

5-2015

## Self-Concept and Product Extension: Why Some Products “Wear In” While Others “Wear Out”

Carmen M. Hawkins

Follow this and additional works at: [https://repository.lsu.edu/honors\\_etd](https://repository.lsu.edu/honors_etd)



Part of the [Marketing Commons](#)

---

### Recommended Citation

Hawkins, Carmen M., "Self-Concept and Product Extension: Why Some Products “Wear In” While Others “Wear Out”" (2015). *Honors Theses*. 728.

[https://repository.lsu.edu/honors\\_etd/728](https://repository.lsu.edu/honors_etd/728)

This Thesis is brought to you for free and open access by the Ogden Honors College at LSU Scholarly Repository. It has been accepted for inclusion in Honors Theses by an authorized administrator of LSU Scholarly Repository. For more information, please contact [ir@lsu.edu](mailto:ir@lsu.edu).

**Self-Concept and Product Extension:  
Why Some Products “Wear In” While Others “Wear Out”**

by

Carmen M. Hawkins

Undergraduate honors thesis under the direction of

Dr. Andrew Kuo

Department of Marketing

Submitted to the LSU Honors College in partial fulfillment of  
the Upper Division Honors Program.

May, 2015

Louisiana State University  
& Agricultural and Mechanical College  
Baton Rouge, Louisiana

**Table of Contents**

Abstract.....	3
Introduction.....	4
Conceptual Background.....	6
Self-Concept.....	6
Extended Self.....	7
Product Animism.....	9
Product Attachment.....	10
Dispossession.....	11
Research Methodology.....	12
Findings.....	13
Conclusions and Managerial Application.....	18
Conclusions.....	18
Design Implications.....	19
Marketing Implications.....	20
More On Gift-Giving.....	20
Limitations and Future Research.....	22
Limitations.....	22
Future Research.....	22

**Abstract**

Some products can be described in terms of “wearing in” whereas others tend to “wear out”. This thesis focuses on determining what qualities of a product induce or dissuade dispossession. I will determine these qualities by looking at product design, consumer attitudes toward products, and relational phenomena between consumer identity, or self-concept, and brand extension. I will also show how my findings can be applied to marketing and product design efforts in the field in order to increase quality and sustainability of new products. I found that consumers are more likely to extend themselves toward products that coincide with their self-concepts, are gifts from someone who cares about them who they also care about, and products that make others perceive them as they want to be perceived. Throughout this thesis the words “products” and “possessions” will be used interchangeably.

## Introduction

Much research has been done on how consumers connect to brands – the way they “extend” themselves by associating with a particular brand in order to better cohere to their self-concept or to be seen a certain way by others. This thesis, rather, focuses on how consumers extend themselves through certain possessions or products and how self-concept, whether ideal or actual, affects this type of extension. This paper will also look to research about product design, product attachment/detachment, and dispossession in order to understand holistically why some products “wear in” whereas others “wear out.”

The marketing field frequently discusses how brands can induce customer loyalty from consumers who purchase their products or services, and as mentioned before, many resources are put into understanding how consumers choose what brands to be loyal to. Much of this research has to do with the extension of self. According to Russell Belk (1988), self-extension occurs when “knowingly or unknowingly, intentionally or unintentionally, we regard our possessions as parts of ourselves” (p. 139). This thesis focuses specifically on how the nature of possessions or products, whether the design, durability, or emotional attachment associated them, promotes feelings of attachment or detachment on the end of the consumer.

After I present my qualitative data, I will discuss the managerial implications of my findings and how marketers might apply this research to future campaigns and/or marketing mixes. Questions that will be explored include: What types of products are more likely to “wear in,” or become better or have more positive associations to the owner? What types of products are more likely to “wear out” and why? Does design or type of product have an effect on the lifetime of a product? What kinds of emotions are associated with products that wear in versus

those that wear out? What should the strategy of marketers be in order to increase positive associations of their brand or product with consumers?

In general, I predicted that possessions with more positive associations about family and friends would be more likely to wear in. I also predicted that products that rely upon trends would be more likely to wear out, such as clothing, accessories, or technology. With the younger participants in my research, I predicted that products with a technological nature would be more likely to wear out, as technology in the current age progresses faster than ever. With the older participants in my research, I predicted that the types of emotions that would most correlate with possessions that wear in would be emotions that deal with nostalgia, simply because I figured they would keep products with some sort of long history. However, I am also concerned with what associations, product designs, or emotions are attributed to products that wear in versus those that wear out and how that can be applied to new products that one may put on the market in order to increase the quality of products or sustainability of products.

The outline of my thesis is as follows: I will provide conceptual background information that helped me structure the types of questions I posed to participants in my research in order to reach relevant conclusions. I will then explain the research methodology I used for my findings. Next, I will expound on those findings and how they correspond to current research about self-concept, extension, and other relevant material. I will then explain the conclusions I came to, and my findings will be used to supply managerial implications that can be used in the real world to market products. Finally, I will discuss the limitations of my research and further research that can be explored to extend this thesis. I will also attach an appendix with the verbatim interviews I conducted with the four research participants.

## Conceptual Background

### *Self-Concept:*

Self-concept can be described as “a person’s perception of him or herself” and “consists of multiple aspects, or dimensions” (Hollenbeck & Kaikati, 2012, p. 396). Many scholars have researched this notion of consumer behavior and found that people refer to their self-concepts when making decisions about anything from how to present themselves in public to what purchases they make. A popular theory about self-concept refers to what is called the situational self-image, in which a person, depending on the situation they are in, expresses himself or herself in the way in which they want to be seen or in way that associates them with certain characteristics (Sirgy, 1982, p. 289).

Other ways to explain the self-concept are Hollenbeck and Kaikati’s (2012) ideas about the actual self, ideal self-representation, and ideal self-presentation, which are explained in Table 1 below (p. 400). These three ideas of the self-concept explain the underlying need of people to maintain a consistent (actual self), approach a positive (ideal self-representation), and create a public (ideal self-presentation) self-image that is congruent with their identities (Mugge, et al., 2006, p. 460). Sirgy (1982) explains that when consumers purchase products, they purchase those that stimulate a self-schema in which the product that is associated with a certain characteristic is then transferred to the consumer himself (p. 289). For instance, if someone buys a Cartier watch, which has the characteristic of being “luxury”, the consumer will then feel a certain luxury about himself and the self-concept “I” will be linked to the Cartier characteristic “luxury.”

