

## The Role of Product Attachment in Reducing Early Replacement

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### **Abstract:**

Things do not last forever; they lose their value over time until they are disposed of. Sustainability aims to preserve life span of products; there are numerous types of research and studies in this regard. Yet, with the prompt progression of technology, developing countries are using the latest innovations without realizing the fate of those products. Therefore, methodologies, such as product attachment, are being researched and applied as input for consumer requirements. Hence, working on the emotional connection between the product and consumer by understanding factors of that association to facilitate the design of sustainable products.

This leads to some effects on both the producer and the consumer; through the user's attachment to the product as an outcome of the desire to keep it for a longer period as a consequence of following attachment factors. Thus, optimizing product lifespan and the opportunity to remain for a longer period.

So, some reviews show the importance of user attachment to the product to design products with a longer life and accordingly attain sustainable development. Along with alignment with product design to form confidence between products and consumers by customizing to suit their needs; what produces this emotional connection.

Therefore, the study through reviewing known previous approaches of sustainability during design and strategies to progress product lifetime to reduce replacement. With reference, successively, to the influence of the concept of emotional attachment on the consumer and his product; through some determinants and factors of attachment to the product. Which results in an acceptance of the concept of building a strong relationship between the two parties to reduce product exchange. Hence, it leads to the aspiration to reach novelty through the product without the need to purchase a newer product; that has new technology available, even though the product is still working.

For that reason, this research tries to highlight a new approach to work on achieving the consumer's desires, fulfil his/her requirements, to feel satisfied with the product.

### **Keywords:**

sustainability; product attachment; product lifetime optimization; replacement; sustainable consumption.