

# The Relation between the Consumer's Knowledge and the Browsing Behavior

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## **Abstract**

This research will focus on the study of the relation between the level of the consumer's knowledge and the browsing behavior. An experimentation has been carried out in a real commercial context: A shop for sale of computers & accessories "Scoop", with 250 customers, shows that the behavior of browsing varies significantly according to the level of the consumer's knowledge (high, moderate and low) and reaches its maximum with moderate-level knowledgeable individuals. Furthermore it emphasizes on the mediatory role of the implication towards the category of product in question between the level of knowledge (Low and moderate) and the browsing behavior. However, it is turned out that the relation between the consumers' level of knowledge (high, moderate and low) and their browsing behavior is independent of their cognitions needs. Finally, the browsing behavior has no effect on the subjective knowledge of the consumers.

**Keywords:** browsing behavior, knowledge, cognition need, implication

**JEL Code:** M31

## **1. Introduction**

The daily confrontation of the individuals with advertising messages and the proliferation of information technologies contributed today to a larger appraisal of the consumer. The information stored in his long-term memory and his knowledge of the influencing process of which he is object, offer him a larger capacity to decode and to understand the profits of the alternatives which are proposed to him (Korchia 2001); (Fiske and al. (1994)). The dynamics of the innovations induces him also to develop a larger curiosity towards the new offers which are declined to him. Thus a browsing behavior which is defined as to be shops-going with no intention to purchase is developed. (Bloch and Richins (1983); Lombart (2001)).

The activity of browsing, as it is literarily defined, complies with two types of motivations: recreational motivation and information or cognition motivation. We consider that this information motivation helps to justify the link between the consumer's level of knowledge and his browsing behavior.

Indeed, browsing for the connoisseurs in a specific category of product can represent a mischievous means of updating their knowledge. However, we distinguish between three levels of knowledge: low, average and high. For Johnson and Russian (1981), the intensity of information research varies according to these three levels and reaches its maximum with moderate-level knowledgeable individuals. So, our main question is the following: what is the relation between the consumer's knowledge and his browsing behavior?

Many research questions result from this main question:

- What is the browsing behavior of these three consumer's cognitive profiles?

- Would moderate-level knowledgeable individuals be more browsing than the others (high and low level of knowledge)?
- Can the relation between the individuals' level of knowledge and their browsing behavior be explained by the mediation of their cognition needs and their implications towards the category of product in question?
- What is the effect of the browsing behavior on the subjective knowledge of consumers?

## **1. The concept of the consumer's knowledge**

### **1.1 Definition:**

According to Brucks (1986), the knowledge is a complicated construction characterized by the structure and the content of the information stored in the memory. According to the latter the structure refers to the way the knowledge is represented and organized in the memory, whereas the content refers to the information related to an object which is stored in memory.

According to Korchia (2001, 2004), the knowledge is all the information related to the product and to the market which are stored in the long-term memory of the consumer allowing him to act on the market.

We distinguish between the subjective knowledge and the objective knowledge. The subjective or auto-evaluated knowledge represents the perceptions which a person has of what he knows. It corresponds in other words to the level of knowledge that a person thinks he has on a product or on a brand (Brucks (1985)). Park and Lessig (1981) provide that the subjective knowledge is the combination between knowledge and self-confidence.

The objective knowledge corresponds to all exact information linked to a product or to a brand stored in the long-term memory of the individual (Park and al. (1994)). According to Brucks (1985), the objective knowledge facilitates the treatment and the use of new information while the subjective knowledge increases the dependence of the individual towards the previously-stored information (Mazilescu (2009)).

### **1.2 The knowledge and the intensity of the search for information:**

Bettman and Park (1980) pointed out that the relation between the research for information and the knowledge presents a curvilinear shape (u reversed). This relation is explained by the fact that average-level knowledgeable individuals have higher need for cognition which incites them to look for the information in an intensive way, contrary to high-level knowledgeable individuals. Indeed, these latter proceed to a shortly-intense information research because they consider the profits of information to be lower than the cognitive cost that must be supplied for its obtaining. It's the same for low-level knowledgeable individuals. However, if these latter provide few efforts for the search for information, it is because they have no cognitive capacity required to understand and to handle these information.

