

English abstracts

Planetary Boundaries: A Literature Review on the Connections between Consumption and Biodiversity

Maria Pecoraro, Miia Grénman, Roni Lappalainen, Juulia Räikkönen, Ilari Sääksjärvi and Outi Uusitalo

The ecological crisis threatens the future of humanity and the planet. Biodiversity and the loss of nature have emerged alongside climate issues in societal and scientific discussions. The root causes of nature loss are tied to unsustainable production methods and excessive consumption. However, the exploration of links between consumption and biodiversity has been limited. This research brings together perspectives from various disciplines on the interconnections between consumption and biodiversity, utilizing an integrative literature review methodology.

The analysis progresses from describing the chronological development of the research field to an analysis, creating an overview drawn from studies. The research combines studies that have addressed consumption and biodiversity from different fields, establishing the foundation for future research in consumption studies on this topic. The conclusions encourage to examine the connections between consumption and biodiversity from multidisciplinary, systemic, and nature-centric viewpoints.

Tight living, solar panels and reducing consumption – Climate wisdom in home practices

Sara-Ellen Laitinen, Eliisa Kylkilähti and Henna Syrjälä

Consumers' daily activities at their homes have an impact on the climate emissions of housing. We approach living as home practices. We study how consumers understand climate-wise housing and what kind of home practices they consider climate-wise. The concept of climate wisdom has not been previously defined in the scientific debate. We approach the concept through the practice of knowing, which means that wisdom is a practical activity based on knowing. The practice of knowing is a dispersed practice, while home practices are integrated practices, of which the practice of knowing can be a part. These practices can share climate wisdom with each other as an element of a general understanding. Consequently, knowledge of climate wisdom can be realized as climate-wise home practices. We analyzed consumers' understanding of climate-wise housing from the interviews (n=30) by using thematic content analysis and practice theory reading. According to the study, climate-wise housing is understood broadly, but convergently. Climate-wise housing includes various knowledge-based everyday doings and solutions, which concern the choice of energy source, reduction of many types of consumption, recycling, waste sorting and sharing. Consumers have shared understandings of what is climate-wise, and climate wisdom can be seen as part of a practice of knowing. However, the understanding of climate wisdom does not necessarily appear as climate-wise actions implemented in everyday life.

Consumer perspectives on the sustainable aesthetics of natural-colored clothing: tensions between ecology and visuality

**Josefiina Vanne, Janne Poikolainen, Minna Autio,
Sanna Sekki and Riikka Räisänen**

Within the aesthetics of clothing consumption, visual beauty and garment fit have traditionally been highly valued. However, in sustainable aesthetic thinking, the ecological and ethical consequences of clothing production should also be considered. Research on sustainability has addressed questions of clothing consumption and use, but has paid less attention the materiality and sustainability of colours. Currently, textiles are mainly dyed using oil-based synthetic colourants, and the use of natural colourants has remained marginal. In this study, we examine consumer interviews from the perspective of sustainable aesthetics. Our goal is to elucidate the images and meanings consumers associate with natural colourants and textiles that have been dyed using them. Our results suggest that consumers appreciate the sustainability aspects of naturally dyed products, and associate natural dyes with an ecological lifestyle, craftsmanship, and traditional ways of life. At the personal level and everyday clothing choices, consumers see tensions with using natural colourants. For example, the limited shade range produced by natural colourants poses an issue for interviewees. Visual preferences also seem to override both concerns for sustainability and cultural imageries as well.

Dominant Social Paradigm in green advertising discourse

Roni Lappalainen

In this research, I analyze the environmental discourses of green advertising and the Dominant Social Paradigm. Environmental discourses shape the socio-cultural status of nature, climate, and environmental crises. The Dominant Social Paradigm determines what in society is considered natural and generally accepted. The Dominant Social Paradigm in Western countries centers around technological development, consumption, and economic growth. Previous research has found that green advertising does not challenge the Dominant Social Paradigm. However, there is a lack of research on the discourses and semiotic choices that maintain and reproduce the Dominant Social Paradigm. In this study, I analyze front page advertisements dealing with climate, nature, and environmental crises from the newspaper Helsingin Sanomat. I utilize multimodal critical discourse analysis. Based on the analysis, the Dominant Social Paradigm is maintained and reproduced by five discourses: technology discourse, responsibility discourse, benefit discourse, opportunity discourse and domesticity discourse. Environmental crises are described in discourses primarily as technological issues and business opportunities that can be solved with consumption choices. Domesticity discourse obscures the possible negative effects of the Dominant Social Paradigm and emphasizes the sustainability of Finnish companies. Analyzing discourses outside the Dominant Social Paradigm would help in producing alternative solutions to the environmental crises.

Accessibility of online banking services – considering the emotional dimension in the development of the customer experience

Annikki Hyppönen, Merja Koskela and Minna-Maarit Jaskari

As digitization proceeds, customer experience is created more and more often through interaction with a digital application. Everyday banking services are no exception to this. Today, services need to be accessible, that is, they need to be equally available to all customers, regardless of differences in knowledge and skills or any limitations. Consumers in a vulnerable position may either be completely excluded from the services, or have a negative customer experience. The purpose of this article is to build an understanding of the importance of accessibility as part of the customer experience, especially in the context of online banking services. The research combines accessibility research and customer experience research from the perspective of vulnerable consumers. The two-part research material consists of interviews with bank experts responsible for the accessibility of online banking services and online discussions on the Suomi24 discussion forum. Thematic analysis and content analysis have been used as methods of analysis. The results show how the efforts to ensure accessibility seem sufficient when it comes to technical accessibility. However, not enough attention is paid to cognitive and social accessibility. In addition, emotional accessibility, which is closely related to customer experience, is mostly ignored. As a conclusion, we propose to add emotional accessibility as a new type to accessibility literature. In addition, we emphasize how research on vulnerable consumers should be increased in order to better understand the multiplicity of customer experience.