

Colours Preferences in Housing Furniture by Two Different Culture Groups

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Abstract: Housing is an indicator of cultural identity of societies. Due to the housing they live, dwellers consciously or unconsciously give specific messages about their personal characteristics apart from their socio-cultural group. Colour preference which arouses different perceptions in people is one of the important elements in space design and is known to reflect the culture of dweller. It is thought that colours preferred for furniture which is one of the most important building stones of space is a cultural symbol and cultural differences are influential in the colour preferences of the furniture. With this study, colours preferences of dwellers in different socio-cultural groups for furniture in their housing which is the most prominent space reflecting culture were determined. Within the scope of study, survey and on-site monitoring were done in two different socio-culture groups and colours chosen by socio-cultural groups in their housing furniture were analyzed. As a result of the study it was examined that dwellers in two different socio-cultural groups used different colours in their housing furniture and differences between are revealed them.

Keywords: Culture, colour, house, user preferences, furniture.

1. INTRODUCTION

Culture is a ball of relations between goods and people. People give the meaning to goods through culture and make sense with it. Culture is quite effective in everything about goods from design to the use of products, from owning a good to perceiving and making sense of good [1]. Culture plays important role in the inclination of individuals as well. It is known that culture is an indicator of inclination level of people and dwellers in different socio-cultural groups have different inclinations [2].

In order to determine differences between socio-cultural groups, it is necessary to form standard behaviour models of socio-cultural groups. Although it is thought that a society exhibit totally the same behaviour patterns, it is known that people have different characteristics; there are differences in society such as gender, age, occupational groups, social classes and ethnic groups and these differences are effective elements in determining cultural differences between groups [3].

Cultural characteristics not only have effect on living style and world-view but also preferences of people. Individuals who belong to the same cultural group dress up similarly, but the same products, use same popular words, watch the same television programs and movies, do the same sports activities. These standard behaviour models in the group cause them to use same or similar goods [2, 4]. This shows us that

dwellers in the same cultural group may have similarities or differences in their preferences. That is, culture and accordingly different variables such as income level, education, age can be effective on the goods individuals use [5].

While people carry out specific activities within a space, they reflect their cultural accumulation on this space [6]. Space does not consist of a mere emptiness, it can be considered through cultural glasses [7]. It is known through the studies carried out that housing is the places where cultural differences are most regarded, different cultures prefer different spatial characteristics, space setup, shortly different architectural characteristics and these are observed in housing spaces [8, 9, 10, 11, 12]. Furniture used in the housing differs according to the cultural group [13]. It is thought that just like the furniture, colours used in the furniture may differ in socio-cultural groups. Characteristics such as age, gender, culture and geographic region have effect on perception and thereby perspective towards colour. Therefore, there might be difference on colour preferences of dwellers who display different cultural characteristics [14, 15].

With this study, it was aimed to analyze furniture used in the housing of two different socio-cultural groups and in terms of colour preferences determine whether there is a difference between them in statistical sense. According to this, the hypothesis which was formed according to the aim of study is "dwellers who live in different cultural regions prefer furniture in different colours in their housing furniture".

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2. RESEARCH METHOD

2.1. Choice of Sampling

In the cities there are neighbourhoods where different cultural layers are involved. Differences between socio-cultural groups can be determined by examining family structure, traditions, lifestyle and social habits. This study was carried out in Beşirli District no.1 Yeşil Park Site, Cumhuriyet District Afet Evleri which was determined to be two different socio-cultural group in Trabzon (Figure 1). Afet Evleri users and Yeşil Park Site users have been mentioned where they are in different groups in terms of family structure, traditions, lifestyle and social habits according to “Interaction of Culture Componenets and Cultural Groups in Spatial Organizations Choosing Furniture: House Living Rooms” by Aras. Sampling area is composed of Afet Evleri which includes dwellers living on local cultural data and Yeşil Park Site which includes dweller living on global cultural data [13].

Within the scope of the study, the sample size was calculated for the No.1 Besirli Neighborhood to be 67 and for the Cumhuriyet Neighborhood to be 67 with 90% confidence level ($t = 1.64$) and 10% error rate ($d = 0.1$) to represent the main mass ($N = 8203$ and $N = 4531$).

For No. 1 Besirli Neighborhood;

$$n = \frac{8203 * (1.64)^2 * 0.5 * 0.5}{[(0.1)^2 * 8202] + [(1.64)^2 * 0.5 * 0.5]} = 66.70 \cong 67$$

For Cumhuriyet Neighborhood;

$$n = \frac{4531 * (1.64)^2 * 0.5 * 0.5}{[(0.1)^2 * 4530] + [(1.64)^2 * 0.5 * 0.5]} = 66.27 \cong 67$$

The study was carried out in 134 houses in sampling groups which were statistically confirmed to be composed of two different socio-cultural groups. 50% of the houses are in Yeşil Park Site and 50% of the houses are in Afet Evleri.