### **1.3 The knowledge and the implication:**

Rothschild (1979) describes the implication as to be a state of alertness and interest caused by external factors such as the situation, the product and the communication and by internal factors such as the values of the individual. In other words, the consumer is involved when the object of the interest (product, brand or service) is perceived to be important to satisfy his needs, reach his objectives and to be coherent with his values (Engel and al. (1993)).

For Kim (2005), a consumer gives more particular importance for a category of specific product, has more knowledge on the attributes and the various brands of this category of products and devotes more attention to the information and the advertisements connected to this category.

In the study of Park and Lessig (1981), low-level knowledge individuals have less interest and are less involved by the product in question than moderate-level or high-level knowledge individuals.

## **2. The Browsing behavior**

### **2.1 Definition:**

Tauber (1972) was the first author to have suggested that the motivations of going frequently to points of sale could be a function of several variables among which some are not linked to the purchase of products or services. So this author has clearly put the importance of the

function of supply of points of sale into perspective, by emphasizing on the fact that the consumers could upgrade the visit of shops for itself and not only for the possibility of purchase this latter offers. In this context, he announced that the consumers can visit one or several shops not only because they have a particular intention to purchase, but also because they want to amuse, indulge themselves, to feel the sensory stimulations, etc. ...

As for those who were the first to be directly interested in the behavior of browsing namely Bloch and Richins (1983), they defined it as "the examination of products in shops for recreational or information purpose, without specific intention to purchase". According to this definition, the behavior of browsing can be considered as a type of "leisure activities", but also as an external type of information's research "external search behavior ". As such, it can offer to a consumer the possibility of amusing himself while increasing his knowledge on the brands, the prices, the new products available in a category of interest for this consumer. The browsing would be therefore an important facet of the behavior of the consumer independent of any purpose of purchase.

Besides the definition of Bloch and Richins (1983), Jarboe and McDaniel (1987) really bent over the concept of activity of browsing. Indeed, these two authors transmit in prelude to their profiles of browser in shopping center some reflections concerning the browsing. According to them, the activity of browsing could be considered as:

- \* A way of obtaining information which will be used later during the visit of a shopping center.
- \* A way of obtaining information for ulterior purchases.
- \* A direct comparison of the prices. It would be carried out in a rational purpose.
- \* A type of indecision from of the consumer.
- \* A type of recreational shopping.
- \* The fact of taking out pleasure from the enjoyable atmosphere of the shopping centre and shops.

## **2.2 The determining factors of the browsing:**

Among the determining factors of the browsing behavior there are the individual factors and the situational factors.

### **2.2.1 The individual factors:**

Among the individual factors we distinguish the motivation of the consumer and his sustainable implication for the product.

The research on the browsing identifies two types of motivations linked to the activity of browsing: recreational motivations and information motivations (Lombart (2001); Bloch and Richins (1983)). For Lombart (2001), the recreational motivations dominate the information motivations whereas Bouchet (2004) describes the shop visitor as of playful browser, contemplating or in search for information.

For Lombart (2001), the information facet of browsing is dependant on the continuous research, which does not happen to resolve a recognized and immediate problem of purchase. The continuous term sends back to a behavior which occurs regularly and independently of the sporadic need of purchase (Bloch; Ridgway and Sherrell (1986)). Indeed, Bloch and Richins (1983), pointed out that certain consumers visit the shop and gather information for pleasure. The information is in that case, an end in itself and the activity of browsing stands then as a means to realize this objective.

Bloch and Richins (1983) assert that high levels of implication stimulate the desire to browse. The purpose followed by the consumers is then, to discover new models and to follow the development in time of an implicating category of products. Also, according to Lombart and Pinlon-Labbé (2005), there is a significantly positive link between sustainable implication and browsing activity.

