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RESEARCH PAPER

Product-based and knowledge-based sustainable living practices: The case of IKEA

Canberk Yurt¹, Deniz Deniz^{2*},

¹*Department of Industrial Design, Izmir Institute of Technology, Turkey*

²*Department of Industrial Design, Izmir University of Economics, Turkey*

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Abstract. Sustainable living is a key concept for eco-friendly lifestyles in consumer societies. Two major sustainable living solutions are based on knowledge and product. Their roles and impacts on sustainable living are controversial. Despite offering innovative approaches to sustainability solutions, products are consumption-dependent. On the contrary, knowledge-based solutions are resource-intensive, while technically resources are limited. This research analyzed the advantages and disadvantages of knowledge-based and product-based sustainable living solutions through a survey regarding environmental sensitivity and sustainable lifestyles from a specific local market. This study highlighted IKEA as the case. From the consumer's point of view, some IKEA sustainable living dimensions are more knowledge-based, yet the rest of them are product-based. For holistic sustainable living solutions, the combination of the two is crucial. The findings of this study suggest strategies to increase individual and corporate awareness of sustainable living practices from knowledge and product perspectives. In this respect, this study is valuable for IKEA and other companies to revise their strategies in promoting sustainable living and guide sustainable consumer behavior.

Keywords: sustainable living; consumer behavior; IKEA; knowledge; product; corporate sustainability

1. Introduction

Sustainability and its' sub-concepts have received considerable attention with the increasing global environmental and socio-economic awareness. In the mid-20th century, the increased use of conventional resources of energy such as fossil fuels, environment-degrading factories, and over-production leading to unconscious consumption had caused global environmental problems (Turner, 2008). As negative outcomes of unsustainable processes escalate, reformative and preventive sustainable measures are required to fix them.

One of the measures is sustainable living. Sustainable living practice refers to the practical reflection of sustainability that concerns reducing environmental impacts and encouraging environmental sensitivity in daily life (Spaargaren & Van Vliet, 2000). Sustainable living

*Corresponding author. E-mail: deniz.deniz@ieu.edu.tr

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concentrates on individual activities to neutralize carbon footprint. The practices of sustainable living are the pathways of individuals to achieve a sustainable future through collective efforts. Practicing sustainable living is crucial for achieving sustainability by analyzing the effectiveness and functions of products, services, and lifestyles. According to sustainable living practitioners, it is possible to improve global and local sustainable development strategies and define the updated targets, and exact direction to reach a sustainable future.

The value chain of sustainable living is constructed by the accumulated experiences of consumer groups and up-to-date sustainability living news and trends through the reflections of related products, services, and shared knowledge. Hence, practical reflections of the sustainable living concept are crucial for the quality of individual activities, sustainable development, and a globally sustainable ecosystem.

Sustainable living is a holistic concept that integrates multiple disciplines, various actors, shifting circumstances, and alternating catalysts into the process of achieving a sustainable future. It embraces various stakeholders such as consumers, organizations, enterprises, and governments to create an inclusive conceptual framework and achieve eco-friendly living (Iyer, 1999). Some groups of eco-conscious consumers (Fraj & Martinez, 2006) are slanted to select the more co-responsible, balanced, and smart way of life (Lubowiecki-Vikuk et al, 2021) for sustainable living. Sustainable living practitioners reduce their carbon footprint by altering modes of transportation, energy consumption, and/or diet (Winter, 2007). The awakening of responsible lifestyles (Gierszewska & Seretny, 2019) created socially responsible buyers, as known as green consumers (Moisander, 2007). It has extended and developed the concept of sustainable living by answering unsustainable issues.

