



Older People and Smart Furniture

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Date of Submission: 16-07-2021

Date of Acceptance: 01-08-2021

ABSTRACT: Members of the older generation, based on previous norms, represent a lot of stubbornness. It sounds a little harsh, but it's not unfounded. The way people over the age of 50 think is different from that of younger generations. The elders, what they learned a long time ago, it was good, it was the right thing to do, it wasn't a problem. Today's world is developing incredibly fast from the point of view of ordinary people. Nowadays, almost all young people can be expected to manage computers and multimedia devices competently. Thanks to the Internet, we can communicate, shop, gather ideas and opinions. That's where it came to the point where older people didn't want to be left behind. They had to get used to the fact that if they wanted to be active in a "simpler" life, they would have to learn.

KEYWORDS: elderly age group, furniture, smart furniture,

I. INSTALLATION

Retired people have a lot of free time, many of them with more affluent pensions and savings. There is morale that always defines the X+ generation, which they do not give in to; Family first. If you ask a person of an older age group; what influences your purchasing decision-making, well, you're most likely thinking about lasting the product, since you'll want to pass it on to your children or grandchildren someday. Most of this generation chooses to buy furniture when their health requires it. Do they retain the concept of "beauty" when shopping? They strive for the "best" solution they perceived as children; solid wood furniture, or would you like to move on to today's beautifully designed pieces of furniture? How deduced can they be in an area unknown to them, and given how and from where they receive good advice and help?

II. ELDERLY PEOPLE'S SHOPPING HABITS

In developed Western countries, the number of aging people has been increasing for decades, coupled with their increasing social engagement. As their food volume increases, they become more potential and purchasing power in the market. In addition to becoming a potential purchasing power, the fact that this target group has the greatest savings for the population as a whole is not negligible. It is typical that, based on their experience at a family level, their purchasing decisions can be decisive and their consumption patterns are potentially in line with the requirements of sustainable development, and consequently they buy quality wood and furniture products, not mass-produced, in many cases non-wood products produced by multinational companies. Previous statistics clearly show that I do not want to let go of the "old" standard of living, the style, which is fine. but will they receive the right advice this evening? Would you rather buy from a friend or listen to the offer of multis? So far, they show that they stay longer than usual, risk less with the new one, are dominated by comfort, and the piece of furniture shaped in the style of the apartment is a priority. [1]

III. SMART FURNITURE

For everyone, a home is a place where you can always feel safe. It protects us from the outside world, locks us away from everything and everyone. And to keep this safety comfortable, we always look for the best, newest furniture, accessories that make our daily lives not only homely but also comfortable and practical.

Today, smart furniture has begun to conquer the market on a wide scale. People of all ages, regardless of gender, can enjoy it because it can provide an outstanding experience in all areas.

Among young people, it is natural that the clever term carries with it the controllability of the very popular phone of the present age, wifi signal, and remotely controllable functions. Most smart furniture meets these needs.



For older people, there is also a more positive feature of the particular groups of furniture, namely that the name smart furniture carries with its practicality. The great strength of this furniture is the ability to have built-in phone chargers, USB ports, sockets, but they are also incredibly space-saving. The conversion has become a part of saving space, which has almost captivated the hearts of shoppers of all ages. Smart furniture is already present in countless categories with little exaggeration. It became mostly a part of small apartments. Nowadays, multifunctional, convertible furniture is becoming increasingly popular among those who live in small apartments, it is no wonder that the people who live here have become the primary target group of this family of furniture.

At the first moment, you can sense the usefulness of a smart device for him. When it comes to smart furniture, it's simply an urge from the inside that simplicity meets genius. In this case, we have only the feeling of the first glance, and then after we use it daily, we will make the furniture feel with us; that it's worth all the money. The key to creating smart furniture was the feeling of comfort and creating your own home. More feature products were needed, which is useful, flashy, and takes advantage of the space offer, besides not taking up a lot of space in the small apartment in the city that is not huge anyway. One of the most successful companies in Japan ORI, which helped to launch this product line. The company name itself comes from the Japanese paper folding, the word *origami*, which already carries beauty and remarkable wonder. The idea of transformative furniture undoubtedly comes from here. It was essential that the furniture always adapts to the need, either manually or with electrical help, a piece of furniture that can make an office, bedroom, or living room by pressing a single switch, depending on what you want and need. Nowadays, every piece of furniture is available in a smart design. It is enough to think of a simple dining table, which can be expanded at any time when guests arrive, a desk in which you can easily hide the chair, or perhaps the partition wall used in the living room, in which a hidden bed becomes immediately available, and we could continue under the stairs leading to the floor through built-in cabinets to the extreme. Smart furniture is perhaps their most important task to be useful. The fact that people resort to shopping with a strong expression cannot be neglected. Necessity is lord even in the present situation. The basis for the development of the intention to purchase is the need, which means a sense of absence. Individual needs

