

Post Purchase Behaviour of Rural and Urban Online Consumers of Haryana

Ms. Sucheta

Assistant Professor, Dept. of Commerce, Government College, Narnaund (Hansi)
Haryana

Abstract

India is the country with ‘unity in diversity.’ The demographics of Haryana vary in terms of rural and urban. The reaction or sentiment of a customer after the sale is referred to as post-purchase behaviour. It all comes down to two emotions: contentment or discontent. The experience your consumers have with your product after the sale is an important stage in the customer journey. If they have a favourable experience, it will result in consumer loyalty, repeat purchases, as well as brand evangelism. If the goods or service falls short of their expectations, they will feel post-purchase dissonance. And post-purchase dissonance leads to returns and negative reviews. It might even cause a buyer to quit your brand completely. This research is based on sample size of 600 people of Haryana. Independent sample t-test was applied to know the difference between rural and urban consumers in Haryana regarding their post purchase level of satisfaction. The results concludes that no significant difference is found between the male and female consumers of rural and urban areas of Haryana in terms of their post purchase level of satisfaction.

Keywords: *Digital Divide, Perceived usability, Post-Purchase Behaviour, Customer Satisfaction, Online Consumer Behaviour, Rural–Urban Consumers, Haryana E-Commerce*

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1. Introduction

Digitalization has paved the ways to influences the consumers, producers, marketplaces. It helps to minimize the digital divide between rural and urban areas. Consumer behaviour is central in policy making and business decisions for the firms. The post-purchase phase is a crucial stage in the consumer decision-making process, where buyers evaluate their level of satisfaction or dissatisfaction after using a product. This behaviour is largely influenced by the comparison between pre-purchase expectations and the actual performance of the product. When a consumer’s perception of product performance matches or exceeds expectations, it leads to post-purchase satisfaction, whereas a mismatch results in dissatisfaction. This concept aligns with the expectation–confirmation theory, which explains that consumer satisfaction is determined by the degree of confirmation or disconfirmation of expectations (Oliver, 1980). The present study focuses on assessing the post-purchase satisfaction levels among rural and urban online consumers of Haryana. It incorporates key elements such as consumer expectations, perceived product performance, comparison between expectations and actual outcomes, and the extent of confirmation or disconfirmation. Additionally, the study evaluates the direction and magnitude of discrepancy scores to determine satisfaction levels. The survey also examines behavioural outcomes such as brand loyalty, positive word-of-mouth, and repeat purchase intention in case of satisfaction, and discontinuation or negative feedback in case of dissatisfaction. The influence of advertising on consumer expectations and perceived product performance has been analyzed. These dimensions collectively help in understanding how post-purchase experiences influence long-term consumer behaviour in the e-commerce environment (Kotler & Keller, 2016).

2. Background of Study

Post-purchase behaviour has gained increasing importance in the context of online shopping as it directly influences customer retention, brand loyalty, and long-term business sustainability. With the rapid expansion of e-commerce platforms in India, particularly in states like Haryana, both rural and urban consumers are actively engaging in online purchasing activities. However, their post-purchase experiences differ significantly due to variations in expectations, digital literacy, product awareness, and service accessibility. Rural consumers may face challenges related to product quality perception, delivery reliability, and return policies, while urban consumers are generally more demanding in terms of service quality and product performance. Additionally, the Gen Z consumers differ in their perceptions, preferences, communication styles. The companies need to take these factors into consideration (Bhanot & Gaikwad, 2025). The concept of expectation–confirmation plays a central role in determining satisfaction, where consumers evaluate whether the product meets their initial expectations after purchase. Studies indicate that positive post-purchase experiences lead to repeat buying behaviour and positive word-of-mouth, whereas dissatisfaction results in complaints and brand switching (Chiu et al., 2014).

3. Scope and Significance of Study

This study focuses on analysing the post-purchase behaviour of rural and urban online consumers in Haryana, with particular emphasis on their satisfaction levels, expectation–performance comparison, and subsequent behavioural responses such as brand loyalty, repeat purchase intention, and word-of-mouth communication. The scope includes key dimensions such as consumer expectations, perceived product performance, confirmation or disconfirmation of expectations, and the impact of these factors on satisfaction or dissatisfaction. It also examines behavioural outcomes like continued patronage, switching behaviour, and feedback patterns in the context of e-commerce platforms. The significance of the study lies in its ability to provide valuable insights for marketers, e-commerce companies, and policymakers to understand regional differences in consumer experiences and to design strategies that enhance customer satisfaction and retention. Additionally, the study contributes to academic literature by offering empirical understanding of post-purchase evaluation processes in emerging digital markets, thereby supporting the development of customer-centric e-commerce practices (Tandon et al., 2020).

