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# Online advertising and consumer behavior in Tunisia

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**Abstract** - The aim of this study was to present new mediating and moderating variables in the relationship between online advertising and purchase intention as well as visiting the store. Therefore, a qualitative study of 17 Tunisian Internet users was conducted (semi-structured interview). Results showed that the lifestyle change and the disposition to visit the store are the mediating variables between these consequences and electronic advertising (purchase intention and visiting the store). Furthermore, the involvement with the product is the moderating variable between e-advertising and lifestyle change, including disposition to visit the store.

**Keywords** - online advertising, purchase intention, visit the store, mediating variables, moderating variables

## Introduction

Currently, with the development of information and communication technologies, electronic advertising is a means of modern communication and widely used by businesses. There is even "the trade pillar of the Internet network today"<sup>1</sup> and a perfect way to ensure the promotion of products or services offered in a website<sup>2</sup>. In fact, online advertising is

An Internet-based process by which advertisers communicate, interact with and persuade online users in order to position a brand, which allows a company to promote both consumer awareness and preference in a customized and personalized way, and to decrease the time needed to make a buying decision (Hanafizadeh et al., 2012).

Thus, companies are focusing on the effectiveness of their online communication strategies to increase electronic purchasing of their clients. Hence, marketing researchers showed that business investment in the area of electronic commerce and media via Internet have increased as well and in a regular manner<sup>3</sup>. For example, in Western Europe, spending on electronic advertising will reach, in 2018, 42.29 billion dollars<sup>4</sup>. In Tunisia, online advertising, a means of fairly recent marketing communication, is a surging tool and online advertising spending will continue to grow from 698.10 dollars in 2007 to 2.617.86 dollars in 2015<sup>5</sup>.

Indeed, the theory seems to evolve regarding the online advertising effect on the off-line behavior, and focuses more on the impact of online behavior. Various studies have concluded that there is a significant effect of online advertising on online consumer behavior. In fact, like other media, Internet advertising allows the improvement and the increase of cognitive reactions like memorizing (Ellis-Chadwick and Doherty, 2012; Tanveer and Changhyun, 2014), attention (Hamborg et al., 2012; Gopal et al., 2011) and unconscious (Yoo, 2008). Similarly, the affective consequences are the attitude toward advertising and brand attitude (Hamborg et al., 2012; Porta et al., 2013; Lohtia et al., 2007). Online advertising causes, also, behavioral effects such as increased click-through rates and increased online purchase intention (Hamborg et al., 2012; Gopal et al., 2011; Aksakallý, 2012).

It seems that managers tend to focus on increasing investment in e-marketing and online advertising. The results of e-commerce performance do not follow equals the importance of spending on Internet advertising. The numbers are still unsatisfactory for companies in terms of development of electronic commerce, particularly in developed countries where people

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<sup>1</sup> *La publicité en ligne.* (2017). Available at : <http://tpepubliciteenligne.blogspot.com>.

<sup>2</sup> *Introduction à la publicité en ligne.* (2017). Available at : [www.commentcamarche.net](http://www.commentcamarche.net).

<sup>3</sup> *La publicité en ligne.* (2017). Available at : <http://tpepubliciteenligne.blogspot.com>.

<sup>4</sup> *Europe : chiffre d'affaire de la publicité en ligne.* (2015). Available at : <http://www.journaldunet.com/ebusiness/publicite/europe-ca-publicite-en-ligne.shtml>.

<sup>5</sup> *Tunisie : avec 479 md les opérateurs télécoms premiers investisseurs en publicité en 2015.* (2017). Available at: <http://www.businessnews.com.tn>.

actually practice the electronic purchase. A study of *Leadformance agency* displayed that 82% of sales are made from the point of physical sales against 13% from the web<sup>6</sup>. In the US, online sales account for 7% of total retail sales<sup>7</sup>. In Tunisia, electronic sales are weak or almost non-existent because the e-commerce hardly still. Only 2700 companies have websites<sup>8</sup>, which is low enough relative to the electronic market in developed countries. In addition, the consumer is not used to buy online.

Thereby, we can determine the existence of a high probability of occurrence of complementarity between the Internet as a communication channel and traditional distribution channels (physical store). It seems that online communication involves not only an increase in electronic purchases, but it can increase sales in the usual shops (sales point). In France, around 64% of "shoppers" feel it is best to retrieve the product at point of sale following a purchase from the company's website<sup>9</sup>. In 2011, the great majority of offline purchases yet included online search elements<sup>10</sup>. In 2020, 53% of purchases in the physical store in Europe will include research on web<sup>11</sup>. Therefore, it will be interesting to study the implications of electronic communications in the context of buying off line (real).

Indeed, the researchers in the virtual context have addressed the influence of online advertising on consumer behavior. This is a logical result especially with the advent of the mobile net, which contains around seven billion subscribers worldwide in 2014<sup>12</sup>. Similarly, online advertising has one of the sources of online information to make an electronic purchase following advertising forums, information on the websites of manufacturers and information in e-shops (Stolecka-Makowska, 2013).

However, the literature does not seem to bear interest at the impact of electronic advertising on offline behavior of consumers. There is no evidence that there have been studies measuring the effect of this variable on the off line purchase intent and actual tour of the store. Therefore, firstly, and in the light of the model of hierarchy of effects, online advertising relationship and intend to purchase offline and the visit to the store can be emphasized. The originality of this study also lies in taking into account new mediating variables, namely, "disposition to visit the store" and "lifestyle change". In literature, the mediating variables of online advertising effect

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<sup>6</sup> *Echanges ROPO au salon e-Commerce 2010*. (2017). Available at : [www.ropo.fr](http://www.ropo.fr).

<sup>7</sup> *E-pub en USA en 2010*. (2011). Available at : [www.journaldunet.com](http://www.journaldunet.com).

<sup>8</sup> *Commerce électronique en Tunisie: Un chiffre d'affaire infime 70 MD*. (2017). Available at: <http://www.babnet.net/cadredetail-86483.asp>.

<sup>9</sup> *Acheter en ligne et retrait en magasin, quelques chiffres sur les attentes clients*. (2017). Available at : [www.ropo.fr](http://www.ropo.fr).

<sup>10</sup> *L'effet ROPO : mesurer, chercher et détruire*. (2017). Available at : [www.retail-intelligence.fr](http://www.retail-intelligence.fr).

