

A Brand Research in The Framework of Sustainable Production and Consumption in The Retail Industry

Esen Şahin¹ and Sümeyye Nur Kara²

ABSTRACT

The change in consumption behaviors over time has led to excessive consumption, increased resource consumption and waste. Since this situation threatens the ecological system, nature and living things, Environmental protection organizations and non-governmental organizations also raise awareness about ecological hazards and encourage businesses/brands and consumers to adopt a sustainable lifestyle. Brands that adopt sustainable production and consumption operate by protecting the ecological system and aim to gain trust by inviting their consumers to sustainability with various marketing strategies.

In this direction, the purpose of this research is to examine the IKEA brand operating in the retail sector as a case study within the framework of nine elements of sustainable production and consumption. Therefore, the dataset of the research is the activities and practices of the IKEA brand, including its mission, vision, values, business management, production process and principles, marketing strategies. In the research, document analysis was used to obtain data, which is one of the qualitative data collection methods, and content analysis was used to analyze the obtained data, which is one of the qualitative analysis methods. As a conclusion of the research, it has been finalized that the IKEA brand sets an example for sustainable production and consumption with its principles and activities.

Keywords: Sustainability, Sustainable Production and Consumption, Retail Sector.

JEL Classifications: L1, L81, M1, M3, Q01, Q5

¹ Department of Business Administration/ Production Management and Marketing, Selçuk University, Konya, Türkiye.
E-mail: esenboztassahin@gmail.com

² Department of Business Administration/ Production Management and Marketing, Selçuk University, Konya, Türkiye.
E-mail: smyyenrkara@gmail.com (Corresponding Author)