

ANALYSIS OF THE NARRATIVE CONSTRUCTED AROUND PRODUCTS:
A CASE STUDY ON TUPPERWARE PRODUCTS

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BANU KARADEMİR ARUN

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Prof. Dr. Canan Özgen
Director

I certify that this thesis satisfies all the requirements as a thesis for the degree of Master of Science

Assist. Prof. Dr. Bahar
Şener Pedgley
Head of Department

This is to certify that we have read this thesis and that in our opinion it is fully adequate, in scope and quality, as a thesis for the degree of Master of Science

Inst. Figen Işık Tüneri
Supervisor

Examining Committee Members

Assoc. Prof. Dr. Gülay HASDOĞAN (METU-ID) _____

Inst. Figen IŞIK TÜNERİ (METU-ID) _____

Assist. Prof. Dr. Bahar ŞENER-PEDGLEY (METU-ID) _____

Assoc. Prof. Dr. Mehmet ASATEKİN (METU-ID) _____

Ali Emre BERKMAN (METU BİLTİR/UTEST) _____

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Name, Last Name : Banu Karademir Arun

Signature :

ABSTRACT

ANALYSIS OF THE NARRATIVE CONSTRUCTED AROUND PRODUCTS: A CASE STUDY ON TUPPERWARE PRODUCTS

Arun Karademir, Banu
M. Sc., Department of Industrial Design
Supervisor: Inst. Figen Işık Tüneri

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This study primarily aims to examine the ways in which the social and cultural meanings are utilized to construct a narrative around a product. Thus, a narrative analysis is employed by conducting a case study on Tupperware products, mainly due to the recognition that a comprehensive narrative, which is elaborated by social and cultural meanings, is constructed around Tupperware products because of the unique retailing technique.

Keywords: Narrative, Narrative Analysis, Tupperware

ÖZ

ÜRÜNLERİN ETRAFINDA OLUŞTURULAN ANLATININ ANALİZİ: TUPPERWARE ÜRÜNLERİ ÜZERİNE BİR ARAŞTIRMA

Arun Karademir, Banu
Yüksek Lisans, Endüstri Ürünleri Tasarımı Bölümü
Tez Yöneticisi: Öğr. Gör. Figen Işık Tüneri

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Bu çalışmada, bir ürünün etrafında sosyal ve kültürel anlamlara başvurulmuş olarak oluşturulan anlatının nasıl kurgulandığı incelenmektedir. Dolayısıyla, sosyal ve kültürel anlamlara derinlemesine başvurulmuş hakkında zengin bir anlatı kurgulandığı gözlenen Tupperware ürünleri üzerine bir vaka çalışması gerçekleştirilerek bir anlatı analizi yapılmıştır. Bu zengin anlatı, temel olarak Tupperware ürünlerine özgü satış tekniğinden kaynaklanmaktadır.

Anahtar Sözcükler: Anlatı, Anlatı Analizi, Tupperware

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CHAPTER 1

INTRODUCTION

1.1 Problem Definition

All the products around us are appreciated as functional objects of use. We both consume these products, and produce and reproduce their cultural meanings through our practices with them during the consumption process. This study has emerged as a result of a quest for an examination of the relationship between social and cultural dynamics; and consumption and product practices.

The potential of products in revealing insights about society and culture to which they belong makes them a valuable source for social and cultural studies. To illustrate, one of the well known examples in this field is Paul Du Gay's (1997) study on the Sony Walkman. In his study, Du Gay emphasizes that when the Sony Walkman was first appeared on the press, people already had some idea about what it was. Du Gay explains this as the "informal social knowledge" (Du Gay et. al., 1997: 8), which we get by belonging to a society. This is a knowledge that is taken for granted, which we do not exactly know how we learn it. According to Du Gay, the informal social knowledge is a fundamental element of culture. Thus, belonging to a culture allows us to access to a commonly shared knowledge and meanings through some certain mental maps that we have in our minds to understand the world, to organize our ideas and to share these ideas and meanings with others. To reveal how the informal social knowledge works in order to understand social and cultural meanings that are attached to a product Du Gay conducts an analysis on some of the Sony Walkman advertisements. (Du Gay et. al., 1997)

The analytical approach that is followed in this study on Tupperware products is inspired by that of Du Guy's study on the Sony Walkman. Tupperware products are sold by a unique retailing technique that is based on the direct presentation of products to the potential consumers by the company's consultants and distributors. They do not only present products but also enrich their product presentations by utilizing social and cultural values. They employ these values while giving examples from their daily practices that they conduct with Tupperware products. They emphatically address social and cultural values even when they present basic features of products such as the raw material or functional properties of Tupperware products. Thus, when Tupperware consultants and distributors articulate social and cultural values during their product presentations they construct a certain narrative around these products. Therefore, this narrative becomes a valuable source to understand the ways in which cultural and social values are employed with regard to the use of Tupperware products.

1.2 Aim of the Study

The aim of this study is to understand and reveal the ways social and cultural meanings are attached to the properties of Tupperware products by the narratives that are constructed by the distributors and consultants during their product presentations. Thus, a narrative analysis is conducted on the qualitative data gathered from these product presentations that the distributors and consultants are able to perform due to the specific retailing technique of Tupperware products. In this study, the narrative analysis is aimed at understanding the elements of the narrative that are utilized in product presentations to enhance the attractiveness of the products.

The reason behind the interest to the narrative of Tupperware products is mainly due to the fact that users' involvement with products cannot be understood merely by analyzing the material and functional properties of these products, since the social and cultural values and meanings that are attached to the products have a significant role in the users' appreciation of products.

To illustrate, it is commonly known that there are numerous products in the market that are similar to each other. Even though there is significant resemblance between them in terms of their material and functional properties each has a different status both in the market and in the mind of the consumers. Consequently, there should be some certain social and cultural concerns of consumers when they decide on buying a specific product and making it a part of their everyday lives.

In the narrative that is constructed around Tupperware products some certain social and cultural aspects with regard to the daily reproduction in the kitchen are emphatically matched with the use of Tupperware products. When analyzing which social and cultural meanings are employed in relation to the use of Tupperware products, the goal is not to evaluate the trustworthiness or correctness of what is told about the products by the distributors and consultants. Instead, the aim is to understand and reveal the ways in which the narrative constructed around Tupperware products by structuring the use of the products within the social and cultural dynamics.

1.3 The Main Arguments

Cultural Meaning Making of Tupperware Products

The first argument of this study is that cultural meaning of Tupperware products are produced mainly within the narratives that are constructed by the Tupperware consultants and distributors during their product presentations. In product presentations, there appears two points of focus to understand the dynamics of the narrative. The first focus is on the basic features of Tupperware products such as the raw material, design features and functional properties that are presented to the consultants by distributors to provide an insight about Tupperware products.

On the other hand, the second focus is on addressing the roles that users appropriate in their daily lives in relation to the use of Tupperware products. It is argued in the study that when the concern is in relation with the roles of the

consumers, Tupperware consultants address the ways products provide an access to the ideals which these roles require. More specifically, the practices these roles require are the daily practices of reproduction that women mainly perform in the kitchen for the care of their family, ranging from cooking and food storage, to preparing proper and attractive tables.

The Social Practices with the Products

Another argument based on the practices with the products is that both of the focuses in product presentations are based upon the practices of consultants and distributors that they perform by using Tupperware products. In this study, these practices are referred to as 'social practices' since they are the result of an interaction and communication (Tsoukas, Vladimirou, 2001) between Tupperware distributors and consultants who are also the main group of Tupperware users. Furthermore, the practices with Tupperware products can be regarded as social practices since they are shaped by the "sense of reality that was shared by a particular social group" (Garcia, Lorenzo, 2003:5).

This particular social group, which is formed by Tupperware consultants and distributors, frequently refers to these social practices in their product presentations to avoid giving bare and theoretical information on products that would not attract their audiences. It is argued in the study that, the social practices with the products has become so established in their daily lives that it becomes the key element to indicate their membership and participation to this particular social group (Alonso, 1988). Thus, it is suggested by the study that social practices with products emerge as the key elements which are employed in the narratives that the distributors and consultants construct around Tupperware products.

Social Structures and Social Patterns

These social practices are not only the indicator of being a member of a particular social group but also being a member of a culture. These practices with Tupperware products provide being a member of Turkish culture by

reproducing cultural meanings which are peculiar to Turkish culture or Turkish “way of life” (Du Gay et al. 1997, 10). This membership to the culture not only provides the Tupperware consultants to reproduce cultural meanings of products but also allow them to have the sensibilities necessary to appreciate their product narratives (Berger, 2002) since these narratives address the cultural norms and values.

It is argued in the study that the cultural meanings of the products which are peculiar to a culture or a way of life, do not only give information about Tupperware products or the users of these products but also they are the reflection of the larger social structures and patterns. In other words, due to their cultural meanings Tupperware products act like a mirror of social and cultural values of a particular society, namely, the Turkish society.

Identity Formation and Objectification of Culture

In addition to the former arguments on the concepts of social structures and social patterns, this study also argues that the product presentation is also a way for identity formation for Tupperware distributors and consultants. It has also become a way of materializing cultural values and beliefs through the use of products. This process is defined by Daniel Miller (1987) in his book, titled as *Material Culture and Mass Consumption*, as objectification of culture. In other words, when Tupperware users are forming a certain identity through their social practices with products it can be regarded that they are engaging in a process of perpetuating cultural values in which products becomes meaningful. When Tupperware distributors and consultants objectify cultural values through their product presentations, they first form their presentations through utilizing cultural ideals; then they internalize these ideals through their practices with products (Miller, 1987). Thus, it is argued in the study that, the users of Tupperware products form their identity not only by possessing Tupperware products but also by using Tupperware products (Southerton, 2001).

The Consumption Process of Tupperware Products

In the contemporary capitalist societies, the process of internalization of culture is accomplished by consumption practices. When the social practices with the products are the basis of the consumption process of Tupperware products, they also become the means to internalize the culture. It is emphasized in the study that the significance of social practices since it is argued that the ways individuals in contemporary capitalist societies consume are important than what they consume. Thus, even the most humble product gains its significance not by itself or by its function but rather by the messages it communicates (Miller, 1987) through the practices with it. Thus, the study argues that, in the case of Tupperware, all the information about how to consume is mentioned in product presentations mainly by addressing the social practices with these products. Thus, the messages the product communicates are revealed by the social practices.

When the consumption is idealistic rather than materialistic (Bocock, 1997), the social practices with the products can be appreciated as idealistic since they form the basis of the consumption of Tupperware products. Therefore, what Tupperware users consume and reproduce with their social practices with the products is ideas and values rather than the products themselves. These ideas and values are not formed individually but they are formed by sharing the social practices with the products with the other users. Thus, the consumption of Tupperware products is social, relational and active rather than individual, contingent or passive (Appadurai, 1988). Therefore, this feature of the consumption of Tupperware products to be social, relational and active also makes the consumption of Tupperware products not only cultural but also social.

At the social level the narrative constructed around Tupperware products works for the formation of a social group based on the possession of and practices with the products along with reification and internalization of the related cultural meanings and values. Furthermore, at the individual level, the consumption of Tupperware products by the social practices allows the consultants to resolve

their conflicts and paradoxes (Miller, 1987) that are related with their roles. This study argues that Tupperware users resolve their conflicts and paradoxes in relation with their roles by the narrative constructed around Tupperware products. By the narrative they define both 'ideal' woman and the roles of 'ideal' woman in relation to the usage of Tupperware products, and the ways to fulfill the requirements of these roles by using the products. In other words, the promise of Tupperware products is to fulfill these requirements in a more efficient way by the help of these products.

To sum up, it is argued in the study that, Tupperware distributors and consultants objectify culture by owning the products, finding equilibrium between their roles and strengthening cultural meaning of the products through social practices with them. Furthermore, they define their identity by the narrative they construct around Tupperware products during their product presentations. They accomplish this identity formation by sharing their social practices verbally in their product presentations and performing these social practices they learn from other consultants in their everyday life. Besides, by utilizing their social practices with the products in their product presentations, Tupperware consultants also present the ways they perceive and define their identity, roles and status. Women are culturally defined within the private domain. Therefore, a product that is used by women within the private domain is expected to substantiate culturally defined place of women by glorifying works that are done by women at home.

All the necessary data to substantiate these arguments can be gathered from the narratives that the Tupperware distributors and consultants construct around Tupperware products during their product presentations.

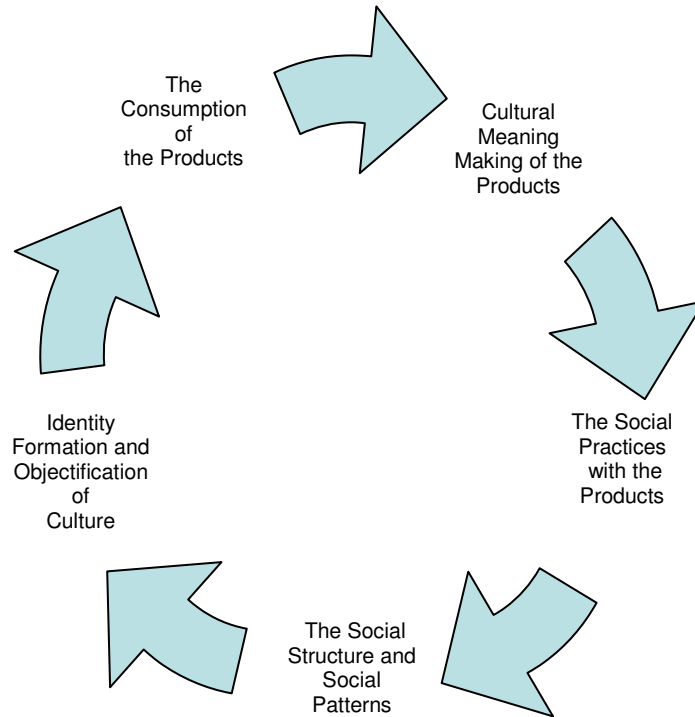


Figure 1.1 The Summary of the Main Arguments

1.4 Structure of the Thesis

This thesis is divided into five chapters which can be evaluated within two broad sections. The first three chapters contain introduction to the study, the literature review and the detailed description of the research. The last two chapters are the analysis of the findings of the research and the conclusion, respectively.

The second chapter focuses on the Tupperware Company, the products, the unique retailing technique and critical approaches to the retailing technique.

The third chapter is allocated to the detailed description of the research method. The research method is described in a structural approach with the aim to explain the research subject, the research technique, the settings and the schedule of the research and the techniques of data recording. In the final section of the chapter, a brief account of the experiences in the field is given. In

chapter four, the data collected during the research is organized and classified according to the aspects and issues that are emphatically mentioned in Tupperware product presentations by the Tupperware distributors and consultants. These aspects and issues are presented within two parts. Firstly, the data is analyzed mainly by focusing on the aspects such as the raw material, functional properties and design features. Then, in the second part the data is analyzed by focusing on the ways in which social and cultural concerns are addressed in product presentations.

In the final chapter, firstly, the previous four chapters are briefly reviewed. Then, the analysis of the narrative constructed around Tupperware products, is discussed with regard to cultural meanings, users and design of products. Finally, suggestions regarding further studies, which could be beneficial for the possible future researches on the topics, are mentioned.

CHAPTER 2

TUPPERWARE

Tupperware is a well known brand name of a company that manufactures food storage cups for domestic use. There may be many people who have heard about Tupperware at least once, however, most of them may not know much about the background of the company, which spans over 50 years, its transformation into a global brand name from being a local North American company, and its specific retailing technique; the party plan system. These issues and some others such as the history of the company, the products, the structure of the retailing system and the critics concerning the party plan system will be the focus of this chapter.

2.1 The Tupperware Company: A Brief History

Tupperware takes its name from its founder: Earl Silas Tupper. He reached the peak of his career by developing Tupperware products since he not only transformed regular plastics to purified plastics, but also created a new type of storage cup for kitchen use with an innovative lid design to maintain hermetically protected food storage. His creativity was proved long before he developed the Tupperware products by his previously patented inventions (Fascinating Facts, 2006). The creative enthusiasm of Earl S. Tupper can be explained by his belief that the talents to create and invent have the power to improve the lives of people (Clarke, 1999).

Although Earl Tupper can be called a natural born inventor, he did not start his career as an inventor. After his graduation from high school in 1925, he worked for many enterprises until he established the *Tupper Tree Doctors*, which was specialized in landscaping and tree nursery business, from 1928 to 1930

(Strauss, 2001). Yet, the *Tupper Tree Doctors* faced with bankruptcy during the economic depression in the U.S.A. Following the failure of his own business, Earl Tupper started to work for the plastic division of *DuPont* as a sample maker (Tupperware, 2004). This job was a critical turn in his career since he first encountered with plastics there. Even though he was surrounded by plastics in his working environment in *DuPont* and he had a great enthusiasm to work with this new material, when he wanted to work on his own designs he could not afford it. Fortunately, he was given a piece of waste by his supervisor at *DuPont*. This was the initial step of the process in which he refined the piece of waste and produced his first plastics products such as containers and bowls.

The development of these special storage cups was followed by Earl Tupper's design of water and air proof lids. Both of these innovations were 'revolutionary' for food storage practices in the kitchen since they were "a new way to keep food fresh" (Tupper, n.d.). This huge step taken by Earl Tupper caused him to be called as "Thomas Edison of the plastic world" (Strauss, 2001) and, eventually, led him to the foundation of Tupperware Plastics Company in 1938 (Tupper, n.d.). However, because World War II broke out, Tupperware storage containers were not introduced to the market until 1946.

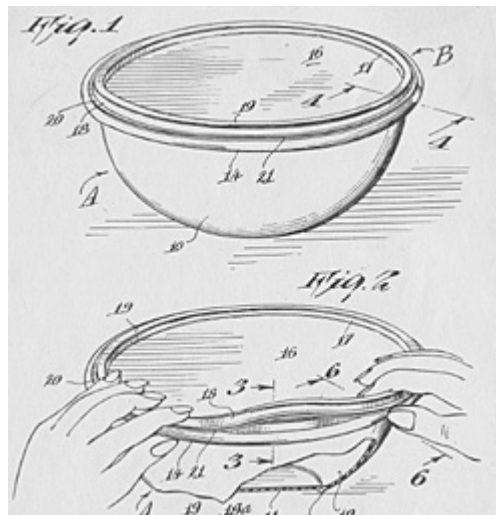


Figure 2.1 Patent drawing of bowl and the lid, 1957
Earl S. Tupper, Leominster, Massachusetts printed ink on paper

These food storage cups met with consumers in 1946; however, as a result of the economic depression in the U.S.A., the product range of the company had to be altered. The need to modify the product range was due to the interest of consumers to the newly rising modern habits and the products that were related with these habits. For instance, when smoking became a popular habit, accordingly, the company manufactured cigarette boxes (Clarke, 1999).

Tupperware Company produced unrelated types of products with food storage cups until the Tupper seal was patented in 1949 (Dormer, 1993). After 1949, storage cups were decided to be the main product group of the company. Earl Tupper strongly believed the success of his revolutionary airtight storage containers that he dreamed about 'Tupperization' of America, which was "the rationalization of American homes" through utilizing Tupperware products (Clarke, 1999: 44).

Although the media was interested in these products extensively and labelled them as well designed and affordable products for everyone (like the article published in *Home Beautiful* magazine as "Fine Art for 39¢!") there was not a significant public attention. The indifference of the public continued until 1948 when Earl S. Tupper realized that a representative of a direct retailing company in Florida, named Brownie Wise, was selling a great deal of his products (Strauss, 2001). The key to Brownie Wise's success was the home party retailing technique by which she was presenting Tupperware products to potential consumers in a hostess' home.

As a result of Brownie Wise's success, the party plan system started to be utilized as one of the retailing techniques for the marketing of Tupperware products. Until the beginnings of the 1950s, other retailing techniques were also utilized; but the party plan system was such a big success that in 1951 Earl Tupper decided to end the marketing through other channels. Instead, he started to use the party plan system as the only way of retailing for Tupperware products.

The company was owned by Earl Tupper until it was sold to *Rexall Drug Company* for \$16 million in 1958. Although it was not owned by Earl Tupper

since then, even today when the name Tupperware is pronounced, Earl Tupper is still remembered (Tupper, n.d.).

2.2 Characteristics of Tupperware Products

In this section, firstly, the process of expansion of Tupperware products to the foreign markets and that of the product lines with regard to the demands of the consumers is explained. Secondly, properties of Tupperware products that distinguish them from the similar products in the market are mentioned. Thirdly, the raw materials that are used for Tupperware products are explained. Lastly, Tupperware products are discussed with regard to their design value.

2.2.1 Expansion of Tupperware and Extension of Product Lines

As mentioned before, Tupperware was initially founded as a small local company in the U.S.A., but started to expand into the international market already in 1925. This expansion was not a result of the efforts of the company itself but that of individual efforts of Tupperware dealers who carried Tupperware products to foreign countries with the aim of retailing. On the other hand, the company's official expansion to the European market was realized during the 1960s. It was appreciated as the right time to enter the European market since it was the time when plastics was welcomed and started to be associated with a modern lifestyle in Europe (Clarke, 1999).

Tupperware received both negative and positive criticisms in Europe. In terms of negative criticisms, initially, they were associated with American culture and American way of life which might have caused them to be perceived as products not suitable for European culture (Clarke, 1999). On the other hand, in terms of positive criticisms, the party plan system was appreciated as a method to earn money for housewives who could be saved from loneliness, isolation and frustration in this way (Clarke, 1999). European women, who were the target population of Tupperware products, must have taken these positive criticisms into account that they welcomed Tupperware products. The positive attitude of women, to a great extent, was an outcome of the realistic marketing strategy of the company. In other words, the products were presented in

relation to some specific cultural habits. For instance, in England, Tupperware products were associated with picnics, which were common occasions for English culture (Clarke, 1999). Such attempts that were employed in foreign markets enabled the easy assimilation of Tupperware products into people's everyday lives.

The expansion and success of Tupperware Company first in the European, then in the Asian markets necessitated developing new products that would respond to the specific local demands of the new consumers. This was a strategy not only for the foreign markets but also to recognize the tastes, identities and ways of life of the new consumers (Heskett, 2002). In that sense, there appeared new product lines that served for both different cultures and different social groups, such as the 'luxury line' manufactured in the 1980s to target the upwardly mobile generation of consumers. This variation in products was intended both to attract different cultures and new consumers and to be able to compete with similar products in the market, as the present CEO of the company Rick Goings suggested (Toloken, 2005).

2.2.2 Distinguishing Features of Tupperware Products

Goings states that (DeRose, 2004), especially in today's competitive consumer market, Tupperware has to respond to the needs and desires of the consumers without losing of time. This is mainly due to the fact that, there are many similar products in the market that attract the same target consumer group with Tupperware's. One of the strategies to manage to appeal to the consumer, as mentioned in the previous section, is to be aware of cultural specificities and changing consumer profile. The second strategy is to substantiate the claim that Tupperware products are superior to the other similar products in the market. In that sense, there are four main properties of Tupperware products that are put forward by the company:

1. Unbreakability: Unbreakability of Tupperware products is emphasized by the consultants by suggesting that housewives would not like to spend money on breakable containers (Bierma, 2004). Thus, Tupperware responds to this

demand with its unbreakable containers. Even though, the products are presented as unbreakable, occasionally there appear some cases that the products or parts of the products are reported as broken. However, these circumstances do not impair the credibility of Tupperware products since the damaged products and/or damaged parts of the products are replaced with the new ones, which is under the guarantee of Tupperware Company.

2. Being Scentless: With its airtight lid and the specific properties of the raw material, Tupperware promises no odours in the refrigerator and in the food that is kept in its containers. By emphasizing this quality, Tupperware promises to improve women's lives by ending the spills and odours in the refrigerator and by putting an end to the leftovers that are wasted because of the odour problems (Weissman, 1999).

3. Durability: Tupperware promises that the products can be used for decades after they are purchased, unlike many other similar food storage cups (Beyond the 'Tupperware Party', 2000). As in the case of unbreakability, this property is also under the guarantee of Tupperware Company.

4. Variety: Tupperware Company promises that it will always offer plenty of product alternatives. The company aims to fulfill not only the need for food storage but also the need for fashionable products. Rick Goings, the present CEO of the company, claims that in order to respond to this need, the company focuses on some concerns. Firstly, they are aware of the seasonal changes in food storage and preparation needs, thus offer seasonal products. Secondly, they offer art and design series that have similar usage with regular containers, but they are differentiated with their appearance, which are more sophisticated. Lastly, the company promises to offer products that answer 'specific problems' in food storage and preparation. (DeRose, 2004)

2.2.3 The Raw Material: A Crucial Aspect of Tupperware Products

The significance of the raw material, namely polyethylene, for Tupperware products is based upon three factors. Firstly, the developments in the raw material led to the product development. Secondly, Tupperware and its raw

material have been associated with each other so strongly that Tupperware has become the generic name used to refer to the similar types of plastic food storage cups. Earl Tupper used the term Poly-t rather than polyethylene to refer to the raw material of the products. Furthermore, Tupperware home parties were initially called 'Poly-t parties' (Clarke, 1999). Lastly, the mostly used raw material, polyethylene, is utilized in forming the company's identity (Borgerson, 2002). In other words, plastics are associated with being modern, and Tupperware Company refers to this attribute of plastics when constructing the identity of the firm.

Polyethylene, which is the mostly used raw material for Tupperware products, was developed in 1933 by Reginald Gibson and Eric Fawcett, at the *Imperial Chemical Industries* (ICI) in Britain. Then, this material was evolved into two forms, namely, low density polyethylene (LDPE) and high density polyethylene (HDPE) (Plastics, n.d.) It became popular after World War II like most of the plastics and was mainly used for insulation, radar, and radio equipments (Pulos, 1990).

Earl Tupper's interest in this new material was related with its toughness and durability, which differentiated it from other types of plastics. Besides, since it was a malleable material it could be molded into any shape in any color (Tupperware Bowl and Lid, n.d.). As a result of his interest, Earl Tupper started to work on polyethylene and developed a more refined version of the basic polyethylene (Clarke, 1999). Initially, it was the most commonly used raw material for Tupperware products, but with the improvements both in types of plastics and manufacturing techniques, other types of plastics started to be used for Tupperware products. For instance, today, High Density Polyethylene (HDPE) is used in ice cubes; elastomeric polypropylene is used in microwave and fridge storage cups; polypropylene is used in many of the bowls; polycarbonate is used in *Elegant Serving Line* and *Table Collection*; PET and PES (Polyetherimide and Polyethersulfone) are used in the *TupperWave* line; Liquid Crystal Copolyester is used in *Oven Works* which are the dual layered oven-proof containers; and styrene is used in the lids of the sugar and creamer set.

2.2.4 Tupperware as a Designed Object

Tupperware products stand out with the quality of their raw materials; yet, furthermore, the company also attracts consumers' attention with its design approach. The design value of Tupperware products is not only appreciated by the consumers but also by design historians. The professional and academic evaluation of the design of Tupperware products allowed Tupperware to take its place in design history literature as a representative of product design in plastics and as an example to modern design trends (See Dormer, 1993; Daenen, 2006; Woodham 2004).

The appreciation of Tupperware products in design history literature finds its reflection in varied design museums' collections as well. Tupperware's airtight lid was first displayed in the collection of *The Museum of Modern Art* (MOMA) in 1956 since it was regarded as an example of machine-style design and a representative of "simplicity, purity, geometry, and also austerity" (Marcus, 1998: 122). A collection of Tupperware products is also displayed in the *Design Museum* in London, which was founded in 1989 as a museum of modern and contemporary design (About the Design Museum, n.d.) since they are regarded as an example of 'distinctive design' (Clarke, 1997) among the similar products (About the Design Museum, n.d.). There are some other design museums that Tupperware products are displayed, such as *The Victoria and Albert Museum* in London (Victoria and Albert Museum, n.d.), and *The National Museum of Science and Technology* in Milan (Tupperware Brands Corporation, n.d.).

