

**THE INFLUENCE OF EMPIRICALLY MEASURED CONSUMERS' TRANSACTION COSTS ON THEIR
PREFERENCE OF SHOPPING MEDIUM**

Framarz Byramjee, Indiana University of Pennsylvania, Indiana, Pennsylvania, USA
Pradeep Korgaonkar, Florida Atlantic University, Boca Raton, Florida, USA

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ABSTRACT

Recognizing that comparatively lesser attention has been paid towards modeling of transaction cost economics in the business-to-consumer marketing, this research study posits the construct of consumers' transaction costs as an important predictor of consumers' preference of online or traditional shopping medium. The two categories of consumers' transaction costs developed as namely individual costs and social costs are empirically tested via their impacts on consumers' preference of shopping medium within presented purchasing scenarios of identified goods as articulated by the adopted research design. The paper discusses the analytical and substantive interpretations of the results and their managerial implications, along with directions for variables and explicates which warrant potential future research.

Keywords: *Consumer Marketing, Transactions, Individual Costs, Social Costs, Shopping Medium Choice*