<sup>11</sup> *En Europe, les achats de Noël en ligne représenteront 20% du commerce en ligne en 2015*. (2017). Available at: <http://www.himediagroup.com/blog/tag/ventes-en-ligne/>

<sup>12</sup> 3-milliards-d-utilisateurs-d-internet-fin-2014. (2017). Available at : <http://www.lemondeinformatique.fr/actualites>.

on online purchase behavior are the attitude toward advertising in general, the attitude towards online advertising and the attitude towards brand (Wang and Sun, 2010; Martin et al., 2008).

Moreover, the available literature directs us to the proposal of involvement with the product as moderator, as described in numerous references specifying the important role of this construct (Merabet and Benhabib, 2014; Sun et al., 2010). The moderating variables presented in the literature are "gender and experience" (Merabet and Benhabib, 2014). The results of previous researches showed that involvement with the product plays a moderating role between advertising in media like TV, radio, print and outdoor advertising and its consequences such as attitudes (Merabet and Benhabib, 2014).

In conclusion, this research is a current academic research focusing on measuring the impact of online communication. It proposes to overcome the general question: What is the online advertising effect on the behavioral responses of Internet users in terms of off-line purchase intent and actual tour of the store?

## **Methodology**

The literature is experiencing a patently obvious lack for our research problem, hence the need for exploratory qualitative approach to "understand the nature of the forces that explain behavior" (Giannelloni and Vernetto, 2012 : 74), i.e. the motivations and brakes (Giannelloni and Vernetto, 2012; Evrard et al., 2003). To this end, qualitative research considered as part of this work will make possible the implementation of two tasks:

- Develop and enrich a theoretical model by identifying the factors explaining the effect of advertising on actual consumer behavior. This model must explain the different types of direct and indirect relationships between online advertising and the impact on consumer behavior (variables mediating and moderating effects).
- Develop measures for each feature identified in the model. Consumer responses are the items needed to construct measures that form the basis of the quantitative study.

For this investigation, the individual interview will be privileged to other qualitative research techniques (group meeting, observation ...). Our choice is justified by the fact that "the interview is the easiest way to approach a consumer and that this qualitative investigation is better to understand the springs of human decision" (Giannelloni and Vernetto, 2012 : 95). In fact, we try to deepen us in the context of the consequences of online advertising. There will be an attempt to precise understanding of the implications and motivations. In other words, the main objective is to understand the mechanism or the consumer decision process. The interaction between the members and the existence of a leader in the discussion can help to have the maximum possible information. This study will try to determine the exact structure of the different constructs that will furnish the research model.

Our choice will bear specifically on the semi-structured interview which appears to us to be the closest prior art. This is explained more by the fact that it stands as the most used tool favored by researchers in management and particularly in marketing (Giannelloni and Vernetto, 2012;

Evrard et al., 2003). Similarly, this type of interview allows for the investigation in question in a quick manner (Giannelloni and Vernetto, 2012; Evrard et al., 2003). To perform this interview, we must first develop a guide interview. In the guide, the researcher fixed a set of questions that will guide him in the conversation with the participants. In other words, these guidelines will be bases or axes on which the researcher will get well-identified and specific results on the aim topic will be obtained (Ladwin, 1996). The interview guide used in this study consists of four phases that cover the introduction, centering, deepening and conclusion.

In the introductory phase, there will be a presentation of three key points. The first features are the presentation of the purpose of the interview (Pellemans, 1999 : 122). The aim in our research is exploring the impact of e-advertising on off line behavior of the consumer. The second point is interested in how the information provided will be used (Pellemans, 1999 : 122). The respondent must know that their responses will be used as part of scientific research. Subsequently, there will be a presentation of questions on general online advertising. At the center stage, consumer replicas revolve around different constructs and measures of e-advertising.

In deepening part, the questions will be used to construct the research model. There will be, firstly, accurate different consequences of Internet advertising in the real context of the consumer. On the other hand, the answers will help to clarify the links between the different constructs of research. Thus, identification of mediators and moderators links will be performed. The last part of the guide will be in the form of finding, where there will be a consumer's thank for his participation in the interview (see Appendix A).

In qualitative studies, despite quantitative studies, the sample size is not large enough. There is no general rule setting the appropriate number for a qualitative study and there is a discrepancy in the suggestions of researchers about this point (Pellemans, 1999 : 122). Researchers suggest that the number of interviews to be carried must be less than seventy (Dayan,1999). Others show that this number should be between ten and thirty (Ladwin, 1996; Giannelloni and Vernetto, 2012). In general, the number of interviews will be linked to the satisfaction of saturation criterion (Giannelloni and Vernetto, 2012). Indeed, if the researcher finds a similarity between the responses of participants, it must stop to make new talks and proceed with the interpretation.

Regarding the sample characteristics, marketing researchers show that it is better to have a diversification between lines of respondents to have the maximum information and answers (Giannelloni and Vernetto, 2012; Evrard et al., 2003). Therefore, there is not a precise sampling method presented in the literature for qualitative studies. Indeed, taking into account the recommendations of the authors mentioned above, diversification in the profile of respondents, to the maintenance of this research guide, will focus on the following criteria: age, gender and professional category. The one common trait that must have each participant is that it is Internet user.

Following completion of the interviews, at this stage, the researcher must interpret and make summaries from the responses of the participants (Pellemans, 1999). Considering previous

research, the method of content analysis is the most appropriate for our research. The use of this method of analysis is justified by the following reasons:

- The objective of this analysis is to find an answer to the question "why?" (Giannelloni and Vernet, 2012; Pellemans, 1999). Indeed, this analysis allows knowing the motivations of respondents to adopt a well-defined behavior. For this research, we try to know the consequences of online advertising in the context offline. There will be an attempt to precise understanding of the implications and motivations.

- Content analysis is "superior in objectivity, in rigor and precision (the results are, remember, quantified): his superiority is also expressed in terms of deepening the information since treatment implemented allows to fully exploit the rich content of the raw data "(Pellemans, 1999 : 169). In this research, we want to achieve the goal of deepening in the subject of online advertising. In spite of researches studied before, the key of the present work is to try to add new aspects to the previous results. Indeed, the theme of online advertising is well developed and supported by this literature. We just want to improve this literature by studying the role of electronic advertising in a context other than virtual.