Tupperware design is also affirmed by design authorities by means of various design awards. It is awarded with *Good Buy Award*, which is given by *Good Housekeeping* magazine every year to a selected group of products that are heralded for their innovative problem-solving designs (Stuffables® Storage Containers, n.d.). Some of the *Good Buy Award* Tupperware products take are: Good Buy Award 2004 with *Go Flex Set* (New Tupperware Expandable Storage Go Flex Set, n.d.), *Stuffables Containers*; Good Buy Award 2005 with *FlatOut! Storage Containers*. Tupperware is awarded with *Red Dot Awards*

(Tupperware Belgium N.V, n.d.) in product design in 1999 with *Egg Storer Kolumbus, Decorating Bag and Icing Ball, Expression Ovals*; in 2001 with *Keeping Carrying Make Up and Jewellery Beauty Oyster, FridgeSmart Range*; in 2002 with *Sharp Star Knife Sharpener, Silicon Pastry Mold Series* and in 2003 with *Garlic Wonder Garlic Pres*. Another design award that Tupperware received is the *Good Design Award* that is given by *The Chicago Athenaeum, Museum of Architecture and Design* since 1950 to the “most innovative and cutting-edge industrial, product, and graphic design produced around the world” (Good Design 2007, n.d.). Tupperware awarded with *Good Design Award* in 1995-1997 with *Comfort Clean Squeegee*; in 1998 with *Ovenworks*; in 1998-1999 *Fridge Smart*; in 1996-1998 with T.2 Mixer; in 1997-1998 with *Tupperware Condimate*; in 2004-2005 with *Bake 2 Basics Measuring Jug (500ml)*; in 2003 with *Soft Grip Kitchen Tools* and *FLATOUT! Folding Containers with Watertight Seal*; in 2002–2003 with *Stuffables Multipurpose Storage System* (Good Design 2007, n.d.). Finally, Tupperware was selected as *The Product of the Year* in 2005 with the *FlatOut!* food storage containers by *The German Consumer Plastics Institute* (Tupperware Flat Out! Containers, n.d.).

To conclude, Tupperware products earned their place in design museums and drew attention from professionals and scholars in design for two main reasons. Firstly, with their refined and streamlined outlook, Tupperware products are examples of modern and distinctive design. Secondly, Tupperware products represent the transformation in with regard to design and raw material in terms of transformation from porcelain and glass to plastic and artistic design to machine design.

2.3 The Retailing Technique: The Party Plan System

As an example of a modern 20th century product, Tupperware represents a combination of revolutionary understanding, market economy and technical development. However, its real success can be best explained with its special retailing technique, the ‘party plan system’.

Employing the ‘party plan system’ was not concurrent with manufacturing of the first Tupperware products. There were numerous marketing attempts before

the party plan system was introduced, such as exhibiting the products in showrooms, as in New York in the 1950s, and running advertising campaigns. Some of these efforts worked well; for example, the demands of the consumers in the store demonstrations allowed consumer feedback thus directed the advertising agency towards these demands. However, the problem with these techniques was that these were labor intensive methods to sell the products, which also required considerable financial investment, and could not provide interest of the mass consumption (Clarke, 1999).

In addition to the marketing problems, housewives perceived plastics as unusual. In other words, plastics were mostly used in many different consumer products since World War II; but it was newly utilized in kitchenware. The failure of other marketing attempts of the products and the perception of the raw material by the consumers created obstacles for the company when introducing the products to the public and looking for gaining acceptance from the public. On the other hand, with an 80% increase in home refrigeration during 1940s, genuinely unique and alternative methods of food storage and presentation became a requirement (Cowan, 1985), which worked for the advantage of Tupperware Company.

Failure of marketing attempts and perception of raw material by the consumers were overcome, and adequate response to the need of consumers in terms of food storage and presentation were solved when Earl Tupper realized the success of the *Stanley Home Products* employee, Brownie Wise, who were selling Tupperware products by organizing home parties. Earl Tupper was attracted by her success, and in 1954, he hired Brownie Wise for Tupperware Company. One of the main reasons behind his decision, in addition to her success in sales, was that she was well fitted to Tupper's idea that enthusiasm and social skills deserved more credit than diploma and college education (Clarke, 1999). She was the proof of his claim since she was a single young mother, with an eighth-grade education, who had a big success in product retailing with her own creative ideas and efforts.



Figure 2.2 A party scene from 1970s **Figure 2.3** A contemporary party scene

Wise's success can be explained in relation to her ability to observe the female popular culture well (Hammack, 2002). As a result of this, at the beginning of the 1950s, she responded to social needs of suburban housewives, who were looking for a way to meet others and socialize out of the routine of suburban life. Thus Tupperware home parties became extremely widespread (Hammack, 2002). The success of Tupperware home parties proved that with a well designed system, guaranteed by social forces, selling a product was inevitable (Cultural/ Systems: Tupperware Party, n.d.).

In spite of the success of the party plan system, Earl Tupper had suspicions that the system undermined the products' propriety. Therefore, he initiated 'Tupper Advertisement Campaign' retail ventures in 1951 as an alternative marketing attempt to the party plan system. However, this new attempt was not as effective as the party plan system in attracting the attention of the postwar female consumers who were looking for social outlets (Clarke, 1999). As a consequence, the party plan system was resumed as the only retailing technique of Tupperware Company.

Many women ask questions about Tupperware parties. We'd like to answer.

Why is Tupperware sold only in the home?
The most important reason: Tupperware should be demonstrated. For instance, you must be shown how to use Tupperware's famous airtight seal; the various uses of each kind of container; how to combine and store Tupperware to save precious space in your freezer, refrigerator or pantry. And many, many other tips about these wonderful plastic containers. Without a demonstration, all this couldn't be fully appreciated. . . . And everyone who has ever been to a Tupperware party loves the comfort of buying in a living room. It's the nicest way to shop.

How can you start a Tupperware party?
Your dealer will help make your party an enjoyable experience, both for you and your guests. There's no complicated cooking. Refreshments are light, quick-to-make things like cookies and cake. It takes little time to call and write your friends. It's easy. And very rewarding! You give the girls a chance to discover Tupperware — and you earn some lovely hostess gifts. Interested? Who wouldn't be! Let your dealer show the service the Tupperware plan is known for in 26 countries of the free world. Contact her through the Tupperware distributor for your area, listed under Housewares or Plastics in the Yellow Pages. Or send in the coupon below.

What happens at a Tupperware party?
A Tupperware party is the most relaxed of get-togethers. Old friends meet new friends. They chat. Exchange news. Then comes the party's highlight: a Tupperware demonstration. (As the dealer describes Tupperware and its many uses, guests who already own Tupperware often suggest some special uses they've discovered

on their own.) You check the pieces you want on your order blank and later go over these choices with the dealer. (All this, while the hostess serves simple refreshments.) All is leisurely. All is fun. No hurry or fuss. It's a friendly party for friendly shopping.

Tupperware Dept. P-4, Orlando, Florida
I want to talk to a dealer about having a Tupperware party.
Name _____
Address _____
City _____
State _____
Phone No. _____

Figure 2.4 A Tupperware advertisement from the 1950s.

In the mid 1950s Tupperware home parties became “the cultural hallmark of postwar America” (Clarke, 1999: 2) and a national phenomenon by the end of the 1950s, with a proven popularity and success. Although Tupperware’s retailing technique was imitated by other firms, the party plan system guaranteed Tupperware to have a unique and prevalent status in market that has made it an international generic term (Tupper, n.d.).

Even though the party plan system gained significant popularity and success, and Earl Tupper believed that this system was contributing to the development of the public profile and to the increase in profit of the company, Earl Tupper himself believed that the system somehow undermined the products’ propriety. Because Earl Tupper thought that Brownie Wise was putting an excess effort by giving gifts to the consultants and consumers and by spending company’s resources to attract media’s attention to promote Tupperware products. Earl Tupper believed that these efforts were damaging the actual value of the

products (Clarke, 1999). These and many similar disagreements between Brownie Wise and Earl Tupper resulted with Tupper's firing Wise in 1958 (Weissman, 1999). However, it was not the end of the party plan system, which is still employed with some little modifications.



Figure 2.5 Earl S. Tupper and Brownie Wise, at the Tupperware factory in Farnumsville, MA, USA.

2.4 Structure of the Retailing Technique

In this section the retailing technique of Tupperware products is explained with regard to the consultants and the structure of a typical home party.

2.4.1 Tupperware Consultants

The party plan system can be defined as a unique retailing technique that is realized by “the self employed no salaried status or its operatives” (Clarke, 1999) through with a technique that is commonly known as word-of-mouth recommendation technique. It has many common points with other direct

retailing techniques, such as selling products through demonstrations. On the contrary, it can be argued that, it is differentiated from similar other techniques in the sense that women are targeted not only as consumers but also as employees, i.e. consultants. This causes a reciprocal relationship between consultants and the company. In other words, when Tupperware Company benefits from women labor power without paying any wages, women benefit from a flexibly scheduled and sociable job with commission from what they sell. The party plan system is also different from similar other techniques since it utilizes women's social networks. Consultants employ their own social network that consists of their relatives, friends and neighbours to arrange home parties.

Every woman, who wishes to work for Tupperware Company, starts to work as a consultant. The term 'consultant' is a general term that is used for all unpaid Tupperware consultants and distributors. The consultants can be classified as distributors and dealers. The first group is consisted of distributors the consultants who have their own distribution centers. They gain this status as a result of their commercial success in selling the products. Distributors' job definition includes being responsible for buying all the products ordered by dealers from the company and they earn commission from both this wholesale and their dealers' sales. The second group of consultants is the dealers who are responsible from buying a start kit to enter the system. They sell products by arranging home parties and gain a certain amount of commission from their own sales. In addition, they receive a commission from other consultants' sales, whom they made Tupperware consultants. As well as earning a 20% commission from their sales, Tupperware dealers are also given rewards according to their recruitment efforts and to the degree they achieved their sales targets (Corrigan, 2006). In addition to these, Tupperware Company promises its consultants job satisfaction and rewards them by flexible working hours that they themselves determine (Dickinson, 2006).

The success of this system is guaranteed for it is promoted as a suitable and satisfactory job for women by the promises for money, flexible working hours and opportunity for socialization. This success is also strengthened by the unification of women in the name of the company. Besides the commissions

from the sales, variety of gifts and organization of special occasions for consultants, giving promotion is the most significant strategy to inspire women to become consultants and to encourage them to sell large amounts of products. Through promotions, firstly, the aim is to compensate the relatively low proportion of earnings (20% from each product sold) of consultants. This means that even though consultants are not paid in cash, they are paid with products in proportion to their selling success. Secondly, the promotions are pointed out as a democratization tool among consultants. That is to say, consultants who cannot afford a product can purchase it for free only if they sell enough products. By this way, all the consultants have the same chance to own Tupperware products.

The company, firstly, by utilizing promotions, then by promising to supply money, flexible working hours and opportunity for socialization, recommends the consultants to integrate their identity and their perception of themselves with the identity of Tupperware products (Clarke, 1999). The significant point here is to convince the employees to internalize the values of the company. This is achieved by associating consultants' realization of themselves with the values and identity of the company. Tupperware makes use of this brand positioning successfully by responding to both the needs of consumers and to the needs, desires and aspirations of its employees, which leads to the internalization of brand values by the consultants (Nemiah, 2007).

2.4.2 Structure of a Tupperware Home Party

Being a successful dealer is directly related with the dealer's individual abilities to deliver successful and attractive product presentations and to utilize her social network since dealers employ the occasions of their own social meetings, like morning coffees, as an opportunity to arrange home parties. When a dealer is a member of such women communities, she has more chance to organize more home parties simply by asking other members of these communities to organize one. This is exactly how the system works; Tupperware infiltrate into the everyday life of these women.

In that sense, Tupperware party plan system fulfills two essentials about marketing for women. Firstly, women look for being in connection with others which is the reason behind their desire to join such organizations where there is interaction (Schilling, 2005). Secondly, women have many different roles and duties for which they need to save time, effort and energy (Schilling, 2005). In Tupperware, through both regular company meetings and home parties, women can both be in relation with others and part of an organization. Besides, the party plan system offers a chance of shopping at home in home parties which allow women to save time, effort and energy.

While answering the above mentioned needs of consultants and consumers, the party plan system also guarantees market stability. Even though there are similar products to Tupperware in the market (e.g. *Rubbermaid*) with lower costs, this is not a threat for the company as long as consumers have a chance to examine the Tupperware products through visual and tactile demonstrations in home parties. Thus, the system continually attracts women to host or join these parties as Rick Goings, the present CEO of the company, argues (Barrett, 2006). Furthermore, most of the similarities between Tupperware and the products of other brands in the market come from the fact that the other companies imitate the Tupperware designs. This is something common for the brands that are successful in the market. To achieve market success, other brands imitate the successful ones, and seem to offer an alternative (Norman, 1998).

Based on its success, the first promise of Tupperware Company is the consumer promotions that are given in the home parties. There are two kinds of promotions. The first one is the hostess promotions. When a woman hosts a home party, she gets a promotional product according to the amount of the sales that take place in this home party. This promotion is used to encourage women to organize home parties. The second type of promotion is the one that is given to the customers who spend more than a determined amount of money for a single purchase. Not surprisingly, this kind of promotion is aimed at encouraging customers to buy more products than they initially plan to purchase. Besides, with the party plan system the company promises

something more than its products, which is, as Lawrie Hall suggests to, "laugh, learn, and build friendships and memories that will last a lifetime" (Totally Cool Tupperware, n.d.). This also explains why Tupperware is regarded not only as a brand name or a group of products but also as 'a way of life' since home parties allow women to come together to exchange recipes and the knowledge and experience they accumulated through their practices in the kitchen, to get out of the house and support entrepreneurial efforts of the each other (Tupperware, 2004).

From the time that the party plan system was employed as a retailing technique by the company, there have occurred changes both in lifestyles and technology. However, these changes did not cause a decrease in the attractiveness of Tupperware parties. Moreover, as it is stated in the 1996 company report, with the developments in computer and communication technologies, after 1990s virtual Tupperware parties also began to take place on the Internet. Today, some other retailing techniques are also employed by Tupperware Company, such as setting up sales points in shopping malls and other convenient venues; launching shopping on the Internet and television. Yet, home parties are still the most profitable way of retailing (Tupperware Brands Corporation, n.d.)

2.5 Critical Approaches to Tupperware's Home Party Plan System

Tupperware party plan system has always been glorified initially by Earl Tupper and Brownie Wise, and continuously by Tupperware consultants themselves. On the other hand, it has been criticized by many scholars especially with the main claim that it exploits both women's social network and women's labor power. In this final section, some of these criticisms will be discussed.

Alison J. Clarke (1999) in her comprehensive work on Tupperware argues that Tupperware exploits women by its party plan system. This system exploits home bound position of women as the basis of the party plan system. In other words, when promising women to escape from the domestic sphere by allowing a job opportunity, party plan system encourages home bound position of

women. This is a duality since to escape from the domestic sphere is not possible for Tupperware consultants. Even if they think that they escape from home by working, they are still at home. The only difference is that it is the home of the hostess where they organize home party. Furthermore, she argues that, even though party plan system provides women job, it does not cause significant changes in social and economic situations of women. To summarize Clarke's (1999) criticisms about party plan system, she argues that it, home parties help women to overcome the limitations of their social and economic position, which may be regarded as the deception of the party plan system since the system employs the stagnant position of women, but does not significantly change it, instead it keeps them in their domestic sphere by glorifying the 'idealized domesticity' (Clarke, 1999).

There are agreements on the argument that the party plan system exploit women, but the reasons of exploitation vary. To illustrate, when Rex Taylor (Taylor, 1978) agrees with Clarke in terms of exploitative nature of Tupperware home parties, he focuses on the exploitation of women's social network. Clarke (1999) underlines that success in the sales is achieved mostly by utilizing the preexisting relationships that exist between a hostess and her guests. Consequently, what the party plan system exploits are the everyday social and reciprocal relations between friends, neighbours and kinship. When there is such a relationship between people, they cannot refuse one another when they are invited to a home party or asked to organize a party in their own home. Furthermore, this also makes a person feel that it is obligatory to buy something for the sake of these relationships, which is called a kind of 'organizational parasitism' by a feminist (Hammack, 2002).

One of the mostly targeted consumer groups of Tupperware is the suburban housewives. Bill Hammack (2002) focuses on this aspect of Tupperware and claims that Tupperware exploits the psychology of suburban housewives, especially the women who newly moved to a suburban neighborhood. This was the case especially for suburban women in the 1950s, who were isolated and had the sense that they had social obligations (Fascinating Facts, 2006). That is to say, they are new in a neighborhood and have to built relationships in

order to not to be isolated. Tupperware with its party plan system promises such a ground for women to build new friendships with neighbours immediately.

Margaret Laurence (1969), criticize not only Tupperware but both domesticity and sales in general in her novel *The Fire Dwellers*. She explores through the main character that even if Tupperware home party system has a superficial glamour; it cannot hide empty promises of Tupperware's products. This superficial promise is the activities such as gift giving (Clarke) that are not directly related with the products. Laurence, due to the fact that she is a Marxist feminist, also makes a positive criticism to party plan and says that regular company meetings providing women a ground to make discussions on the gender and class related issues (Vincent, 2003).

Another criticism to Tupperware's party plan system took place in the documentary *Tupperware!* that is produced by Laurie Kahn-Leavitt and broadcasted in *PBS* in 2004. In this documentary it is explained that 'Tupperware Ladies' were the first and second generation immigrants from countries like Greece, Italy, Poland, and Germany, along with the women from the rural parts of the U.S.A. One of the common characteristics of these women was explained in the documentary that they hardly had education or no education at all. It is stated that Tupperware Company exploits their diverse backgrounds and using their extended ethnic networks to sell Tupperware products. To convince these women Tupperware promised them to have a higher socioeconomic status (Clarke, 1999) that would allow them to realize the 'American dream'. By recruiting these groups, Tupperware has expanded the profile of its consultants from white, lower-middle and working class women to the women of ethnic minorities. By exploiting the economic, social and underprivileged position of these groups, Tupperware gathered dealers.

CHAPTER 3

RESEARCH METHOD

3.1 Narrative and Narrative Analysis

Narrative is a general term that is used for creative works of all kinds that are varied from comic strips to novels. Arthur Asa Berger (2002) in his work, titled as *Narratives in Popular Culture, Media and Everyday Life*, which is frequently referenced in this section, states that to call any kind of creative work as narrative, it is crucial that it contains a sequence.

A commonly known fairy tale, namely *Cinderella* is an example to a narrative. A picture of Cinderella reminds us the fairy tale of an unlucky young lady, who lost her mother and faced with the cruelty of her step mother. At the end she met her prince, and became a princess as an award for her kindness. When we see the picture of Cinderella, we remember the entire story, which has a sequence. On the other hand, for someone who does not previously know the story, such a picture is only a picture of a beautiful young lady, who is cleaning a dirty stove in bad dressing with coal spots on her face. Thus, a narrative “contains a sequence of events, which means that narratives take place within or over, to be more precise, some kind of time period” (Berger, 2002: 4).

Narrative is not always in the fairy tales or science fiction stories or stories of any kinds. We face many narrative elements in our daily life as well. There are various kinds of narratives that are part of our everyday lives. Everybody can be a creator of a narrative or a narrator of a story or an event in everyday life. However, the point at which people differ from a story teller or a writer is that they are not aware of the fact that what they tell is a narrative. For instance, jokes, journals and diaries and conversations are some examples of narratives

from everyday life. They are narratives in the sense that each of them has its own time sequence.

These narratives that occur in everyday life become so common that people are not actually aware of their potential to give information about their identities, world view, the society and culture they belong to. Due to their informative capacity, narratives have often been taken the attention of researchers. Therefore, narrative analysis has emerged as a subcategory of qualitative research in social sciences (Chase, 2005). However, finding an exact definition of narrative analysis is still problematic (Chamberlayne, Bornat & Wengraf, 2000; Roberts, 2002). Yet, narrative is generally defined as a distinct form of discourse, a verbal action, a socially situated interactive performance and a way to develop interpretations (Chase, 2005). According to this definition, narrative analysis can be defined as the study of narrative texts which are constructed in particular contexts and order (Reissman, 1993).

Based on the definitions of narrative and narrative analysis, it can be concluded that a narrative has its own glossary of terms in relation to what it tells about. No matter what the medium is, a narration is a verbal action. It can be told by a grandmother to her grandchild before bedtime or by an anchorman on TV in the news. On the other hand, audiences of a narrative also take an active part in the narrative. For instance, audiences can be excited about what will happen, can be confused and ask questions or sometimes state their lack of satisfaction with the ending. However, audiences' role is more significant in terms of their interpretations of narratives. Thus, the audience factor is significant since narratives aim to make the audience reach a specific inference in relation with what the narrative tells about. To give an example, in the fairy tale *Snow White*, it is expected from the audiences to reach the conclusion that nothing given by a stranger should be accepted.

All these aspects of a narrative can be analyzed within the scope of many different disciplines. The availability of various kinds of data that can be gathered from a narrative makes the narrative analysis an interdisciplinary method that is utilized by many disciplines such as psychology, sociology and

anthropology. In this study, narrative ethnography is selected as the method of analysis.

In narrative ethnography, similar to traditional ethnography, the researcher participates in a culture or a community for a period of time and precisely gathers all the details of narrative of an individual or a number of individuals in that culture or community (Chase, 2005). Such a detailed research allows the researcher to participate in people's stories more precisely (Berger, 2006).

Within the framework of this study, the aim is to participate in the activity of a community, which is formed on the basis of being either the user or the seller of a product or a group of products to gather and analyze the narrative constructed around these products both by their users and sellers. The significance of this study is that when focusing on a group of people the aim is not to reach the personal stories of the members of the group, but to gather the narrative they create as a group around a product or a group of products. The assumption here is that the narratives of people are reflected in the narratives that they construct about products. This can be revealed by studying their relations with the products, their practices with them, and the ways the product usage responds to their both practical and social and cultural needs. The concern, here, is to understand how the narrators create such a narrative and through which elements they create it.

3.2 The Research Design

In this section, the basic components of the research such as the research subject, the research technique and the process of the field work are explained in detail.

3.2.1 The Research Subject

Based on the aim of the study, which is defined in the introduction chapter, the group that is focused on within the scope of this research is the Tupperware distributors and consultants who are united on the basis of selling and using

Tupperware products. The purpose of focusing on Tupperware consultants is to be able to observe their product presentations. This is due to the fact that, by observing these product presentations the narratives constructed around Tupperware products will be analyzed. Therefore, since the subjects of this research are the Tupperware distributors and consultants, more specifically their product presentations, the subject of the study is the narrative constructed around Tupperware products.

The product presentations are based on the basic information about Tupperware products, such as their raw material and functional properties that differentiate Tupperware products from the similar products in the market. These kinds of basic information on products are mainly gathered from the company and presented to the consultants by distributors.

On the other hand, the considerable part of the product presentations is composed of individual practices and experiences of Tupperware distributors and consultants with the products. In this part of product presentations, the consultants utilize their everyday practices and experiences with the products. For instance, they give recipes they have already practiced with the products.

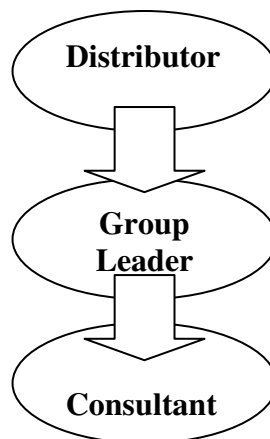


Figure 3.1 Organizational Hierarchy of Tupperware Consultants

Every Tupperware consultant can perform product presentations, and add their everyday practices and experiences with the products to their presentations.

There is no difference between consultants in terms of the content of the presentations. On the other hand, consultants are differentiated within a job hierarchy based on their job descriptions. There are three groups of consultants. The first group consists of distributors who are at the top of the hierarchy. Their main responsibilities are to monitor product orders of all of the consultants who are members of their distribution center and deliver these orders to them, and organize regular company meetings. Thus, distributors lead consultants and act as intermediary between them and the company. Due to this intermediary role distributors are officially entitled to take commission from the earnings of consultants from their sales. In short, this means that distributors sell the products they buy from the company to the consultants. On the other hand, distributors are not permitted to sell products by organizing home parties themselves or ask customers to buy a product directly from them. The second responsibility of distributors, which is to organize regular company meetings, makes them more significant than the other consultants in terms of the formation of product presentations. By organizing regular company meetings, they teach consultants the ways to present Tupperware products. In addition to their educational role, in these meetings they also have the chance to discover alternative practices with products and learn about the experiences of other consultants with the products, and add these to their own product presentations. This is also the way how product presentations are modified and developed in the regular company meetings.

The second group of consultants within the hierarchy is the group leaders. They are responsible for the consultants in their group and the organization of home parties. They have the obligation to communicate news from the company to the consultants in their group. This becomes especially important if a consultant in their group misses a regular company meeting, thus, misses all the news that are announced about products and promotions. The second responsibility of the group leaders is to guide the consultants through the organization of their first home parties. Furthermore, they also have to organize home parties and sell Tupperware products themselves, since their only difference from other consultants in terms of job description is the responsibilities that they have towards the consultants in their group.

The last group within the hierarchy is the Tupperware consultants. They are, firstly, responsible for following the regular company meetings. It is of great importance to follow these meetings since the consultants are informed about all the properties of the new products. Furthermore, regular company meetings also provide them with the information about the new practices and experiences of the other consultants with the products. Thus, participation in these meetings is extremely important to learn how to form an attractive and competent product presentation both by utilizing basic information about products and the interesting and informative examples of practices with the products. The second responsibility of the consultants is to organize home parties, during which they perform a successful product presentation with the help of what they learn in the regular company meetings.

Within this job hierarchy; however, every consultant is responsible first and foremost for her own performance. No consultant has the right to tell another consultant what to do or how much she has to sell. However, distributors have more responsibilities since they are expected to sell a predetermined amount of products that is regulated by the company. Thus, they encourage group leaders and consultants to sell products not less than this specific amount. On the other hand, since the group leaders are responsible for the sales of their group members they are entitled to motivate them both to organize home parties and to perform successful product presentations. Consultants are only responsible for their own sales but they have to meet the quota that is determined by the company at least once in three weeks.

Within the scope of this study, the focus is on the two aforementioned groups within the Tupperware hierarchy of consultants. The first one is the distributors due to their significant role in the formation of product presentations, and the second group is the consultants. Group leaders are not studied specifically since they are not significantly different from consultants in terms of the formation and nature of their product presentations.

Within the framework of this study, the term Tupperware products refers to all the products that are mentioned in the regular company meetings and home

parties. However, this term does not include all the products of Tupperware Company, but the products that are currently sold, i.e. the products that are presented in the regular company meetings and home parties. The specific names of the products -Turkish names that are assigned to the products- are mentioned in the analysis chapter whenever necessary.

3.2.2 The Research Technique: Participant Observation

In this study, participant observation is used as the research technique, which is one of the commonly preferred methods to collect qualitative data (Vogt, 2005). To conduct participant observation, I participated in the regular company meetings and home parties that are organized by Tupperware consultants.

In addition, conducting participant observation made it possible to reach first hand knowledge about product presentations. This allowed analyzing spontaneous behavior of the consultants while they were conducting their product presentations rather than collecting what consultants would have to say about what they did. It can be argued that this would risk to limit the data on what the consultants would be thinking at the time of data collection or what might motivate their given behavior or comments. However, due to the fact that consultants directly specify their thoughts about products in their product presentations, this obstacle of participant observation is solved in itself.

