars were mentioned as attachment products by eight, and as detachment products by one of the respondents.

Furniture: This group includes armchairs, bookshelf, sofa, lamp, cupboard and bed. Four respondents mentioned their furniture as attachment products, and eight respondents as detachment products.

Stereos: Referring to products related to listening to music, stereos include tape player, CD and tape player, and walkman. Both in cases of attachment and detachment, three of the respondents pointed out their stereos.

TV and video: This group contains only one mention of video. Both in cases of attachment and detachment, five respondents mentioned this group of products.

Mobile phone: Mobile phones were mentioned as attachment products by three, and as detachment products by two of the respondents.

Computers and related equipments: Referring to computers and related equipments, this class includes PC, palmtop and graphic tablet. Four respondents mentioned them as attachment products, and one respondent as detachment product.

Kitchen appliances: This group refers to the equipment related to preparing foods and drinks; and, includes oven, kettle, toaster, food processor, juicer, pasta maker, pressure cooker, frying pan and barbeque. Two respondents mentioned cooking utensils as attachment products, and eight respondents as detachment products.

Washing machine: Washing machines were pointed out only as attachment products, by nine of the respondents.

Other home appliances: Electrical equipments related to tasks at home excluding kitchen appliances and washing machine were scored as other home appliances. This category includes vacuum cleaner, carpet washer, dishwasher and refrigerator. Home appliances were identified as attachment products by two respondents and as detachment products by eight respondents.

Kitchenware: Referring to containers related to eating and drinking, kitchenware includes dish-set and cups. This group also contains one mention of vase. Both in cases of attachment and detachment, two of the respondents mentioned their kitchenware.

Personal goods: This category contains pen, eyeglasses, wallet, bag, pocket-knife and also one mention of camera. Personal goods were mentioned as attachment products by eight respondents and as detachment products by five respondents.

Sports equipments: Gym tool and bicycle were classified as the equipment related to sports. One respondent mentioned sports equipment as attachment products, and two respondents as detachment products.

Professional equipments: Referring to tools that a person uses for his/her job, this group includes drill, agriculture tools, shoeshine box and stethoscope. Professional equipments were identified as attachment products by three respondents and as detachment products by one respondent.

The most often mentioned attachment products were cars, washing machines, personal goods and TV's. As detachment products furniture, home appliances and cooking utensils were significantly named, as well as the nothing category. (figure 5.1) Attachment and detachment reasons associated with different types of products can be seen in appendix B.3.

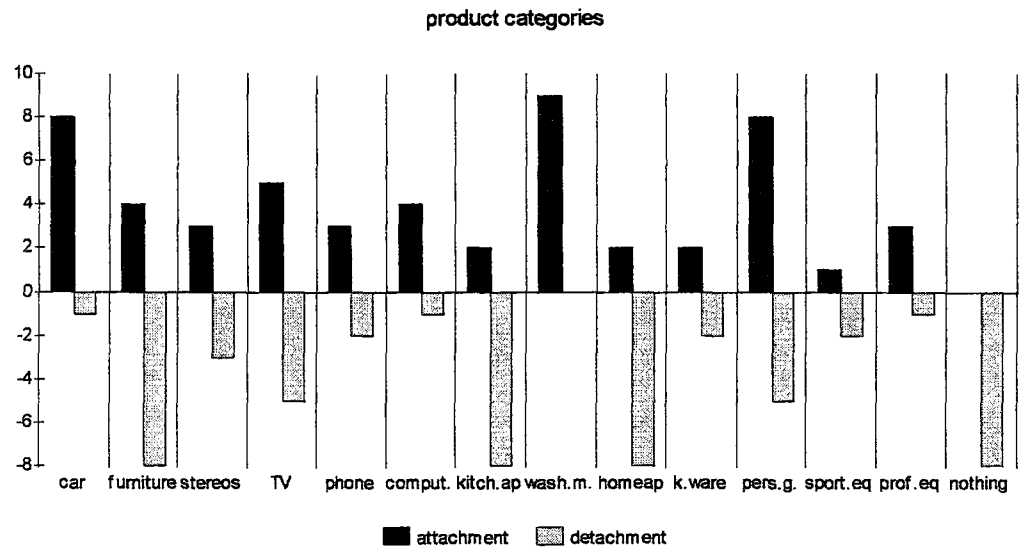


Figure 5.1 Categories of attachment and detachment products.

5.2 NATURE OF PRODUCT ATTACHMENT AND DETACHMENT

Analyses of interview data revealed certain features of product attachment and detachment. These features describe different aspects of product attachment and detachment in terms of people's responses to the products.

5.2.1 Specific Product and Product Utility

In some cases, product attachment and detachment are constituted towards a specific product itself. However, in some cases, product's physical existence as itself is lost; and, attachment and detachment are constructed towards the utility and the experience provided by the product.

Specific product attachment or detachment means that the individual reveals these feelings towards a particular product s/he owns. This kind of attachment and detachment result especially from private meanings that the individuals assign to the products. These private meanings were the highly personalised memories and

experiences, as Dittmar (1994) stated, that was mentioned in section 4.2.1. For example, in the case of an old woman who feels attached to her armchair since she bought it with her dead husband, her attachment is not towards any armchair, but towards that armchair that reminds her husband.

On the other hand, product utility attachment or detachment is not constituted towards a specific product, but towards the utility and the experience provided by any product of that type. Product utility attachments involved mostly the products such as TV and washing machine that are less likely to make sense for private meanings. They were mostly valued for their usefulness and enjoyment they provided. For example, in the case of a woman who feels attached to her washing machine since she cannot wash clothes by hand, what she is attached to is any washing machine, not particularly to the one she owns.

If the attachment is constructed towards the product utility, upgradeability of the product is recognised as a factor that increases the level of attachment. For example, attachment to a computer is expected to be constructed towards the utility it provides, unless it carries any personal meaning for the individual. In that case, to upgrade the computer does not mean that the individual feels detached from it. In contrast, by upgrading it, the individual sustain her/his attachment to the utility s/he derives from using the product.

Results, including both types, revealed that specific products of the respondents played a more significant role in the construction of attachments and detachments. 35 attachments out of 54 and 33 detachments out of 46 were towards the specific products of the respondents. Furthermore, attachments to specific products were observed as stronger, in terms of quantity and quality of responses given to those products. Specific product attachments were associated with various reasons, sometimes included all reason categories, indicating a deeper and a more complicated relationship between the individual and the product.

5.2.2 Positive and Negative Emotions

How does an individual feel when s/he uses or thinks about a product? Surely, attachment to a product revealed itself by the positive feelings of individual, and detachment from products by the negative feelings. The respondents mentioned their emotions, while talking about their attachment and detachment products.

Emotions associated with the attachment products were; confidence, independence, care, relaxation, passion, achievement, nostalgia, warmth, security, love, pleasure, satisfaction, pride, being charismatic, being attractive, friendship and comfort.

I always carry my walkman with me. I love it, because it's like a friend and listening to music with it releases me. (female, 18, high SES, walkman)

On the other hand, feelings towards detached products included dislike, regret, discomfort, disturbance, dissatisfaction, boredom, bad image, distrust, disappointment, failure, stress and wasted money.

Its voice is very disturbing and it's not practical. Whenever I use it, it makes me distressed. (female, 43, low SES, vacuum cleaner)

5.2.3 Caring and Unconcern

Respondents had a tendency to take care of the product to which they feel attached, with the aim of keeping it for a long time. This observation is consistent with the suggestion of Schultz, Kleine and Kernan (1989) on the care for attachment products, as mentioned in section 4.2.1. The care for attachment products included careful use and repair.

My children damaged them. I was very upset seeing them worn out. Then, I repaired and painted them. They still stand. (male, 64, high SES, armchairs)

I care for it as my eyes. (female, 49, low SES, pressure cooker)

Some of the detachment products were already discarded, given to someone else, sold or burned. In contrast to attachment products, behaviour towards detachment products that respondents still possessed was unconcern and will to discard. They were put aside and forgotten, or were being involuntarily used. The respondents who had been still using their detachment products mentioned that they would discard them and buy a new one as soon as possible.

I put it to the back of cupboard and I haven't seen it for a long time. (female, 60, middle SES, juicer)

If I had money, I would get rid of them today and buy new ones. (male, 42, low SES, armchairs)

5.2.4 The Period of Use

A significant difference was observed between attachment and detachment, in terms of time of having and frequency of using the product. All attachment products were used almost everyday and were still being used; whereas, some of the detachment products were used just once or twice. While the duration of using attachment products rise up to 70 years, the duration of using detachment products diminished up to one day. Figure 5.2 displays the comparison of attachment and detachment with respect to the period of using the product.

Findings suggested that the time alters the relationship between the person and the product. In the case of attachment, it was observed that, as the time passes, the shared history between the individual and the product increases the level of attachment in consistent with the suggestion of Ball and Tasaki (1992) as mentioned in section 4.2.1.

I have been carrying this pocket knife with me for about 70 years. I'm addicted to it and I can't go out without it. (male, 76, middle SES, pocket-knife)

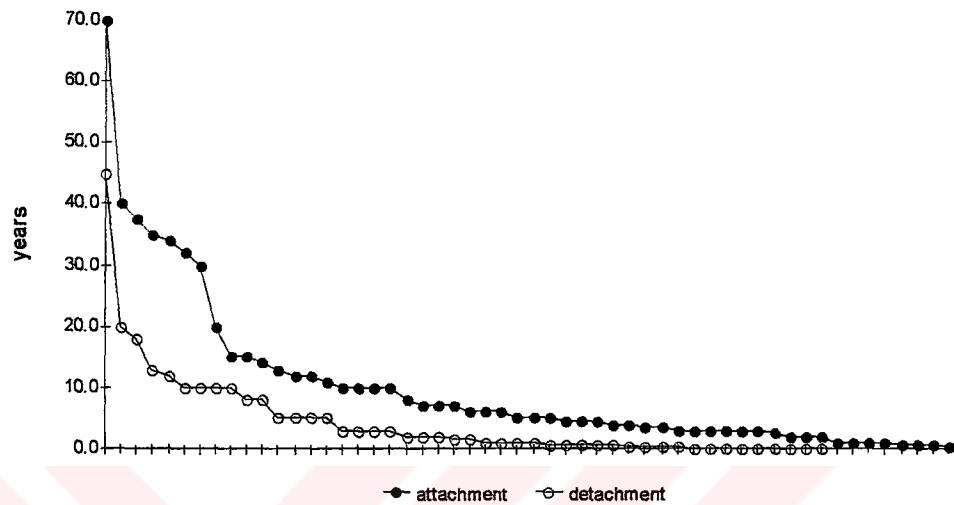


Figure 5.2 The period of use of attachment and detachment products.

Product detachment was observed as two types according to the duration of this experience. In the first type, the individual was never satisfied with the product and detached from it after using it once or twice (33 respondents out of 46). This kind of detachment was accompanied by purchase regret -dissatisfaction of expectancies. In the second type, the individual had detached from the product after using it for years (13 respondents out of 46). This was accompanied by the oldness -break down or technological aging of the product.

5.2.5 Acquisition of the Product

The positive and negative feelings toward attachment and detachment products were also related with the story of acquisition stage. In case of attachment products, many respondents had the tendency to mention how, when and where they bought them or who made them, with pleasant memories.

When I was getting married, I bought these armchairs as something that I will not get bored. I bought them from Samanpazari for 365 TL. (male, 64, high SES, armchairs)

They are really well-made. They were made by an amateur master. I still see him. He is very nice and talented. (female, 60, middle SES, armchairs)

Contrarily, most of the respondents were regretful about acquiring the products that they feel detached. They were asked to explain why they bought those products. The answers included:

- it was needed and best in those circumstances;
- it was bought carelessly and without thinking;
- it was thought that it may be useful but it was not needed actually;
- it was loved at first sight;
- its advertisements were attractive;
- it was bought on friends' recommendation.

Its advertisements were too exaggerated. I was disappointed when I used it. (female, 49, high SES, vacuum cleaner)

One of my friends convinced me to buy it. But, I used it just once. It didn't provide me anything. (female, 60, middle SES, juicer)

5.2.6 The Role of Instrumental Value

The use-related, utilitarian aspects of products play different roles in attachment and detachment. Although, 'the reason for being' of the products interested in this study is to fulfil a function, it seems that once the attachment to a specific product is constructed, it lasts even when the product loses its ability to perform properly. Many respondents mentioned that they don't want to change their attachment products with a new and good working one.

It's too old and very difficult to use. It breaks down almost every week. However, it is somebody from my family. How can I throw it away? (female, 59, middle SES, car)

On the other hand, instrumental value is essential in the case of detachment from products. That is, if a product to which the individual is indifferent does not function properly, s/he becomes detached from this product.

Their style is very nice. They look modern and attractive. Whoever sees, like them very much. But, they are very uncomfortable. I feel as if I'm standing while sitting on them. They made me sick. (male, 62, high SES, armchairs)

Moreover, introduction of new products into the market, i.e. technological aging, plays a significant role in detachment from products. Many respondents told that they want to discard their detachment products, since they saw 'better ones'. Contrarily, it was observed that the technological aging does not affect the relationship with attachment products.

Cameras are developing continuously. However, I love mine and I don't want to replace it with a new one. My camera completes me. (male, 46, middle SES, camera)

5.3 REASONS FOR PRODUCT ATTACHMENT

When respondents were asked to explain why they feel attached to the products they selected, they referred to their interests, personalities, social roles, living conditions, etc. The mentioned reasons for attachment were first categorized into 21 groups and later into 6 broad groups. The explanations of attachment were related to respondent's past, experience provided by the product, utilitarian qualities of the product, personal being, social being and form related aspects of the product (figure 5.3).

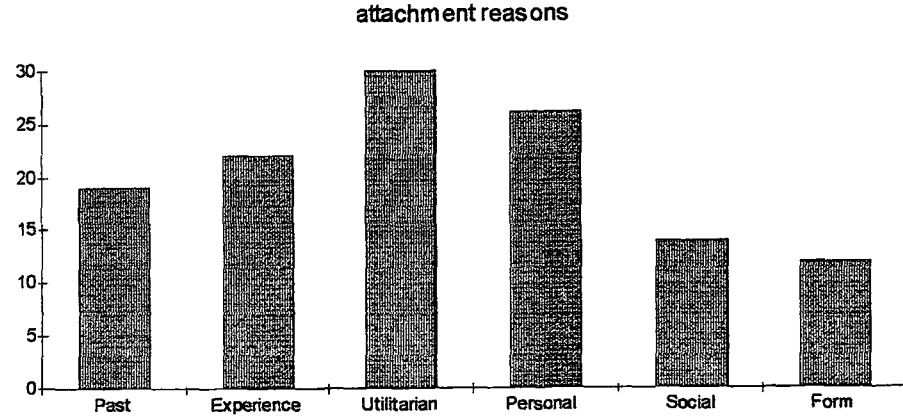


Figure 5.3- Broad categories of attachment reasons.

5.3.1 The Past

The shared history between the individual and the product formed one of the major reasons for product attachment. This finding is consistent with the suggestion of Belk (1990) that material objects are means to construct our life history, as mentioned in section 4.2.2. 19 respondents out of 54 valued their attachment products with personal

memories that are external to the product qualities. The products that were valued with past related reasons included even the ones that lost their ability to function properly. However, they were also the ones that were the most difficult to be discarded and the ones that the individuals identified immediately after they were prompted to choose an attachment product. The products that were associated with the past were the ones that were the most difficult to be discarded.

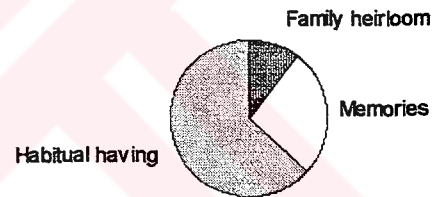


Figure 5.4 Attachment reasons related to the past experiences of individuals.

Three types of past related considerations were observed (figure 5.4):

a. Family heirloom: Products that were handed down by a family member.

b. Memories: Products that remind specific persons or events in the past.

This lamp is very old and was broken many times. But I can't discard it; because, on the day I bought it, I broke a wonderful dinner set in a very big store and I paid for it. This lamp reminds me of that day. (female, 62, middle SES, lamp)

I'm really attached to this very old and out of use wallet. I always carry it with me; because, inside it, there is a photo of me and my wife that was taken when we were engaged 40 years ago. (male, 62, high SES, wallet)

These armchairs are very old, at the same age with my children. I chose and bought them together with my husband. After his death, I became more and more attached to them. (female, 60, middle SES, armchairs)

c. Habitual having: Products that have been possessed and used for a long time.

With this car, I learnt how to drive; and, I used it since then. I'm addicted to it. (female, 59, middle SES, car)

5.3.2 Experience

The ability of the product to provide a pleasant experience played a great role in attachment. The experience provided by the product was mentioned in section 4.2.2 as one of the findings of Csikszentmihalyi and Rochberg-Halton (1981). 22

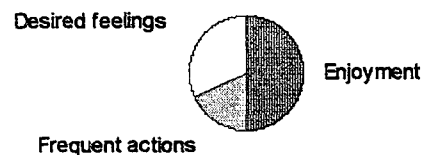


Figure 5.5 Attachment reasons related to the experience provided by the product.

respondents out of 54 mentioned the experience they acquired from using the products. Mostly cars, stereos and TVs were valued for the experience they created. For most of these products, the attachment was towards the experience with the product, not to the product itself. Therefore, this reason category was mostly associated with attachments toward the product utility (see section 5.2.1).

Experience related attachment reasons were of three types (figure 5.5):

a. Enjoyment: Products that provide a pleasurable occasion.