**Table 1: The Self-Concept**

<b>Dimensions of the self</b>	<b>Definition</b>	<b>Relation to the self-concept</b>	<b>Motive for linking to brands</b>
Actual self	The authentic self related to who I am now (who I am)	How I actually see myself	To maintain the self-concept
Ideal self-representation	The aspirationally-defined self related to the many selves a person could be (who I could be)	An expansion of my actual self	To enhance the self-concept
Ideal self-presentation	The strategically-chosen self related to concerns about public perception (how I want to be perceived)	A limitation of my actual self	To protect the self-concept

Source: Hollenbeck & Kaikati, 2012, p. 400

*Extended Self:*

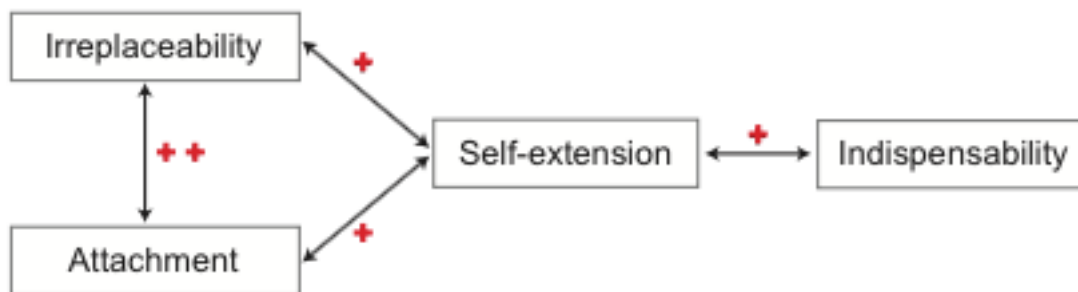
Much of what we know about the extension of self on products/possessions and brands comes from Russell Belk. Belk (1988) argues that the key to understanding what possessions means to consumers is to understand that what we buy is indicative of how we see ourselves. In fact, our possessions are seen as actual extensions of ourselves – in other words, “we are what we have” (p. 139). Belk argues that basically anything one has control over is likely to be a part of one’s extended self. Thus, he explains, it should correlate that products become more important to us when we are able to exercise more control over it, not necessarily that they provide some sort of emotional feeling to the owner (p. 140).

Proof of the extended self theory, however, lies very much in how people react to the loss or damage of possessions they consider to be a part of them. Belk (1988) explains that feelings of anger, rage, violation, pollution, or rape are linked to the loss of possessions and result in a trauma similar to personal injury or the death of a loved one (p. 142). Other circumstances that seem to prove the veracity of the extended self are anthropologists’ association of people and



possessions through the burying of the dead with their belongings (p. 144). Belk (1988) also argues that because of the symbolic nature of possessions, and the fact that possessions can explain to the world one's self-concept and/or ideal self-concept, it can also be argued that the extended self is a better indicator of identity than the unextended self (p. 145).

Schifferstein and Zwartkuis-Pelgrim (2008) also argue that emotional attachment to a product is not necessary for a possession to become a part of the extended self (p. 2). They argue, instead, that irreplaceability and indispensability are interrelated with attachment and, in turn, self-extension. This interrelationship is shown in Figure 1 below. The figure explains that a possession may become an extension of the self if its utilitarian purpose leads to it becoming indispensable to the owner. Over time, the indispensability may become attachment if, for instance, its constant use gives the owner a sense of familiarity or of being at home (p. 3). Irreplaceability is more emotive in that it cannot just be succeeded by an identical object because of the "personal, idiosyncratic relationship with the product" such as it being bought somewhere where an important life event happened (p. 2).



**Figure 1. Expected interrelationships between product attachment, irreplaceability, self-extension, and indispensability.**

Source: Schifferstein & Zwartkuis-Pelgrim, 2008, p. 2

*Product Animism:*

Catherine Roster (2001) of the University of Missouri explains that “possessions are valued for the meanings they embody, the instrumentalities they provide, and the contributions they make to our well being” (p. 425). The word “embody” implies some sort of animation of possessions that brings them to life in some way. Susan Fournier (1998) explains that for a brand to form a relationship with a consumer, it should be “animated, humanized, or somehow personalized” in order for humans to navigate through the material world (p. 344). Fournier explains that because consumers have a way of attributing human characteristics to brands, this may contribute to self-extension (p. 344).

When consumers anthropomorphize possessions it implies a brand-relationship (Fournier, 1998, p. 345). It is safe to assume that it also implies a product-relationship. Ways that brands or products can animate the inanimate, for example, are to associate them with a “spirit of a past or present other” such as a celebrity spokesperson or animated mascot (p. 345). In order to be successful, this personification must be congruent with Reed, Forehand, Puntoni, and Warlop’s (2012) identity association principle, which states

when stimuli become associated with a positively regarded identity, those stimuli will receive more positive evaluations and can acquire other identity-related content independent of any explicit processing of the association (p. 315).

This principle relates back to Figure 1 which says positive linkages associated with possessions through irreplaceability, indispensability, and attachment correlate to self-extension in products and as Reed, et al. explains, identity can be “anchored” onto specific products that one associates with in their self-concepts (p. 312).

Other research on product animity by Joseph Sirgy (1982) says that personalities are attributed to products, usually by consumers, to deviate from an image of a stereotypical user for a certain product. In order to accomplish this, products must have attributes that allow them to be “purchased and/or consumed conspicuously or visibly” and variation must be allowed in order for consumers to personalize the product in order for it to fit their self-concept (p. 288).

Much like one’s self-concepts (actual self, ideal self-representation, and ideal self-presentation) which must be cultivated, enhanced, and maintained, possessions that are personified in some way must be attended to and looked after. According to David J. Ekerdt (2009), these types of “kept things” imply product attachment which “must be placed, stored, arranged, contained, maintained, cleaned, insured, emotionally invested, and even ‘animated’ in the sense that the possessor attributes to them an inner life” (p. 65). Thus, personification and animation make it easier for owners to attach to their products.

*Product Attachment:*

According to Mugge, Schifferstein, & Schoormans (2006), product attachment is defined as “the strength of the emotional bond experience with a product” (p. 460). The authors argue that attachment implies an emotional connection between a possession and an owner. This emotional attachment causes the owner to become “more likely to handle the product with care, to repair it when it breaks down, and to postpone its replacement” (p. 460). Product attachment occurs when an owner of a possession sees their possession as a way to express their identity as an individual or as a member of a group whereas product detachment occurs when there are weak or negative emotional bonds with possessions (p. 460).

Product attachment, as I will be looking at in my thesis, implies a “wearing in” of a possession over time. The stronger the product attachment between an owner and its possession,

the longer the lifetime of the object is (Mugge, et al., 2006, p. 460). My thesis will try to uncover what types of emotions and what types of products are more likely to “wear in” or be attributed to product attachment.