Some leading global and local guidelines and reports for sustainable lifestyles such as UN's SPREAD Sustainable Lifestyles 2050 project (Backhaus et al., 2011), Here and Now! Education for Sustainable Consumption: Recommendations and Guidelines (UNEP, 2010), and Sustainable Consumption and Production: Promoting Climate-Friendly Household Consumption Patterns (UNDESA, 2007) strive to create general awareness of sustainable lifestyles and to promote sustainable consumption patterns (Lubowiecki-Vikuk et al., 2021). These also activate a sustainable living mindset and promote practices of sustainable living in social (Salonen & Åhlberg, 2013) and organizational (Kopnina, 2014) contexts. These social and organizational clusters are structured by institutions, NGOs, corporations, consumer groups at various scales and impacts. Despite different scales and qualifications among clusters in the production and consumption, with the contemporary design and the constantly evolving vision regarding sustainable lifestyles, all stakeholders, especially consumers and consumer groups have become more integrated into the whole system of production and consumption (Dobers & Strannegård, 2005). Through the widening concepts of experience-centered design and interaction design, consumers have become active participants in production (Wright et al., 2008). As a result of this iterative relation between consumers and manufacturers, the patterns of production and consumption have been merged (Dobers & Strannegård, 2005) and the value creation processes have become reciprocal.

In addition, the notion of experience has affected the usage processes and the intellectual accumulation behind a product or a service. This perspective requires an addition of denser intellectual background (Haskins & Shusterman, 1992), interpreted information (Balmer, 2001),

and aesthetic experience (McCarthy & Wright, 2004) together at the same time into the design processes. More experiential products and services direct consumers to express themselves (Wright et al., 2008) rather than just consume the products and services. Through this cultural capital in consumption patterns (Holt, 1997), the products and services have started to affect consumer lifestyles (Featherstone, 2007) by involving functionality and knowledge. As a reflection, the concept of sustainable lifestyles have shifted paradigms through the practices of two main alternative paths namely product-based sustainable living and knowledge-based sustainable living.

Knowledge-based sustainable living involves upcycling, adaptive reusing, repairing, repurposing, refunctioning, and refurbishing discarded products instead of throwing them away (Giebeler et al, 2009) and prioritizing anti-consumption (Black & Cherrier, 2010) instead of purchasing products or services (Simon-Brown, 2000). Knowledge-based sustainable living solutions deal with competitive altruism, which is an undesired outcome of the over-consumption of green products (Mitchell & Ramey, 2011). This solution declines the consumption level (Sanne, 2005) of green products and services, thus triggering 'reducing' and 'rejecting' elements of sustainability (Seegebarth et al., 2016). The concepts of anti-consumption, collaborative consumption, voluntary simplifiers, boycott behavior, and some others (Laurett et al, 2019) that support knowledge-based sustainable living. It also generates social equity and harmony across social groups by motivating pro-environmental behaviors (Evans & Abrahamse, 2009). It is cost-effective and easily applicable (Salonen & Åhlberg, 2013).

The second perspective is product-based sustainable living. Although knowledge helps foster anti-consumption habits and sustainable/responsible consumer behaviors (Seegebarth et al., 2016), some cases require innovative tools or services to apply significant sustainable living practices. Sustainable products and services are anticipated in the market (Dobers & Strannegård, 2005) to replace unsustainable ones for some significant changes to achieve sustainable living. There are two approaches to product-based sustainable living practices. They are eco-design and design for behavior change (Thorpe, 2010). Eco-design is a design and development system that involves environmental sensitivities in manufacturing, distribution, use, and disposing of products (Sanyé-Mengual et al., 2014). On the other hand, design for behavioral change enables consumers to act responsibly by informing them of product specifications (Bhamra et al., 2011). Product-based solutions can shift consumer choices (Bhamra & Lofthouse, 2016) and steer consumer behaviors (Thorpe, 2010). Also, consumer behaviors offer feedback to create more useful realistic design and product (Lilley, 2009).

The vision of sustainable lifestyles is the combination of goods consumption, preserving nature, responsible use of natural resources, shifting to more sustainable ones (Lubowiecki-Vikuk et al., 2021), and integrating social norms and knowledge of sustainable lifestyles (Akenji, L., & Chen, 2016). This research was constructed to analyze the reflections of product-based solutions and knowledge-based solutions on people's sustainable living p. Also, it has been assumed that rather than approaching sustainable living just through knowledge or just through product, employing them in combination is a more effective and practical way to pinpoint sustainable living (Figure 1).