It's my entertainment, I spend time with it. (male, 52, low SES, TV)

b. Frequent actions: Products that are used in everyday activities in which the individual feels himself/herself involved.

I'm at home during the day. Therefore, I begin the day by drinking tea in the morning and go on by drinking coffee with friends in the afternoon. I spend my day with my kettle. (female, 27, high SES, kettle)

c. Desired feelings: Products that evoke pleasing feelings such as independence, confidence, release, etc.

I like going around at the outside of the city with my car. It releases me. Also, being able to go everywhere without depending on anyone, makes me feel independent. (female, 45, high SES, car)

5.3.3 Utilitarian Product Aspects

The instrumental, function related aspects of the products were the most mentioned factor in attachment. Utilitarian aspects of products were identified as an important attachment reason in many studies, as mentioned in section 4.2.2. 30 respondents out

of 54 mentioned the basic function and performance of the product as reasons for attachment. However, although instrumental reasons were pointed out by many respondents, they were not the main factors in attachment. Utilitarian aspects were mostly associated with washing machines. Like in the case of experience, these attachments were mostly toward utility of the product.

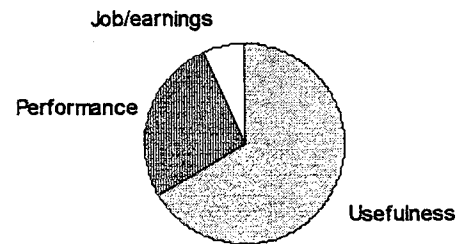


Figure 5.6 Attachment reasons related to the utilitarian qualities of products.

Attachment reasons related to product's utilitarian aspects were of three types (figure 5.6):

a. Usefulness: The basic utility of the product that is associated with a need.

I need this washing machine. It's not possible for me to wash clothes by hand.
(female, 57, high, SES, washing machine)

b. Performance: Ability of the product to fulfil its function properly, including quality, reliability, durability, comfort and ease of use.

They are very comfortable and strong. We bought many other armchairs, but all of them were broken. These are still standing, like a statue. (male, 64, high SES, armchairs)

It is very functional and light. Since, it is not too complicated, it is very easy to use.
(male, 36, high SES, mobile phone)

c. Job/earnings: Products that are used for job and earning money.

I use it to earn money. Without it, I will be jobless. (male, 42, low SES, drill)

5.3.4 Personal Being

Products' ability to serve for construction of the personal being and to become a part of the self constituted another major category of reasons for attachment. Product's relatedness to the personal values was observed as an attachment reason by Csikszentmihalyi and Rochberg-Halton (1981), as mentioned in section 4.2.2. 26

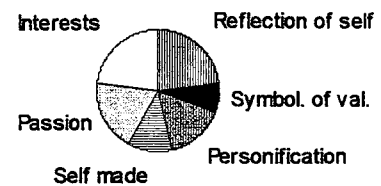


Figure 5.7 Attachment reasons related to the personal being of the individual.

respondents out of 54 related their product attachments to their personal beings. Individuals talked about these considerations by referring to their personalities, lives, values and goals. The concern of personal being was mostly observed in attachments to computers and related equipments.

Attachment reasons related to personal being were of six types (figure 5.7):

a. Reflection of the self: Product's ability to reflect the individual's identity and its appropriateness to this/her personality and life.

Computer is full of opportunities; you can do everything with it. But I find something more. For me, there is another world at the back of the screen. Computer is my life-style. (male, 21, high SES, PC)

b. Symbolization of values: Products that become the symbols of personal values that are important for the individual.

My car is made in USSR. It's not in the market any more and it stayed with me as a memory, after the Soviet Union was dissolved. It's a symbol of my political view. (female, 59, middle SES, car)

It's the symbol of being a doctor. Being without a stethoscope means to me that I'm not a doctor any more. (female, 25, high SES, stethoscope)

c. Personification: Products that are considered as a person, a friend or a family member.

It's my unique friend. Its name is Kezban and she is always with me. We can never stay apart from each other. (female, 23, low SES, mobile phone)

d. Self-made: Products that were constructed by the individual himself and mentioned as personal and special.

As the technology develops, all products became alike. However, my CD player is personal. I arranged it by myself. So, I can choose different voice combinations. It's like sewing a cloth instead of buying it from a store. (male, 70, high SES, CD player)

e. Passion: Individual's intense liking of the product.

Cars are my passion since my childhood. (male, 51, middle SES, car)

f. Interests and goals: Products that function as means for performing personal interests or reaching a future goal.

Well, computer makes my job easier. But I'm using it also for my personal interests. I'm reading, searching, following news, enjoying my time and communicating with friends. Sometimes I think what I can do without it. (female, 51, high SES, PC)

I'm planning to make animation movies. Therefore, it is an important tool for my future goals. (male, 24, middle SES, graphic tablet)

5.3.5 Social Being

As well as the construction of identity, products' ability to improve self representation in a society was mentioned as attachment reasons. This result is consistent with the finding of Csiksentmihalyi and Rochberg-Halton (1981) on the role of the product in 'individual differentiation' and 'social integration', as mentioned in section

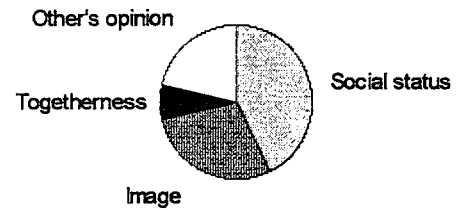


Figure 5.8 Attachment reasons related to the social being of the individual.

2.1.2. 14 respondents out of 54, valued their attachment products since they help to construct a social self. These considerations were related to how the individual wants to be perceived in the society. Mostly cars were associated with the social-being.

Attachment reasons related to social being were identified as four types (figure 5.8):

a. Social status: Appropriateness of the product's qualities or brand to the desired social level.

When I was young, pen were being used scarcely, by certain portions of the society. Therefore, having a pen was making me someone important. I was feeling more than I am. (male, 48, high, SES, pen)

My pocket-knife is Swiss made and it's used in Swiss army. This brand is the best one in the world. (male, 76, middle SES, pocket knife)

b. Image: Product's effect in the way a person is seen by the others.

I can convert my car into the mode that I want. Either when I wear a suit, or a T-shirt, it completes my appearance. (male, 26, high SES, car)

I think people who use eyeglasses read more. So, they give me such an image. These eyeglasses are very charismatic and I would like to use them, even if I could see properly. (female, 23, middle SES, eyeglasses)

c. Togetherness: Experience of the product with friends or family members.

When I come home, I turn it on and I like spending the evening with friends in its light. (male, 22, middle SES, lamp)

I like going around with my wife by the car, listening to music. (male, 47, high SES, car)

d. Other's opinion: products that are also liked by other people and become topics of conversation.

People like it very much. (male, 26, high SES, car)

5.3.6 Formal Product Aspects

The aesthetics and the formal qualities of products were mentioned as reasons for attachment by 12 respondents out of 54. Mostly, cars, furniture and personal goods were valued with form related qualities.

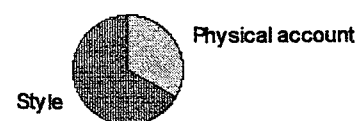


Figure 5.9 Attachment reasons related to the formal qualities of products.

Two types of form related considerations were observed (figure 5.9):

a. Physical accounts: Physical description of the product such as its dimensions and colour.

I like the appearance of my wallet. It has very nice details in blue and brown. (male, 56, middle SES, wallet)

b. Style: The visual impression of the product or the ambiance provided.

It's very attractive, charismatic and sophisticated. (male, 24, middle SES, graphic tablet)

I like its dimensions and height. The light it gives is dim and yellow. It reflects a warm home. (male, 22, middle SES, lamp)

5.4. REASONS FOR PRODUCT DETACHMENT

Responses to the question “why do you feel detached from this product?” were categorized into 15 reason groups and further into 6 broader groups. Respondents’ reasoning was based on utilitarian aspects of the product, personal being, social being, form related qualities of the product, purchase decisions and environmental factors (figure 5.10).

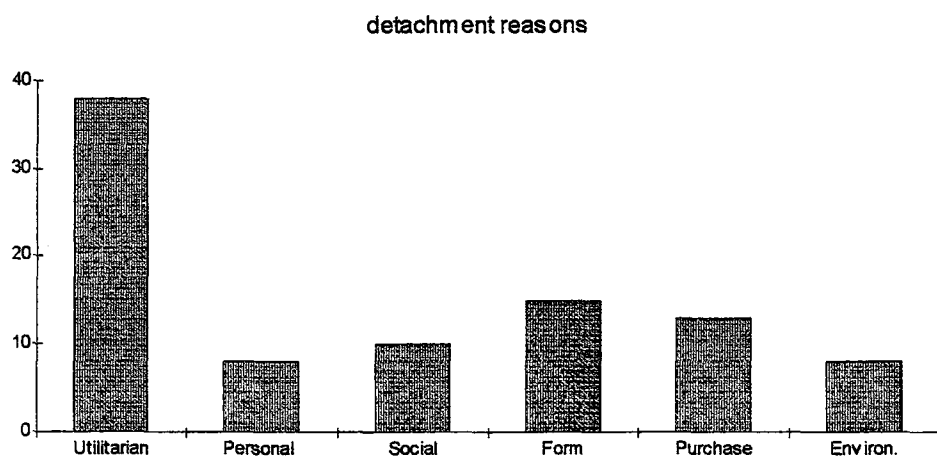


Figure 5.10 Broad categories of detachment reasons.

5.4.1 Utilitarian Product Aspects

The dissatisfaction with the product's basic function or performance was the most significant cause of detachment, mentioned by almost all respondents. 38 respondents out of 46, referred to instrumental, use-related deficiencies of their detachment products. The functional features of products were mostly mentioned in detachments from furniture and home appliances.

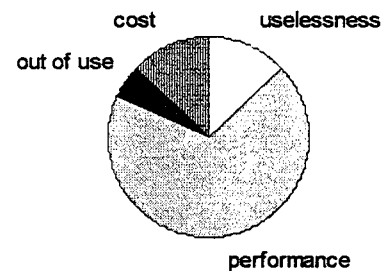


Figure 5.11 Detachment reasons related to the utilitarian aspects of products.

Detachment reasons related to the utilitarian aspects of products were of four types (figure 5.11):

a. Uselessness: Products that have not any utility for the individual, products whose basic function is described as useless and meaningless.

A machine for making pasta is very useless, unnecessary and meaningless. It's easier and cheaper to buy pasta. (female, 59, middle SES, pasta maker)

A frying pan is really a worthless and useless product. (female, 65, high SES, frying pan)

b. Performance: Insufficiencies of products such as poor quality, weakness, difficulty in use and inadequate operation.

Either it's not functional or I couldn't learn how to use it. Its heat adjustment function is very poor. As a result, I have a toaster that cannot toast bread. (female, 27, high SES, toaster)

I wanted to have more comfort while working. Therefore I bought this chair, but it didn't satisfy my need. Its wheels don't work properly and so, it doesn't allow me to move from one table to another. Also, its adjustment capabilities are not sufficient.
(male, 24, middle SES, chair)

c. Out of use: Products that can not perform its task any more.

It was very weak. It was broken down after two months. Now, it doesn't work. (male, 22, low SES, TV)

d. Cost: Expensiveness of acquisition or manipulation of the product.

It consumes too much electricity. I wash by hand, since it's very expensive to use it.
(female, 31, low SES, dishwasher)

I'm still regretful. It was very expensive and it took me two years to pay its debt.
(female, 62, middle SES, carpet washer)

5.4.2 Personal Being

Products that do not fit to individual's self-definition and therefore that are considered as distinct from the self were identified as detachment products. Eight respondents out of 46, referred to the relation between their personal beings and the products, as detachment reasons.

Personal being related detachments were mostly associated with personal goods.

Two types of considerations were observed in detachments related to personal beings (figure 5.12):

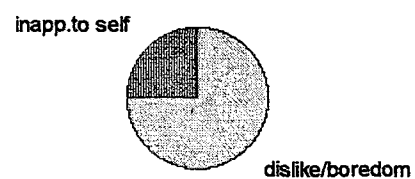


Figure 5.12 Detachment reasons related to the personal being of the individual.

a. Dislike/boredom: Products that are simply detested or that has become boring for the individual.

I didn't like those eyeglasses. They were very expressive and disturbing me. I got bored and gave it to a friend by asking her to break it. She did it, I was rescued.
(female, 27, middle SES, eyeglasses)

b. Inappropriateness to the self: Unsuitability of the product to individual's personality or life style.

I believe food must be prepared by hands. I feel that this machine is destroying the delight of food. (female, 44, high SES, food processor)

5.4.3 Social Being

An undesirable impression in the society caused by the product was another reason for detachment. 10 respondents out of 46, mentioned their dissatisfaction or disturbance with the product's role in integration with the society. These detachment reasons were mostly associated with furniture.

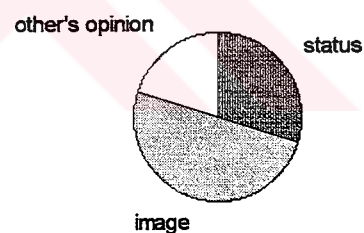


Figure 5.13 Detachment reasons related to the social being of the individual.

The explanations related to social being were of three types (figure 5.13):

a. Social status: Products that give the impression that the individual belongs to an undesirable social class.

I have never liked this oven; because, I bought it from a street seller. It is cheap!
(female, 51, low SES, oven)

I don't like this brand. It's contemptible. (male, 51, low SES, TV)

b. Image: An unwanted impression in the society caused by having the product.

It is insufficient and badly designed. It can be suitable for a student; but, I don't put it into my flat in the future. It doesn't fit my image. (male, 26, high SES, CD player)

It is a single-person bed. It doesn't fit my age. It shows me as if I'm a teenager. But my mother doesn't allow me to buy a double-person one before getting married. (female, 30 middle SES, bed)

This palmtop is an ordinary one. Computer has an image value for me. There are other models with better appearances and styles. To have such a charismatic product and doing something with it may reinforce my charisma and satisfy my ego. Such a product may become a topic of conversation with my friends. But my palmtop does not provide these to me. (male, 21, high SES, palmtop)

c. Other's opinion: Other people's dislike of the product.

We moved to a new flat, a luxury one. But our armchairs didn't suit there. People said that they look old and small in the living room. (male, 42, low SES, armchairs)

5.4.4 Formal Product Aspects

15 respondents out of 46, mentioned their dislike of the form related qualities of products as a reason for their detachments. This reason category mostly involved furniture and home appliances. The form related detachment reasons included two types of considerations, same as the attachment reasons (figure 5.14):

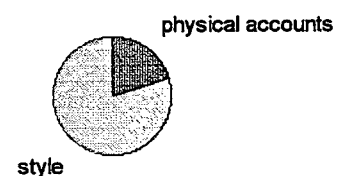


Figure 5.14 Detachment reasons related to the formal qualities of products.

a. Physical accounts: Physical description of the product such as its dimensions and colour.

I don't like its form. It is an unnecessarily large sofa. (female, 51, high SES, sofa)

b. Style: The visual impression of the product or the ambiance provided.

I don't like its form and colours. It has an exaggerated style. (female, 49, middle SES, cups)

Its colour is pink. But after I bought them, I wanted the green one. It was more attractive and modern. I don't like mine. They look very classic. (female, 19, low SES, cups)

5.4.5 Purchase Decisions

The conflict of feelings between the time of purchase and the time of use of the product was observed as one of the major reasons for detachment. This inconsistency within the consumer was identified as one of the reasons for product non use, by Bower and Sprott (1995), as mentioned in section 4.2.2.

13 respondents out of 46 mentioned their wrong purchase decisions, including both the inconsistencies within themselves and misleading impressions given by the product or its marketing. Purchase related reasons were mostly mentioned with kitchen appliances.

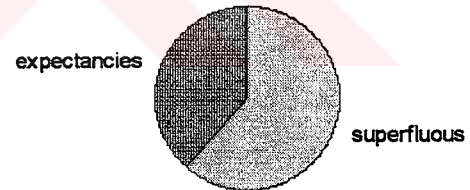


Figure 5.15 Detachment reasons related to the purchase decisions of individuals.

Detachment reasons related to purchase decisions were of two types (figure 5.15):

a. Superfluous: Products that were bought although they were not needed.

I never needed a video. There are many TV channels. (male, 51, middle SES, video)

I never used its washing function. If only I had buy an ordinary vacuum cleaner.
(female, 30, low SES, carpet washer)

b. Expectancies: Disappointment of the individual, when s/he used the product.

I bought it since I needed to lose weight but I couldn't use it. It's not like as it seems in TV commercials. (male, 36, high SES, gym equipment)

In its advertisements, it was said that it has a vacuum function. But the firm didn't supplement its bags and I couldn't use it. (female, 49, high SES, vacuum cleaner)

5.4.6 Environmental Factors

The changes in the individual's life or the market that are external to the product itself were identified as one of the detachment reasons. Environmental factors that are beyond the control of the consumer were observed as one of the reasons for product non use, by Bower and Sprott (1995), as mentioned

in section 4.2.2. Eight respondents out of 46, mentioned environmental factors as a reason for their detachments. Mostly job equipments, sport equipments and stereos were associated with this type of detachment reasons.

Two types of detachment reasons related to environmental factors were identified (Figure 5.16):

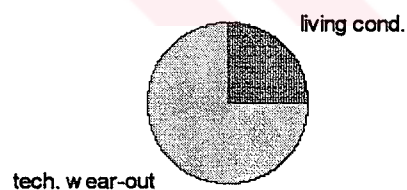


Figure 5.16 Detachment reasons related to the environmental factors.

a. Living conditions: Circumstances and changes in the individual's life that affect the need for and use of the product.

