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# NEW CONSUMER PRACTICES AND PUBLIC POLICY ISSUES

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Social Sciences and Humanities  
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sciences humaines du Canada

Canada

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# 1. Collaborative society: myth and reality

- Classifications and typologies of practices
- The common thread: exchange between peers
- Digital integration allows thousands of persons who exchange goods and services to be in contact with each other
- Importance of the social network



# Collaborative Society: Two Dimensions

## A. Non-market activities

- Carpooling
- Exchange of apartments by tourists
- Exchange of information
- Sharing assessments (restaurant, hotel, professors, etc.)
- Wikipedia
- New media, blogs,
- Exchange of services (barter, local exchange services, etc.)



# Collaborative Society: Two Dimensions

## B. Market activities

- Taxi (Uber)
- Short-term room rentals (AirBnB)
- Second life of objects: trade in second-hand articles (Kijiji)
- Crowdfunding (kickstarter, etc.)



# Consequences for PPOCIR

- How to protect the consumer?
- How to protect the provider of goods and services?
- How to assess the quality of products and services
- How to manage competition with the market system (taxi, hotel, etc.)
- Tax evasion



## 2. The Social Actor: New Reasons to Consume

- Price and quality (known reasons)
- Environmental concerns
- Health: bio label
- Ethics (coffee, chocolate, T-shirts, etc.)
- Local products and proximity
- Security: automobile, clothing
- Innovation and new products
- Political beliefs



# Consequences for PPOCIR

- How to certify the source of a product?
- How to ensure the benefits and risks associated with products?
- Taxation





# 3. Changes to the Production System

- The offer of the production system is still a driving force . . .
- . . . but it must increasingly deal with the behaviour and expectations of the actors-consumers



# Changes in Supply

- Product differentiation
- New trend: increased capacity to adjust to the new expectations of consumers with big data and targeted marketing
- Diversification of product lines in connection with enrichment and the broader dispersion of revenues.



# Consequences for PPOCIR

- Monopolies, price manipulation and frauds
- class actions (credit cards, defective automobiles, etc.)
- Broadened product lines makes it more difficult to assess quality and warranties



## 4. Changes in Distribution

- Broadened distribution has played a key role in mass consumption . . .
  - Intermediary between the production system and consumer
  - Large department stores, large chain stores
- ...but it must readjust
  - Crisis in several large distribution chains
  - New distribution models



# Changes in Distribution I

- Commerce is increasingly electronic
- Precision commerce
- Greater personalization of trade exchanges
- Return of small distribution competition
- Large distribution makes adjustments with the help of big data
- Distribution and production systems try to capture the heterogeneity of consumers



# Consequences for PPOCIR

- Protection of privacy
- Protection of digital bank accounts
- Fairness related to transaction costs (payment methods)
- Illegal online exchanges



# Thank you!

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