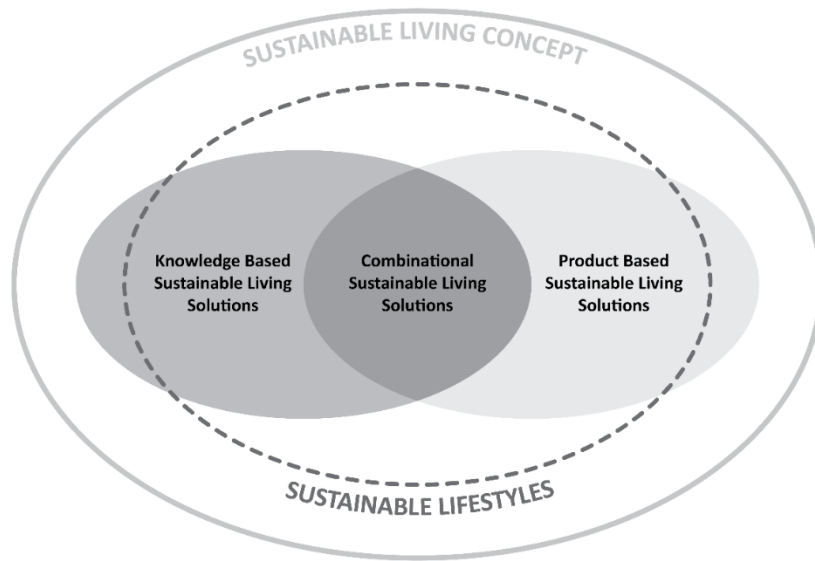


Figure 1. Venn diagram of Sustainable Living Concept

This study underlines the importance of the product and knowledge in the sustainable living concept and reveals the reflections of them from the consumers' perspective. To gain the consumers' insights regarding product and knowledge-based sustainable living, a case study has been conducted to evaluate the interaction between the two approaches in a real life. A case study has been conducted on a case corporation that is considered a business model for environmental sustainability and offers solutions for a sustainable society (De Giacomo & Bleischwitz, 2020). This study shows the consumers' experiences related to sustainable living habits, enterprise's contributions to consumers' sustainable living as a reflection of corporate practice (Dobers & Strannegård, 2005), consumers' interaction with knowledge-based and product-based solutions, and the use of consumer feedback. The results of this study have been evaluated to detect potential improvements for better practices of sustainable living and reflect upon ways of improving these processes.

2. Research Methodology

Analyzing the interaction among consumers, producers, products, and sustainable living solutions is fruitful to understand how this system works. To this end, a questionnaire was designed to collect tangible feedback from consumers in light of real-life needs and desires in a sustainable living context. The questionnaire seeks to examine the balance and harmony between sustainable living products and sustainable living knowledge of a case corporation.

2.1. Justification of the Case Corporation

IKEA, a worldwide furniture dealer was selected as the case corporation for this study for several reasons. First, IKEA develops action plans to improve systems of eco-friendly raw material extraction, distribution efficiency, consumers service, relevant home furnishing solutions, job opportunities, social responsibility, equal rights across the world, a full lifecycle of products, design for the majority, organic and eco-friendly food production, etc. (Ingka Holding, 2018; Inter

IKEA, 2017). IKEA also aims to inspire and help people to live sustainably at home by offering ideas and solutions (Inter IKEA, 2018b).

The IKEA sustainable life concept has four dimensions of Energy Saving, Water Saving, Waste Management, and Healthy Life (Inter IKEA, 2018b). These dimensions have been applied to each process in the development studies of IKEA sustainable living. IKEA approaches sustainable living issues and gets consumers with two main channels. One of them is a circular and eco-friendly product range. The second one is IKEA's unique home furnishing knowledge about sustainable living solutions. To support the sustainable living concept and develop their sustainability strategy, IKEA analyzed consumers' daily lives (Ingka Holding, 2020) and developed home furnishing solutions according to their daily habits, living situations, shopping behaviors, as well as needs and expectations (Inter IKEA, 2017). IKEA employs this knowledge to develop a sustainable product range and extend its home furnishing database. There are more than 500 IKEA products with specialized health or sustainability functions (Inter IKEA, 2018a). All of these products and knowledge is supported by some campaigns, workshops, pilot studies, and promotions such as Live Lagom Project (Inter IKEA, 2016a), Sustainable Living for Everyone (Inter IKEA, 2016b), and Hidden Gems Catalog (Inter IKEA, 2015). IKEA activates consumers' pro-environmental behaviors (Elf et al., 2021).