*Dispossession:*

In my thesis I will also be looking to figure out why some products/possessions “wear out”, or why product attachment dissipates over time for some objects. David J. Ekerdt who has researched dispossession explains that there are two main motivations as to why possessions are kept: to maintain “(1) instrumental control or effectance of one’s environment and (2) the symbolization of self and others” (p. 69). The reasons why dispossession occurs according to Ekerdt (2009) include natural and environmental changes to products like rust, wear, or burning and also if possessions no longer fit one’s self-concepts or coincide with one’s identity. In what way would products no longer fit with one’s identity? My thesis will explore this and try to explain what emotional links are also connected to dispossession.

### **Research Methodology**

In-depth interviews were conducted with four individuals ranging in age from 21 to 59. The semi-structured interviews were designed to delve into two main topics of discussion: 1) the interviewees' biographical background and self-concept and 2) what possessions the interviewees' felt most and least attached to and why. Interviews were either conducted in person in a private setting or over the phone while being audio recorded. The interviews were about 15 to 20 minutes in length. Though the interviewer questioned participants using a certain interview guide, the interviews were conducted as a conversation, not a strict Q&A.

To stimulate introspection about the interviewees' self-concepts, the interviews began with asking the participants to describe their life in autobiographical form. Participants were then prompted to talk about what possessions they have become attached to/detached to over time and why. The interview was structured so that any emotional feelings toward the products were also discussed thoroughly. Participants' actual and ideal self-concepts were determined through their biographies and also how they thought their possessions made them seem as a person.

Interview responses were recorded and verbatim transcripts were transcribed. Each participant's responses were analyzed using research gathered from scholarly journals, books, and the Internet on self-concept, product design, brand extension, and product attachment, along with other consumer behavior research. The research methodology followed in the paper is based on guidelines published by the Modern Language Association of America (2009).

## Findings

In self-extension research, there is a hierarchy that represents the “levels” of extension one can attain. The hierarchy is based on the claim that possessions are more likely to become attached to the owner if the owner can exert more control over them (Belk, 1988, p. 140).

Beginning with possessions that the owner has the most control over, the hierarchy is as follows: “(1) me, my ‘free will’, (2) my body, my conscious, (3) my belongings, (4) my friends, and (5) strangers, physical universe (Belk, 1988, p. 140). My research focused on trying to understand the third level in the hierarchy: belongings, or possessions. Below I will talk about my findings.

As previously stated, qualitative research was recorded using in-depth interviews with four participants varying in age and background. I had predicted generally that possessions with more positive associations about family and friends would be more likely to wear in, as well as possessions that produced a sense of nostalgia among the older participants. I also predicted that generally, possessions more susceptible to being trendy were more likely to wear out, such as clothing, as well as technological products among the younger participants. Finally, I wanted to discover what attributes of each product contributed to it being a product that wore out versus one that wore in.

The first participant I will discuss is Person A, a 21-year-old Caucasian actress (see Appendix A for her verbatim interview). She describes her actual self in her interview as being “friendly” and “open to new experiences.” While growing up, her parents were out of town often, so she had to become somewhat of a mother figure to her younger brother. As for her ideal self-representation, Person A acknowledges that after she moved to Los Angeles and landed a role on Showtime’s “Shameless,” her “expectations [got] a lot higher” for herself. In other words, her aspirational self-concept is one that deserves to get more high-profile jobs. From her

interview, her ideal self-presentation is one that is always bubbly and happy, as she admits that her actual self also has “some messed up views too.”

Moving onto her product attachments, Person A listed two pieces of jewelry – one was a ring given to her by a family friend after the friend’s son committed suicide, and the other was a necklace of a cello given to her by one of her high school friends. The third possession was a turtleneck given to her by her brother for Christmas. Though these possessions could be described as simple, Person A was attached to them because they reminded her of “people that (sic) really care about [her] in life” and were “thoughtful.” It is important to note that every product listed was a gift of some kind, and she explains that they all show that her loved ones know who she is as a person. For instance, the cello necklace her friend gave her made her feel like her friend recognized that she “worked really hard at it,” and the ring was a recognition that she was “caring” toward her family friend’s son.

When speaking about a product that wore in over time, Person A mentioned a dress she bought from Goodwill. The reason it wore in was because it gave her “a sense of happiness” and made her “feel pretty.” It also made her “feel good” because it was “specifically [her] style.” The product she mentioned that wore out over time was her hair straightener. It seemed to wear out partly because she found out it was “bad for [her] hair” and partly because other people told her that her hair looks better curly.

The next participant up for discussion is Person B, a 22-year-old African-American student (see Appendix B). He describes his life as “privileged” yet “hard-working.” As a child, he was shy and “avoided people like the plague” because of a speech impediment. He describes his parents as wanting the best for him and his siblings.

He describes his actual self with adjectives such as “creative, intelligent, intuitive, optimistic, diligent, and focused.” His ideal self-representation or aspirational self is associated with success, and finally, his ideal self-presentation is someone who “treasures [his] family.”

The possessions that he describes as most important to him are a crucifix his mother gave him, a wallet-sized picture of his family, and a glove given to him by a late family member. Like Person A, two of these items were given to him as gifts. He describes the cross as being a “fashion statement” while the others are “personal” but says every object says that he finds family important. Person B describes how he would be “really depressed” if his crucifix were lost, damaged, or stolen, and he “would turn over every mountain and every stone” for it. Eventually, however, he would replace it if he had to.

Person B explains that a product that had worn out over time was his Game Boy color. It was a gift from his parents for Christmas but was eventually replaced by a PlayStation 2 game console. Though he couldn’t say why he remembers the Game Boy as being more important than other products, it can be assumed that because the Game Boy was a gift, it meant more to him than say the PlayStation did, which he bought from his own allowance money.

Person C is an 59-year-old African American female accountant. She describes her background as being a woman who is “the youngest of ten children, [who] graduated from college, got married, and went to work.” She describes graduating from college as an event that made a huge impression on her because it “let [her] know that [she] was really an adult and that [her] life and what [she] did depended on [her] and nobody else.” She also lists becoming a mother as a life event that made an impression on her.

Person C’s actual self is defined by one of her major life events – a mother. This is because the first possession she lists as being most important to her is her daughter. Person C’s



ideal self-representation is a pretty, likeable person. Finally, her ideal self-presentation, or how she wants to be perceived, is an independent grown-up who can afford her own things and depend on herself.