I stopped farming and came to city. Therefore, I didn't need them any more. (male, 63, low SES, agricultural tools)

It's very difficult to ride a bicycle because of the roads and the weather in Ankara. (male, 48, high SES, bicycle)

b. Technological obsolescence: Technological aging of the product as a result of introduction of its new versions into the market.

I like its design, but its functions are not sufficient. It was the best when I bought it. Now, there are better ones with a larger capacity and memory. (female, 23, middle SES, mobile phone)

It doesn't have any problem, but it's technologically old. It doesn't have CD player and remote control. (male, 46, middle SES, tape player)

5.5 THE EFFECT OF AGE, GENDER AND SOCIO-ECONOMIC STATUS

The stratification of the sample according to age, gender and socio-economic status revealed certain differences in product attachments and detachments. The products mentioned and the reasons identified by the respondents from different age, gender and socio-economic status groups can be seen in appendix B.4.

5.5.1 Age Related Differences in Product Attachment and Detachment

Age related differences were evaluated through three age groups in the sample as between 18 and 30 (young), between 30 and 50 (middle aged) and above 50

(elderly), having 18 respondents in each of them. Both in the cases of attachment and detachment, certain age related differences were observed with respect to the types of products selected and the reasons identified (figures 5.17, 5.18, 5.19 and 5.20).

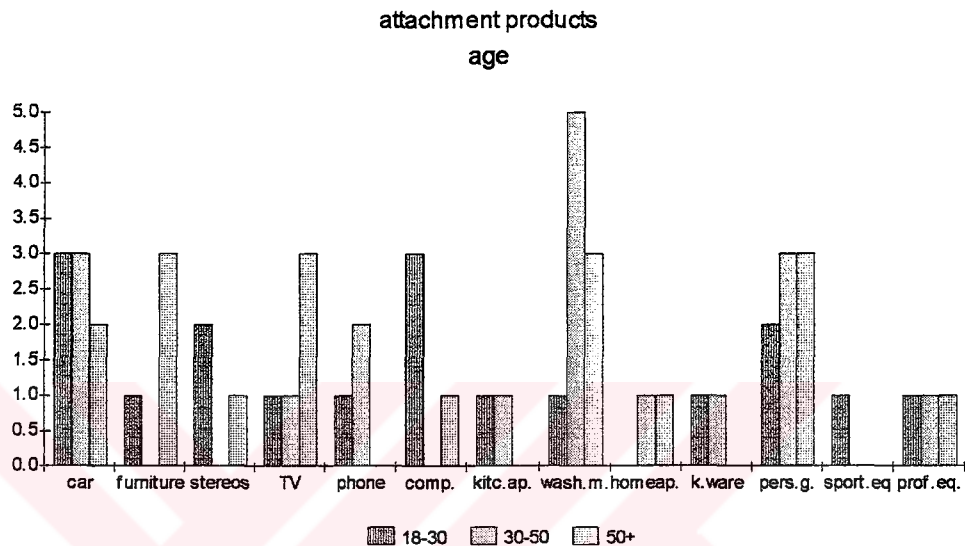


Figure 5.17 Comparison of different age groups in terms of attachment products they selected.

Young respondents mostly identified cars (three out of 18) and computers (three out of 18), as attachment products. Their attachments were mostly related to their personal beings (13 respondents out of 18) and the experience provided by the product (11 respondents out of 18). As expected, young people's relations with products were based on the identity construction and the self realisation. Products' ability to reflect the self, to evoke desired feelings and to function as means for performing personal interests or reaching a future goal were mostly valued by the young people. As well as realising the self, revealing it within the society was also an important consideration for this age group. Products' effects on the way the self is perceived by others were mostly taken into account by the young people. They were also the group that was most interested in the form related qualities of products, especially with respect to the style of products. This was partly due to the features of the generation and partly because of the contribution of product style to their image

in the society. This finding is consistent with the observation of Wallendorf and Arnould (1988) that the young people were mostly interested in products that allow them to express their social differentiation through their styles, as mentioned in section 4.3.1. The past related reasons and the utilitarian aspects of products were the least concerned ones by the young people. As detachment products, on the other hand, they mostly mentioned the furniture and the personal goods (both are three out of 18). The mostly mentioned detachment reasons were the dissatisfaction with product's utilitarian aspects (15 out of 18) and the dislike of product form (nine out of 18). Like in the case of attachment, the effect of product on the individual's image and the style of the product were also important considerations for detachment.

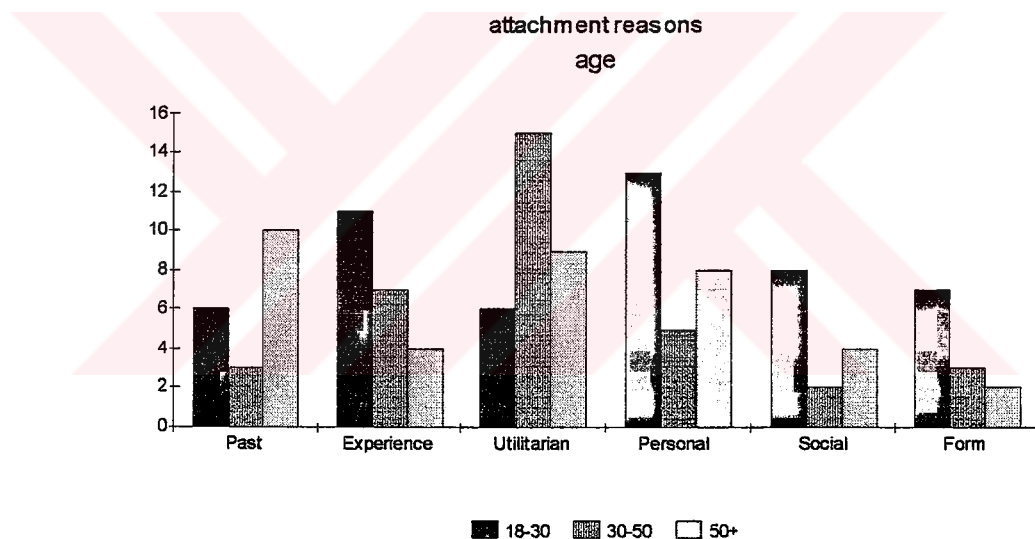


Figure 5.18 Comparison of different age groups in terms of attachment reasons they mentioned.

Middle aged respondents mostly mentioned washing machines (five out of 18), cars (three out of 18) and personal goods (three out of 18) as attachment products. The variety of their explanations of attachment reasons were less than the ones of young people. Middle age people mostly concerned with the utilitarian aspects of products (15 out of 18), focusing especially on their usefulness. This was probably due to the amount of tasks and responsibilities they must achieve. The social being related

attachment reasons were the least identified ones by the middle aged. As detachment products, middle age people mostly selected home appliances (four out of 18) and furniture (three out of 18). They mostly referred to products' utilitarian aspects (12 out of 18) and purchase decisions they gave (six out of 18).

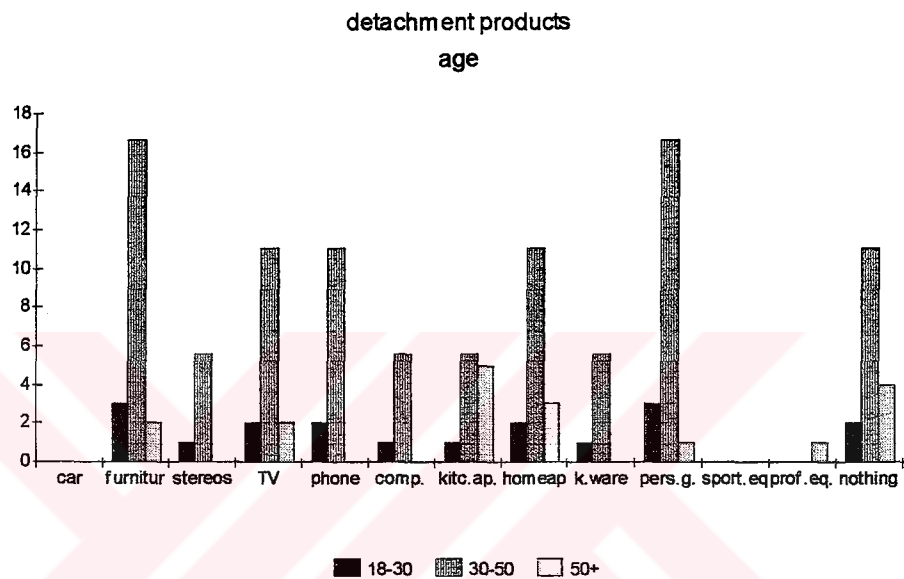


Figure 5.19 Comparison of different age groups in terms of detachment products they selected.

Elderly respondents had the tendency to value furniture, TV, washing machines and personal goods (all are three out of 18). Elderly people's focus on the past rather than the future, effected their relations with products in a way that products were valued as reminders and symbols of past experiences or as habits. As attachment reasons, they mostly referred to the role of the product in their past (10 out of 18). The instrumental features of products were also valued by elderly people (nine out of 18). For this group, the least identified attachment reason was the form related qualities of products (2 out of 18). In case of detachment, elderly people mostly mentioned home appliances (three out of 18) and kitchen appliances (5 out of 18). Also, most of the respondents who declared that they have no any product that they feel detached were belonging to this age group (Four out of 18). A 52 years old man

said: “*I use everything that I bought and I don’t discard anything that still works. That’s the education of my generation*”. On the other hand, the mostly identified detachment reason after instrumental deficiencies (11 out of 18) was the purchase regret (six out of 18) for elderly people. This was probably due to the acquisition of the products that were not needed during their lives and also not needed at that moment. Several of them told that although they had appreciated the emergence of those products, they turned out to be useless and meaningless, after the use.

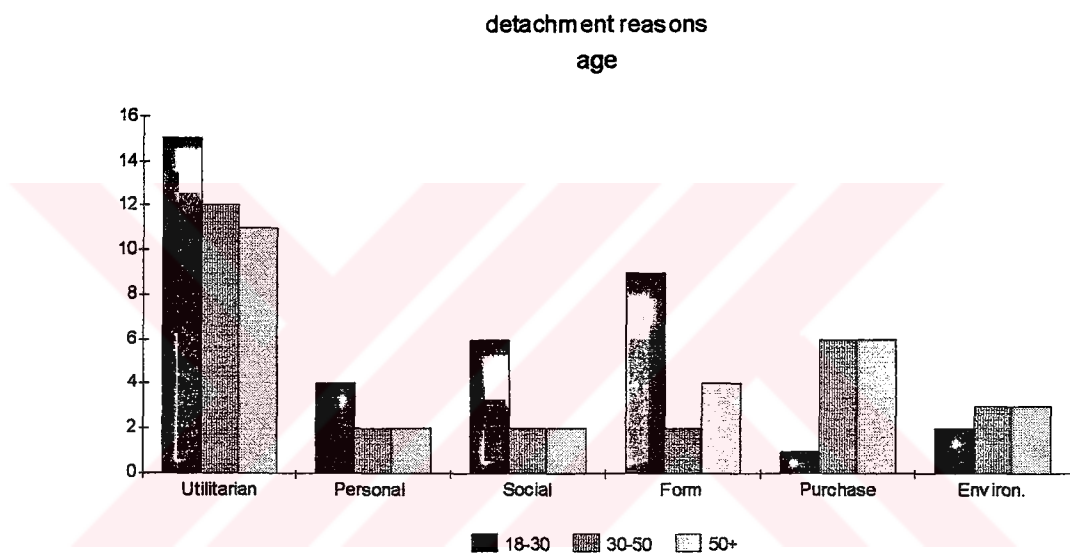


Figure 5.20 Comparison of different age groups in terms of detachment reasons they mentioned.

Overall, personal beings, utilitarian qualities and past experiences were the most significant considerations in the product attachment for young people, adults and old people, respectively. The findings suggested that valuing the experience provided by the product and the form related qualities decreases as the age increases. On the other hand, product detachment was mostly caused by the dissatisfaction with instrumental features of products in all three age groups. Also, it was observed that detachments related to environmental factors and purchase decisions increase with the age.

5.5.2 Gender Related Differences in Product Attachment and Detachment

The sample consisted of 27 male and 27 female respondents. In the case of product attachment, gender related differences were mostly observed in the types of products selected (figure 5.21). The major difference between men and women, which was especially observed in elderly respondents, was the outdoor products selections of men and indoor products selections of women. The mostly valued products were personal goods such as pen and wallets among male respondents (six out of 27), whereas those were washing machines among female respondents (nine out of 27). Washing machines, kitchen appliances and kitchenware were only mentioned by women and sports equipments only by man. Other frequently mentioned products among men were cars (five out of 27) and TV's (four out of 27), products that were valued especially for the experience they provided.

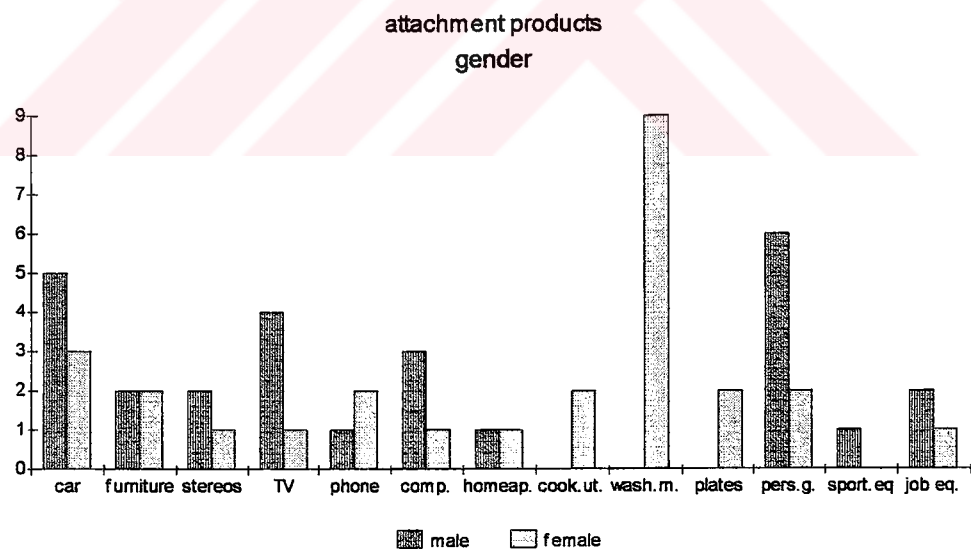


Figure 5.21 Comparison of males and females in terms of attachment products they selected.

These findings revealed the social identities and roles that were adopted by men and women. For example, washing machines that were mentioned by surprisingly many

female respondents, were not considered only as a tool for cleaning clothes, but also as a way of self-realisation among women. A female respondent said: *I'm a very clean women and everybody knows this. Everyday, I clean my house and wash clothes. Therefore, my washing machine is very valuable for me.* This finding is consistent with the suggestion of Dittmar (1992), that even functional aspects are also symbolic, as mentioned in section 2.2.2.

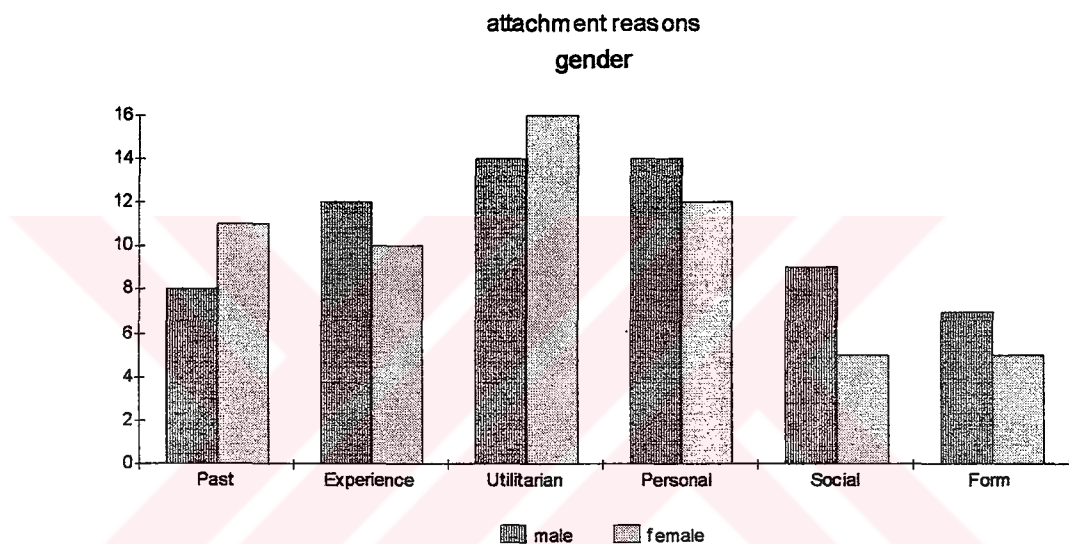


Figure 5.22 Comparison of males and females in terms of attachment reasons they mentioned.

Despite the selection of different types of products, no great differences were observed between males and females in the reasoning for attachment (figure 5.22). Both of them referred mostly to utilitarian aspects of products (eight out of 27 males and 11 out of 27 females) and personal being related considerations (14 out of 27 males and 12 out of 27 females). While females responded to past related and utilitarian aspects of products slightly more than males, males responded to other reason categories slightly more than females. As reason for attachment, men had the tendency to value particularly enjoyment, social status and image value more than women.