2.2. Methods

To understand the consumers' visions about sustainable living and the reflections on consumption habits, the questionnaire focused on IKEA's sustainability and sustainable living concepts. It was aimed to develop further product ranges and home furnishing ideas to complement the direct insights of consumers. In light of the results, the IKEA sustainable living concept in the real-life application was investigated.

This questionnaire consists of six parts comprising 32 open and closed-ended questions. It includes IKEA's Interaction with environmental issues, environmental awareness, and the four dimensions of IKEA's sustainable living concept comprising of Energy Saving, Water Saving, Waste Management, and Healthy Life. The 450 participants who answered this questionnaire were older than 15 years old. They are men and women with various educational levels. The questionnaire was shared through the web. The participants answered voluntarily. Most of the participants were from İzmir, the third-largest city in Turkey. By obtaining answers from a restricted area, we were able to analyze and evaluate local approaches and compare them with global sustainable living habits.

The results of the questionnaire were analyzed using Microsoft Excel to obtain the percentage. Calculations were made by correlating the answers and the participants. The percentages were evaluated solely and comparatively according to the specific outcomes. To make a comparative analysis, cross-evaluation was applied. Through cross-evaluation, the interlinked answers among some related questions have been analyzed relatively to formulate dependent statements for each IKEA sustainable living dimension as observed from the perspectives of knowledge and product.

In light of findings derived from the questionnaire and cross-evaluation, some recommendations and possible solutions have been made for improving sustainable living experiences for consumers and corporations. Each recommendation has been evaluated from product, knowledge, and the combination of both perspectives to highlight the importance of integration among them.

3. Results and Discussion

The results of the questionnaire reveal that respondents' awareness and sensitivity regarding sustainability issues are categorized as insufficient. According to the results of the second part of the questionnaire dealing with respondents' thoughts on the environmental impact of humankind, it was found that there is an inevitable ignorance regarding the impact. Most of the respondents think that they do not harm the environment. Consequently, with this indifference, it is hard to apply sustainable processes and maintain a sustainable living.

The questionnaire also revealed an information gap in sustainability and sustainable living concepts through a question asking whether the environmental impacts of IKEA products have been explained clearly. It indicates that most customers are unaware of products' specifications related to sustainability.

Although most participants believe that humankind do not harm the environment, there is a common belief and trust of IKEA's solutions for environmental issues. The majority of the respondents think that they can contribute to the environment positively by using IKEA products and ideas in their daily lives. This result shows that if IKEA applies appropriate and effective strategies, the consumer's habits and awareness concerning sustainability can be improved. As long as there is a high brand trust, IKEA has a remarkable potential to activate and improve sustainable living among consumer societies. IKEA's strength of influencing people about environmental issues is unique.

Responses to the question of "What is the most impactful limitation for reducing your individual environmental impact?" (from the third part of the questionnaire)

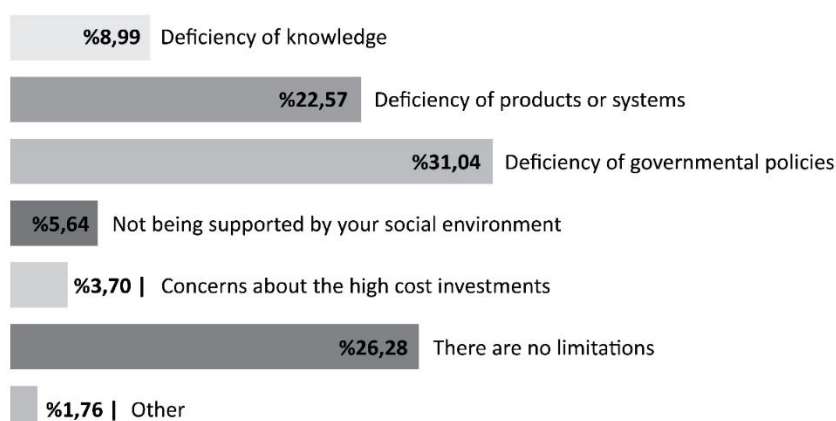


Figure 2. The comparison of knowledge-based and product-based approaches.