### 2.2.2 Situational factors

It is mainly about the atmosphere of the shop. Indeed, Bloch and al. (1989) showed a positive relation between the environment of the shop and the browsing activity. These latter assert, that the more displays and arrangements offered in a shop are attractive, the more the consumer is incited to browse. From his side, Lombart (2001) asserts that broadcasting cheerful music, ambient smell and other elements of decoration adorn the shop and stimulate the consumer's browsing activity. So the browser can go to a shop not only for the products displayed there, but also for the shop itself (multi-sensory conditioning) and for the experience he can live there.

### 3. Hypotheses of research and concept frame:

As we have previously mentioned it, the relation between the level of knowledge and the intensity of the search for information takes the shape of u inverted (Bettman and Park (1980); Johnson and Russian (1984)). So individuals characterized by a moderate level of knowledge tend to look for information more than those with low and high level of knowledge. This is explained by the fact that they are propelled by a high need of cognition and a strong implication (Johnson and Russian (1984)). Finally, Bloch, Ridgway and Sherrell (1986) assert that the search for information in a context of non purchase leads to an activity of browsing. So, slightly-connoisseur individuals long for reaching a higher level of knowledge, and to satisfy their high needs of cognition by looking for the information in a constant way, independently of any intention to purchase and thus to browse more.

Park and Lessig ( 1981 ) showed that low-level knowledgeable individuals for a category of product, are less involved and give less interest to this latter than high or moderate-level knowledgeable individuals. For these authors, if the individuals with low level of knowledge carry out a research of limited information, it is because they have no cognitive capacity which is required to treat his information. Once they are confronted with their low capacity to deduce profits linked to the technical attributes of the product, so they tend more to focus on the elements of marginal information (such as reputation of the shop, the atmosphere of the selling point, etc.) vs. central elements of information (such as the technical characteristics of the product, etc.) (Caccioppo; Petty; Feinstein and Jarbis (1996).

So if the consumers with low level of knowledge browse, it would be less for information motivations than for recreational motivations. Indeed, their low level of a sustainable implication to the category of product in question, and their limited need of cognition concerning it, do not prepare them to look for information in a permanent way and thus to browse.

Johnson and Russian (1981) assert that a high level of knowledge for a category of product exercises a negative effect on the intensity of the search for information. This is explained by the fact that high-level knowledgeable individuals consider that the cost linked to the search for additional information exceeds the profits linked to the collected information. These latter then tend to favor an internal research of information and to found the resolution of the problem about the data which they had previously stored in their memory (Brucks (1985)). This cognitive greediness, due to a weak motivation to treat the information and sometimes to an excess of confidence in their cognitive capacity, has the effect of limiting the external research of information and consequently of limiting their browsing behavior (Wood and Lynch (2002)). Therefore, our hypotheses are the following ones:

*H1: The behavior of browsing varies significantly according to the level of knowledge of the consumers (high / moderate / low)*

*H2: The need of cognition towards the category of product in question varies significantly according to the level of knowledge of the consumers (high/ moderate / low)*

*H3: The implication towards the category of product in question varies significantly according to the level of knowledge of the consumers (high/ moderate / low)*

*H4: Cognition need of each of the three cognitive profiles (high / moderate / low level of knowledge) interposes the relation between their levels of knowledge and their behavior of browsing.*

*H5: The implication towards the category of product in question of each of the three cognitive profiles interposes the relation between their levels of knowledge and their behavior of browsing.*

Finally, Lombart and Pinlon-Labbé (2005) showed the existence of a positive relation between browsing and subjective knowledge. Indeed, they asserted that the acquired and stored information in the memory of the browser during the activity of browsing gives to the browser more confidence in his level of knowledge. Hence our sixth hypothesis is:

H6: The behavior of browsing influences positively the subjective knowledge of the consumers.

