

c. Attachment Object

- Most children have a “favorite” toy or object with which they have intense relationships. A child would normally respond in horror if someone would get his favorite toy or even make a copy of it. This may be explained by their magical thinking, that somehow that special object has a unique essence. This kind of thinking reappears in adulthood in the form of sentimental value, heirlooms, and mementos.

d. Materialism

- When children aged between 8 and 18 were interviewed regarding what makes them happy, materialism was seen to peak during middle adolescence (15-17 years old). Interestingly, this is also the time when self-esteem tends to be lowest. The researchers (Chaplin et al., 2007) also pointed out that letting adolescents have a sense of self-worth and achievement seems to be effective in lessening their materialistic attitude.

e. Sense of Identity

- When research participants' brains were scanned, the areas known to be associated with thinking about the self were activated when they were shown objects which were labelled with “mine”. This implies that we create associates between our identities and things we own.

Moreover, the concept of **product-image congruity** specifies that we tend to buy products which are congruent to our sense of self. Hence, we may sometimes use brands, product designs, logos, and fashion styles to communicate our self-concept.

f. Conspicuous Consumption

- Conspicuous consumption is the public display of economic power by spending much money on luxurious goods. This has been studied to communicate socio-economic status. Also, an experiment proved that those who were wearing branded shirts were more successful at convincing strangers to complete questionnaires, given a job, and solicit money.