The possessions that Person C lists as most important to her include a ring that was a gift from her boyfriend, her daughter, and her house. She lists the ring because she says it makes her feel “likeable” and that she has “qualities that somebody admires enough” that they would buy her a gift. She lists her daughter because she describes it as a miracle that she came out of her body. And finally, she lists her house because she “thought it was a good investment” and it was her “first big purchase.” She mentions that she was the first one of her siblings to purchase a house and that it made her feel like she “achieved something” and was “financially secure.”

I thought it was interesting that she listed her high school class ring as something that she regretted losing. She said she was upset she lost it because now she has “nothing to show from [high school]” which links to the fact that she wants to be seen as independent, which implies some sort of accomplishment or making it in life. The possession that she feels has worn in over time are a pair of boots that she has because, she says, “even though they’re damaged it doesn’t mean that they’re not useful anymore.” The possession she has that has worn out over time is her hair dryer because “it’s not convenient” and she can’t move around while drying her hair. The reason she says the hair dryer was important to her in the first place was because doing her hair made her “feel pretty.” Person C also lists her Volvo as a possession that has worn out over time. She says it is because at first the car made her feel “rich and fancy” and “young and rich”, but now that it has caused her problems, she doesn’t trust it anymore.

The last participant to discuss is Person D, a 50-year-old Caucasian male. He wasn’t a man of many words but described his background as a “high school graduate that went into the

military and became an aircraft avionic technician.” He says that traveling while he was in the military and the things he saw while traveling made a huge impression on him. Person D’s actual self is an average guy, while his ideal self-representation is a special guy, as he lists one of the reasons he is so attached to his truck is because it has many custom features. Lastly, his ideal self-presentation is a man who enjoys his loved ones and likes to be around them or reminded of them.

Person D lists his most important physical possessions as his house, his vehicle, and his pets. He says his house has many memories in it and that he may be more attached to the memories than the house itself. He lists his vehicle because he says “it’s brand new” and “custom in a lot of ways.” He also says he “worked on [the truck] to make it suit [him].” Finally, he says his animals are important to him because they make him feel happy, like someone is always with him.

The products that Person D says has worn in over the years for him are his pool table and barbeque pit. Both items remind him of being around friends or family, as the barbeque reminds him of cooking for people and the pool table reminds him of laughing with his friends. The products that have worn out over time include his old TV, which he previously had liked because it reminded him of Sunday and Monday night football and also his computer because it was “able to store information and [was used] for communication with loved ones.”

### **Conclusions and Managerial Application:**

#### Conclusions:

My findings show that there is a correlation between product attachment and positive associations about family and friends as seen in the interviews with Person A (all three gifts), Person B (crucifix, glove, Game Boy color, and family photo), Person C (daughter and ring), and Person D (barbeque pit and pool table). With my two younger participants, there was no definitive answer as to whether products that rely on trends are more susceptible to dispossession, as Person A said she was attached to a shirt her brother gave her (something can be said about it being a gift, however), but Person B got rid of his Game Boy color. It was clear, however, that the older participants did seem to be more attached to items that brought them nostalgia, such as Person C's class ring and Person D being reminded of his friends because of his pool table.

In this research, there is some kind of connection between the ideal self-presentation and what products participants felt attached to. This makes sense because as consumers what we buy may not have been acquired "purely for purposes of strategic display, but display they do. They put our selves forward, presenting our persons as commodities to be regarded by others" (Ekerdt, 2009, p. 71). For example, Person B's ideal self-presentation as a family man was shown through the crucifix he wears. Person C's ideal self-presentation as an independent woman is shown through her purchasing her own home. Person D's ideal self-presentation is shown through his barbeque pit and pool table, where he can enjoy the company of friends and family.

Surprisingly, in my opinion, though each participant listed a few possessions they felt attached to, when asked what they would do if one of these possessions were lost, stolen, or damaged, most of them simply said they would try to replace the item. In the literature that I read

during research, some articles proposed that if an owner felt a product attachment toward an object, they wouldn't try to replace it since it would not have the history of its predecessor. This says that the memories or emotions associated with a certain possession or product does not necessarily come from a specific object but from what memories or emotions the owner ascribes to it. For instance, Person D and Person C both said though their homes meant a lot to them, it could always be replaced. This says that the home itself is not the carrier of memories or emotions but that Person D and Person C would ascribe those memories or emotions in any house they moved into – the product or possession can be interchangeable if emotions or memories can be created by the owner.

#### Design Implications:

From the qualitative research that I have acquired, it would be strategic for a firm to design products with sustainability in mind. According to Mugge et al. (2006), an eco-strategy that attempts to create classic products will not only be more attractive to those looking to purchase sustainable products but also will promote a positive brand image when consumers recognize that a brand is producing quality products that last a long time especially when it comes to technology, which in most cases is something that is dispossessed and replaced most often (p. 464).

Another small design implication from this research has to deal with products' ease of use (EOU) and how products that aren't as technologically advanced have more longevity. Most possessions mentioned by the interview participants that were attributed to product attachment weren't technological at all: rings, necklaces, pool table, clothing, shoes, etc. According to Paul F. Burke (2013), one main reason people don't get rid of products is that they seem useful or are helpful in everyday activities (p. 1228). For example, Person C listed her boots as being things

she has become attached to over time. This may simply be because boots are useful in everyday life – for walking.

#### Marketing Implications:

The biggest implication of this study is the correlation between gifts and product attachment/self-extension. Three out of four participants listed gifts or items passed down to them as products they were attached to. As a marketer, it should be a motivation to market products as gifts to be sold to others.

If not marketed as gifts, marketers should try to associate new products with emotions that are similar to emotions one feels when someone gives them a gift. For instance, Person A explained how receiving gifts from people she loved made her feel like they really knew her. As a marketer, it may be helpful to market products that can be personalized in order to make the consumer feel like the brand “knows them.”

The last marketing implication is one in which I think is very much known throughout the marketing community, but I will reiterate it here since it came up in my research. Time and time again, it is witnessed that consumers like to be perceived in a way that suits them. More importantly, they like to be in control of how people perceive them, and this is accomplished through their possessions (Belk, 1988, p. 140). Thus, marketers should appeal to the “perception desires” of their target customers in order to be more attractive in their product markets.

#### More on Gift Giving:

The action of gift giving has been the subject of many anthropological articles. According to Mayet and Pine (2010), a recipient of a gift will evaluate it based on the relationship between the giver and the receiver, the context the gift was given in, and by the value and appropriateness of the gift (p. 4). As shown in my findings, gifts were mentioned as important possessions

numerous times, and every one of them mentioned in the context of the relationship the receiver had with the giver. For example, Person A mentioned the cello necklace given by her high school friend. Person B mentioned the crucifix given to him by his mom. Person C mentioned the ring given to her by her boyfriend. All of these gifts were mentioned with their giver without any aid from the interviewer or questions. Larson and Watson (2001) explain that this information may be given freely because “gifts cannot occur outside of a relationship,” and therefore, gifts are likely to be mentioned with their relationship counterparts (p. 890).

