

**THE INTERACTIONS BETWEEN LIFE STYLES,
EXPECTATIONS AND FURNITURE DESIGN:
CASE STUDY ON IKEA**

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ABSTRACT

THE INTERACTIONS BETWEEN LIFE STYLES, EXPECTATIONS AND FURNITURE DESIGN: CASE STUDY ON IKEA

Changing economic conditions and rapid industrial changes have reshaped social structures and closely affected the process of urbanization. With the impact of capitalism, social classes have become more evident. This situation has played an important role on the development of modern cities. Lifestyles, enjoyments and likes of social classes have become influential on their habits of consumption. They started to behave in a way required by their social classes in which they are and expect from a product what their social class requires them to do. While people used to live with the other members of the family in large and comfortable places altogether in the past, social conditions have forced them to live in smaller and more practical places recently. Being smaller, their living environment has affected their choice of products and in choosing the products, features of products that are far away from floweriness and effulgence but more practical, economical; in other words, that comply with specific designing criteria have been foregrounded. The products with these designing features that meet these demands are much more preferred.

The aim of this dissertation is to show how the preferences of the consumers are shaped by their social classes and lifestyles and what designing features are foregrounded while buying any product. While doing this, brand name called IKEA and its products are studied as a sample case. A survey is conducted in order to determine the preferences of IKEA's customers. The dissertation consists of five chapters

Keywords: Life Styles, Furniture Design, Ikea Concept, Social Classes.

ÖZET

MOBİLYA TASARIMI, YAŞAM BİÇİMİ VE BEKLENTİLER ARASINDAKİ ETKİLEŞİM: IKEA ÜZERİNE ÖRNEK BİR ÇALIŞMA

Değişen ekonomik şartlar ve sanayi'nin hızlı değişimi, toplumsal yapıları yeniden şekillendirmiştir ve kentleşme sürecini yakından etkilemiştir. Kapitalizmin etkisiyle sosyal sınıflar belirginleşmiştir. Bu durum modern kentlerin gelişmesinde önemli bir rol oynamıştır. Sosyal sınıfların yaşam biçimleri, zevk ve beğenileri onların tüketim alışkanlıkları üzerinde etkili olmuştur. İçinde buldukları sosyal sınıfın gereklerine göre davranmaya ve bir üründen beklentilerini bu sosyal sınıfın beklentilerini karşılayacak şekilde oluşturmaya başlamışlardır. Daha önceleri insanlar geniş, ferah mekanlarda diğer aile bireyleri ile bir arada yaşarken, şimdilerde sosyal şartlar onları daha küçük ve daha kullanışlı mekanlarda yaşamaya itmiştir. Yaşam alanlarının küçülmesi ürün tercihlerini etkilemiş ve ürünlerin tercihlerinde gösteriş ve şaşadan uzak, daha kullanışlı, ekonomik ve sağlam yani belirli tasarım kriterlerine uyan ürün özellikleri ön plana çıkmıştır. Bu istekleri karşılayan tasarım özelliklerine sahip ürünler tüketiciler tarafından daha çok rağbet görmektedir.

Bu tezin asıl amacı sosyal sınıflara ve yaşam biçimlerine göre tüketicilerin tercihlerinin nasıl şekillendiği, bir ürünü satın alırken hangi tasarım özelliklerinin ön planda olduğunu göstermeyi amaçlamaktadır. Bunu yaparken de IKEA markası ve ürünleri örnek olay olarak incelenmiştir. IKEA müşterilerinin tercihlerini belirlemek için anket çalışması yapılmıştır. Tez beş bölümden oluşmaktadır.

Anahtar Kelimeler: Yaşam Tarzları, Mobilya Tasarımı, Ikea Kavramı, Sosyal Sınıflar.

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CHAPTER 1

INTRODUCTION

1.1. Definition of the Problem

Today, modern cities include several kinds of social layers under their structures. We may perceive these layers as differences among social classes. Social classes have been distributed to certain parts of the city. Living areas of persons in the society differs from one another according to their economic powers. In these areas people live according to their enjoyments and preferences. Similarly, they consume in the line of these preferences. The culture of consumption gains importance at this point. The satisfaction to be gained from the products purchased will play definitive role in the shopping tendencies of the people. Whatever is the product that is consumed, it has to meet people's needs. People get affected by their social classes while determining their preferences. They make effort to adapt themselves to live in compliance with standards of the class in question.

The societies that are subject to the process of urbanization catch up with the improvements brought by the era with the influence of modern capitalism. Social classes have selected different areas for living from one another as a result of the fact that the industrial institutions have gathered on a common location in the city and that living areas are specifically formed in parallel to this. The working people of the society want to select their living areas close to business centers. Thus, as the industry develops, working area will increase and more and more people will have to live in limited places of the city. In this occasion, concept of metropolitan city appears. They will prefer to live in multi-floor and smaller houses when compared to those of the past. Houses with large gardens and many rooms have been replaced with smaller but practical houses. These houses also have needs. However, these needs have to be met in the most proper way. They have to be furnished with materials that serve the needs best.

The changes in house culture are accompanied by the changing lifestyles. From now on, people want to use the products that are more practical but that do not conquer too much place. Used effectively, the places provide people with more qualified

lifestyle. The products that are purchased should have the features such as quality, economic and strength. At the same time, it should address to the eye in terms of aesthetics. The designing features of the product should meet the expectations of different consumer layers.

As for the designing of the furniture, first of all, people prefer practical and functional furniture that will not make their daily life more and more difficult. For instance, a sofa shouldn't cover too much place in the room; it should be opened and used as a bed and several materials could be put in it, when necessary. In the societies that are subject to industrialization, it should be understood well in what way the designing features affect the attitudes towards the product. This is only made possible by determining the part at which the product aims at very well. Because people's living at good standards is closely related to the designing features of the furniture they have, this situation is especially important for the furniture sector

1.2. Aims of the Study

In this dissertation, the aim is to examine the relationship between furniture designing and lifestyles as well as expectations. What affects the designing preferences of the people that belong to different social classes is studied. How the changing living conditions affect people is examined. Under the light of these investigations, what designing features the products should have are displayed.

In this dissertation, the research is explained by using IKEA as an example. This study tries to determine what designing features affect the behavior of the consumers by taking the preferences of IKEA's customs as basis. With this end, a survey is prepared. In accordance with the answers given to the questions of the survey, the priority of preference is determined. The products are especially examined in terms of range of material, price, practicality and whether it is fashion or not.

In the second chapter of the dissertation, in order to determine the tendencies of the consumers, city culture, social classes and concepts of consuming are focused. The process of urbanization and phenomena of metropolitan city are explained.

The aim of the third chapter is to explain the development process of furniture and to determine the status of furniture. The definition of furniture is done and the place of furniture in our life is explained. The status of furniture in Turkey is researched. Then

the firm IKEA is examined. Historical development of IKEA, its present status and its designing philosophy are stated. The structure of the company, general features of the products and its quality are explained.

The fourth chapter of the study includes the determination of the features of the products by taking the results of the survey conducted on the customers of IKEA and by comparing them with the present products of IKEA. The questions include the reason, to come to IKEA, the frequency of coming, the features of the products and the groups of the products as well as demographical features of the people. The aim is to examine the reasons what the customers of Ikea prefer IKEA with the help of the questions in the scope of the survey.

The aim of the fifth chapter of the dissertation is to evaluate the data gained in the fourth chapter and to declare the results. In addition, its aim is to determine the preferences of the consumers of IKEA according to their lifestyles and to reveal what preferences they made in the end.

1.3. Method of the Study

This study is made to consist of five parts in accordance with the definition of the problem and its aims.

First chapter is the introductory part and gives information of the definition of the problem, the aim and the method of the study.

Second and third chapters included the research of literature. In accordance with the research conducted by using several sources, consumption, social classes, city cultures and lifestyles are explained. The consumers' expectations and likes in accordance with their social classes are researched. 117 persons that visit IKEA are asked about their demographical characteristics and the features of IKEA products. SPSS statistic program is used for regulating the data obtained. The data gained are recorded and printed out in the shape of tables and graphics and are interpreted.

The fifth chapter is the conclusion chapter. The results of the data gained in the fourth chapter are explained.

CHAPTER 2

URBAN SOCIAL CLASSES AND CONSUMPTION

2.1. The Concept Of Consumption Culture

It is useful to examine the activities of western societies with regards to consumption in order to explain modern consumption concept from the view point of cultural values and social formations. Concept of consumption by Robert Bocock, who was among researchers to study the issue, influenced the social and cultural formations, which were under the effect of western capitalism in twentieth century.

The first rationale, pacifist and bourgeois capitalists of England and Holland were among cultural generations. These groups, which were analyzed by German sociologist Max Weber (1864-1920) in his work called *The Protestant Ethic and The Spirit of Capitalism*, have been liable to compulsory immigrations at times. These immigrations, which were to be a dream of modern consumers and a model of earth heaven later, have constituted the fundamental of modern United States of America. Social and cultural role of consumption in modern capitalism of western style continued to increase with the rise in mass consumption as it was described in 1950-60. A consumption concept emerged in the years between 1970 and 1980 as a new concept called “post-modern” (Bocock 1993). it is enough to contemplate the cultural and aesthetic tendency known postmodernism as a reflection of today’s politic reaction wave that dragged out the western world. Prefix “post” is described as opposite to modern and it denotes after modern, a refraction or a breakage from modern (Featherstone 1995).

In order to understand the role of consumption in capitalism, and to describe consumption in a societal structure, consumption concept should be considered according to Robert Bocock. He suggests that capitalism should be placed in a wider framework which is generated by the analyses of the forms of origin periods. Therefore, consumption of goods and services have been under the cover of certain cultures which are affected by the values other than western European Catholic and North American Protestant approach, as a part of profit-oriented economic system.

Consumption has been an important complementary component in the continuation of modern capitalism as it has happened up to now. The simple and explicit reason of this is that no benefit will be made unless goods produced are sold in return for money. Capital invested in production sector should lead to a profit due to the investment. This benefit may be ensured only if goods and services are sold with the aim of a certain profit. No need to continue to produce a good, if a profit will not be made over its consumption (Bocock 1993).

Consumption inevitably involves societal templates related to employing spare times which are described as new expectancies with regard to supervising time individually in a meaningful manner, says David Chaney, he also points out that dimension of consumption is wider than that of society.

Moreover, consumption covers everyone, who is teenager, older and unemployed people. It also comprises women who are not expected to be productive in modern economies (Chaney 1996).

Today's sociologist Mike Featherstone mentions 3 perspectives about the concept of consumption.

According to the first one, the concept of consumption is based on the production of capitalist goods that leads to a vast agglomeration of cultural consumption goods, consumption and shopping malls. This situation is tolerated by some people with the justification that allows individual freedom and equality.

The second perspective points out that the satisfaction acquired from commodities is depended upon the exhibition and conservation of diversities under inflation.

The third one treats of emotional pleasures, concerns on dreams and desires which cause corporal agitation and aesthetic enjoyment in consumers cultural dreams that are also welcomed with pleasure in consumption malls.

The excess supply phase of symbolic products in contemporary western societies, cultural idleness and distortion in classifications put forward cultural problems and help us understand the relations between culture, economy and society. (Leiss 1983)

According to Mike Featherstone, the term "life style" in today's consumption culture may be perceived as a way that individuals express themselves. Body, dress, speech, employing spare times, preference in food, house, furniture, car and holiday of a estate owner consumer are considered signs of approval and individual style of emotion. It is

contemplated that changes in production techniques, market fragmentation and a wider demands of consumer in 1950's are considered to have given a possibility to choose not only to young generation of post 1960's, but also to older people (Featherstone1995).

Stuart and Elizabeth Ewen point out 3 expressions in their study called "Channels of Desire; "There is no fashion today, There are fashions", "There are no rules, there are preferences. "Everyone can be what he wants to be", what do the claims "the codes of fashion was violated" and "the existence of abundant diversity resulted from the lost of meaning" amount to?

Here it is implied that the life style peculiar to a single group has been overcome and we are about to pass to a society where there are no fixed groups of status. Consequently, the termination of the determinative relation between society and culture announces a victory for the culture of expressiveness (Featherstone 1995).

2.1.2. Consuming Goods and Production

Consumption can be considered as a developed form of what Marx named as "commodity production" in dimension that he never imagined. It can be argued that after Marx's death, the quantity and diversity of the sold and consumed products were so great that capitalism changed in quality or its type is changed. If we have accepted this approach, a new and different capitalist system based on increased new consuming products would have been considered. This new system can be named as "Consumer capitalism" (Jameson 1984).

The basic concept that is required for the analyses of modern capitalism is the capital which is an abstract concept rather than a group of people, in other word capitalist. Capital is invested in machines and buildings where consumer goods are produced. In order for the clients of a company to get profit from the money they spend to buy products of the company, the money paid for the product must be more than the cost of the total product and delivery expenses. This profit source is the additional black profit obtained by "exploiting" the labor that means by paying less than their value to the members of labor for the goods and services produced by them (Bocock 1993).

2.1.3. Cultural Values in Consumption

David Chaney agreed with Robert Bocoock's opinion that consumption is a transformation process that is formed by society (Bocoock 1993). The approach that consumption has been a focal point for both social life and cultural values constitutes a basis for a much broader thought of consumption culture. It should be noticed the importance of the consumption culture and leisure time economy for modernism and basis for social concerns and life styles. Bocoock is right to make difference between mass consumption period and the developments following them.

Societal changes are explicitly seen in the beginning of modernism period in Europe. These changes prompted new production models and has been an indispensable part of the process of the transformation of prevailing religious culture to state economy. This situation affected new attitudes that evaluate the new discussion subjects with a positive manner (Mukerji 1983, Weatherhill 1988). We also see the enhancement of voracious imagination, which is another dimension of consumption culture within this context. The increased success of the imagination and popularity depends on the degree of the development of the urban settlement.

At the beginning, the new producers of consumer products aimed at elite class and the support of this class was required to create popular fashion. But, later increased products were brought to average consumers and great profits could be gained. Within this period, together with other factors, rigid differences in appearance and living styles which were continued via conservative characteristics of the laws aimed at preventing the wastefulness of the caste society lost their old characteristics as well. The commercialization of fashion, advertising and other marketing techniques played important role in the formation of average consumer groups. The new period of consumer culture has started and been institutionalized when the big shopping malls gained importance.

These shopping centers offered new opportunities and freedoms for the people to be satisfied with the abundant quantity of consumer products. Big shops represented a reciprocal carelessness of respect and a discipline of multitude (Chaney 1996).

2.2. The Importance of Consumption Norms with regards to Industrial Design

Science of design differs from other sciences in that human structure is associated with artificial, concrete or abstract objects. Human structure object and organizations are the parts of societal culture. We address everything man-made, a part of culture, as Simon used when he described science of artificial. As Marx defined, culture is everything man creates in return for what nature creates. Culture involves human beliefs, rules of behavior, language, ceremonies, technology, style of wearing, and way of production, food, religious and economic systems. Anthropology is a discipline that investigates all the way of human life and culture (Bayazit 1994).

Industrial design should address traditional status of products; way of human conducts to products. Consumption norms, common values, showy behavior of consumption differentiate humans day by day. New and effective communication medium, particularly, electronic communication and internet have come to an extent that it may shake the basis of culture. Competition in the modern economies became essential by its modernity, creativity and disparity. One of the most important factors of the disparity is emerged by reflecting the cultural characteristics reflected to artificial.

Young generation, who are not acquainted with other cultural properties, reflects cultural attributions to their designs without calling the features into question. Under the influence of movie, advertising and documentary films, television takes two dimensional images from western culture that forms a new complicated cultural structure (Brislin 1990).

Designer should be aware of changes taking place in technology, production methods and new materials. They should also be informed of the possible effects that the changes impose on human society. To introduce a new product is the designer's job. Design is a new profession against workmanship developed by the trial and error. Designer is creator who plays a role of bridge between past and future. Designer doesn't make his designs by relying on science and rationale ideas. Feelings of designer, demands from companies and the results of market polls play a role in the determination of design. Design is not a science as human activity. However, the products produced as the result of design, the way of making design, the effects of the design on the people, organization and method of design, having design information of the people, the

meanings obtained from design, the way of using design, preferences among designs and many other issues are studied by the designers.