In the third part of the questionnaire, we asked the main obstacles that obstruct their activities to reduce their adverse effect on environment. The most common obstacles were having insufficient products and knowledge. According to consumer, having insufficient products was 2,5 times more crucial than insufficient knowledge. The need for products to maintain sustainable solutions is much more critical than the need for knowledge (Figure 2). In the case of IKEA, the general awareness of knowledge regarding sustainable living is less than the awareness of the product range.

This product-based solution of the participant group is also supported by the answers to the open-ended questions on sustainable living solutions for energy conservation and production, water conservation, waste management, and active and healthy living lifestyle that participants implement or are willing to implement in their daily lives.

Referring to these answers, there are some possible ways IKEA can improve its products. For instance, regarding energy saving, consumers are willing to decrease their energy consumption such as using energy-producing devices with solar panels and wind turbines, and energy-saving devices. For water-saving, consumers are eager to decrease the bad impact to the environment with more water-saving devices and tools to gather wasted water. For waste management, consumers are mostly focused on product solutions that help to sort waste for recycling and store waste oils and batteries safely. According to the insights about healthy living, consumers mostly gravitated toward product solutions such as sports equipment and gadgets, more ergonomic furniture, alternative household devices like air purifiers, products that help to support healthier diets, and so on.

To enrich the insights of this study, we applied a cross-evaluation to deeply analyze how people perceive IKEA's sustainable living concept. One of the main goals of this evaluation was to understand whether participants perceive IKEA's sustainable living concept as a combination of products and knowledge (Table 1). The cross-evaluation was made by comparing the questionnaire regarding the knowledge and product-based sustainable living perceptions.

Table 1. The comparison of knowledge-based and product-based approaches.

Awareness Level of IKEA Sustainable Living Concept	Energy Saving	Water Saving	Waste Management	Healthy Living	TOTAL
Aware of IKEA Sustainable Living Concept	44,92%	28,92%	40,53%	47,07%	40,36%
Aware of IKEA Sustainable Living Concept, Just Through Products	11,84%	12,76%	24,61%	23,69%	18,23%
Aware of IKEA Sustainable Living Concept, Just Through Knowledge	16,30%	19,38%	7,69%	7,69%	12,76%
Unaware of IKEA Sustainable Living Concept	26,94%	38,94%	27,17%	21,55%	28,65%

In the first part of this evaluation, we analyzed the product-knowledge interaction regarding energy saving. According to the results, most of the participants (44.92%) have some idea about energy saving solutions involved in the IKEA sustainable living concept with the combination of products and knowledge of sustainable living. This result shows that IKEA has enlightened consumers on the energy-saving issue. The minor group of respondents does not have

any idea about energy saving solutions of IKEA sustainable living practices with product range or knowledge. This result shows that there is still potential to increase the information and awareness of how to reduce energy use.

Even though there is a small difference between knowledge-based energy-saving solutions and product-based energy-saving solutions, according to consumers, knowledge-based solutions are stronger than product-based solutions. Accordingly, there is a chance to improve the awareness of IKEA energy-saving products like LED lighting and dimmer systems that reduce energy consumption.

Thus, we evaluated the dimension of water-saving. Unlike the energy-saving dimension, the percentage of indifferent people is bigger than those who understand sustainable living through knowledge or product. Adding to that, the people that have ideas from IKEA sustainable living knowledge (19,38%) is more than the people that have ideas about water-saving issues through the product range (12,76%). This result shows that knowledge-based water-saving solutions have more effect on people than the product range.

In terms of the waste management dimension, results are similar to those of the energy-saving dimension. The impacts of the products that support waste management solutions are more effective than the knowledge of IKEA waste management. About 40.53% of participants are aware of IKEA's approach from product and knowledge of sustainable living. Besides, the participants perceive IKEA's waste management solutions of more product-based. On the other hand, 27.17% of people have no idea about IKEA's solutions for waste management issues through products and home furnishing ideas.

There were 32.30% of participants that perceive IKEA's waste management solutions just through products or just through home furnishing knowledge. Within this group of people, almost three-fourths (76.19%) of them are aware of the product-based waste management of IKEA, and 23.81% are aware of solutions through home furnishing knowledge. These results show that waste management products are much more crucial compared to sustainable living knowledge from the perspective of consumers.