There are six steps of content analysis. The first is the interview transcript. In this step, the transition to a copy of each interview treated in Word format is designed to be used as database. The second step concerns the choice and accuracy of the analysis unit. Indeed, taking into account the aforementioned work, the choice of unit of analysis differs depending on the type of content analysis (syntactic analysis, lexical analysis and thematic analysis) and according to the research objective. Thus, in our study, the use of thematic analysis is recommended as long as we seek to build proposals and measures respectively for links and built with no bases in the literature. Moreover, this approach is most commonly used in marketing research than the other two forms (see table below) (Giannelloni and Vernet, 2012; Evrard et al., 2003).

**Table 1: Type of Content Analysis**

Type	Unites	Example of indicators of quantification
<i>Syntactic analysis</i>	Words, phrases	Structures of speech Eg : time, verbs fashion
<i>Lexical analysis</i>	Words, phrases	Nature and richness of vocabulary Eg : frequency of occurrence of words, association frequency, average number of sentences with words
<i>Thematic analysis</i>	<b>Sentences, paragraphs, themes</b>	<b>Cutting theme</b> <b>Eg : frequency of appearance themes, association frequency</b>

**Source :** Giannelloni J. ; Vernet E. (2012). *Les études de marchés*. 2<sup>nd</sup> Edition, Gestion, Vuibert.

The third stage of content analysis is the construction of the grid, in which, we decompose the content of the interviews taking into account the units of analysis. According to the literature, the fourth stage (thematic analysis) consists of two types of analysis namely vertical and

horizontal analysis. The first is an intra-interview analysis (Giannelloni and Vernetto, 2012). The researcher must analyze the pattern of occurrence of themes for each interview. In the second analysis, cross analysis allows the researcher to analyze the theme of the appearance of design concerned by all interviewees (Giannelloni and Vernetto, 2012). By achieving these two types of analysis, the researcher gets a grid that consists of the main themes and sub-themes discussed by the participants. This division is made taking into account the degree of similarity between the words, the degree of repetition of words or phrases from one interview to another (Giannelloni and Vernetto, 2012). Quantification is the fifth stage of content analysis. In this step, we try to make measurable qualitative data. Thus, we need to calculate the occurrence frequency of a theme, a word or phrase. In other words, there will be a clarification of the themes, the most frequently quoted and interesting phrases or words for participants. By definition, "the frequency of occurrence is to count the number of times the same category (words, phrases, theme) was mentioned by one interviewee (vertical analysis), or all of the interviewees (horizontal analysis)" (Giannelloni and Vernetto, 2012). The researcher must use the following formula (Giannelloni and Vernetto, 2012):

$$\textit{Frequency of occurrence} = \textit{number of times i is the category referred} / \textit{total evocations}$$

The calculation of frequencies will be the basis of selection of items measuring different constructs. Indeed, "the frequencies calculated based on the horizontal analysis allows comparison, on all the respondents, of different weight categories. In other words, we want to know what words, phrases or themes that comes up most often among interviewees"(Giannelloni and Vernetto, 2012: 117). The detailed results are shown in Appendix B. The last step is the drafting of a summary report. In this report, we state the propositions of our research and the selection of items for measuring scales for each variable is identified. We describe the details of these points in the following titles.

## **Results**

Using the results of previous research and crossing them with the results of the qualitative study, we can offer the research propositions and the measurement scale of constructs.

### **Propositions of research**

Using the results of previous research and crossing them with the results of the qualitative study, we can expose the consequences of e-advertising on offline consumer behavior. These constructs are: visiting the store, available to visit the store, lifestyle change and purchase intention.

#### *The lifestyle change*

In marketing, many researchers have proposed lifestyle as an explanatory built of consumer behavior (Sathish and Rajamohan, 2012; Strazzieria, 1994). Indeed, in marketing, variable lifestyle is a key antecedent for explaining the decisions of the customer in terms choice of product to buy, the brand choice and the choice of communication media (Wind and Green,

2011). Thus, this concept is defined as "the overall result of the system of values of an individual, attitudes and activities and its mode of consumption" (Valette-Florence, 1986).

Researchers confirm that several builds may be involved in choosing the appropriate way of life for every consumer (Valette-Florence, 1986; Samuelsen, 2006). In fact, these constructs have a significant effect in the consumer's decision to change and change his lifestyle. Among these features, there are socio-economic, cultures, peer pressure, exposure to communication media, demographic variables ... (Valette-Florence, 1986; Valette-Florence, 1986). For example, the age of the consumer directs the choice of lifestyle. In other words, the way of life of older people is completely different from the one they had before (Valette-Florence, 1986, Samuelsen, 2006).

Following this principle, it seems interesting to propose a new construct named «lifestyle change" that we will try to enslave from the qualitative study. The constitution of this concept seems to be interested and easy if we consider that there is a strong correlation between the concept of change and the lifestyle. Indeed, the fashion concept of life is an unstable built and constantly changed because of the existence of a set of predictors. The concept of change is defined as "any observable change in time, which affects, in a way that is not a temporary or ephemeral, a structure or function of the social organization of a community, and changes the course its history "(Molino, 1998). Using these arguments, and the results of the qualitative study, the variable lifestyle change can be defined as "the will of an individual or group of consumers to change the way of living, being and thinking".

In this context, the lifestyle is a concept widely used and studied in marketing communications since it influences the choice of the form of communication and the treatment of various marketing communication forms (Sathish and Rajamohan, 2012; Valette-Florence, 1986). Indeed, the lifestyle will guide the company to apply the approach of individualized marketing. Therefore, this customization will be a goal to achieve in the development of the communication strategy. In other words, the information presented in the advertising message is a result of lifestyle analysis of each segment. In fact, the commercial was developed in recognition of the components of the lifestyle of a consumer. Similarly, lifestyle buyers guide allows the company to choose the media (television, radio, outdoor advertising, internet and the press) in which the advertising message will be broadcast. In fact, the manager must know the value of each media from one segment to another and from one culture to another (Sathish and Rajamohan, 2012; Valette-Florence, 1986).

