Abstract

• Objectives
This article investigates spontaneous consumer-to-consumer logistics totally or partially replacing business services as significant social practices.

• Methodology
To understand the structure (skills, materiality and meanings), the factors of emergence and abandonment of these practices, a qualitative study based on 29 semi-structured interviews and 22 itinerant auto-videographies was carried out.

• Results
The results reveal two types of spontaneous consumer-to-consumer logistics practices: “voyage” and “access service”. They are distinguished by the skills deployed, by the products and brands that circulate and above all by their meanings which structure this recurring logistics activity and can explain its emergence or abandonment.

• Managerial implications
The producer, artisan or seller must support these practices and not replace them. If the practice of “access service” can be encouraged through the implementation of classic relational and promotional marketing solutions, we recommend that companies “demarket” the practice of “voyage” which contributes to the creation of value around products, services and brands and can bring additional authenticity to local authenticity.

• Originality
Peer-to-peer logistics activities are often considered by the consumer as constrained work and are generally associated with utilitarian registers of meaning in the consumer logistics literature. This research shows, on the contrary, that such activities are not always endured but can be desired, being oriented towards others and creating value for the products which circulate until their meaning withers under the action of brands.

• Keywords: consumer logistic, peer-to-peer consumption, social practices theory, intinerant auto- videography, demarketing.