I conducted participant observation by personally taking part in the regular company meetings and Tupperware home parties. In both of these meetings, I did not try to conceal that I was conducting a research and declared that I was an observer as well as a participant (Vought, 2005). I informed them about my research and the way I gathered data, namely, participant observation. Besides, they also observed me in return and detect me when I was taking notes and recording the whole activity with the camera. In other words, they were aware of the fact that they were being observed. Yet, presenting myself and my study did not have a negative influence on the natural environment of the meetings. This is mainly due to the fact that consultants' are already accustomed to being observed in both regular company meetings and in home parties.

To conclude, in each regular company meeting and home party I participated, I informed all the consultants and visitors about the content of my research and how I would handle the observations and record their activities, mainly with ethical concerns, not to invade their privacy, and not to be abusive.

3.2.3 The Fieldwork

I conducted the fieldwork between January 2006 and October 2006 in Ankara. During this period of time there were six distribution centers and a dependent center in Ankara. I participated in the regular company meetings of each of these centers and the dependent center. I attended two of these distribution centers' meetings more than once to understand the differences from one meeting to another within the same distribution center.

During the fieldwork, even though I studied on the all distribution centers in Ankara, in order to determine which distribution center I would visit next, I employed a technique that is similar to network sampling. In the network sampling, basically, other potential names of sample members are gathered by asking a member of the network (Everitt, 2002) with the aim to contact other sample members who were also likely to know other sample members (Vought, 2005).

Therefore, I determine which distribution center would be visited next by asking the distributor of the center I visited. Accordingly, I started working with the distribution center in the district of *Ayrancı* and requested from the distributor to direct me to another distribution center. This process was followed after each visit made to every single distribution center. At the end, I visited all the six company distribution centers and one dependent center in Ankara.

These were weekly meetings which were held regularly every Monday in each Tupperware distribution center in Ankara. The primary aim of these meetings was to inform the consultants about the new promotions of the company and to improve their skills in product presentations by describing the usage and properties of the products in detail. The second aim of these meetings was to

invite visitors to inform them about the company and its products. By this way, it is aimed at persuading the visitors either to become a customer or a consultant. Additionally, the activities during the meetings, such as playing games, singing songs and organizing product lotteries were directed to maintain group cohesion.

I participated in nine company meetings between January 2006 and October 2006. Each of the six Tupperware distribution centers and one dependent center (Eryaman) I visited are located in different districts in Ankara. Two of them are in the suburban neighborhoods –*Ümitköy* and *Eryaman* -, and the others are located within the city –*Yukarı Ayrancı, Sıhhiye, Kavaklıdere, Etlik* and *Yenimahalle*. All of the distribution centers have permanent places. Three of the centers are located at shops (*Yukarı Ayrancı, Etlik, Yenimahalle*), two of them are located in the meeting rooms of hotels (*Ümitköy, Sıhhiye*), and three of them are located in apartment flats (*Kavaklıdere, Eryaman*). The physical environment in all the meetings of the centers is the same. There is a platform, mostly used by the distributor to present the products, with lots of chairs behind it for the consultants to sit on.



Figure 3.2 A scene from a regular company meeting of *Uğurböcekleri*



Figure 3.3 A scene from a home party



Figure 3.4 A scene from a home party

In addition to regular company meetings, I participated in four home parties with the aim to observe how consultants employ what they learn about the products and what they add or eliminate to their narratives about the products in the regular company meetings. The four home parties I participated were

also held in different districts in Ankara, namely *Yukarı Ayrancı* (2 home parties), *Balgat* and *Sancak Mahallesi*. The atmosphere in home parties was very similar to the meetings that are common among Turkish women, which is called ‘reception day’ (*gün* in Turkish). Similar to the characteristics of reception days, the hostesses tried to be attentive to their guests and served cakes with tea. Consultants who organized the home parties performed their product presentations either during the service of the hostesses or just before that. I attended the home parties on a random basis. This was not a result of my own choice but, it was an outcome of the fact that I could attend parties only if I was invited.

Table 3.1 Dates of the visits to the regular company meetings

Name of the Company Distribution Center and Dependent Distribution Center	Date of the Visit
<i>Candan</i>	May 8, 2006
<i>Objektif</i>	May 22, 2006
<i>Uğurböcekleri</i>	May 29, 2006
<i>Eryaman</i>	June 5, 2006
<i>İnciler</i>	July 12, 2006
<i>Objektif</i>	September 9, 2006
<i>Menekşeler</i>	September 18, 2006
<i>İnciler</i>	September 25, 2006
<i>Bahar</i>	November 13, 2006

Table 3.2 Dates and the districts of the home parties visited

Number of Home Parties (HP)	The Distribution Center	District of the Home Party	Date of the Home Party
HP 1	<i>İnciler</i>	Çankaya	January 21, 2006
HP 2	<i>İnciler</i>	Y. Ayrancı	April 18, 2006
HP 3	<i>İnciler</i>	Balgat	May 4, 2006
HP 4	<i>Candan</i>	Sancak Mahallesi	September 10, 2006

During all the regular company meetings and home parties I attended, I utilized two techniques to collect data. The first one of these was recording by a video camera. Using a hand-held camera was advantageous in terms of recording everything that took place in a meeting.

The second technique I used was simply taking notes. I took notes when the battery of the camera was depleted but the meeting still continued. Besides this practical necessity, I took notes, especially in home parties, because I was asked by the consultants not to use the camera with a concern for the privacy of the hostess and her guests.

3.3 The Research Process and Experiences During the Fieldwork

This section focuses on the research process and the experiences during the fieldwork, namely in the regular company meetings and home parties.

3.3.1 Regular Company Meetings

The most important characteristic of the regular company meetings is that they are open to everybody without any permission required. This openness allowed me to attend any of these meetings at my choice without having to ask permission. However, due to the ethical concerns, I informed both distributors and consultants about myself and my research.

Regular company meetings were a valuable source of data for this study. This was due to the fact that consultants learn how to conduct a product presentation in these meetings, and the formation of the product presentation process was realized by the consultants under the guidance of the distributor of the center. Thus, during these meetings, I was able to collect all the information about both the products and presentation strategies that is used in product presentations.

In regular company meetings, the main actor is the distributor. Before the meeting, the Tupperware Company informs them about the novelties in products and promotions, which makes up the content of these meetings. During the meetings, then, the distributors present this information to the consultants, and answer the questions that consultants ask about the products and/or product presentations or respond to the points that the consultants need further explanation.

All the distributors in the company meetings I attended were very experienced in performing attractive product presentations. They were utilizing their own experiences in these meetings in order to present the possible ways to conduct an attractive product presentation to the consultants. As a result, the distributors were transmitting their knowledge about all the new practices and experiences and their own experiences in product presentations to the consultants. In addition, in order to keep the interest and attention of the consultants alive, they were recommending the new and interesting recipes, playing games that were related with products, and organizing product lotteries. The distributors were also giving the consultants advice on the importance of adding such entertaining elements to their product presentations.

3.3.2 Home Parties

The environment in home parties was much more relaxed and private when compared to the regular company meetings. This was mainly due to the fact that they were held in the warm and welcoming atmosphere of home with limited audiences, mostly, all of whom knew each other. In home parties, this created some obstacles for me to conduct my research in terms of my participation these parties. As mentioned before, I was only able to attend a home party with the consent of the hostess and the consultant. Based on that, I could only participated in four home parties. Thus, I evaluated the data that I collected in these parties not as a primary but as a secondary set of data.

To organize a home party, the hostess invites her friends, relatives and neighbors to join the Tupperware home party, and a consultant comes and presents the products. The product presentations of the consultants in home parties can be regarded only as a sample of product presentation in regular company meetings. This is mainly due to the fact that time is much more limited in home parties and it is important to entertain the audience. Therefore, the consultant organizes games, product lotteries or gives small gifts to audiences. Besides, one of the mostly utilized strategies to receive attention of the audiences in a home party is to let them have their own experiences with the product or products by making use of very simple recipes during the home party.

CHAPTER 4

ANALYSIS OF THE NARRATIVE CONSTRUCTED AROUND TUPPERWARE PRODUCTS

4.1 Analysis of Product Presentation

The primary aim of this chapter is to reveal and analyze the findings of the fieldwork. All the data presented in this chapter are gathered from the product presentations of Tupperware consultants both in the regular company meetings and home parties I participated in, which are discussed in detail in the previous chapter.

The data gathered during the fieldwork was much wider than it was expected. Thus, the numerous concerns brought up in the Tupperware product presentations could not be analyzed unless they were organized. Accordingly, the mostly repeated concerns of Tupperware distributors and consultants were used as a guide to organize the data. These mostly repeated concerns were determined as the key words for the analysis. In order to demonstrate this process, sample data sheets both from a home party and a regular company meeting are given in the Appendices A and B.

Organization of the data under different categories and subcategories allowed an in-depth analysis in terms of which concerns were mentioned emphatically during the product presentations. Accordingly, two basic categories were determined for the analysis. The first one was to examine the data by focusing only on functional and physical properties of the products. The second one was the examination by focusing on everyday practices of the distributors and consultants with the products, and the ways they addressed some social and cultural concerns that were deemed as vital aspects of the social roles of women.

When analyzing the data within both categories, the ways the concerns in product presentations were handled by Tupperware distributors and consultants were aimed to be explored by pointing out the examples they gave in relation to the products. In doing this, the aim was not to question whether the information they gave was scientifically accurate and/or practically correct.

Thus, the transcriptions of the presentations of Tupperware distributors and consultants were done verbatim, and the excerpts from their narratives that were presented in this chapter were translated into English as precise as possible. This approach is also visible in the terminology used in presenting the analysis, since, certain terms are usually referred to not in their formal uses but in accordance with how Tupperware distributors and consultants use these terms. Thus, due to the significance of the original content of the narratives, the originals of the excerpts in Turkish are given in the Appendix C.

Throughout the thesis, to avoid using the phrase 'Tupperware consultants and distributors' repeatedly, the term 'Tupperware Women' that is coined by Clarke (1999) will be used for convenience. Furthermore, the Turkish versions of the names of Tupperware products are used throughout the study, since, in Turkey, the products are not called by their original English names. However, these Turkish names usually differ from the original English names in meaning. Therefore, the Turkish names of the products and their meanings are listed along the original English names in the Appendix D.

4.2 The Significance of Product Presentation

Apart from being the key element in the sale success of Tupperware consultants, product presentation is significant for this research as it is the main source of data. Therefore, prior to the analysis and findings, it is important to examine the actual meaning of 'accurate and attractive product presentation' as Tupperware women describe it.

Most of the consultants, especially the ones who have recently become Tupperware consultant, complain about the fact that they have to convince

women in home parties to buy products. Most of the distributors point out the solution for this particular complains lies in presenting 'an accurate and attractive' product presentation, then she cannot be successful in selling. Distributors also add that, it is not possible to make 'an accurate and attractive' product demonstration unless they follow regular company meetings. Distributors usually mark this point since they suggest that only in this way consultants can learn all the details and novelties about products and all contributory strategies (i.e. recipes; the most important and the most delicate parts of preparing and cooking food and, alternative ways of cooking) to make product presentation more 'accurate and attractive'.

In addition to participate regular company meetings, distributors suggest that for 'an accurate and attractive' product presentation consultants should improve their practices, thus, their experiences with Tupperware products. Distributors claim that through these experiences way consultants can be more aware of not only theoretical advantages of products as their raw material or functionality but also substantiate these theoretical claims with product practices.

Practices with the products are attributed such an importance for an accurate and attractive product presentation that most of the new products are put in promotion for consultants by Tupperware Company. Distributors state that in regular company meetings is the reason for this is to support the idea that products gained from promotions allow consultants to improve their practices with products before they become available to consumers. Consequently, consultants can enhance their practices with the product before they present it and this provides them with the success in selling products as a distributor suggests:

It is unbelievably easy for you to sell the products that you have already had your own practices. I became the winner of best seller in Ankara for several times during my consultancy. However, you cannot make me sell a product that I have not practiced with. I won't since I cannot present something based on other people's experiences without having my own. (*Objektif* distribution center meeting, September 09, 2006)

In this respect, it is advised to the consultants to employ some of their practices with the products in product presentation by distributors. In a home party environment, distributors suggest that, the best and the simplest way to realize this is through encouraging potential consumers to make simple recipes with products. This makes home party more attractive and enjoyable for potential consumers while enabling consultants to convince them to buy products. The advantages of letting potential consumers use products are explained by two different distributors as:

Look! Take **Şekşek** with you to the home party and make a cup of *ayran* (a drink made with yoghurt and water), mix pancake ingredients or prepare cappuccino with it. Even, show them how to do it and let them try it. Under these circumstances, you do not need to try to convince them. When they have their own practices with products, they will buy. (*Bahar* distribution center meeting, November 13, 2006)

Distributor: If this was a home party and if I had explained that this product was used “to cut those, to cut these”; or if I had experienced the use of the same product by making it available to consumers to use and experience it. Which one of these would convince you?

Consultants: Encouraging us to experience (*Menekşeler* distribution center meeting, September 18, 2006)

Most of the consultants have sufficient amount of practices with products to perform ‘an accurate and attractive’ product presentation. However, most of them have presentation fear which discourages them from making product presentations or causes them to do unsuccessful presentations. The consultants associate the reason for this failure to the fact that they do not know how to present a product in ‘an accurate and attractive’ way. The solution of distributors for that “Tell the excellence you experience with (Tupperware) products everyday in your kitchen. This is all you have to do”. (*Bahar* distribution center meeting, May 22, 2006).

Even though on the surface the aim of an accurate and attractive product presentation appears as giving necessary information about properties and usage, and eliminating complaints about the product performance or usage errors, the actual aim is to convince the consumer that she needs it. To be more precise, the aim is to create a need for the product on the behalf of the

consumer. Especially, in the home parties I attended, the potential consumers come with the idea of not refusing the hostess. Their aim is not to buy the presented product but to please the hostess. On the other hand, even if the potential consumers have the tendency to buy something; they want to be convinced through product presentation.

It is not surprising that sometimes the product presentation does not attract the consumers or produce the desired effect that would make her believe that she needs the products. In this situation, there are other suggested alternative ways which are advised by distributors to consultants in order to persuade the consumer that the products are really what she needs. One of these ways is explained by a distributor as:

... If you have a friend whom you could not convince or could not make an effective presentation, please give one of our products to her as a gift. I always offer to give one of the **Şeker Kaplar** (See figure 4.29) which has a rounded lid. When you say “my friend take it, put your parsley in it, use it for ten days, look and try”. At the end of these ten days she will realize the difference and be convinced. (*Menekşeler* distribution center meeting, September 18, 2006).

In regular company meetings, another advised strategy by distributors in terms of creating ‘need’ is giving reference to a monthly recipe magazine called *Sofra Dergisi*, and a daily television program called *Emine Beder’in Mutfağı*. In each issue *Sofra Dergisi* includes detailed descriptions of one of the Tupperware products and recipes related with this product. On the other hand, *Emine Beder’in Mutfağı* shows and teaches women the art of cooking traditional Turkish cuisine and practical recipes through utilizing Tupperware products. Distributors offer consultants to address this magazine and TV program if they do not believe their product presentation is successful, since the magazine and the cook on the TV program are professionals and are supposed to be approved by the audience they can be more persuasive in creating the need. One of the distributors pointed out this persuasive power of *Sofra Dergisi* in relation with a specific product:

Ekmek Dünyası is in promotion. This is an opportunity for you. It is well presented in *Sofra* magazine. It is really a gorgeous product. When you show this (the promotion page of ***Ekmek Dünyası*** in *Sofra* magazine), you certainly sell this product. Due to the fact that, it also explains the way to cook bread, it will really help you. (*İnciler* distribution center meeting, September 25, 2006)

4.3 Superiority of Tupperware Products

The data collected from the fieldwork reveals that both the product presentation at regular company meetings and home parties proving the superiority of Tupperware products is one of the main goals for Tupperware women. They present superiority in three different ways. The first one is the raw material, which is the most important and mostly addressed concern of Tupperware women. The reason for this is the fact that there is a prejudice against the Tupperware products because of their raw material, plastics. Their aim is to eliminate this prejudice. Secondly, product attributes, which is about basic features and functions of the products. This is addressed mainly to convince the consumers that Tupperware products are different, more importantly, superior to similar products on the market. As a last point, the warranty is an important component of the product presentation since it is one of the distinguishing promises of Tupperware not only from the similar products but from all the consumer products on the market.

4.3.1 The Raw Material

Mainly in the home parties the most commonly asked question to the consultants by potential consumers is whether the products are plastics or not. During the data collection it was observed that, the consultants' answer to this question is not as clear as the potential consumers would it to be. This is probably because of the fact that, consultants either do not know the exact answer or they are also suspicious about what the products are exactly made of.

Scientifically speaking, the raw materials of Tupperware products are various kinds of plastics (see the discussion on Tupperware raw materials in section

2.2.3) that are found appropriate to contact with food. The most commonly used plastic in the products is one of the two types of plastics that are used widely in the manufacturing of food-storage containers, namely polycarbonate (Kitchen Storage, 2006). Polycarbonate has several advantages when compared with other plastics since it is more appropriate for food preparation and food storage than any other plastics. Distributors support this idea through addressing one of the three properties of polycarbonate:

The first one is that, polycarbonate an odorless plastic but more importantly it is referred to by distributors as a material that is resistant to “food stains and odors”:

My refrigerator has no undesirable smells anymore... We often avoided opening the refrigerator door, didn't we? There is no more smell with Tupperware in the refrigerator. (*Objektif* distribution center meeting, May 22, 2006)

Secondly, consultants argue that most of the plastic cups are not appropriate for microwave and dishwasher use since they are damaged at high temperatures. Tupperware distributors emphasize the microwave and dishwasher resistance of Tupperware products by saying that “When you wash any of your plastic cups in the dishwasher, it loses its form and color in time; whereas, we advice you to clean Tupperware products in the dishwasher.” (*Objektif* distribution center meeting, May 22, 2006)

As a last point in relation with the appropriateness of polycarbonate for food preparation and storage, distributors emphasize the elegant appearance of the raw materials. Distributors argue that most of the Tupperware products look like a high-quality glass. It is possible that distributors aim in using this argument is to overcome the common sense that plastic is not appreciated as a good looking raw material. To eliminate this disadvantage of plastics, Tupperware women utilize polycarbonate resemblance to glass as in the conversation of a distributor and a consultant in a regular company meeting:

Distributor: It is really fashionable, (*Art and Design Set*, see figure 4.1), it looks as if it were glass. As you know, it is the ultimate in polycarbonate...

Consultant: It is not glass, isn't it?

Distributor: it is not, feel it. It is light; it is unbreakable; as you know it won't crack. (*Inciler* distribution center meeting, September 25, 2006)



Figure 4.1 *Art and Design Set*



Figure 4.2 *Kristalin Damla Series*

To strengthen their arguments that Tupperware products are glass and porcelain are the two main raw materials that are appreciated as healthy and fashionable as glass and porcelain Tupperware women tell the stories that Tupperware products are preferred to other products that serve the same function but are different in material:

...once the consumer practices serving with it (*Kristalin Damla Series*, see figure 4.2), she cannot use *Borcam* (one of the mostly known name for hot proof cooking cups in Turkey) again and completes the series of this product. Why? It has all the properties of a round lid, it will not break into pieces even if it falls, when the lid is closed in the right way the food in it does not fall out, the lid does not open. It is so fashionable in service; indeed, I do not know of any similar cups that are more chic than this. In fact, it functions perfectly. (*Eryaman* distribution center meeting, June 5, 2006)

In addition to emphasize the resemblance of polycarbonate in appearance to glass and porcelain, Tupperware women also address this resemblance in terms of healthy use of glass and porcelain with food. One of the consumers in a home emphasizes her concern about using healthy raw materials by giving an example:

For instance, the plastic cups that are used to make pickles are very disadvantageous. Pickles should be made in glass jars. The glass always should be proffered. (*Bahar* distribution center meeting, November 13, 2006)

In terms of eliminating the prejudice about Tupperware raw materials, additional to their resemblance to glass, the differences between the Tupperware products' raw material and its superiority and difference from other kinds of plastics are stressed by Tupperware women. With this aim one of Tupperware distributors state that:

Both the plastic and the raw material of Tupperware products are petroleum products. But the difference is that regular plastics are obtained by the cheapest, waste part of the petroleum, there are many unnecessary and hazardous things in it. On the other hand, the raw material of the Tupperware is polyethylene, polycarbonate, polypropylene which is the most refined version of petroleum by-products. (*Objektif* distribution center meeting, May 22, 2006)

Another way Tupperware women address to convince potential consumers that the products are different from the regular plastic products is to make simple demonstrations illustrating these differences between Tupperware products and regular plastic containers. One of the distributors' substantiates this argument by pointing out washing machine resistance of Tupperware products:

How do we understand in a simple way that it is not plastic? Take for example the washing machine, of course one can be found in every home now, praise God to the one who invented the machine. Put an ordinary plastic product to the dishwasher with its lid. When you wash it, the lid will most probably not fit to the cup anymore. The fact that Tupperware guarantees that its products will not wear out like this for at least 10 years proves that it's different from plastic. Even the packaging of the products is not plastic. Did you know that it is Polyethylene? That is to say you can put it into contact with food. (*Objektif* distribution center meeting, May 22, 2006)

Mostly, as observed in home parties, potential consumers' perceptions of Tupperware products (mostly the products which are made of other types of plastics that are mentioned in section 2.2.3.) are similar to their perceptions of other plastic products on the market. When they equalize Tupperware products with the other plastics on the market, the potential consumers can not understand their high prices. Potential consumers state their suspicion about price either stating that "The products are well enough but do they really worth this money? At most, they are plastics? Should plastics be paid so much money to plastics?" (Home Party 4, September 10, 2006) or "There are all of these identical/similar products in the market; also they are much cheaper." (Home Party 2, April 18, 2006). This potential consumers' misunderstanding is what consultants most commonly state and complain about in regular company meetings.

Although, the consultants agree with potential consumers that it is not possible to say the products have average prices. At that point, the strategy they employ is to make the products worth their prices. For this purpose distributors highlight all the differentiating properties of the Tupperware products such as its "modern design, high quality, free to use in dishwasher".

4.3.2 Features of Tupperware Products

One of the other concerns that is emphasized in both regular company meetings and home parties by Tupperware women, following the raw material, is the features of Tupperware products. In the following section the way Tupperware women present features of Tupperware products is organized considering what they mostly emphasize in the both of the meetings.

Tupperware Airtight Seal

As mentioned by a distributor the lids of Tupperware is "what makes Tupperware what it is"; since this is labeled as the revolutionary feature of the Tupperware products (as discussed in section 2.1). In this sense, the specific functions of lids are highly mentioned in both of the regular company meetings

and home parties by Tupperware women. In relation with Tupperware lids, they also emphasize the two main types of lid designs in food storage cups.

The first group of lids in Tupperware food storage cups is round lids. The main characteristic of soft round lids is that they are air and water tight. The main argument of Tupperware women in relation with round lids is that they do not outpour liquids no matter in which condition they stand. Tupperware women emphasize this property of round lids by addressing everyday practices with the round lided products. In this sense, Tupperware women mostly give the example of **Mucize Şekerler** (See figure 4.3) which is a food storage bowl with a round lid.

For instance, one of the distributors states that “...if you are carrying a *komposto* (a desert cooked by boiling of dry fruits), you do not have to carry it this way (holding vertically). Even if it stands horizontally or upside-down, it never lets the liquid out, it never takes air in, and you can preserve food in it easily.” (*Candan* distribution center meeting, 8. May, 2006). Similarly, another distributor gives an example not from outdoor use of **Mucize Şekerler** but about their kitchen use as “Sometimes refrigerators become so full that it is impossible to place even one more cup. When that is the case, even if the food you want to store is liquid; you can put it into **Mucize Şekerler** and place it horizontally in any available space in the refrigerator” (*İnciler* distribution center meeting, July 12, 2006).



Figure 4.3 *Mucize Şekerler*

Apart from preventing leakage of liquids, air and water tightness property of Tupperware round lided similarly prevent anything getting in the cups. This property is mostly mentioned by Tupperware women in relation with pulse soaking and yeasting in a short time and with less effort. Besides, as one of the consultants suggests in a home party “You do not need to keep time. When the yeasting process ends the lid pops out with the pressure and let you know” (Home Party 3, May 04, 2004) which eliminates the requirement to keep time to be sure that the food has properly yeasted or soaked.

Tupperware women address that air tightness of lids not only helps preparation of food as in the example of yeasting and soaking but also with their property of keeping and preserving food fresh. As one of the distributor suggest “...due to its airtight feature you can even keep your chopped vegetables in it for a long time without any loss in their vitamins.” (*İnciler* distribution center meeting, September 25, 2006).

To perform these features properly, Tupperware women frequently warn that when the lid closed excess air should be bleated out of the cups. How to do it is frequently explained as exerting some pressure on to the lid and let the excess air out by opening the lid a little. The sound that comes from the container is commonly called the ‘Tupperware Burp’. It is argued that this special lid and taking the excess air out provides longer preservation of the food in the storage container. In this way, moisture is also not allowed into the container to make contact with the food. This feature is mostly exemplified with the appropriate usage in summer houses as one of the distributors mention in relation with a real life story:

...my sister is living in Antalya, I went to visit her. I stayed there for a month and 20 days. I generally prefer not to mention how long the food is kept. Why? The freshness when you buy, the preservation conditions until you buy are also important. I put my soft white cheese in it (through displaying **Kompaktus 2** in her hand), I closed it, I bled out the air, and I went. After a month and 20 days I said “There’s no way it could stay fresh for that long. It would be like waiting for a miracle. I remember that I was apprehensive about opening it, afraid of what I was going to see. Do you know that I ate this cheese?”. (*Objektif* distribution center meeting, May 22, 2006)

On the other hand, the importance of the property of round lids which is to keep everything in it as long as it is not opened is also sometimes emphasized by Tupperware women with, relatively unrelated but attractive examples:

When I was taking it out form the refrigerator, it fell down. I closed my eyes at that moment and what I think is neither the product, nor *dolma* but I thought 'How will this oil be cleaned off from the ground?' However...its lid was not opened, *dolma* was standing still, and it was super. (*Objektif* distribution center meeting, May 22, 2006)

Following to the round lids the second type of Tupperware lids is rectangular lids. They are not mentioned as much as round lids since, as it is observed, this type of lids do not promise air or water tightness. On the other hand, their special future is to let a specific amount of air inside. This is mainly due to the fact that, as one of the distributors explains "Square lidded products can breath. When saying 'breathing', again I can give you an example. For instance, cheese molds in a very short time. In this (*Kompaktus 2*, see figure 4.21), they can be kept fresh for much longer time." (*Uğurböcekleri* distribution center meeting, May 29, 2006)

Tupperware Products' Similarities and Differences

Some of the Tupperware products are designed for the same or similar purposes with Tupperware products that are in the market. Moreover, sometimes some changes are made in a product or new generations of products. In such cases, it was observed that it becomes crucial for Tupperware women to specify the differences and superiorities of the new version of the product and to prove that this new version is more functional or easy of use when it is compared with the old one.

One of the examples, that is given by Tupperware distributors, for a modified product is ***Ekmek Dünyası*** (See figure 4.12) which is the new generation of a product, namely, ***Ekmek Dolabı*** (See figure 4.4). These products are common only in terms of their function: both of them are used for keeping bread and pastry. However, ***Ekmek Dünyası*** is presented by Tupperware women as superior both with its design and with its practicality compared to ***Ekmek***

Dolabı more specifically **Ekmek Dünyası** do not require manual bleeding of excess air since they argue that this necessity is solved by the filter in it. One of the consultants in a home party presents the way **Ekmek Dünyası** work more efficiently when compared with **Ekmek Dolabı** with her experience with the product as follows:

Believe me, I left home earlier than my son, he had breakfast and left the bread outside... The bread seemed like rock. I took that bread and put it in (**Ekmek Dünyası**, see figure 4.12), I also did the same thing for a bagel the other day, it became fresh again and as soft as cotton. (Home Party 1, January 21, 2006)

However, manufacturing similar new products or new generation products are not something pleasing for the consultants. They explain their discomfort with the products' high price. That is to say, most of the consultants buy the products for themselves and they cannot change the old products with the new ones frequently because of their high price.

