

Browsing Behavior: Comparison between Real and Virtual Stores

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Abstract- *This research aims to provide a comparison between two environments of shopping in the à point of view visitor behaviour. Precisely, we speak of foraging behaviour traditionally observed and analyzed in physical stores. This behavior is purely recreational and leisure purpose, pushing more and more decision makers to promote brands to benefit. Having a number of antecedents and consequences of this behaviour pushes consumers to create a traffic attracted by certain variables store locations. We'll compare these two worlds according to browsing behaviour.*

General Terms- *Online Behavior, Marketing, Browsing Behavior*

Keywords- *Browsing Behavior; Online shopping; Real shopping; Websites atmosphere.*

1. INTRODUCTION

There are more than 200 million internet sites all over the world. As the case in real shops, website designers are resourceful in varying their atmospheric variables. They aim at maximizing the number of visits and create traffic on their pages. Same for real shopping, stores are diversifying their atmospheric variables to attract visitors and decline shopping reactions.

2. BROWSING BEHAVIOUR: DEFINITIONS AND DEBATES

According to Bloch and Richins (1983) and to Lombart (2004), «browsing can be defined as a hobby activity in stores, realized without a specific purchasing intention, the motivations of which are principally reactivated». Therefore, it turns out that the browser is an individual who happens to be in the store without a specific purchasing objective. In fact, this behavior has existed since the first forms of outlet stores in various fields; however, it is now more noticeable due to the emergence of the constitutive variables of a store. According to Filser (2003), the atmosphere of a store incites the consumer's interest and invites the latter to be present in that universe only to discover which drives him/her to extend visiting time, which on its turns explains the browsing behavior within that space. From another angle, Lombart and Labbé-Pinlon (2008) consider browsing similar to « just looking » or « taking a tour ». In addition, Bloch and Richins (1983) define the act of browsing as being « the examination of products in a store for a recreational or an informational purpose, with no purchasing intention». In fact, Lombart (2008) informs us that these consumers are present in practically all the signboard types (such as tableware, cosmetics, bookstores and/or clothing). They go by the sellers and the actual buyers motivated only by their

desire to meet people, entertain themselves and have fun. Furthermore, this client category is largely influenced by the stores' setting. Thereby, Lombart and Labbé-Pinlon (2005) find that certain decorating variables are considered as « hooks » for these browsers justifying their behavior and presence in a store. Thus, Filser (2003) considers that the buyer is confronted to several elements that appeal to emotions and symbolic evocations.

2.1 Browsing behavior antecedents:

Lombart and Labbé-Pinlon (2006) identified two types of variables: a) Personal variables: the consumer attitude towards the point of sale, the time available, and the involvement of the product in its category . b) Situational variables: perceived environment from the point of sale, possible interactions. On the other hand, the contribution of Bloch and Richins (1983) argues that the foraging behavior was strongly explained by the level of interest by the customer for the product category.

2.1.1 Personal Variables:

Searches of Lombart and Labbé - Pinlon (2006) suggest that the behavior of browsing has a number of antecedents related to consumer namely : His attitude, time and the involvement with the product category. For the involvement of a product and according to Derbaix (1987) it characterizes the relationship between a person and an object . And according to Strazzieri (1994) , several definitions have been assigned to this concept in the variables that interact and scope. The best known for the involvement in the definition is given by Angel and Blackwell (1982): This is the extent of the personal relevance of the decision to purchase, to the advertising or product for the individual, in terms of its core values , its aims and self-image. " In addition, according to Rothschild (1984) " The involvement is a condition of unobservable motivation , excitement or interest. It is created by external