Consumer segments that contemporary designers should take into account are in close relation with the design. Today's designers should take the norms of different layers and different groups into account, and should meet the expectancy of different public layers. Products are not the products of workmanship anymore; they are not produced for a certain region. They are produced for different countries and different layers of the countries (Johnson 1979). Those who are contended with design researches are directing the works to display the norms of different levels, coordinating points of conservative and contemporary values. Designers who are in a position to serve to certain markets should also know the behavior of different human groups and value systems. Besides, findings towards the past of our society as well, have a comparable character to today's values. These are displaying a whole or a holistic view to society. These kinds of approaches are being beneficial in terms of making possible to deeply entering into complex contemporary problems and global environmental problems.

Design researches and science of design are supported by state-controlled politics. But, in countries like Turkey industry and public management have not come up with certain politics yet. In order to export goods into global world markets, the behavior of possible domestic and foreign markets should be informed of.

Companies and big industrial organizations that want to have design made pay great attention to cultural anthropology, and they employ design-educated professionals for their companies. They should also study society, how people lives, how they communicate with each other, how they get organized and how they come up with politics correspondingly. Understanding of finding the changes and explaining the reasons between different communities by using the comparison of different communities method of anthropology is also a way of approach that design research needs. In that way, it is possible to reflect cultural differences into the product idea structure. Today's anthropologic studies focus on global trade, international discussions of opinions, beliefs and cultural practices (Kıray 2008).

2.2.1. Consumption Norms and Their Properties

The way to meet biological needs of a society varies according to the surroundings of the society, technological and economical status, tradition, organization and values. Effects of technological and social values are seen between western and African people. The effect of technological and social values can be observed between westerners who fulfill their spare time by watching cinema and Africans who enjoy with dances and festivals.

Consumption norms such as housing, dressing, food and employing spare times vary from society to society. The fact that consumption differs according to social stratification and other organization, is a basic qualification of the matter. Individuals affiliated to various levels of a grouped society consume different clothing and food commodities or possess different anxiety about consumption. If the social views of the consumption is handled, it stands out that, this appears like relation arrangement function between people especially status and prestige index or indicator (Kıray 2008).

2.3. Social Classes And City Fact

2.3.1. Existence and Community Structure

It's approved that existence is one of the feature of modern world that also called modernism. Defining the behaviours of people living in modern communities –life style- concept is used. Life styles are the behaviour models that separate people from each other. In daily life we can use a life style model instead of telling what we mean. Life styles helps to tell; what people do, why they do, what these things mean to them and other people.

Even though life styles depend on the culture (or ethos), each of it is a showing style of an attitude, a ware, time and place that belongs to a group. Life styles are applications and behaviour series involved in private contexts. It's noticed mentioning “way of use” rather than “produce” to these contexts.

Modern communal regulation needs a modern citizen intelligence which has personal discipline, and also complete mechanisms that include differences and sanctions. Both these two features mean structured regulation, and it's possible to

comment them in two ways. First of it is, rules and bureaucratic operations compose non personal relation net. Their existence are in independent frame from personal conditions. The second aspect of this feature, bureaucratic management world is also our world as well as managers. There are people who have ability to take decisions about targets and applications aimed to regulation or there are people who feel that they are under controlled by the people that have power. In complicated communities, there are many ways to measure communal stratification and to define privilege stratification even though top class or elite class concepts are being used to define people who have the ability to continue their privilege in time.

As communal classes of modern world are being defined, the differences that expose communal classes exaggerate. We are going to show all these by examining differences between English Community in pre modern term and modern term. The first research is taken from a study made by Thomas to understand how people feel and see themselves in the relations between animals or plants. These relations are in a changing period from 1500 to 1800. changes were started with a conspicuous agreement on the natural world has a genesis order for human use. The idea in humans cruelty on using the animals was accepted so demode because human being have to live in a world that he have to fight, conquer and examine. Important changing tendencies were seen up to the end of term. It was so difficult to guess these new theories how effect all English community but it was accepted as a new system in minority communals.

Thomas shows these changing's features in 4 headlines. First of it is replacing from villages to cities and it was started in 18th century and finished unreturnably in 19th century. An exaggerated sensibility on country sides was appeared because of increasing population density and social problems caused by this increase. By the combination of theoretic trend and communal factors, urbanization cruelly got bigger; the result of this more people used to miss counties so the social tension used to get bigger. The changing period was seen in behaviours to differences between open countries and agricultural countries. Effective countries are classic civilization signs and figures of order that human communities organized on nature.

These hypothesis were changed by picturesque esthetic and more commonly romanticism at the end of the 18th century. Nature life had been an instrument for reaching basic truths. By the time, this fact opened a door to a respond on not using animals unrespectfully and wrong use of nature. Nature protection in ideal meaning was grown up to specialized gardens, green bands and natural parks for animals.

So that, the origin of this attitude about protection of nature world, depends on increasing consciousness on the ethics of these relations. This change is not only a basic transition from barbarity to enlightenment, mostly a complicated process that needs to re-figure the borders of human sociality for some people. This situation is shown in the fourth headline. This speciality was the increase of people who got propulsive to eat animals or more generally who refused to exploit animals for fun. Especially the bad thought caused from eating animals has been showing a new comprehension was developing about a cultural identity that accepts the aesthetic and ethical facts are more important. The power of this sensitive comprehension wasn't bound with a social change; it developed a contradiction between sensitive comprehension and communal basics. Like Thomas said; it protected the political power as one of the disagreements which developed on modern civilization.

The reason of to quote from this study about changing approaches is the importance of establishing relations with cultural order for some groups. The representatives of this sensitivity in these days, typically say their behaviours are important for civilization against the barbarity of the people that have conventional attitudes about nature.

Another example for conventional behaviors started to be propulsive was the bloody sports that animals fight for fun. The people who were opposite to these traditions are also opposite to the applications that Spierenburg called "suffering show". (Foucault 1977). Punishment on body were abandoned especially in European Countries. We can see clearly born of sensitivity defining the borders of new life style in this ideology.

The study of William Weber about admiration groups in middle class communities improves the idea of expanding communal structure concepts that I try to explain. Music concerts had composed a brittle and complicated European Culture before the development of communal entertainment industry. Weber reminds the increase in number and importance of concerts in all cities between the Napoleonic Revolution and 1848 Revolution. After this date concerts made up a cultural form as one of the most important entertainments till the end of 20th century (Chaney 1996).

In this term some public foundations had formed for the existence of these concerts. There were many types of these concerts and their basic music styles interests our argument. These were the operas that putted the selective songs forward and the songs which putted forward the passion and sensation of musicians. Although the new

halls, the social forms and rituals developed for the concert shows, show the domination on national culture of new middle class; Weber was saying that the music acclaim in social life wasn't a homogen fact. And also he was declaring there were huge differences between the jobs in bourgeois and more commercial sourced richness. Communal interests has been showed by the music acclaims (Chaney 1996).

2.3.2. The New Middle Class

The middle class according to Mills is a buffer class between employers and employees. It's on the way of estrangement.

Middle class according to Marx;

The think that seperates human from animal is the labor.

The modern industry that the capitalist system discovered beclouds humanity to define themselves with their labor. A farmer be pleased with his harvest, a doctor be pleased with his succesfull healings, a tradesman be pleased with his enterprise; but in capitalism industrialization increasingly composes more meaningless jobs. Because of people couldn't express themselves with their labor, they became estranged to themselves and nature. This estrangement in work, rebounds interior and causes a cray recreational intelligence. Middle class always want the prestige and power that nobels have, but they never gonna have them.

Mills defines that the middle class labors and self-employeds generally don't have the power to control their lives and develop community.

To understand the new middle class, it's needed to know how its formed and who are in it. According to Ali Şimşek the new middle class is mostly white-colour-workers that composed from low-middle-class children by education. White-color symbolizes brain work and office opposite to workshop of blue-color-workers. They are in a class that gains good fee according to Marx. When the history of capitalism examines it will seen that the number of this class is increasing.

The new middle classs is not a class according to Calinicus who underlines the displeasure about the new middle class notion. The positions of laborers and capitalists in production relations take them two different ways. The new middle class is a non homogen communal layers standing an undefined position between capital and labor which are the opposite polars of basic contradiction (Şimşek 2005).

2.3.3. Household and Family in Turkey

Social and economic changes have affected important aspects family and household concept during the 20th century in Turkey. The structure of the population have been uncovered to a line of change with alterations in the society. The population and a renewal of demographic structure has increased in Turkey by means of the foundation of the Republic providing that peaceful and secure environment.

According to DİE in 2003, population rised 5 times in the last 70 years by its fluctuating growing rate. A steady decline in both child and adult mortality occurred thanks to improvements in health services and the living standards. Crude death rate declined from around 30 per thousand in the 1940s to 7 per thousand in the mid 1990s. The second half of the 20th century witnessed dramatic declines in fertility rates. In the early 1970s, the total fertility rate was around 5 children per woman, whereas estimates in the 1990s, according to TDHS (Turkey Demographic and Health Survey) surveys, presented less than 3 children per woman. Consequently, the age structure of the population is rapidly changing.

Although Turkey has a young population structure today, on account of the high fertility and growth rates of the past, the proportion of the elderly (population aged 65 and over) is going to constitute much higher share in the coming decades. Since the early 1950s, the country has had a long history of internal and external migration trends. As a result of the extensive urbanization process, which is still profoundly changing the spatial distribution in the country, the population is predominantly concentrated in urban settlements nowadays. Until the 1960s, the international migration had mainly changed ethnic composition of the Turkish population as it also did in the case of compulsory population exchange between Greece and Turkey between 1923 and 1930.

As a result of, it is accepted by several researchers that Turkey entered into the last phase of demographic transition during the 1980s, and the last phase of the process is still continuing nowadays. It is expected that Turkey's demographic transition will be completed by the mid 21st century and the population of the country will remain more or less constant afterwards, between about 95 and 98 million.

The continuing changes in the social life are still increasingly restructuring the public in our day and it seems that these changes are highly likely to carry in the future. Therefore, population dynamics, displaying high regional difference (not in direction

but mainly in level), are not constant but they are in a permanent movement. As it well know, one of the basic fields of those dynamics affected so far is the family and household structure in the society. Indeed, it is hard to comprehend adequately the social change without referring to its effect on the family institution and household structure.

Social science disciplines have been trying to perceive the nature of the change in social, economic and political institutions as following up their trails in the family and household structures. As families and households change, in response to social and behavioral movements, new forms of them may compel further diversifications in the society.

The raising importance of a ‘family and household viewpoint’ is not only seen in the demography discipline. Sociology, Economy and Political Science have always been occupied with family issues and studies but, today we can also count Human Geography, Urban and Regional Planning, Gender Studies etc in this sense. All of these disciplines regard the change in the number and structure of family and households as crucial elements to understand the prevailing social trends. What family and household demography try to achieve basically is to link demographic components to the core of the population studies (Şimşek 2005).

2.3.4. Definitions of Family and Household Concepts

Indeed, these two terms, family and household are usually used interchangeably or sometimes they are combined into the term family households. In this sense, family is observed as a type of household among different household compositions.

Official definitions of family are highly affected by the singular social, political and ideological attributes of the countries. The essential similarity among the official definitions, on the other hand, would be the basic emphasis on a “family nuclei”, defined as married couples from opposite sexes and, if any, their biological children. Further generalizations of the concept are varied and these variations should be taken into account in any comparison attempt between family statistics.

Apart from statisticians and public policy makers, sociologists have been interested in family structure in a wider social context. Because, as well as involving

biological or legal ties, family relationships are fundamentally social in their nature, which means that they prescribe norms of behaviors to their members. Though founding fathers of sociology, like Le Play, Durkheim, Engels, Marx and Weber, addressed issues related to family as a social phenomenon, family gained sociological importance as a unit of research, increasingly after 1950s and 1960s. This raising relevance to family affairs is related to the fact that the nuclear family has been subject to strong social changes since 1960s in the West world. Much of the alterations in family patterns have been gained at the expense of traditional ones, with the changing role of women in the society, individualization, declining fertility rates.

The particular social, economic, cultural, historical, demographic and political contexts of different societies create distinct family and household patterns. In addition to that, those structures are open to divergence and transformation in time.

2.3.5. Family and Household Types

Household classification system, in which kinship composition of the households were taken into account essentially, is composed of four main types of families; namely, nuclear family, patriarchal extended family, transient extended family and dissolved family. These different family types are classified according to the positions of household members in relation to household head. The composition of the household is taken as the basic criterion, but in addition to that authority structure of the household is also considered in a limited manner.

Nuclear Family: composed of husband, wife and their unmarried child(ren).

Patriarchal Extended Family: composed of a man and his wife, their married son(s) and wife(s) with their child(ren), and/or unmarried son(s)/daughter(s) of household head.

Transient Extended Family: in which the male, who is the household head, his wife and his unmarried child(ren) live together with either the man's or his wife's widowed parent(s) and/or their unmarried sibling(s).

Dissolved Family: in which one spouse is missing due to separation, divorce, death etc. or non – family households.

Table 1.1. Percentage distribution of family types in Turkey and each survey region (5 main regions for geographical division of Turkey) in 1998

Family Types	West	South	Central	North	East	Turkey
	Nuclear	71.7	72.8	65.2	61.4	61.2
Patriarchal	6.0	8.4	12.4	18.0	18.3	10.4
Transient	8.0	7.9	9.5	11.3	11.8	9.1
Dissolved	14.3	11.0	12.8	9.2	8.7	12.3

The changes in the distribution of extended family types are examined with two distinct family type categories; namely, patriarchal and transient extended, as it was given in the previous sections. Firstly, the patriarchal extended family types are going to be scrutinized here.

2.3.6. Apartmentization and Modern Middle Classes

The first tendencies towards the formation of middle classes in Turkey occur at the last century of the Ottoman Empire through the emerging numbers of employees working at West-dependent business organizations and mid-scale trading formations. Both groups consisted of non-Muslims.

Hence, in my view, the successive emergence of row houses and at non-Muslim quarters is due to neither imitation nor drive of religious and ethnic values, but rather to the emergence of employees at organized workplaces as new banks and firms, which should rather be discussed as an effect of the middle class population newly forming in number. For the Muslim section, their conforming to this kind of employment and joining to the middle classes gains speed much later on and apartmentization gets prevalent among them subsequently as they adopt similar positions.

In Turkey, such large structural transformations get widespread in 1950s. It was not until 1960s that the emergence of the middle classes anew could take place through quite differentiated and specialized organized job families and the increase in number of mid-scale commerce men among big entrepreneurs, craftsmen and artisans. When workplaces started to gather at the central business districts, the problem of settling

them to accessible locations was overcome by “the apartment”. People from all sections of the population –Muslim, non-Muslim, old countryman, old İstanbulites, old villagers– having adopted this new business system for the earning of their lives, must have become “apartment dwellers”.

In Turkey, from post-1950s, of the middle class population boom, until 1970s, whole capital formation was through agriculture and small entrepreneurship. Although the larger part of this capital had been invested in apartment housing, these investments with a single investor were not adequate in meeting the demand. In accordance with the non-structured nature of the societal economy back in those days, several solutions were introduced as some sort of an informal sector activity; respectively, build-and-sell business and divided co-ownership, cooperative basis organizations and bank credits. In this way, large numbers of apartments within the purchase power of the middle classes were produced in favor of ease of accessibility in the workplace-housing relationship (Kıray 2007).

2.3.7. New Upper - Middle Class and Luxury Housing Enclaves

From the 1980s onwards, the upper–middle class identities of İstanbul as well undergo drastic transformations. The identity of the upper-middle classes before the 1980s was largely characterized by their relatively visible income levels and resources as the settled commerce men of the town, the professionals with distinguished careers as doctors, lawyers and architects, the mid-scale industrialists and senior executives of large scale industries and big corporations, the producers and stars of Yeşilçam, the casino owners, the artistic performers and celebrities of the town’s entertainment life. However, all these were to be replaced by a new and most obscure identity; the businessman. This new identity brings out how the sources of wealth change from 1960s and 70s onwards.