Consultant: What are we going to do with the old **Sarımsak Ez** (Tupperware press) at home? We paid so much money for it?

Distributor: You will give it (**Sarımsak Ez**) to your mother-in-law as a present and keep the better one for yourself. (*Objektif* distribution center meeting, September 9, 2006)

Sometimes a new and an old product are very similar to each other in terms of both their forms and functions. Under such circumstances, it is necessary for Tupperware women to define in which specific terms the two products differentiate. To illustrate, **Kolay Soy** (See figure 4.5) and **Soysoy** (Tupperware vegetable peeler) are very similar both in appearance and function. However, **Kolay Soy** which is the new product is argued to be superior to **Soysoy** by Tupperware women with its double sided knife which easily peels the skin of both thin-skinned food such as tomatoes and thick-skinned food such as potatoes. One of the distributors makes this claim by explaining her practice with **Kolay Soy**:



Figure 4.4 *Ekmek Dolabı*



Figure 4.5 *Kolay Soy*

The additional significance of **Soysoy**... is that one side of it peels thin and the other side peels thicker. It is easy to use especially when slicing. I peel out potatoes with the side for thin peeling. Then I use the other side to slice potatoes and do a great job. (*Objektif* distribution center meeting, September 09, 2006)

Sometimes a product is not totally changed completely as in the examples of **Ekmek Dolabı** and **Soysoy** but the Tupperware Company improves the product and starts to manufacture this new version rather than the old one. This new version is supposed to be presented by Tupperware women as both superior and more advantageous than the old one as in the example of new **Termos**:

When the button on top opens it (**Termos**) appears green, but when it is closed, it becomes red. You would not forget it open and say 'my tea is cold' anymore. The rough surface of its head piece is made smoother which makes it easier to keep it clean. Its bottom surface is wider than the older one; thus, it can stand on the table more easily. (*Bahar* distribution center meeting, November 13, 2006)

In the same way, The Tupperware Company, sometimes does not make significant changes in the form of a product, but changes its size or adds some additional apparatuses. If such a modification and its advantages are not highlighted well enough, Tupperware distributors warn consultants that potential consumers will not be convinced that the new version is superior

compared with the old one. Super **Rondo** (See figure 4.7), is a frequently emphasized product by distributors in terms of the way the new version is superior to the old one:

It is also **Rondo** but the difference is that it is bigger than the other...Its handle is much practical and can be turned easily...An additional feature of **Süper Rondo** (See figure 4.6) is it has a preservation lid. When you cut more tomatoes or onions into pieces than you need, you can keep this excess food in the refrigerator in the bowl with its lid. Another different feature of this rondo is that it has a plastic basket in it. When you put the basket in it, if you need some parsley, for example, urgently, without any need for **Salataci** (See figure 4.10) which is a very big product to dry a small amount of product, you can easily dry food in it. (*Inciler* distribution center meeting, July 12, 2006)



Figure 4.6 Süper Rondo



Figure 4.7 Rondo

Representation of Regular Properties as Special to Tupperware

There are lots of products in the market that look and function in the same way with Tupperware products or that are imitations of Tupperware products. Thus, Tupperware consultants need to show the difference of the genuine Tupperware products from these by stressing Tupperware products' unique features. However, as observed from the regular company meetings and home parties, these features are generally not unique to Tupperware products but are common for many other products on the market. Even though that is the case, Tupperware women present these features as the special and superior features of Tupperware products. Three examples that illustrated this strategy which were mentioned by three different distributors are about the small apparatus on

Soysoy (Tupperware vegetable peeler), bottom design of **Eko Bardak** (See figure 4.8) and easiness to make *cacık* by **Rondo** (See figure 4.7):

Using this part (showing small metal part on **Soysoy**), you can skin off potatoes; you know there are sprouts on potatoes, you can take them out without giving any damage to potatoes, you can take them off in small shapes. (*Menekşeler* distribution center meeting, September 18, 2006)

One of the properties of these tumblers is, due to their bottom parts being modular, that they can be put inside each other and you can stack and store them easily. Besides this, when you are serving fruit juice or *ayran* (a drink made with yoghurt and water), by and when your children drink milk they are very easy to use. (*Uğurböcekleri* distribution center meeting, May 29, 2006)

Rondo is a gorgeous product to use when making *cacık* (a food that is made with yogurt and cucumber). Actually, you can chop two or three cucumbers by rounding the product only four or five times. (*Menekşeler* distribution center meeting, September 18, 2006)

As commonly known most of the kitchen equipments that are used to peel have a small apparatus that is used to remove the damaged part of vegetables. Thus, such a design of Tupperware **Soysoy** (Tupperware vegetable peeler) is not unique. However, it is presented as a feature of Tupperware products. This is also the case for **Kristalin Bardak**; all tumblers that have a similar design can be put inside of one another. Finally, there are many products that have the same function with **Rondo**. As a result, the only differentiating point of them is that they are 'Tupperware' products.

Another strategy consultants employ to underline the differences of Tupperware products from the other products on the market that are similar in appearance or function is to explain possible practices with products, which may, in fact, can be possible for similar products, too, as in the following example of **Eko Bardak** presentation of a distributor:

When they are stacked inside each other (**Eko Bardak**, see figure 4.8) they do not take up much space; thus, for example, if there is a person with asthma around and s/he has a tickling sensation in the throat or cough, s/he should carry this tumbler around with some water or with lemon juice, or if there is a diabetic, in case his/her insulin level drops, s/he should carry

her/his sugary water in it. When s/he becomes sick, s/he may not find any sugar but s/he can immediately drink her/his sugary water from the tumbler. (*Uğurböcekleri* distribution center meeting, May 29, 2006)



Figure 4.8. *Eko Bardak*

Unique Design Features of Tupperware Products

Both in the regular company meetings and home parties ‘design’ is presented as one of the most important features of Tupperware products. For these reason ‘design’ features of the products are frequently addressed by Tupperware women in both of the meetings. The aim of Tupperware women in addressing the design features is mainly to emphasize the superiority of Tupperware design and to emphasize how different Tupperware products are from the similar products on the market. The significant point here is that when they use the term ‘design’, they use it in different senses. These different usages of the term ‘design’ are analyzed below:

Some of the design details used in Tupperware products are similar to the ones that can be observed in other products on the market. When this is the case one of the methods, Tupperware women use, is to attribute new functions to these design details in order to differentiate Tupperware products. The following is an example for how one of the distributors employs this strategy when presenting the rough surface of a Tupperware food storage cups:

For instance, because the bottom of the ***Kristalin Servis Kabı*** (a storage container that looks like ***Kristalin Damla Series***) has a rough surface, it does not slip from your hand even when you handle it with wet or oily hands. (*Candan* distribution center meeting, May 29, 2006)

Tupperware women argue that the healthy preservation of food, which is one of the first promises of Tupperware, is achieved through design details on the products. For instance, the head piece of a salt and pepper shaker, which eliminates the moisture problem in preserving salt and pepper. One of the consultants in a home party explains the function and design of this product in detail as:

Now, I will push this (Tupperware salt and pepper shaker) down. Unless you do this, no air or moisture can go in. In order to use it, you push it here. There are small holes around it which salt and pepper can drop of. Then, you close it again, by exerting a little pressure on it. When you close it in the right way, you can even carry it in your purse. (Home Party 3, May 04, 2005)

Design details are one of the elements used in Tupperware products to provide variation between products. The product series are differentiated from each other due to their variations in the design details and their functions. In fact it can be argued that, what causes the differentiation in terms of function is actually the result of different design details used in different products as in the example of *Tinimini Hanım* (See figure 4.9) product series. One of the distributors presents the design detail that makes *Tinimini Hanım* different from other food storage containers of Tupperware as:

The series *Tinimini Hanım* (See figure 4.9) is different from the other deep freeze storage containers because it has this 'vent system' that lets different levels of air into the container according to the type of food preserved in it. This can be done with the help of the two buttons on it. (*Candan* distribution center meeting, May 29, 2006)



Figure 4.9 *Tinimini Hanım*

Another common example Tupperware women refer to in order to emphasize differences between products series in relation with design is **Akdeniz** series lid. The lids of products in **Akdeniz** series are made of silicon which adjusts to the volume of food placed in the container. This special design detail is demonstrated by a consultant at a home party as

Their special feature (**Akdeniz series** lid) is that they expand when more food than the container holds is deposited. This is functional especially in summer when you use it to keep melon, *zeytinyađlı dolma* (a food making by wrapping a grape leaf around a bit of stuffing). (Home Party 1, January 21, 2006)

Sometimes some of the design details of the products are so common to design details of products in the market. In such circumstances, distributors have difficulty in presenting these design details of Tupperware products as extraordinary compared to the ones in the market. One of the ways distributors utilize to differentiate these designs details are to label them as the product of 'engineering brilliance'. There are two types of products that are exemplified in product presentations in this sense. One of them is **Salatacı** (See figure 4.10), which is called as the product of 'engineering brilliance' due to the layout of holes in its inner cup which filters the water of vegetables when they are washed.



Figure 4.10 *Salatacı*

The second group of products which are mentioned as the examples of 'engineering brilliance' are **Peynir Dünyası** and **Ekmek Dünyası**. They are labeled as the product of engineering brilliance by Tupperware women since they have a filter on the surface which is named 'condensation control' and it is

claimed that it delays the food from getting stale. Besides, this design detail differentiates these Tupperware products from the similar products on the market. One of the consultants states in her own word as why she calls these products 'engineering brilliance' as "All of these are example of engineering brilliance; even the placement of these filters has a purpose. You see? Otherwise, you could just use open containers." (*Inciler* distribution center meeting, July 12, 2006)



Figure 4.11 *Peynir Dünyası*



Figure 4.12 *Ekmek Dünyası*

Tupperware women present design details as something which is functional. One of the Tupperware consultants strengthen this claim by sharing one of her everyday practice with a product and the way the design of this Tupperware product solves her problem: "I always had a problem with filling my ice tray and putting it back to the freezer. There was always some water spilled out on the floor while doing this. With the help of this lid (showing **Kolay Buz**, Tupperware ice tray which has a lid and a cap on it) I no longer have this problem." (*Bahar* distribution center meeting, November 13, 2006)

Tupperware women claim that every design detail, even the smallest one as mentioned in the example of **Kolay Buz**, cap of the lid, have an aim in Tupperware products. For instance, some of the products have ridged surfaces that allow them to stand firm when a smaller size container is put into the other. As mentioned by a distributor in product presentation of **Renkli Süzgeç** (See figure 4.13)

Every detail in Tupperware products has a meaning. These eaves around **Renkli Süzgeç** allows it to fit easily in the **Mucize Kaplar** (A classic round lid storage container of Tupperware) and due to its ridged surface, it will stay stable in **Mucize Kaplar**. (Inciler distribution center meeting, July 12, 2006)



Figure 4.13 *Çift Süzgeç*

As observed from the regular company meetings and home parties, Tupperware women are aware of the fact that, some of the Tupperware products are exactly the same with some of the products on the market with their forms and function. In such cases Tupperware women address design details as the differentiating element. One of the distributors utilizes this strategy when presenting the handle of **Havluluk** (See figure 4.14):

You will probably say that, 'what is its (**Havluluk**) difference from the ones on the market?' Nothing of the kind! When you hold this handle tightly, it applies pressure on the paper towel and prevent towel to move. This provides you to tear off as towel as you wish without difficulty and/or wasting any towel. (Inciler distribution center meeting, September 25, 2006)



Figure 4.14 *Havluluk*

There are also some unique design details of Tupperware products that are mentioned by Tupperware women. For instance, there is a small part with a hole on the storage lids of some of the storage cups such as in **Mucize Şekerler** (See figure 4.3) which is used to attach the cup on the wire racks found in some refrigerators. Similarly, this also allows putting this lid to apparatus on the **Kapaklık** (See figure 4.15) which allows more lids to be stacked on it.



Figure.4.15 *Kapaklık*



Figure 4.16 Detail of lid design

Tupperware women also remark that these commonly utilized design features are unique to Tupperware products. For instance, to have a square shape is presented as something significant to Tupperware square-shaped storage containers. In this sense, to have a square shape is explained as something provided to keep order in the refrigerator. One of the Tupperware distributors supports this argument in a regular company meeting as follows:

This is also a product from **Akdeniz Series**; but this has a bonus. While it has all the features of **Akdeniz Series** also has a square lid. In this way while it occupies less space (in your fridge), it also provides order in your fridge. (*Uğurböcekleri* distribution center meeting, May 29, 2006)

Most of the Tupperware refrigerator food storage cups are opaque. However, one side of some of these cups have 'small transparent' windows as in the **Açıkgöz** (See figure 4.22). This feature is presented as something unique and special to Tupperware products by Tupperware women. One of the distributors

points out this design detail in relation with ease of use for husbands and children:

The best feature is that it has windows on it (**Mavi Tutku Series**, see figure 4.24). You know which food you put into it but your husband and children do not know. When they look through the windows they can see what is in it” (*Menekşeler* distribution center meeting, September 18, 2006)

Distributors suggest that the function of design details of majority of Tupperware products can be estimated without being described. On the other hand, some design details need to be described. Distributors advice to consultants to explain some of the products since it is not always possible for the user to understand the uniqueness of the design details without explanation. For Tupperware women some of the most common design details that requires explanation is the filter part on the **Ekmek Dünyası** (See figure.4.12), **Peynir Dünyası** (See figure 4.11), and **Kiler** (See figure 4.18). Tupperware women argue that, it can be easily guessed that the filter is there for air circulation but its function is not only limited with air circulation as mentioned by a consultant at a home party:

As you can guess these holes supply necessary amount of air for the food in it. You may observe similar features in other similar products. However, it differentiates from them with the order of the holes. These holes have such a design that it only allow necessary amount of air circulation that the food needs. (Home Party 4, September 10, 2006)



Figure 4.17 *Akdeniz Series*



Figure 4.18 *Kiler*

There are two possible alternatives of Tupperware products' base design in the regular company meetings. The first one is a flat base which is very common; the other one is a wavy base. There is not much more to say about regular bases for Tupperware women since they are very common. On the other hand, it is necessary to explain wavy bases. Tupperware women usually rationalize this design detail in relation with their function. As a distributor mention in a product demonstration, "They (*Tinimini Hanım*, see figure 4.9) disrupt the stream of moisture and allow air circulation which allows us to preserve food for a longer period of time." (*Candan* distribution center meeting, May 8, 2006)

Multifunctional Tupperware Products

Both in regular company meetings and home parties one of the most highlighted elements in product presentations is the multifunctional of Tupperware products. The actual functions of the products are generally obvious but this clarity poses limitations in the possible alternative usage of the products. In such circumstances, additional functions are attributed to the products through the help of the product presentation. To illustrate, the product series of ***Şık Servis*** main function is explained as "to insulate foods to keep hot foods warm up to 50% longer" (Tupperware 2004 Broucher of American Branch). This is the common usage of the containers in this series. On the other hand, Tupperware consultants from their experiences with the product add additional functions to ***Şık Servis*** apart their common usage. ***Şık Servis*** is frequently addressed for such a function articulation; due to its many parts which makes it function both as serving and storage purposes. Besides, Tupperware women add some other functions to ***Şık Servis*** as one of the consultants emphasizes in a home party: "You can utilize them for two different kinds of service since it has one additional storage lid...you can prepare yoghurt, also dough, can boil pulse in it, and you can perform any process."(*Candan* distribution center meeting, May 8, 2006)



Figure 4.19 *Şık Servis Series*

Another strategy that Tupperware women employ in terms of attributing products new functions is, even when the name of the product indicates which food is processed with it, Tupperware women mention other kinds of food that can be processed by the product. For instance, with **Sarimsak Ez** (Tupperware garlic press) even though the name defines the usage well enough, a distributor mentions many other functions in relation with this product: “Have you ever tried to prepare fresh pepper for pasting by using **Sarimsak Ez**? You do not have to boil peppers to peel. It peels all the skin of peppers very smoothly. Besides, it allows using fresh pepper both through crushing or chopping”. (*Objektif* distribution center meeting, September 09, 2006)

Using both sides of a product is also addressed as multifunctionality of products by Tupperware women. One of the distributors explains multifunctionality in relation with two sided usage when presenting **Pasta Servisi** (See figure 4.20):

Pasta Servisi is a special product which is mainly used for carrying, serving or storing round cakes. Additionally, its back side is composed of six divided parts that can be used for serving different kinds of dried fruits, fruits and food for breakfast. (*Candan* distribution center meeting, May 8, 2006)



Figure 4.20 *Pasta Servisi*

Multifunctionality is also related through addressing numerous spaces in which a product can be fitted. For instance, **Mega Peri** (a big storage container of Tupperware) is produced for counter usage but it is emphasized that it can also be used in many different places as “...deep freeze, bottom shelf of the refrigerator...Outside (of the refrigerator), in the pantry to preserve flour, rice, wheat...” (*Uğurböcekleri* distribution center meeting, May 29, 2006)

Additional to the limitations of usage place, there are also limitations in terms of which food is appropriate to store in a specific container. Distributors point out either inadequate product presentation or the attribution of new names to the products by the consultants. To illustrate, the product called by the Turkish branch of the company **Açık göz** (See figure 4.22), is called ‘salçalık’ by the consultants since their experience reveals that it is most efficiently used to store tomato paste. Similarly, **Kompaktus 2** (See figure 4.21) is called ‘peynirlik’. As stated by a distributor clearly in a regular company meeting:



Figure 4.21 *Kompaktus 2*



Figure 4.22 *Açık göz*

If you sell this (**Kompaktus 2**, see figure 4.21) to the consumer as 'peynirlik', believe me, when s/he does not have cheese she will not use it, and it becomes useless in the cupboard...Why do you restrict them? That is true, you can put two pieces of cheese in '**Kompaktus 2**' but you can also preserve vegetables and pastries in it. (*Uğurböcekleri* distribution center meeting, May 29, 2006)

As a last point in relation with multifunctionality, Tupperware women strongly argue that the use of Tupperware products are not only limited to kitchen or storage use but can also be used for other purposes. One of the most commonly given examples in that sense is **Sandviç Cüzdanı** (See figure 4.23) which can be used for keeping silver jewellery as one of the distributors argue:



Figure 4.23 Sandviç Cüzdanı

For instance, most of the women who have teenage girls bought it (**Sandviç Cüzdanı**) as a jewel case for their daughters. Due to its airtight feature, there is no bothering for the blackened of silvers. Besides, even when going to a holiday you can take it with you as it is. It is easy to carry jewels together without causing any mess. (*Inciler* distribution center meeting, July 12, 2006)

One of the most creative examples given by a consultant in a regular company meeting is worth to be mentioned in relation with multifunctionality due to its extremeness **Şekşek** (See figure 4.27):

I do not know the raw material of ordinary baby bottles. On the other hand, I trust in the healthiness of the raw materials used in Tupperware. That is why; to feed my baby I use **Şekşek** as a baby bottle by adopting a nipple to the head of it. (*Uğurböcekleri* distribution center meeting, May 29, 2006)

Style

As mentioned before the prejudice between potential consumers leads to a common view that plastics as being something inferior compared to other materials such as glass and porcelain. Tupperware women to overcome this prejudice and to elevate the status of Tupperware products from food storage containers to service ware address style to support their argument while eliminating this prejudice. **Mavi Tutku** (See figure 4.24) is one of the most common examples given by many of the distributors:

Mucize Şekerler (See figure 4.3) can only be appreciated as storage containers, not everybody finds it fashionable enough to use in the service? But **Mavi Tutku** besides having the same property it can also be used as a service product. (Eryaman distribution center meeting, June 5, 2006)



Figure 4.24 *Mavi Tutku*



Figure 4.25 *Lila Prenses Tacı*

Secondly, in relation with style Tupperware women argue that the stylish food presentation is as important as its taste. For Tupperware consultants, this does not require cooking a laborious food; they argue that even a very basic dessert can be transformed into an art object. The mostly pronounced product to support this argument as mentioned by a consultant is **Lila Prenses Tacı** (See figure 4.25):

Prenses Tacı is also a very useful product, as well. Actually, the only thing I do is 'sütlü tatlı' (a kind of commonly known desert made with milk). I cook

two different kinds of desert 'irmik tatlısı' and 'tavukgöğsü' but every time I changed their order. In this way apart from being pleasant to the eye, they also think I cook a different desert each time. (*Menekşeler* distribution center meeting, September 18, 2006)

4.3.3 Tupperware Products' Warranty

Warranty, is one of the most trusted aspects of the products by Tupperware women when the products fail their promises not to be damaged or broken. As commonly known most of the products on the market have warranty. On the other hand, Tupperware women argue that "The significance of Tupperware warranty is obvious when it is compared with other similar products warranties. Tupperware warranty is much over the warranty standards in Turkey" (*Objektif* distribution center meeting, May 29, 2006)

Tupperware distributors indicate that as long as it is not specifically mentioned that it is not, all the products are under warranty. However, there is one circumstance that warranty is out of question. If the products are damaged due to wrong usage, there is no possibility of changing the product with a new one. A distributor illustrates this limitation of warranty by telling her experience with a consultant:

It is obvious that ***Prenses Tacı*** (See figure 4.25) was misplaced on a very hot surface. My personal opinion is that it was forgotten over a cooker... or as you all have experienced it will not become this shape (Showing the distorted product) when used for a hot food storage. Anyway this is a product used to shape hot food. However, when the warranty coverage is such extensive, consumers try their chance to change their product even if the damage is a result of their own misuse. (*Menekşeler* distribution center meeting, September 18, 2006)

Tupperware women stress that ***Mucize Kalıplar*** (Tupperware silicon cake cups) having similar damage due to wrong usage as in ***Lila Prenses Tacı***, which is also not in the scope of warranty. Distributors explain that ***Mucize Kalıplar*** are especially produced to be used in the microwave ovens. Besides, they are also appropriate to be used in electrical ovens. However, when using these products in the electrical ovens, the key point of consideration is to set appropriate time and temperature. This is an issue which is frequently warned

by distributors and consultants. When the right time and temperature is not set, it can cause permanent damages on the product:

Actually, using this product is very easy; but you should only be careful about that: when using it (*Mucize Kalıplar*, Tupperware silicon cake cups) in the electrical oven. You should cook with a lower temperature than you normally do and in a longer time span. (Home Party 4, September 10, 2004)

In home parties, when the warranty is defined as lifetime by Tupperware women, potential consumers become suspicious about warranty. The main reason for this suspicion, as they suggest, this is not a very common warranty description. Tupperware women try to overcome this suspicion as a distributor claims: "Until they sell their products, everybody talks about warranty for at least 2 years. However, they forget it exactly at the moment their product is sold. You bring it when it is broken, they do not even pay attention to you." (*Menekşeler* distribution center meeting, September 18, 2006)

Besides, consultants explain to potential consumers that they do not even keep their sale sheet. In other words, Tupperware women claims, The Tupperware Company does not ask from consumers to document the time they buy the products when consumers ask for warranty. Besides, distributors claim that this warranty is for lifetime and for the entire products even if they are not manufactured anymore. To substantiate this claim one of the distributors tells her experience with a Tupperware user:

I experienced changing a product which was used for 25 years. She (user) bought it abroad; since Tupperware is sold for 56 years in 126 countries. Production may change, think Tupperware as fashion; its color may change, and some products may replace with new ones. If the damaged product is not in production; then, it is changed with its equivalent; if there is no equivalent then it is changed with a better one. One of my customer's very small canteens was broken, it is not on production anymore, and she received a pitcher in place (by Tupperware Company). (*Objektif* distribution center meeting, May 22, 2006)

This excess scope of warranty is mentioned in product presentations by Tupperware women to rationalize two things in relation with Tupperware products. According to the first one, they try to rationalize the high price of products. Consultants mostly agree with the fact that the products are

expensive than the ones on the market. However, in relation with product warranty, Tupperware women claim that products deserve the money paid for them since they can be used for a lifetime. As one of the Tupperware women suggests warranty is “Not only for breaking but products are also under the warranty for cracking. This is the proof for who ever claims that Tupperware products are expensive. Even though they may pay more than the ones on the market; they get the worth of their money.”(*Objektif* distribution center meeting, May 22, 2006)

The second aim of Tupperware women to emphasize product warranty in product presentations is to prove the trustworthiness of The Tupperware Company. The Tupperware women’s claim of trustworthiness is built on the argument that company follows the quality standards and even when it can not satisfy this quality it is compensated by warranty.

The “direct selling organization logo” on the sales form is very important. To print this logo on to the sales form requires fulfilling significant quality norms. Generally, the warranty statements of products are written in very little fonts. In Tupperware they are well stated and clearly written. (*Objektif* distribution center meeting, September 09, 2006)

4.4. Aspects of Using Tupperware Products with Regard to Social and Cultural Norms and Values

This second part of the analysis, the data collected from the product presentations with regard to which social and cultural norms and values are associated with using Tupperware products are presented.

4.4.1. Motherhood

Both in regular company meetings and home parties, Tupperware women emphasize the two primary roles of women. The first one of these roles is ‘motherhood’. Tupperware women’s emphasis on motherhood is due to its appreciation as the most sensitive concern of a woman. As one of the distributor states: “Children are really important. First of all, we are mothers; our

most important job is motherhood, nothing is beyond this.” (*Objektif* distribution center meeting, May 22, 2006)

However, motherhood is not usually directly mentioned as a social role but Tupperware women address motherhood implicitly through constructing relations between good mothering and using Tupperware products. In this sense, consultants and distributors mostly address motherhood in relation to providing a healthy diet to their children. In this respect, with healthy diet, mostly, they mean home made food. The main argument of Tupperware women is that the foods prepared at home using Tupperware products are much healthier and delicious than the ready made food. One of the consultants states this argument as:

The potatoes that I peel out with this (showing **Soysoy**: Tupperware vegetable peeler) are chopped in the same way as in fast food restaurants with **Kolay Rende** (Tupperware grater). Then I put them into the salty water I prepare in **Salataci** to make them crispy. Then, I cook them. Rather feeding my child with the food that I have no idea how it was prepared, I choose to cook at home. At least I know that it is healthy. (*Bahar* distribution center meeting, November 13, 2006)

Tupperware women argue that the food prepared at home with Tupperware products are unadulterated which is addressed by Tupperware women as one of the reasons the food prepared with Tupperware products are more healthy. One of the distributors emphasizes her negative attitude to food ingredients as “I let neither of my children nor of my nephews to eat prepared food that are bought outside since they have many unhealthy ingredients.”(*Candan* distribution center meeting, May 8, 2006). In relation with addressing having no additives, Tupperware women claim that utilizing Tupperware products is enough to make food tasty; thus, there is no need for any additives to make food more delicious.