always take the form of needs. Demand is an objectified form of need. It is mainly the purchase of less frequently purchased, durable, high-value goods that is overtaken by a thorough collection of information. It's a time-consuming task. Demand is a real demand on the market. If the purchaser has sufficient income to purchase the goods he requests, the consumer's demand, i.e. his solvent intention to purchase, develops. Demand becomes a purchase when it meets supply. The decision to purchase a product can be influenced by several factors: intellectual and emotional motives, desire to appear, desire to stand out, gifting, pleasure for others, meeting non-material needs, imitating others, satisfaction after a previous purchase. Changing homes, like buying furniture, is important in every person's life. People see their home as one of the most important safe points in their lives. Its furnishings and construction, if not the fulfillment of their tastes, but the imprint of the processes that accompany them throughout their lives, accordingly, the willingness to change decreases with age. The change is primarily justified by rational arguments. Hoarding, renovation, and design changes play less and less of a role in the interior design of their home. The uniform image of the home is extremely important for all age groups, so the style of the new furniture is adapted to the already formed interior image. The durability and value resistance of the furniture is a prominent aspect, although its importance decreases with age. At the same time, the importance of both practicality and comfort among seniors increases with age, and design becomes increasingly overshadowed due to the constant change in health status. Furthermore, the purchase of new furniture is mainly for practical reasons. Older people, especially single pensioners, buy new furniture less frequently, on average every 10-11 years, especially if the previous one is ruined and worn out. Although it was one of the issues of buying furniture the replacement of purchases should be considered as an alternative to repair as a possible solution, which is very common among the elderly. The most common change of furniture among the elderly is the replacement of the more practical one, the importance of which is due mainly because of health concerns. [2] [3]

IV. PURCHASE PROCESS

If you look at the buying process of older people (pensioners), the statistics show that they do not make a decision right now. They are patient, they do not rush, and they spend more time collecting the information mentioned above. They



care about opinion, so they may go back several times to see the play, even with family members. Of course, they have the same influence.

Older consumers have their habits, attitudes, and preferences. It is very challenging for companies to invent and serve them since it is usually the younger generation who have to convince the older one. Adapting to the needs of the elderly is good for winning overall consumers. Consumer behavior is largely influenced by the immediate social environment, including the impact of family and acquaintances. In particular for elderly customers, personal sources of information indeed are the most important; this may be because it seems more convenient to make decisions based on 'ready-made opinions and evaluations', besides the exchange of information in this regard is also a form of social networking. Besides, personal information is often considered more credible by the elderly than information from the media [4].

It is quite possible to determine the value preferences used by older people to make their purchases. [5] listed largely age-independent transgenerational expectations, such as the pursuit of simplification, the need for comfort, the focus on health, the need for unnecessary indoctrination, appreciation of authenticity, the importance of trust, simple decision-making. Older people are more experienced, more confident. They know what they want, they are more thoughtful in their decisions, and their demands on manufacturers, dealers, and service providers are therefore higher and more nuanced than younger customers. [6]

V. PENSIONERS GROUP

The older age group can be divided into different groups: People who are about to retire: economically active but will retire within the next 0-5 years. They have an active income and make savings (depending on their options for retirement). Work makes up a significant part of their daily lives. Active pensioners: they are in the first stage of rest, their health allows for active recreation. The maintenance of the house, manual work (gardening, crafting, sewing), and the maintenance of the surroundings are important to them, they try to connect the pleasant with the use in everyday life. Home leisure activities are also popular, but they also carry out outdoor activities according to their financial potential. Passive pensioners: they do not live an active life due to their health or financial means, typically in their homes, and are in a small circle of family/friends. Their spending is typically aimed at maintaining health and daily quality of life,

increasing or maintaining their savings for practical reasons (e.g. inheritance, guaranteeing the safety of offspring).

VI. ELDERLY AND THE INTERNET

As uncomfortable as it was for older people to see it and learn a little more from the fast-running world, they got on so well. It is of great help that they are constantly monitored and tested through various multimedia sites, of course, all by focusing specifically on them when creating a web page. Older people are often described as technophobic demographics that e-commerce retailers cannot achieve. Companies avoid marketing to the elderly and are convinced they are inaccessible through social media, mobile content, and e-trafficking. The new data shows they couldn't be further from the truth. Older people will have a significant impact on e-commerce in the coming years. You can learn to appreciate and enjoy new "knowledge" and comfort.