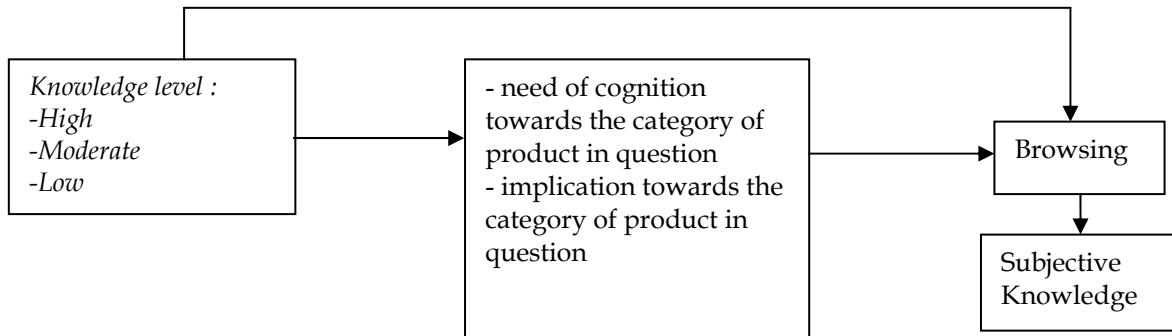


Figure 1. Conceptual model

#### 4. Methodology of the research:

##### 4.1 Progress of the data collection:

Our study took place at the exit from the shop "Scoop" of Sousse, specialized in the sale of computers and their accessories. The product around which our research is articulated is a part of high-technology product, it is about computers, and more exactly those of the brand " Hewlett Packard (hp) ". This category of product presents several advantages:

- \* This product is complex enough to distinguish between three levels of knowledge.
- \* It is a product with strong utilitarian value.
- \* It is a product which presents an accelerated rhythm of innovation, which means a permanent search for information allowing us to distinguish between browsers and non browsers.

The data collection lasted three weeks, beyond any exceptional period that is to say out of discount periods, in the time slot from 3:00 pm till 9:00 pm.

At the end of their visit, the customers who bought nothing are invited to answer a questionnaire face to face. 250 individuals of convenience had been thus questioned. Table n°1 presents the main characteristics of this representative sample of the clientele of this type of shop.

Table 1. Description of the sample of convenience (n=250)

Characteristics		Frequency	Percentage
Gender	Man	138	55.2
	Woman	112	44.8
Age	Less than 25	60	24
	From 25 to 34	90	36
	From 35 to 44	50	20
	45 years and more	50	20
Occupation	Students	85	34
	Staff	100	40
	Private profession	65	26

##### 4.2 Description of the scales of used measures:

###### Scale of measure of the objective knowledge:

To measure the objective knowledge we have made a test of knowledge which allowed us to distinguish between three levels of knowledge. We adopted the scale measure of Korchia (2001; 2004).

**Cognitive Structures:** This measure corresponds to the knowledge of the facts related to category's products or still to the brand in question. Korchia (2004) qualifies it as encyclopedic measure. This scale measures two dimensions: the cognitive structure and the cognitive process.

**Table 2.** The measure of the cognitive structure

Which is the slogan of « hp »(4 choices : 1 if a good answer and 0 if a bad answer)
Which one of these logos is of « hp » (4 choices: 1 if a good answer and 0 if a bad answer )
Which is the country of origin of the brand " hp " (4 choices: 1 if a good answer and 0 if a bad answer)
When was the brand "hp" created (4choices: 1if a good answer and 0if a bad answer)
Among these models, mark the one which is not marketed by "hp" (4 choices: 1if a good answer and 0 if a bad answer)

**Cognitive Processes:** This dimension measures the capacity of the individual to find information in memory and to fit into a more complex phenomenon in which the information will be treated in a deep way. To measure it, we asked the persons to quote the rival brands of "hp" and to indicate the prices practiced by this brand for office computers and mobiles.

**Scale of measure of the subjective knowledge:**

To measure the subjective knowledge, we adopted the scale of Flynn and Goldsmith (1999). It is about Likert's five-point one-dimensional scale consisted of 5 items and it has the advantage to be generalized to various categories of products contrary to those of Brucks ( 1985 ) and Raju and al. (1995).