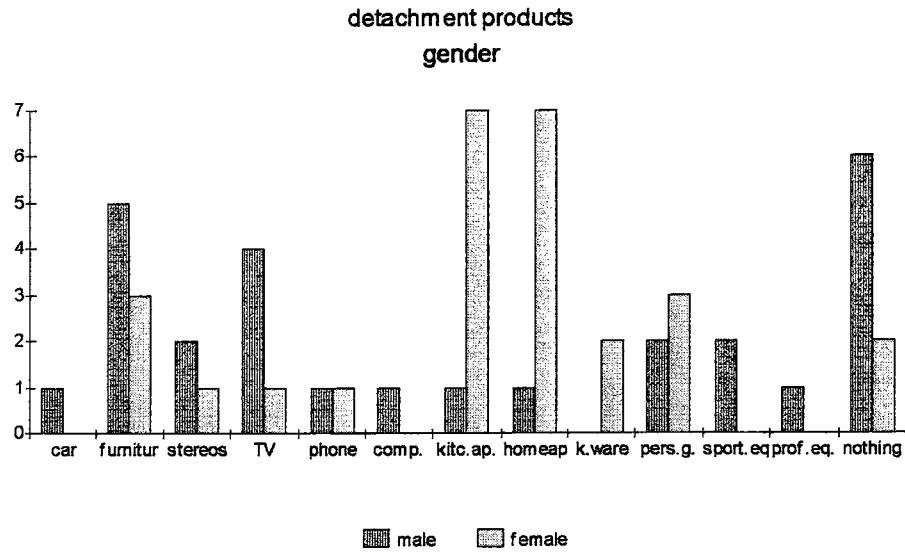


Figure 5.23 Comparison of males and females in terms of detachment products they selected.

In case of detachment from the products (Figure 5.23), female respondents mentioned mostly home appliances and kitchen appliances (both are seven out of 27) and males mostly furniture (five out of 27) and TV's (four out of 27). Whereas, the highest proportion of men declared that they have nothing that they felt detached (six out of 27). Both groups mentioned mostly their dissatisfaction with products' functional capabilities (16 out of 27 males and 22 out of 27 females). The major gender related difference in product detachment was about the acquisition of the product. Women were significantly more likely to relate their dissatisfaction to the purchase decisions they made (10 out of 27), generally the acquisition of superfluous things that they actually didn't need. Contrarily, men who didn't mention any detachment product explained that they shop very carefully and don't buy anything that will not be used. A female respondent told: *"I have lots of things that I hate; because, I shop without thinking, as if it's an entertainment."* This observation is consistent with the suggestion of Campbell (1998) that women tend to see shopping as an enjoyable activity without any instrumental references, as mentioned in section 4.3.2. Another considerable difference was about the concern for social aspects of products. Male respondents were more likely to be disturbed by the undesirable

effect of the product on the way they are seen by others (seven out of 27). As in the case of attachment, the role of products in social status and image were mostly considered by men as detachment reasons (figure 5.24).

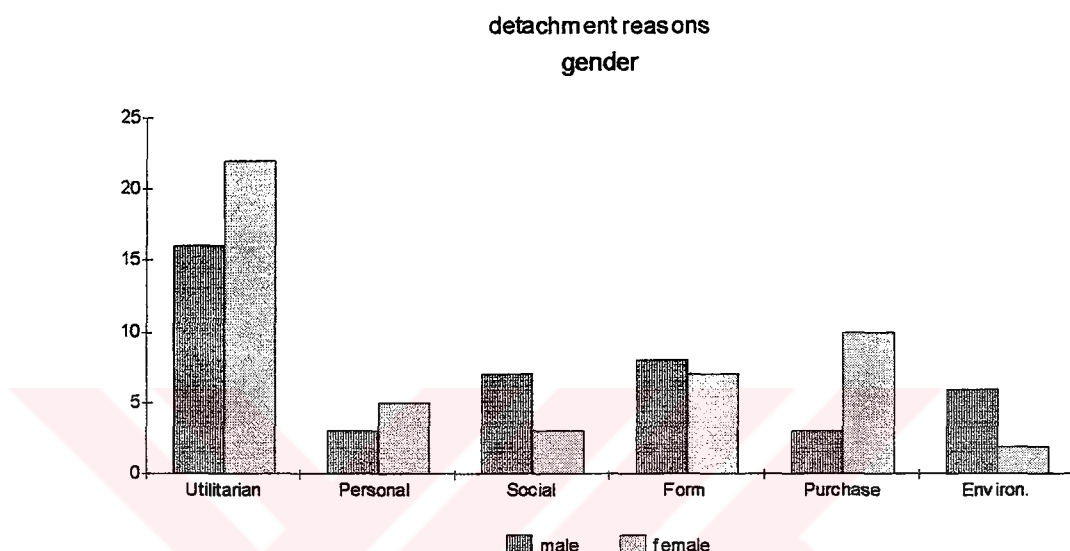


Figure 5.24 Comparison of males and females in terms of detachment reasons they mentioned.

5.5.3 Socio-Economic Status Related Differences in Product Attachment and Detachment

According to socio-economic status, sample was divided into three groups as low, middle and high, each including 18 respondents. Certain differences were observed in different socio-economic classes with respect to product attachment and detachment (figures 5.25, 5.26, 5.27, 5.28). Responses of low socio-economic status to their products were least varied as compared to middle and high ones. In this manner, a deeper and more complicated person-product relationship was observed in higher socio-economic levels.

Respondents from low socio-economic status mostly valued their TV's (five out of 18) and washing machines (four out of 18) as attachment products. Their reasons for

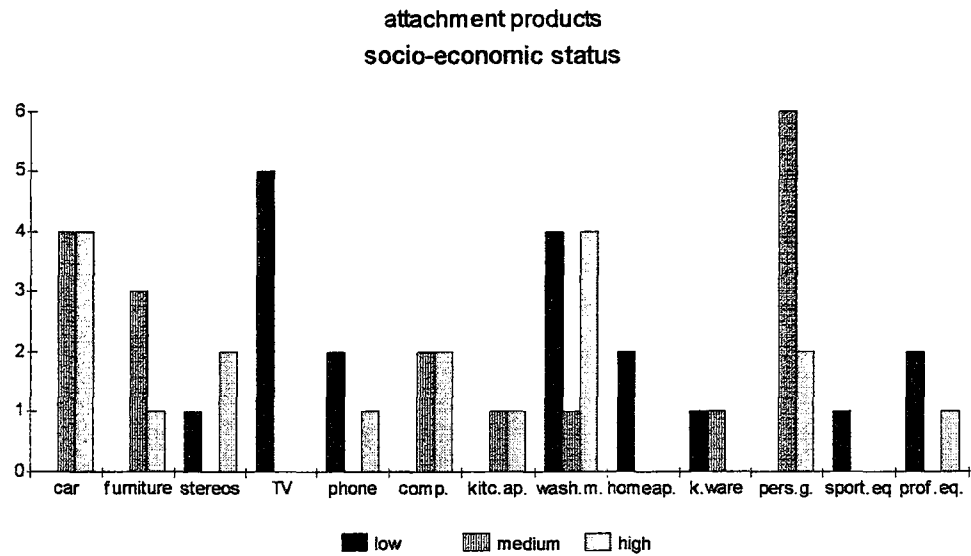


Figure 5.25 Comparison of different socio-economic status groups in terms of attachment products they selected

selecting TV's were related to enjoyment they felt, explained by such sentences as *"It's my unique entertainment, I spend time with it."* In fact, the mostly identified attachment reason in the low socio-economic status was the experience provided by the product (nine out of 18). Usefulness of the product and the enjoyment it gives were the most considerable factors in their relations with products. This observation is consistent with the suggestion of Coleman (1983) that lower class people tend to consume with the aim of spending leisure time, as mentioned in section 4.3.3. On the other hand, none of the respondents from this group valued form related qualities of products. This was probably due to the consideration of product form as a superfluous concern for their income level. For the detachment products, home appliances were the mostly mentioned ones in the low socio-economic status (five out of 18). Utilitarian reasons were significantly dominant in detachment from products in all three groups. In the low socio-economic status, after the dissatisfaction with products' functional capabilities (12 out of 18), social being related concerns (five out of 18) had the major importance in product detachments. Products' reflection of the social status people belong was only identified by the low socio-economic status respondents. Their response to social aspects of products revealed their concern for social status and image perceived by the others.

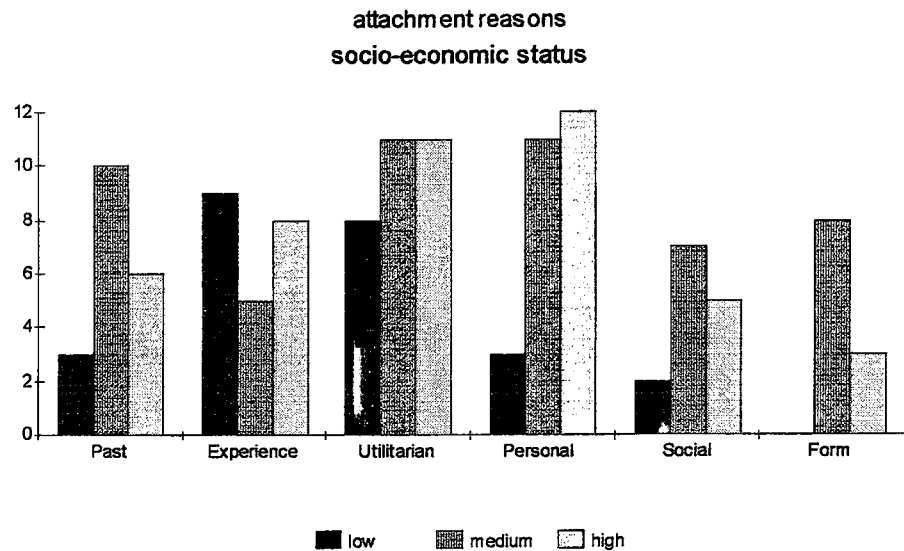


Figure 5.26 Comparison of different socio-economic status groups in terms of attachment reasons they mentioned

Respondents from middle socio-economic status mostly mentioned personal goods (six out of 18) and cars (four out of 18) as attachment products. They mostly focused on utilitarian aspects of products and personal being related concerns (both are 11 out of 18). Also, products' relations with past experiences and formal qualities were mostly valued by this group. As detachment products, middle socio-economic status respondents mostly identified furniture and personal goods (both are three out of 18). Following instrumental concerns (14 out of 18), the major reason for their detachments were the dissatisfaction with form related product qualities (eight out of 18).

Respondents from high socio-economic status valued mostly cars and washing machines (both are four out of 18). Their attachments were mostly related to the concern for personal being (12 out of 18). Products' ability to reflect the self and to participate in individual's interests and goals were mostly valued by this group. This observation is consistent with the suggestion of Coleman (1983) that the upper class people value the products that have roles in their self development, as mentioned in section 4.3.3. On the other hand, their product detachments were mostly related to

the purchase decisions they gave (seven out of 18), following utilitarian concerns (12 out of 18). As having the higher income level and careless shopping capability, high socio-economic status group was the one that mostly mentioned purchase regret.

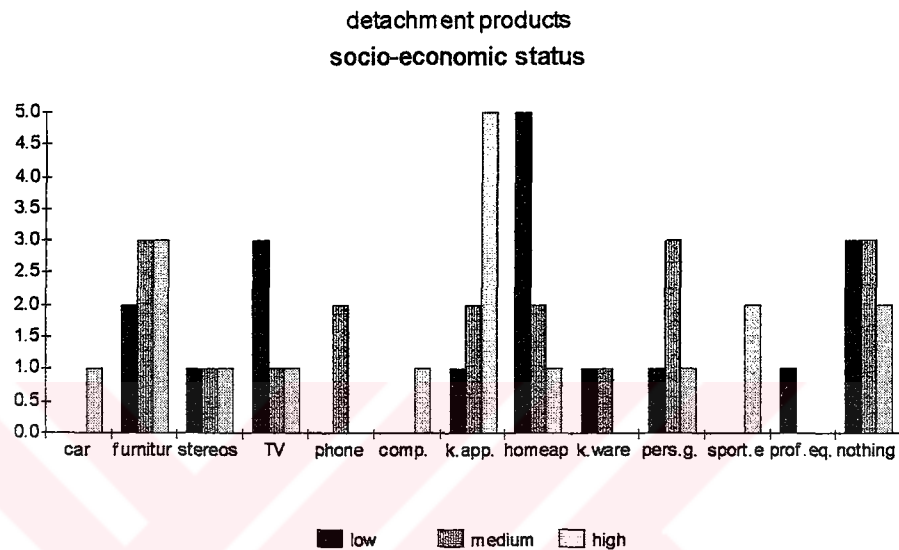


Figure 5.27 Comparison of different socio-economic status groups in terms of detachment products they selected.

The stratification of the sample with respect to socio-economic status revealed certain features of Turkish society. For example, there were low socio-economic status respondents who have very little income. For them, to think about the relationship with products was an extraordinary idea. A 54 years old woman told *“My house was burned. I don’t have anything. I have only a washing machine.”* Another observation among low socio-economic status respondents was their desire to be like rich people. For example, a 36 years old woman told *“I’m not able to use my mobile phone, since it costs too much. But, it’s my favourite object. I like carrying it.”* For her, having a mobile phone was an important way of becoming a rich and modern person, as for many Turkish people who carry a mobile phone in spite of having a little income. On the other hand, among the high socio-economic respondents, a careless shopping behaviour was observed, probably due to their

shopping capability. For example, a 62 years old man told “*I bought this barbeque because of its attractiveness. But, I never used it, since I have two other barbeques.*”

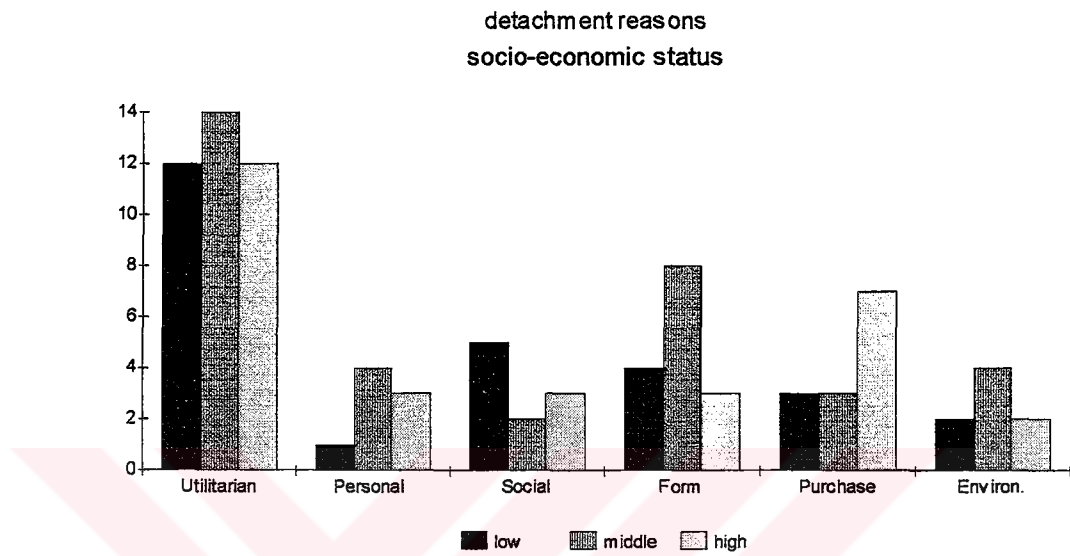


Figure 5.28 Comparison of different socio-economic status groups in terms of detachment reasons they mentioned.

CHAPTER 6

FINDINGS AND CONCLUSIONS

This chapter addresses general discussion of the findings of the study and the conclusions reached. The first section ‘analyses of findings of literature survey and field work’, presents the findings on person-product relationship and product attachment and detachment, obtained from both the literature survey and the field work. In the second section, the conclusions of the study are made. Finally, the third section addresses the implications for further study.

6.1 ANALYSES OF FINDINGS OF LITERATURE SURVEY AND FIELD WORK

6.1.1 People and Products

The world of material objects has a profound role in human life. The relationship with products constitutes one of the major human activities that shape the world. The relationship between people and products can be analysed through its three elements: the person, the product and the interaction between them.

From the viewpoint of person, it is realized that to have possessions is one of the main states of human existence. Possessing is regarded as a significant way of constructing the sense of being. However, especially in Western cultures, sense of possessing may turn out to be materialism in which having possessions is centralised in life and other human states are ignored. The materialistic person problematically

has the tendency to view whole life through possessions and even to replace the sense of being with the sense of possessing (see section 2.1.1 and 2.2.2).

The possessive behaviour of people lies behind the roles of material objects in the construction of personal and social selves. Although, some biological approaches claim that it is the 'acquisitive instinct' which underlies the possessive behaviour, they fail to explain psychological meanings of ownership that are more central to understanding possessive behaviour of people. Products become parts of the self and therefore can be considered as self extensions in the construction of personal self (see section 2.1.3).

The role of product in the person-product relationship is its ability to exist as signs. Products stand for some meanings and refer to some concepts. At this point, the symbolic-instrumental dichotomy is realized. The instrumental aspects of the product refer to its functional uses that provide the exertion of control over the environment. The symbolic aspects refer to the messages that products carry about people's personal qualities, values, ideals, group membership, social status, personal history, etc. Therefore, products can extend the self in two ways: first, by the enlargement of person's capabilities through instrumental properties; second, by the definition of an identity through symbolic dimensions (see section 2.2.2).