Most of the consultants in regular company meetings mention that there are certain kinds of foods that are necessary for the healthy diet of children. However, children refuse to eat these foods bringing forward various excuses. These consultants argue that after they started to store and/or or prepare food using Tupperware products, their children began to eat these foods which they

had refused to eat before. An example that is mentioned by a consultant for this case is:

My son is a difficult child. Before Tupperware when the peeled fruit's color changed, he brought it back. Believe me with this (showing **Mucize Şekerler**, see figure 4.3) I even sometimes peel and cut the fruits for him to take school next day. When stored in these cups fruits keep their color the same as they first peeled off. (Home Party 1, January 21, 2006)

Tupperware consultants and consumers are mostly housewives but there are also women who are both Tupperware consultants and also have an additional job. To attract these consultants, distributors emphasize on the common sense that working women feel guilty about having limited time for their children's care; more specifically their children diet when they are not at home. Tupperware distributors are employing this sensitivity of working mothers in product presentations. For instance, one of the problems of working mothers is what their children eat when they come from school until they come home. Consultants suggest that with Tupperware products mothers can prepare food at home for their children to eat at home until they arrive home from work. One of the distributor states it with an example from her everyday life:

For example, I used to prepare my son's meal in the morning, but it got cold by the time he arrived home. Now, I put the meal in this (showing **Sıcak Sıcak**: Tupperware's food thermos), and he eats the meal hot when he comes home. (*Inciler* distribution center meeting, July 12, 2006)

Tupperware women address health of children not only in relation with children diet but also in terms of healthiness of raw material for children use. One of the distributors explains this as "This is not plastic...since I feed my son with the food in it who is the most precious person in my life" (*Objektif* distribution center meeting, May 22, 2006). Another distributor addresses children health in relation with to be allergic: "As you know, especially in early ages children can be very allergic. Tupperware also consider this, and manufacture baby spoons from polycarbonate which does not cause any allergic reactions." (*Uğurböcekleri* distribution center meeting, May 29, 2006)

Another concern that is emphasized in relation with healthy diet of children, in both regular company meetings and home parties, is keeping children food

fresh. Consultants argue that especially infant food should be kept fresh. One of the Tupperware distributors makes a product presentation directly focusing on this argument:

This product (**Minikler**, see figure 4.26) can be easily used for babies that are weaned and started to eat infant food ... This is for preserving the food from bacteria and keeping it fresh... What should be done to vegetable soup to be beneficial for our child? It is necessary to cook it daily to prevent losing vitamins. However, you can cook it once and put it to the deep freeze in three of these and make it slightly warm, even without warming, we can feed our baby. (*Uğurböcekleri* distribution center meeting, May 29, 2006)



Figure 4.26 *Minikler*

Keeping food fresh is also associated by Tupperware women with the argument that children generally do not want to eat a food when its package is open for a while. Consultants add that their children excuse for this attitude is that these foods do not smell or taste as the time they are firstly opened. Crackers and cheese are the commonly mentioned food in this respect by Tupperware women:

Our children open the packages of cookies, crackers, and biscuits. The rest is not eaten. I can not let the rest be wasted. I put them in one of the Tupperware containers.... In this way they stay crunchy and fresh. (Home party 1, January 21, 2006)

...previously I bought soft white cheese, we ate half of it, but my son would not eat the other half of it after 4-5 days. He would say "This is not my cheese; its taste has been changed". I would say that "It is your cheese", I would show the package but he would not believe me... But now he eats all of it (**Kompaktus**, see figure 4.21) to the last bit. (Home party 1, January 21, 2006)

When addressing motherhood another concern that Tupperware women emphasize, following the healthy diet of children, is making a mother's everyday life easier. Tupperware women point out that one of the way to make everyday life of mothers easier is by using Tupperware products. For instance, one of the consultants substantiates this argument by telling a story of her customers:

Indeed most of the people say that they are thankful for it. They say that "as soon as we start to eat the meal my child asks 'mom, didn't you make salad?' I say 'of course, it is ready. She (my customer who told this story) bought a big storage cup, a salad cup. "I serve the salad from the cup; my salad dressing is already ready in the **Şek Şek** (See figure 4.27). I make salad ready in a second. (Home Party 1, April 18, 2006)



Figure 4.27. Şekşek



Figure 4.28. Eko Tiptop Sürahi

The argument of making mother's life easier is also presented by Tupperware women in relation with products' which are easily used by children, mainly by small children. Tupperware women argue that the products are not only designed for the easy use of the adults but also for the easy use of children. There are two ways to prove this argument: Firstly, by emphasizing the lightness of the products that make them easy to carry for children.

Tiptop Sürahi (See figure 4.28) is also very easy to use for elderly and children since it can be easily carried. Especially, children do not need your

help to have a cup of water with it. Its own weight is so little; there is only the weight of liquid in it. (*Bahar* distribution center meeting, November 13, 2006)

Second argument of Tupperware women when emphasizing making mother's life easier is that with Tupperware products there is no more mess caused by children at the dining table. To illustrate this argument one of the mostly mentioned product example is **Zeytinyađlık** (See figure 4.37) as one of the distributors suggest:

It (showing **Zeytinyađlık**) can be used to serve honey, vinegar or jam. It is especially ideal for those who have children. You can serve honey and jam, etc. without having any mess on the breakfast table. (*Inciler* distribution center meeting, July 12, 2006)

As a last point in terms of making mother's life easier, Tupperware women argue that with the help of the Tupperware products, mothers do not need to care about how they children keep and carry their lunch to school. The specific example given by Tupperware women for this concern is **Sandviç Cüzdanı** (See figure 4.23) as mentioned by a distributor "Look! This is the new **Sandviç Cüzdanı**... it is separated into different parts. Thus, you will be able to put two kinds of food and drink together neatly for his/her lunch." (*Uđurböcekleri* distribution center meeting, May 29, 2006)

Besides, Tupperware women argue that it is even possible to prepare fluid foods for their children's lunch with Tupperware products. For this argument, Tupperware distributors highly mention the hermetic feature of the products which do not cause leaking of fluids. To be more specific, this feature of product allows mothers to prepare even fluids food for the lunch of their children. For this purpose the most pronounced product name is **Şeker Kaplar** as one of the Tupperware consultant states in a home party:



Figure 4.29 *Şeker Kaplar*



Figure 4.30 *Kurabiye Hanım*

You can even use these cups (***Şeker Kaplar***, see figure 4.29) to carry food in your hand bag. For instance, if you do not want your children to eat sandwiches everyday for lunch, you can even put soup for his/her lunch. (Home Party 3, May 4, 2006)

Healthy diet and making everyday life of mothers easier are two main concerns that Tupperware woman mention in the product presentation in relation with motherhood. Furthermore, there are also some specific practices with products that are mentioned by Tupperware women in relation with motherhood. For instance, Tupperware women target mothers whose children have their education abroad. They implicate that even though they are mature enough to cook for them this does not mean that they do not miss their mother's food. It is emphasized that Tupperware products with its airtight lids allow mothers whose children are abroad to send food they prepare to their children as stated by a distributor:

Both of my husband's nephews are university students in Kırıkkale, they are accommodated in dormitories. She cooks cookies and puts them in their baggage in it (showing ***Kurabiye Hanım***, see figure 4.30), nothing happens to them. (*Candan* distribution center meeting, May 8, 2006)

Other specific examples in relation with motherhood are the alternative usage of products. Firstly, Tupperware women recommend keeping silver jeweler of daughters in ***Sandviç Cüzdanı*** (See figure 4.23) since it does not let any air to

come in and prevent blackening of silver. Secondly, **Kurabiye Kalıpları** is emphasized as an efficient tool to give shape to the potatoes for children to draw pictures with potato patterns. Lastly, alternative use of products is mentioned in one of the home parties by a consultant in relation with metric measurements on **Şekşek** (See figure 4.27). She argued that **Şekşek** eliminates arguments between children in terms of who drinks more of their favorite drinks such as chocolate milk, milk shakes, and orange juice.

I don't know if this is the case at your home but, in our home, every morning there is an ongoing fight about who drinks the majority of the orange juice. I solved this problem using **Şekşek**. I serve the orange juice in **Şekşek** and now since they have learnt the numbers, I put orange juice to their glasses equally by measuring with the help of **Şekşek**. There is no more fight about orange juice in the morning. (Home Party 3, May 04, 2006)

4.4.2. Housewifery

Following motherhood the second role of women that is used in product presentation is being a 'housewife'. Tupperware women address this role directly and indirectly in their product presentation. There are many different aspects of the products that are mentioned by Tupperware women in relation with housewifery. Therefore the following will examine these aspects under some main headings. Similar to the way Tupperware women address housewifery in the product presentations.

Keeping Food Fresh

Freshness is one of the most important concerns that is emphasized both in the meetings and home parties by Tupperware women. The most important issue that should be emphasized for consultants in terms of freshness is that freshness of food is not only dependent on the superior qualities of Tupperware storage container but also to the freshness of food at the time of buying. That's why they avoid giving exact time about how long products keep food fresh as one of the distributors explains:

You may wonder 'how long products keep the food fresh?' We do not normally want to give time intervals since when it is harvested, when it is

out on to the market, when it is bought and put into the Tupperware containers are very important. Besides, a good, fresh vegetable, even it is washed, can be kept fresh for 1-1, 5 month. (*Menekşeler* distribution center meeting, September 18, 2006)

As just mentioned, Tupperware women avoid giving any promises about how long Tupperware products keep food fresh. However, they give the promises that Tupperware cups keep food fresh longer than normal time. Besides, they argue that during most of this time, the food kept in the same freshness as they are first bought. The most often mentioned food examples of this kind are sensitive fruits like watermelon and grape as a distributor illustrate in a regular company meeting:

It is hard to preserve water melon. If it is not consumed in a short time, its taste and smell change. I cut all of the water melon. I put into the biggest of the ***Mucize Kaplar*** (A classic round lid storage container of Tupperware) whenever I open its lid it is as fresh as I first cut it. (*Uğurböcekleri* distribution center meeting, May 29, 2006)

Tupperware women also emphasize on the significance of time when keeping certain food fresh, like spices and Turkish coffee. Tupperware women explain this difficulty of keeping foods which are consumed in a long time span fresh with the following example:

I have ***Baharatçık Set*** (Tupperware cups that are specific to store spices, coffee) in my kitchen. They saw, Emine also saw, wall to wall. Believe me I keep my Turkish coffee in it for a year. Now, Turkish coffee is only being cooked to please someone, less people drink Turkish coffee nowadays. We generally drink Nescafe but Turkish coffee also kept in our kitchens. Believe me when I opened the ***Baharatçık Set*** that I keep Turkish coffee, it still smells as strong as the first day I bought it. (*Uğurböcekleri* distribution center meeting, May 29, 2006)

Another frequently mentioned argument by Tupperware women in relation with freshness is that freshness can be provided by Tupperware products even in different local weather conditions. To prove this claim the most commonly addressed product practices are the preservation of food in summer houses, as mentioned before, especially in the warm and humid climate of the Mediterranean region: “I went to my summer house, I left my tomato paste there (***Açık göz***, see figure 4.22) and returned back home. When I came back it

was as fresh as when I first put it into the container.” (*Objektif* distribution center meeting, September 09, 2006)

Order

Order is more emphasized by Tupperware women in regular company meetings than in home parties. This, I suggest, is related to the availability of most of the products in the centers. In other words, in the distribution centers, due to the availability all products, it is easy to demonstrate the way products provide order. There are two products that are most frequently mentioned by Tupperware women in relation with order: ***Oval Set*** (a desktop storage container series with different size) and ***Antarktika*** (a product series of Tupperware that is mainly manufactured for deep freeze usage).

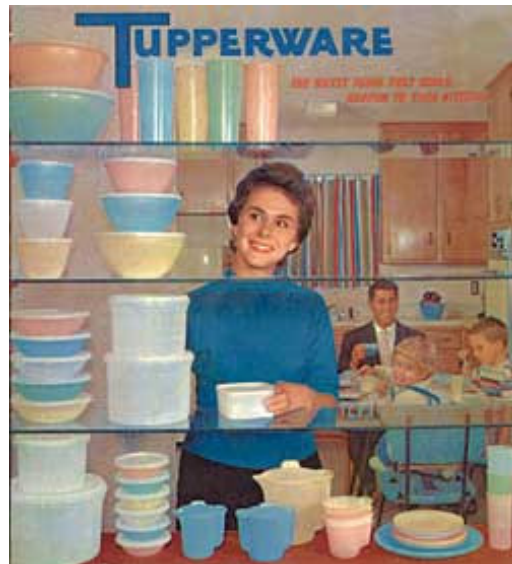


Figure 4.31 Order with Tupperware

Additional to the availability of most of the products, in distribution centers there are kitchen cabinets that display the way products provide order in the kitchen. One of the most displayed products in the kitchen cabinets is ***Oval Set***. One of the distributors explains the reason they display the ***Oval Set*** series in the kitchen cabinets and the mostly give ***Oval Set*** as an example in relation with order as:

Here, we have a kitchen cabinet. Let's look at the **Oval Set** in it. There are different sizes of it, according your need. When you open your cabinet everything is in an order, you can easily find what you are looking for. (Candan distribution center meeting, May 8, 2006)

The second mostly mentioned product by Tupperware women in relation with order is **Antarktika** series. It is a product series that is mainly manufactured for deep freeze usage. When Tupperware women present **Antarktika**, one of the mostly mentioned feature of the series is that they enable keeping deep freeze in order which is not possible by deep freeze bags:

There are two common problems we face with in deep freeze usage. Food are usually stored deep freeze bags which are very hard to put together and related with this there is always a problem of lack of space. Now, both of these problems are overcome with **Antarktika**. It has a square shape that allows us to put them on each other. Many of them can be put in the deep freeze, thus, eliminating the mess caused by plastic bags in the deep freeze. (Home Party 4, September 10, 2006)

...besides, they (**Antarktika Series** deep freeze storage cups) will provide a pleasant appearance in your refrigerator, deep freeze. Imagine... opening your freezer and think that everything is in bags. Now, imagine that everything is in these cups (**Antarktika Series** cups) in a perfect order. (Candan distribution center meeting, May 8, 2006)

Order is also handled in product presentations of Tupperware women in relation with the difficulty of keeping multi unit products in order. Tupperware women explain this difficulty of keeping multi units products together as, causing a mess in the cabinets and the problem to put their parts together. Tupperware women argue that Tupperware products solve this problem in its multi unit products such as **Kurabiye Kalıpları** (Tupperware cookie cutter) and **Dekorasyon Sihirbazı** (See figure 4.32). One of the distributors explains how easy it is to keep the parts of **Dekorasyon Sihirbazı** together as "After you prepare the creams in this way (Showing the way **Dekorasyon Sihirbazı** works)...your job is finished, you remove it (the head part of **Dekorasyon Sihirbazı**). All of them (The parts of **Dekorasyon Sihirbazı**) would not be in a mess. You put them in it (The body part of **Dekorasyon Sihirbazı**). In this way easily (Showing how the parts put into the body of '**Dekorasyon Sihirbazı**')..." (Candan distribution center meeting, May 8, 2006)



Figure 4.32 *Dekorasyon Sihirbazı*

The last point distributors emphasize in relation with order is keeping Tupperware storage containers together in an order. It is claimed by Tupperware distributors that keeping the containers together is easy since their measures are appropriate to be stacked inside one another which allows both order and extra storage space. However, there are still complaints from consultants in terms of keeping the lids in orders. A product which is namely ***Kapaklık*** (See figure 4.15), is presented by distributors as a solution for keeping lids in order as one of the distributors explain in the product presentation of ***Kapaklık***:

How we store Tupperware products? We do not close their lids when we do not use them. Thus, we can not find lids when we use. ***Kapaklık*** is a product that completely solves this problem. You can keep lids from every size in it. It is really very practical and keeps your home, your kitchen in order. (*Inciler* distribution center meeting, July 12, 2006)

Health and Hygiene

The significance of health is defined by Tupperware women in both regular company meetings and home parties as “there is nothing beyond health and everything loses its importance without health” (*Objektif* distribution center meeting, May 22, 2006). Besides, the reason of Tupperware women to make

such a stress to health is that it is presented as the one of the first promises of Tupperware products.

In the product presentations one of the ways to prove the argument that Tupperware products are healthier than any other product that are used for food storage and food preparation practices is to establish a relationship between the raw materials of Tupperware products and the materials that are used in medical products. The most common way to construct this relationship is to mention that some of the raw materials of Tupperware products are also used in the production of contact lenses' and artificial cardiac valves, as one of the distributors specify:

Our products are produced from fine raw materials which are also used in the medical sector. You would ask what they are. These are contact lenses, prostheses, serum injectors and baby bottles. What I mean is 'the raw material' is the same. (*Candan* distribution center meeting, May 8, 2006)

Another example given by Tupperware women to establish a relationship between the the raw material of Tupperware products and the materials used in medical products is the blades of **Rondo** (See figure 4.7) and **Minişef** (See figure 4.33). Tupperware women argue that the blades of the products are made up of the same material with the lancet used in medical operations:



Figure 4.33 *Minişef*

...what is the best evidence for it? Onion, no matter by which rondo you cut the onion, it will dilute away, and it loses taste. When you put it into the meal it also becomes tasteless. With it (showing **Minişef's** blade), cut as much as you want, it will not dilute. (*Objektif*, distribution center meeting May 22, 2006)

When a Tupperware product itself is used in medicine, it is the most effective evidence for Tupperware women to prove that the product is healthy to use. To illustrate this, one of the most attractive examples is **Mega Kutu** (See figure 4.34) with its usage in medicine. One of the distributors suggests that “The first reason we offer this product (**Mega Kutu**) is health. **Mega Kutu** is used in organ transplantation in Europe. Can you believe it?” (*Objektif* distribution center meeting, May 22, 2006)



Figure 4.34. *Mega Kutu*



Figure 4.35. *Serpşek*

Health professionals and their experiences with Tupperware products are also one of the other ways that Tupperware women employ to prove the benefits of using Tupperware products for health. To address health professionals' experiences with the products one of the distributors tells a story,

A food engineer's mother-in-law was diagnosed as cancer and he took her to America for medical treatment. The first thing doctors say is that “Get rid of all the plastics in the kitchen which is in touch with food”. As a result, as soon as she turned back home she replaced her kitchenware with Tupperware products. (*Objektif* distribution center meeting, May 22, 2006)

As a last point in relation with health in product presentation, Tupperware women address health to rationalize the consumption of a specific product, namely, **Serpşek** (See figure 4.35) which is mainly used for consumption of

granulated sugar. To substantiate the way the product promotes health, consultants argue that lump sugar is not healthy since the sugar granules are kept together by the help of bone powder of cows; whereas granulated sugar is healthier than lump sugar since it is less processed.

As you know lump sugars are cut by utilizing cattle gelatin. That's why its surface becomes oily when you put sugar into the tea. To prevent this from happening, granule sugar should be preferred. However, it is harder for us to use lump sugar than granule sugar. You can not measure it. It is now easy with **Serpşek**. Each time you turn it, it drops as much sugar as a lump. (*Menekşeler* distribution center meeting, September 18, 2006)

Following to health, hygiene is one of the most addressed issues by Tupperware women in relation with housewifery. Hygiene is discussed in three aspects in meetings and home parties. According to the first one, Tupperware women argue that due to its airtight lid Tupperware containers block any air to the cup; consequently, does not provide the necessary environment for the airborne bacteria. This is addressed in terms of both food storage and defrosting the frozen food as stated in the following examples:

...Moreover, you can keep a newly prepared meatball even for two or three days in it (showing **Antarktika**: a product series of Tupperware that is mainly manufactured for deep freeze usage). This prevents vitamin lost due to freezing. You can keep your meatballs fresh for a couple of day at the top shelf of your refrigerator in it. (*Candan* distribution center meeting, May 8, 2006)

Put hot water under and use it (showing **Super Star**, see figure 4.36) to defrost your meat without allowing bacteria in. Think about your life before Tupperware. When you get your meat out of the freezer and put it to defrost on the kitchen table its color starts to change. But when you put hot water under the meat and close the lid, the meat defrosted in this way will lose its color. (*Inciler* distribution center meeting, July 12, 2006)



Figure 4.36 *Süper Star*

Secondly, Tupperware women use the term hygiene in the product presentations synonymously with to be odorless and preservation of the natural taste of the food in the cups. More specifically they argue that both the odor of raw material or taste and odor of refrigerator does not get into the food.

The refrigerator has a peculiar odor. With Tupperware pitchers your water will never smell like the refrigerator; besides it purifies the water. Indeed, you can make an experiment: put some water in it and steep tea in this water. It really makes your tea tastier. (*Uğurböcekleri* distribution center meeting, May 29, 2006)

As the third and last point in relation with hygiene, the common appreciation that plastic is an unhygienic raw material causes Tupperware women to convince potential consumers in the home parties that the products are hygienic. This is because of the fact that consultants already appreciate Tupperware products as something different from plastic but this is not appreciated in the same way by the potential consumers. Consequently, consumers do not find the products hygienic because of their raw material. In such circumstances, practices with the products are shared to convince the potential consumers. One of the most extreme examples used to convince the potential consumer about the hygiene of the products is:

Tupperware's **Kesme Tahtası** (Tupperware cutting board) is highly resistant to cutting or chopping but even if it gets cut/ chopped, due to its raw material, it will be replaced with the same material coming from beneath. Thus, since its raw material is not harmful for health, there is no need to be worry even if it gets mixed with the food cut on it. (*Menekşeler* distribution center meeting, September 18, 2006)

Saving by Tupperware Products: "No more Waste"

"No more waste" is one of the slogans of Tupperware women that is mentioned in all the regular company meetings and home parties. There are two reasons for this emphasize on saving. According to the first one, Tupperware women state that housewives are responsible from the family budget; especially from budget that is allocated for the kitchen. That is why they try not to waste anything in the kitchen. Secondly, Tupperware women consider saving in the kitchen with being a skilful housewife as equivalent. A Tupperware distributor specifies both of these claims in a regular company meeting:

Previously, what I most wasted was bread. Fruits, vegetables...We are not as skilful as our mothers. My mother always did something and turned them into something to be used. My personal opinion is we do not live in a country where we have the luxury to waste away food. (*Objektif* distribution center meeting, September 9, 2006)

Saving is addressed in three different ways by Tupperware women in the product presentations. The first one is saving food. As in the discussion of freshness, Tupperware women argue that Tupperware containers provide longer preservation of food which reduces the risk of perishing and by this way saving money. In a home party consultant present this argument of saving money with a very specific example:

Vegetables rot in a very short time. However, we do not assert on this and throw them away. For instance parsley... However, when we estimate roughly, a bunch of parsley is 25 kuruş, if we throw away a half bunch of parsley every week, it costs 13 YTL for a year. It is not a little amount of money. (Home Party 1, January 21, 2006)

Another way Tupperware women address saving food in product presentation is mentioning the way products eliminate excess use of food. **Serpşek** (See

figure 4.35) is utilized as an example for this claim. Due to the feature of **Serpşek** that only lets as much as one lump of granule sugar for each time it is used, it eliminates excess use of sugar. Similarly, with its special design edge, it is argued by a consultant in a home party that **Zeytinyağlık** (See figure 4.37) prevents using excess amount of olive oil:

...the other day I put it (**Zeytinyağlık**) into the dishwasher and tried to use oil from the can of 5 liters. I wasted oil that was enough for five salads and half of the liquid dripped around. That is to say it really pours so little ... and does not spill oil around it. (*Bahar* distribution center meeting, November 13, 2006)



Figure 4.37 *Zeytinyağlık*

As a last way in relation with saving, Tupperware women address saving in energy by Tupperware products. They mostly reference products in relation with saving energy in product presentation are the products that are used in food preparation. Since these products only require human power to work which differentiate them from similar products in the market that work with electricity. The products that are most common examples for this argument in product presentations by Tupperware women are: **Şekşek** (See figure 4.27) which can fulfill much of the tasks of an electric mixer, **Rondo** (See figure 4.7) which is an electric free cutter and **Minişef** (See figure 4.33) which is used for chopping but without the need of electricity. To rationalize this argument a Tupperware distributor makes up a story in one of the regular company meetings:

Let's say you will prepare cream to frost a cake but unfortunately the electricity is out. What are you going to do? You can't do anything. However, with our products, without using electricity; thus, wasting minimum energy you make it ready. (*Candan* distribution center meeting, May 8, 2006)

The last concern of Tupperware women in relation with saving is 'saving in time'. Tupperware women argue that Tupperware products allow preserving big amounts of food which allows women to wash more food than they need once so they do not need to do the same washing work several times which allows saving in time as mentioned by a distributor as "...to wash them at once allows us to save time for ourselves. I think that it really simplifies our lives." (*Uğurböcekleri* distribution center meeting, May 29, 2006)

Elimination of the Drudgery in the Kitchen

Tupperware women perceive some work in the kitchen as drudgery. This is a concern that is highly mentioned in the presentation of some specific products. For instance, it is stressed that storage containers that have airtight lids allow washing whole food once and storing it to use when necessary. Thus Tupperware women argue that these cups eliminate doing the same annoying work everyday. Besides, Tupperware products are presented as not only lessening drudgery to do the same work but also as making the preparation of courses easier and smoother as a distributor explains by giving an example from everyday life:

I was invited for dinner to a friend recently; but I could not help her clean the table afterwards! They did not have Tupperware products. Please think of pre-Tupperware. We either tried to cover the left over food with stretch film or passed food from one come to another. We forget about the days we tried to fit the saucepan in the in the refrigerator. As soon as finish dinner we out the left over foods to (Tupperware) food storage cups. (*Objektif* distribution center meeting, September 09, 2006)

To be more specific Tupperware women mention two products that reduce the drudgery in the kitchen. The first one is ***Minişef*** (See figure 4.33). They argue that cutting onions is one of the most commonly done activities by women in

the kitchen, and it is mentioned as drudgery since the onion has an unpleasant smell and chopping it causes tears. When onions are chopped without a minimum of contact it makes the task easier and it is possible to chop onion by using **Minişef**. These arguments are clearly stated by a Tupperware distributor as:

You can chop all your onions without any effort with **Minişef** (See figure 4.33). In fact you can chop all the onions at one time and use them as you need them. In this way, you will not have to do the same job every time you cook. Besides, in this way you chop the onions without touching them. As you know women usually complain about the smell that onion leaves after the cutting process on their hands... We adjust ourselves to comfort very easily. I cannot think of a life without **Minişef**. (*Inciler* distribution center meeting, September 25, 2006)

The second example given by Tupperware women is **Soysoy** (Tupperware vegetable peeler) that eliminates the unpleasant work of skinning foods like fresh red pepper:

Most of you boil and then peel off the skin of fresh red pepper, don't you? Do you know what I do when preparing fresh pepper paste? I never boil the skin, I directly peel the skin of the fresh red pepper (showing this by using **Soysoy**)...cook; add salt and presto, red pepper paste. (Objektif distribution center meeting, September 09, 2006)

Preparing Delicious Food and Attractive Tables with Tupperware

Tupperware women are aware of the fact that, it is not sufficient to satisfy women only by promising saving and eliminating the drudgery of the kitchen work and they state this awareness both in regular company meetings and home parties. In this sense, they are conscious about women's expectations from the product to help in terms of preparing delicious food and attractive tables. One of the examples of Tupperware women to prove that Tupperware products help preparing more delicious food is mentioned by a distributor as:

We all know that food become more delicious when the onion in them is not pulverized. **Minişef** (See figure 4.33), does not cause the pulverization of onion when cutting; thus, the meal cooked with this onion becomes much delicious. (*Menekşeler* distribution center meeting, September 18, 2006)

Another specific product example a Tupperware consultant utilize to illustrate that Tupperware products help preparing more delicious food is **Şekşek** (See figure 4.27.). She explains how **Şekşek** realizes this:

Try preparing your salad sauce in **Şekşek**. Do not pour olive oil, lemon juice and salt separately to salad but pour them all after you mix it in **Şekşek**. Even you will be surprised when you recognize how the taste of salad changes. Due to the fact that, all these ingredients mix homogenously in **Şekşek** salad becomes much more delicious. (Home Party 1, January 21, 2006)

In terms of preparing delicious food picnics are highly referenced by Tupperware women. A distributor emphasizes how Tupperware products save women from the drudgery of preparing foods for picnic as:

You do not need to prepare your picnic food in the morning of the picnic anymore. You can prepare them the night before the picnic and keep them in the refrigerator which allows you not to be in a hurry on the morning of the picnic to prepare those. Besides, the food will be well seasoned by this way since they soak in seasoning or sauce overnight. (*Candan* distribution center meeting, May 8, 2006)

In relation with picnics and presenting delicious food thermal feature of the products is mentioned by Tupperware women. According to this argument no matter the temperature of weather or how far the picnics place even the heat-sensitive food wouldn't be spoiled. Thus, it will preserve its taste as mentioned by a consultant in a home party:

There is no need to worry about whether the food will go bad due to the hot weather; since the raw materials of products prevent the temperature of the food. When going to a picnic it keeps food that should be kept cold as cold. After barbecue, if you put the food until they are eaten to **Şık Servis** (See figure 4.19) and close the lid, it keeps them hot and in the same taste when it is cooked. (*Uğurböcekleri* distribution center meeting, May 29, 2006)

As well as preparing delicious food, the presentation of attractive tables is an indicator of good housewifery for Tupperware women. They have the tendency to relate attractive looking food and tables with hospitality. They argue that these are the signs how you welcome your guests. In product presentations,

Tupperware women state that feasts, cultural occasions and special days are chances for a woman to present her hospitality and it is argued that one of the ways to show hospitality is serving good looking food. One of the common examples of these special occasions in relation with usage of the products is *mevlüt* (a religious meeting). Tupperware women highlight the difficulty of serving meal in *mevlüt*. The reason for this difficulty is mentioned by Tupperware women as the meal consists of meat and cooked rice which are difficult to serve together in a good appearance. For Tupperware women, this problem can be easily solved by the small part of ***Lila Prenses Tacı*** (See figure 4.25) which can be used to give shape to the dish:

We love *mevlüt*...in weddings and henna nights how is the food served? You put a piece of boned chicken meat in the bottom of it and press the cooked rice on it (the upper part of the ***Lila Prenses Tacı***). When you drop it to the plate, it takes the shape of the container.” (*İnciler* distribution center meeting, July 12, 2006)

It is not surprising that ***Lila Prenses Tacı*** (See figure 4.25.) is very useful to serve good looking food since it is a product only used for giving shape to food. On the other hand, there is another product, namely ***Dondurmacı***, which is used for giving shape to food even it is not manufactured with this aim as one of the consultants emphasize in the product presentation:

Everybody knows ***Dondurmacı*** is a gorgeous product when serving ice cream. It pulls out a perfect shaped ice-cream ball. On the other hand, it can also very efficient to make fruit balls especially from water melon and melon. Thus, you can serve good looking fruit by using ***Dondurmacı***. (*İnciler* distribution center meeting, September 25, 2006)



Figure 4.38 *Dondurmacı*

For a specific cultural occasion, namely Ramadan dinners, significance of punctuality to prepare a good looking table is emphasized by Tupperware women. They argue that it is easy to set dinner table with **Şik Servis** (See figure 4.19) since with its feature to keep a meal hot for more than an hour it allows the hostess to prepare the meal in a good looking cup well before dinner. Tupperware women explains that Ramadan feast since everybody waits for the fast and ending the fast is simultaneous for every member of the family; consequently, food can be prepared and made ready to be served before the breaking of the fast:

The dinner table should be ready before the guests' arrival, soup should be ready, and rice should be cooked and ready on the table. We eliminate this hustle by putting the meals in it. It allows you to attend to your guests when they come since you have already made the table ready. (*Objektif* distribution center meeting, September 09, 2006)

4.4.3 Changing Status of Women: Pursuing a Career with Tupperware

Emphasizing to be a housewife and the requirements that a housewife has to fulfill forms a crucial part of the Tupperware women's arguments in the meetings and home parties. They support this argument in one of the following three ways. According to the first one, they argue that women are domestic laborers and they work indefinite working hours. This disadvantage working conditions of housewives is defined by a distributor as:

Actually, being a housewife is the most ungrateful job. You neither have a work definition nor defined working hours. Additionally, although you work very hard nobody ever appreciates your work. Even, most of the time nobody says 'thank you'. (Home Party 4, September 10, 2006)

This bad working conditions of housewives as stated by Tupperware consultant cause women to feel themselves and their labor unworthy as mentioned by many of the distributors in regular company meeting. Tupperware consultants are very aware of this women psychology and use it to rationalize promotions for consultants. That is to say, Tupperware distributors argue that even the smallest success of a consultant is gifted in Tupperware. A distributor

addresses this sensitivity of the Tupperware Company to the success of Tupperware women in a regular company meeting as:

Can you receive a recompense for your services at home? You can't, can you? However, this is not the case in Tupperware. Even your smallest success is rewarded. Think about it; you get a 'welcome' gift just to be a consultant. (*Bahar* distribution center meeting, November 13, 2006)

The status of women is addressed by Tupperware women in relation with convincing women to be Tupperware consultants. Tupperware women argue that even housewives have a chance to be working women by becoming a Tupperware consultant. Thus, women have the chance to change their status with Tupperware products. However, Tupperware women's main reason when promising housewives to change their status is more related with their own benefits. This can be inferred from the Tupperware Company's slogan that: "If selling products is your today; affiliating consultants is your tomorrow. In other words, when a consultant affiliates a woman as a consultant, she gains a proportion from each earnings of this fresh consultant. Actually, this is the main income of consultants in terms of money. Thus, Tupperware women define success not only by selling success but also with affiliation of new consultants as one of the distributors explain:

In Tupperware business only selling products will not bring success but you also will have to affiliate new consultants. If one of your feet is selling, the other one should be making consultants. If you do not have one of them, you limp. If you have both of them you can walk smoothly. (*Objektif* distribution center meeting, September 09, 2006)

In some cases which are exemplified by Tupperware distributors in regular company meetings, women want to have a job but they can not afford to establish a business. These limitations are also emphasized by Tupperware distributors as a strategy to convince women who want to have their own job. In another words, it is suggested that a woman can be her own boss in Tupperware and the only obligation is to buy a start kit which includes mostly sold Tupperware products. This easiness to build up one's own business by becoming Tupperware consultant is stated by a distributor:

The ones who want to be a consultant are in a very advantageous position. You can both buy the products in the (starter) kit from the wholesale price of and you are also given the chance to pay for it a month later. As a matter of fact, in this way you have a chance to pay this amount a month later with the money you earn from the sales. Thus, you will have the chance to establish a business without any capital. Furthermore, with your %20 proportion from these sellings and promotion gifts, you will amortize this money for the kit in a very short time. (*Menekşeler* distribution center meeting, September 18, 2006)

Besides, being a Tupperware consultant is presented by Tupperware women as not only for making money but also for making a career by Tupperware distributors. The most highlighted argument in relation with making a career is that to have a career is a very smooth process in Tupperware as long as you fulfill its obligations that are mentioned by a distributor:

From my earnings from Tupperware I look after my household, many others look after their family as well. Besides, there is a career chance in Tupperware. You have fine prospects before yourselves; you start as a consultant, then group leader, then VIP group leader, then administrator group leader and distributor. There is a way until to be the general manager according to your success. It is especially a very fabulous job opportunity for the women who think that 'I can both give birth to a child and make a career'. (*Objektif* distribution center meeting, September 09, 2006)

However, when illustrating Tupperware consultancy as a very profitable job opportunity, they also warn the potential consultants about the fact that achieving success in consultancy is a process. Thus, as a distributor states below in her own words, if the potential consultants aim to be a successful consultant they have to be patient.

First of all, I will learn be patient, set my business; then, if you want, you can look after your family or allocate your earnings for your child's education. However, do not get it wrong. We do not sell dreams, we sell products... As an incipient, it is not possible for you to earn so much; it is necessary to be realistic. (*Objektif* distribution center meeting, May 22, 2006)

The last argument of Tupperware women in relation with status of women is mentioned in the section *Critical Approaches to Tupperware's Home Party Plan System* (See section 2.5.). Tupperware women address home bound position

of women and argue that to be a Tupperware consultant is a way to be socialized as a distributor specifies:

First of all you have a place to visit every Monday. Whatever you come for: for motivation; for work, bring a friend. I have gained very valuable friendships here. You can do this, too. (*Candan* distribution center meeting Tupperware Distribution Center, May 8, 2006)

4.5 Discussion of the Analysis

This section will briefly discuss the analysis of the narratives about Tupperware products in relation with the arguments that are presented in the introduction. Since the data is extensive, it will be attempted to draw conclusions on the analysis rather than referring to the specific examples and issues in the analysis.

As mentioned before, Tupperware distributors and consultants utilize their own social practices with the products when they both explain the basic features of the products and relate to the social and cultural norms and values that are associated with the use of the products. By stressing on the social practices with the products in relation to everyday life, Tupperware consultants and distributors mainly argue that the products are functional, attractive in appearance and sanitary to use for the everyday practices in the kitchen. Besides, they also argue implicitly that these are professional tools that are also used by the professionals in the kitchen; namely, the consultants of the company. During their product presentations, when Tupperware consultants and distributors define Tupperware products as practical, attractive in appearance, sanitary and professional, they start to define their own social practices with these quality features of the products.

These social practices are not only significant to become a Tupperware consultant but also important in the process of cultural meaning making of the products (Du Gay et. al., 1997). The cultural meanings of Tupperware products are constructed by addressing the social practices with the products. To illustrate, Tupperware distributors and consultants define good mothering in relation to the use of the products. When associating good mothering with

quality features of the products, consultants and distributors address some culturally accepted common definitions about being a good mother and they emphatically point out these in their product presentations by giving examples from their social practices with the products.

Thus, social practices with the products are not only significant for product presentations but also for cultural meaning making of the Tupperware products. In this study, the research on Tupperware product presentations reveals that all these practices mentioned in the analysis are social practices; since Tupperware consultants and distributors learn the way to perform these practices from their interaction and communication with other Tupperware women in the regular company meetings. The significant point here is that, even though these practices were common practices that can be performed by similar products, Tupperware women stress these common practices as something that can only be realized with Tupperware products. Thus, Tupperware consultants and distributors transform these practices to social practices by sharing their experiences with other Tupperware women.

When the experiences with the products are shared with other Tupperware consultants and distributors, a formation of group memory begins. This group memory is shared with the women who newly become consultants. Thus, the new members immediately become a part of this group memory making process as soon as they become a Tupperware consultant. All the Tupperware consultants and distributors utilize the necessary information they gather from this common memory in their product presentations. Besides, communicating this knowledge is the indicator of being a Tupperware consultant. By being a part of the social group that is formed by Tupperware consultants and distributors, they also gain a sense of reality that is shared by all the members of the group (Garcia-Lorenzo, 2003; 5). For instance, the concerns they mention in their product presentations such as health and hygiene become important for all the members of the group. Thus, they gain the necessary sensibilities to construct a certain narrative around Tupperware products.

These sensibilities, that are shared by all the members of the social group of Tupperware consultants, are shaped by the culture and society, which Tupperware consultants belong to. Thus, when presenting the products and performing social practices with these products, Tupperware women objectify the cultural norms and values. In other words, Tupperware women form their product presentations by addressing cultural norms and values and then internalize them as if they do not create these product presentations themselves.

When Tupperware women address cultural norms and values, I argue that they also give significant information about the structure and patterns of the society which was set by these cultural norms and values. In other words, addressing the cultural norms and values in the product presentations reveals significant information to make inferences about the society. In the Tupperware product presentations, the roles of motherhood and housewifery and their cultural values are emphasized. Thus, I can suggest that in these product presentations women are more defined in relation to these social roles. When there is such a strong emphasis on motherhood and housewifery, Tupperware women also define themselves through these roles. In that sense, they objectify cultural norms and values about these social roles both by emphasizing the significance of these roles and by addressing their social practices with products in relation to these roles in their product presentations.

Tupperware women do not only objectify cultural norms and values, but, by their social practices with these products, they put an effort to overcome their conflicts and paradoxes (Miller, 1987) in relation to housewifery and motherhood. In their product presentations, when addressing motherhood and housewifery, Tupperware women promise that women's works will be simplified and eased by the social practices with these products. When the ways to be a good mother and a good housewife are defined in the product presentations, it is also promised that by using these products, women can also fulfill the requirements of being a good mother and a good housewife.

To summarize, Tupperware women do not only employ the narrative that they construct around Tupperware products to convince the potential consumers; but also attach cultural meanings to products and define themselves with these cultural meanings. Besides, the narratives constructed around these products give important information about the culture and society, in which it is formed.

CHAPTER 5

CONCLUSION

5.1 Overview of the Study

The focus of this study was to conduct a qualitative research on the presentation of Tupperware products, which emerges due to Tupperware's specific retailing technique. The aim was to analyze and understand the ways in which a narrative is constructed around these products through the product presentation.

Tupperware retailing technique is called *home party plan system* by which the consultants perform product presentations for the potential consumers in pre-organized home parties. In their product presentations, the consultants supply not only the basic information about Tupperware products but they also employ, in a wide range, the sociocultural aspects of the practices and experiences that are to be performed by using Tupperware products. Therefore, by matching the advantageous and convenience of using Tupperware products with the social and cultural norms with regard to the reproductive activities that women perform daily in the kitchen, the consultants construct a certain narrative about Tupperware products.

The first chapter focuses on problem definition, aim, main arguments, and the structure of the study.

The second chapter focuses on Tupperware brand and products including the historical information about the company. Then, in the third chapter the research method, the fieldwork and the experiences during the fieldwork is explained in detail.

The fourth chapter focuses on the analysis of the qualitative data that was gathered during the case study. In this analysis part, initially the data classified on the basis of the key words and the common arguments that were mostly mentioned in the product presentations. These common arguments in relation with the products, which were presented most of the time in different ways in the product presentations, revealed that by product presentations and the way it was formed in the regular company meetings a narrative was constructed around Tupperware products by Tupperware women.

5.2 Conclusions

The primary aim of this study is to understand and reveal the ways in which social and cultural meanings are attached to the properties of Tupperware products by the narratives that are constructed by the Tupperware consultants and distributors during their product presentations. Thus, the outcome of this study exposed the ways social and cultural meanings attached to the products by the narratives constructed around them by Tupperware women. Both the outcome of the study and the arguments put forward in the introduction chapter are briefly examined in the last section of the chapter 4; *Discussion of the Analysis*.

Furthermore, the findings of the study made it possible to draw some conclusions about issues beyond the case of Tupperware, such as cultural meanings, users and design of products.

This study revealed that one of the ways to reproduce and/or attach cultural meanings to a product is possible by constructing narratives around it. Yet, these cultural meanings are likely to change not only in terms of time but they can also differ from one culture or society to another (Heskett, 2002). This is mainly due to the fact that all the changes that occur in a culture or a society also find their reflections in cultural meanings of a product. Therefore, cultural meanings of a product, those originate from social and cultural norms and values, change and are transformed over time.

In addition to temporal aspects, cultural meanings of a product change from one culture or society to another. Today, this diversification in cultural meanings of a product occurs mainly due to the fact that global companies produce consumer goods for many different societies and cultures. As can be estimated, when products are mass produced, to render production specific for the demands of each different culture requires further financial investment and more labor power. In such circumstances, global companies answer the different demands of different cultures not by producing specific products to respond to the specific demands of a specific culture, but instead, they modify the design of their products, which can serve for the demands of different cultures in terms of different lifestyles and different tastes.

In some specific cases, even the product variation may not be sufficient for the lifestyles and tastes of the users from different cultures. In such cases, there are many ways consumers utilize to provide adaptation. Within the framework of this study, it appears that, consumers realize this adaptation by constructing narratives around products within the consumption process by, mainly, addressing their social practices with products. By this way, they attach cultural meanings to products by addressing and/or referring to social and cultural norms and values. In the process of adapting the products to the specific needs of a culture, as Barthes suggests (Norman, 1998), visual language is not sufficient since it is culturally specific. Therefore, verbal language is frequently used to adapt a product to different cultures, lifestyles and tastes. This strategy is obvious in the case of Tupperware by the narratives that Tupperware women construct around products.

On the social level, when cultural meanings are attached to products through narratives to provide adaptation, it forms a basis for the users to define how they relate themselves to the products (Ilmonen, 2004). However, the significant point here is that, the cultural meanings of products are also produced by the users themselves within the consumption process by the narratives they construct around the products. Thus, these narratives become valuable sources of data to understand the ways users relate themselves to the products and what they expect from the products.

A user attaches meanings to a product, mainly, by addressing his/her social roles. The problem here is that each user may have a different role (i.e. a woman may be a mother, a housewife, a business woman, a wife, a sister) and each of these roles have different meanings and requirements. When attaching cultural meanings to a product it may be impossible and/or irrelevant to address each of these roles. In such circumstances the 'most exposed roles of the user' in relation to the use of the product are addressed by the narratives constructed around products. These 'most exposed roles' can be understood by looking at the profile of the target population. For instance, in the case of Tupperware the target population is 'women who are mothers and/or housewives'. Therefore, cultural meanings of Tupperware products highly target these most exposed roles and the most vulnerable aspects of these roles. Therefore, it would not be wrong to claim that, user's aim when practicing with the product, apart from the functional concerns, is not only to fulfill a specific task but also to fulfill the requirements of the roles that are addressed by the narratives about the product.

To conclude, as long as users are satisfied with both functional properties and meanings of a product, they internalize the values of the product and spread them through their personal networks. However, to keep drawing the users' attraction and to maintain the product's superiority over the similar ones in the market, 'design' should offer some alternatives. It can be said that this is the point where the market competition works and the significance of the brand name emerges. All the similar products serve similar functions, but their values or the ways they are appreciated by the users are determined by their design values, since variation by design responds to different tastes, individualities and lifestyles (Norman, 1998). Specifically in the case of Tupperware, this is one of the explanations of the brand's success in relation to product design when compared to the similar products in the market.

5.3 Further Studies

Tupperware is a very valuable case with its potential to provide many different kinds of information about the ways social and cultural values and meanings

are attached to a product, from its raw material and design values to its usage. However, the richness of data may become an obstacle when limiting the scope of a study. Thus, due to the problem of limitation, some parts of the data that are not related with the scope of this study are not included in the analysis. The unused data consist of information about the promotion technique and the gifts offered by the company.

On the other hand, there are some opportunities to conduct further studies on the case of Tupperware. For instance, the Tupperware consultants were also the consumers of the products. Thus, in this study, their appreciation of the products was taken as consumer view point, furthermore, this was also confirmed by the ideas and arguments of the consumers in the home parties. In that sense, a similar study can be conducted about the consumers who are not as familiar with the products as the Tupperware consultants and distributors. The aim of such a study may result as a quest to understand the viewpoints of the users only (i.e. only the users who are not Tupperware distributors or consultants), with an assumption that they may be more critical about products.

Another further study can be conducted to examine the design process of Tupperware products. More specifically, the intentions of product designers and the comparison of their intentions to the users' interpretations that are based on their own everyday experiences with the products. Such a study can supply valuable insight to match the designers' thoughts with users' actual expectations from the products.

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APPENDIX A

A PART FROM THE REPORT OF A HOME PARTY

A part from a home party report is presented with the aim to illustrate the way the key words and quotations in the study are determined. The quotations stated in the study are highlighted in the boxes and the keywords are underlined.

Danışman: Her akşam salata sosu hazırlıyorsunuzdur, değil mi? Salata yapıyorsunuzdur.

Davetli: limonu sıkıp, zeytinyağını döküyorum şöyle. Hiç uğraşmıyorum yani.

Davetli: Her gün limon sıkıyorsun, zeytinyağını çıkarıyorsun.

Danışman: Salata sosunuzu bir de Şekşekde yapın. Yağı, limonu, tuzu ayrı ayrı salatanın üzerine dökmeyin de Şekşekde karıştırıp sonra dökün. Lezzetinin nasıl değiştiğine siz bile şaşacaksınız. Bütün o malzeme Şekşek de homojen olarak karıştığı için salata çok daha lezzetli olacak.

Danışman: İçine sirke mi istiyorsun, limon mu istiyorsun, yağını, tuzunu koyacaksın ve şu parçası (içindeki parçaları ve pervane benzeri parçayı göstererek) bu parça her şeyi karıştıran parça bu. Nasıl karıştırıyor bilemiyorum ama mikserin yaptığı her şeyi yapıyor. Bunun içinde ne yapabilirsiniz? Öncelikle bir ölçü kabı, 500 ml.lik 1 ölçü kabı. Mikserin yaptığı her şeyi yapabilirsiniz dediğim gibi öncelikle ayran, kremşanti karıştırabilirsiniz; salata sosu, börek harcı, omlet harcı, krep, tarhana, milk shake, cappucinoya öyle güzel köpük yapıyor ki (kabın yarısını göstererek) şu kadar bir köpük oluyor. İnanılmaz güzel bir ürün, hatta bir tane bir eve yetmiyor diyebilirim. Tupperware ile tanışmadan önce salata sosumu bir kâsede yağı,

limonu, vesaire karıştırırdım. Öyle birlikte yaptığım zaman tadı çok daha farklı oluyor. Yani homojen bir karışım, hepsi bir arada böyle, yani ayrı ayrı koyduğunla böyle karıştırıp koyduğun zaman tadı daha lezzetli oluyor hakikaten. Ben onu daha önceden o şekilde keşfetmiştim. Diyelim ki ayran, salata sosu, börek harcı, krep, omlet kaldı. Aynı zamanda bir saklama kabı bunu böylece dolaba kaldırıyorsun ve bir dahaki kullanımda kullanmak üzere saklayabiliyorsun. Mesela oğluma gözleme yapıyorum ben, her sabah okula gitmeden. Mesela börek harcını hep fazla yaparız, kalır, kıyamayız, dolaba koyarız o sararır, solar. Bir sonraki kullanımda muhakkak ki kullanamayız büyük bir ihtimalle atılır. İşte bunun içinde fazla da yapılsa her sabah mesela omlet yaparken, krep için de aynı, malzemesini hazırlayıp bir seferlik oğluma yaptım, kalanını koyuyorum, ertesi sabah kullanmak üzere. Gene gözleme için de aynı; börek harcını içinde yapıyorum, şöyle bir döküyorum, bir gözlemelik.

Davetli: Böreğin iç malzemesini, değil mi?

Danışman: Hayır. Sadece sosunu. Süt, yumurta ve yağ. Bir gözlemelik kullanıp kalanını dolabıma koyuyorum. Yani ayrıca bir saklama kabı olarak kullanabiliyorsunuz.

Danışman: Hatta bunun için birçok insan diyor ki “Allah razı olsun, tam masaya oturuyoruz ki çocuğum ‘anne salata yapmadın mı?’ diyor. ‘Aaa, hemen çocuğum’” diyor. Büyük bir saklama kabı almış, salata (saklama) kabı. “Ondan hemen salatamı çıkartıyorum, Şek Şekte de sosum hazır, hemen bir saniyede ‘buyur çocuğum’ diyorum” diyor.

Danışman: O kadar rahat ettim ki 15–20 gün boyunca... . Yani rahatlık, aynı zamanda Tupperware, hayatı kolaylaştırıyor diye düşünüyorum. Çünkü sebzemizi alıyoruz, meyvemizi alıyoruz dolaba koyuyoruz. Tabii yıkamadan koyuyoruz daha çok dayansın uzun süre diye. Tabii ne yapıyoruz her akşam iki marul yıka, her akşam iki şey yıka, her akşam yıka, onu süzdür, şey yap, bunu hergün hergün yapıyoruz. Ama haftada bir defa veya 10–15 günde bir defa şunun içine yıkayıp koyduğunuz zaman (**Super Stan** göstererek) hem su tasarrufu daha fazla oluyor, daha az zaman harcıyoruz...

APPENDIX B

A PART FROM THE REPORT OF A REGULAR COMPANY MEETING

A part from a regular company meeting report is presented with the aim to illustrate the way the key words and quotations in the study are determined. The quotations stated in the study are highlighted in the boxes and the keywords are underlined.

Distribütör: “Neden sağlık?” dersiniz hep sonraki plana bıraktığımız; sadece kaybedince anladığımız sağlık. Ve bana bu yönden çok önemliydi danışmanken bir müşterimle yaşadığım bir hikaye: orta yaş üstü bir bayan, Allah evlerden uzak, kanser oldu.

Distribütör: Bir gıda mühendisinin kayınvalidesi kansere yakalanıyor ve kayınvalidesini tedavi için Amerika’ya götürüyor. Doktorların söylediği ilk şey ‘Mutfağında yiyeceklerle temas eden bütün plastikleri atacaksın’. Sonuçta, döner dönmez mutfağındaki bütün plastikleri Tupperware ile değiştirdi.

Distribütör: Bu plastik değil. Plastik olmayışının, ben çok araştırmacı biriyimdir çünkü ben bunun içerisindeki gıdayı oğluma yediriyorum, hayattaki en değerli varlığıma.

Distribütör: Tupperware’de 2 çeşit kapak yapısı var. Bunlar hep eğitim bilgileri, bunlar insanlara anlatmanız gereken bilgiler. Bir köşeli kapak dediğimiz minimum düzeyde hava alan kapaklar; iki yuvarlak kapak dediğimiz, yumuşak, yuvarlak kapak hava, su, koku sızdırmayan kapaklar. Şimdi, yuvarlak kapaklı ürünün içinde her şeyi saklarsınız. Sadece çiğ et, tavuk, balık saklanmaz. Çünkü çiğ et canlı organizma taşıdığı için minimum düzeyde sağlıklı saklamada havaya ihtiyaç duyuyor. O yüzden köşeli kapaklarda saklamanız gerekiyor. Ama pişirdiğim etimi

içine koyar, saklarım. Ne yaparım yuvarlak kapaklı üründe? Bir kere harika yoğurt mayalıyoruz, yeni bir sistemle yoğurt mayalıyoruz.

Danışman: Şu maviyle işlevi aynı mı?

Distribütör: Aynı. Yemeklerimiz koyuyoruz, salatalarımız, kesilmiş karpuzlarımızı. İsterse çorba var içinde, kapağını Tupperware usulü kapatın, arkadan öne doğru. Havasını boşalttığınızda yer yoksa buzdolabında istersem yan sokarım. Asla sızdırmayacaktır. Şimdi yuvarlak kapakta saklama haricinde de bir şeyler yapıyoruz. Ne yapıyoruz? Yoğurt mayalıyoruz ki ben Karadenizliyim, bakraç yoğurduna alışmışım. Hayatta şey yapmam, asla o hazır, kutu yoğurtlarını yediremezsin bana. Böyle tatlı tatlı bir garip lezzetleri var. Ev yoğurdu gibisi yok. İyi ki biz sağlıklı büyümüşüz, evlatlarımızda öyle büyüyor. Bir de ben eskiden yoğurt mayalamayı da beceremezdim. Şimdi yoğurt uyurmuş, ben böyle şeylerimi de paylaşıyorum sizinle. Denedim birkaç kere olmadı; çünkü niye? Yoğurt mayalanınca uyurmuş, onu sonradan öğrendim, yerinden kalkamayacakmış. Ben artık altını silerim, onun beğenmem yerini öteki tarafa alırım. Bir türlü yoğurt tutmuyordu, Tupperware'de öğrendim bunu da yoğurt kıpırdamayacakmış mesela. Ama biz çok daha farklı yapıyoruz. Sütümüzü ciddi sıcak, elinizi iyice yakacak şekilde içine koyuyorsunuz; maya yaptığınız yoğurt kısmını kapağa sıvıyorsunuz tamamen, üstüne biraz toz şeker döküyorsunuz, sonra yine Tupperware usulü sert zeminde kapağını arkadan öne doğru kapatıp havasını boşaltıyorsunuz ve bırakıyorsunuz.

Danışman: İçine...

Distribütör: O içindeki, yuvarlak kapak özelliği havayı dışarı çıkarmıyor ve içinde buğulaşma yukardan damla damla alarak mayalanmasını sağlıyor. Her yeri eşit ve muhteşem mayalanıyor. Şimdi, 3-4 saat ürün tamamen soğuyana kadar böyle kalıyor. Ondan sonra kapağını açıyoruz.

Danışman: Üstüne hiçbirşey örtmüyoruz.

APPENDIX C

ORIGINALS OF THE QUOTATIONS

The originals of the quotations in Chapter 4, which are translated by the author, found worth to be presented here. The aim for this is to provide the reader the texts with the respondents own words. The order of quotation below is arranged according to their place in Chapter 4.