John F. Sherry, Jr. (1983) argues, “gift-giving behavior reflects the perceptions of donor and recipient regarding the identity of self and other” (p. 159). In other words, gift giving can provide context to the giver’s self-conception as well as the recipient’s self-conception. For example, when Person A received the ring given to her by the family friend whose son committed suicide, it, for her, meant that she was seen as “caring” by the family friend. On the other hand, the giving the gift shows that the family friend is grateful or thankful according to their self-concept. Like everything mentioned before, possessions that become attachments are in some way directly related to the self-concept – how one perceives oneself, how one ideally perceives oneself, and how one wants to be perceived by others.

### **Limitations and Future Research**

#### Limitations:

As this is an undergraduate thesis, my research is very limited in scope compared to the research that I have cited throughout this text. Limitations include, but are not limited to, the fact that I only interviewed four participants and that they only represented two races. I am also missing information from consumers 60 or older, 20 and younger, and those between the ages of 23 and 49. Thus, if I were to conduct further research, I would expand my research pool in this way.

#### Future Research:

As far as the content of my research, I would look further into what emotional links are attributed to brands that have a long, “durable” brand history. I would also look further into brand design and how the sustainability of certain products affects brand image and brand loyalty. Furthermore, if I were to do this research over again, I would revise and add more questions to my in-depth interview to better understand if consumers recognize how the design or ease-of-use of products adds to their attachment of such products. I would also delve more into the lifetime of products that wear out to see if there are any similarities among product types. I would also be interested in looking at the lifetime of gifts overall and what makes gifts become products that wear in over time versus products that a consumer buys themselves. I would research the resurgence of niche or vintage products and their lifetimes with new owners. Lastly, I would explore the ideal self more in order to fully expand my self-concept research and try to figure out if product loyalty translates to brand loyalty.

### References

- Belk, R. W. (1988). Possessions and the Extended Self. *Journal Of Consumer Research*, 15(2), 139-168.
- Burke, P. F. (2013). Seeking Simplicity in Complexity: The Relative Value of Ease of Use (EOU)-Based Product Differentiation. *Journal Of Product Innovation Management*, 30(6), 1227-1241. doi:10.1111/jpim.12056
- Ekerdt, D.J. (2009). Dispossession: The tenacity of things. I.R. Jones, P. Higgs, & D.J. Ekerdt, (Eds). *Consumption and generational change: The rise of consumer lifestyles and the transformation of later life* (pp. 63-78). New Brunswick, NJ: Transaction Books.
- Fournier, S. (1998). Consumers and Their Brands: Developing Relationship Theory in Consumer Research. *Journal Of Consumer Research*, 24(4), 343-373.
- Hollenbeck, C. R., & Kaikati, A. M. (2012). Consumers' use of brands to reflect their actual and ideal selves on Facebook. *International Journal Of Research In Marketing*, 29(Special Issue on Consumer Identities), 395-405. doi:10.1016/j.ijresmar.2012.06.002
- Larson, D., & Watson, J. (2001). A Guide Map to the Terrain of Gift Value. *Psychology and Marketing*, 18 (August), 889-906.
- Mayet, C., & Pine, K. J. (2010). The Psychology of Gift Exchange. *University of Hertfordshire Internal Report 2010*.
- Modern Language Association of America. (2009). *MLA Handbook For Writers of Research Papers* (7th ed.). New York, NY: Modern Language Association of America.
- Mugge, R., Schifferstein, H. J., & Schoormans, J. L. (2006). Product Attachment and Product Lifetime: The Role of Personality Congruity and Fashion. *Advances In Consumer Research - European Conference Proceedings*, 460-466.
- Reed, A., Forehand, M., Puntoni, S., & Warlop, L. (2012). Identity-based consumer behavior. *International Journal of Research in Marketing*, 29(4), 310-321.
- Roster, Catherine A. (2001). Letting Go: The Process and Meaning of Dispossession In the Lives of Consumers. Mary G. Gilly & Joan Meyers-Levy (Eds.). *Advances in Consumer Research*, 28, 425-430.
- Sherry, Jr., J. (1983). Gift Giving In Anthropological Perspective. *Journal of Consumer Research*, 10(2), 157-168.
- Sirgy, M. J. (1982). Self-Concept in Consumer Behavior: A Critical Review. *Journal Of Consumer Research*, 9(3), 287-300.



Schifferstein, H., & Zwartkruis-Pelgrim,, E. (2008). Consumer-Product Attachment: Measurement and Design Implications. *International Journal of Design*, 2(3).

**Appendix A**  
**Interview with Person A**  
**Caucasian, female, 21, Actress.**

**Interviewer: Who are you? Can you give me an autobiographical sketch of your life?**

Person A: I would say, well, that's an interesting question because I'm still pretty young, so not too much as happened. But if someone were to write a book about what happened so far in my life, I would say me as a high schooler...If you were to describe me as a high schooler, you would have never guessed that I would move to L.A. to pursue acting. Like I was always adventurous but always stuck to my family and friends at home. I was very adamant about wanting to go to college. I was always really into business and things like that. I would say in terms of characteristics, people always say I'm super bubbly and always smiling a lot, which is interesting because I definitely feel like I smile a lot, but I also have some messed up views too. So like, it's just interesting how people perceive you versus how you see yourself.

**Interviewer: You say that people perceive you differently. How do you perceive yourself?**

Person A: I would say that I am friendly and that I am not very good at standing up for myself. That's definitely something I have to work on. I'm definitely not the strongest person in the room, but I do have a high, loud voice. So that's how I stand out. I would say I'm very open to new experiences, and whether that be new foods or new adventures or new places. I try to have an open mind. I would say that I'm a little clumsy. I'm intelligent, but sometimes I can say unintelligent things.

**Interviewer: Can you tell me some events in your life so far that have made a huge impression on you as a person?**

Person A: Um, I think my parents being out of town a lot growing up had a huge affect on me growing up because I felt like I was very much a mother figure to my little brother as opposed to just a sister. And I think that me and my two brothers grew up very quickly because they were traveling so much. So I think that has had a huge effect. I think being on a TV show has been a huge thing for me. It's been a really big milestone and I've accomplished one goal that I wanted to accomplish, but in other ways it has changed a lot since I've been on it. It's brought my expectations a lot higher than when I first got out here, which is a good thing, but I also expect more, and so I put up with less, which can also hurt you, you know.