variables (the situation, product, communication) and internal (self, values). It causes some behaviors: some forms of research product, data processing and decision making. " We will focus on the definition that addresses the involvement of the product in its category, the study as an explanatory variable behavior browsing. In this regard, the interest will be translated by a simple information retrieval, leisure activity and not the act of purchase itself. Furthermore, the work of Amine (2005) states that the implications are 2 types as follows: Sustainable involvement of the individual: it represents the importance, the centrality of this class in the eyes of the consumer. Situational implication created by the context of purchase or consumption, its importance of greater importance for its risk on performance. In addition, the level of contextual implication motivates consumers to search more accentuated information, use a variety of sources and to consider more effort and time. Note also, according to Amin (2005) that the situations with a strong involvement which the consumer is exposed, are: -New products, -Products associated with high hedonic value (leisure product, Products associated with high financial risk (car, house), Product associated with a strong symbolic or social risk (clothing), Products associated with a high risk of performance (PC), Products associated with a significant physical risk (baby food), Otherwise (low involvement), the consumer spends little time, little money, some physical and mental effort to make his choice. It usually uses a pattern stored in memory it will take to solve an everyday problem or a purchase virtually automatic. For the second antecedent of browsing behavior namely the attitude, Lendrevie and Levy (2013) aims that it's "tendencies or predispositions relatively stable to assess or act a certain way in the face with an object (message, product, business, event, person, etc.). " There are three components of an attitude namely the cognitive component (beliefs), affective component (feelings) and conative component (tendency to act). Cognitive factors relate that knows or know the individual grows on product, all information about the object assimilated through experience direct or indirect. The affective elements include the proven against Product feelings or brand, oriented positively or negatively evaluated. The conative elements consist intentions proven action in respect of the mark (test purchase), following the assessment without necessarily being crowned by a concrete action. On the other hand, Allport (1954) suggests that attitude is an unobservable mental state exercising influence " directive and / or dynamic on the responses of the individual" to all situations or objects with which it comes in contact. Moreover, Limayem (2006) class attitude as a factor "internal to the individual" which influences his behavior. Indeed, with attitude, consumer behavior can be described, understood and accurate. " The browser without visiting stores for future purchase is deeply implied by the variables constituting the attitude. Cognitive is motivated by the fact seek information and discovery. His emotional states his annoyance or acceptance of the place or of the

observed product and conative aims to achieve the consequences of foraging behavior. Similarly, in a numerical concept, the user visits a website is guided by these variables that push to approve Foraging behavior by atmospheric variables of the site.

2.1.2 Situational Variables :

Lombart and Labbé - Pinlon (2006) have shown that foraging behavior is explained apprehended by a situational variable into its three main dimensions, namely: Factors atmospheres: include all variables related to the characteristics sound, olfactory, visual and tactile. Design: efforts on arranging the point of sale, access to products, displacement facility. The social environment: reference to the personal store, availability, friendliness, helpfulness. In addition to other customers on the premises sales. These variables explain the foraging behavior and justify reactions present consumers at the point of sale. This involves a variety of responses depend on the consumer and the situation he saw. We will therefore examine its various types of responses.

2.2 Browsing behavior Consequences:

According to Lombart (2004), some distributors encourage browsing behaviour and ensure that this category is present in their stores by their role of " leaders opinions "and" advisers products. " In Fact, Bloch and Richins (1986), Lombart (2001) and Lombart, Labbé - Pinlon (2007) cited several classifications affects browsing behaviour. We will focus on impulsive purchases, time, level of satisfaction, the actual reactions, mouth ear, future purchase intention and subjective expertise.

2.2.1 Impulse Purchases:

Early definitions of impulse buying characterize this concept that is a simple purchase unplanned (Kollat and Willet 1967). As on turn, Rook (1987) defines this concept as a situation where " the consumer feels an irresistible urge to buy something immediate way. This pulse is complex hedonic level and can give rise to emotional conflicts.

2.2.2 Time spent:

Another short-term consequence of browsing behavior is the waste of time in a point of sale. According to Lombart and Labbé - Pinlon (2007), when the consumer exercises his browsing behavior happen more in time. This behavior is explained by the acceptance and enjoyment of the premises to be there. Moreover, Hetzel (1996), stressed that the purchase decision is explained only by the time spent by the consumer. " In other words, Lombart (2004) states that the time spent can be also explained by the atmosphere and the physical environment of a place to raise sales consumer interest and pushes to spend time there.

2.2.3 The level of satisfaction:

According to Solomon (2007), satisfaction is "often determined by the degree of correspondence between product performance and consumer expectations. " This is

the Overall consumer sentiment after purchase, it is influenced by many factors related products : price, brand and performance. Moreover, Lombart (2004) considers the level of satisfaction as a short term result of foraging behavior . It can be proven to products, offers the point of sale or even the seller. Similarly, Amine (2006) suggests that "the concept of satisfaction plays a crucial role in the decision making process to the extent that it affects buying behavior and future consumption of the individual. " .

2.2.4 Affective reactions:

According to Batra and Ray (1986), the emotional can be expressed in terms of " feelings, impulses, emotions, moods ... ". In another context, the browser may experience sensations instant emotional response to its presence in a point of sale translated in terms of short-term satisfaction , transformed into long-term loyalty . Indeed, the consumer reaction to the atmosphere of a point of sale can be negative or positive depending on the level of pleasure or stimulation.