As well as constructing a personal self, people also need to construct a social self, because, as social beings, they need to express themselves to others. Products, as being one of the major systems of symbols, behave as signs of person's values, ideals, status, etc., and assume a significant role in the construction of a social self. Through their symbolic dimensions, they become means for both self expression and others' evaluation.

Nevertheless, symbolic and instrumental aspects of products can not be fully separated. The *raison d'être* of products is to fulfil a function which satisfies some needs. However, products are used not only for utilitarian purposes but also for

hedonic and emotional benefits. Therefore, even the purely functional aspects of products create symbolic meanings.

At this moment, the question arises: how is the meaning assigned to a product? Through interaction with products, people create experiences with them. If the experience has a purpose, action and a consequence it becomes meaningful. Therefore the meaning of a product is realized within its human experience. The product meaning is not a fixed entity. According to their goals, interests and lifestyles, people give response to different aspects of products and therefore have different experiences with them. Consequently, products take their meanings in different ways changing from person to person (see section 2.3).

6.1.2 Product Attachment and Detachment

The meaning of a product is realised in the human experience with it. But, how can products evoke certain emotions in the individual? The emotions are recognised as the result of meanings, according to individual's tendency to interpret events. Therefore, the meaning of a product evokes certain positive or negative emotions toward itself. The product emotions may arise from manipulation, contemplation or just from possessing that product. (see section 3.1.1). The person-product relationship and the realisation of product emotions are schematised in figure 6.1.

Product attachment and detachment are realised as certain emotional states of the relationship between people and products. According to the emotions felt toward a product, the individual may feel attached to or detached from that product. Product attachment and detachment were defined in section 4.1.1 as:

Attachment to a product is a positive emotional state of the relationship between an individual and a product, which indicates a strong linkage between them and results in considering the product as part of the self with a strong will to keep it.

Detachment from a product is a negative emotional state of the relationship between an individual and a product which indicates the lack of linkage between them and results in being unconcern about the product or willingness to discard it.

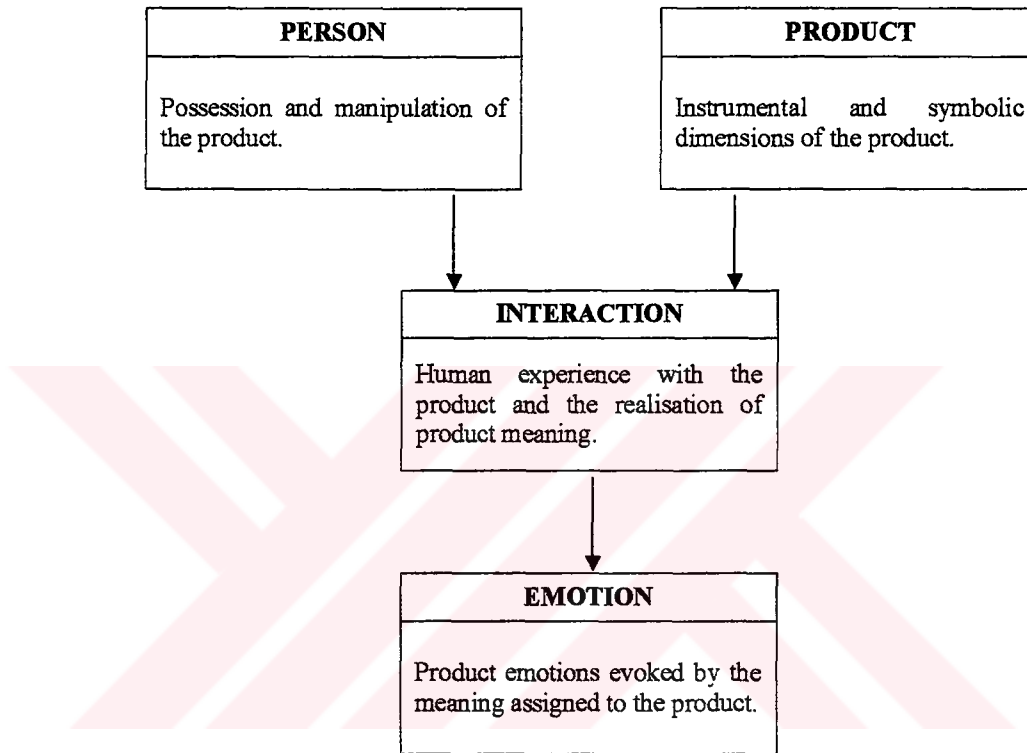


Figure 6.1. The person-product relationship and the realisation of product emotions.

The relationship between a person and a product may turn out to be both attachment to and detachment from the product. The presence and the degree of product attachment and detachment are reflected in thoughts, feelings and behaviours of the person toward the product. The properties of product attachment and detachment as concluded from the literature survey and the field work are presented and compared in table 6.1.

Table 6.1 The nature of product attachment and detachment, as concluded from literature survey and field work.

PRODUCT ATTACHMENT	PRODUCT DETACHMENT
Attachment products are related to the individual's self concept and considered as parts of the identity. Attachment is realised as the 'me-ness' of the product.	Detachment products are inappropriate to the individual's self-definition and contradictory to the identity. They are considered as 'not me'.
Attachment toward a product is characterised by positive emotions such as happiness, confidence, warmth, pride, pleasure, etc.	Detachment toward a product is characterised by negative emotions such as boredom, distrust, anxiety, disappointment, stress, etc.
Behaviour towards the attachment products is to care for the product with the intention of keeping it for a long time. There exists greater emotional difficulty in accepting its loss or deterioration.	Detachment products are thrown away or used involuntarily. Behaviours towards the ones that are still in use are willingness to discard or unconcern about them.
Product attachment is characterised by the longer time of keeping the product and more frequent use.	Product detachment is characterised by the short time of keeping the product and the rare use.
Construction of product attachment may require some time to gain an emotional significance. Also, the level of attachment increases, as the time passes, with the shared history between the individual and the product.	If the individual is never satisfied with the product, detachment may arise after a few time passed on acquisition. On the other hand, it may develop as the time passes, with the aging of the product.
Attachment is accompanied with a satisfactory and pleasurable use of the product.	Detachment is accompanied with an unsatisfactory and disagreeable use of the product.
Individuals remember the acquisition of their attachment products with pleasant memories.	Product detachment goes along with the purchase regret.
Attachment may be constituted towards a specific product of the individual or towards the utility provided by the product. The specific product attachment is much stronger.	Detachment may be constituted towards a specific product of the individual or towards the utility provided by the product
Once the attachment to a specific product is constructed, it lasts even when the product loses its instrumental value.	The weak instrumental value is essential in the product detachment. If a product to which the individual feels indifferent loses its instrumental value, detachment may arise.

It was stated that each individual has different experiences with products, since s/he responds to different product aspects according to her/his interests. Consequently, each individual constructs his/her product attachment and detachment for different reasons. Reasons for product attachment and detachment cover a wide range of factors, including both the ones directly related to the product and the ones that are external to the product.

The relationship between a person and a product turns out to be an attachment, depending on the product's ability to become a part of the self. This ability of product depends on the product's place in the individual's personal history, interests, goals, responsibilities, values, life style, personality, in short, in the elements of individual's self definition. The possible reasons for attachment to products are presented in the table 6.2. Among the reason categories for attachment; gifts, economy, associations, social contact, craft and rarity were found from the literature survey only; job/earnings, self made and passion from the field work only; and the others from both the literature survey and the field work.

The detachment from products, as being the other extreme of the person-product relationship, arises as the result of product's unsuitability and contradiction to the individual's identity. Detachment is observed as the conflict and divergence between the product and the individual, rather than the simple ignorance of product. The possible reasons for product detachment are explained in the table 6.3. Among the reason categories for detachment, needlessness and marketing were found from the literature survey only; performance, image, superfluous, expectancies and living conditions from both the literature survey and the field work; and the others from the field work only.

One of the major factors that influence people's way of thinking and living, and therefore their relations with products is the social categories to which they belong. Social categories affect people since they assign different behaviour and roles to different members of the society through socially shared conceptions. Therefore,

Table 6.2 Possible reasons for product attachment, as concluded from literature survey and fieldwork.

THE PAST	The shared history between the individual and the product where the product becomes symbols of self continuity.	Family heirloom	Products that are handed down by a family member.
		Memories	Products that are reminders of specific events in the past.
		Habitual having	Long-term association with the product.
		Gifts*	Products that were given as gifts that becomes reminders of specific persons.
EXPERIENCE	Pleasant experiences provided by the product.	Enjoyment	Products that provide pleasure to individual.
		Frequent actions	Products that are used for everyday activities in which the individual feel involvement.
		Desired feelings	Products' ability to evoke pleasing feelings such as independence, release, confidence, security, accomplishment etc.
UTILITARIAN	The functional significance and instrumental aspects of the product.	Usefulness	The basic utility of the product that is associated with a need.
		Performance	Proper functioning, durability, reliability, quality and ease of use of the product.
		Job/earnings**	Products that are used for job and earning money.
		Economy*	Products' ability to save energy and money.
PERSONAL BEING	Product' ability to serve for construction of personal self and to become a part of the self.	Self reflection	Product's ability to express identity and its suitability to the personality and life style.
		Symbolisation of values	Products that symbolise personal values.
		Personification	Products that are considered as a person, a friend, or a family member.
		Self made**	Products that are made by the individual himself/herself, so are personal and special.
		Passion**	Individual's intense liking of the product.
		Interests& goals	Products that are means for performing personal interests or reaching a future goal.
		Associations*	Products that are symbols of traditions or ethnic and religious connections.
SOCIAL BEING	Product's ability to serve for construction of social self, by improving the reflection and communication of the self in the society.	Social status	Appropriateness of product or its brand to the desired social level.
		Image	Products' fitness to desired image and effects on other's perception of the self.
		Togetherness	Experience of products with friends or family members.
		Other's opinion	Products that are also liked by other people.
		Social contact*	Products that help the individual to contact with other people.

Table 2 (continued).

FORM & INTRINSIC QUALITIES	The aesthetic value, form related properties and intrinsic qualities of products.	Physical accounts	Physical description of the product such as its dimensions and colour.
		Style	Product's design aspects and ambiance created.
		Craft*	Products that have a craft value.
		Rarity*	Uniqueness and rarity of the product that provide self differentiation.

Note: (*) devotes to findings of the literature survey only, (**) devotes to findings of the field work only. Other reason categories that are not marked were found from both the literature survey and the field work.

age, gender and socio-economic status, as being major social categories, create certain differences among people, regarding the product attachments and detachments they constructed.

At different ages, that is, at different stages of human development, the roles of products in life become significant or insignificant for different reasons. Gender identity constitutes a significant part of the assignment and adoption of social roles, although people may not feel dissimilarities between being male or female. On the other hand, socio-economic status affects the relations with products in terms of needs for products and income level which is essential in acquisition of products.

Therefore, as belonging to different age, gender and socio-economic status groups, people respond to different product aspects according to their interests and construct attachments and detachments about different types of products for different reasons. The age, gender and socio-economic status related differences in the reasons for product attachment and detachment, as concluded from the field work, are illustrated in table 6.4.

Table 6.3 Possible reasons for product detachment, as concluded from literature survey and fieldwork.

UTILITARIAN	The dissatisfaction with the product's functioning and instrumental aspects.	Uselessness**	Products whose basic function is useless and meaningless and doesn't provide anything for the individual.
		Performance**	Insufficiencies of products such as poor quality, weakness, difficulty in use and inadequate operation.
		Out of use**	Products that can not perform its intended task any more.
		Cost**	Expensiveness of acquisition or manipulation of the product.
PERSONAL	Products that do not provide anything for the construction of personal self or that do not fit to individual's self definition.	Dislike/boredom**	Products that are simply detested or that become boring for the individual.
		Inappropriateness to self**	Unsuitability of the product to individual's self definition and life.
		Needlessness*	Products that have nothing to do with the individual's past, values, identity and self construction.
SOCIAL	Product's undesirable effect on the individual's impression in the society.	Social status**	Products that give the impression that the individual belongs to an undesirable social class.
		Image**	An unwanted impression in the society caused by having and using product.
		Other's opinion**	Other people's dislike of the product.
FORM	Product's inability to create an aesthetic value and individual's dislike of the product's form related qualities.	Physical accounts**	Physical description of the product such as its dimensions and color.
		Style**	Product's design aspects and the ambiance created.
PURCHASE	The conflict of the feelings between the time of purchase and the time of use of the product.	Superfluous**	Acquisition of products that are not needed actually.
		Expectancies	Dissatisfaction of individual's expectancies, after s/he used the product.
		Marketing*	Disjointed experiences with products without contexts and linkages due to marketing activities.
ENVIRONMENTAL	The changes in the individual's life or in the market that affect the need for and use of the product.	Living conditions**	Circumstances and changes in individual's life that prevent her/him from using the product in the intended environment.
		Technological obsolescence**	Technological aging of the product as a result of introduction of its new versions into the market.

Note: (*) devotes to findings of the literature survey only, (**) devotes to findings of the field work only. Other reason categories that are not marked were found from both the literature survey and the field work.

Table 6.4 Differences in the reasons for product attachment and detachment related to age, gender and socio-economic status, as concluded from the field work.

		ATTACHMENT	DETACHMENT
AGE	young	Products that require physical manipulation and provide an action and an experience. Products that serve for self realisation and identity definition through their personal being related aspects. Products that allow the individual to express his/her social differentiation through their styles.	Products that have functional failures and insufficiencies. Dislike of the product's form related qualities. Products that do not fit to individual's image perceived in the society.
	adult	The useful and instrumentally good products that help individual to accomplish his/her tasks and responsibilities.	Products that have functional failures and insufficiencies. Wrong purchase decisions.
	old	Products that are symbols of past experiences and personal memories. Long term association with products which become the symbol of self-continuity.	Products that are useless and that have functional failures and insufficiencies. Wrong purchase decisions.
GENDER	male	Activity related outdoor products that require an action and provide an experience. Personal products that serve for self oriented interests and that are passionately liked.	Products that have functional failures and insufficiencies. Products that have undesirable effects on the individual's social being. Dislike of the product's form related qualities.
	female	Indoor products that serve for the individual's tasks at home. Products that reflect the self and that are considered as persons.	Products that have functional failures and insufficiencies. Wrong purchase decisions. Dislike of the product's form related qualities.
SOCIO-ECONOMIC STATUS	low	Products that provide enjoyment and spending the leisure-time.	Products that have functional failures and insufficiencies. Products that have undesirable effects on the individual's social being.
	middle	Products that are useful and instrumentally good. Products that enhance the personal being of individual.	Products that have functional failures and insufficiencies. Dislike of the product's form related qualities.
	high	Products that are useful and instrumentally good. Products that enhance the personal being of individual.	Products that have functional failures and insufficiencies. Wrong purchase decisions.

6.2 CONCLUSIONS

Products that people make and use are one of the central aspects of human life. Products that are possessed and used contribute to both the physical capabilities and the cultural evolution of people through their instrumental and symbolic facets. They have significant roles in self realisation, identity definition and communication in the society.

The relationship between people and products is a complex association between two multifaceted entities. The human interaction with a product which has a purpose and outcome create meaningful experiences where the meaning of product is realised. Consequently, products gain the ability to evoke certain positive and negative emotions in the people.

According to the emotions evoked, an individual may develop both attachments and detachments toward the products. Therefore, product attachment and detachment are realised as certain emotional states of the person-product relationship. An attachment product is regarded as the part of the self, while a detachment product is considered as distinct from the self. Attachment to a product is characterised by positive emotions and behaviours, pleasurable use, a strong will to keep the product for a long time and the difficult recognition of product's absence. On the other hand, detachment from a product is typified by negative emotions and behaviours, disagreeable use and the ignorance of the product or willingness to discard it.

As each individual have different personalities, backgrounds, life styles and future expectations, s/he responds to different product aspects and have different experiences with products. Therefore each individual construct attachments and detachments toward different types of products for different reasons. The reasons for product attachment include the shared history between individual and product, the experience provided by the product, the utilitarian and form related qualities of the product and product's contribution to the construction of personal and social beings. On the other hand, the reasons for product detachment involve dissatisfaction with

utilitarian and form related aspects of product, product's contradiction to the personal and social beings, the purchase regret and the changes in environmental conditions.

The relationship with products is considerably influenced by the social categories to which the individual belongs. The social groups of age, gender and socio-economic status assign different roles to individuals and create different self definitions and life styles. Therefore people from different age, gender and socio-economic status groups reveal certain differences regarding the types of their attachment and detachment products and the reasons for their attachments and detachments.

It was mentioned that a significant part of the efforts spent on the world's sustainability has been devoted to change today's consumption patterns. The most important product related factor in decreasing consumption levels is to provide economical, technological and psychological longevity of products. The findings of this study suggest that product attachment and detachment have significant implications for the consumption activities, by effecting psychological lifespan of products.

The product attachment, as being characterised by the strong will to keep the product for a long time, has the ability of decreasing consumption amount. Once the attachment to a specific product is constructed, the product is not affected much by the aging of the product or the changes in the market and it survives with the individual. On the other hand, detachment is characterised by the will to discard the product. Detachment products are the ones that are not used but consumed and that are discarded easily and changed with another one. Also, product detachment is associated with the purchase regret which can be defined as the conflict within the consumer between the time of purchase and the time of use of the product. Therefore, detachment may be considered as both the reason for and the result of excessive consumption.

6.3 IMPLICATIONS FOR FURTHER STUDY

The observed reasons for product attachment and detachment have certain implications on the sustainable product design. A further study can be conducted to incorporate these findings into the product design.

