

# Séminaire de Recherche

**Marjolaine BEZANCON, Lydie BONNEFOY-CLAUDET,  
Caroline MORRONGIELLO (IREGE),**

#lurkposter, #hybridconsumer: understanding “lurking-  
posting” behaviours

**Isabelle FROCHOT, Dominique KREZIAK (IREGE),**

Home away from home: a longitudinal study of  
the holiday appropriation process



Date : 21/06/2018

Heure : 12h30

Salle : 103 (IAE SMB Annecy)

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The objective of this article is to better understand lurking behaviours while taking into account the most recent online platforms. A qualitative study based on 12 semi-directive individual interviews reveals a change in the behaviour of the silent majority of consumers who read a lot and did not speak online. This majority of consumers today adopt a hybrid behaviour, both large lurkers and small posters. The results also reveal new lurking practices, new poster barriers and new motivations for consumers to post online. The article proposes several strategies for companies to better communicate and encourage the voice of this majority on the Web 2.0.

Tourism is an area of consumption that uniquely mixes both mundane and extraordinary components. However, mundane routines have been less investigated despite their role in the tourist experience. Routines can be analysed by using the concept of appropriation that investigates precisely how consumers anchor themselves in a new experience setting. To date, this concept has not been applied to tourism but it is particularly pertinent for this context since it provides a conceptual framework to understand how tourists establish a new temporary home and settle in a new location. A longitudinal study, conducted by in-depth interviews everyday of a one-week tourist stay at a ski resort, details the appropriation process day after day. The results point to the importance and interplay of the appropriation steps (nesting, investigating and togetherness) and how they collectively contribute to the experience. The study provides a revised appropriation model specific to the holiday context (3<sup>ème</sup> auteur : Statia ELLIOT).

**28/06/2018**

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