In these circumstances, we believe that the information in the advertisement may cause a change in the lifestyle of the target in question. This idea is confirmed as professionals showed that "in trade and in advertising, a way of life becomes a marketing target that commercial attempt to target to approach the best consumer needs and desires of this particular population"<sup>13</sup>. Advertising should have the effect of creating easily the consumer image of a good

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<sup>13</sup> *Mode de vie*. (2017). Available at : [fr.wikipedia.org/wiki/Mode\\_de\\_vie](http://fr.wikipedia.org/wiki/Mode_de_vie) .

life using the product or service. The researchers revealed that advertising promotes consumers desire to improve their lifestyle (Zinkhan, 1994).

Following this idea and examining participants' responses, there is a revelation of the existence of a relationship between online advertising and change of lifestyle. Indeed, the importance of online advertising to the users may push them to take the decision to change and improve their lives by acquiring the product or service. Compared with previous research, the direct consequences are attitude toward advertising and brand attitude. Thus, the existence of this relationship between online advertising and the change of lifestyle is clearly identified. For example, "Yes, being interested in advertising, I want to change and have the new product. I want to be fashionable if the product I like still have the ability to convince others in my discussions after using" (Participant 3). "I am with the change of behavior in the light of publicity. I like all that is updated and modern product for use in my daily life and to reduce the routine in life" (Participant 12).

**Proposition 1:** *Online advertising proves generate an effect on consumer willingness to change to improve his daily lifestyle.*

#### *The visit of the store*

"The point of sale is no longer considered only as a place where the consumer goes shopping "but also as a place of social life, discovery, walking and relaxation" (Filser, 2004). In other words, the consumer considers a store as a place where he can live several experiments. The first experience is associated with the possibility of a physical sample of several products with different features. The second concerns the other guests met with whom consumers can enter into discussion and interact after contemplating their behavior. The third experiment concerns, firstly, the opportunity to meet members of the sale force from companies regarding the products in the store in question and collect useful information to make its procurement decision (Lombart,2004; Lombart,2007).

Further, the different modes of visiting the store are: browsing, shopping search, shopping and window-shopping (Lombart,2004; Lombart,2007). This variety of mode can be explained by differences in motivations. Indeed, consumers can visit the store to find the information, for fun or to make a purchase (Bouchet, 2004; Lombart, 2004; Lombart, 2007). Browsing is visiting a store to spend time and achieve a new experience. Shopping is a business activity of a set of stores where the consumer has taken forward the decision to buy a well-defined product. Shopping search is visiting the store for the collection of information. The window-shopping is the activity of visiting the store without the need to enter the affected area (Lombart, 2004, Lombart, 2007).

The researchers showed that the common consumer chooses a selling point well determined by lifestyle (Lombart, 2004). For example, people who are not interested in fashion do not go the usual manner outlets. On the contrary, those, who like to follow fashion, visit stores several times to be still current with new products on the market. In addition, for the elderly, certain elements of their lifestyles can be predictors of their visit to the store and attendance decisions, namely: the status of the retired and the dependency criterion (Guiot, 2006).

In this sense, we can say that this strong correlation between lifestyle and visiting the point of sale allows identifying the existence of a significant link between the lifestyle change and the decision to visit a store. Taking into account the results of the qualitative study, participants showed that their decision to visit the store is related to their desire to change their lifestyles and meet their needs. For example, " I automatically visit the store to satisfy my need for the new product and verify the information in advertising " (Participant 6). "I usually visit the stores to see the new product and satisfy my desire to change" (Participant 12).

**Proposition 2:** *The change in consumer lifestyle seems influences the visit of the store.*

### *The disposition to visit the store*

By definition, "dispositions generally are viewed as tendencies to respond to situations, or classes of situations in a particular, predetermined manner" (House et al., 1996). In marketing, the disposition has often been a predictive and explanatory variable of consumer behavior (Taylor, 1979, Grace, 2005). For example, the disposition towards satisfaction, disposition to trust, environmental disposition and disposition to purchase products stocks have proven their effects on consumer behavior (Grace, 2005, House et al., 1996, Taylor, 1979). Commonly, the arrangement is a history of the purchase decision, the perceived risk of social influence, attitudes, preference for the brand, satisfaction, purchase intention, word of mouth and the perception of the quality of products/services (Burns and Bowling, 2010; House et al., 1996; Taylor, 1979).

From there, and in the light of these arguments and the results of the qualitative study, it seems interesting to present a new building that we call "the disposition to visit the store" and to study its effect on consumer behavior.

Indeed, as mentioned above, there are different modes of visiting the store, namely: browsing, shopping search, shopping and window-shopping. This variety of mode can be explained by differences in behavior. This behavioral difference may indicate that there are more sensitive consumers than others are, in terms of the decision to visit the store. In other words, a group of individuals can easily make the decision to visit the store while other individuals cannot (Burns and Bowling, 2010; House et al., 1996; Taylor, 1979). Everything depends on the specific trends of each other to invest in the business activities of the stores. Thus, we can consider that some people are just predisposed to make this decision while others are less so or not. We can then propose to define the disposition to visit the store as follows: "the disposition to visit the store is defined as the tendency of the consumer to make a visit action to point of sale in order to achieve a definite goal."

In this context, taking into account the results of the qualitative study, attention to online advertising can cause among some consumers the idea of visiting the store and adopting the visit modes identified in the literature. In fact, most users pay attention to the e-advertising and it arouses their interest; they will have a favorable predisposition to carry out a visit to the outlet. This visit will be essential to confirm the information in advertising and eventually make a purchase.

Therefore, it is possible to consider that the provision built to visit the store is a second direct consequence of the effect of electronic advertising. For example, I have the will to direct me to the point of sale because I am convinced by advertising ": responding 4. " I consider the visit of the store is very useful to verify the information published online": responding 8.

**Proposition 3:** *Online advertising seems to influence the consumers' disposition to visit the store (or the point of sales) to verify the information content in this communication.*

Moreover, the disposition to visit the store can also be a history of the business decision. The review of the literature reveals that no research has confirmed or denied this relationship. Nevertheless, the researchers theoretically validated the effect of the provision on the selection and attendance at a point of sale. For example, the environmental dispositions, as well as personality traits, direct the consumer to achieve certain reactions in his daily life (Taylor, 1979).

"Environmental dispositions essentially refer to environment related personality traits, which guide man's transactions with his physical environment, hence, shaping his attitudes and behavior toward physical settings" (Craik and McKechnie, 1977: 147). The physical environment refers to the chosen house, the visited mall, etc. Thus, this disposition is a determinant of the behavior of an individual in choosing a specific point of sale and it influences his attitude and attendance mode. Indeed, consumers, who are highly susceptible, are those who behave in a recreational manner and form positive attitudes.