Products' ability to provide a pleasurable experience, their potential to be constructed by the individual and their integration into individual's life were observed as important reasons for the attachment. Therefore, products that involve the user in their use stories and that provide an engagement may be more likely to have long psychological lifespan.

Although, the short psychological lifespan of products were identified as the major factor influencing today's excessive consumption, to elongate psychological lifespan is not sufficient alone. Products must also be durable in terms of their functionality. In fact, the most important reasons for detachment were observed as uselessness and functional failures of products. Therefore to design useful and functionally good products is identified as the major factor for preventing the product from being discarded. Furthermore, although an individual may feel attached to a product, if the product loses its ability to function well or becomes technologically old, s/he will probably change it with a good working one. Therefore, services after sale must be developed in terms of maintenance and upgradeability of products, to be able to provide longevity.

Another implication of product attachment and detachment in the product design is recognized in the selection of target consumer groups. It was observed that people from different social categories such as age, gender and socio-economic status have different interests and goals in their relationship with products. Therefore, the consideration of their reasons for product attachment and detachment may be a meaningful tool for designing products that satisfy different needs of different people.

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APPENDIX A

THE QUESTIONNAIRE AND THE INTERVIEW

A.1 The Part of the Questionnaire Which Was Omitted After Pilot Studies

For the attachment product:

Bu nesnenizi tanımlamak isteseniz hangi sözcükleri kullanırsınız?
Örneğin; seçkin, nadir, farklı, kişisel, özel, değerli, yakın, sıcak, çekici, mutlu, neşeli, zarif.

For the detachment product:

Bu nesnenizi tanımlamak isteseniz hangi sözcükleri kullanırsınız?
Örneğin; bayağı, sıradan, umumi, genel, değersiz, uzak, soğuk, itici, üzgün, hüznü, kaba.

A.2 The Questionnaire Employed in the Interviews

Yaş:

Cinsiyet:

Sosyo-Ekonomik Düzey:

Sahip olduğunuz nesneler içinde, kendinizi en çok bağlı hissettiğiniz nesneniz nedir?

(Ek açıklama: Sizin için özel olan, kullanmaktan zevk aldığınız, atmak ya da yenisiyle değiştirmek istemediğiniz, bozulması ya da kaybolması durumunda çok üzüleceğiniz bir nesneniz)

Kendinizi bu nesneye bağlı hissetmenizin nedenlerini açıklayınız?

Bu nesnenizi ne süredir ve ne sıklıkla kullanıyorsunuz?

(Ek sorular)

Bu nesneniz;

İşlevini yerine getirebiliyor mu?

Kullanışlı mı? Rahat kullanabiliyor musunuz?

Hayatınızı kolaylaştırıyor mu?

Güvenli mi?

Sağlam mı?

Görünümünü beğeniyor musunuz?

Estetik olarak hoşunuza gidiyor mu?

Sizi yansıttığını düşünüyor musunuz?

Sizin yaşam tarzınıza, stilinize, kişiliğinize uygun mu?

Arkadaşlarınız ya da diğer insanlar beğeniyor mu?

Size toplumsal bir statü kazandırdığını düşünüyor musunuz?

Sahip olduğunuz nesneler içinde, kendinizi hiçbir şekilde bağlı hissetmediğiniz nesneniz nedir?

(Ek açıklama: Hoşlanmadığınız, aldıktan sonra kullanmadığınız ya da çok az kullandığınız, umursamadığınız, attığınız ya da atmak istediğiniz bir nesneniz.)

Bu nesneye bağlı hissetmemenizin nedenlerini açıklayınız?

Bu nesnenizi ne süredir ve ne sıklıkla kullanıyorsunuz ya da kullandınız? Artık kullanmıyorsanız, nesneyi ne yaptınız?

Bu nesneyi ne amaçla satın almıştınız?

(Ek sorular)

Bu nesneniz;

İşlevini yerine getiremiyor mu?

Kullanışsız mı? Rahat kullanamıyor musunuz?

İşe yaramıyor mu?

Tehlikeli mi?

Dayanaksız mı?

Görünümünü beğenmiyor musunuz?

Estetik olarak hoşunuza gitmiyor mu?

Sizi yansıtmadığını mı düşünüyorsunuz?

Sizin yaşam tarzınıza, stilinize, kişiliğinize uymuyor mu?

Arkadaşlarınız ya da diğer insanlar beğenmiyor mu?

Toplumsal statünüze ters düştüğünü mü düşünüyorsunuz?

A.3 Introductory Information for Interviews

Bu çalışma, Ortadoğu Teknik Üniversitesi, Endüstri Ürünleri Tasarımı Bölümü'nde sürdürdüğüm Yüksek Lisans tezimin bir parçasıdır. Çalışmanın amacı kişilerin sahip oldukları nesnelerle aralarındaki ilişkiyi araştırmaktır. Bu nedenle, size sahip olduğunuz nesneler hakkındaki duygu ve düşüncelerinize ilişkin sorular içeren bir anket yönelteceğim.



APPENDIX B

THE DATA COLLECTED

B.1 Databases for Product Attachment and Detachment

Following are the databases formed to analyse the data obtained from the field work. The attachment database includes; the interview number; age, gender and socio-economic status group of the interviewee; the product mentioned and the product group that it falls into; reason categories mentioned; and, the time of having and the frequency of using that product. The database for detachment includes the same headings and additionally, the state of the product at that moment.

Table B.1.1 Database for product attachment

Interview number	Age group	Gender group	S.e.s group	Product name/ category	Reason category	Period of use
1	18-30	male	low	CD & tape player/ stereos	experience/enjoyment	4 years
2	18-30	male	low	bicycle/ sports eq.	experience/enjoyment	7 years
3	18-30	male	low	TV/ TV & video	experience/desired feelings	15 years
4	30-50	male	low	refrigerator/ other home app.	utilitarian/usefulness	10 years
5	30-50	male	low	TV/ TV & video	experience/enjoyment	3 years
6	30-50	male	low	drill/ professional eq.	utilitarian/job-earnings	3,5 years
7	50+	male	low	TV/ TV & video	experience/enjoyment	10 years
8	50+	male	low	TV/ TV & video	experience/enjoyment	3 years
9	50+	male	low	shoeshine box/ professional eq.	utilitarian/job-earnings	11 years
10	18-30	female	low	mobile phone/ mobile phone	past/habitual having experience/frequent actions personal/reflection of self personal/personification social/others' opinion	1 years
11	18-30	female	low	vase/ kitchenware	past/family heirloom experience/frequent actions form/style	5 years
12	18-30	female	low	washing machine/ washing machine	utilitarian/usefulness	14 years

Table B.1.1 (continued).

13	30-50	female	low	mobile phone/ mobile phone	past/habitual having utilitarian/usefulness	2 years
14	30-50	female	low	washing machine/ washing machine	utilitarian/usefulness	2 months
15	30-50	female	low	washing machine/ washing machine	utilitarian/usefulness	10 years
16	50+	female	low	TV/ TV & video	experience/enjoyment personal/personification	4,5 years
17	50+	female	low	refrigerator/other other home app.	utilitarian/usefulness social/social status	12 years
18	50+	female	low	washing machine/ washing machine	utilitarian/usefulness	3 years
19	18-30	male	middle	PC/ computer & rel. eq.	past/habitual having utilitarian/usefulness personal/personification personal/interests and goals	2 years
20	18-30	male	middle	lamp/ furniture	past/memories experience/desired feelings personal/reflection of self social/togetherness form/physical accounts form/style	3 years
21	18-30	male	middle	graphic tablet/ computer & rel. eq.	utilitarian/usefulness utilitarian/performance personal/interests and goals social/image form/style	6 months

Table B.1.1.1 (continued).

22	30-50	male	middle	camera/ personal goods	past/habitual having personal/interests and goals	20 years
23	30-50	male	middle	wallet/ personal goods	utilitarian/usefulness form/physical accounts	6 months
24	30-50	male	middle	car/ car	experience/enjoyment utilitarian/usefulness social/social status	4 years
25	50+	male	middle	car/ car	personal/passion social/social status	5 years
26	50+	male	middle	wallet/ personal goods	personal/passion form/style	3,5 years
27	50+	male	middle	pocket knife/ personal goods	past/habitual having utilitarian/performance social/social status	70 years
28	18-30	female	middle	Eyeglasses/ personal goods	utilitarian/usefulness social/image	3 years
29	18-30	female	middle	pen/ personal goods	experience/enjoyment form/style	4,5 years
30	18-30	female	middle	car/ car	experience/desired feelings utilitarian/usefulness form/style	2 years
31	30-50	female	middle	pressure cooker/ kitchen app.	past/family heirloom utilitarian/performance	15 years

Table B.1.1 (continued).

32	30-50	female	middle	washing machine/ washing machine	utilitarian/usefulness	10 years
33	30-50	female	middle	cup/ kitchenware	experience/frequent actions personal/reflection of self personal/passion form/style	12 years
34	50+	female	middle	car/ car	past/habitual having personal/symbol of values personal/personification	34 years
35	50+	female	middle	armchairs/ furniture	past/memories past/habitual having utilitarian/performance social/others' opinion	32 years
36	50+	female	middle	lamp/ furniture	past/memories past/habitual having	35 years
37	18-30	male	high	car/ car	experience/desired feelings personal/passion social/image	4,5 years
38	18-30	male	high	car/ car	social/image social/others' opinion form/style	3 years
39	18-30	male	high	PC/ computer & rel. eq.	personal/passion personal/interests and goals personal/self-made	1 years
40	30-50	male	high	mobile phone/ mobile phone	utilitarian/usefulness utilitarian/performance experience/desired feelings	6 months

Table B.1.1 (continued).

41	30-50	male	high	car/car	utilitarian/usefulness utilitarian/performance experience/enjoyment	2.5 years
42	30-50	male	high	pen/ personal goods	personal/interests and goals social/social status	13 years
43	50+	male	high	wallet/ personal goods	past/memories past/habitual having	40 years
44	50+	male	high	armchairs/ furniture	past/memories past/habitual having utilitarian/performance personal/reflection of self form/style	37.5 years
45	50+	male	high	CD & tape player/ stereos	experience/enjoyment personal/self-made	30 years
46	18-30	female	high	stethoscope/ professional eq.	personal/symbol. of values social/social status	6 years
47	18-30	female	high	kettle/ kitchen app.	past/habitual having experience/frequent actions personal/reflection of self personal/personification	1 years
48	18-30	female	high	walkman/ stereos	past/habitual having experience/desired feelings	6 years
49	30-50	female	high	car/ car	experience/desired feelings experience/enjoyment form/style	7 years

Table B.1.1 (continued).

50	30-50	female	high	washing machine/ washing machine	utilitarian/usefulness	8 years
51	30-50	female	high	washing machine/ washing machine	utilitarian/usefulness personal/reflection of self	5 years
52	50+	female	high	PC/ computer & rel. eq.	utilitarian/usefulness utilitarian/performance personal/interests and goals	1 years
53	50+	female	high	washing machine/ washing machine	utilitarian/usefulness	6 years
54	50+	female	high	washing machine/ washing machine	utilitarian/usefulness	7 years

Table B.1.2 Database for product detachment

Interview number	Age group	Gender group	S.e.s group	Product name/ category	Reason category	State of product	Period of use
1	18-30	male	low	nothing			
2	18-30	male	low	TV/ TV & video	utilitarian/performance	remained	2 months
3	18-30	male	low	refrigerator/ other home ap.	utilitarian/cost form/physical accounts	in use	13 years
4	30-50	male	low	TV/ TV & video	utilitarian/out of use	discarded	10 years
5	30-50	male	low	cupboard/ furniture	utilitarian/performance	discarded	6 months
6	30-50	male	low	armchairs/ furniture	utilitarian/performance social/social status social/other's opinion	in use	18 years
7	50+	male	low	nothing			
8	50+	male	low	TV/ TV & video	social/social status form/style	in use	1 years
9	50+	male	low	agricultural tools/ professional eq.	environmental/living conditions	discarded	45 years
10	18-30	female	low	bag/ personal goods	utilitarian/out of use	in use	5 months
11	18-30	female	low	dinner set/ kitchenware	social/image form/style	in use	6 months
12	18-30	female	low	carpet washer/ other home app.	utilitarian/uselessness utilitarian/performance	in use	3 years
13	30-50	female	low	walkman/ stereos	utilitarian/performance	discarded	2 weeks

Table B.1.1.2 (continued).

14	30-50	female	low	dishwasher/ other home app.	utilitarian/cost purchase/superfluous	remained	6 months
15	30-50	female	low	vacuum cleaner/ other home app.	utilitarian/performance purchase/expectancies	remained	5 years
16	50+	female	low	refrigerator/ other home app.	utilitarian/performance form/style environmental/tech. obsoles.	in use	20 years
17	50+	female	low	oven/ kitchen app.	social/social status personal/dislike-boredom		12 years
18	50+	female	low	nothing			
19	18-30	male	middle	mobile phone/ mobile phone	utilitarian/performance social/image form/physical accounts environmental/tech. obsoles.	discarded	1 year
20	18-30	male	middle	bookshelves/ furniture	utilitarian/performance personal/inapp. to self form/physical accounts form/style	in use	8 years
21	18-30	male	middle	armchair/ furniture	utilitarian/performance form/style	in use	1 year
22	30-50	male	middle	nothing			
23	30-50	male	middle	eyeglasses/ personal goods	utilitarian/performance	remained	5 months
24	30-50	male	middle	tape player/ stereos	utilitarian/performance environmental/tech. obsoles.	in use	10 years

Table B.1.2 (continued).

25	50+	male	middle	video/ TV & video	utilitarian/uselessness environmental/tech. obsoles.	remained	2 years
26	50+	male	middle	Nothing	form/style		
27	50+	male	middle	eyeglasses/ personal goods	personal/dislike-boredom	in use	3 years
28	18-30	female	middle	mobile phone/ mobile phone	utilitarian/performance	in use	2 years
29	18-30	female	middle	eyeglasses/ personal goods	personal/dislike-boredom personal/in app. to self form/style	discarded	1,5 years
30	18-30	female	middle	bed/ furniture	utilitarian/performance social/image	in use	10 years
31	30-50	female	middle	cups/ kitchenware	Form/style	discarded	1 year
32	30-50	female	middle	vacuum cleaner/ other home app.	utilitarian/performance form/style environmental/tech. obsoles.	discarded	6,5 years
33	30-50	female	middle	nothing			
34	50+	female	middle	paste maker/ kitchen app.	utilitarian/uselessness utilitarian/cost purchase/superfluous	remained	1 day
35	50+	female	middle	juicer/ kitchen app.	utilitarian/uselessness purchase/superfluous	remained	1 day
36	50+	female	middle	carpet washer/ other home app.	utilitarian/performance utilitarian/cost form/style purchase/expectancies	in use	2 years

Table B.1.2 (continued).

37	18-30	male	high	nothing				
38	18-30	male	high	tape player/ stereos	utilitarian/performance social/image form/style environmental/tech. obsoles.	in use	5 years	
39	18-30	male	high	palmtop/ computer & rel/ eq.	utilitarian/performance social/image social/other's opinion form/style	in use	6 months	
40	30-50	male	high	gym tool/ sports eq.	utilitarian/performance personal/dislike-boredom purchase/expectancies	remained	1 month	
41	30-50	male	high	car/ car	utilitarian/performance purchase/expectancies	discarded	1,5 years	
42	30-50	male	high	bicycle/ sports eq.	environmental/living conditions	remained	2 months	
43	50+	male	high	armchairs/ furniture	utilitarian/performance	in use	5 years	
44	50+	male	high	barbeque/ kitchen app.	purchase/superfluous	remained	never	
45	50+	male	high	nothing				
46	18-30	female	high	eyeglasses/ personal goods	utilitarian/performance personal/dislike-boredom	in use	8 years	
47	18-30	female	high	toaster/ kitchen app.	utilitarian/performance	remained	1 year	
48	18-30	female	high	TV/ TV & video	utilitarian/performance	in use	3 years	
49	30-50	female	high	sofa/ furniture	utilitarian/performance	remained	9 months	

Table B.1.2 (continued).

50	30-50	female	high	vacuum cleaner/ other home app.	purchase/expectancies	in use	5 years
51	30-50	female	high	food processor/ kitchen app.	personal/dislike-boredom	remained	1 week
52	50+	female	high	sofa/ furniture	utilitarian/cost utilitarian/performance form/style	in use	3 years
53	50+	female	high	frying pan/ kitchen ap.	utilitarian/uselessness purchase/superfluous	remained	1 day
54	50+	female	high	oven/ kitchen app.	form/style environmental/tech. obsoles.	in use	10 years

B.2 The List of Products Mentioned

Table B.2.1 Attachment and detachment products selected by the respondents.