**Interviewer: Name at least three physical possessions that are most important to you.**

Person A: I have this ring. It has like little flower cut outs in it. And we have really, really good family friends in Barbados, and um, they had two sons. One of the sons committed suicide, so it just brought our families a lot closer. And the mom of the family gave me this ring last time I went to visit them in Barbados, and I've had it for a while and will always have it and never forget it. It's very simple, but it means a lot to me. Um, second possession, I have a cello necklace that my friend Alex gave me when I was in high school, which means a lot to me. It's something that I don't do as much, play, but it's something that was a huge part of my

upbringing and growing up. And I have a turtleneck that my brother gave me, and it's pink, and I got it for Christmas. And I remember I asked him for the gift receipt but now it's one of my favorite turtlenecks. And it's so funny because I didn't like it before, but I wear it, and I think about him.

**Interviewer: What qualities of these possessions make them important to you?**

Person A: So, I guess they all remind me of the people that really care about me in life, and they were all gifts, not random gifts, and very thoughtful. And each one goes to show how much they know me. So I guess that goes to show that they know who I am as a person, and that's kind of cool. Um, I don't know. Just in general, I don't consider myself as someone with a lot of important material possessions, but the ones that I do, they remind me of things that make me happy and bring back a lot of great memories. A little bit of sadness too because I'm away from them now, you know. But yeah.

**Interviewer: What do you think these possessions say about you as a person?**

Person A: Um, I would say that, in one way they relate to me being like a loud person, meaning I guess that allows people to get to know me. In terms of like caring, my family friend from Barbados, I think saw how much I...I don't know, I really bonded with her son and had good times with him, and I think that goes to like me being very friendly, and I think that meant something to her which caused her to reach out to me and give me that. And I think the cello thing shows that I try different things and I worked really hard at it to continually keep it going. I think my friends noticed that.

**Interviewer: How would you feel if any of these possessions were lost, damaged, or stolen and what would be your next course of action?**

Person A: I think, well it's funny that you say that because I thought I lost my cello necklace this morning. And every time I think I lose it...I'm a forgetful person, so I forget stuff all the time. And I was way happier after it was found, and I will be that much more careful about it. But I think if they were lost, I would be really sad. I don't think I would cry, but I think it would definitely put a damper on my day and on my month. And I think eventually I would get over it, because I mean as much as these things can't be replaced, they can be replaced, you know. Um, but I definitely think it would suck. It would definitely be a sadness but not anything that I would talk to anyone about. It's almost as if no one would understand. I mean, you could be my best friend, but that stuff wouldn't mean anything to you, you know. You would feel bad for me to a certain extent, but that would be it. So it would just be something I wouldn't talk about.

**Interviewer: Have you ever had a possession that was important to you that was lost, damaged, or stolen and how did that make you feel?**

Person A: Um, I've had things stolen over the years like phones and wallets and stuff. But when it comes down to it, I can live without that. It wouldn't be the end of the world, and they are replaceable. I don't think I've lost, besides like people, I've lost people and pets, which is always

a loss, but as far as material things, when I lose something it sucks. But I've never had anything so huge that it was that big of a deal.

**Interviewer: How about one or two products that you've grown attached to over time even as they have worn out and why?**

Person A: Um, I have this dress from Goodwill. And I think I've grown attached to it because it reminds me of when I first got to L.A. I specifically remember wearing it to multiple auditions, and it specifically was my style. And it's definitely worn because it's from Goodwill. And things like that I wear over and over and over again. I think for me they remind me, or they're so perfectly me and so perfectly my style that I grow attached to it.

**Interviewer: Does it make you feel a certain way when you wear the dress?**

Person A: I feel a sense of happiness because I feel pretty in it. You know, because I picked it out, and I feel very much myself over anything. And I feel like it represents who I am. I'm not trying to be like anyone else. It's specifically my style. Sometimes I wear outfits that I think look cool, but it's rare I'll go out in it because I don't feel right in it. But I know if I wear that dress I'll feel good.

**Interviewer: Have you ever had something that was important to you and as it wore out you got rid of it or didn't like it as much?**

Person A: My straightener. I just remember buying the straightener in high school, and it was super exciting. I used to use it every day. And now I know that it's so bad for my hair and everyone tells me it looks better curly. So every time I see that straightener back there, I'm tempted to straighten it. But I know it's not good for me or my hair and that my hair looks better curly.

**Interviewer: Why did you like the straightener in the first place?**

Person A: I think because I liked the way it made my hair look. And I felt good every time I straightened my hair. I also enjoyed straightening it, like I liked to listen to music and using it, and I just felt pretty when my hair was straight. But I started to not really care about it anymore because everyone would tell me they liked my hair curly more and learning how bad it was for me.

**Appendix B**  
**Interview with Person B**  
**African American, male, 22, Student.**

**Interviewer: Who are you? Can you give me an autobiographical sketch of your life?**

Person B: Um, well I've had a privileged yet hard-working life. Um, I was blessed to have parents who worked extremely hard for the money they earned and they wanted us, me and my two siblings, to enjoy the things they did not have. But of course, I had to learn the value of a dollar as well. So even though I got things that I asked for, I had to work for them. Childhood was little rough because I had a speech impediment problem, so I was self-conscious. And just talking to people, I really avoided people like the plague. I stuck close to my mom. Me and my old man haven't always had the best of relationships. But I love the old man, and the old man loves me. It's not like bad, but there are some things.

**Interviewer: How would you describe yourself as a person?**

Person B: Creative, intelligent, intuitive, optimistic, diligent, focused. I get lost sometimes, but what human doesn't?

**Interviewer: Tell me some events in your life that have had a huge impression on you?**

Person B: I guess one event would be my mentor. Well, one of my mentors. My first mentor. And he was with me from 10<sup>th</sup> grade to 12<sup>th</sup>. And he was showing me characteristics not just to be a man but how to be a successful business man in the world. And not just that but how to be a successful African American in this world. Growing up under him was a big turning point in my life.

**Interviewer: Can you describe that turning point in more detail?**

Person B: I mean, like I said, as a kid I was really kinda shy. I was self-conscious the way I talked, and I honestly never really thought that would allow me to become great. I was always scared to talk to people, and in business, that's a requirement. So he basically showed me that whatever I put my mind to, I can do. I don't wanna be cliché, but when he told me that, it seemed so obvious. But when I started thinking I could get over how I spoke, I did it. I got over it, and now I feel like talking to people is second nature.