These new businessmen were consisting of the big bosses of the rapidly transforming entertainment world, top executives of the advertisement, publicity, film production, public relations, marketing, financial intermediary firms and the professionals that serve them in their life routine and frequently encountered problems as the private office owner physicians with academic titles, the attorneys with private law offices, the international trade and organization firms, the leaders and the core men

of the mafia controlling business life related to land speculation, tenders, drugs, black letters, car parks, the entertainment world, the sports world, etc. This new upper-middle class identity, the businessmen aside, were the top executives of the media world, TV announcers, and celebrities of the popular entertainment world and football players who have witnessed an astronomical increase in their earnings never seen before the 1980s.

Since the upper-middle class brings forth its identity with its consumption, fashion and brand signifiers, the members of this class are always in a constant moving activity between the city's fashionable settlements where the most important place selection criteria is the safety in terms of both the environment and the prospective neighborhood members of the luxurious housing area. These settlements, which are protected by their private security systems and where trespassing is forbidden due to the private property status, constitute the other side of the spatial segregation based on class identity in Istanbul. Although this class is culturally, ethnically and politically extremely heterogeneous in itself, it stands isolate amongst other class based identities due to its consumption culture veiling the differences (Kurtuluş 2003).

2.4. The Development of Modern Cities

In the history of man kind, the domestication of plants and animals, that is, the beginning of agriculture, brings forth the first major revolution, making it possible to settle on land. Agriculture has enabled the population to concentrate at a certain place, increasing the density. After this early settlement order, it cannot be said that the history of civilizations is more or less the history of cities. The information gathered by the historians and archeologists about cities are considerably large. It is known that from time to time the largeness of the cities in terms of the population reaches enormous figures. The population of most Greek cities was over 100.000. The population of Carthage was reaching 700.000. Rome was always over half million. In Europe during the Middle Ages, towns do not get bigger, they increase in number. Cities start growing again after the 15th century. Despite this long and old history, these cities of various states do not share any commonalities sociologically. In every part of the world and during a long period of history, cities have adopted the characteristics pertaining to the feudal society of which they are a part. Modern cities on the other hand show the characteristics pertaining to modern societies. In other words, they cannot be taken as

isolated communities. They can only be understood by attributing themselves to the larger society they belong.

The feudal cities take the spatial form corresponding to the social order of the society. Streets are narrow and curly only to let humans and animals to pass through them. Buildings are low and tight. There is a rigid social segregation. This condition expresses itself in the settlement of the diverse ethnic groups or various artisans – coppersmiths, blacksmiths and scarf makers– at different quarters from one another. Unwanted elements in the city and new migrants are pushed to the outer districts of the city. Despite these rigid segregations they do not exhibit any real differentiation and specialization in their forms of using the land. Houses also function as work, religious, education and even shopping places. Again, the work sectors are not separated from the housing sectors, and the housing sectors are not differentiated in themselves suiting to the limited social stratification of the feudal society.

In modern industrial societies, the cities have the central industrial accumulation-distribution and fiscal-administrative function. The application of non-organic energy as steam, electricity and combustion engine in the industrial and agricultural production, as well as transport and communication enabled the effective and large scale differentiation and organization of the extraordinary population concentration and large amounts of surplus production (Herskovits 1945).

It has been possible to communicate and build effective social and economic ties between much more distant areas of the world. The internal order of the modern cities also reflects these broad connections, non-organic energy production and transport and the differentiated and specialized social organization.



Figure 2.1. America 1905
(Source:Nyc Architecture 2009)

When we consider all of these, it will be evident that the development pattern of the cities at such a recently modernizing country as Turkey cannot be the same as that of the cities of countries such as America and Australia which do not even have feudal social orders in their histories or that of Great Britain whose modern industrial developments begin as early as the 15th century, reaching today a status where the 90% of the population lives at cities (Kıray 2007).

2.4.1. Postmodern City Cultures

The term “postmodern” and its derivatives “postmodernism” and “postmodernity” are very often used in ambiguous manners. However, these terms perhaps make us sensitive towards a series of cultural changes that signal beforehand more fundamental changes. Mostly attributed features of postmodernism are as follows: (i) In social and cultural theories, it occurs as a philosophical reaction that rejects fundamentalism by showing the defects of the basic metanarratives supporting the universality claims of Western modernity which is embellished with such notions as science, humanism, socialism, etc. Intellectuals abandon their law maker positions for a much more modest interpreter position to become more sensitive to local differences, adopting less pretentious ways of producing knowledge (Lyotard 1984, Kellner 1988, Bauman 1988). (ii) As a consequence of such favoritism of the local and the regional,

symbolic hierarchies in the academic, intellectual and artistic circles collapse in favor of a democratic and populist direction; and, for instance, such divisions between high culture and low culture or mass culture, art and everyday life are rejected. In other words, as simply put: “We should learn from Las Vegas” (Venture 1977). (iii) Clear predominance of the visual images over words, primary processes of the ego over secondary processes and being immersed with the object over the distanced evaluations of the spectator, and a transition from discursive cultural forms to figural cultural forms (Lash 1988). (iv) All these dimensions crystallize in the notion of “postmodern inefficient culture” (Jameson 1984) which demands the replacement of the notion of steady historical development by such a perception of the past that the accumulation of infinitely reproduced and simulated images, fragments and spectacles do not let the discovery of a point where a proper order or value judgment can be produced.

It should be noted that, intellectuals adopt the rhetoric of postmodernism in order to understand the changes in the city culture and the city based lifestyles. In this context, especially with the notion of the “culture of simulation”, Baudrillard’s works have been effective. Baudrillard argues that in late capitalism, the consumption commodities will cover the prior use value to evolve into the commodity-signs with the capacity to carry a long chain of imagistic and symbolic associations. As this process gets tougher, a qualitative change occurs and the consumerist-TV culture produces a series of simulations causing the feeling of reality to disappear. Baudrillard calls this “hyperreality”. This is a world where the agglomeration of signs, images and simulations creates an unstable, aestheticized illusion of reality by means of consumerism and TV.

According to Baudrillard, when culture is everywhere it literally becomes all over the place as it actively filters and aestheticizes the social relationships. This condition points out that there is a transition towards the decentralized subjects as the discursive and reflexive priority of the language has been superseded, and also towards the figural cultural forms that emphasize the directness and the density of the audiovisual sensations which give undeveloped and mixed pleasures.

The postmodern city denotes a return to culture, style and decoration. Yet, this return takes place within the borders of a “non-place”, where the traditional feelings of culture are cut off from their contexts, simulated, reproduced and constantly renewed and restyled. For this reason, the postmodern city is image more than anything and has self-consciousness. It is both a cultural and general consumption center and as

emphasized before, it cannot be separated from cultural signs and imagination; such that, city based life styles, everyday life and free time activities are affected at different degrees from the postmodern simulation tendencies (Featherstone 1996).

2.4.2. Urbanization Process and Metropolitan City

The better understanding of metropolitan city center may bring many dimensions to the issues to be tackled. Urbanization process is not only a demographic phenomenon. In order to control the growth of cities like İstanbul and İzmir, it is not enough to divert industrial facilities to another place. The transportation of industrial facilities will leave officer and office space required behind in the center of the city. Metropolitan city concept consists of complicated organizations like administration, coordination and control functions. This city's work structure creates more labor than industry and specialized white collar majority working here is gathered in the central work areas. It is obvious why we deal this subject at length. Recently, to understand metropolitan city concept work area issue very well can bring new dimensions to many subjects with regards to urbanization.

Today, to assess the urbanization process as a demographic action just leaving the land and accumulating in the cities is not appropriate and it is also impossible to accept growth of various urban settlements same. Or to direct the industrial organizations to other places just to control the growth of modern metropolitan city characterized places like İstanbul and İzmir is not enough action. It is not to be forgotten that every large industrial unit will leave an office place and increasing number of white collars behind for administration and control process (Kıray 2007).

CHAPTER 3

DEFINITION OF FURNITURE AND IKEA

Human life continues in different spaces. These spaces should be in harmony with the purpose of building and should provide necessary comfort for the users. Heat, light, sound, color and odor within the space should be set up as for the individual's requirement and activities as balanced. Structural components such as wall, column, door, windows and accessories play an important role in building space. Selection of color and structure of furnishing together with intensity and organization in the venue can affect the viability of that venue positive or negative.

To make location constructed by architect convenient together with all structural comforts, fit out – location relation should be established very well. Because the locations are furnished mostly by the users, in a sense viability of that location is under the control of user. Better the location is arranged, better convenience is obtained.

Selection of furnishing, density and location organization is amongst the important factors which effects location usage. While arranging locations, enough spaciousness within the location should be provided. Better planned and tidy furniture will show more comfortable. It should be taken into account that spaciousness and size are different concepts and a empty room shouldn't be evaluated as comfortable and attention should be given that spaciousness will sound only with the necessary furnishing arrangement.

Lighting arrangement is also effective on spaciousness as well as furnishing arrangement. Small size, light, short (near ground) and light colored furniture compared to huge, high and dark colored ones may help to spaciousness due to their volume and light reflecting features. While coloring the integrity of the location shouldn't be damaged. The harmony of furnishing between each other and construction elements should be taken into account.

Significantly, the social level people live effects their likes. Especially selection of furnishing is a case based on conduct, economical situation and social habits. If we put economic factor aside, every person's conduct and behavior has its own value, changes from person to person and effects like groups. People like changes according to

education differences and cultural levels and even differences between career groups rebounds selection of furnishing. Even at random observations, it can be seen that the houses of an architect, a businessman or a teacher are furnished very differently.

Locations and furnishing reflects the opinions, feelings, views of residents and shapes out their living. Human beings furnish their location according to their delight and so reflect his/her personality to furnishing selection.

Visual perception of location appears by uniting of three perception ways. These are:

- Light perception,
- Organizational perception of location,
- Color perception.

When buildings are projected by architect, all these factors effecting location perception should be taken into account. Together with construction components fixed and active furnishing should be thought. Location organization and everything including color and configuration should be designated. While forming the location, there is a specific flexibility as to user's enjoyment. Various dividers, wall, curtain, cupboard and other furnishings may enable this. Subject to a continuous rush and monotony in today's life, monotony within the premises can be deteriorated with flexible furnishing and these furnishing can be used multi-purpose. A physical location's easy and fast change, project with dynamic furnishing, easy change walls, curtains, provides convenience for people.

Present premises venues are divided according to functions which will take place. Dining room is only used for dining so location is furnished for this function to take place. For example, in a resting location furnishing should be comfortable for sitting and should be suitable for lie down. For rest; sitting area should be saved from ground and raised to meet knee bend, head and arm weight should be transferred to other places to prevent spine burden. Sitting area should be soft to ease blood circulation, back should lean against somewhere to ease pressure on spine and arm weight should be transferred to an armrest or cushion. To meet these, starting from cross-legged sitting sofas, many couches have been invented in today's technology.

To have very expensive, overblown and deluxe furnishing doesn't affect the aesthetic value of a venue or doesn't make the venue beautiful, on the contrary evaluated as ugly. Organization also doesn't raise the aesthetic value of a venue. Very spacious, convenient, wide, tidy, well organized venues can be sometimes perceived ugly, banal, horrible or empty. Spaciousness or wideness is not a beauty criterion in a venue. Spacious place can be beautiful as per location but not perceived beautiful always. To evaluate living places furnished differently within the same area as beautiful or ugly is connected directly with the selection of the furnishings. Together with other factors, the style, shape, color, structure and equipment of the furnishing is very important on the general effect of that venue. Excellence at the furnishing should be taken priority and furnishings should be selected very well and conscious (Tanyel 2000).

3.1. Ergonomics

Ergonomics is to arrange performance in a methodical way and also is whole of analysis and research done to calculate working people's aptitude to equipment. At Ergonomics, there are attributes like to observe a certain purpose, motion, affection by environment and integrity.

Ergonomics came into existence after the Second World War, as a study area to raise the standards of working environment for more comfort and success of human beings which is accepted as a discipline between psychology, physiology and social sciences. England and USA, the forerunners of this branch, especially after 1960's obtained conclusions which resulting in very important progress.

First applied during 1940's, Ergonomics, had three different philosophies up to today. Formerly the idea of "adoption of human beings to machines" has been defended and all facility and arrangements had been depended to this base. Later human view idea gained importance and the opposite of first idea "adoption of machines to human beings" had been handled. Today, human-science conception is dominant and "system side" view is ruling. The theme of system sided ergonomic designs is to work out human machine combination to an optimum and to analyze disagreements adherent to original place and time conditions.

Ergonomics has a substantially short past in our country. In recent years, although Ergonomics is often used in industrial design in our country, difficulties sighted to follow the speed of developments in west.

The highest priority of ergonomics is to seek the characteristic and abilities of human beings. This research facilitates the necessary conditions which are needed for accordance between work and human. To find and research what sort of coactions human beings are subject to under variable conditions and how they can use their abilities in the best mode is duty of ergonomics. Forest products industry is very much related to ergonomics with regards to wood furniture design and interior arrangement of buildings and should abide to ergonomic principles. If fit out or furnishing isn't designed suitable for human beings, damage to human body is unavoidable.

Amongst the ergonomics subjects especially under the heading of fit out design the material used is very important. Wood materials always attract attention and gained the appreciation of designers. Throughout the history the importance and relevance of wood is very well known. With regards to color and structure features, wood material is always preferred by the users.

Psychologically people attend to natural material more positive. Besides, heat relation between human beings and environment is carried out well balanced by wood material and this brings better hot definition of wood by the users and this enables wood more important with regards to ergonomics. If gone to ancient Egypt, it can be observed that wood material provided the same standard reached today with regards to anthropometric and aesthetic views. This could be looked at the facilities of wood as well the success of human beings.

With regards to ergonomics, everything expected from furniture can be met by the features of the wood (Tanyel 2000).

3.2. Definition Of Furniture

As can be understood from this definition, furniture is a product which functionally affects the usage of venue, which makes the venue ugly, beautiful, hot, cute and colored with its esthetic. Briefly furniture is a product which combines art and technique.

When furniture is mentioned first thing that comes to mind is wood. Wood material especially used in table, cabinet, bed, drawer, library cabinet and at office furniture and at school desk and tables in a large extent. Today; although steel, aluminum, glass and plastics are used in furniture making but wood material is still popular.

The main reasons for the choice of wood material in furniture making are, easy process, easy integration, high resistance, easily changed when gets old and can be dyed.

Furniture is called “brown stuff” in the market and with regards to consumer demand classification; it is categorized as “resistant consumer good” (Tanyel 2000).

3.2.1. Defining Postmodern Furniture

Sun-Ok Moon commends that definition of Post-Modernism, means "the continuation of Modernism and its transcendence," with ideas from Pre-Modernism or traditions like Gothic and Renaissance art and architecture. Mentions that postmodern architects tend to emphasize contextual and cultural additions to their inventions in their architecture. Thus, many Postmodernists, who are involved in allegory and narrative, adapt and invent mythology. Renewed concern for symbolism and meaning is focused on semantic aspects. Symbolic furniture is usually "designed to be placed in many different contexts"

The same theory on the history and practice of symbolic architecture and furniture in Postmodernism as that presented in his critical views of the symbolic architecture of the past. The idea of treating furniture as a small building has a long history, since architecture naturally lends its language to constructional forms and various scales. Postmodernism as symbolic and metaphoric with meaning intended for communication at various levels. A piece of symbolic furniture is narrative and metaphoric, and may be humorous as well. In designing a kind of furniture that is symbolically meaningful, architects have used very simple forms and proportions to resymbolize or retransform architectures of the past, thus conveying meaning (Moon 1999).