Objektif Tupperware Distribution Center, 09. September. 2006

Sizin kendi denediğiniz ürünü satmanız inanılmaz rahat. Türkiye satış birincisi oldum defalarca danışmanlık hayatımda. Ama bugüne kadar tanımadığım ürünü bana şurada anlattıramazsınız, anlatmam; çünkü başkasının ağzıyla bilemem ki ben.

Bahar Tupperware Distribution Center, 13. November. 2006

Bakın! Alın **Şekşeki** ev partisinde bunda hemen bir ayran yapın, bir krep malzemesi veya bir kapuğunu hazırlayın. Hatta siz gösterin sonra onlar yapsın. O zaman sizin almaya ikna etmenize gerek kalmayacak. Kendileri ürünleri kullanınca hemen alacaklar.

Menekşeler Tupperware Distribution Center, 18. September. 2006

Distribütör: Bu ürünle bir toplantıya gidip 'şu şunu da doğruyor, bu bunu da doğruyor' anlatmam vardı size bir de kullandırarak göstermem vardı. Hangisi ikna ederdi sizi?

Danışmanlar: Kullandırman.

Objektif Tupperware Distribution Center, 22. May. 2006

Mutfağınızda, her gün, Tupperware ürünleri ile yaşadığınız o güzellikleri anlatın. Bütün yapmanız gereken bu.

Menekşeler Tupperware Distribution Center, 18. September. 2006

Eğer ikna edemediğiniz, çok güzel tanıtımını yapamadığınız bir arkadaşınız varsa lütfen ona bir ürününüzü hediye edin. Benim hep söylediğim bir tane yuvarlak kapaklı **Şeker Kapları**dan bir tanesini eğer verirseniz, “Arkadaşım al, on gün bunu kullan. İçerisine maydanozunu koy, on gün boyunca kullan, bak, dene” dersiniz aradaki farkı görecek ve on gün sonunda ikna olacaktır.

İnciler Tupperware Distribution Center, 25. September. 2006

Arkadaşlar, **Ekmek Dünyası** promosyona girdi. İşte size fırsat, Sofra dergisinde o kadar güzel anlatılmış ki. Gerçekten muhteşem bir ürün; ben kullanıyorum aşağı yukarı altı aydır. Hakikaten çok memnunum. İnanılmaz bir ürün.

Objektif Tupperware Distribution Center, 22. May. 2006

Dolabım kokmuyor artık... Açmaya sıkılırdık kapağını, öyle değil miydi çoğu? Tupperware ile koku yok dolapta.

Objektif Tupperware Distribution Center, 22. May. 2006

Herhangi bir plastik kabınızı bulaşık makinesinde yıkadığınızda zamanla şekli ve rengi bozulur. Oysa Tupperware’leri ‘biz’ bulaşık makinesinde yıkamanızı öneriyoruz.

İnciler Tupperware Distribution Center, 25. September. 2006

Son derece şık, cam görümlü, polikarbonatın geldiği son nokta biliyorsunuz bu. Hafif, kırılmıyor, çatlamıyor biliyorsunuz...

Danışman: Cam değil, değil mi o?

Distribütör: Değil, dokunun. Hafif, kırılmıyor, çatlamıyor biliyorsunuz.

Eryaman Tupperware Distribution Center, 5. June. 2006

Hani bunu kullanan bir daha *Borcam*’a dönemiyor öyle söyleyeyim ve serisini mutlaka tamamlıyor... Sonra bir tane kullandıklarında serisini tamlıyorlar neden? Bir yuvarlak kapağın bütün özelliğine sahip, iki düşse de kırılmıyor, ağzını doğru kapatmışsa içindeki bile açılmıyor, kapak açılmıyor. Servise çok şık, hani bundan daha şık bir ürün tanıyıyorum gerçekten, kullanımı da çok güzel.

Bahar Tupperware Distribution Center 13. November. 2006

Örneğin, turşu kurulan plastik kaplar çok sakıncalı. Turşu cam kavanozda yapılmalı. Hep camı tercih etmek gerek.

Objektif Tupperware Distribution Center, 22. May. 2006

Benzer noktası petrol ürünü olması. Plastik de petrol ürünü Tupperware'in hammaddesi de petrol ürünü. Ama aradaki fark şu: plastik dediğimiz olay petrolün en adi atık kısmından yapılıyor, bir sürü bir şeyler var içinde; ama Tupperware'in hammaddesi polyethylene, polycarbonate, polypropylene dediğimiz hammadde, en arıtılmış petrolün saf kısmından.

Objektif Tupperware Distribution Center, 22. May. 2006

Ve en basit şekilde plastik olmayışını nasıl anlarsınız? Bulaşık makinesi, hani her evde artık bulaşık makinesi var, hani icad edenden Allah bin kere razı olsun hesabıyla. Normal bir plastik kapaklı ürünü ne olur bulaşık makinesine koyun çıkarttığınızda asla o kapağı bir daha onun üzerine olmayacaktır." Tupperware böyle bir bozulmaya bile on yıl garanti verdiğine göre, plastikten ayrıldığını böyle de ispatlıyor. "Çünkü daha bilinçli oluyor ve Tupperware öyle bir firma ki; yani beni çok etkilemişti bu. Şu dışındaki jelatin (ürünün paketlenildiği ince naylon) bu bile plastik değil. Polyethylene biliyor musunuz? Yani bunu gıdayla temas ettirebilirsiniz...

Home Party 4, 10. September. 2006

Tamam, ürünleriniz çok güzel ama bu kadar eder mi? Sonuçta plastik. Plastiğe bu kadar para verilir mi?

Home Party 2, 18. April.2006

Bunların aynısından pazarda da var, hem de çok daha ucuz.

Candan Tupperware Distribution Center, 8. May. 2006

...kompostumuz varsa götürürken bu şekilde (düz durarak) götürmemize gerek yok. Bu konumda da (yatık), bu konumda da (ters) dursa kesinlikle su akıtmaz, hava almaz içindeki gıdayı rahatlıkla koruyabilirsiniz.

İnciler Tupperware Distribution Center, 12. July. 2006

Bazen dolaplarımız o kadar dolu oluyor ki fazladan bir kap bile konmuyor. O zaman saklayacağınız yiyecek sulu bile olsa **Mucize Şekerlere** koyup yanlamasına bile dolaba sıkıştırabiliyorsunuz.

Home Party 3, 04. May, 2004

Zaman tutmanıza gerek yok mayalanma bittiğinde o zaten içinin basıncıyla kapağını atıp size haber verecek.

İnciler Tupperware Distribution Center, 25. September. 2006

...nefes almama özelliği sayesinde içinde doğranmış yeşilliklerinizi dahi vitamin kaybına uğramadan uzun süre muhafaza edebilirsiniz...

Objektif Tupperware Distribution Center, 22. May. 2006

Kardeşim Antalya'da benim, yanına gittim. 1 ay 20 gün kaldım. Süre vermiyorum genellikle; çünkü neden? Alınan tazelik derecesi de çok önemli, alana kadarki saklama koşulu da çok önemli saklama açısından. Beyaz peynirimi (**Kompaktus 2yi** göstererek) koydum, kapattım, havasını aldım güzelce, gittim. 1 ay 20 gün sonra dedim " yok ya bu kadarını da saklamaz. Hani mucize beklemek olur bu" gibilerinden. Hani kapağını açmaya korktuğumu hatırlıyorum, öyle söyleyeyim, ne çıkacak acaba. Hayır, soframa koyup yedim biliyor musunuz peyniri?

Objektif Tupperware Distribution Center, 22. May. 2006

Buzdolabından alırken şangır gitti. Orada gözümü kapattım bir an ve düşündüğüm şeydi, ne ürünü düşündüm, ne dolmayı dündüm, düşündüğüm "O mutfak nasıl temizlenecek o yağlardan?" diye düşündüm. Ama... Kapağı açılmadı ya, dolmalar yerinden oynamamıştı, süper bir şey.

Uğurböcekleri Tupperware Distribution Center, 29. May. 2006

Kare kapaklı ürünler nefes alabiliyor. 'Nefes alma' derken yine ben size bir örnek vereyim. Mesela peynirlerimiz çok çabuk küflenir. Bunun içinde çok daha uzun süre bozulmadan bekliyor.

Home Party 1, 21.01.2006

İnanın oğlum sabah, evden çıkmıştım ben, kahvaltı etmiş, ekmeği dışarıda bırakmış... Resmen kayaydı, o ekmeği aldım içine koydum ki geçen gün simidi de yaptım böyle pamuk gibi yumuşacık tazelenmişti.

Objektif Tupperware Distribution Center, 09. September. 2006

Consultant: Ne yapacağız peki evdeki **Sarımsak Ezi**. O kadar da para verdik.

Distributor: Kaynana hediye edeceksin. İyisini kendin alacaksın tabii ki.

Objektif Tupperware Distribution Center, 09. September. 2006

Soysoyun artı özelliği... Bir tarafı ince bir tarafı daha kalın soyuyor. Bunu özellikle dilimleme işleminde çok rahat kullanabiliyorsun. Patatesin kabuğunu ince ile soydum. Diğer kalın tarafını çevirip patatesi bir güzel dilimlerim ve süper cips yaparım.

Bahar Tupperware Distribution Center, 13. November. 2006

Yukarıdaki düğmesinde açtığınızda yeşil bastığınızda kırmızı yanıyor. Artık unutup 'çayım soğudu' demeyeceksiniz. Kapak kısmındaki tırtıklı doku düzleştirilmiş. Bu sayede de daha temiz kalabiliyor Alt kısmı daha geniş olduğu için Masada daha kolay duruyor.

İnciler Tupperware Distribution Center, 12. July. 2006

Bu da rondo ama farkı daha büyük olması, diğer rondonuza göre çok daha büyük. Tutamak kısmı çok daha pratik, çok daha rahat döndürülebilen bir kısmı var...

Süper Rondonun artı bir özelliği saklama kapağı var. İçerisinde fazla soğan doğradınız, domatesinizi fazla doğradınız, içerisinde saklama kapağı ile dolabınızda saklayabiliyorsunuz. Gene bu rondonun değişik bir özelliği daha: bir sepeti var. Sepeti koyduğunuz zaman, az bir maydanoz hemen kullanmanız gerekiyorsa, **Salataciya** gerek yok, kocaman ürüne çok rahat bir biçimde hemen bunun içinde kurutup maydanozunuzu, dereotunuzu kullanabileceksiniz.

Menekşeler Tupperware Distribution Center, 18. September. 2006

Şurasıyla da (başındaki metal tırnak) patates soyuyorsanız, hani patateslerin cücükleri olur, onları da şöyle yaparak hiç zedelemeden, karartmadan patatesinizi minik yuvarlaklar çıkartabiliyorsunuz.

Uğurböcekleri Tupperware Distribution Center, 29. May. 2006

Bu bardakların bir özelliği alt kısımları modüler olduğu için birbirinin içerisine girebiliyorlar, iç içe koyup muhafaza edebiliyorsunuz. Onun dışında meyve suyunda ayrıda ikram ederken, süt içerken çocuklar çok rahatlıkla bunu kullanabiliyorlar.

Menekşeler Tupperware Distribution Center ,18. September. 2006

Rondo, cacık için muhteşem bir ürün. Gerçekten iki üç salatalığınızı atıp en fazla dört ya da beş çevirdiğinizde doğrayabiliyorsunuz.

Uğurböcekleri Tupperware Distribution Center, 29. May. 2006

Çünkü iç içe geçtiğinde hem yer kaplamıyor ve çevrenizde astımı olan kişiler varsa, bir gıcık, öksürüğü vardır, içine suyunu limon sıkıp bu bardağı mutlaka yanında taşınması gerekiyor ya da şeker hastası olup şekeri bir anda çok düşüyorsa bence tavsiye edin. Erimiş şekerli, karıştırılmış suyunu yanında taşıyabilir. O anda belki şeker, bilmem ne bulamaz ama anında şekeri düşen bir kişi bardağından şekerli suyunu içebilir.

Candan Tupperware Distribution Center, 29. May. 2006

Mesela ***Kristalin Servis Kabını***n alt kısmı pürüzlü bir dokuya sahip olduğundan; elleriniz ıslak veya yağlıyken bile tutsanız elinizden kaymaz.

Home Party 3, 04. May. 2005

Bastıracağım, bastırmadığınız sürece bunun içerisine nem, hava hiçbir şekilde girmiyor. Kullanmak istediğimiz zaman peri bacaları gibi tepesine bastırıyoruz (kapağı) şurası yükseldi. Arada delikleri var. Deliklerden kullanmak istediğimi kadarını döküyoruz. Sonra bu şekilde parmaklarımızla kapatıyoruz. Bu şekilde bıraktığınızda (açık konumda) tabii şurasından (kenarından, deliklerinden) tabii ki tuz akabilir. Şu şekilde kapattığınızda çantanızın içinde ters de dönse hiçbir şekilde...

Candan Tupperware Distribution Center, 29. May. 2006

Tinimini Hanım serisi diğer deep freeze saklama kaplarından içine konan yiyeceğe göre farklı derecede hava alan “vent system” özelliğiyle farklılaşır. Bunu

sağlayansa üzerinde bulunan bu iki düğmedir.

Home Party 1, 21. January, 2006

Bu kapakların özelliği tasarımları sayesinde kendi hacimlerinden büyük yiyecekleri içinde saklayabilmeniz. Bu özellikleri sayesinde özellikle yazın kavun, zeytinyağlı dolma saklamak için çok idealler.

İnciler Tupperware Distribution Center, 12. July. 2006

Hepsi mühendislik harikası, bu deliklerin böyle oluşunun (sıralanışının) bile bir sebebi var. Anladın mı? Yoksa ağız açık bir kaptaki saklayabilirsiniz.

Bahar Tupperware Distribution Center, 13. November. 2006

Ben buzluğa su koyup onu buzdolabına koyarken hep döküyorum... Bunu koyarken mutlaka bir şekilde yerlere birkaç damla su dökülüyor. Bu (buzluğun kapağını göstererek) kapak sayesinde o problemi de ortadan kaldırmışlar.

İnciler Tupperware Distribution Center

Tupperware'de her detayın bir anlamı vardır. **Renkli Süzgeçin** etrafındaki bu çıkıntılar sayesinde **Mucize Kapların** içine rahatlıkla oturabilir ve **Mucize Kapların** içinde bu yüzey sayesinde sabit durur.

İnciler Tupperware Distribution Center, 25. September. 2006

Bunun diğer havluluklardan farkı ne?"diyebilirsiniz. Aslında öyle değil. Bu kolunu sıkıca tuttuğunuzda, havluyu sıkıştırarak hareket etmesini engelliyor. Böylelikle kolayca istediğiniz kadar havluyu zorlanmadan veya fazladan havlu zıyan etmeden koparabiliyorsunuz."

Uğurböcekleri Tupperware Distribution Center, 29. May. 2006

Bu da Akdeniz Serisindeki ürünlerden biri; ama artı bir özelliği daha var. Hem **Akdeniz** serisinin tüm özelliklerine sahip hem de kare kapak. Böylelikle buzdolabınızda düzen sağlarken daha az yer kaplıyor.

Menekşeler Tupperware Distribution Center, 18. September. 2006

En güzel yanı üzerinde pencereleri var. İçindeki gıdanın siz ne olduğunu biliyorsunuz ama evde eşiniz, çocuklarınız var, bunun içinde ne olduğunu bilmiyorlar. Geliyorlar pencerelerinden içindeki gıdanın ne olduğunu görebilirler.

Home Party 4, 10. September, 2006

Tahmin edeceğiniz gibi bu delikler içine koyduğunuz gıdanın ihtiyacı kadar hava almasını sağlıyor. Diğer benzer ürünlerde de benzer özellikler görebilirsiniz. Ama bunun farkı deliklerin sıralanışı. Bu delikler öyle tasarlanmış ki sadece içindeki gıdanın ihtiyacı kadar hava alışverişi sağlıyor.

Candan Tupperware Distribution Center, 8. May. 2006

Nem oluklara yığılıyor ve hava akımı sağlıyor bu da içindekinin daha uzun süre taze kalmasını sağlıyor.

Candan Tupperware Distribution Center, 8. May. 2006

İki ayrı servis amaçlı kullanabilirsiniz. Çünkü bir adet daha saklama kapağı var. Kapağın şekli çok farklı (silikon kapağın), üstüne oturtuyorsunuz ve bastırıyorsunuz. Yoğurt da mayaluyorsunuz, hamur da mayaluyorsun, bakliyat da haşlıyorsun her işlemi yapıyorsun.

Objektif Tupperware Distribution Center, 09. September. 2006

Kırmızıbiber salçası yapmak için biberleri bunda hazırlamayı denediniz mi hiç? Biberleri soymak için haşlamana gerek yok. Biberlerin bütün kabuğunu rahatlıkla soyuyor. Hem de, biberi ister ezerek ister doğrayarak kullanma rahatlığını sağlıyor.

Candan Tupperware Distribution Center, 8. May. 2006

Pasta Servisi pastalarınızı, hacimli yiyeceklerinizi taşımak, saklamak ve servis etmek için çok ideal bir ürün. Buna ilaveten bu ürünün arka yüzü altı bölüme ayrılmış. Bu da birkaç çeşit kuruyemiş, meyve ve kahvaltılıkların bir arada servisi için uygun olmasını sağlıyor.

Uğurböcekleri Tupperware Distribution Center, 29. May. 2006

Deep freeze, buzdolabının alt gözü... Dışarıda normal erzak dolabınızın içerisinde un, pirinç, bulgur ...

Uğurböcekleri Tupperware Distribution Center, 29. May. 2006

Sattığınız kişiye bunu 'peynirlik' diye sattıysanız inanın peyniri olmadığı zaman dolabının bir köşesinde bu ürün kalıyor... Neden sınırlandırıyorsunuz? ***Kompaktus*** 2miz tamam iki kalıp peynirimizi koyabiliriz. Ama aysberg ya da yeşilliklerimizi de koyabiliriz, sarılmış sigara böreklerimizi koyabiliriz.

İnciler Tupperware Distribution Center, 12. July. 2006

Mesela genç kızları olanların çoğu bunu (***SandviçCüzdani***) kızlarına mücevher kutusu olarak aldılar. Hava almadığı için gümüşler karardı derdi yok. Hem de tatile bile giderken böylece alıp götürürsünüz. Dağınıklık olmadan bir arada taşımak kolay.

Uğurböcekleri Tupperware Distribution Center, 29. May. 2006

Biberonların hangi malzemeden üretildiklerini bilmiyorum. Ama Tupperware'in hammaddesinin sağlıklı olduğundan şüphem yok. Bu yüzden bebeğime mama verirken ***Şekşeki*** kapağına taktığım bir biberon başlığı sayesinde biberon gibi kullanıyorum.

Eryaman Tupperware Distribution Center, 5. June. 2006

Mucize Şekerleri belki saklama kabı, çok şık bulup herkes sofraya getirmiyor ama ***Mavi Tutku*** aynı özelliğe sahip artı şık, bir servis ürünü de.

Menekşeler Tupperware Distribution Center, 18. September. 2006

Prenses Tacı da oldukça marifetli bir ürün. Aslında yaptığım sütlü tatlı. İki çeşit tatlı var. Bir sütlü irmik yapıyorum bir de tavukgöğsü yapıyorum ama her seferinde sıralarını değiştiriyorum. Böylelikle çok güzel bir görüntünün yanı sıra her seferinde değişik bir tatlı pişirdiğimi düşünüyorlar.

Objektif Tupperware Distribution Center, 29. May. 2006

Diğer ürünlerin garanti kapsamlarıyla karşılaştırıldığında Tupperware'in ürün garantisi Türkiye'deki garanti standartlarının çok üzerinde.

Menekşeler Tupperware Distribution Center, 18. September. 2006

Bu **Prenses Tacı**nın üst kısmı belli ki çok sıcak bir yüzeye konmuş. Bence ocak üzerinde unutulmuş ki bu hale gelmiş. Yoksa biliyorsunuz içine sıcak yemek kondu diye bu hale gelmez. Zaten bu sıcak yiyecekleri şekillendirmek için kullanılan bir ürün. Ama garanti kapsamı çok geniş olunca müşteri de hata benden kaynaklansa da acaba değiştirirler mi diye şansını deniyor.

Home Party 4, 10. September, 2004

Aslında bu ürünü kullanmak çok kolay; ama bir tek şuna dikkat edeceksiniz: Elektrikli fırında kullanırken normalde kek pişirdiğiniz sıcaklığın altında ve daha uzun süre pişireceksiniz. Yoksa alt kısmı delinebiliyor.

Menekşeler Tupperware Distribution Center, , 18. September. 2006

Herkes malı satılana kadar en az iki yıllık garantiden bahsediyor. Ama mallarını satar satmaz unutuyorlar. Bozulduğunda götürdüğünüzde ilgilenmiyorlar bile.

Objektif Tupperware Distribution Center, 22. May. 2006

25 yıllık ürünü değiştirttiğimi biliyorum. Yurtdışından almış; çünkü Tupperware 56 yıldır var ve 126 ülkede satılıyor. ...Üretim değişebiliyor, moda gibi düşünün Tupperware'i; rengi de değişebilir, bazı ürünler yenileriyle değişebilir... Eğer üretimden kalktıysa, bozulan ürünün Yerine muadili varsa muadilini muadili yoksa bir iyi ürününe... Bir müşterimin Küçük bir matarası kırılmıştı, bu üretimde yokmuş yerine koca sürahi gelmişti. Daha iyisiyle, Tupperware'de bu da garanti.

Objektif Tupperware Distribution Center, 22. May. 2006

Sadece kırılma değil birçok ürün çatlamaya karşı da garantili. Bu ürünleri benzer diğer ürünlerden pahalı bulanlara pahalı olsa da paralarının karşılığını aldıklarına bir kanıt.

Objektif Tupperware Distribution Center, 09. September. 2006

Bir kere (eline satışta doldurulan formu alarak) şu 'doğrudan satış derneği logosu' çok önemli. Bu logoyu vurabilmek çok önemli kalite kuralları gerektiriyor. Genelde aldığımız malların garanti özellikleri hani karınca duası gibi yazılır. Tupperware'de bunlar doğru düzgün ifade edilmiş ve okunaklı.

Objektif Tupperware Distribution Center, 22. May. 2006

Gerçekten önemli evlat, anneyiz bir kere en önemli işimiz annelik, ondan ötesi yok.

Bahar Tupperware Distribution Center, 13. November. 2006

Bununla (**Soysoy**) soyduğum patatesleri **Kolay Rende** ile aynı fast food restoranlarındaki gibi doğrarım. Çıtır çıtır olsun diye **Salatacm**in kabında hazırladığım buzlu, tuzlu suda bekletirim. Sonra da pişiririm. Dışarıda nasıl pişirildiğini bilmediğim yiyeceklerle karnını doyurana kadar, evde, sağlıklı hazırlananı yer.

Candan Tupperware Distribution Center, 8. May. 2006

Ne çocuklarımın ne yeğenlerimin dışarıdan alınan, içinde bir sürü sağlıksız katkı maddesi bulunan yiyecekleri yemelerine izin veririm.

Home Party 1, 21. January, 2006

Benim oğlum çok huysuzdur. Tupperware'den önce, soyulan meyvenin rengi meyve kararsın olduğu gibi geri getirirdi Bununla inanın akşamdan bazen bir sonraki gün okula götüreceği meyveyi soyup hazırlıyorum. Meyvenin rengi bunun içinde ilk soyulduğundaki gibi kalıyor.

İnciler Tupperware Distribution Center, 12. July. 2006

Mesela, oğlumun yemeğinin sabahtan hazırlıyorum, ama o gelene kadar soğuyor. Yemeği buna (**Sıcak Sıcak**: yemek termosu), koyarım, eve geldiğinde yemeğinin sıcak sıcak yer.

Objektif Tupperware Distribution Center, 22. May. 2006

Bu plastik değil. Plastik olmayışının, ben çok araştırmacı biriyimdir çünkü ben bunun içerisindeki gıdayı oğluma yediriyorum, hayattaki en değerli varlığıma.

Uğurböcekleri Tupperware Distribution Center, 29. May. 2006

Biliyorsunuz özellikle küçük yaşlarda çocuklar çok alerjik olurlar. Tupperware bunu da dikkate almış ve bebek kaşıklarını hiçbir alerjik reaksiyona neden olmayan polikarbonattan üretmiş.

Uğurböcekleri Tupperware Distribution Center, 29. May. 2006

Bebeklerimiz için yeni mamaya, memeden kesilip yeni mamaya, çorbaya dönüştüğü dönemde çok rahat kullanılabilecek bir ürün... Çocuğumuz için bakteri üretmeden aynı tazelikte gıdasını ve sebze çorbası çok veriliyor... Sebze çorbası çocuğumuza yararlı olabilmesi için ne oluyor? Günlük pişirmek gerekiyor, vitamin kaybı olmaması açısından. Ama bir kere de, çünkü ona her türlü sebzeyi, pirinci atıp kaynatıyoruz, rondodan geçirip, bunların içine koyup 3 tanesini buzluğumuza atıp her gün bir tanesini çıkarıp sıcak suyun içine oturtarak ılımasını sağlayıp, hatta sitmadan, o şekilde bebeğimize tüketebiliriz.

Home party 1, 21, January, 2006

Çocuklarımız mesela kurabiye, kraker, bisküvi açar. O kalan yenmez, kıyamam onu da atamam. Onları koyuyorum herhangi bir Tupperware kabına, ... Koyun kıtır kıtır kesinlikle hiçbir şey olmuyor.

Home party 1, 21, January, 2006

Ben eskiden beyaz kahvaltılık peynir alırdım, yarısını yedik, yarıdan sonrasını zaten oğlum 4-5 gün sonra yemiyordu. "Bu benim peynirim değil, bunun tadı değişmiş" diyordu. "Oğlum bak o senin peynirin" diyordum, kabını getiriyordum. Nuh diyor peygamber demiyor, asla yemiyordu. Şimdi bunda tükenene kadar, bir kalıp peynir bitene kadar (yiyor).

Home Party 1, 18. April. 2006

Hatta bunun için birçok insan diyor ki "Allah razı olsun, tam masaya oturuyoruz ki çocuğum 'anne salata yapmadın mı?' diyor. 'Aaa, hemen çocuğum'" diyormuş. Büyük bir saklama kabı almış, salata (saklama) kabı. "Ondan hemen salatamı çıkartıyorum, **Şek Şekte** de sosum hazır, hemen bir saniyede 'buyur çocuğum' diyorum" diyor.

Bahar Tupperware Distribution Center, 13. November. 2006

Tiptop Sürahi nin kullanımı yaşlılar ve çocuklar için de çok kolay çünkü rahatlıkla taşınabiliyor. Bununla, özellikle çocuklar kendi suyunu almak için sizin yardımınıza ihtiyaç duyacak. Kendi ağırlığı oldukça az; sadece içinde taşıdığınız sıvının ağırlığı var.

İnciler Tupperware Distribution Center, 12. July. 2006

Bal, sirke, reçel için kullanılabilir. Özellikle çocukları olanlar için kahvaltılarda dökmeden bal, pekmez sürmek için ideal.

Uğurböcekleri Tupperware Distribution Center, 29. May. 2006

Bakın bu yeni **Sandviç Cüzdanı**...İçi böyle gözlere ayrılmış. Böylelikle çocuğunuzun öğle yemeğine iki çeşit yiyeceği, içeceğini bir arada, derli toplu koyabileceksiniz.

Home Party 3, 04. May. 2006

Bu kapları çantada yemek taşımak için bile kullanabilirsiniz. Örneğin, çocuğunuzun her gün öğlen yemeğinde sandviç yemesini istemiyorsanız, buna öğle yemeği olarak çorba bile koyabilirsiniz.

Candan Tupperware Distribution Center, 8. May. 2006

Görümcemin kızlarını ikisi de Kırıkkale'de okuyor, yurttta kalıyorlar. Kurabiye yapıp bununla (**Kurabiye Hanım**) valizlerinin arasına sıkıştırıyor, hiçbir şey olmuyor.

