INTRODUCTION
Technology makes us to witness the transformation of individual interactions (Katona, Zubcsek, & Sarvary, 2011). Consumers today use mobile devices to be 'connected' with the world and other consumers. With mobile devices including cellular phones and iPods (Yang, 2007), consumers stay in touch, manage work and social lives, have entertainment, and feel a sense of belonging (Kolsaker & Drakatos, 2009). Consumers are now becoming psychologically attached to mobile devices (Kolsaker & Drakatos, 2009).

Attachment is an effort to maintain and restore an emotional bond (Bowlby, 1980). Attachment theory concerns with individual beliefs and expectations toward relationships (Baldwin, Keelan, Fehr, Enns, and Koh-Rangarajoo, 1996). With a guidance of attachment theory, this study aims to explore how psychological attachment impacts purchasing behavior. It is almost impossible to understand consumer behavior without studying consumer attachment (Belk, 1988). A conceptual model is developed to explain consumer emotional attachment to mobile devices and its relationship with purchasing behavior with the devices. This study provides new insights regarding the emotional attachment to technology and purchasing behavior in the mobile world.

Conceptual Background
Consumer Attachment Behavior
Attachment influences consumer behavior. Attachment is defined as "emotion-laden, target specific relationship between a person and a target" (Orth, Limon, & Rose, 2010, p. 1202). The main ambition of attachment behavior is to stay in a loving relation (Bowlby, 1980). The feeling of being hopeless and helpless to preserve bonding relationships results in depressive occurrence (Bowlby, 1980). Researchers in consumer behavior and marketing employ the attachment theory to analyze attachment relationships among consumers, objects, and/or brands. The attachment theory asserts that consumers develop emotional ties with objects and brands.

Shopping with Mobile Devices
Mobile internet has been becoming a critical and unique shopping channel for both retailers and consumers (Yang, 2010). Research has identified the underlying consumer motives in the context of mobile shopping. Yang (2010) examined various determinants of consumers' intentions to use mobile shopping services. Yang (2010) reports that utilitarian and hedonic value expectancy, social influences, and technical infrastructure conditions affect consumer behavioral intentions to use mobile shopping services. Pihlstrom and Brush (2008) also find that a multi-dimensional construct consisting of consumer 'monetary', 'convenience', 'emotional', and 'social' orientation have a positive impact on repurchase intentions, WOM, and willing to pay behavior in a mobile service context. Okazaki (2009) suggests that mobile devices today also lead to intrinsic enjoyment for consumers (Okazaki, 2009). The consumer intention to use mobile devices and services depend heavily on enjoyment and entertainment factors (Choi, Kim, & McMillian, 2009).

The level of consumer enjoyment with mobile devices contributes the degree of engagement in word of mouth behaviors (Okazaki, 2009).

Word of Mouth
Word of mouth is defined as "the dissemination of information through communication among people" (Chen, Wang, & Xie, 2011, p. 239). WOM leads vital consequences in marketing as it influences product diffusion and sales (Berger & Schwartz, 2011). Research asserts that consumers are influences by other consumers' recommendations and opinions when making purchases. Compared with positive WOM interactions through on line, negative WOM interactions are more tied to retail sales (Chen, Wang, & Xie, 2011). Consumers are more sensitive with other consumers' negative WOM information (Chen, Wang, & Xie, 2011).

HYPOTHESES

H1: Consumers with different personality will have different levels of emotional attachment to mobile devices.

H2: Consumers with different levels of emotional attachment to mobile devices will have different levels of shopping intention with the devices.

H3: Consumers with different levels of emotional attachment to mobile devices will have different levels of word of mouth regarding to the mobile devices.

METHOD
The convenience sample for this study consists of 200-300 consumers who are college students. Multivariate analysis, including factor analysis, multiple regression, and structural equation modeling will be used for data analysis. The results of hypothesis testing will point to the importance of examining the psychological influences, when attempting to predict consumer mobile shopping behavior.