3.2.2. Defining Pre-Modern Furniture

Before the machine age, the history of furniture had been characterized by a continuity through development, revival, and eclecticism. However, as the machine age was affected by the Industrial Revolution, furniture in Modernism showed a discontinuity with historicism. The period between the early 1800s and the Great War of 1914 is called the machine age in the history of furniture.

During the 15th-17th centuries, Renaissance furniture reflected ancient Greek and Roman culture. In Renaissance furniture, there are two classical sources, Roman architecture and the sculptural programs of ancient sarcophagi. From the latter, such motifs as the Urn, the Putto, mythological beasts, the Sphinx, and the Chimera were taken by furniture makers for their furniture. The makers were involved in a greater naturalism in carving against the stylization of medieval furniture.

The trend in carving stimulated furniture makers to use walnut because the wood is easier to carve than the traditional oak. From simple geometrical outlines to the all-important classical ornament, with a few exceptions such as the tripod stand, the forms of ancient furniture, which were rarely copied before the nineteenth century, were adopted in the Neo-Classical revival. Walnut and oak have been used by postmodern furniture makers for their carving following the ideas from the traditions of craft.

In the Neo-Classical revival, the ornament could by and large be traced to ancient Rome. For their own traditional revivals, each country in Europe studied the classical furniture. Thus, in the early French Neo-Classical furniture, a nostalgia for the Grand Siecle of Louis XIV is noticeable. As the heavy classical form was lightened, an increasing delicacy in furniture was seen from 1770 to 1780 (Moon 1999).

3.2.3. Defining Modern Furniture

The modern furniture movement was affected by the Industrial Revolution. The first industrial revolution in England, which was challenged by France and overtaken by Germany and America by the end of the century, had a great influence on modern furniture style and design. Germany and America came to grips with new technologies, such as electricity and electronics. In an attempt to simplify things, the Germans invented industrial design and the Americans invented mass production, and then the two countries

copied each other. However, the Germans and Americans, as well as the British, were shocked by the brutalizing side of progress seen in some concepts such as 'Ornament is a Crime' by Adolf Loos.

As a result, Modernism expressed by the progress of technology differs from the modern movement as an aesthetic expressed through such progress. The Bauhaus, established in Germany in 1919 by Walter Gropius, represented for the first time modernist ideas attempted in a truly academic context. As a German design school, located in Weimar from 1919 to 1928, it was an aesthetic catalyst of the International style of design and the theories of functionalism were its ideas. In fact, the concepts of the Bauhaus were related to socialist roots (Özkaraman 2006). The furniture designers of the Bauhaus insisted on a 'better' society through the achievement of good design; the Bauhaus prompted functional and aesthetically pleasing design for the masses through the means of large-scale mass production. The Bauhaus was influenced by the technical revolution. Reyner Banham, a design historian and philosopher, points out that at first the modernists at the Bauhaus had technical innovations, such as cantilevers and glass walling in architecture (and metal bending and fabrication techniques in furniture), but no aesthetic discipline to bind everything together.

The public began to recognize the modernist idea, which was simple, with flush surfaces and basic forms and the use of minimal components in creating the furniture. For example, as a geometric abstracted form influenced by the fine art of the De Stijl movement, the Red and Blue chair by Rietveld shows an aesthetic idea derived from functionalism. Many people considered the chair painted with red and blue and made of flat rectilinear pieces of wood to represent the first major modern design of the aesthetic movement. The chair has been described as the abstract-real sculpture of our future interior.

In the 1920s and 1930s, the social aims of the International Style in architecture and furniture design were to provide housing for the masses and create better work environments for everyone, but the influence of the social ideals of the International Styles failed to continue into the 1940s and 1950s (Moon 1999).

3.2.4. Today's Furniture Art – Modern Period (1900....)

The word modern means new, today, related to living or near century. At the beginning of century, furniture of simple and suitable for usage purpose and material trend started. This trend is called “Jugendstil” in Germany, “L’art Nouveau” in France and “Modern still” in England.

At “Jugendstil” (youth style) a reaction is seen to the pompous, complicated and magisterial art concept of past and to the introvert, expressionless, uncolored works of romanticism which denies the realities of life. In France, “L’art Nouveau” (new art) which is based on impressionism school, plain stripes, geometrical figures and coloration are dominant and nature, especially plants, are styled. At the same years, in England, parallel to these, modern style (new style) trend is accepted.

Towards the beginning of our century, through the impact of renaissance and 1789 revolution and efforts to carry out human theme art to large crowds, was a fact which effected furniture art. During the second half of XIX Th century, invention of steam machine, manufacturing of wood and metal structured machines and at the end of century invention of electric motor has been big milestone in the machine industry and this is also reflected to furniture industry. Due to mechanization, at today's modern furniture; consumption increase, rationalization, cheapness and easy harmony to architectural arrangements had been provided.

At modern furniture, body can be put into a prism and there are no unnecessary excesses and segments are made comparative to this prism (Bayrakçı, 1996).

Practicability and convenience stand in the forefront at modern furniture. Living furniture is lower, wide, flexible and convenient, cupboards are covered and plenty drawers. At small premises, to evaluate the area better, garment cabinets are made to get maximum clothes and upper spaces, if necessary, covered up to ceiling to place luggage and other goods. Library cases usually not covered. Dining tables can be enlarged and sizes are made to put enough chairs under. Couches and sofas can be extended and used as bed when necessary.

Modern furniture art, like other styles, can show discrepancies in different countries specific to that country. For example; the main characteristics of Scandinavian modern style is open sided armchairs, legs directly attached to body and amended interval ties in the middle put to strengthen these legs. At chairs front and back leg

headings are passed over the ties. At the present day, furniture need increased too much, so especially at places like office, school, hospital, hotel and cinema long lasting furniture making is a necessity. At recent years due to this necessity metal structured furniture manufacturing is accelerated. Square, rectangle or circle sectioned, steel, special furniture structure, legs of coaches and chairs are prepared and wood body is tied to this structure with screws, so long lasting and cheap furniture is provided to general utilization places (Tanyel 2000).

Social change should be within a systematic plan. In this plan, whole social life is considered and changed. It is observed that other craftsman pretend to make sensitive work done at Pera. During 1900's it was impossible to establish a workshop in Pera if not skilled enough in furniture production. It had been targeted to prompt private enterprise in industrial area through the Promotion of Industry Law which came into effect on 1913 (Kepenek, 1987).

Thanks to this, plenty small sized furnisners started production. Nearly all of these manufacturers were from non-Muslim origin citizens. According to 1913 – 1915 industrial counting results, at 1915, 172 of total 264 industrial organization or 65 percent of all were belonging to non-Muslim people (Toprak 1982). One of the reasons for this could be closeness of non-Muslim citizens to European culture and western furniture. During this period, furniture imports exceeded local manufacture by 46.8 per cent. During this period, 50 per cent of imports were made from Austria-Hungary and the rest were made from Germany, America, England and France.



Figure 3.1. At the beginning of 1900's a furniture workshop at South Anatolia.
(Source: Özkaraman 2006)

3.2.5 Republic and the Change

Western culture had big effect on Turkey built on 1923. Turkey, successfully realized westernize movement which couldn't achieve during the last time of Ottoman Empire and became a state accepted the life standards of western societies. Turkey generally uses western furniture systems. Main reason for this is people of Turkish Republic wishes to be termed as western not eastern. The best concepts express the transition from Ottoman Empire to Turkish Republic are "change" and "transformation". This change and transformation showed itself in the whole social life. Because the direction of change occurred in favor of western values, furniture which is the most important part of social life is the indicators of this effect. Furniture is a symbol. While passing to a new order, Turkey faced products produced with different technology and different furniture.

At the opening speech of İzmir Economy Conference, it has been mentioned that the new Turkish state "should necessarily be a economy state" and again at this conference it has been tried to determine the principles of this new state (Akşin 2000). The dispersal of industrial establishments during this period ; 28 % food, 27 % textile, 19 % stationery, 24 % wood, soil, leather, chemicals and metallic manufacture. Furniture sector during this period is under wood category heading. One of the reason for this may be mainly usage of wood for furniture production. Another cause may be shortage of a new industrial material (Özkaraman 2004).

During this period; in some houses, public areas, government departments, factories and even hotels, a venue called "Garp köşesi" which has piano and western furniture and another venue named "Şark köşesi" which has a sofa for rest is still available.

These indicate that even the community looks like western in all views, still didn't change their habits and cross-legged sitting form hasn't been thrown out. Innovations like fridges, washing machines, stove changed the planning of houses and due to new system solutions required for new technologies, in cities instead of single dwellings, apartments came into existence with newly arranged infrastructure.

This required a new venue adjustment. At this venue arrangement, there is no space for sofa. Opposite to traditional venue it appeared that building and furniture should be separated and has a structure which requires the application of western

furniture system. New venue adjustment is one of the important milestone at the improvement of furniture sector (Özkaraman 2006).



Figure 3.2. View from a chair manufacturing workshop during the establishment period of the republic. (Source: Özkaraman 2006)

3.3. Periodic Change of Furniture Sector

Efforts to develop country and modernization of community life, required need to make changes in the society order. Because of the effects of development plans at various levels, alternations occurred in furniture industry. In line with the development plans executed, furniture production displayed differences. These differences effected furniture production and usage in Turkey in a large extent.

There are differences between development plans executed during 1923-1945 and 1960-1980. Development plans are improved in relation with the world. For example; the only reason why Turkey couldn't apply Second Industrial Plan prepared on 1938 was war conditions (Mortan and Çakmaklı 1987).

It is difficult to mention a clear evident of production and marketing atmosphere for long time in republic Turkey. Turkish industry displayed attributes like; autistic, guarded, even inside no need for competition, "sell whatever produced". Due to this, like all production sectors, furniture sector displayed similar situation. Up to the improvement of industrial and foreign trade policies, furniture sector didn't even need to renew imported primal technology. When mentioning genuine design in furniture;

necessary agenda couldn't be provided, up to the foreign policies period after 1980. Up to 1980 furniture sector was aiming only to sell what produced, but after 1980 main important target started to be; technical selection which could answer short, medium, long period objectives in harmony with country conditions, furniture concept and anticipation of society aptitude.

Development Plans covering the period 1990-1994, in principle, adopted policies such as; industrialization should be one of the basic item of development, a production structure which has extrovert and competitive power should be enhanced, continuity in exports should be provided, the role of private sector in industrialization should be increased. According to State Statistics Institute parameters, the share of furniture industry within whole manufacturing industry is 1 %.

At the development plans of 1990's, it has been revealed that production should be in harmony with global market. From now on, concepts like design quality, product identity turn into critical and key concepts form (Bayrakçı 1996). Consequently, furniture manufacturers break out limited frame and forced to adopt new furniture approaches which already take place on the world market.

3.4. The Situation Of Furniture Sector In Turkey

Turkish furniture industry displays a view that most of the businesses are small sized workshops working as to traditional methods. However, especially during last 15-20 years the number of medium and large businesses started to increase. There are 550 thousand small sized businesses registered to the Wood Works Federation and this number can reach to 600,000-650,000 if Chamber of Industry and Commerce members are included. Companies which make machinery production are around 10. As of 30.11.1997, there were 9 foreign proprietors operating in the sector and foreign capital share within these firms were 75.37 %. The share of sector in whole foreign capital is very low, which is around 0.01 %.

The production value of furniture in Turkey during 1994 was 27.06 trillion TL. At 1995, production increased by 16,5 % and 1994 figure was 31.513 trillion TL. 1996 production value again with 1994 prices was 33.135 trillion TL.

Furniture manufacturing sector in our country gathered around the regions which market is intensive.

As can be seen, Ankara is the first amongst the regions. At Ankara, in Sıteler suburb, there are plenty labor-intensive small sized businesses which manufactures furniture. At second important production region İstanbul, furniture manufacturers are spread out various parts of the city. A fast improvement of forestry products industry is observed at Bursa-İnegöl region which is covered by large forest areas, yet has small sized furniture workshops but development dynamics is very high. Another important region Kayseri has a big potential on couches and folding armchairs.

When we look over the capacity utilization rates in furniture sector, an important activity can not be observed. Capacity utilization rates in the sector during the years of 1994, 1995, 1996 has been realized by order of 68 %, 72.2 % and 72.9 %.

Table 3.1. Capacity utilization rates.

Year	1994	1995	1996
Rate	68 %	72,2 %	72,9 %

The important reason not to increase capacity utilization is demand reduction in internal market and inadequacy of finance and raw material. Because the sector is structured facing the internal markets, capacity usage is effected negatively against internal demand inadequacy. If changes to expand sector to foreign markets are implemented, capacity utilization rates also will increase to a large extent.

It is undeniable that Turkish furniture sector displayed big improvements since the first period furniture making joined as an industry into the country. But these improvements didn't eliminate the continuous hardship in furniture sector. Anyhow, Turkish furniture manufacturers should get over their problems and should aim foreign markets and should grab the trend in international markets. While furniture sector improves every day the horizons before them also broadens. In the developed countries, furniture sector go ahead along with the architectural designs and together with creativeness in the designs, variety in the material and advanced technology used, furniture sector is an important manufacturing branch of the future.

Since date furniture sector is shaded by the textile and automotive industries, however, It is now a serious nominee to be locomotive sector in the country. This sector, along with resting groups, office furniture, youth room, decorative goods, has

thousands of products and has a potential which will be mentioned in the world market for long time.

Furniture sector doesn't only include furniture manufacturers. Many business branches such as; suntan, MDF, overlay manufacturers, machine manufacturers, architects, decorators, metal, plastics, wood accessory producers, adhesive, glue, paint, polyester, gloss, sponge chemicals manufacturers, upholstery leather and textile producers support our sector.

Most of the businesses operating in the sector have difficulties at the introduction of their products and they have to agree with the demands only coming from people they know or previous customers. Furthermore, businessmen are not knowledgeable about technological improvements in the sector, new raw material, developments outside country and situation of their competitors. Thus, poor structuring and continuous hardship in the sector is unavoidable (Tanyel 2000).

3.5. IKEA Image

3.5.1. History of IKEA

IKEA is one of the largest retailers in the world serving among the home furniture product category. IKEA was founded in 1943 by Ingvar Kamprad in Sweden and it is owned by the Kamprad family. The name of the firm was created from the founder's name, plus the first letters of Elmtaryd and Agunnaryd, the farm and village where he grew up. IKEA has started with selling pens, wallets, picture frames, table runners, watches and nylon stockings. Founder's interest was to meet the customers' needs with the lowest possible price products. After the firm has gained enough experience on this special focus, then IKEA increased its interest towards home furniture category. IKEA has rapidly become one of the major players in home furniture category. IKEA is a still major player in offering a wide range of home furniture at low cost making them affordable for as many people as possible. Moreover, IKEA's mission is settled as to make life simpler and to create a simplified everyday life (Ikea 2009).



Figure 3.3. First introduced Furniture in 1948

The first IKEA-catalogue, which is a trademark and an important marketing channel of the company, was distributed in 1951 and the first store opened in 1958 is located in Älmhult, Sweden.

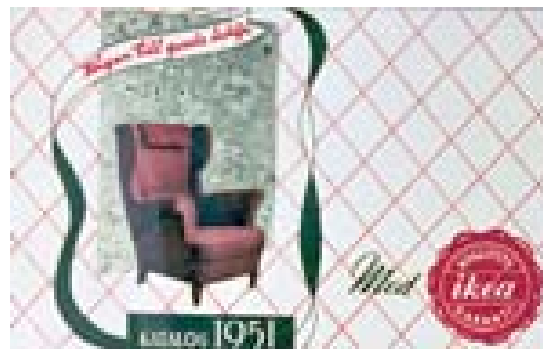


Figure 3.4. The first IKEA catalogue published in 1951



Figure 3.5. IKEA catalogue 2009
(Source: Ikea 2009)

1943 Ikea is founded to serve with possible lowest price and specialize in items like picture frames and stockings. The logo uses the colors of the Swedish flag

1951 The first furniture catalog is published. With no shipping facilities, Kamprad makes a deal with the local milkman to deliver orders daily as well as to the nearby train station

1958 The first IKEA store was opened in Sweden in 1958

1965 An impatient crowd awaits the opening of Ikea's 493,000-sq.-ft. flagship store in Stockholm. The building's circular design is inspired by the Guggenheim Museum in New York City

1997 In order to meet the customer demand, Ikea introduces Children's Ikea and Ikea.com.

2003 IKEA had a turnover of approximately 12 billion USD and employs over 80 000 people

2004 Ikea has more than 150 stores in 29 countries (James 2004).

During these early years the founder developed the principles and the philosophy that brought the company today. Cost awareness and customer convenience were fundamental principles. To fit into customers' cars, self-assembled furnitures were created and make IKEA products easier to buy, transport and use. Additionally, the IKEA organization does not consist of an hierarchical structure – employees are “co-workers” in IKEA.