Home Party 3, 04. May. 2006

Sizin evde olur mu bilmem. Biz de sabahları kim daha fazla portakal suyu içti kavgası olur. Ben bu sorunu **Şekşek** ile çözdüm. Koyuyorum **Şekşeke** artık sayıları da biliyorlar. İkisinin bardağına da eşit ölçerek koyuyorum içeceklerini. Portakal suyu kavgası bizim evde bitti.”

Menekşeler Tupperware Distribution Center, 18. September. 2006

Ürünler yiyecekleri ne kadar süre taze tutuyor” diye düşünebilirsiniz. Normalde süre vermiyoruz çünkü “dalından ne zaman koptu, ne zaman tezgâha geldi, siz ne

zaman aldınız ve ne zaman koydunuz” bunlar çok önemli. Ama iyi, taze bir sebze, yıkanmış olduğu halde, 1–1,5 ay saklanabiliyor.

Uğurböcekleri Tupperware Distribution Center, 29. May. 2006

Karpuzu saklamak zordur. Hemen yenmezse, tadı kokusu değişir. Ben kesiyorum karpuzun tamamını. Koyuyorum **Mucize Kapları**n en büyük boyuna, ne zaman açsam ilk kestiğim gibi.

Uğurböcekleri Tupperware Distribution Center, 29. May. 2006

Baharatçık Setim var mutfağımızda. Gördüler, Emine de gördü, bir duvarım boydan boya. İnanın içinde benim bir yıldır Türk kahvem var. Artık kahve çok hatır için yapılırdı oldu, Türk kahvesi içenler azaldı. Genelde neskafe içiyoruz. Ama kahve de mutfağımızda bulunduruluyor. İnanın kahvem sakladığım **Baharatçık Set** in kapağını açtığımda hala ilk günkü kadar taze kokusu geliyor.

Objektif Tupperware Distribution Center, 09. September. 2006

... yazlığımıza gittim, içerisine salçamı koydum, bıraktım gittim. Geldiğimde misler gibiydi hiçbir şey olmamıştı.

Candan Tupperware Distribution Center, 8. May. 2006

Bizim burada bir mutfak dolabımız var. İçindeki **Oval Set**lerimize bakalım. İhtiyacınıza göre farklı boyları var. Dolabınızı açınca her şey düzen içerisinde, aradığınızı rahatlıkla bulabiliyorsunuz.

Home Party 4, 10. September, 2006

Deep freeze kullanımıyla ilgili karşılaştığımız iki önemli sorun vardır. Deep freeze poşetlerine konan yiyecekleri bir araya koymak zordur buna bağlı olarak da yer sorun olur. Artık **Antarktika** ile bu sorunlar ortadan kalktı. Kare oldukları için birbirlerinin üzerine konabiliyorlar, bir arada deep freezee konabiliyorlar, deep freezedeki o dağınıklığı ortadan kaldırıyorlar.

Candan Tupperware Distribution Center, 8. May. 2006

... Buzdolabınızda deep freezeinizde oldukça iyi bir görünüm de sağlayacaktır. Açtığınızda bir her şeyin poşetlerde olduğunu bir de herşeyin düzenli bir şekilde

bunlarda olduğunu düşünün.

Candan Tupperware Distribution Center, 8. May. 2006

Yapıyorsunuz kremalarınızı, bu şekilde... İşiniz bitti kaldıracaksınız. Hepsi dağınık olmasın, tekrar içine koyuyorsunuz. Bu şekilde rahatlıkla...

İnciler Tupperware Distribution Center, 12. July. 2006

Nasıl kaldırıyorduk Tupperware ürünlerini? Boşken ağızlarını kapatmıyorduk. Dolayısıyla kapakları bulamıyoruz kullanacağımızda. **Kapaklık** bu sorunu tamamen çözen bir ürün. Her boy kapağı bunda saklayabiliyorsunuz. Gerçekten çok kullanışlı ve mutfağınızı, evinizi toparlıyor.

Objektif Tupperware Distribution Center, 22. May. 2006

Sağlıktan önemlisi yok, sağlık olmazsa hiçbirşeyin anlamı da yok.

Candan Tupperware Distribution Center, 8. May. 2006

Ürünlerimiz tıpta, sağlıkta kullanılan saf hammaddeden yapılmıştır. Bunlar neler diye soracak olursanız. Polikarbonat, poliethilen ve polipropendir. Bunlar da gözlere takılan kontak lensler, kol-bacak kırıldığında takılan protezler, serum hortumları, enjektörler, bebek biberonları. Onlarda kullanılan saf hammaddedir. Kanserojen madde içermeden hijyeni sağlayarak içine koyduğunuz gıdaları zamanından çok daha uzun bir süre sağlıklı bir şekilde saklar.

Objektif Tupperware Distribution Center, 22. May. 2006

Bunun en iyi kanıtı nedir: kurusoğan. Kurusoğan hangi rondoda kıyarsanız kıyın sulanır, böyle lezzeti gider, onu yemeğe koyarsınız yemeğin lezzetini bile bozar. Bununla istediğiniz kadar çevirin damla suyu çıkmayacaktır.

Objektif Tupperware Distribution Center, 22. May. 2006

Bu ürünü önermemizin birinci nedeni sağlık. **Mega Kutu**, Avrupa'da bunun içinde canlı organ nakilleri yapıyor, düşünün.

Objektif Tupperware Distribution Center, 22. May. 2006

Bir gıda mühendisinin kayınvalidesi kansere yakalanıyor ve kayınvalidesini tedavi için Amerika'ya götürüyor. Doktorların söylediği ilk şey 'Mutfağında yiyeceklerle temas

eden bütün plastikleri atacaksın'. Sonuçta, döner dönmez mutfağındaki bütün plastikleri Tupperware ile değiştirdi.

Menekşeler Tupperware Distribution Center, 18. September. 2006

Kesme şekerler biliyorsunuz sığır jelâtinini ile kesiliyormuş. Onun için de çayın içine attığınız zaman üzeri yağlı yağlı olur. Bunu önlemek için, toz şekeri tercih etmek gerek. Ama toz şekeri kullanması da küp şekerle göre biraz daha zordur. Ölçüsünü ayarlayamazsınız. Artık bu **Serpşek** ile kolay. Her çevirdiğinizde bir küp şeker kadar akıtıyor.

Candan Tupperware Distribution Center, 8. May. 2006

Hatta yeni hazırladığınız köfteyi bile iki, üç gün bunda (**Antarktika**). Bu dondurmada otürü olan vitamin kaybını engeller. Köftelerinizi taze olarak buzdolabının en üst rafında birkaç gün rahatlıkla bunda muhafaza edebilirsiniz.

Uğurböcekleri Tupperware Distribution Center, 29. May. 2006

Alta sıcak su koyup bir güzel bakteri üretmeden et çözdürmede kullanın. Şimdi normalde, Tupperware'den önceki hayatınızı düşünün, etinizi buzluktan çıkarıp tezgah üzerine koyduğunuzda et çözdürürken mutlaka ama bunun hiçbir kadın çıkıp da "hayır böyle bir şey olamaz" diyemez. Et çözdürürken etin renginde hafif kararma olur, renk değişimi olur. Bu etin hava ile temas ettiğinde çözülmede bakteri üretmesine neden olur. Ama altına sıcak suyunuzu koydunuz, (üstüne) etinizi koydunuz kapağını kapatıp et çözdürdüğünüzde içine koyduğunuz renkte çözdürüyorsunuz. Hiç bakteri üretmeden.

Uğurböcekleri Tupperware Distribution Center, 29. May. 2006

... Dolabın kendine has bir kokusu vardır. Asla suyunuza sindirmeden suyunuzu daha uzun bir süre suyunuzu arıtarak rahatlıkla içebilirsiniz. Hatta şöyle bir test yapabilirsiniz evinizde. Bu sürahiye sahip olduğunuz zaman akşamdan bir su koyun içerisine sabah kalktığınızda bununla bir çay demleyin.

Menekşeler Tupperware Distribution Center, 18. September. 2006

Tupperware'in kesme tahtası kesmeye dayanıklı ama hammaddesi sayesinde kesilse bile alttan aynı hammadde çıkıyor. Böylece, hammaddesi sağlığa zararlı

olmadığından, üzerinde kesilen yiyeceklerin içine karışır diye endişelenmeye gerek yok.

Objektif Tupperware Distribution Center, 09. September. 2006

Ekmek, en ziyan ettiğim şeydi eskiden. Sebze, meyve... Öyle annelerimiz gibi hamarat da değiliz. Annem, birşeyler yapar onları kullanırdı. Bence zor kazanan bir ülkeyiz ve atabilecek bir güce sahip değiliz.

Home Party 1, 21. January. 2006

Sebzeler çok çabuk bozulur. Ama kıymetli bir şey değil diye üzerinde durmaz, atarız. Mesela maydanoz... Ama şöyle kabaca bir hesap yapsak maydanozun demeti 25 kuruş, haftada da yarım demet atarsak, senede 13 lira yapar. Hiç de az bir para değil.

Bahar Tupperware Distribution Center, 13. November. 2006

Geçenlerde yıkanmak için makineye atmıştım ben bunu (**Zeytinyağlık**) o beş kiloluk tenekeden salataya yağ koyacağım, yaklaşık 5 salataya koyacağım kadar yağ boşaldı, yarısı da dışarıya aktı... Yani hakikaten o kadar az akıtıyor ki... Şuralardan (etrafından) kesinlikle yağ akmıyor.

Candan Tupperware Distribution Center, 8. May. 2006

Diyelim ki krem şanti yapacaksınız, bir pasta süsleyeceksiniz, kaza ya bu ışıklar kesildi. Ne yapacaksınız o zaman, yapamayacaksınız. Ama bizim ürünlerimizde elektrik olmadan, çok az enerji sarf ederek rahatlıkla yapabilirsiniz.

Uğurböcekleri Tupperware Distribution Center, 29. May. 2006

Öbür türlü iki tane üç tane yıkamakla bir arada yıkamak, bir defa da zamanı da kendimiz için kullanma şansı veriyor. Bence hayatı kolaylaştırıyor hakikaten.

Objektif Tupperware Distribution Center, 09. September. 2006

Geçenlerde, Bir arkadaşşıma yemeğe gittim, sofrayı toplayamadım. Tupperware'leri yok. Ne olur Tupperware'den öncesini düşünün. Yok, streçe sarıyor, yok onu ona boşaltıyor. Tencereyi dolaba sokmayı unuttuk biz. Yemekten sonra hemen saklama kaplarına boşaltıyoruz.

İnciler Tupperware Distribution Center, 25. September. 2006

Bütün soğanlarınızı hiç çaba harcamadan **Minişef** ile çok rahat doğrayabilirsiniz. Hatta bütün soğanları bir kerede doğrayıp sonra ihtiyacınız oldukça kullanabilirsiniz. Böylelikle her yemek yapışınızda aynı işi yapmak zorunda kalmazsınız. Hem de soğana hiç dokunmadan doğramış olursunuz. .Bilirsiniz bütün kadınlar ellerine sinen soğan kokusundan şikâyet eder... Rahata çok çabuk alışıyoruz; ben **Minişefsiz** bir hayat düşünemiyorum.

Objektif Tupperware Distribution Center, 09. September. 2006

Çoğunuz biberi haşlayıp (kabuğunu) öyle çıkartırsınız, değil mi? Ben biber salçasını yaparken ne yaparım biliyor musunuz? Kabuğunu, hiç haşlamam, direkt bununla soyuyorum, ondan sonra blenderde, hiç daha pişirmeden, güzelce parçalayın.

Menekşeler Tupperware Distribution Center, 18. September. 2006

Hepimiz çok iyi biliriz ki eğer içine konan soğan sulanmamışsa yemek çok daha lezzetli olur. **Minişef** doğrarken soğanı sulandırmaz; bu soğanla pişen yemek de çok daha lezzetli olur.

Home Party 1, 21. January, 2006

Salata sosunuzu bir de **Şekşek**de yapın. Yağı, limonu, tuzu ayrı ayrı salatanın üzerine dökmeyin de **Şekşek**de karıştırıp sonra dökün. Lezzetinin nasıl değiştiğine siz bile şaşacaksınız. Bütün o malzeme **Şekşek** de homojen olarak karıştığı için salata çok daha lezzetli olacak.

Candan Tupperware Distribution Center, 8. May. 2006

Artık pikniğe gideceğiniz günün sabahı yiyecekleri hazırlamanıza gerek yok. Bir gece önceden hazırlayıp buzdolabına koyabilirsiniz; böylelikle piknik sabahı telaş içinde bunları hazırlamanıza gerek kalmaz. Hem böylelikle yiyecekleriniz bir gece sosta veya baharatta kalacağı için iyice soslarını almış olurlar.

Uğurböcekleri Tupperware Distribution Center, 29. May. 2006

Yiyecekler sıcaktan bozuldu mu derdi yok; çünkü ürünlerin hammaddesi içindekinin ısını korumayı sağlıyor. Pikniğe giderken soğuk kalması gereken yiyecekleri

soğuk tutar. Mangalda pişirdikten sonra da yenene kadar **Şık Servise** koyup kapağını kaparsanız sıcacık tutar.

İnciler Tupperware Distribution Center, 12. July. 2006

Mevlûdü çok severiz, kına gecelerinde yemeği nasıl servis yaparsınız? Bir parça tavuğu ortasına koyarsınız ve pilavı üzerine bastırırsınız(**Lila Prenses Tacı** nın üst parçasına).bunu tabağa çevirdiğinizde kabın şeklini alır.

İnciler Tupperware Distribution Center, 25. September. 2006

Herkes **Dondurmacı**nın dondurma servisi için ne kadar muhteşem bir ürün olduğunu biliyor. Bir kere de çok düzgün bir şekilde dondurma topunu çıkarıyor. Diğer taraftan, özellikle kavun ve karpuzdan meyve topları yapmak için çok kullanışlı. Yani, **Dondurmacı** sayesinde çok şık meyve servisleri yapmanız mümkün.

Objektif Tupperware Distribution Center, 09. September. 2006

Masanın, o misafir gelmeden önce hep hazırlanması gerekir ya çorbanın sıcak olması gerekir, pilavın yeni ocaktan indirilip getirilmesi gerekir. Bunun içine koyup o telaşı önlüyoruz. Misafiriniz geldiği zaman onunla oturup sohbet etme imkânı veriyor, önceden hazırladığınız için, masanızı da hazırladığınız için.

Home Party 4, 10, September, 2006

En nankör meslek ev kadınlığı aslında. Ne iş tanımınız vardır, ne de belirli çalışma saatleriniz. Bir de o kadar çalışır didinirsiniz ama kimse yaptıklarınızı görmez. Çoğu zaman bir ,eline sağlık' diyen bile olmaz.

Bahar Tupperware Distribution Center, 13. November. 2006

Evde yaptığınız onca işin karşılığını alabiliyor musunuz? Alamıyorsunuz, değil mi? Ama Tupperware'de öyle değil. En küçük başarınız bile mutlaka ödüllendiriliyor. Düşünün, sadece üye olduğunuzda bile 'Hoş geldin' hediyesi alıyorsunuz.

Objektif Tupperware Distribution Center, 09. September. 2006

Tupperware'de sadece satış başarıyı getirmez; üye yapmak da lazım. Bir ayağınız satışısa öbürü de üye yapmak olmalı. Biri yoksa topallarsınız. İkisi de varsa kolayca yürürsünüz.

Menekşeler Tupperware Distribution Center, 18. September. 2006

Üye olmak isteyenler, çok avantajlısınız; hem kit çantasındaki ürünleri, toplam fiyatlarından ucuza alabiliyorsunuz hem de ödemeyi bir ay sonra yapma fırsatı sunuluyor. Hatta bunu bile kendi paranızla değil; bu bir ay yapacağınız satışlardaki kazancınızla ödeyebilirsiniz. Böylece “sermayesiz iş” kurmuş olacaksınız. Zaten satıştaki %20 pay ve promosyon hediyeleri ile çok kısa bir sürede kit için verdiğiniz parayı amorti edeceksiniz.

Objektif Tupperware Distribution Center, 09. September. 2006

Bu işten kazandığım para ile ben evimi geçindiriyorum, başka pek çok insan evini geçindiriyor. Bunun yanında, Tupperware’de bir de kariyer şansı var. Önün açık, danışman olarak başlıyorsun, sonra grup lideri, sonra VIP grup lideri, sonra yönetici grup lideri ve distribütör. Genel müdürlüğe kadar yolu var yaptığın başarıya göre. Özellikle “çocuk da yaparım kariyer de” diye düşünen hanımlar için harika bir iş fırsatı.

Objektif Tupperware Distribution Center, 22. May. 2006

Önce öğreneceğim, sabredeceğim, işimi oturturacağım; sonra istersen evini de geçindirirsin veya çocuğunun eğitimi için ayırırsın. Ama sakın yanlış anlamayın. Biz hayal satmıyoruz, biz ürün satıyoruz... Yeni işe başlayan biri olarak, o kadar kazanmanız mümkün değil; gerçekçi olmak lazım.

Candan Tupperware Distribution Center, 8. May. 2006

Her şeyden önce her Pazartesi gelecek bir merkeziniz var artık. İster motivasyon için gelin, ister işinizi takip için gelin, ister misafir getirip hani tanıtım için gelin. Ben burada çok iyi arkadaşlar edindim çok iyi dostluklar kurdum. Siz de bunu yapabilirsiniz.

APPENDIX D

THE LIST OF THE NAMES OF THE PRODUCTS WITHIN THE TEXT

All the names of the products in the text are the names that are given by the Turkish department of the company. These names are different from the original English names of the products. Most of the Turkish names are not directly translated from English.

The Turkish names of the products are classified here on the basis of the products' functions, similarity to generic products and specific design detail. There is also a category of product names that have any specific references.

The Products that are Named According to their Function:

Ekmek Dolabı refers to the bread container that keeps bread fresh

Kolay Soy refers to vegetable peeler and means 'peeling easily'. The original name is 'Vertical Peeler'.

Salatacı refers to basket spins away dirt and excess moisture from vegetables. The original name is 'Spin 'N Save Salad Spinner'.

Peynir Dünyası refers to the cheese container with a unique filter that keeps all kinds of cheese together and fresh.

Ekmek Dünyası refers to the bread container with a unique filter that keeps all kinds of bread together and fresh.

Kapaklık refers to the seal holder, which original name is 'The Place for Seal'.

Kiler refers to a large storage container. The original name is 'Large Access Mates'.

Pasta Servisi refers to domed cake plate. The original name is 'Round Cake Taker'.

Sandviç Cüzdanı refers to the sandwich containers. The original name is 'Sandwich Keeper Set'.

Dekorasyon Sihirbazı refers to the decorating bowl with interchangeable decorating tips.

Kurabiye Hanım refers to the container particularly used for keeping cookies.

Zeytinyağlık refers to the olive oil dispenser that is also be used to store pasta. The original name is 'Spaghetti Dispenser'.

Dondurmacı refers to ice cream scoop. The original name is 'Ice Cream Scoop'.

Akdeniz Serisi refers to the product series that have a unique lid design. The original name is 'Stuffables Storage Containers'.

Şık Servis Serisi refers to insulated bowls that keep foods warm. The original name is 'Insulated Oval Service'.

Şekşek refers to the blender. The original name is 'Quick Shake Container'.

Serpşek refers to a granule sugar shaker.

The Product Names that are Similar to Generic Product Names, or the Names of Similar Products in the Market:

Rondo refers to the food chopper and mixer. The original name is 'Quick Chef'.

Super Rondo refers to the larger size of Rondo.

Eko Bardak refers to the tumblers. The original name is 'Tupperware Impressions Tumbler'.

Çift Süzgeç refers to the colander. The original name is 'Rinse and Prep Set'.

Havluluk refers to the towel holder.

Eko Tiptop Sürahi refers to the pitcher. The original name is 'Tupperware Impressions Pitcher'.

The Products that are Named According to a Specific Design Detail:

Art and Design Set refers to the set that composes of oil, vinegar bottles and salt and pepper shaker. The original name is 'New! Sheerly Elegant Olive Oil Caddy'.

Kristalin Damla Serisi refers to the bowls that are made from a virtually

unbreakable, stain-resistant material that stands up to daily use. The original name is 'Sheerly Elegant Serving Bowl Set'.

Açık göz Serisi refers to bench use storage containers with windows on it. The original name is 'One Touch Reminder Canister Set'.

Mavi Tutku Serisi refers to the serving bowls with built-in windows. The original name is 'Clear Impression Collection'.

Lila Prenses Tacı refers to the product that is used for molding salads and milky desserts with ease. The original name is 'Jel- Ring Mold'.

Minikler refers to the little containers that is used for stocking, storing or packing. The original name is 'Classic Sheer Midquest Sets'.

Şeker Kaplar refers to the food storage bowls.

Mega Kutu refers to a large food container.

Oval Set refers to the container set that is used for storing dry foods such as pasta, cereal, beans and rice. The original name is 'Modular Mates Containers'.

The Product Names without any Specific References:

Minişef refers to the food processor. The original name is 'Prep Essentials Lil' Chopper'.

Super Star refers to a vegetable container that is also used for boiling of thin slice of fish and vegetables.

Mucize Şekerler refers to the classical, all purpose food storage bowls. The original name is 'Wonderlier Bowl Set'.

Tinimini Hanım refers to the particular type of deep freeze storage containers. The original name is 'FridgeSmart'.

Kompaktus refers to the food storage containers. The original name is 'Modular Mate Rectangular'.

APPENDIX E

LIST OF FIGURES WITH REFERENCES

Figure 1.1 The Summary of the Main Arguments

Drawn by the author

Figure 2.1 Patent drawing of bowl and the lid, 1957

Retrieved December 21, 2005 from <http://www.sil.si.edu/exhibitions/doodles/thumbnails/doodles-41.jpg>

Figure 2.2 A party scene from 1970s

Retrieved December 21, 2005 from http://www.totemdesign.com/media/magazine/images/features/stepford_7lg.jpg

Figure 2.3 A contemporary party scene

Retrieved January 11, 2006 from <http://www.prx.org/pieces/786>

Figure 2.4 A Tupperware advertisement from the 1950s

Retrieved January 04, 2006 from Smithsonian Institute Web Page

Figure 2.5 Earl S. Tupper and Brownie Wise

Retrieved March 29, 2006 from <http://www.theconnection.org/photogallery/tupperware/images/7.jpg>

Figure 3.1 Organizational Hierarchy of Tupperware Consultants

Drawn by the author

Figure 3.2 A scene from a regular company meeting of Uğurböcekleri

Photographed by the author

Figure 3.3 A scene from a home party

Photographed by the author

Figure 3.4 A scene from a home party

Photographed by the author

Figure 4.1 Art and Design Set

Tupperware product catalogue, Autumn/ Winter, 2006-2007, 42

Figure 4.2 Kristalin Damla Series

Retrieved March 29, 2006 from http://order.tupperware.com/pls/htprod_www/tup_show_item.show_item_detail?fv_item_number=P10047609000

Figure 4.3 Mucize Şekerler

Photographed by the author

Figure 4.4 Ekmek Dolabı

Ekmek Dolabı product brochure

Figure 4.5 Kolay Soy

Tupperware product catalogue, Spring/Summer, 2006-2007, 28

Figure 4.6 Süper Rondo

Retrieved January 11, 2007 from <http://www.gittigidiyor.com/php/urun.php?id=3121575>

Figure 4.7 Rondo

Retrieved January 11, 2007 from http://order.tupperware.com/pls/htprod_www/tup_show_item.show_item_detail?fv_item_number=P10055771000

Figure 4.8 Eko Bardak

Retrieved March 29, 2006 from http://order.tupperware.com/pls/htprod_www/tup_show_item.show_item_detail?fv_item_number=P10054860000

Figure 4.9 Tinimini Hanım

Retrieved March 29, 2006 from <http://my2.tupperware.com/pls/portal/thp.outside-link>

Figure 4.10 Salatacı

Retrieved March 29, 2006 from http://order.tupperware.com/pls/htprod_www/tup_show_item.show_item_detail?fv_item_number=P10055973000

Figure 4.11 Peynir Dünyası

Photographed by the author

Figure 4.12 Ekmek Dünyası

Photographed by the author

Figure 4.13 Çift Süzgeç

Retrieved February 24, 2007 from http://order.tupperware.com/pls/htprod_www/tup_show_item.show_item_detail?fv_item_number=P10055961000

Figure 4.14 Havluluk

Product Brouchure of *Havluluk*

Figure 4.15 Kapaklık

Retrieved December 19, 2005 from http://order.tupperware.com/pls/htprod_www/tup_show_item.show_item_detail?fv_item_number=10054789000

Figure 4.16 Detail of lid design

Photographed by the author

Figure 4.17 Akdeniz Series

Retrieved March 29, 2006 from http://order.tupperware.com/pls/htprod_www/tup_show_item.show_item_detail?fv_item_number=P10047968000

Figure 4.18 Kiler

Retrieved March 29, 2006 from http://order.tupperware.com/pls/htprod_www/tup_show_item.show_item_detail?fv_item_number=P10055094000

Figure 4.19 Şık Servis Series

Tupperware product catalogue, Spring/Summer, 2006, 18

Figure 4.20 Pasta Servisi

Product Brouchure of *Pasta Servisi*

Figure 4.21 Kompaktus 2

Product Brouchure of *Kompaktus 2*

Figure 4.22 Açığöz

Retrieved March 29, 2006 from http://order.tupperware.com/pls/htprod_www/tup_show_item.show_item_detail?fv_item_number=P10048110000

Figure 4.23 Sandviç Cüzdanı

Retrieved March 29, 2006 from http://order.tupperware.com/pls/htprod_www/tup_show_item.show_item_detail?fv_item_number=P10055426000

Figure 4.24 Mavi Tutku

Retrieved January 19, 2007 from http://order.tupperware.com/pls/htprod_www/tup_show_item.show_item_detail?fv_item_number=P10054853000

Figure 4.25 Lila Prenses Tacı

Retrieved December 19, 2006 from http://tupperware.ioffer.com/img/1147849200/_i/12084150/t_1.jpg

Figure 4.26 Minikler

Retrieved April 18, 2007 from http://order.tupperware.com/coe/app/tup_show_item.show_item_detail

Figure 4.27 Şekşek

Tupperware product catalogue, Autumn/ Winter, 2006-2007, 27

Figure 4.28 Eko Tiptop Sürahi

Product Brouchure of *Eko Tiptop Sürahi*

Figure 4.29 Şeker Kaplar

Retrieved April 09, 2007 from http://urun.gittigidiyor.com/Tupperware-Seker-Kaplar-4-039-lu-Set-F53_W0QQidZZ4479107#aciklama

Figure 4.30 Kurabiye Hanım

Product Brouchure of *Kurabiye Hanım*

Figure 4.31 Order with Tupperware

Retrieved March 29, 2006 from <http://www.news.cornell.edu/Chronicle/05/2.24.05/tupperware-2.jpg>

Figure 4.32 Dekorasyon Sihirbazı

Product Brouchure of *Dekorasyon Sihirbazı*

Figure 4.33 Minişef

Tupperware product catalogue, Autumn/ Winter, 2006-2007, 15

Figure 4.34 Mega Kutu

Product Brouchure of *Mega Kutu*

Figure 4.35 Serpşek

Tupperware product catalogue, Spring/ Summer 2006, 17

Figure 4.36 Süper Star

Retrieved March 29, 2006 from http://www.gittigidiyor.com/item_images/345/tn9/3452985_tn9_0.jpg

Figure 4.37 Zeytinyağlık

Product Brouchure of *Zeytinyağlık*

Figure 4.38 Dondurmacı

Retrieved March 29, 2006 from http://order.tupperware.com/pls/htprod_www/tup_show_item.show_item_detail?fv_item_number=10080708000