Attachment products	Detachment products
car	car
armchairs	cupboard
lamp	sofa
CD and tape player	bed
walkman	bookshelves
TV	armchairs
mobile phone	tape player
PC	walkman
graphic tablet	TV
kettle	video
pressure cooker	mobile phone
washing machine	palmtop
refrigerator	pasta maker
vase	juicer
cups	barbeque
camera	toaster
eyeglasses	food processor
wallet	frying pan
pocket knife	oven
pen	refrigerator
bicycle	dishwasher
stethoscope	vacuum cleaner
drill	carpet washer
shoeshine box	cups
	dinner set
	bag
	wallet
	eyeglasses
	gym tool
	bicycle
	agricultural tools

B.3 Product Types Associated With Attachment and Detachment Reasons

Car

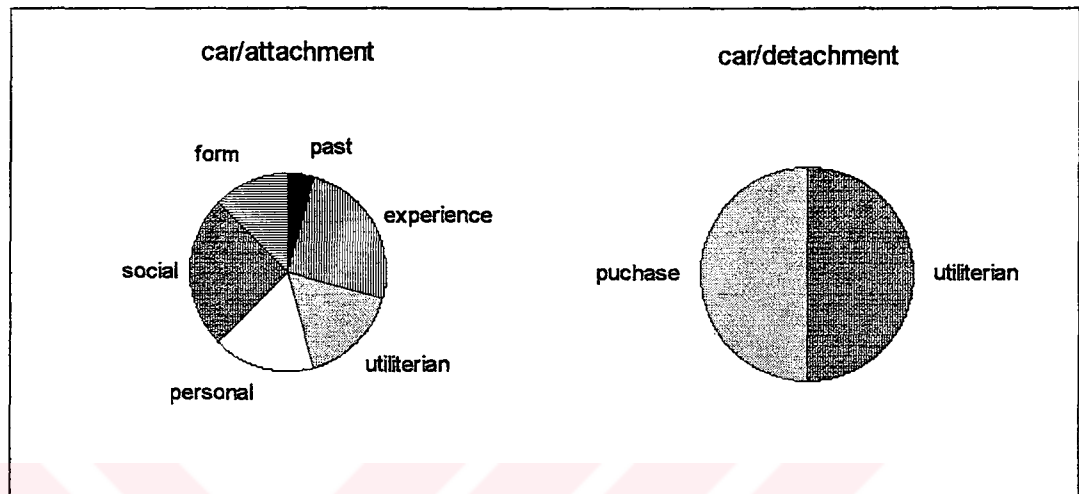


Figure B.3.1 Attachment and detachment reasons associated with the car.

Furniture

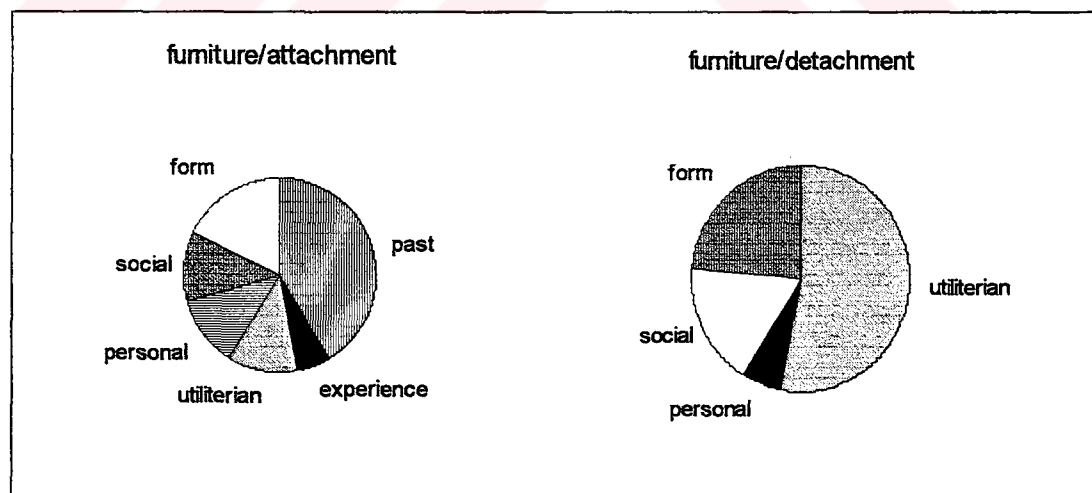


Figure B.3.2 Attachment and detachment reasons associated with the furniture.

Stereos

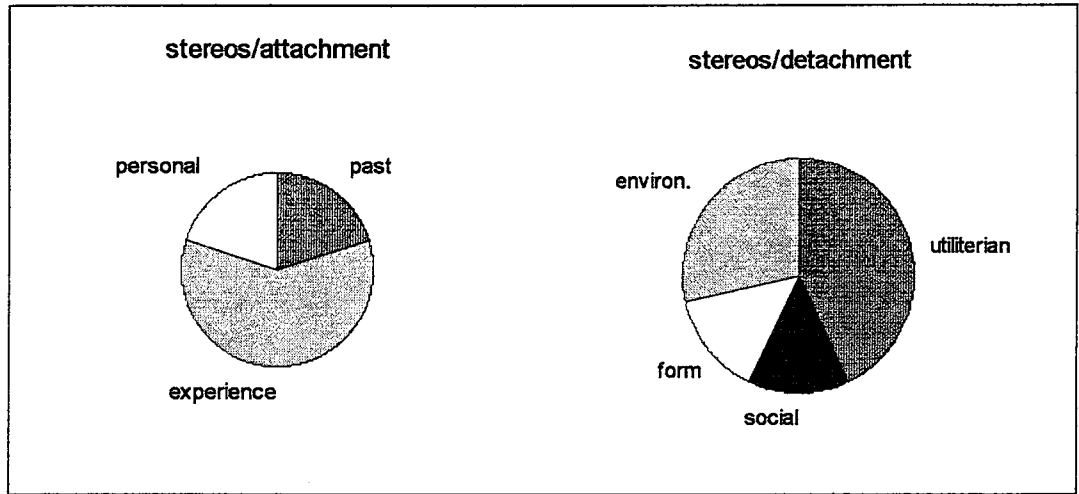


Figure B.3.3 Attachment and detachment reasons associated with the stereotypes.

TV and video

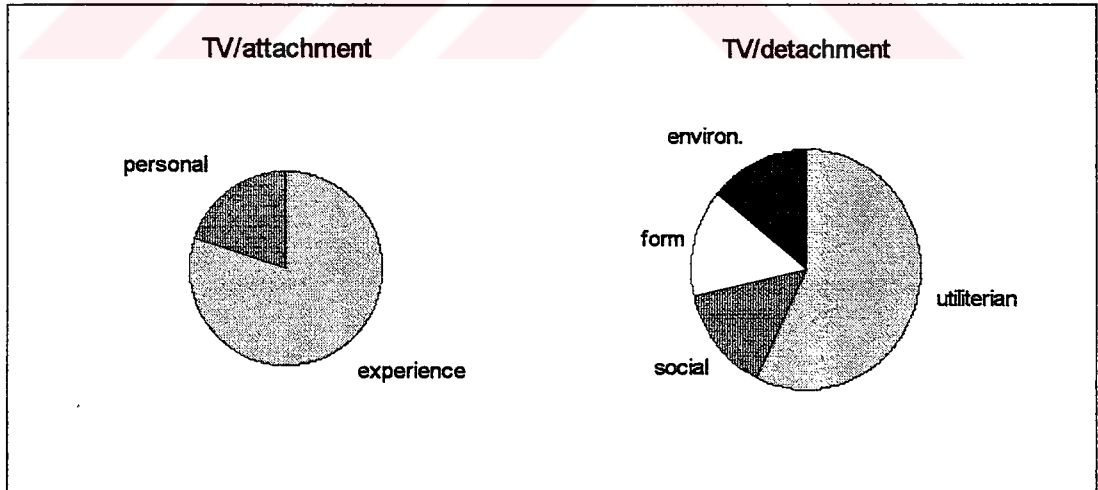


Figure B.3.4 Attachment and detachment reasons associated with the TV and video..

Mobile phone

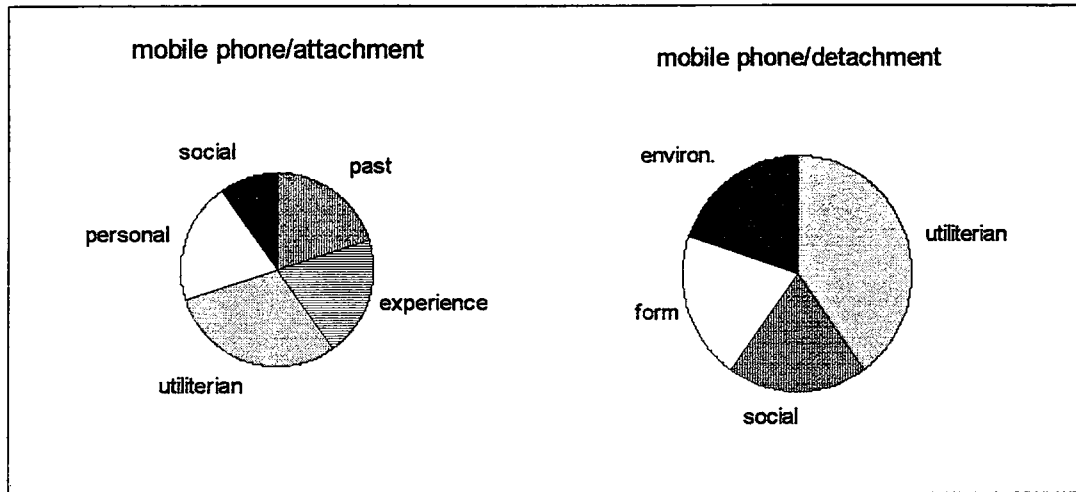


Figure B.3.5 Attachment and detachment reasons associated with the mobile phone.

Computer & related equipments

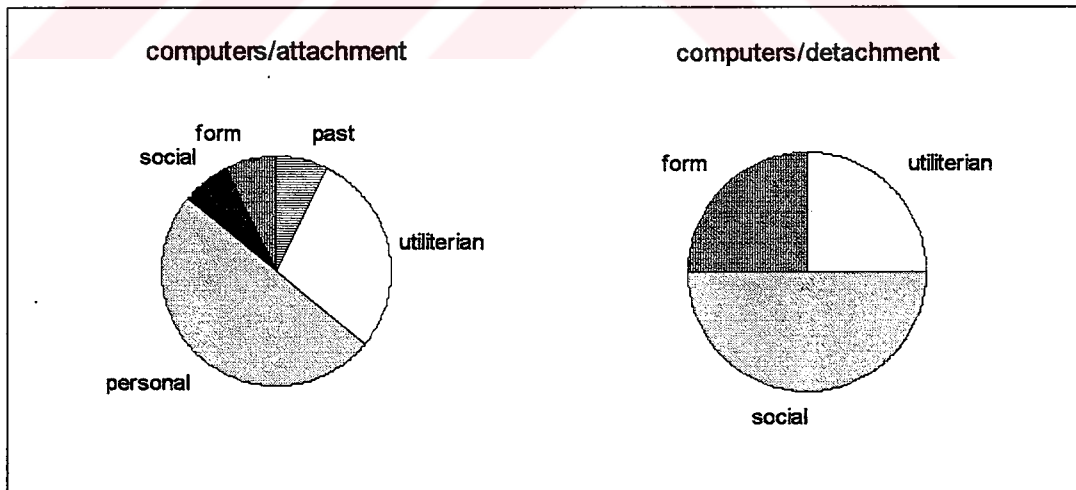


Figure B.3.6 Attachment and detachment reasons associated with the computer and the related equipments.

Kitchen Appliances

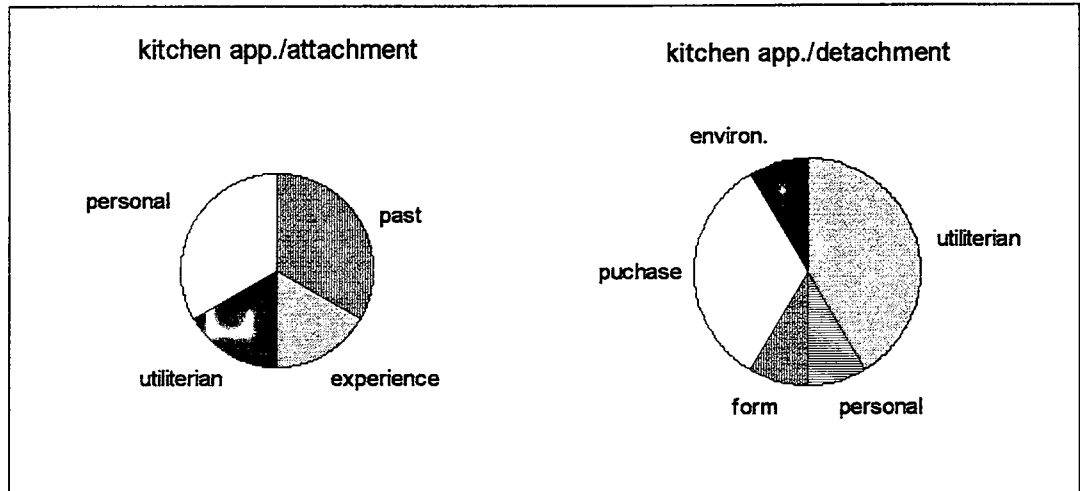


Figure B.3.7 Attachment and detachment reasons associated with the kitchen appliances.

Washing machine

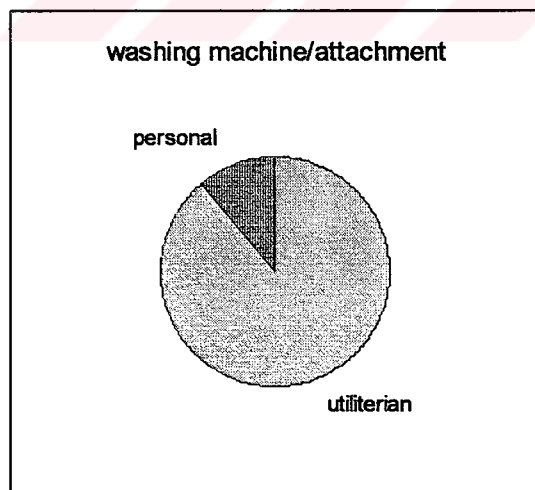


Figure B.3.8 Attachment reasons associated with the washing machine.

Other home appliances

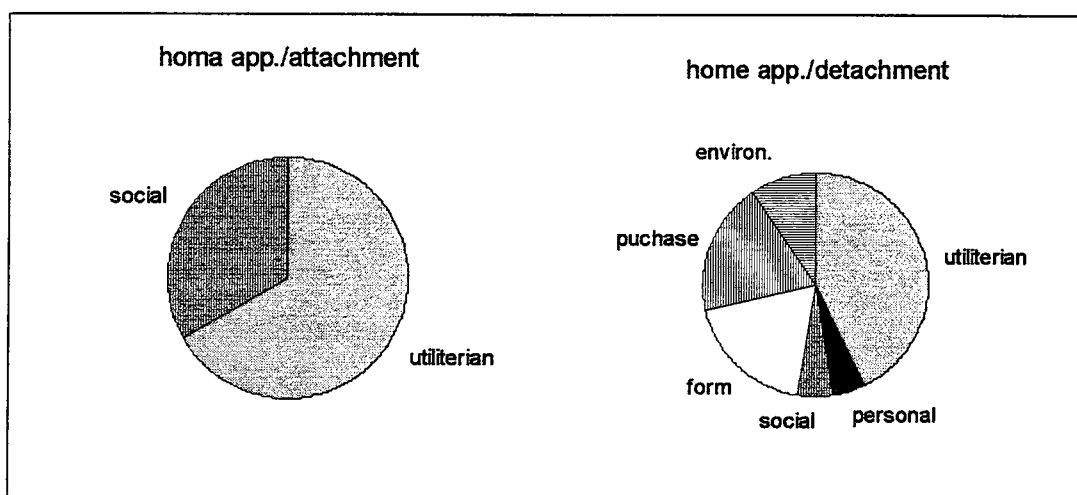


Figure B.3.9 Attachment and detachment reasons associated with the other home appliances.

Kitchenware

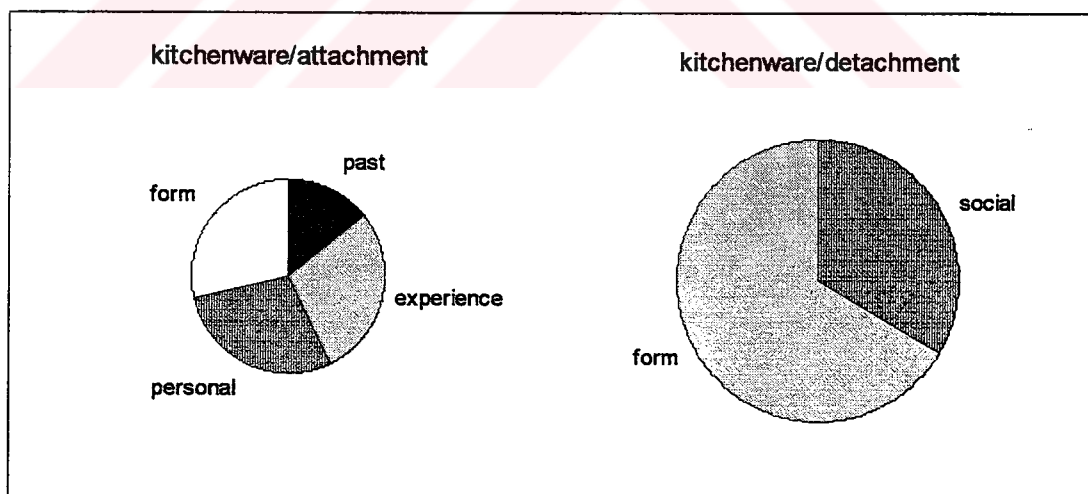


Figure B.3.10 Attachment and detachment reasons associated with the kitchenware.