2.2. Design of the Survey

The study was carried out in houses of dwellers which were determined to be in different socio-cultural groups according to “Interaction of Culture Componenets and Cultural Groups in Spatial Organizations Choosing Furniture: House Living Rooms” by Aras [13]. Later on, a detection study was carried out in order to determine which colours are preferences in housing furniture of dwellers affiliated to two different socio-cultural groups has different family structure, different traditions, different lifestyle and different social habits. In the form which was created



Figure 1: The location of study field on map.

for the detection study in order to determine textile colours of furniture, a scale was formed including the colour of white which is the most commonly used colour in modern architecture in addition to the colours of red, blue, yellow, green, brown and black used in traditional Turkish housing sofa as mentioned by Küçükerman [16]. Since it was determined that brown and white colours are used in wooden furniture in the housing, a grouping was formed including these colours. According to this, colours used in wooden furniture and furniture upholstery were determined for each housing.

Then data obtained in detection study were conveyed in SPSS (Statistical Packages for the Social Sciences) program in computer media with suitable coding and analyzed with this program. The study used a chi-square independence test to determine whether the relationship between the two sample groups was meaningful. Also, Likelihood Ratio Test was also used in the study as an alternative to the chi-square test where there is less data than the sample group's

responses. Since p value (significance value) is taken in 95% reliability in studies of social sciences, in this study variables which have relation in $p < 0.05$ significance level were analyzed within the scope of this study. Cases which are $p < 0.05$ means there is statistical difference between two groups, and there is no statistical difference between two groups in case of $p > 0.05$.

3. FINDINGS

Socio-cultural groups were analyzed in the sense of colours of furniture upholstery they use. The difference between both cultural groups in the sense of housing furniture upholstery colours results from the fact that brown (23,1%) and red (6,7%) colours are used in Afet Evleri and white (19%) colour is used in Yeşil Park Site (Table 1).

Socio-cultural groups were also analyzed in the sense of colours of wooden furniture they use. The difference between both socio-cultural groups in the

Table 1: Analysis of Colours Used in Housing Furniture Upholstery of Houses of Different Socio-Cultural Groups

Furniture Upholstery Colours in Housing Spaces	Sampling Group			
	Afet Evleri		Yeşil Park Site	
	%	Adj. Res.	%	Adj. Res.
White	0.0	-4.7	19	4.7
Black	0.7	1.0	0.0	-1.0
Brown	23.1	2.1	14.2	-2.1
Green	2.2	1.0	0.7	-1.0
Blue	0.7	0.0	0.7	0.0
Red	6.7	3.1	0.0	-3.1
Combined	14.2	-1.1	18.7	1.1
Other	2.2	0.5	1.5	-0.5
LR	45.179			
df	7			
p	0.000			

Table 2: Analysis of Colours Used in Wooden Furniture of Houses of Different Socio-Cultural Groups

Colours of Wooden Furniture in Housing Spaces	Sampling Group			
	Afet Evleri		Yeşil Park Site	
	%	Adj. Res.	%	Adj. Res.
Brown	50.0	7.3	21.6	-7.3
White	0.0	-1.0	0.7	1.0
Brown and White	0.0	-7.1	27.6	7.1
LR	68.141			
df	2			
p	0.000			






Afet Evleri			
	Brown seat	Red seat	Brown TV units
Yeşil Park Site			
	White seat		Brown and white TV units

Figure 2: Examples of furniture used in different socio-cultural groups (Afet Evleri and Yeşil Park Site).

sense of housing furniture upholstery colours results from the fact that brown (50%) colour is used in Afet Evleri and combination of brown and white (27.6%) colour is used in Yeşil Park Site (Table 2).

As a result it was determined that there are statistical differences between colours of both furniture upholstery and wooden furniture in housing spaces of two socio-cultural groups (Figure 2).

4. RESULTS

Culture has an important place for the society and individuals and has effect on many factors from the life style of society to their inclination, their preferences to behavioural patterns. Moreover, culture has an important place in shaping the environment of individual, primarily the housing in which he lives. Since living spaces are the prominent spaces of which guests would have their first impression about housing, they are regarded as the places where the effect of culture is mostly felt. These spaces are the places where dwellers give specific conscious or unconscious messages. It is thought that colour can be an effective element among these symbolic statements used

consciously or unconsciously by the individual. For this aim, it was analyzed whether there is a difference between colours of furniture used in housing spaces of two different socio-cultural groups.

Afet Evleri dwellers, who are in the effect of local culture and Yeşil Park Site dwellers who are in the effect of global culture are included in different socio-cultural groups. For example; while dwellers of Afet Evleri sustain their habit such as dining in a place which has the local cultural traces, using a room for more than one function Yeşil Park Site dwellers display specific behavioural patterns such as forming spaces specific to person or activities which belongs to global culture [13].

As a result of statistical analyses, it was observed that there are differences in furniture colour preferences of both cultural groups. It is observed that in Afet Evleri houses which are in the effect of traditional culture, brown and red colours which are used in traditional Turkish houses were preferred, white and brown-white combinations which are used in modern houses as the symbol of modernism and purity were preferred in Yeşil Park Site houses. According to

data obtained from the study, it was determined that different socio-cultural groups used different colours of furniture and the study hypothesis has been verified. It can be said that there are differences in furniture colours depending the changing cultural structure of society.

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