IKEA became an international company in the sixties by entering Norway market. During the seventies IKEA entered central Europe market by establishing a store in Switzerland, which was considered to be the most difficult market to enter. Today IKEA catalogue is distributed in over 131 million copies and there are 200 stores worldwide, as of September 2004 (James 2004).

Today, IKEA is represented in 32 countries on four continents; Europe, Asia, North America and Australia. Germany is IKEA's largest market with approximately 20

percent of total sales and UK is second with approximately twelve percent. The American market is third, expanding rapidly as well as Russia and China. Sweden is number five representing eight percent of total sales. And the IKEA pipeline today consists of Range, Trading, Distribution and Retail. During these growth steps of IKEA, the founder of the company has been the main leader and did not step back until his age of 60 in 1986. After his retirement,, as a senior advisor he still has a veto in issues concerning the product range and still highly involved in decisions made within IKEA (James 2004).

3.5.2. IKEA Today

INGKA Holding B.V. is the parent owner company for all IKEA Group companies, including the industrial group Swedwood, which manufactures IKEA furniture, the sales companies that manage IKEA stores, as well as purchasing and supply functions, and IKEA of Sweden, which is responsible for the design and development of products.

The existing CEO Anders Dahlvig of the group companies started his career at IKEA in 1984, after an undergraduate degree in business administration at Lund University in Sweden and a master's degree in economics from the University of California. He has held several positions in Sweden and abroad including Switzerland, Germany, Belgium and the UK. He began as a controller and advanced to store manager, country manager for Europe and, since 1999, CEO of the IKEA Group (James 2004).

3.5.3. IKEA Concept

According to CEO the concept of IKEA has developed during the last several years. Especially the IKEA store concept has evolved. For example, the traditional home furniture stores have been more boutiques in the city centers, whereas IKEA developed big stores on the outsides of the cities. Newer IKEA stores are usually very large blue buildings with few windows and yellow accents. They are often designed around a "one-way" layout which leads customers along "the long natural way". This layout is designed to encourage the customer to see the store in its entirety although

there are often shortcuts to other parts of the showroom. While the original design of the stores involved the warehouse on the lower level and the showroom and marketplace on the upper, today most stores globally have the showroom upstairs with the marketplace and warehouse downstairs (Kling and Goteman 2003).

Additionally, while IKEA concept is compared with the traditional store concepts, the differences could clearly be observed. While in the traditional stores, the customers are used to be served by a person when you come in the door. At IKEA, you do it yourself. Normally, traditional business has targeted middle or upper-middle age people. IKEA clearly focused on younger people and young families. The style in traditional furniture shops was pretty traditional, with darker, heavier furniture, whereas IKEA introduced a lighter Scandinavian style. In other stores furniture is assembled and delivered, at a price of course. At IKEA it comes as a flat-pack, and you have to assemble it yourself.

On the other hand, another difference from the traditional stores that many IKEA stores include restaurants serving typical Swedish food. The restaurant area is usually the one place in the store where there are large windows. Also, there appears a children playing area as well to help the parents to shop at ease.

Brand concept and identity of IKEA is expressed by Dahlving as “IKEA is a fairly well-known brand today. When we come into a new country or a local market, we don't come in totally unknown. Normally there is some awareness of IKEA, which helps us initially. Another aspect is that the awareness also makes it easier to get people to work for us.”

The brand does to some degree vary in different countries. The entrance period is important for all the markets and affects the brand image. He think the image that they have in a specific country is shown up when they started up in that country. So if they came into a country at a time when the product quality at IKEA was not as good as they would like, that image of IKEA may be reflected in that market even today. If they came in with a price picture that was too high, people may still think that IKEA's brand is relatively highpriced in that market. IKEA is a low-priced and slightly low-quality brand. In many countries IKEA image is more reasonable. In Sweden it's a brand for everyone. In the UK the brand is pretty "hot." while it does not work in that way in Sweden. So Dahlving think that the image can vary from market to market depending on how the company first entered that market. But when they go in to a market, they try to create the well known and accepted brand image (Kling and Goteman 2003).

3.5.4. The IKEA Business Units

The headquarter of IKEA is still located in Älmhult, where IKEA was founded and this is also where IKEA of Sweden is located.

IKEA is divided into three main business groups, where the “IKEAfamily” refers them as the blue, the green and the red groups.



Figure 3.5. IKEA groups

The IKEA, that the customers all around the world belongs to the “blue group”, which is also called the IKEA group. This group covers product development, production, trading, distribution and selling activities. One of the main companies within this group is IKEA of Sweden, which is the company where all the development and design of new products takes place. This company has about 760 employees.

The second group, “red group” is coordinated by Inter IKEA Systems B.V., which is the concept owner of IKEA. Blue group rent IKEA concept from the red one and pay a fee depending on the sales volume of the store.

The third group is the IKANO group, which is also called the “green group” internally. The green group is responsible for the coordination of the three groups. The main operating areas are the financial services (Bank services), leasing, real estates and the insurance (Jeanette and Karl 2002).

On the other hand, the operations of the IKEA group are also based on four key functions: The Product Range, Purchasing, Distribution and Stores. The organization chart could be found in the figure below (Jeanette and Karl 2002).

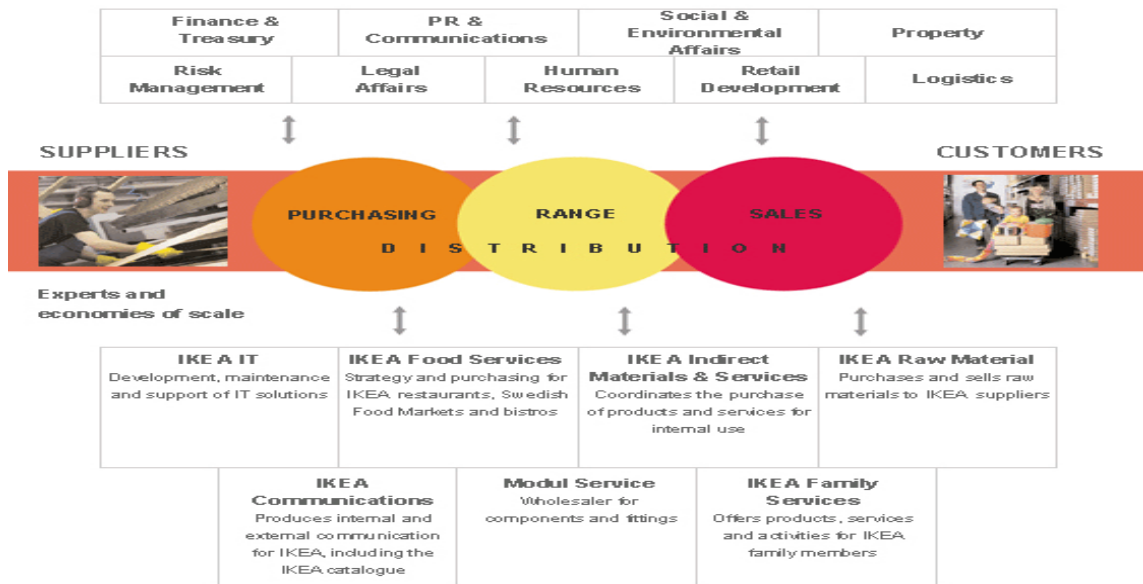


Figure 3.7. Schematic picture of IKEA GROUP

3.5.4.1. Products

IKEA sells home furniture including everything from coaches, beds and shelves to complete kitchens and bathrooms. IKEA's main objective is to sell high quality products to the many people with products in several different price segments in order to attract all the customer segments in the market place. To achieve this goal; every product group contains at least one very price worthy product, which is referred to as a hot dog. A hot dog is a product with a widely known market price, just like a hot dog, that IKEA provides at a price so low that anyone can buy it. IKEA's products are segmented into the following business areas.



Figure 3.8. Sleeping and Storing



Figure 3.9. Organize, Store and Display



Figure 3.10 Kitchen and Dining



Figure 3.11. Work IKEA
(Source: Ikea 2009)



Figure 3.12. Lighting



Figure 3.13. Textiles



Figure 3.14. Cooking and Eating



Figure 3.15. Children's IKEA
(Source: Ikea 2009)

The company uses recycled materials within its product range. The company's recent line includes a table made from birch heartwood, a part of the wood normally discarded by manufacturers, and a storage system made from recycled milk cartons. And IKEA aims to pay money only to create qualified & affordable products from these materials. The retailer lowers its price across its product offerings by 2% to 3% every year. For example, the most given example from the company itself for this issue is the Klippan sofa was \$354 in 1999 and in 2006 will retail for \$202 (Nolan 2005).

Additionally, all of the IKEA products are identified by single word names. Most of the names are Swedish in origin. Although there are some notable exceptions, most product names are based on a special naming system developed by IKEA. (James 2004)

3.5.4.2. Organization

INGKA Holding B.V. is the parent company for all IKEA Group companies, whereas the parent company is wholly owned by Stichting INGKA Foundation, which is a non-profit foundation. Founder Kamprad established this foundation in order to ensure survival of the company. Moreover, he has a aim to make it impossible for someone to take financial control over the company. The foundation is based in Netherlands.

Inter IKEA Systems B.V. is the company that controls all franchise activity within the IKEA group and possesses the ownership of the IKEA concept and trademarks. Inter IKEA Systems B. V. has agreements with all stores worldwide and IKEA Group is their biggest client with 89 percent of all stores (Ikea 2009).

This complicated structure is seen by some as an attempt to avoid Sweden's high taxation at the time. Another reason could be to make it difficult to acquire IKEA (James 2004).

Additionally, IKEA has a food market division and the company's food markets currently stock reached 150 Swedish products, few of which are sold under the Ikea name at present. However, the company targets that Ikea-branded products to make up 30% of the groceries it sells by 2007. This expansion of its private label food offering is the inverse of the strategy adopted by retail giants such as Tesco and Wal-Mart. On the

other hand, these giant retailers are also started to sell home furnishings in recent years, to counter falling food revenues (Ikea 2007).

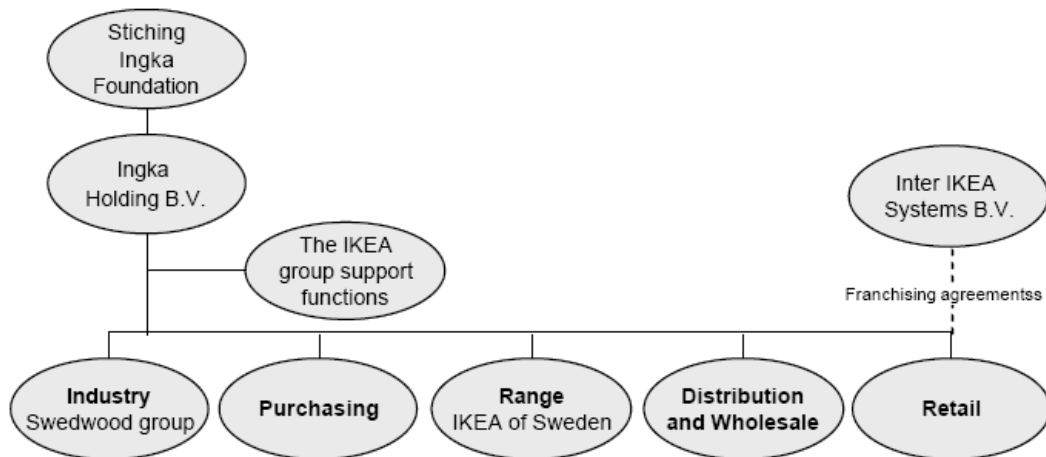


Figure 3.16. The IKEA Organization.



Figure 3.17. Warehouse at IKEA
(Source: Modern Materials Handling 2008)



Figure 3.18. Store system in IKEA warehouse
(Source: Modern Materials Handling 2008)

3.5.4.3. The IKEA Pipeline

There are three separate business functions at IKEA group, which are “Global Purchasing”, “Product and range development” and “Sales” as shown on the figure below. “Distribution” is common and provides a supporting backbone for all business functions.

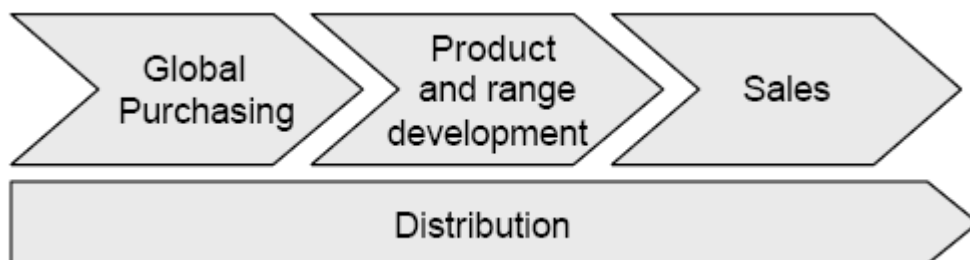


Figure 3.19. The IKEA pipeline.

Global purchasing department deals with suppliers and makes selection, evaluation and procurement decisions on behalf of the company. There are 1600 suppliers located in 55 countries and majority of them (2/3) are within European border.

China represents 18% of all procurement, but as an emerging market, its relative supply is expected to rise in the upcoming future. Product and range development develops new products by evaluating several factors such as price, design functionality, environmental responsibility, quality, distribution compatibility. Outsourced and in-house designers are intensely involved in the design phase and it is vital to fulfill the requirements of entire pipeline in order to sustain efficient and effective production.

Sales function focuses on customer and deals with all activities regarding sales from in-store displays to marketing channel strategies. Main marketing channel is the catalogue representing the company products and 131 million copies are printed and distributed globally. As stated, distribution provides a backbone for all three business functions and very crucial for keeping prices low. IKEA has one of their trademarks within distribution with their invention of flat packages. Supply chain management plays an important role in providing secure lead times, efficient handling and low prices. The focus of this thesis will be in the area of distribution and it will be covered in more depth than other parts of the pipeline (Samuelsson 2006).

3.5.4.4. IKEA Quality

Bernt Ove Karlsson, who is actually a project leader at IKEA headquarters, cooperatively determined quality specifications for birch that is used in the production. There are four birch categories as follows: Category one timber is the first quality and does not have any holes, markings or scratches on the surface. Category two timber is second class and may have some fresh knots. Category 3 and 4 may have some dead knots, damages or color differences allowed to a certain extent. Karlsson indicates that category 2 timber constitutes majority of supply for the furniture production with 70%, which is also our main focus in this study. According to Karlsson, Chinese birch has a major problem with quality due to black markings on the wood, which is caused by the birch cambium fly (*Photopia betulae*) attacking the birch.

In short, Karlsson summarizes the action items to have high quality birch as follows:

- Decrease the number and size of dead (black) knots.
- Living knots are not a concern at all.

- Reduce any damage caused by cambium fly.
- Minimize the red core

Benson Yu, forestry manager at IKEA Trading Hong Kong Ltd, provided further criteria to ease the manufacturing process of IKEA production facilities. These criteria's basically require improving the size of trees used in the production as to enhance the production of commercial wood, while decreasing the rotation length (Larsson 2004).