Personal goods

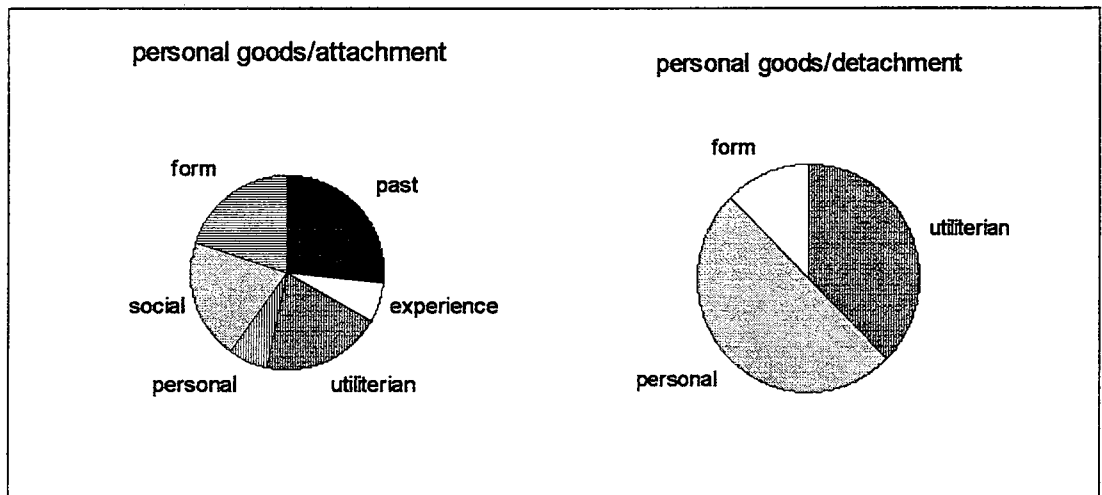


Figure B.3.11 Attachment and detachment reasons associated with the personal goods.

Sports equipments

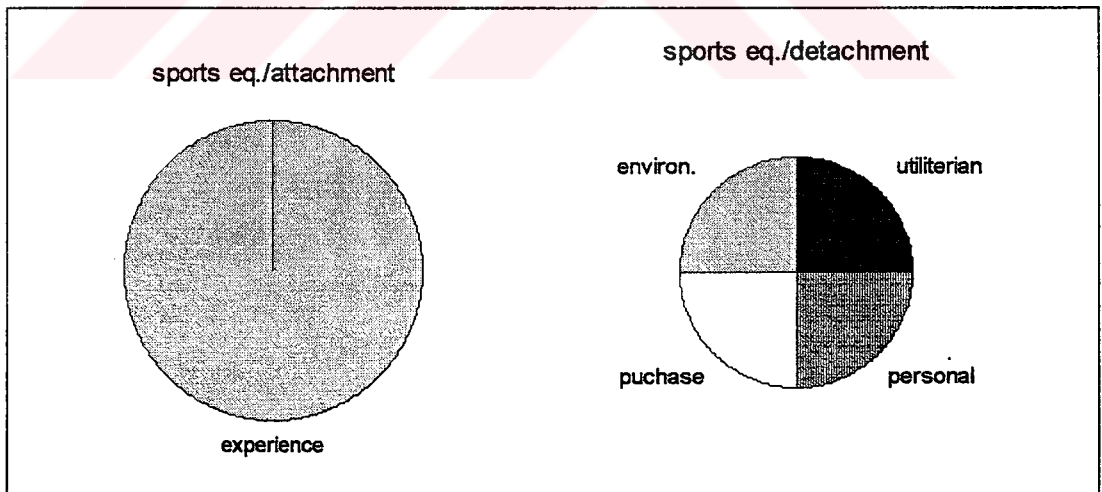


Figure B.3.12 Attachment and detachment reasons associated with the sports equipments.

Professional equipments

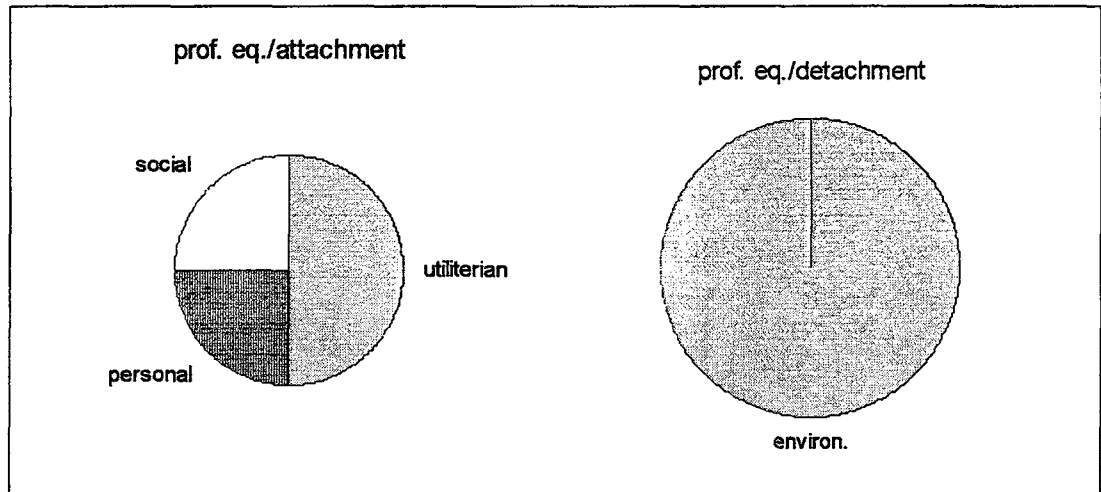


Figure B.3.13 Attachment and detachment reasons associated with the professional equipments.

B.4 Products Selected and Reasons Mentioned by the Respondents

Table B.4.1 Selection of attachment products by different age, gender and socio-economic status groups and by the total sample.

ATTACHMENT PRODUCT CAT.	AGE						GENDER				SOCIO-ECONOMIC STATUS						TOTAL	
	18-30		30-50		50+		male		female		low		middle		high		n	p
	n	p	n	p	n	p	n	p	n	p	n	p	n	p	n	p		
Car	3	16.7	3	16.7	2	11.1	5	18.5	3	11.1	0	0.0	4	22.2	4	22.2	8	14.8
Furniture	1	5.6	0	0.0	3	16.7	2	7.4	2	7.4	0	0.0	3	16.7	1	5.6	4	7.4
Stereos	2	11.1	0	0.0	1	5.6	2	7.4	1	3.7	1	5.6	0	0.0	2	11.1	3	5.6
TV & video	1	5.6	1	5.6	3	16.7	4	14.8	1	3.7	5	27.8	0	0.0	0	0.0	5	9.3
Mobile phone	1	5.6	2	11.1	0	0.0	1	3.7	2	7.4	2	11.1	0	0.0	1	5.6	3	5.6
Computer & rel. eq.	3	16.7	0	0.0	1	5.6	3	11.1	1	3.7	0	0.0	2	11.1	2	11.1	4	7.4
Kitchen app.	1	5.6	1	5.6	0	0.0	0	0.0	2	7.4	0	0.0	1	5.6	1	5.6	2	3.7
Washing machine	1	5.6	5	27.8	3	16.7	0	0.0	9	33.3	4	22.2	1	5.6	4	22.2	9	16.7
Other home app.	0	0.0	1	5.6	1	5.6	1	3.7	1	3.7	2	11.1	0	0.0	0	0.0	2	3.7
Kitchenware	1	5.6	1	5.6	0	0.0	0	0.0	2	7.4	1	5.6	1	5.6	0	0.0	2	3.7
Personal goods	2	11.1	3	16.7	3	16.7	6	22.2	2	7.4	0	0.0	6	33.3	2	11.1	8	14.8
Sports eq.	1	5.6	0	0.0	0	0.0	1	3.7	0	0.0	1	5.6	0	0.0	0	0.0	1	1.9
Professional eq.	1	5.6	1	5.6	1	5.6	2	7.4	1	3.7	2	11.1	0	0.0	1	5.6	3	5.6

Table B.4.2 Mention of attachment reasons by different age, gender and socio-economic status groups and by the total sample.

ATTACHMENT REASON CATEGORIES	AGE						GENDER				SOCIO-ECONOMIC STATUS						TOTAL	
	-30		30-50		50+		male		female		low		middle		high		n	p
	n	p	n	p	n	p	n	p	n	p	n	p	n	p	n	p		
Past	6	33.3	3	16.7	10	55.6	8	29.6	11	40.7	3	16.7	10	55.6	6	33.3	19	35.2
Family heirloom	1	5.6	1	5.6	0	0.0	0	0.0	2	7.4	1	5.6	1	5.6	0	0.0	2	3.7
Memories	1	5.6	0	0.0	4	22.2	3	11.1	2	7.4	0	0.0	3	16.7	2	11.1	5	9.3
Habitual having	4	22.2	2	11.1	6	33.3	5	18.5	7	25.9	2	11.1	6	33.3	4	22.2	12	22.2
Experience	11	61.1	7	38.9	4	22.2	12	44.4	10	37.0	9	50.0	5	27.8	8	44.4	22	40.7
Enjoyment	3	16.7	4	22.2	4	22.2	8	29.6	3	11.1	6	33.3	2	11.1	3	16.7	11	20.4
Frequent actions	3	16.7	1	5.6	0	0.0	0	0.0	4	14.8	2	11.1	1	5.6	1	5.6	4	7.4
Desired feelings	5	27.8	2	11.1	0	0.0	4	14.8	3	11.1	1	5.6	2	11.1	4	22.2	7	13.0
Utilitarian	6	33.3	15	83.3	9	50.0	14	51.9	16	59.3	8	44.4	11	61.1	11	61.1	30	55.6
Usefulness	5	27.8	11	61.1	4	22.2	7	25.9	13	48.1	6	33.3	7	38.9	7	38.9	20	37.0
Performance	1	5.6	3	16.7	4	22.2	5	18.5	3	11.1	0	0.0	4	22.2	4	22.2	8	14.8
Job/earnings	0	0.0	1	5.6	1	5.6	2	7.4	0	0.0	2	11.1	0	0.0	0	0.0	2	3.7
Personal Being	13	72.2	5	27.8	8	44.4	14	51.9	12	44.4	3	16.7	11	61.1	12	66.7	26	48.1
Reflection of self	3	16.7	2	11.1	1	5.6	2	7.4	4	14.8	1	5.6	2	11.1	3	16.7	6	11.1
Symbolization of values	1	5.6	0	0.0	1	5.6	0	0.0	2	7.4	0	0.0	1	5.6	1	5.6	2	3.7
Personification	2	11.1	0	0.0	2	11.1	0	0.0	4	14.8	2	11.1	1	5.6	1	5.6	4	7.4
Self made	2	11.1	0	0.0	1	5.6	3	11.1	0	0.0	0	0.0	1	5.6	2	11.1	3	5.6
Passion	2	11.1	1	5.6	2	11.1	4	14.8	1	3.7	0	0.0	3	16.7	2	11.1	5	9.3
Interests	3	16.7	2	11.1	1	5.6	5	18.5	1	3.7	0	0.0	3	16.7	3	16.7	6	11.1
Social Being	8	44.4	2	11.1	4	22.2	9	33.3	5	18.5	2	11.1	7	38.9	5	27.8	14	25.9
Social status	1	5.6	2	11.1	3	16.7	4	14.8	2	7.4	1	5.6	3	16.7	2	11.1	6	11.1
Image	4	22.2	0	0.0	0	0.0	3	11.1	1	3.7	0	0.0	2	11.1	2	11.1	4	7.4
Togetherness	1	5.6	0	0.0	0	0.0	1	3.7	0	0.0	0	0.0	1	5.6	0	0.0	1	1.9
Other? s opinion	2	11.1	0	0.0	1	5.6	1	3.7	2	7.4	1	5.6	1	5.6	1	5.6	3	5.6
Form	7	38.9	3	16.7	2	11.1	7	25.9	5	18.5	0	0.0	8	44.4	3	16.7	12	22.2
Physical accounts	1	5.6	2	11.1	1	5.6	3	11.1	1	3.7	0	0.0	3	16.7	1	5.6	4	7.4
Style	6	33.3	1	5.6	1	5.6	4	14.8	4	14.8	0	0.0	5	27.8	2	11.1	8	14.8

Table B.4.3 Selection of detachment products by different age, gender and socio-economic status groups and by the total sample.

DETACHMENT PRODUCT CAT.	AGE						GENDER				SOCIO-ECONOMIC STATUS						TOTAL	
	18-30		30-50		50+		male		female		low		middle		high		n	p
	n	p	n	p	n	p	n	p	n	p	n	p	n	p	n	p		
Car	0	0.0	1	5.6	0	0.0	1	3.7	0	0.0	0	0.0	0	0.0	1	5.6	1	1.9
Furniture	3	16.7	3	16.7	2	11.1	5	18.5	3	11.1	2	11.1	3	16.7	3	16.7	8	14.8
Stereos	1	5.6	1	5.6	0	0.0	2	7.4	1	3.7	1	5.6	1	5.6	1	5.6	3	5.6
TV & video	2	11.1	2	11.1	2	11.1	4	14.8	1	3.7	3	16.7	1	5.6	1	5.6	5	9.3
Mobile phone	2	11.1	0	0.0	0	0.0	1	3.7	1	3.7	0	0.0	2	11.1	0	0.0	2	3.7
Computer and rel eq.	1	5.6	0	0.0	0	0.0	1	3.7	0	0.0	0	0.0	0	0.0	1	5.6	1	1.9
Kitchen app.	1	5.6	1	5.6	5	27.8	1	3.7	7	25.9	1	5.6	2	11.1	5	27.8	8	14.8
Other home app.	2	11.1	4	22.2	3	16.7	1	3.7	7	25.9	5	27.8	2	11.1	1	5.6	8	14.8
Kitchenware	1	5.6	1	5.6	0	0.0	0	0.0	2	7.4	1	5.6	1	5.6	0	0.0	2	3.7
Personal goods	3	16.7	1	5.6	1	5.6	2	7.4	3	11.1	1	5.6	3	16.7	1	5.6	5	9.3
Sports eq.	0	0.0	2	11.1	0	0.0	2	7.4	0	0.0	0	0.0	0	0.0	2	11.1	2	3.7
Professional eq.	0	0.0	0	0.0	1	5.6	1	3.7	0	0.0	1	5.6	0	0.0	0	0.0	1	1.9
Nothing	2	11.1	2	11.1	4	22.2	6	22.2	2	7.4	3	16.7	3	16.7	2	11.1	8	14.8

Table B.4.4 Mention of detachment reasons by different age, gender and socio-economic status groups and by the total sample.

DETACHMENT REASON CATEGORIES	AGE						GENDER				SOCIO-ECONOMIC STATUS						TOTAL	
	18-30		30-50		50+		male		female		low		middle		high		n	p
	n	p	n	p	n	p	n	p	n	p	n	p	n	p	n	p		
Utilitarian	15	93.8	12	75.0	11	78.6	16	76.2	22	88.0	12	80.0	14	93.3	12	75.0	38	82.6
Uselessness	1	6.3	0	0.0	4	28.6	1	4.8	4	16.0	1	6.7	3	20.0	1	6.3	5	10.9
Performance	12	75.0	10	62.5	4	28.6	13	61.9	13	52.0	7	46.7	9	60.0	10	62.5	26	56.5
Out of use	1	6.3	1	6.3	0	0.0	1	4.8	1	4.0	2	13.3	0	0.0	0	0.0	2	4.3
Cost	1	6.3	1	6.3	3	21.4	1	4.8	4	16.0	2	13.3	2	13.3	1	6.3	5	10.9
Personal being	4	25.0	2	12.5	2	14.3	3	14.3	5	20.0	1	6.7	4	26.7	3	18.8	8	17.4
Dislike/boredom	2	12.5	2	12.5	2	14.3	2	9.5	4	16.0	1	6.7	2	13.3	3	18.8	6	13.0
Inappropriateness to self	2	12.5	0	0.0	0	0.0	1	4.8	1	4.0	0	0.0	2	13.3	0	0.0	2	4.3
Social being	6	37.5	2	12.5	2	14.3	7	33.3	3	12.0	5	33.3	2	13.3	3	18.8	10	21.7
Social status	0	0.0	1	6.3	2	14.3	2	9.5	1	4.0	3	20.0	0	0.0	0	0.0	3	6.5
Image	5	31.3	0	0.0	0	0.0	3	14.3	2	8.0	1	6.7	2	13.3	2	12.5	5	10.9
Other's opinion	1	6.3	1	6.3	0	0.0	2	9.5	0	0.0	1	6.7	0	0.0	1	6.3	2	4.3
Form	9	56.3	2	12.5	4	28.6	8	38.1	7	28.0	4	26.7	8	53.3	3	18.8	15	32.6
Physical accounts	3	18.8	0	0.0	0	0.0	3	14.3	0	0.0	1	6.7	2	13.3	0	0.0	3	6.5
Style	6	37.5	2	12.5	4	28.6	5	23.8	7	28.0	3	20.0	6	40.0	3	18.8	12	26.1
Purchase	1	6.3	6	37.5	6	42.9	3	14.3	10	40.0	3	20.0	3	20.0	7	43.8	13	28.3
Superfluous	1	6.3	2	12.5	5	35.7	1	4.8	7	28.0	2	13.3	3	20.0	3	18.8	8	17.4
Expectancies	0	0.0	4	25.0	1	7.1	2	9.5	3	12.0	1	6.7	0	0.0	4	25.0	5	10.9
Environmental	2	12.5	3	18.8	3	21.4	6	28.6	2	8.0	2	13.3	4	26.7	2	12.5	8	17.4
Living conditions	0	0.0	1	6.3	1	7.1	2	9.5	0	0.0	1	6.7	0	0.0	1	6.3	2	4.3
Tech. obsolescence	2	12.5	2	12.5	2	14.3	4	19.0	2	8.0	1	6.7	4	26.7	1	6.3	6	13.0