Therefore, inspired by this theory, we can deduce that it is possible to suggest a relationship between the decision and the disposition to visit the store, respectively. This deduction was confirmed, following our qualitative study in the sense that the participants' responses to the seventeen interviews lead to infer the existence of this relationship. The more the user has a favorable ability to the idea of visiting the store, the easier it makes the decision to move towards the point of sale to buy or to make a leisure activity. For example, "I'm heading to the store because from the beginning I have the idea and the desire to visit the store" (Questioned 7). "The visit of the store is required to satisfy my need and also I have will early" (Asked 5).

**Proposition 4:** *The disposition to visit the store seems to influence the decision to visit the store.*

### *The purchase intention*

This variable is defined as "the predisposition of the consumer to buy a product or brand clearly identified" (Belch and Belch, 2004). In marketing, past researches showed that advertising indirectly influences purchase intent by attitudes. Moreover, many researchers have proposed lifestyle as an explanatory built of consumer behavior (Sathish and Rajamohan, 2012; Strazzieria, 1994). Indeed, the results of this research display that the lifestyle, a key antecedent, explains all of the client's behavioral responses like choosing the product to buy, the choice of the brand and the choice of communication media (Wind and Green, 2011). Therefore, the change in lifestyle will result in the individual willingness to acquire new products for achieving this change in his individual and social life. Consequently, we can suggest that the lifestyle change can have an effect on the purchase intention of a customer. Based on the results

of the qualitative study, people who want to change their lifestyles and facilitate the realization of their daily business, longer intend to perform the procurement actions of modern products presented in electronic advertising. For example, "If advertising is on my favorite product I am buying the new product from the store to satisfy my need" (Participant 16). "Yes, I would like to buy the products I am convinced by advertising and I want to change my current product" (Participant 7).

**Proposition 5:** *The lifestyle change seems to influence the intention of consumer purchase.*

Furthermore, the intention may be an antecedent of the decision to visit a point of sale. Based on previous research, the existence of different modes of the store visit is a result of difference in motivation and the existence or absence of intent to purchase among consumers (Lombart, 2004; Lombart, 2007).

**Table 2: The purchase intention according to the mode of visiting the store**

<b>The mode of visiting the store</b>	<b>Purchase intention</b>
<i>Shopping behavior</i>	With specific purchase intention
<i>Window-shopping</i>	With or without specific purchase intention
<i>Shopping Search</i>	Without specific purchase intention
<i>Browsing</i>	Without specific purchase intention

**Source :** Lombart C. (2004). *Le butinage : proposition d'une échelle de mesure. Recherche et Application en Marketing*, 19, 2, 1-30.

In this context, taking into account the interviews in this research, the existence of a relationship between the decisions to visit the store with the intent to purchase is confirmed. In other words, the consumer will have a strong intention to buy the product, take the decision to visit the store to purchase the product or service.

**Hypotheses 1:** *Purchase intent has a positive effect on the consumer visit to shop (point of sale).*

*The moderator variable: «The involvement with the product»*

This variable is "the concern with the "relevance" of the product to the needs and values of the consumer and hence interest for product information" (Zaichkowsky, 1994). Previous researches have shown that the involvement with the product plays a moderating role between advertising and its consequences such as attitudes (Petty and Cacioppo, 1981). Consumers with high involvement will be very interested in advertising campaigns and information in the messages. Otherwise, involvement makes the customer very interested and attracted only by the information relative to the other constituent elements of the commercial. Individuals evaluate the usefulness of the advertising content presented to make new decisions and choose well-defined behavioral responses.

Therefore, the involvement has a significant effect in the treatment of information by the consumer. In fact, he will be better able to receive the information in the message, especially if it concerns a novelty. It is easy for him to make a good deal and decoding of a more suitable way

the information because he knows more products and their effectiveness. This easy treatment makes consumers more susceptible to change their attitudes, and increase the chances of making a purchase decision. In addition, they use several elements and principles of assessment and judgment to choose a particular brand (Merabet and Benhabib, 2014; Petty and Cacioppo, 1981). While, customers with low involvement are interested for the peripheral elements of the message such as color and music. They do not use more elements and principles of assessment and judgment to choose a particular brand (Merabet and Benhabib, 2014; Petty and Cacioppo, 1981).

Finally, consumers prefer strong involvement with "informative" commercials (Ben Miled-Chérif, 2001: 82), which only cover the features and attributes of the product. This information must be compelling to increase the frequency to have a positive attitude and making a purchase decision. For customers that have low involvement, they are interested only on peripheral elements of the advertising message as the color and music. Indeed, the format of the advertising spot is more interesting than the content of the message. The information does not represent a value for these consumers. They prefer a relatively short message.

Based on these arguments, we will study in this research the moderating effect of involvement on the relationship between online advertising and the change of lifestyle and the relationship between advertising online and available to visit the shop. Previous researches have studied the moderating effect of the involvement between advertising and various forms of attitudes (brand attitude and attitude towards advertising).

According to this side of analysis and taking into account the participants' responses in the qualitative study, more consumers are involved, the more they are interested in the information in advertising on net. This interest will encourage them to visit the store to see a physical sample of the product. Consequently, it will be very easy to accept change of lifestyle so that the customer remains his favorite product used. For example,

