

Whom are we buying from: sellers' self-presentation in a C2C creative marketplace

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For more than 20 years Western Countries have witnessed a Renaissance of crafts: the number of people practicing crafts is growing and the crafts market is blooming. A majority of crafts makers, individuals or micro-firms, rely on Internet platforms for marketing and selling their products. In the offline world, three main venues sell crafts: craft galleries, souvenir shops, and craftspeople's workshops. Buyers at souvenir shops show no particular interest in the persona of the craftsmen that made the product they purchase, while buyers at craftspeople workshops make their purchases after getting acquainted with the craftsperson, her/his creative process, lifestyle etc. Buyers of crafts at crafts galleries are reported to view the seller's profile after making the choice as a way of purchase reaffirmation.

Research on digital social networks and e-commerce platforms found a link between personal profiles and a desired output, be it social (followers or friends in social networks) or economic (review scores or monetary tips). My study focuses on personal profiles of sellers on a C2C (Customer-to-Customer) Internet platform trading crafts as antecedents of sales volume and revenue.

The research questions are: Do C2C crafts platforms resemble souvenir shops or workshops? If personal profiles affect sales, which profile elements are most influential? This study employs two types of analysis: statistical analysis of numerical and categorical data scraped from personal profiles and textual analysis of free-text elements. Textual analysis utilizes Machin & van Leeuwen framework that presents two major sets of identity categories: "doing" category that is focused on person's activities and "being" category that emphasizes "what the person is" in terms of family connections, physical appearance or provenance. Each category is characterized by the usage of a grammatically different set of nouns.

The contribution of this study is twofold: studying the relation between self-presentation and *actual* online purchase transactions and employing text analytics to uncover possible links between descriptions and business outcomes.