

**EMPIRICAL MODELING AND MEASUREMENT SCALE DEVELOPMENT OF CONSUMERS'  
TRANSACTION COSTS IN THE SHOPPING ENVIRONMENT**

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**ABSTRACT**

This research study works on the empirical process of designing and developing a measurement scale for the importantly recognized construct of consumers' transaction costs in the shopping environment. It explicates two segregated categories of consumers' transaction costs, namely individual costs and social costs, and implements a system of empirical measurement of these costs with regard to their efficacy in the online and the traditional shopping medium. The methodology and research design describes the varied pretests conducted to operationalize the variables and their measurement scales, and to validate the manipulation checks employed, along with the applicability of the survey instrument. The paper implements a systematic scale development procedure detailing the assessment of content and face validity, convergent and discriminant validity, and reliability of the constructs and their empirical measures, so as to lend credibility to our structures of individual costs and social costs for applied usage.

Keywords: *Measurement Scale Development, Individual Costs, Social Costs, Goods, Shopping Medium*