While there is some truth that older people are less able to use technology and do not use the Internet as often as younger generations, reception rates continue to rise.

82% of adults aged 65-69 use the Internet daily. Video content is just as popular with them as their younger counterparts. More than half of older adults watch video content daily and 75% act on videos.

Older shoppers still prefer brick-and-mortar locations so they can touch and try the items before buying them. The elderly want preliminary information about what they are buying. This includes tax and transport costs, as well as any restrictions or important knowledge about the elements. Older people want a simple shopping experience.

Older people in their 80s and 90s no longer intend to spend more money on furniture, saying 'for this little while. The material, color, and layout of the furniture are not paid too much attention, for them the function is important.

In contrast, the age group in their 50s and 60s chooses the listed parameters more carefully in addition to the function. They discuss it several times, return to small detail, and even ask friends or acquaintances for their opinion before making a final decision. They need to be in harmony with the furniture of the other rooms of the apartment/house, to achieve the dreamed image. First of all, the sight, function affects them in the decision, the cost of furniture is an only secondary aspect.

While designing smart furniture, designers worked with a goal in mind; how to make



people's lives easier with easy-to-use, multifunctional and space-saving furniture. [7]

VII. SMART FURNITURE FOR OLDER PEOPLE

There are furniture manufacturers that have tried to catch age groups on the basic scheme, such as pensioners. In the aforementioned details, it has had already been revealed that the retired generation is most likely to buy new pieces of furniture if their health condition requires it. They are forced to open up to more practical furniture and let go of the habit. There are countless solutions for this type of example among smart furniture. Several companies have started to turn furniture into smart furniture to help injured people. People with reduced mobility have managed to develop smart furniture that helps their daily lives. Various designs to help you dress up, get down to bed or get up, handrails, etc... A common acre of these products is that they are ergonomic, have a high capacity, and are highly assisted. These pieces of furniture have been designed, tested, and tested to provide appropriate assistance to the retired age group. In terms of smart furniture families, electronics have become an indispensable part of products intended and manufactured for the elderly. A strong emphasis was placed on designs so as not to require unnecessary efforts to make use of the remodeling and practicality. They do not need physical strength to adjust the height of the bed for them, they simply need to use switches mounted on the products. And here became a great help in the technique. By pressing two buttons, they can set the lying surface to the perfect height for them, so that the uprising bedtime is comfortable and accident-free. The same can be said of expandable tables, disembarkation armchairs, and drawers that require deep bending at the bottom; switch to control everything. These products are of great help to people with health problems and disabilities.

Very large advantages that tools to help with housework also play a very important role in the lives of the elderly. They retain the habit of not changing, such as washing and ironing. Tools such as smart furniture are now available that older people are happy to buy and do the compulsory chores for themselves. The ZENTADO furniture family is a great example. In terms of saving space and saving time, they were thinking about shortening the chores. To eliminate these, they made their so-called THREADROBE furniture. This piece of furniture looks like a cabinet, but it's a lot more than that because it's not just ironing. It also detects whether the clothes in it are clean or dirty. If it's

clean, it'll be folded by the machine or hung on a hanger. If it's dirty, it could get in the washing machine. It takes into account which items of clothing are in it, which, like an inventory book, are included. What is also a huge strength is that they have taken into account who is happy to buy the product. Fulfilling the condition that it is small, practical, and can fit almost everywhere. Young people and retired people have also spoken positively about this product. Young people liked the fact that they don't do the not-so-exciting washing ironing thing for them, but they can even connect it to their smartphone, which warns them when it will be ready. ThreadRobe furniture can be selected with a smartphone connection for our same-day wear. Press a few buttons on your tablet or smartphone, and you'll be able to pick up your clothes clean and wrinkle-free. You can even choose seasonal garments by color, pattern, and material. The older generation, on the other hand, liked the fact that they could take clean, wrinkle-free clothes out of a closet without having to take uncomfortable positions for long-term folding and ironing. [8]

Smart furniture is the right one for everyone. They offer great solutions to make smaller areas more homely, innovative, creative, modern, and perhaps, which is their most positive feature, that they are affordable.

As older generations grow, so do their technological knowledge. By 2035, people under the age of 40 will be close to retirement age. These people include early adopters of the Internet, who will have been using the Internet for decades when they retire. Even people who are now in their 40s and who are not keen on using the Internet have almost 20 years to infiltrate e-commerce.

Links

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