

**A REVIEW OF THE ROLE OF CONSUMERS' TRANSACTION COSTS IN THE TRADITIONAL AND
ONLINE SHOPPING ENVIRONMENTS**

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ABSTRACT

Transactions constitute the core phenomenon of exchange for marketing and business. From a consumer economics stance of reasoning and explication, transaction costs are those monetary and more importantly non-monetary costs which consumers incur during the purchase process of products and services as a function of utilizing the market mechanism. This research paper transcribes a fairly exhaustive review of the literature in behavioral business fields and applied bodies of knowledge pertinent to this topic, along with our discussions and conjectures interwoven within the fabric of this discourse. It attempts to entail the manner in which variedly termed transaction costs and associated factors affecting consumers in the shopping environment impact their patronage intentions in terms of consumers' decisions to search for and purchase goods and services via the online and traditional shopping medium.

Keywords: *Consumers, Shopping Environment, Transaction Costs, Online Medium, Traditional Medium*