**Table 3.** The scale of measure of the subjective knowledge of Flynn and Goldsmith (1999)

SK 1: " I know quite of things about these products "
SK 2: " I have the impression of knowing many things about these products "
SK 3: " According to my friends, I am a very-known person in this domain"
SK 4: " As regards to computers, I really know many things " (eliminated)
SK 5: " Compared with many people, I know quite of things about computers "

Further to a pre-test, we should have purified this scale so that only four out of five original items will be finally kept in our questionnaire. The realization of a second analysis in main constituent, confirmed the "one-dimensionality" of the scale of measure and its reliability (alpha of Cronbach is equal to 0,755).

**Scale of measure of the behavior of Browsing:**

To measure the browsing behavior, we kept the scale proposed by Lombart (2003). It is about one-dimensional scale, possessing a good internal coherence and whose convergent validity has been pointed out. Questioned people had to indicate their agreement or disagreement's degree with 9 items by using five-point scale of Likert's type.

**Table 4.** Scale of measure of the browsing behavior proposed by Lombart (2003)

Browsing 1: " For me, I go very often to certain shops, only for pleasure without intending to buy something "
Browsing 2: " I consider that coming into a shop with no precise purpose and simply to spend time there, is a waste of time "
Browsing 3: " To stroll in certain shops is really a pleasure for me "
Browsing 4: " I go very often to certain shops, first of all to amuse myself and then possibly to inquire "
Browsing 5: " I consider that wandering in some shops without buying anything, is a real hobby "
Browsing 6: " It is one of my leisure activities to spend time in some shops to wander without buying anything "

Browsing 7: " I often wander in shops just like who goes to watch a film or a football match, simply to relax "
Browsing 8: " I go frequently to some shops with no intention to purchase or even to inquire about a future purchase "
Browsing 9: "For me, some shops are a real enjoyment for eyes and I like to wander there ".

The realization of an analysis in main constituent, confirmed the "one-dimensionality" and the reliability of our scale (The alpha of Cronbach is equal to 0,943).

**Scale of measure of the need of cognition:**

To measure the variable "need of cognition ", we have kept the scale of measure of Laroche and al. (2003) inspired by that of Cacioppo, Petty and Kao (1984). It is about Likert's five-point scale consisting of 15 items.

**Table 5.** Scale of measure of cognition need proposed by Laroche and al (2003)

CN 1: " I prefer complicated problems rather than the simple ones "
CN 2: " I like the responsibility of managing a situation which requires a lot of reflection "(Kept)
CN 3 : "Thinking is not a pleasant activity" (Kept)
CN 4: "I prefer to do something which requires little of reflection rather that something which defies my capacities of reflection " (Kept)
CN 5: "I try to anticipate and to avoid situations which may require a deep thinking from my part"
CN 6: "I draw a large satisfaction to be discussed passionately and for long time"
CN 7: "I think as much as I have to"
CN 8: "I prefer to think about little daily projects rather than about long-term projects"
CN 9: "I like the tasks which require little reflection once learnt"
CN 10: "I like the idea of building my road up to the summit using reflection"
CN 11: "I like very much the tasks which consist in finding solutions for problems"
CN 12: "To learn new methods of thinking is not inciting for me"
CN 13: "I prefer that my life be filled with puzzles which I have to resolve"
CN 14 : "I like the idea of thinking abstractly"
CN 15: "I prefer a task which is intellectual, difficult and important rather than a task more or less important but which does not require a lot of reflection"

Considering the results of the analyses achieved in main constituent, we have kept only three items. The test of reliability indicates one alpha of Crombach of 0,808 hence the reliability of our scale.

**Scale of measure of the sustainable implication:**

We keep the scale "relevance-interest-attraction" (RIA) proposed by Strazzieri (1994). It is five-point one-dimensional scale of Likert, consisted of 6 items. Considering the results of the analysis in main constituent, we kept five items out of six whose "communalities" are superior to 0,5. The scale is reliable with one alpha of Crombach of 0,844.