As the last dimension, healthy living is the most known dimension of the IKEA sustainable living concept. Almost half of the participants (47.07%) are aware of IKEA's healthy living dimension. A minority of the participants have heard of neither products nor ideas about healthier life solutions. Similarly, the products that support healthy living at home are more familiar to consumers than healthy living ideas for waste management.

Considering both IKEA's solutions, 40.36% of participants are aware of the sustainable living concept of related products and home furnishing ideas. From all participants, 71.35% have sufficient knowledge regarding the sustainable living concept. The results show that IKEA has a positive and significant impact on consumers regarding sustainable living. The perceptions of participants about IKEA's sustainable living dimensions are also positive, except for water-saving solutions. IKEA's water-saving ideas are not sufficient for consumers. IKEA has the potential to improve this with products like taps and showers as well as home furnishing ideas that help reduce water use.

Unlike the water-saving dimension, the awareness of healthier life at home is quite high. Participants (78.45%) have some sufficient idea about IKEA's healthy living. It is the most known dimension of IKEA's sustainable living concept. The energy-saving and waste management dimensions are also popular among the respondents.

According to consumers, some sustainable living dimensions are more related to the home furnishing knowledge and some of them are more related to the product range. However, there is not much difference between them. According to the activities in these four dimensions, the importance and dominance of the knowledge and product may differ. Consumers are aware of IKEA's energy-saving solutions and water-saving solutions mostly through home furnishing solutions. In addition, they are aware of IKEA's waste management and healthy living more with the functions of the related product range. These two different results in the same concept are the reflections of consumer experiences.

As another result of the questionnaire, society has insufficient knowledge about sustainable living and the negative impacts of unsustainable processes. Considering the lack of awareness about sustainable living in general and in the case of IKEA, there are some possible solutions. First, consumers should be informed about their harmful impact on the environment to create some substructure for inspiring consumers to adopt sustainable living. Fostering individual awareness about negative environmental impacts is necessary to construct a solid knowledge and incite behavioral change regarding sustainable living. Governments, NGOs, educational institutions, and corporations have the responsibility to build this awareness (Gierszewska & Seretny, 2019).

The educational studies applied to children regarding sustainability and sustainable living concepts (Lubowiecki-Vikuk et al., 2021) are important to growing responsible future generations. As a leading corporation and responsible enterprise (Murphy, 2012), IKEA can contribute by conducting workshops, advertorial studies, public relations, long/short term courses, cooperative studies with universities, primary schools, and high schools, as well as campaigns with local and global NGOs such as World Wildlife Foundation (WWF), World Resource Institute (WRI), Greenpeace, Global Footprint Network, etc. These studies can provide some significant impacts on consumer society, such as behavioral changes that enable more eco-lifestyles to be more sensitive about preservation and the regeneration of the environment.

There are some more suggestions to improve consumer's sustainable living. These suggestions can be applied to IKEA's sustainable living concept and individual sustainable living practices. Specific local consumer insights have been used as references from the questionnaire to generate solutions that may improve sustainable living practices. Recommendations were also created by considering knowledge-based, product-based, and the combination (Table 2).

Consequently, IKEA offers new and alternative solutions and methods through consumer experiences and expectations by these approaches. IKEA should create a more sustainable business model (De Giacomo & Bleischwitz, 2020) and a more adaptive product range, which can meet consumers' needs by integrating the feedback of consumers into all these types of processes. Also, IKEA can spread the sustainable living concept among consumer society, raise awareness about sustainability issues and help consumers to change their lifestyles into more sustainable ones (Elf et al., 2019).