CHAPTER 4

SURVEY ON IKEA

4.1. Research and analysis

In the first survey, priority of preferences relevant to the features of the products made by the customers of IKEA having different socio-demographical characteristics while buying is researched. A survey is prepared for this purpose. In this survey there are questions that may help determine people's preferences relevant to appropriateness of the furniture in terms of fashion, the quality of the material, price, use of easiness, the frequency of their visits, product groups that are shaped in accordance with their social classes as well as some questions relevant to some demographical characteristics of the consumers. The survey prepared is filled by 117 persons with different socio-demographical characteristics that visit the branch of IKEA in İzmir and these persons are contacted and met face to face during filling the forms. Firstly, socio-demographical and economical characteristics of the persons included in the survey are present in the tables and graphs. After that, these individual's preferences relevant to features of furniture products are revealed and the relations intra variables are kept subject to statistical analysis and the results are interpreted.

The second survey is based on the answers of a survey, which consists of open-ended questions about the furniture in a property preferences . The answers of the respondents to this survey were obtained through face-to-face interviews.

On the other hand, the second survey focused on the ideas obtained from the first one; that is, it focused on the assessment of their attitudes concerning the subject matter. The attitude scale called "Likert" that was used in the survey is one that measures attitudes in the easiest and the most direct way (Kağıtçıbaşı 1999). This kind of scales helps researchers to determine the ideas of respondents as they help figure out the respondents level of agreement to a statement. In this study, what the respondents were asked to do was to rate the statements on a 5 to 1 (absolutely agree to absolutely disagree) response scale. Below is the scale:

(5): Absolutely Agree

(4): Agree

(3): Not sure

(2): Disagree

(1): Absolutely Disagree

The survey prepared is filled by 85 persons with different socio-demographical characteristics that visit the branch of IKEA in İzmir and these persons are contacted and met face to face during filling the forms (Edmondson 2005).

The product features such as functionality, security, endurance, aesthetic characteristics and safety are the features that reflect the product value of the furniture. The level of these features' being reflected upon the product is called the quality of the product and this level changes in accordance with the consumer preferences that depend on characteristics of the consumers. Such characteristics of the consumers that have influence on the consumers preference can be counted as socio-demographical (age, gender, family structure, education, occupation, etc.), economical (income level, general economic status, etc) characteristics. Derived from these characteristics of the consumers, while some have tendency to some but multi-functional furniture and foregrounds the functionality out of the features of the product due to small places they have, some desire big and flossy furniture that creates image and thus foregrounds originality and aesthetics. While some consumers desire minimalist and simple designs that foreground function, some desire some designs that foreground ornament in the centre. Similarly, depending on the consumer, the preferences relevant to features of the product such as color, form, material, design and harmony may vary among social classes. A product model on which all the demands desired by all consumers are projected is never and ever possible; as a result, the same product is kept subject to have variants in order to meet different desires.

In order to produce product range, the consumers that demand similar kinds of products are determined, total market is divided into divisions and production activities get started on to meet the expectations of the consumer in each division. Therefore, for activities of developing new products, the preferences of target group should be researched.

As seen in these researches, in Turkey, there is small number of research relevant to factors that affect consumers' decisions what to buy in the market of furniture and wooden products. However, because social and economical structure are

dynamic, because there are rapidly changes in their close and far environments of the people and most probably because individuals catch up with these changes, there may be changes in their preferences. From this point, it is aimed at gaining up-to-date data relevant to features of the product fore grounded while the customers with different demographical characteristics buy IKEA products in İzmir will be gained, and therefore, determining the features of the products that are required to be fore grounded in accordance with the characteristics of consumers for target markets in the field of furniture designing.

The second survey prepared is filled by 85 persons with different socio-demographical characteristics that visit of IKEA in İzmir. Firstly, socio-demographical and economical characteristics of the persons included in the survey are present in the tables and graphs. After that, these individual's preferences relevant to features of furniture products are revealed.

4.2. The First Survey Study

4.2.1. Demographical Characteristics

In the scope of this research, 117 different customers of IKEA in terms of their demographical features are interviewed. In order to determine the demographical characteristics of the customers, 8 questions are asked. These are gender, age, educational status, occupation, and marital status, the number of the people living in the same house, residence and income level. These characteristics are given in tables as in the following.

Table 4.1. (a) Consumer Profile, (b) Age

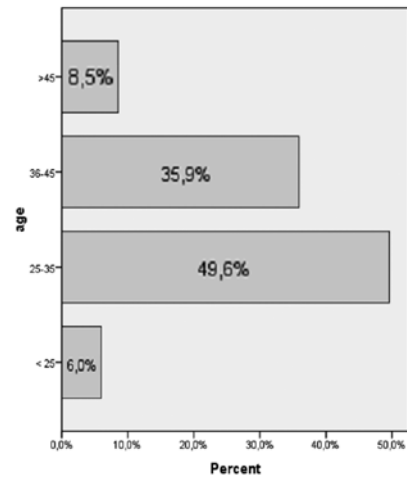
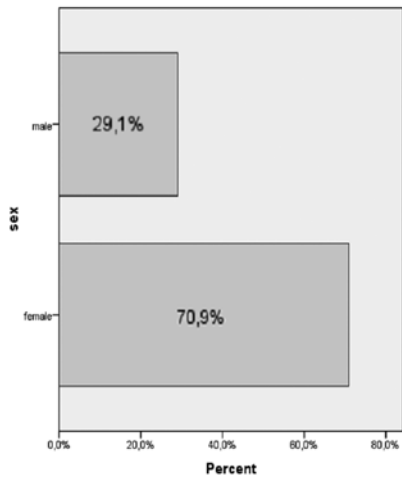


Table 4.2. (a) Education , (b) Career

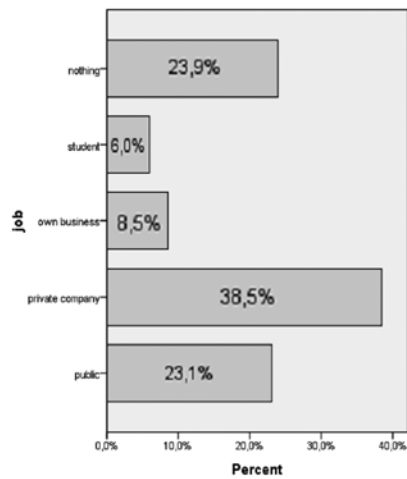
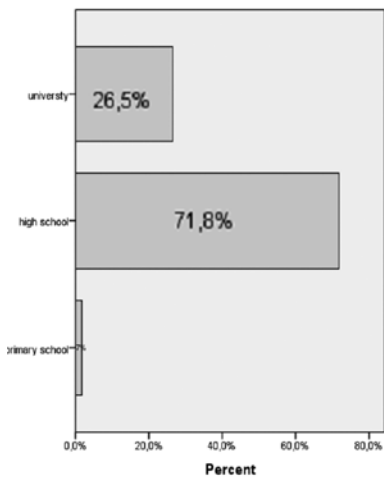


Table 4.3. (a) Marital status, (b) Number of people

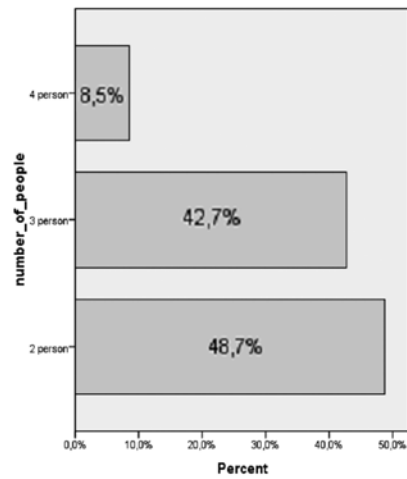
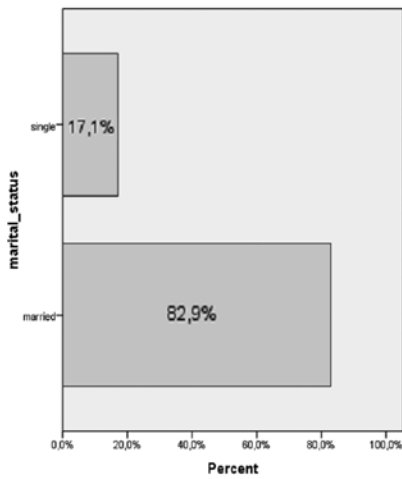
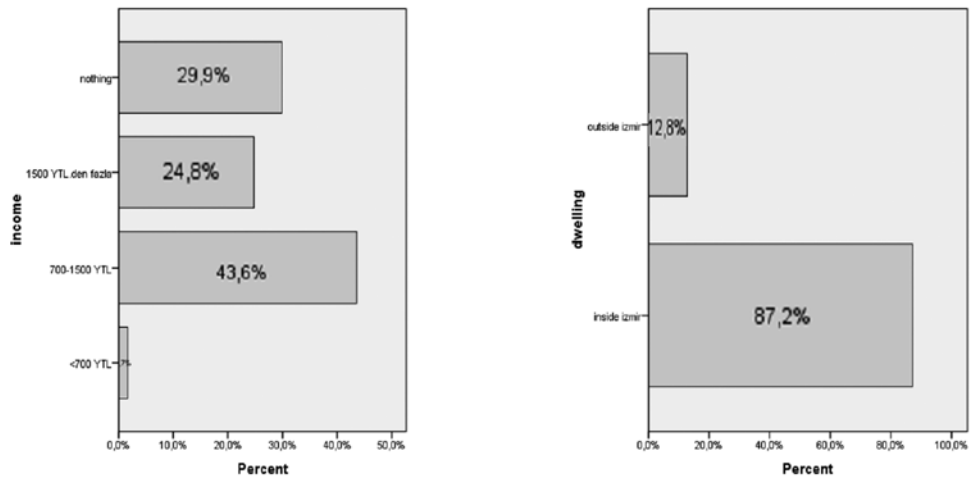


Table 4.4. (a) Income , (b) Dwelling

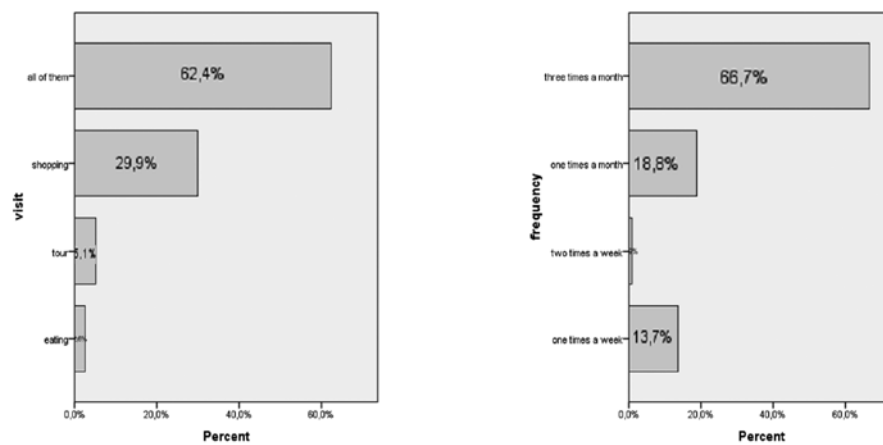


4.2.2 The Reason and Frequency of the Visits

In this part, the reasons and the frequencies of the visits made by customers to IKEA are asked.

In order to determine the reasons that force people to visit IKEA; four choices are provided. These are eating, wandering, shopping and all of them. 62,4 % of the customers have chosen the choice of all of them. In the second place, 29,8 % has stated the choice of only shopping while 5,1 % of only wandering. 2,6 % of the customers have expressed that the reason why they come is only to get benefit from the restaurant; in other words, they come for eating.

Table 4.5. (a) Visit, (b) Frequency



In order to determine the frequency of the customers to come to IKEA, four choices are provided. These are twice a week, once a week, once a month and once in three months. Having the ratio of 66,7 %, the choice of once in three months is in the first place. This is respectively followed by the frequency of once a month, once a week and twice a week. The table on the frequency of visits by the customers is given above.

Table 4.6. Reason of visit comparing gender and age

		REASON OF VISIT			
		Eating (%)	Tour(%)	Shopping(%)	All of Them(%)
Gender	Female	2,6	1,7	17,9	48,7
	Male	0	3,4	12	13,7
Total		2,6	5,1	29,9	62,4
Age	<25	0	1,7	0	4,3
	25-35	2,6	0	15,4	31,6
	36-45	0	3,4	11,1	21,4
	>45	0	0	3,4	5,1
Total		2,6	5,1	29,9	62,4

In the graphs displaying the frequency of coming and comparing gender and age, it is seen that, with high proportion, women prefer to visit IKEA not only for shopping but also wandering and eating. Similarly, those who are between the ages of 25-35 perform their visits to get benefits from all opportunities provided by IKEA.

Table 4.7. Reason of visit comparing education and career

		REASON OF VISIT			
		Eating (%)	Tour(%)	Shopping(%)	All of Them(%)
Education	Primary School	0	0	0	1,7
	High School	1,7	0	9,4	60,7
	University	0,9	5,1	20,5	0
Total		2,6	5,1	29,9	62,4
Job	Public	0,9	0	0	22,2
	Private Company	1,7	3,4	21,4	12
	Own Business	0	0	8,5	0
	Student	0	1,7	0	4,3
	Nothing	0	0	0	23,9
Total		2,6	5,1	29,9	62,4

When the reason of visit is examined in terms of educational status and occupation, it is seen that those who are the owner of their business mostly come to make shopping. Similarly, those who are graduated from universities generally come to IKEA with the aim of making shopping.

Table 4.8. Reason of visit comparing marital status and number of people

		REASON OF VISIT			
		Eating (%)	Tour(%)	Shopping(%)	All of Them(%)
Marital Status	Married	1,7	3,4	21,4	56,4
	Single	0,9	1,7	8,5	6
Total		2,6	5,1	29,9	62,4
Number of Person	2 Person	1,7	0	9,4	37,6
	3 Person	0,9	1,7	17,1	23,1
	4 Person	0	3,4	3,4	1,7
Total		2,6	5,1	29,9	62,4

When the graphs above are investigated considering the marital status and the number of the people living in the same house, it is seen that, when compared with the single people, married people want to get benefit from all facilities of IKEA. Similarly, the families with two members mostly have a desire to get benefit from all opportunities.

Table 4.9. Reason of visit comparing income and dwelling

		REASON OF VISIT			
		Eating (%)	Tour(%)	Shopping(%)	All of Them(%)
Income	<700	0	0	0	1,7
	700-1500	1,7		9,4	32,5
	>1500	0,9	3,4	20,5	0
	Nothing	0	1,7	0	28,2
Total		2,6	5,1	29,9	62,4
Dwelling	Inside İzmir	2,6	5,1	29,9	49,6
	Outside İzmir	0	0	0	12,8
Total		2,6	5,1	29,9	62,4

When the graphs above are examined in terms of their income level and residence, those who mostly come with eating purposes have income the amount or over YTL 1500 and these people generally reside in the centre of İzmir.

Table 4.10. Frequency of coming comparing

		FREQUENCY			
		One Times a Week (%)	Two Times a Week (%)	One Times a Month (%)	Three Times a Week (%)
Gender	Female	10,3	0,9	17,9	41,9
	Male	3,4	0	0,9	24,8
Total		13,7	0,9	18,8	66,7
Age	<25	0	0	0	6
	25-35	0	0	7,7	41,9
	36-45	12,8	0,9	7,7	14,5
	>45	0,9		3,4	4,3
Total		13,7	0,9	18,8	66,7

		FREQUENCY			
		One Times a Week (%)	Two Times a Week (%)	One Times a Month (%)	Three Times a Week (%)
Education	Primary School	0,9	0	0	0,9
	High School	12,8	0,9	9,4	48,7
	University	0	0	9,4	17,1
Total		13,7	0,9	18,8	66,7
Job	Public	0	0	0	23,1
	Private Company	0	0	9,4	29,1
	Own Business	0	0	0	8,5
	Student	0	0	0	6
	Nothing	13,7	0,9	9,4	0
Total		13,7	0,9	18,8	66,7

		FREQUENCY			
		One Times a Week (%)	Two Times a Week (%)	One Times a Month (%)	Three Times a Week (%)
Marital Status	Married	13,7	0,9	8,5	59,8
	Single	0	0	10,3	6,8
Total		13,7	0,9	18,8	66,6
Number of Person	2 Person	0	0	0	48,7
	3 Person	13,7	0,9	16,2	12
	4 Person	0	0	2,6	6
Total		13,7	0,9	18,8	66,7

Table 4.11. Frequency of coming comparing income and dwelling.