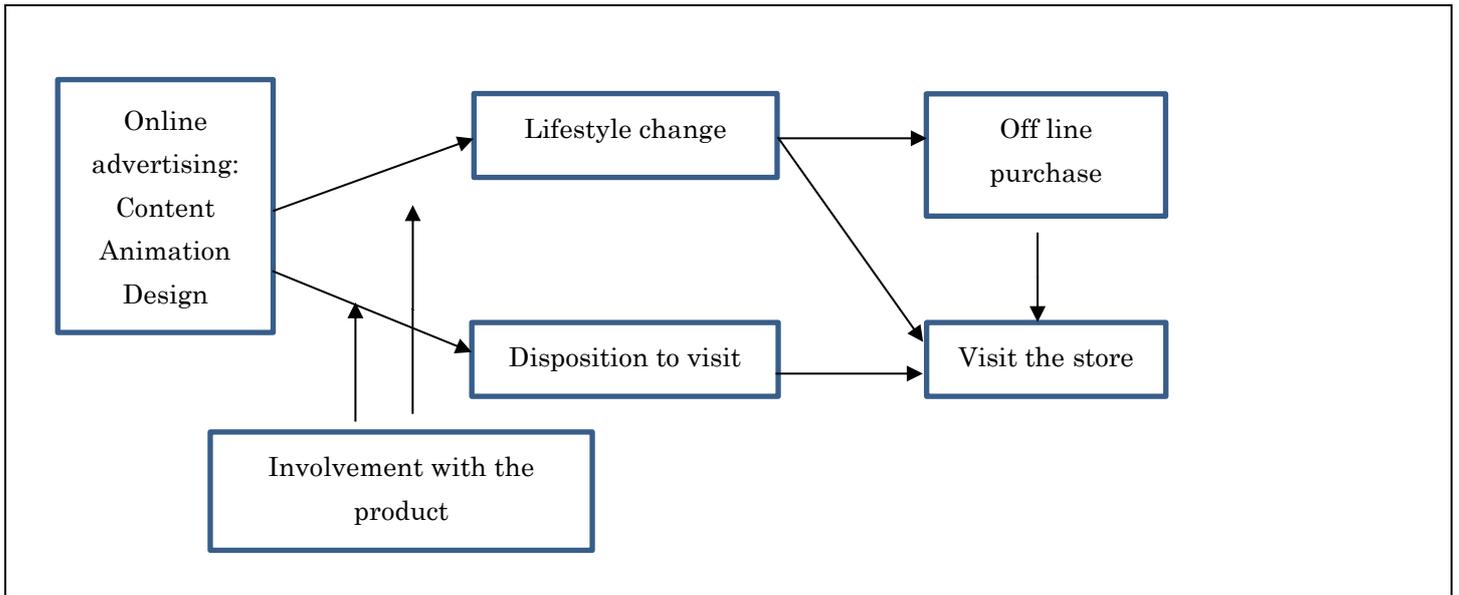
For me, I am very involved with my favorite products. I look at all the advertising on them. Of course, I want more change with my favorite product and I would like to visit more the store to see the new sample (Meeting 3).

Yes, my willingness to change will be more favorable. In addition, the visit to the store, where my preferred item is, will be stronger. I always like to use my most favorite products. I have to know all the news on these (Meeting 12).

**Proposition 6:** *The relationship between exposure to online advertising and change in lifestyle is influenced by the involvement with the product.*

**Proposition 7:** *The relationship between exposure to advertising online and available to visit the store is influenced by involvement with the product.*

The preparation of all these proposals will allow us tracing the search pattern to be tested by performing quantitative studies.



**Figure 1: The research model**

## **The measurement scales**

In this section, we present measurements of the following builds: online advertising, lifestyle change, disposition to visit the store, visiting the store, purchase intention and involvement with the product. The measures of different constructs were chosen based on the literature review and the results of the qualitative study.

### *The measurement of online advertising*

According to the literature, the measures presented are multidimensional in terms of beliefs about online advertising (Evrard et al., 2003). Indeed, the aim of this qualitative research is to build a custom built, the "online advertising" that is not measured based on beliefs. This measure rather to bring about the characteristics of online advertising in the sense that researchers have consistently proven that the characteristics "design, content and animation" are the main features taken into consideration by the user and make online advertising more attractive than others (Hamborg et al., 2012). Thus, animation is the most decisive factor for the efficiency of electronic advertising (Yoo and Kim, 2005). Content refers to the extent to which the advertising message includes a set of interesting information for the user (Wang et al., 2007). It is also a very interesting component since advertising in general has as main objective to inform the customer. The third building of advertising is the design. This dimension has the size, colors and images. This is related to the existence of different types of online advertising. Each type has its power to attract the user (Wei et al., 2010).

The results of the qualitative study reveal the importance of the construction based on the characteristics of e-advertising. Indeed, it is clear that the attention of the participants in online advertising is related to the interest unevenly worn for these three characteristics. Each trait are a soft set of specific statements, thus, we consider it advantageous to maintain the

multidimensional structure of this measure. Furthermore, set in each dimension seem to conform fairly well to the definitions of concepts used in the literature (Hamborg et al., 2012).

Taking into account the claims of the participants, content represents the largest built with the highest frequency of occurrence (54.54%) compared to the built design (31.81%) and animation (13.63%). As in previous research, built animation represents the element most critical to the effectiveness of online advertising (Martinez-Lopez et al., 2005). In other words, attention to online advertising will be linked to the presence of a well-developed animation.

In the context of this research, we choose the scale used by the researchers (Wu et al., 2008). This is a one-dimensional measure. The relevance of this choice is the fact that there are items on the information, format and animation. Indeed, the claims of participants allowed us proposing a set of items in the regard of these three traits.

Thus, we use the structure of the scale of online advertising, following the results of the qualitative study by adding the items of the scale (Wu et al., 2008). The following tables summarize the items measuring the concept of electronic advertising.

**Table 3: The measurement of «content»**

Items	Source
Much importance is given to the general content of Internet advertising	(Wu et al., 2008)
I find the information in advertising in adequate recent line	
The information contained in the online advertising concerns presented novelties	
Online advertising communicate the right information to make purchases	Qualitative
The information contained in online advertising is relevant because it helps me in my decision to visit the sites	study
The information contained in online advertising helps me to know what I want on the product	

Source: elaborated by authors.

**Table 4: The measurement of «design»**

Items	Source
Great importance is given to color highlighted	(Wu et al., 2008)
Online advertising having an original format in presentation will be very attractive	Qualitative
Online advertising with very different colors attracts me	study
In online advertising, images with well-chosen colors attract me	

Source: elaborated by authors.