2.2.5 Word of mouth:

According to Solomon (2007), much of the information exchanged between business customers consist of word of mouth . These "informal" information is deemed more reliable than the conventional communication channels of marketing. In addition, studies by Solomon (2007) on consumer behavior state that the " word of mouth " of others is considered " sometimes more powerful " than ' own perceptions. " Indeed, the mouth appears " powerful " when the rate information collected from consumers is very low. So the consumer starts talking about itself to generate more information likely to strengthen as choices to make or have made. Therefore, Solomon (2007) suggests that the mouth is often favored by a number of factors including: A commitment to a particular product / brand that brings love to talk, A rather special one in a given product competence, A "sincere interest" of the person to his interlocutor, for good or for a purchase of good product and a gain of money, Word of mouth can be negative , it is called "rumors" as it can be positive and speaks of " guerrilla marketing " or "viral marketing."

2.2.6 The intention of future purchase:

This is the only consequence of browsing on long term, according to Lombart (2005). Indeed , the consumer evokes after a successful foraging behavior intention to make a future purchase . In addition, understanding the future is not only in terms of purchase directly but also an opportunity to return to these places for a recreationnel goal: browsing . According to Morisse (2003), online car sales is explained by a consumer obviously influenced by the involvement of the product. Its intention to purchase will depend on future information collected. Therefore, a site visit showrooms bring more emotions experienced. So the websites of dealers must comply with these conditions to get closer to the prospective client of these sensations.

2.2.7 Subjective expertise:

Lombart and Labbé-Pinlon (2005) verified that there is a significantly relationship between foraging and subjective expertise. Indeed, the browser by the fact of its successive visits to a place of sale acquires a wealth of information on the store and products. This involves the accumulation of information collected and develop even higher level of subjective expertise. The following diagram explains the variables that interact to create contexts of expertise. Bouchet (2004) suggests that managing a retail space, with some strategies "dramatization" and "Rationalization" of the store pushing to create a framework of participation with programs sensory. This clearly verifies the formation of expertise.

3. ONLINE BROWSING BEHAVIOUR: TOWARDS A CONCEPTUAL APPROACH

According to Danaher et al (2006), the website is assimilated to a virtual store in which sellers and buyers exchange relationships. Research on the impact of the atmosphere of a website on the surfer's behavior present a large exploitation field. Indeed, several studies were focused on emotional and behavioral responses of the consumer in a website but not on the latter's browsing behavior. At this stage, our study seems interesting in the sense that it will provide the advantages that explain online browsing behavior. As it has already been announced in the previous section, the browsing behavior—in its traditional frame (such as real commerce)—has antecedents and consequences. (Lombart, 2001; Lombart and Labbé-Pillon, 2005). As we are oriented towards the digital world, we will demonstrate that this behavior is explicable online. We will try to conceptualize this notion by defining the behavior, its antecedents and consequences. Consequently, it is convenient to propose a definition of the online browsing behavior that actually consists in surfing a website without the intention to make an electronic purchase. It is rather for distraction, discovery and data collection purposes. This visit is oriented by the atmospheric variables of the site that trigger the surfers' interest and drive them to spend more time navigating.

4. ROLE OF THE WEBSITE ATMOSPHERE

Several studies jellified the atmosphere of a store by considering it a whole that cannot be dissociated in order to analyze the role of each variable. (Daghrir and Frikha, 2010). The difference between the signboards is not only established through the proposed goods, the price levels, the promotion operations or their placement (Baker et al, 1994). The growth of exchange volumes via the net is highly attributed to the content of this medium. It has become more used, familiarized, accessible and less expensive. On the other hand, the view of Alba et al (1997) stipulates that electronic commerce enjoys 3 aspects that are completely different from commerce in a real store.

We here speak of: - A narrower view through the windows. - A more “compressed” Client-Product distance and duration of the visit and observation. - More control of the information and volume in the sites by the surfer. Besides, to understand the psychological factors that affect the use of the web is essential. This allows us to consider the effects of a website on attracting a higher number of surfers. The literature review reveals that the motivations of the e-client to buy online are principally: comfortable use, large choice of products (Javenpaa and Todd, 1997), competitive price and easy access to information (Liuard, 2005). Nowadays, using the web for data collection and exposition to atmospheric variables of a website presents the complementary process of an eventual decision making in a real store. The purchasing environment and its variables are involved in the decision of the consumer be it favorable or not, and in the case of satisfaction or dissatisfaction. This table allows to explain a typology of web sites :