		FREQUENCY			
		One Times a Week (%)	Two Times a Week (%)	One Times a Month (%)	Three Times a Week (%)
Income	<700	0	0	0	1,7
	700-1500	0	0	0	43,6
	>1500	0	0	9,4	15,4
	Nothing	13,7	0,9	9,4	6
Total		13,7	0,9	18,8	66,7
Dwelling	Inside İzmir	6	0	14,5	66,7
	Outside İzmir	7,7	0,9	4,3	0
	Total	13,7	0,9	18,8	66,7

When we examine the graphs above we may say that demographical characteristics of those who come to IKEA once in three months consist of mostly women and people at the age of between 25 and 35. Similarly, those who are graduated from high school and deal with their own business prefer to come once in three months. Again, based on the graphs above, we see that those who prefer to come once a month are mostly single people.

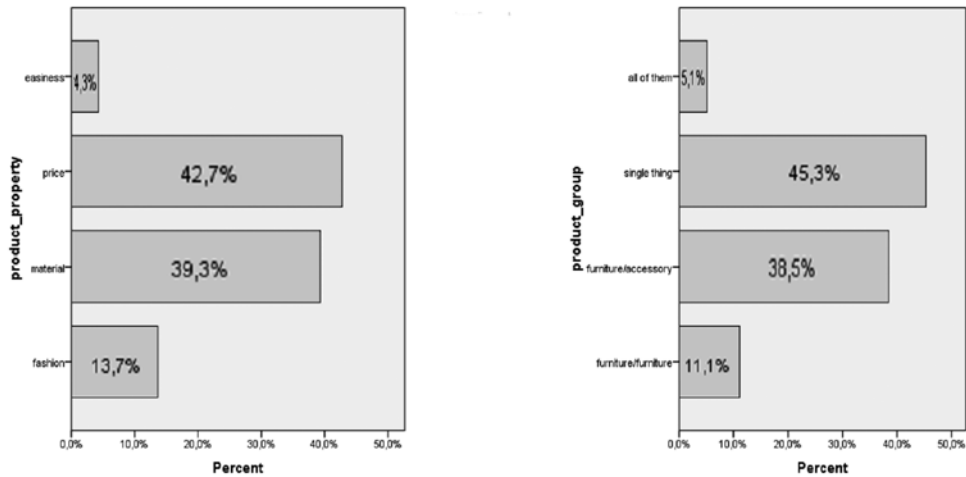
4.2.3. Preferences Relevant to Product Features

Without considering and demographical and economical characteristics, when the features of the products that are fore grounded by the consumers included in the survey while buying furniture are analyzed, it is determined that, in the first place, with the ratio of 42.7%, the price of the furniture; and in the second place, with the ratio of 39.3%, the quality of the furniture affect the preferences of the consumers. That the customers generally foreground the price out of the features of the product while buying may be due to experienced successive economic crisis, which resulted in the decrease in people's buying power. The reason why the quality of the product is in the second place is that it is difficult to renew the furniture frequently with lower budget ad therefore the customer desires to use the furniture for long years after purchasing. In the customers'

preferences of product features, 13,7 % is the furniture's being in fashion and 4,3 % is the furniture's use of easiness.

The data obtained are given in the tables as following:

Table 4.12. (a) Pruduct property (b) Product group



While buying the products, 45,3 % of the customers prefer to buy single products. 38.5% of them prefer to buy furniture and accessory as group in the second place. These choices are respectively followed by that of furniture/furniture and all of the furniture. The percentages are given in table above.

In order to determine how the consumers decide on the products to buy from IKEA, three choices are presented. These are from catalogue, internet and while wandering around IKEA. 71,8 % of the customers decide what to buy while wandering in IKEA. The percentage that decides to buy by using catalogues is 23,9 %. Those who decide while surfing on the net constitute 4.3 %. The data are given in the table below.

Table 4.13. decision

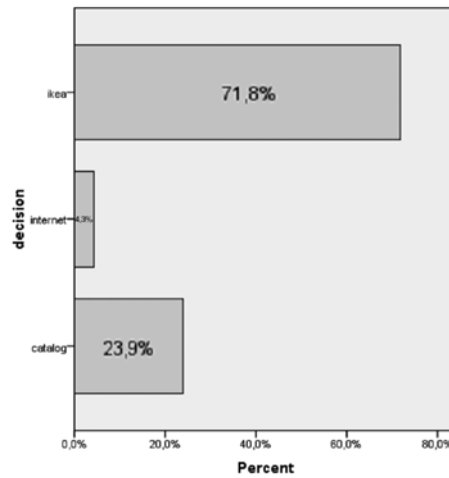


Table 4.14. Product property comparing education and career

		PRODUCT PROPERTY			
		Fashion (%)	Material (%)	Price (%)	Easiness (%)
Education	Primary School	0	0,9	0,9	0
	High School	2,6	38,5	26,5	4,3
	University	11,1	0	15,4	0
	Total	13,7	39,4	42,8	4,3
Job	Public	0	13,7	7,7	1,7
	Private Company	10,3	16,2	11,1	0,9
	Own Business	0	0	8,5	0
	Student	2,6	3,4	0	0
	Nothing	0,9	6	15,4	1,7
Total		13,8	39,3	42,7	4,3

In the graphs on the features of the products above, a comparison is made in terms of educational status and occupation. We see that those who have graduated from high school and university are mostly interested in the prices of the products. Also, those who engage with their own business and work in private sector are interested in the prices. We see again that those who are interested in the material features of the products are the people who work in the private sector. Those who are graduated from university are mostly interested in whether the products are fashionable or not.

Table 4.15. Product property comparing marital status and number of people

		PRODUCT PROPERTY			
		Fashion (%)	Material (%)	Price (%)	Easiness (%)
Marital Status	Married	1,7	35,9	41,9	3,4
	Single	12	3,4	0,9	0,9
Total		13,7	39,3	42,8	4,3
Number of Person	2 Person	1,7	32,5	12	2,6
	3 Person	8,5	6	27,4	0,9
	4 Person	3,4	0,9	3,4	0,9
	Total	13,6	39,4	42,8	4,4

When compared with the married people, single people give importance to furniture's being fashionable. Those whose families consist of 2 members foreground the quality of the product.

Table 4.16. Product property comparing income and dwelling

		PRODUCT PROPERTY			
		Fashion (%)	Material (%)	Price (%)	Easiness (%)
Income	<700	0	1,7	0	0
	700-1500	0,9	28,2	12	2,6
	>1500	9,4	0	15,4	0
	Nothing	3,4	9,4	15,4	1,7
Total		13,7	39,3	42,8	4,3
Dwelling	Inside İzmir	13,7	35	34,2	4,3
	Outside İzmir	0	4,3	8,5	0
	Total	13,7	39,3	42,7	4,3

Those with income level between 700 and 1500 YTL gives importance to the quality of the product while those with income level over 1500 YTL pay attention the product's being fashionable.

Table 4.17. Product group comparing education and career.

		PRODUCT GROUP			
		Furniture / Furniture (%)	Furniture / Accessory (%)	Single Thing (%)	All of Them (%)
Education	Primary School	0	0,9	0,9	0
	High School	1,7	22,2	44,4	3,4
	University	9,4	15,4	0	1,7
	Total	11,1	38,5	45,3	5,1
Job	Public	0,9	0	20,5	1,7
	Private Company	9,4	6,8	21,4	0,9
	Own Business	0	8,5	0	0
	Student	0,9	0	3,4	1,7
	Nothing	0	23,1	0	0,9
Total	11,2	38,4	45,3	5,2	

We see that the preferences of product groups are compared in terms of educational status and occupation above. The customers of IKEA prefer to buy the single products or buy them to form a group with other ones if they like. Those who are graduated from university prefer to buy furniture and accessory together to be used in accordance with the place. The part that prefers to buy the single products is constituted by the persons who are graduated from high school. Also, those who work in the private sector prefer to buy single products. The groups that prefer to buy furniture to form a group with other furniture are the persons who are graduated from university and those who work in private sector.

Table 4.18. Product group comparing marital status and income.

		PRODUCT GROUP			
		Furniture / Furniture (%)	Furniture / Accessory (%)	Single Thing (%)	All of Them (%)
Marital Status	Married	0,9	37,6	41	3,4
	Single	10,3	0,9	4,3	1,7
	Total	11,2	38,5	45,3	5,1
Income	<700	0	0	1,7	0
	700-1500	0,9	0	40,2	2,6
	>1500	9,4	15,4	0	0
	Nothing	0,9	23,1	3,4	2,6
Total	11,2	38,5	45,3	5,2	

As understood from the graphs, when we compare marital status and income level in terms of product groups, we see that married persons prefer to buy single products in the first place while in the second place they prefer to buy forming a group of furniture and accessory. Those with income level between 750 – 1500 YTL mostly prefer to buy single products.

In this chapter, it is explained in what way several product features are preferred by the individuals with different demographical structures by using well-known product of IKEA. POÄNG Armchair we seen in the picture is one the most popular and selling products of IKEA. Below, why the consumers have tendency to buy this product will be examined.

4.2.4. Quality

In its products IKEA uses high quality standards. As for the quality test of POÄNG Armchair, a weight of 100 kg can be applied on the product for 20.000 times with the help of a machine. Its cloth is also kept subject to a test against fading and wearing out and they prove that they are ready to deal with the difficulties of daily use. Plywood is used as material. This material is both strong and flexible. It becomes more ergonomic by going backwards in accordance with the weight of the person in use. The customers tend to buy this product for its quality related to what we have already counted.



Figure 4.1. POÄNG Armchair
(Source: Ikea catalogue 2008)

4.2.5. Easiness of Use

POÄNG Armchair is, first of all, lighter and smaller when compared to similar products. It covers little place. It is easy to move it in the place. Its cushion that is separated from the product can be extracted and washed when it is dirty. It is necessary to use living areas in the houses that are becoming smaller and smaller more efficiently. So, the products should have the quality to be practical and to meet desire for easy use. One more practical product of IKEA is SKUBB Organizer. When examined under this title, it comes to appear as a witty design. It facilitated tidying up the clothes in the wardrobes that do not have shelves. Also, because it has got the quality of folding, it doesn't take too much place. Based on the results of the survey conducted, it is significant those who prefer easiness of use for the products are generally housewives.



Figure 4.2. SKUBB Organizer
(Source: Ikea catalogue 2008)

4.2.6. Function

When it is necessary to compare IKEA's products in terms of function, we may take LÖVAS divan bed as an example. This product becomes double bed when it is unfolded. Similar to POÄNG Armchair, its cloth is separable and washable when it is dirty. In other shops, this armchair is put in a group while it is sold in single at IKEA. It provides customers with opportunity to form group by adding the other products of IKEA. Thus, customers put the products they buy in a way they like.



Figure 4.3. LÖVAS divan bed
(Source: Ikea catalogue 2008)

One more IKEA's product necessary to be examined in terms of function is JOKKMOKK Table. This product comes ahead of other products sold in the market with its price and functionality. It consists of only one parcel and its installation is very easy; so it becomes the product to be preferred by the customers of IKEA.

4.3. The Second Survey Study

The product features are the features that reflect the product value of the furniture. The level of these features' being reflected upon the product is called the quality of the product and this level changes in accordance with the consumer preferences that depend on characteristics of the consumers. From this point, it is aimed at gaining up-to-date data relevant to features of the product while the customers with different demographical characteristics buy furniture products will be gained, and therefore, determining the features of the products that are required to be foregrounded in accordance with the characteristics of consumers for target markets in the field of furniture designing.

. The survey prepared is filled by 85 persons with different socio-demographical characteristics that visit the branch of IKEA in İzmir and these persons are contacted and met face to face during filling the forms. In the scope of this research, 85 different customers of IKEA in terms of their demographical features are interviewed. In order to determine the demographical characteristics of the customers, 34 questions are asked.

Table 4.19. Distribution of respondents' answers to second survey.

	"5"		"4"		"3"	
	Absolutely Agree		Agree		Not Sure	
	%	Respondents	%	Respondents	%	Respondents
Item 1	74,1	63	22,4	19	3,5	3
Item 2	55,3	47	22,4	19	22,4	19
Item 3	47,1	40	32,9	28	20	17
Item 4	64,7	55	28,2	24	7,1	6
Item 5	37,6	32	45,9	39	16,5	14
Item 6	45,9	39	32,9	28	21,2	18
Item 7	38,8	33	52,9	45	8,2	7
Item 8	47,1	40	52,9	45	0	0
Item 9	47,1	40	35,3	30	17,6	15
Item 10	61,2	52	29,4	25	9,4	8
Item 11	52,9	45	22,4	19	24,7	21
Item 12	47,1	40	22,4	19	30,6	26
Item 13	76,5	65	16,5	14	7,1	6
Item 14	35,3	30	41,2	35	22,4	19
Item 15	62,4	53	32,9	28	4,7	4
Item 16	57,6	49	35,3	30	7,1	6
Item 17	45,9	39	32,9	28	21,2	18
Item 18	52,9	45	22,4	19	24,7	21
Item 19	34,1	29	32,9	28	32,9	28
Item 20	70,6	60	25,9	22	3,5	3
Item 21	75,3	64	17,6	15	7,1	6
Item 22	35,3	30	35,3	30	29,4	25
Item 23	61,2	52	29,4	25	9,4	8
Item 24	62,4	53	32,9	28	4,7	4
Item 25	55,3	47	22,4	19	22,4	19
Item 26	35,3	30	35,3	30	29,4	25
Item 27	57,6	49	35,3	30	7,1	6
Item 28	51,8	44	32,9	28	15,3	13
Item 29	61,2	52	29,4	25	9,4	8
Item 30	30,6	26	35,3	30	34,1	29
Item 31	31,8	27	34,1	29	34,1	29
Item 32	47,1	40	32,9	28	20	17
Item 33	61,2	52	29,4	25	9,4	8
Item 34	47,1	40	32,9	28	20	17

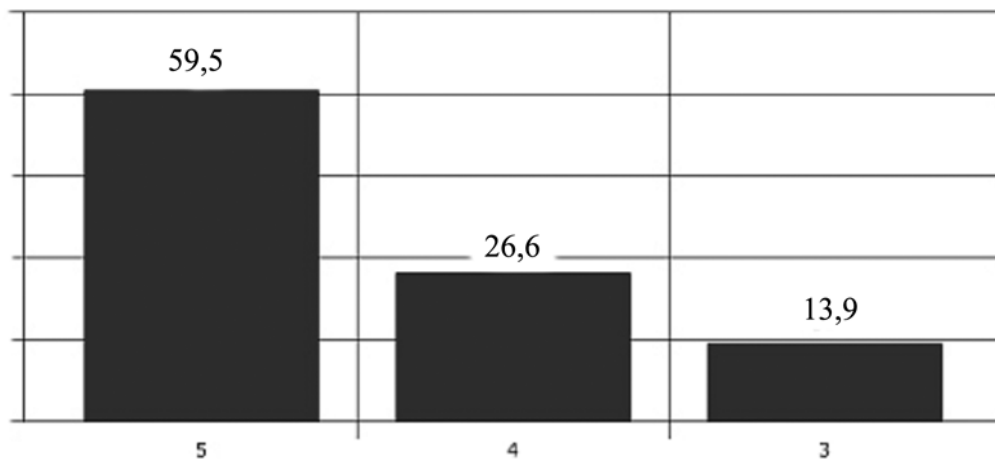
In this survey, questions were divided into three main groups. First one is durability properties, second one is functional properties, third one is quality characteristic.