**Table 5: The measurement of «animation»**

Items	Source
An advertisement that contains several movements is more attractive	(Wu et al.,2008)
Great importance is given to the Flash Design	
Online advertising is the more attractive if it contains animations actions	Qualitative study

**Source: elaborated by authors.**

### *The measurement of the lifestyle change*

The results of the qualitative study helped to build the scale of measurement of built 'lifestyle change'. Thus, we specify all items of measuring it by following the same method used in presenting the measure of online advertising (the highest occurrence frequency). According to this study, it is constructed as a two-dimensional built. There are participants who want to change or not taking into account only their personal lifestyles. They are interested only to change their products or services to improve their daily lives. While others want to change forever, have attractive level of society, family and group of friends. In fact, the researchers displayed that the consumer chooses a special way to follow in his personal life and he will have another way to practice by engaging in a group. Subsequently, there are two forms of lifestyle, namely, personal and social lifestyle (Sathish and Rajamohan, 2012; Valette-Florence, 1986). Individual lifestyle refers to the specific way each consumer enabling it to meet its needs necessary to live [34]. Furthermore, this way gives the individual the opportunity to interact and develop personal communication policy with society and the population to which it belongs (Valette-Florence, 1986). While the social lifestyle represents the moral standards and principles recognized by a company with which the consumer was attached (Valette-Florence, 1986).

In this perspective, the first dimension of the construct of "lifestyle change" is called "personal life" while the second dimension is called "social life". The dimension "personal life" is the most interesting with respect to the dimension "social life" since it has the highest frequency of occurrence (equal to 60%). The items constituting each measure are presented in the following tables:

**Table 6: The measurement of «personal life»**

Items	Source
I am satisfied with my lifestyle and current products or services	Qualitative study
I do not like to change in my daily life and the products used	
Be changed in my personal life using discounted products or services	
I do not like the routine in my life	
I like to change to improve my knowledge	
I always like to have very modern products or services	
I like change in my personal life and new	

**Source: elaborated by authors.**

**Table 7: The measurement of «social life»**

Items	Source
Show my style to others	Qualitative study
Change to be able to convince others in my discussions after the use of new products	
Have new products that make me different from others	
I want to be as fashionable as the others	

**Source: elaborated by authors.**

### *Measurement of visiting the store*

The literature provides measurements of different business modes of the visit to the store as shopping and browsing (Martinez-Lopez et al., 2005; Lombart, 2004). Taking into account the objectives of this research, where it is necessary just to know if the consumer can realize or not visits to the point of sale after the distribution of online advertising, we have two options for measuring this construct:

- The first is the measure used by (Martinez-Lopez et al., 2005) in their research. This is a dichotomous scale with two modes: yes / no
- The second relates to construct a measure from the responses of the participants in the qualitative study, which, questioned, will respond using the Likert scale five points.

The final choice is moving towards the second solution. This is explained by the fact that consumers' responses will be measured with the Likert scale. The appropriateness of the scale Likert exhibits several advantages (Trabelsi, 2002).

This scale is the most preferred and used in marketing research relative to other scales measuring skills and consumer reviews. Moreover, it is "applied in lifestyle areas of psychographics and behavioral ones" (Trabelsi, 2002: 90). Similarly, it is easy to understand by the participants in the quantitative surveys and can be easily applied regardless of the method of data collection. Thus, the following table summarizes the items constituting the extent built "visiting the store".

**Table 8: The measurement of «visiting the store»**

Items	Source
It is rare that I visit the stores after the knowledge of Internet advertising	Qualitative study
I automatically visit the store after the release of Internet advertising	
It is very useful to visit the store after the release of Internet advertising	
I do not realize visits to the store considering online advertising	

Source: elaborated by authors.

### *The measurement of the disposition to visit the store*

Based on the results of the qualitative study, we have proposed a one-dimensional measurement of built "disposition to visit the store". The items constituting the measurement are presented in the following table:

**Table 9: The measurement of «disposition to visit the store»**

Items	Source
Following the release of Internet advertising, I seriously thought to visit the store	Qualitative Study
Following the release of Internet advertising, I put a priority the idea of visiting the store	
I tend to direct me to the point of sale after the knowledge of electronic advertising	
After knowledge of Internet advertising, my will to direct me to the point will be stronger	
After knowledge of Internet advertising, I would not want to visit the outlets;	

Source: elaborated by authors.

### *The measurement of purchase intention*

The literature proposes two measures that we can use in the present work. Both have shown good results in research where online advertising is the main variable:

- A semantic scale 7 points likely / not likely, certain / uncertain, definitely / definitely not (Chan et al, 2010).
- A Likert scale with 7 points (Wu et al., 2008).

In our work, we favor the second measurement, for at least two reasons. The first is due to the compatibility. Indeed, the content of the participants' responses in the qualitative study is similar to the content of the measure. The second reason is the strength. Indeed, this measure is proved particularly in research on e-advertising. We present the measurement of this structure in the following table:

**Table 10: The measurement of «purchase intention»**

Items	Source
After viewing Internet advertising, I'll buy the object brand advertising	
After viewing Internet advertising, I became interested in making a purchase from the store	(Wu et al.,2008)
After viewing Internet advertising, I am willing to try to use the product	

**Source: elaborated by authors.**

### *Measurement of involvement with the product*

Taking into account the recommendations presented by researchers in the field of advertising, we can use measures (Zaichkowsky, 1994) or (Strazzieria, 1994) are suitable measures (Wu et al., 2008; Merabet and Benhabib, 2014). Our final choice was on measuring (Wind and Green, 2011), which is proved in several recent researches in the field of advertising, especially as it excludes the notion of perceived risk. The extent of this structure is as follows:

**Table 11: Measurement of involvement with the product**

Items	Source
This is a product that means a lot to me	
It is a product which I attach particular importance	
I feel particularly attracted by this product	(Strazzieria,1994)
Merely to educate myself to buy one is a pleasure	
I especially like this product.	
We can say that this is a product that interests me	

**Source: elaborated by authors.**

## **Discussion**

Recalling that the objective of this research was to determine the online advertising effect on consumer behavior in the offline context, and an exploratory qualitative study identified four consequences: the lifestyle change, disposition to visit the store, purchase intention and visiting the store. It appears from this study that the variables lifestyle change and the disposition to visit the store (new variables in terms of definition and measurement scale) are new variables mediating between online advertising and the emotional reactions of consumers (purchase intention and visiting the store). In fact, the majority of previous researches have different forms of attitude (toward advertising, to the brand) as variables mediating between the advertising in different media and consumer reactions. Regarding the measurement scales, we could propose new measures that have not been studied and validated in previous research. Consequently, there are scales where some items are borrowed from literature and other claims represent participants in the qualitative study.