**Table 6.** Scale of measure of the sustainable implication of Strazzieri (1994)

Impl 1: "These are very important products for me"
Impl 2: "I particularly like to speak about these products"
Impl 3 : "We can say that these products are interesting for me"
Impl 4: "The only fact of getting information about these products is a pleasure"
Impl 5: "They are products to which I give a particular importance" (Not kept)
Impl 6: " I feel particularly attracted by these products"

## 5. The results of the research

*The relation between the level of knowledge of the consumers, their needs of cognitions, their implications towards the category of products in question and their browsing behavior:* To test the relation between the level of knowledge of the consumers, their need of cognition, their implication towards the category of product in question and their behavior of browsing, we carried out analyses of one-factor variance.

**Table 7.** Results of the analysis of one-factor variance

	Dependant variable	F	Sig.
Level of knowledge (High, moderate, low)	Need to cognition towards the category of product in question	21.000	.000
	Implication towards the category of product in question	29.956	.000
	Browsing behavior	50.632	.000

**Table 8.** Descriptive statistics (Averages)

Level of knowledge	Need to cognition towards the category of product in question	Implication towards the category of product in question	Browsing behavior
High	3.56	4.06	2.46
Moderate	3.83	3.85	3.29
Low	3.51	2.49	2.37

According to the above results, the need of cognition, the implication towards the category of product in question, as well as the browsing behavior, vary significantly according to the level of knowledge of the customers.

The individuals with moderate level of knowledge have the highest need of cognition. This result reaches the results in the magazine of the literature which asserts that customers with moderate level of knowledge have more important need of cognition than the customers with high and low level of knowledge. This is explained by the fact that they long for a higher level of knowledge and that they are less touched by the cognitive avarice, a characteristic of individuals with high level of knowledge (Johnson and Russian (1981)).

Concerning their implication towards the category of product, we notice that the individuals with high level of knowledge are the most involved. This reaches the literature which shows that an individual, who is involved into a category of product, accumulates more knowledge about this category (Park and Lessig (1981); Kim (2005)).

Finally, it turns out that slightly-connoisseur individual, are the most browsers. This can be explained by the fact that they intensively look for the information, and browsing activity is a not insignificant source of information. So, we confirm our hypotheses H1, H2, and H3.

\* *The relation between the consumer's need of cognition and his behavior of browsing:*  
 To test this link we carried out simple regressions for every group of individuals.



**Table 9.** The relation between the need to cognition towards the category of the product in question and the browsing behavior of the consumers with high level of knowledge

		Consumers with high level of knowledge		
Independent variable	Independent variable	B	t	Sig.
Need of cognition	Browsing	0.183	1.288	0.204

**Table 10.** The relation between the need of cognition towards the category of product in question and the browsing behavior of the consumers with moderate level of knowledge

		Consumers with moderate level of knowledge		
Independent variable	Independent variable	B	t	Sig.
Need of cognition	Browsing	0.006	0.57	0.955

**Table 11.** The relation between the need of cognition towards the category of product in question and the browsing behavior of the consumers with low level of knowledge

		Consumers with low level of knowledge		
Independent variable	Independent variable	B	t	Sig.
Need of cognition	Browsing	1.44	1.435	0.155

The results show that for the three groups of consumers, the link between the browsing behavior and the need of cognition is not significant. So, the need of cognition of the consumers does not appear like an explanatory factor of their browsing behavior, at least in our Tunisian context. This result can be explained by the fact that the activity of browsing in Tunisia has been triggered more for recreational motivations than for information motivations. Consequently, we disapprove our hypothesis H4.

*\* The relation between the implication of the consumer and his behavior of browsing:*

To test this link we carried out simple regressions for every group of individuals.