Table 2. Recommended Solutions for Further Studies

Practices	Actions	Benefits	Knowledge-Based Solutions	Product-Based Solutions	Combination of Solutions
1) Public Relation Studies	Informing people about the environmental impact of humankind by real-life demonstrations or exhibition stands in fairs informing people about sustainable living ideas.	Increasing general awareness of sustainable living solutions.	x		
		Helping consumers for behavioural change.	x		
		Obtaining IKEA brand loyalty.	x		
		Applying discounts on products that support sustainable living.	x	x	
2) Collaborative Educational Projects with Schools	Constructing sustainable living labs and environmental awareness classes at schools by the sponsorship of IKEA.	Informing students with the global, local and IKEA approaches of sustainability.	x		
		Helping to raise more environmentally considered individuals and IKEA customers in the future, who links sustainable issues with IKEA directly.	x		
3) Consumer Workshops	Gathering data about real-life experiences of consumers about sustainable living practices.	Improving sustainable living processes both by product range and home furnishing solutions perspectives.			x
		Adapting solutions to local market expectations.			x
		Encouraging consumers for downstream interventions.		x	
4) Interdisciplinary University Student Workshops	Organizing workshops about sustainability, sustainable living practices and user experiences about sustainable living processes, etc. with the participation of college students from; design, economy, business, engineering, and science.	Contributing to the sustainable living related product design, service design or consumer interaction design processes of IKEA.	x	x	
		Experiencing alternative perspectives, mind-sets and solutions.			x
5) Alternative Channels to Meet Consumer Society	Operating mini concept stores in the city centres, to demonstrate sustainable living solutions and meet consumers (e.g. gardening and healthy living concept store in medium and small towns).	Meeting more people, who are not aware of IKEA sustainable living practices.	x	x	
		Supporting significant region for characteristics (e.g. permaculture activities, to display healthy living product range and home furnishing knowledge).	x	x	
6) Improving IKEA Range Presentation	Integrating more sustainability and sustainable living practices into IKEA store mediums by range presentation methods.	Improving consumer addiction and knowledge about sustainable living.	x		
7) Activities that Answer Local Market Needs	Organizing campaigns and discounts, for the sustainable living product range according to the related theme, across the year. (E.g. during the period of making pickles and tomato paste, making discounts or offers to the jars with rubber gasket lids).	Raising awareness about environmental sensitivity with inspiring and informing people to act more sustainably by applying these kinds of activities at home.			x
8) Product Development Processes through Participatory Design Practices	Integrating participants into IKEA design processes, by using insights and product ideas as consumer feedbacks.	Answering people's needs and expectations.		x	
		Analyzing current product range.	Detecting the potential improvement points, weaknesses.		x
		Applying complementary services like smartphone application.	Helping consumers by informing about product specifications and home furnishing ideas.		
9) Cooperative Studies with Local and Global Organizations	Cooperating with some local and global organizations (e.g. make a project with Bisim Izmir, to motivate people to use bicycles, in city transportation)	Encouraging people to live more sustainably by offering some advantages for IKEA shopping experience.	x	x	
10) Communal Experience and Knowledge Sharing Platforms	Sharing ideas, experiences, questions, and recommendations with each other about sustainable living practices through an online forum.	Supporting sharing community, and helping to spread sustainable living movement among the society.	x		
		Using knowledge of members and IKEA's library for creating a collective database.	x		

4. Conclusion

This study has collected data from the authentic reflections of sustainable living practices in consumer society from the perspective of knowledge-based and product-based IKEA sustainable living approaches. The results of the case study show the insufficient level of knowledge among the majority of participants about IKEA's interaction with the environment. Most of the participants believe that humankind has no negative impacts on the environment. However, the minority of the participants who are aware of the negative impact of humankind on the environment also believe that they can improve this. The majority of the participants believed that IKEA's sustainable living solutions may help this purpose.

There are some strengths and weaknesses of IKEA in terms of knowledge-based and product-based sustainable living solutions. They can be improved through the insights of the consumers about the four sustainable living dimensions consisting of energy saving, water saving, waste management, and healthy lifestyle. Through the integration of the IKEA concepts consisting of product range and home furnishing knowledge, and individual responsible consumers, there is a strong possibility to reach balanced, controlled, and sensitive sustainable consumption.

This study may incite future studies that analyze the interaction between consumer and sustainable living concepts. Since the research consisted of the experiences, needs, and expectations of consumers, as well as knowledge regarding the sustainable living concept, it also offers some global implications from local insights. Consequently, IKEA contributes to reaching more environmentally sensitive consumers. Hence, companies like IKEA and consumers can improve the sustainable living environment and the sustainable value chain that satisfies all the stakeholders within the system.

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