## **The theoretical implications of research**

Our work can be considered interested in theory at least four essential points. The first point is related to the investigation of online advertising effect in a new context, which we have oriented towards the usefulness of achieving a qualitative exploratory study (Evrard et al., 2003; 29). Hence, the presentation of new variables identified from the results of the qualitative study and those in the literature. The presentation of these variables in our research is an unprecedented finding. The first variable is the lifestyle change. The presentation of this trait is due to the significance of the concept of marketing lifestyle as an important tool in the development of a communication strategy. Several researchers have shown a strong correlation between advertising and lifestyle. The second feature is available to the visit to the store. Indeed, the notion of the disposition is an emotional response similar to the concept of the attitude that is the most studied by marketing researchers in the field of online communication (Hamborg et al., 2012).

The accuracy of all the consequences of online advertising in the offline context represents our second theoretical contribution. Our research on the study of these consequences is an unprecedented investigation that sought to solve strictly such question. The second outcome is to develop proposals and hypotheses of our research. Indeed, we suggested that online advertising could influence lifestyle change and the disposition to visit the store, which in turn can have an effect on purchase intention and the visit of a point sale. The hypotheses in this model are on the one hand, to the positive effect of purchase intention on visiting a point of sale, and, secondly, the moderating role of involvement with the product of online advertising, the lifestyle change and the disposition to visit the store. Our third theoretical contribution concerning the proposal of the primary structures of the different measurement scales of variable presented in the research model.

## **Limits and future avenues of research**

Our work has well deepen in the field of online communication, the fact remains that it has certain limitations, which are all future avenues for research. The list of variables mediating and moderating is insufficient. It lacks the integration of different forms of behavior as mediating variable of online advertising effect on purchase intention and visiting the store. Likewise, add other variables that can be moderators on these relations, could be an advantage. It will be interesting to test the moderating effect of socio-demographic variables. In addition, the list of consequences of online advertising is questionable, as it lacks the effect of advertising on e-purchasing decisions and sales. Finally, we must confirm or reject the various research proposals developed by conducting a quantitative survey.

In conclusion, the theme of communication, regardless of the media, is still a recent theme. Several studies can be conducted to propose new consequences, as well as history variables mediating and moderating.

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## Appendix A: Interview guide

This study affiliates as part of writing a doctoral thesis on "Management Science" at the Faculty of Economics and Management of Sfax (FSEGS). I wish you intended to answer these questions knowing that your answers will be used only within the framework of this research.

Thank you, in advance, for your cooperation.

**Introductory phase: generalities on online advertising**

\* Being on the Internet, how do you browsing? Search engines used?

.....

The most frequently visited sites?

.....

The reasons of visit: personal or professional

.....

\* Advertising on the web: Do you pay attention to it when you are on the web?

.....

Advertisements on the net you bored? Why trouble?

.....

If you do not mind, do you click on this effort by being online?

.....

**Centering phase: the e-advertising measures**

\* If you see this advertising, were you interested in the presented information (news) by the image, animation or design?

.....

\* If you see this advertising, were you interested in the presented information (news) by the image, animation or design?

.....

**Phase deepening: the consequences of e-advertising and moderators links**

\* If you are interested in these ads, can you feel to change your behavior towards the products in question? The reasons for change (or not change)

.....

\* Do you have more or less ability to direct you to points of sale based on online advertising? The reasons?

.....

\* Observing the distribution of these pubs on your favorite product, your willingness to change and make a visit to the point of sale would it stronger?

.....

\* Have you had intended to buy the product in question after the knowledge of advertising? The reasons ?

.....

\* Have you had intended to buy the product in question after the knowledge of advertising? The reasons ?

.....

Here, we came to answer any questions. Thank you for your participation in this interview.



**Appendix B: Example of analysis by the frequency of occurrence**

Theme	list of interviews in the qualitative study																	cumulative frequency	
	Interview 1	Interview 2	Interview 3	Interview 4	Interview 5	Interview 6	Interview 7	Interview 8	Interview 9	Interview 10	Interview 11	Interview 12	Interview 13	Interview 14	Interview 15	Interview 16	Interview 17	absolute frequency	relative frequency
<b>Lifestyle</b>																			
Personal	1	1	1	1	0	0	1	0	2	0	1	1	2	1	1	1	1	15	13.39%
Social	0	0	2	0	1	1	0	2	0	0	0	0	0	2	1	0	1	10	8.92%
%	16.66	16.66	30	14.28	14.28	16.66	14.28	28.57	25	0	14.28	12.5	40	37.5	28.57	16.66	28.57	25	22.32%
Disposition	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	16	14.28%
%	16.66	16.66	10	14.28	14.28	16.66	14.28	14.28	12.5	0	14.28	12.5	20	12.5	16.66	16.66	14.28	16	14.28%
Involvement	1	1	2	1	1	1	1	1	1	0	1	2	0	1	1	1	1	17	15.17%
%	16.66	16.66	20	14.28	14.28	16.66	14.28	14.28	12.5	0	14.28	25	0	12.5	14.28	16.66	14.28	17	15.17%
Intention	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	16	14.28%
%	16.66	16.66	10	14.28	14.28	16.66	14.28	14.28	12.5	0	14.28	12.5	20	12.5	14.28	16.66	14.28	16	14.28%
<b>E-advertising</b>																			
Animation	0	0	0	0	0	1	1	0	0	0	1	0	0	0	0	0	0	3	2.67%
Design	0	0	1	1	1	0	1	0	1	0	1	1	0	0	0	0	0	7	6.25%
Content	1	1	1	1	1	0	0	1	1	0	0	1	0	1	1	1	1	12	10.71%
%	16.66	16.66	20	28.57	28.57	16.66	28.57	14.28	25	0	28.57	25	0	12.5	14.28	16.66	14.28	22	19.64%
Visit the store	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	16	14.28%
%	16.66	16.66	10	14.28	14.28	16.66	14.28	14.28	12.5	0	14.28	12.5	20	12.5	14.28	16.66	14.28	16	14.28%
<b>Totaux</b>	<b>6</b>	<b>6</b>	<b>10</b>	<b>7</b>	<b>7</b>	<b>6</b>	<b>7</b>	<b>7</b>	<b>8</b>	<b>0</b>	<b>7</b>	<b>8</b>	<b>5</b>	<b>8</b>	<b>7</b>	<b>6</b>	<b>7</b>	<b>112</b>	