4.3.1. Durability Properties

In this part, product specifications were reviewed about the durability of the furniture. This part, which is entitled “durability properties”, was formed with the help of the data gathered from the second survey study. The points raised in the section are as follows:

1. Must be durable.
10. Must be long-lasting.
17. Products will be used consistently strong and often must be woven.
18. If the outside air is to be used conditions should not be impressed.
19. Color must not fade.
20. Metal part must not rust.
21. Furniture construction is solid and must be safe.
33. It should not be drawn quickly.

Table 4.20. Frequency histogram of durability properties.



In this figure, which was prepared to make a general preferences of the product durability, can be seen that the level of agreement was high among the respondents. . In addition, the highest percentage of respondents that “absolutely agreed” with the statements came from those from customers.

Table 4.21 The evaluation of the answers in durability properties according to the gender and age

Item		Average of Durability Properties								Total	Average
		1	10	17	18	19	20	21	33		
Gender	Female	4,7	4,6	4,3	4,4	4,2	4,8	4,6	4,6	36,2	4,53
	Male	4,7	4,5	4,2	4,2	3,9	4,6	4,7	4,5	35,2	4,40
Age	<20	4,6	4,3	4,0	4,2	4,0	4,9	4,9	4,3	35,2	4,40
	20-30	4,7	4,6	4,1	4,3	4,1	4,7	4,7	4,6	35,7	4,46
	>30	4,8	4,5	4,5	4,3	3,9	4,6	4,5	4,5	35,6	4,45

In addition, in this section, the male and female respondents rated as “agreed” or “absolutely agreed” with the statements. This high level of agreement can also be seen among the 20-30 age people in this section.

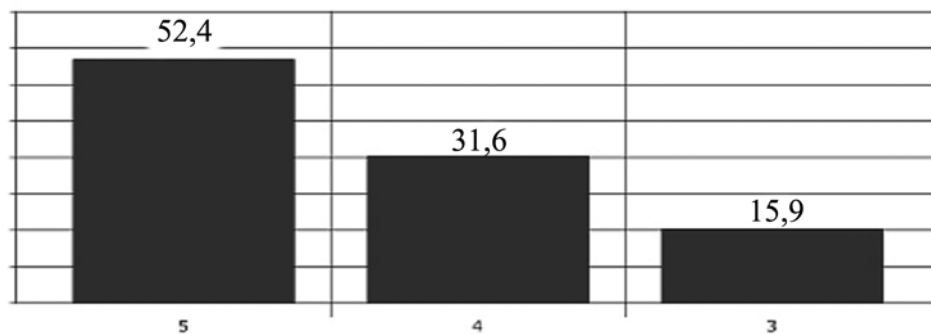
4.3.2. Functional Properties

In this part, product specifications were reviewed about the functionality of the furniture. This part, which is entitled “functional properties”, was formed with the help of the data gathered from the second survey study. The points raised in the section are as follows:

2. Should be easy to use.
3. Must be easily demountable.
4. Should be easy to carry and light
6. Must be functional.
8. Must be comfortable.
9. Must be erconomic.
11. Should be easy to clean.
12. Must be easily portable.
16. It must be high quality.

- 24. Maintenance costs should not be too high.
- 25. It has user manual.
- 27. Children must be appropriate to use.
- 28. Provided for each position must be a good balance.
- 32. Must be modular.
- 34. Must not be little pieces.

Table 4.22. Frequency histogram of functional properties.



The Figure describes the frequency of the answers rated overall in the second section. When the answers are analyzed, it can be said that the respondents rated the statements as 5 (“absolutely agree”) and 4 (“agree”), which shows their agreement with the statements in general. As it was the case in the other sections, the level of agreement in this section is pretty high. This shows that respondents agreed with most of the statements in this section.

Table 4.23 The evaluation of the answers in functional properties according to the gender and age.

Item	Average of Functional Properties				
	Gender		Age		
	Female	Male	<20	20-30	>30
2	4,2	4,4	4,4	4,4	4,2
3	4,5	4,1	4,7	4,2	4,2
4	4,6	4,6	4,4	4,6	4,6
6	4,3	4,2	4,0	4,1	4,5
8	4,5	4,5	4,7	4,5	4,4
9	4,4	4,2	4,3	4,2	4,4
11	4,4	4,2	4,2	4,3	4,3
12	3,9	4,4	3,6	4,2	4,3
16	4,5	4,5	4,4	4,5	4,6
24	4,6	4,6	4,4	4,6	4,6
25	4,2	4,4	4,4	4,4	4,2
27	4,5	4,5	4,4	4,5	4,6
28	4,5	4,2	4,6	4,3	4,3
32	4,5	4,1	4,7	4,2	4,2
34	4,5	4,1	4,7	4,2	4,2
Total	66,1	65,0	66,0	65,2	65,6
Average	4,41	4,33	4,40	4,35	4,38

When the answers given by the respondents to the questions in section are analyzed in terms of the functional properties of the furniture, the high level of agreement among male and female. This high level of agreement can also be seen among the 20-30 age people in this section.

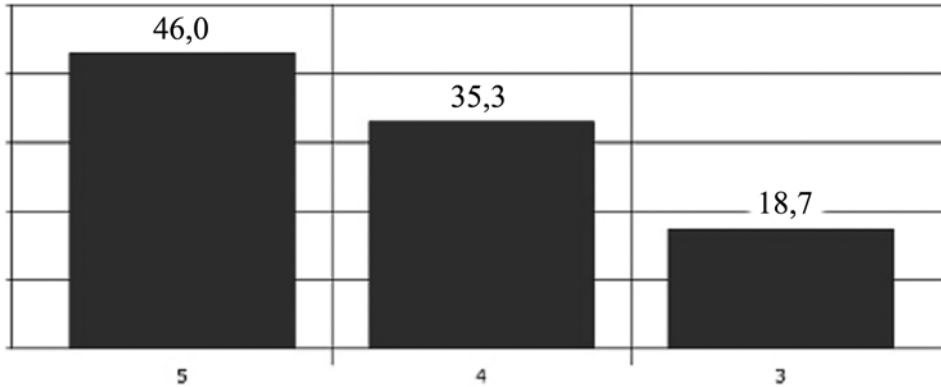
4.3.3. Quality Characteristic

In this part, product specifications were investigated about the quality characteristic of the furniture. This part, which is entitled “quality characteristic”, was formed with the help of the data gathered from the second survey study. The points raised in the section are as follows:

- 5. Should be aesthetically satisfying.
- 7. Should have multiple uses.
- 13. Must work safe.
- 14. It must not occupy much space.
- 15. Price must be appropriate.
- 22. Must be compatible with other household goods.
- 23. It has warranty.
- 26. Surface must be smooth and seamless.

- 29. Should be made from recyclable materials.
- 30. Should be color options.
- 31. Must be modern.

Table 4.24. Frequency histogram of quality characteristic.



This part, which is the most significant section of all since it contains views concerning the quality characteristic of furniture, is different from the other sections as respondents “agreed” or “absolutely agreed” with almost all the statements. The respondents “agreed” with the statements in this section, where there are hardly any opposing views. This indicates a high level of unanimity among respondents.

Table 4.25. The evaluation of the answers in quality characteristic according to the gender and age.

Item		Average of Quality Characteristic										Total	Average	
		5	7	13	14	15	22	23	26	29	30			31
Gender	Female	4,3	4,4	4,7	4,2	4,6	4,2	4,6	4,2	4,6	3,7	4,1	47,7	4,33
	Male	4,1	4,3	4,7	4,0	4,6	3,9	4,5	3,9	4,5	4,1	3,9	46,5	4,23
Age	<20	4,3	4,2	4,9	4,3	4,4	4,1	4,3	4,1	4,3	3,7	4,2	47,0	4,27
	20-30	4,2	4,4	4,7	4,0	4,6	4,1	4,6	4,1	4,6	4,0	3,9	47,1	4,28
	>30	4,2	4,2	4,6	4,1	4,6	4,0	4,5	4,0	4,5	4,0	4,1	46,8	4,25

When the figures are analyzed, it can be said that respondents with the highest level of agreement were the good quality characteristic, and that young respondents, among 20-30 age followed other respondents in this regard.

CHAPTER 5

CONCLUSION

The aim of this study is to explain the interaction between the lifestyles of the people belonging to different kinds of classes and the designing of the furniture. In the first chapter, the problem is defined and its aim and method are stated. Then, society's characteristics relevant to consumption and class are focused. In the following, the development process of furniture and its present status are dealt with. The research is done by taking IKEA as sample. A survey is prepared and this asked to the customers of IKEA. Data gained as a result of the survey are evaluated considering the features of products designs. How furniture designing affects social classes is explained.

In our day's competitive environment, the importance of making difference in furniture designing, of getting quality products and of addressing to the user more and more increases day by day. Form that is fore grounded in furniture designing, different relationships created among the materials and different structural systems created will help to gain creativeness, quality, applicability, original designs and innovative products, and to facilitate diversity and to create different angles in designing and marketing of furniture and accessories.

Qualified and original furniture that will meet different expectations can be created when it is understood that furniture designing is not only about aesthetical and ergonomic works that include form designing but also it requires furniture be designed by relating the furniture and its material. What is important is to melt present conditions and techniques for appointment of function and material to produce furniture in the pot of designing. The skill of designator will lie under its ability to make best use of technical knowledge and art knowledge as device while developing new products.

The supposed consumer are influenced by the person's cultural, social, personal, psychological situation. Those factors and the company's marketing mix interact in order for the consumer to make a decision. The attitudes a consumer has influence how the stimuli are perceived and therefor influence the decision. The marketing mix that the company uses influences the customer segment they attract. Different ways of marketing, setting price, product range/quality and the store location obviously

influence the buyer. Different attitudes and habits due to cultural factors such as culture, the respondents' Swedish nationality, geographic area and social class have surfaced in the study. The buying behaviour differs due to these factors.

The role and status a person has influence the buying a lot. Some people will not buy a copied product at IKEA. These are examples of social factors. Personal factors like age, occupation, purchasing power, interests and personality of the respondents' in many cases determined what and where they purchased their home furnishings. Finally the perception, learning, motivation beliefs and attitudes play a large role when buying. A company's image is very closely linked to the attitudes the consumers' have toward that specific company. IKEA and all other companies must work to stimulate the affect, behavioural intent and cognition of their consumers. This will generate a more positive attitude toward the company.

In the study conducted by taking IKEA as an example, it is seen that brand identity of IKEA and its designing understanding are open to rapid changes in environmental conditions and innovations. The image of IKEA is significant thanks to its more dynamic and livelier designs. Its target group is the young people. While producing the products, it is paid special attention to designs of products that would attract the attention of this group. It wishes to produce their products at lower prices without changing its route. When the products are purchased, they are delivered in bags. This helps decrease in the price. We see that these products that are functional, easy for use and quality are preferred by persons with white collar that are expert on their own fields what we call new middle class. Because these people need to live in smaller houses close to their workplaces they have to organize their own living areas more efficiently. Therefore, the products that are preferred shouldn't take too much place, should be strong and aesthetic at the same time. At the same time, it should allow to multi-functional use.

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APPENDIX A

THE FIRST SURVEY FORM

İzmir Yüksek Teknoloji Enstitüsü, Fen Bilimleri ve Mühendislik Enstitüsü Endüstri Ürünleri Tasarımı Bölümü yüksek lisans programı öğrencisi Aykut Erinçkan tarafından hazırlanmış ankettir.

IKEA MÜŞTERİ ANKET FORMU

1- Cinsiyetiniz ?

Kadın Erkek

2- Yaşınız nedir ?

25 yaşından küçük 25-35 yaş arası 36-45 yaş arası 45 yaşından büyük

3- Eğitim durumunuz?

İlköğretim Lise Üniversite

4- Mesleğiniz ?

Kamu Özel Sektör Kendi İşim Öğrenci Bir Mesleğe Sahip Değilim

5- Medeni durumunuz ?

Evli Bekar

6- Kaç kişilik bir ailede yaşıyorsunuz?

yalnız yaşıyorum 2 kişilik 3 kişilik 4 kişilik 4 kişiden fazla

7- Aylık geliriniz (YTL)?

700'den az 700 – 1500 arası 1500'den fazla

8- İkamet ettiğiniz il, ilçe ?

İzmir İçi İzmir Dışı

9- Ikea'ya geliş sebebiniz ?

Yemek Gezmek Alışveriş Tümü

10- IKEA'ya hangi sıklıkla geliyorsunuz ?

Haftada iki Haftada bir Ayda bir Üç ayda bir Yılda bir

11- Ürünleri satın alırken hangi özelliklerine dikkat ediyorsunuz?

- Moda olmasına
- Kalite ve kalite belgesine
- Fiyatına
- Kullanım kolaylığına
- Malzemesine

12- Daha çok hangi ürün gruplarını tercih ediyorsunuz ?

- Mobilya / Mobilya
- Mobilya / Aksesuar
- Aksesuar / Aksesuar
- Tek
- Tümü

14- Ürünleri satın almaya önceden mi yoksa Ikea'yı gezerken mi karar veriyorsunuz ?

- Katalogdan
- İnternette
- Ikea'yı gezerken

APPENDIX B

THE FIRST SURVEY FORM

Aşağıdaki sorularda mobilyadan beklenenler sıralanmıştır. Soruları cevaplarken 1 ile 5 arasında bir değer seçin.

1 = kesinlikle katılmıyorum 2 = katılmıyorum 3 = az katılıyorum
4 = katılıyorum 5 = kesinlikle katılıyorum

YAŞ:

CİNSİYET:

MESLEK:

1.	Dayanıklı olmalı	1	2	3	4	5
2.	Kullanımı kolay olmalı	1	2	3	4	5
3.	Kolay sökülüp takılabilir olmalı	1	2	3	4	5
4.	Taşınması kolay ve hafif olmalı	1	2	3	4	5
5.	Estetik açıdan tatmin etmeli	1	2	3	4	5
6.	Fonksiyonel olmalı	1	2	3	4	5
7.	Birden çok kullanım alanı olmalı	1	2	3	4	5
8.	Rahat olmalı	1	2	3	4	5
9.	Ergonomik olmalı	1	2	3	4	5
10.	Uzun ömürlü olmalı	1	2	3	4	5
11.	Kolay temizlenebilir olmalı	1	2	3	4	5
12.	Kolay taşınabilir olmalı	1	2	3	4	5
13.	Güvenli çalışmalı	1	2	3	4	5
14.	Çok yer kaplamamalı	1	2	3	4	5
15.	Fiyatı uygun olmalı	1	2	3	4	5
16.	Kaliteli olmalı	1	2	3	4	5
17.	Sürekli kullanılacak olan ürünler sağlam ve sık dokunmuş olmalı.	1	2	3	4	5
18.	Eğer dışarıda kullanılacaksa hava koşullarından çok etkilenmemeli	1	2	3	4	5

19.	Rengi solmamalı	1	2	3	4	5
20.	Metal aksamı paslanmamalı	1	2	3	4	5
21.	Mobilyanın konstrüksiyonu sağlam ve emniyetli olmalı	1	2	3	4	5
22.	Evdeki diğer eşyalarla uyumlu olmalı	1	2	3	4	5
23.	Garanti belgesi olmalı	1	2	3	4	5
24.	Bakım masrafları çok olmamalı	1	2	3	4	5
25.	Kullanım kılavuzu olmalı	1	2	3	4	5
26.	Yüzeyi düzgün ve pürüzsüz olmalı	1	2	3	4	5
27.	Çocukların kullanımına uygun olmalı	1	2	3	4	5
28.	Her pozisyon için oturma dengesi iyi sağlanmış olmalı	1	2	3	4	5
29.	Geri dönüşümü olan malzemelerden yapılmış olmalı	1	2	3	4	5
30.	Renk seçenekleri olmalı	1	2	3	4	5
31.	Modern olmalı	1	2	3	4	5
32.	Modüler olmalı	1	2	3	4	5
33.	Çabuk çizilmemeli	1	2	3	4	5
34.	Çok ve küçük parçalı olmamalı	1	2	3	4	5