

# English abstracts

## **Ontological Classification of Climate Change Debates – Political Consumerism on the Suomi24 Forum**

**Ilona Kousa**

The article examines the discursive construction of political consumerism in social media climate change debates. The research material includes comments on climate change, which have been published on the Suomi24 discussion forum in 2015–2019. Due to the large size of the material, I use automatic text analysis to classify the topics it contains and interpret the results qualitatively. According to my observations, the climate change debate in the Suomi24 forum is dominated by a climate sceptical perspective, from which two consumer stereotypes are repeated in the comments: the “reasonable consumer” and the “climate alarmist”. Stereotypes are constructed, for example, through confrontations related to consumers' lifestyles and consumption choices. The climate sceptical debate rhetoric follows the mainstream consumer ethos, emphasizing the economic interest of consumers and the right to enjoy consumption, and marginalizing ecological consumption.

## **What Kind of Value Can Be Created to Consumers with Circular Clothing as a Service - Model?**

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The fashion industry is one of the most pollutant industries in the world. Both companies and consumers are used to implementing ‘take-make-dispose’-models, which are realized typically by executing low-quality fast fashion products. Thus, a radical transformation is needed towards novel sustainable and circular business models. In the pursuit of creating successful business models, it is critical to understand how the novel models can be developed to be attractive to consumers. The clothing as a service-model is one of the circular models that has emerged in the market. This study aims to understand what kind of customer value is created in the clothing as a service-model. Furthermore, this study explores the benefits and sacrifices perceived by consumers in the context of the clothing as a service-model. The data of the study is based on a consumer online survey and a company workshop. As a result of the study, we build a framework for customer value dimensions in the clothing as a service-model. This study contributes to building an understanding of the monetary, functional, emotional, social, and environmental benefits of the clothing as a service-model. Moreover, the results of this study build understanding of the sacrifices that are perceived by consumers in the model.