**Table 12.** The relation between the implication towards the category of product in question and the browsing behavior of the consumers with high level of knowledge

		Consumers with high level of knowledge		
Independent variable	Independent variable	B	t	Sig.
Implication	Browsing	0.199	1.405	0.166

**Table 13.** The relation between the implication towards the category of product in question and the browsing behavior of the consumers with moderate knowledge level

		Consumers with moderate level of knowledge		
Independent variable	Independent variable	B	t	Sig.
Implication	Browsing	0.292	3.039	0.003

**Table 14.** The relation between the implication towards the category of product in question and the browsing behavior of the consumers with low level of knowledge

		Consumers with low level of knowledge		
Independent variable	Independent variable	B	t	Sig.
Implication	Browsing	0.274	2.803	0.006

The above results show that the implication of the consumers with moderate and low level of knowledge has an impact on their behavior of browsing. So, a strong vs. weak implication is a source of motivation vs. significant lack of motivation in the activity of browsing, which is not particular to the individuals with high level of knowledge, whose activity of browsing is independent from their level of implication towards the category of product.

So, the implication of the consumer in relation to the category of product in question of consumers with moderate and low level of knowledge interposes the relation between the level of knowledge of these latter and their browsing behavior. However, the implication of the consumers with high level of knowledge has no mediatory impact on the relation level of knowledge and behavior of browsing. Consequently, we partially confirm our hypothesis H5.

\* *The relation between the browsing behavior and the subjective knowledge of the consumer:*

**Table 15.** The relation between the browsing behavior and the subjective knowledge of the consumer

		Simple regression				
Dependant variable	Adjustment quality			Browsing behavior		
	R <sup>2</sup>	F	Sig.	B	t	Sig.
Subjective knowledge	0.10	2	0.115	0.274	2.0803	0.115

According to the above results the behavior of browsing does not influence the subjective knowledge of the consumer. In other words, the behavior of browsing does not contribute to increase the confidence of the consumer in his knowledge towards the category of products in question. According to us, this result could be explained by the fact that the browsing in Tunisia is more perceived as an activity of leisure than as an information source liable to improve the level of knowledge of the consumer. So, the hypothesis H4 and H6 are disapproved.

### Conclusions

The knowledge of the consumer is a widely approached concept in the literature. It refers to the memory of the individual, to his structure and to his cognitive capacity. This latter may influence the behavior of the consumer at various levels: at the level of information's research, the information's treatment, the evaluation of the product or even the brand, but also his browsing behavior. Indeed, our research is focusing on the relation between the knowledge and the browsing behavior.

Our results show that the more the consumer has a moderate level of knowledge, the more he will tend to browse. However, although his need of cognition is the highest one among the three cognitive profiles, this latter has no effect on his browsing behavior. This could be explained by the fact that there are other forms of information's research considered to be better to shower their need of cognition such as the specialized newspapers, internet, etc. On the other hand, the browsing behavior of individuals with moderate level of knowledge interposes their implication towards the category of product in question.

The behavior of browsing of highly-connoisseur individual is limited (less limited however than that of consumers with low level of knowledge). Our results also show that this relation is

independent of their need of cognition and of their level of implication. The behavior of browsing of consumers with low level of knowledge is limited with regard to two other groups of individuals. Their implication plays a mediating role in this relation, which is not the case for their need of cognition. Finally, the behavior of browsing has no effect on the subjective knowledge of the consumers. Our research contains certain limits. First of all, the non-representativeness of our sample of convenience represents a limit. Then, the external validity of our study and consequently its character which can be generalized is limited because of the necessary choices for its realization. Such as the selection of a particular cultural context: "Tunisia" and "the Scoop shop in Sousse".

Indeed if the premises or the staff in contact, differ from a selling point to another, the clientele too from a district to another, from a region to another, hence the importance of the multiplication of experimental sites, but also the diversification of the types of shops. Further to literature and to the first obtained results, we can indicate several ways of future researches. It would be interesting to study the other variables such as the culture variable in order to better define the existing differences between the Tunisian browsers and those belonging to different cultures. It would be also interesting to study the browsing behavior on the internet. Indeed, internet represents for the consumer a source of information and a means of leisure, and for companies a relevant means of communication.

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