**Interviewer: Can you name at least three physical possessions that are most important to you?**

Person B: For one, this one, my mother's cross, the one she gave me [it's a necklace around his neck]. It stands for her and my family so I know that they are with me at all times, and I am never alone. Um, another one is a picture in my wallet of my family just to have them close to me. And another would be something, a close family member of mine, she died a couple of years ago, and she gave me a glove and I forgot the purpose of it but I always have it. She told me to treasure it.

**Interviewer: And what qualities of these possessions make them so important to you?**

Person B: I mean, well, I guess you could say a fashion statement for the necklace, and the other two are just personal.

**Interviewer: What do you think these possessions say about you as a person?**

Person B: That I treasure my family.

**Interviewer: How do you think you would feel if any of these possessions were lost, damaged, or stolen? And what would be your next course of action?**

Person B: Well I almost lost [the cross necklace] once, and I was freaking out. I always have to have this on. The only time I take it off is to shower and go to bed. So, I actually, two times. I almost lost this for like a week and didn't know what to do with myself. And then I was wearing it one day, and it broke, and my whole day was just shot. So I guess I would be really depressed and try to go replace it or...First I'd look hard, I would turn over every mountain and every stone for this. Then next would be to replace it only if I had to.

**Interviewer: What other qualities do you think your possessions reflect except being family-oriented?**

Person B: I'm a very caring person. Um, try to see the good in things, and try to welcome others as I would like to be welcomed.

**Interviewer: Can you give me an example of something of yours that was actually lost, damaged, or stolen and how that made you feel?**

Person B: I got it back, but a friend of mine stole it, and it kind of hurt. I actually had a, I don't know if you remember when Michael Jordan made that Space Jam movie, but there was a little doll that came out with it. Well I guess an action figure that had Space Jam on the front and his number on the back. And as a kid, I loved it. I still have it to this day. Just couldn't get rid of it. But it was gone for like two or three years, and I went to a friend's house. And I said, when did you get a Michael Jordan? And he couldn't really answer me. I saw my initial written on the tag. We actually fought that day.

**Interviewer: So how did that make you feel? What about that action figure being stolen made you so angry?**

Person B: Because my mother got it for me. Growing up, Michael Jordan was like the man to be like. I played basketball at the time, and I was trying to reach Michael Jordan's pinnacle like all the rest of the kids.

**Interviewer: Can you talk about two products that you've gotten attached to over time even as they have worn out and why?**

Person B: Umm, I can think of one. My old Game Boy. I got it for Christmas when I was a kid, and for some reason that was just one of the best gifts I had ever gotten when I was young. I would literally stay on it for hours. It was in color so I thought I was the s\*\*t. But then I got the PlayStation 2, so I stopped playing it as much. And then eventually I just stopped altogether. I just remember that Game Boy being so cool to me.

**Interviewer: Why did you like the Game Boy in the first place so much do you think?**

Person B: I honestly can't tell you why exactly. I mean, I had the Game Boy that was in black and white so maybe the fact that it was in color made it seem cooler. But I can't tell you why I remember this good feeling about the Game Boy versus my PlayStation.

**Interviewer: Who gave you the Game Boy?**

Person B: My parents. For Christmas.

**Interviewer: What about the PlayStation?**

Person B: I bought it with my allowance money. So maybe it was because my parents bought [the Game Boy] for me. I don't know.

**Appendix C**  
**Interview with Person C**  
**African American, female, 59, Accountant.**

**Interviewer: Who are you? Can you give me an autobiographical sketch of your life?**

Person C: Who am I? I am the youngest of ten children. I graduated from college, got married, had a baby, went to work.

**Interviewer: Tell me some events in your life that have made a huge impression on you.**

Person C: I guess graduating from college was one of the most important and getting my first job because that let me know that I was really an adult and that my life and what I did depended on me and nobody else. And then when I was getting married because I had to learn how to live with somebody else and interact with that person. After that, another event was when my dad died. It was my first real, um, I guess the first time somebody I really knew died, and I was really...It was my first encounter with death, and it was...knowing that somebody that you know and love was never gonna come back. It kinda scared me to tell you the truth. Umm, and then when I had my first child the next year after my dad died, that made up for everything. You know, I really realized that being a mother was one of the greatest things that I could ever be. It kinda surprised me because I didn't know how I was gonna feel, you know. I knew I wanted to have a baby, but I didn't know if I was going to like being a mother. And I found out that I did.

**Interviewer: Name at least three physical possessions that are most important to you.**

Person C: Does that include a human being?

**Interviewer: Sure.**

Person C: Okay. Of course, my daughter. Uhh, my family.

**Interviewer: Can you tell me about any products that mean a lot to you?**

Person C: I guess my home, my house. A ring that Bill (her boyfriend) gave me.

**Interviewer: What qualities of these possessions make them so important to you?**

Person C: Well, my daughter because, you know, she physically came out of my body. And to me that was a miracle in itself. Um, my home because that was my first big purchase. Um, I think that I was one of the first in my family to buy a house on my own. Even my older brothers and sisters hadn't done that. And the ring because, um, it came from somebody that truly cared about me.

**Interviewer: What about your particular house made you buy it?**



Person C: I bought it because I thought it was a good investment instead of renting. And um, I felt like that would make me able to save money. Um, the ring because its very pretty and dainty, and I like things like that.

**Interviewer: Why do you like things that are pretty and dainty?**

Person C: Because it makes me feel pretty.

**Interviewer: What do you think these possessions say about you as a person?**

Person C: The house makes me feel like I'm grown up. You know, that I'm financially secure enough to be able to buy this house. You know, um, it makes me feel that I've achieved something.

**Interviewer: And what about the ring? What does that ring say about you as a person?**

Person C: That somebody cares enough about me, that...I am likable. That I have qualities that somebody admires enough that they would want to give me a gift.

**Interviewer: How would you feel if any of these possessions were lost, damaged, or stolen? And what would be your next course of action?**

Person C: Um, for the house. I used to think that this was something that I always wanted and couldn't be replaced, but now I know that it's just a building. I can just replace it. Um, the ring, if I lose it, doesn't mean I lose the affection of the person who gave it to me. I can get another ring. But like, if I lost my daughter, that would be devastating. That can't be replaced. I feel like a human life is more important than any object that can be replaced.

**Interviewer: Can you give me an example of possessions that were lost, damaged, or stolen and how that experience made you feel?**

Person C: Well, my high school ring. What do you call it? My class ring. I don't know if it was lost or stolen, but I feel bad that I don't have it anymore because that was something for me that was a big accomplishment in my life. And I have nothing to show from that [high school]. You know, so I regret that I don't have the ring.