Type of Site	Characteristics	Examples
corporate website	Presentation of the company to all parties (stakeholders , particularly investors and future employees.) Content: Corporate values communicated releases, annual reports, etc.	Bongrain.com
Relational Site	Presentation of all products offered by the company (multi-brand) around a unifying theme (home, health, etc. .) Content: Quizzes , games, information , guides, access to loyalty program etc ...	"Danone advice ", " Tour paste" Henkel
Promotional Mini-site	relaying a promotional advertising partner of major , during a launch , a change of identity, a major birthday, etc ... Content , games ,	"Dream Child " on the occasion of 40 years of Nutella , all beauties Dove Campaign

	video and commercials, etc ...	
Tribal Site	Description of site and the mini segment individual customers or a tribe . Content: more horizontal communication between clients, specific offers	Tremer.com
Commercial Sites	site offering products for sale	Lancome.fr

4.1 Readability

Defined as the capacity of the surfer to read and distinguish the components of a website. This important variable is counted among the first steps in organizing a website and occupies a significant role in the latter's acceptance/refusal. Browsing is certainly a recreational behavior with no intention of buying, it is also practiced online. The components of this medium encourage this behavior thanks to the surfer's complete management of the human-machine interface.

4.2 The Design of a Website

Considered as the second variable of a website atmosphere retained by our research, it is defined as being the variable that guides the consumer through the website. We here speak of elements that provide comfort. These variables are also sub-divided into underlying variables which gives us the design that aims at facilitating the search.

5. RECOMMENDATIONS FOR EMPLOYING ONLINE BROWSING BEHAVIOUR

Managers of stores with websites need to develop strategies and actions can achieve encourage foraging behavior online to enjoy its benefits. We then propose the following set of recommendations: - Managers must take into account the importance of the visual quality of websites that launches online. Readability and design are two levers by which they can test the effectiveness of the site. It is absolutely necessary to be wary of websites designed for a quick and tasteless. Indeed, according to experts in the field, the continuity of navigation of a website is found in the first 3 minutes of browsing. So, the higher the site is online in a professional manner, the greater its chance of being accepted by the user is high. - Managers will have the double advantage to attract browsers to their webpages: they will later messengers of the brand or brands as they can attract other browsers. - The e-browsers are mainly related to recreational purpose, the information search and discovery. Future designs

websites should consider these factors in order to ensure easy access to the Internet. Their detection is practically feasible since these sites can integrate within the pages of required fields that provide guidance on the design of the site and the degree of satisfaction of visitors. This process essentially satisfaction aspects availability of information, facilitated research and design of the site. - In an electronic concept, current trends followed by designers websites are integrated tool control and navigational aids within the site called "virtual agent." It is usually an imaginary character who lends visual brand identity or simply a character who plays the role of assistant to the navigation. Under detect electronic browsers, agents will be more useful and even cause a discomfort. - It would be advisable to avoid the fields to be completed by the visitor asks for basic information about the brand or the product. In this regard, we recommend marketers to promote the presence of e-browsers through integration tools that will seek the one hand and helps to vary the nature of website visitors on the other.

6. CONCLUSION

Studies on browsing behavior essentially concerned the physical environment. However, in the past few years, with the evolution of e-commerce, a new behavior was born: that of online browsing. We here speak of a navigation behavior with no purchasing intention, the purpose of which is purely recreational, linked to atmospheric variables of the site that lead to extend the time of the visit and to recommend it in case of acceptance. The impact of the atmospheric variables of a website requires deeper research explaining the importance of the study of online consumer behavior. In fact, the divergence of certain authors regarding the surfer's online behavior, and more precisely browsing, the lack of research on the links between browsing behavior, atmosphere of a website and lack of clarity in the study of the surfer's behavior require deepening the study of certain links notably between online browsing behavior, its antecedents and consequences. We have studied the online browsing variable based on the studies of Bloch and Richins (1983); Lombart (2004), Lombart and Labbé-Pinlon (2006) and Lombart and Labbé-Pinlon (2008) who state that such behavior signifies the examination of a product without a purchasing intention. It is only the informational and recreational objectives that count for the person who is principally guided by the atmospheric variables of the real store. From this perspective, the proposed conceptual model aims at giving a possible vision of the relationship between online browsing behavior, the atmospheric variables of a website, and subjective expertise as a non transactional consequence of such behavior. One of the major contributions of this paper derives from the encounter between two non explored fields which are online behavior and electronic commerce.

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