Gift-giving, sharing and commodity exchange at Bookcrossing.com: new insights from a qualitative analysis

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Abstract

Purpose
Through an empirical analysis of a consumption community, the purpose of this paper is to demonstrate that the theories of gift-giving, sharing and commodity exchange should not be kept separated but integrated into a unifying model.

Design/methodology/approach
The paper provides new evidence about Bookcrossing.com, whose members share and give books as gifts; that is, physical goods rather than digital ones as in most of the communities considered in the literature. This community is analysed with qualitative tools, such as netnography, personal interviews and participant observation.

Findings
The main result of the analysis of Bookcrossing is that gift-giving is not the only process responsible for value creation and distribution in consumption communities: sharing and commodity exchange also play a role. Furthermore, the paper provides new evidence about aspects of gift-giving and sharing that have received limited attention in the literature: collective reciprocity and anonymous sharing.

Research limitations/implications
The limitations are related to the intrinsic properties of the methods employed (netnography, personal interviews and participant observation) and to the paper, which analyses only one community and one product category. The implications refer to the role of gift-giving in consumption communities and its relationships with other processes: consumer gift systems are not only gifting platforms, but they and the elements of sharing and commodity exchange need to be integrated.

Practical implications
The empirical evidence and implications matter for the organisation and management of collaborative consumption platforms and the way in which traditional business models could and should interact with these platforms in an increasing number of businesses.

Originality/value
The paper adds new evidence of and original insights into gift-giving and collective forms of exchange. Moreover, it provides managerial implications of the analysed community for the book publishing industry.

Keywords
Qualitative methods, Sharing, Netnography, Collaborative consumption, Gift-giving, Bookcrossing

Citation

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Gift-giving, sharing and commodity exchange at Bookcrossing.com: new insights from a qualitative analysis. Matteo Corciolani (Department of Business Administration, University of Pisa, Pisa, Italy). Daniele Dalli (Department of Business Administration, University of Pisa, Pisa, Italy). The main result of the analysis of Bookcrossing is that gift-giving is not the only process responsible for value creation and distribution in consumption communities: sharing and commodity exchange also play a role. Furthermore, the paper provides new evidence about aspects of gift-giving and sharing that have received limited attention in the literature: collective reciprocity and anonymous sharing. Research limitations/implications. From the editors of RedbookMag.com, four nutritionists share the small bites that pull their own weight in the dieting department so you don't have to. marketsmuse.com. Aaron Burr statue | Museum of American Finance. Enjoy the videos and music you love, upload original content, and share it all with friends, family, and the world on YouTube. Game Theory and Public Policy, SECOND EDITION ebook by Roger A. McCain - Rakuten Kobo. Read "Game Theory and Public Policy, SECOND EDITION" by Roger A. McCain available from Rakuten Kobo. Access knowledge, insights and opportunities. Man Forgets About $26 Bitcoin Investment, Gets $850,000 Surprise. An offhand $26 investment in bitcoins has turned into an $850,000 windfall for one very lucky Norwegian man. A commodities exchange is an exchange, or market, where various commodities are traded. Most commodity markets around the world trade in agricultural products and other raw materials (like wheat, barley, sugar, maize, cotton, cocoa, coffee, milk products, pork bellies, oil, and metals). Trading includes and various types of derivatives contracts based on these commodities, such as forwards, futures and options, as well as spot trades (for immediate delivery). Gift-giving, sharing and commodity exchange at Bookcrossing.com: New insights from a qualitative analysis. Management Decision, 52(4), 755–776. Gurven, M. (2004). To give and give not: The behavioral ecology of human food transfers. Behavioral and Brain Sciences, 27, 543–583. Hamilton, W.D. (1964). Sharing is not a form of exchange: An analysis of property-sharing in immediate-return hunter-gatherer societies. In Hann, C. M. (ed.), Property Relations: Renewing the Anthropological Tradition (pp. 48–53). Cambridge: Cambridge University Press.