**Interviewer: Okay, can you talk about one or two products that you've grown attached to over time even as they have worn out and why?**

Person C: I'm trying to think. These boots that I have.

**Interviewer: And why those boots?**

Person C: Because I like them, and even though they have holes in the heels, they seem to match everything I wear. And um, my phone. Even though there are new ones that have come out. I know this phone and don't want to learn a new one.

**Interviewer: Do the boots make you feel a certain way when you wear them?**

Person C: Even though they're damaged doesn't mean they're not useful anymore, you know? You know, things can not look as good as they did when they were new but doesn't mean they're not as valuable. I'm not going to throw away something just because it's old.

**Interviewer: What about the phone?**

Person C: I guess it's just easier. I don't want to have to learn something new.

**Interviewer: Can you tell me about two products that you've lost attachment to over time?**

Person C: My hair dryer.

**Interviewer: Why that?**

Person C: Because the one that I had I had to sit under, and it's not as convenient. Um, because, you know, the one I have now I can move around but the other one I just had to sit the whole time in one place.

**Interviewer: Why did you grow an attachment to that dryer in the first place?**

Person C: Because when I do my hair it makes me feel good, like I'm taking care of myself. Again, it's something that makes me feel pretty.

**Interviewer: Do you have another product?**

Person C: My car. I want a new one. I mean, I liked it when I first got it, but now I feel as though too many things have gone wrong with it. And I don't trust it, so I want a new car.

**Interviewer: Alright, why did you like it at first?**

Person C: You know, it was a Volvo, and I thought it looked rich and fancy with the leather seats. I thought it looked sporty and made you feel young and rich.

**Appendix D**  
**Interview with Person D**  
**Caucasian, male, 50, Avionic Technician.**

**Interviewer: Who are you? Can you give me an autobiographical sketch of your life?**

Person D: I'm a high school graduate that went into the military and became an aircraft avionic technician.

**Interviewer: Can you tell some events in your life that have made a huge impression on you?**

Person D: Uh, well traveling while I was in the military. You know, the places I have gone to in my life for military work were very changing for me.

**Interviewer: What about those traveling experiences made a huge impression on you?**

Person D: Because of the sights that I saw and the reasons I went there.

**Interviewer: Can you go into more detail about things that you saw?**

Person D: Well like when I went to Egypt, I got to go to the Pyramids and all that stuff from the ancient times. It really had an effect on me. Made me feel small...in a good way. Like there was more to life than just me, before I was here and after I'll be gone.

**Interviewer: Can you name at least three physical possessions that are most important to you?**

Person D: I would have to say my house, my vehicle, and I'd have to say my animals because I don't have any children or anything.

**Interviewer: And what qualities of these possessions make them so important to you?**

Person D: Well the house because it provides you with a place to live, and the vehicle because it gets me around to where I need to go, and the animals because they're companions, I guess.

**Interviewer: And what do you think these possessions say about you as a person?**

Person D: Well, I guess the house...it's just an average house so you could say I'm just an average person. And the vehicle, I like to drive a nice vehicle, so it's dependable. And all my animals are good animals, so I guess I'm a nice person.

**Interviewer: What emotions do these possessions bring out in you when you think about them?**

Person D: Well, I guess the house is just a house. I mean it's something that if something happened to it, then I could always get another one or move somewhere else. So, I guess that one, I guess I'm not as emotional to my house as I thought. Memories are there though. I guess I'm more attached to those than the house itself if that makes sense. But with my vehicle, it's brand new, and I really like it. It's custom in a lot of ways and I've worked on it to make it suit me, so I guess it makes me feel proud that I can drive it around. Like I'm special in a way I guess. But with my animals, they make me feel happy, like I always have someone with me even though they're pets.

**Interviewer: You kind of answered by next question already, but how would you feel if your car or your animals were lost, stolen, or damaged?**

Person D: I would find whoever stole my truck and run them down with my new one! No, but I would be very upset if anything happened to my vehicle. It's new, and I've worked really hard to afford a truck that's nice. I know it can be replaced, but the time that you have to wait for vehicles to get fixed or replaced or whatever through insurance is a hassle and Lord knows I don't have time to be dealing with that. If something happened to my animals, which, I've had many animals and many have passed away, so that's always sad. They're apart of your family, and I would just have to deal with it. If they were stolen, I would go through whatever means I would need to to get them back. I guess it's my equivalent of losing a child that got kidnapped or something.

**Interviewer: Can you give me an example of a possession that was lost, damaged, or stolen, and how that made you feel? And this is a possession that was important to you in some way.**

Person D: Uh, well I did lose a wife. That really upsets a person.

**Interviewer: What was your next course of action after that happened? Either what you did or how you felt, or both.**

Person D: Well actually mostly I was by myself. I tried to be by myself. It took a little while before I could go back out, and go back to work. I had to learn how to be by myself again.

**Interviewer: Can you give me an example of a material possession that was lost, damaged, or stolen, and how that made you feel?**

Person D: Something important?

**Interviewer: Yeah.**

Person D: I honestly really can't think of anything too important except like cash.

**Interviewer: So it was stolen? How did that make you feel?**

Person D: Yeah, I've had money stolen from me. It made me feel angry because money doesn't

grow on trees, and I work hard for it. But eventually I got over it. It's just that I depend on my income to pay my bills and everything and when someone takes that from you, it makes you upset.

**Interviewer: Can you talk about two products you've grown attached to over time even as they have worn out and why?**

Person D: I guess my pool table. I've been having it for about ten years or so. And my barbeque pit.

**Interviewer: And what caused those products to wear in? Why haven't you gotten rid of them?**

Person D: I like the barbeque because it's more seasoned. I've used it so many times that it just gives the meat a flavor that new pits can't. So I don't want to get rid of it unless it breaks down on me and I have to, but I hope I won't. And then the pool table I guess because it reminds me of all the games with my friends. We've had a lot of talks and, you know, laughs during games, so it reminds me of a good time. And also, going back to the pit, if you're asking how it makes me feel emotionally, I guess, food always brings people together, and we all love to eat. So that's why for the pit too. It makes me feel good when I get to cook for people.

**Interviewer: Tell me two things that aren't as new anymore, and you don't like them, so you either replace them or gotten rid of them?**

Person D: My old TV. And I guess my computer. Well because they were both outdated and even though the computer had a lot of information on it, it was acting up.

**Interviewer: Why did you like those products in the first place?**

Person D: Well, the TV because I got to watch what I wanted to watch. Football and what not, and I guess that reminds me of Sunday and Monday nights with the guys. And the computer to be able to store information and for communication with loved ones.