4. Objective of Study

- To examine the post-purchase behaviour of rural and urban online consumers in Haryana
- To analyze the level of customer satisfaction based on the comparison between pre-purchase expectations and actual product performance
- To evaluate the impact of satisfaction and dissatisfaction on brand loyalty, repeat purchase intention, and word-of-mouth behaviour
- To identify the key factors influencing post-purchase satisfaction and dissatisfaction among online consumers
- To compare the post-purchase behavioural patterns of rural and urban consumers in Haryana

5. Review Of Literature

Several studies have examined the determinants of post-purchase satisfaction and behaviour in the context of online shopping, particularly within India and comparable regional settings. Goel et al. (2022), in their study on e-impulse buying and customer satisfaction, highlighted that trust plays a crucial role in shaping purchase intentions and post-purchase behaviour in the e-commerce ecosystem, emphasizing that leading platforms like Amazon and Flipkart attract and retain customers through diverse product offerings and targeted promotional strategies. Similarly, Kanagavalli et al. (2020) found that social media significantly influences post-purchase behaviour, as it has become an integral part of consumers' daily lives and decision-making processes. Tandon and Kiran (2019) further identified that website quality, social media engagement, and point-of-delivery (POD) payment options are key drivers of customer satisfaction in online shopping. In addition, Khan and

Khan (2018) demonstrated that service convenience has a strong impact on post-purchase outcomes such as satisfaction, loyalty, and trust among online buyers. Earlier studies by Tandon et al. (2017, 2015) emphasized the importance of website functionality, perceived usability, and perceived usefulness in enhancing customer satisfaction, with factors such as ease of use, time convenience, and promotional value playing a significant role.

The post-sales service is detrimental in converting the present consumer into loyal consumers for repetitive sales. The word-of-mouth is closely associated in this regard. Their satisfaction level depends on the post-purchase behaviour, experiences and values offered through the products or services. Otherwise, it leads to the digital stress many times converting into the negative word of mouth publicity (Gaikwad & Bhattacharya, 2024). The ratings, reviews are shared likewise on the various platforms.

6. Discussion and Analysis

• Sample Size

In this study, sample size of 600 rural and urban people is taken from administrative division (*Ambala, Rohtak, Gurgaon, Hisar, Karnal and Faridabad*) of Haryana. The primary data was collected with the help of “Five-point Likert scale” with responses that ranges from strongly disagree to strongly agree and neutral.

Table 1: Area-wise Distribution of Respondents

State-Haryana						
Administrative Division	Karnal Division	Ambala Division	Faridabad Division	Gurgaon Division	Hisar Division	Rohtak Division
District with Highest Literacy Under each Division	Panipat	Panchkula	Faridabad	Gurgaon	Hisar	Jhajjar
Respondents	150	150	150	150	150	150

Table 2: Sampling Techniques

Sampling	Sampling Method	Details
Selection of Districts from each Division	Judgemental Sampling	District with Highest Literacy Under each Division
Selection of Respondents	Judgemental cum Quota Sampling	The data were collected only from those respondents who made minimum one purchase online in the last month, and literate. A quota of 150 respondents (75 from rural and 75 from urban areas) per division was fixed.

Table 3: Statistical Tools applied in the Study

Particular	Statistical Tools	Tests
Post Purchase Behaviour of rural and urban consumers of Haryana	Descriptive and Inferential statistics	Frequency Distribution and T-Test

Ho: There is no significant difference in post purchase level of satisfaction among rural and urban online consumers in Haryana.

Table 4: Region wise mean values of Post Purchase Factors

S. No.	Post Purchase Factors	Rural Mean	Urban Mean
1.	If satisfied with product and online service, I make repeated purchase	3.67	3.64
2.	If not satisfied with product I raise compliant against seller	3.87	3.82
3.	If satisfied, I speak good things about the product and website	3.84	3.79
4.	I Speak negative about the products if my expectations are not fulfilled	3.66	3.70
5.	If satisfied, I make the brand and website popular among friends	3.40	3.36
6.	I switch to other brands if I am not satisfied	3.54	3.51
7.	Reliability and dependability are more for advertised products	3.88	3.79
8.	Majority of web advertisements overstates Product's attributes	3.65	3.62
9.	Sincere efforts by majority of e-trailers towards consumer's complaints adjustments	3.75	3.66
10.	Now, E-- Tailers and manufacturers are more sensitive to consumer's complaints	3.50	3.47

Table above is showing that higher loyalty is found among the consumers of rural and urban areas when they are satisfied with services provided by online platforms while online purchase. Both rural and urban consumers says that they repeat the product purchase, speak good things about the product and website and make the brand and website popular among friends, if they are satisfied. On the other hand, raise compliant against seller, speak negative about the products if my expectations are not fulfilled and switch to other brands if I am not satisfied.

Table 5: Comparison of post purchase level of satisfaction amongst rural and urban consumers in Haryana

	Region	N	Mean	Std. Deviation	t-value	p-value
Post Purchase Behaviour	Rural	300	3.6743	.52653	.868	.386
	Urban	300	3.6367	.53686		

(* significant at 5% level of significance, ** significant at 1% level of significance)

Table above is sharing the results of independent sample t-test which was applied to know the difference between the consumers of rural and urban areas of Haryana in context to their post purchase level of satisfaction amongst them. It is found from the table that on the basis of mean value there is no significant difference between rural (M= 3.67 and SD= 0.52653) and urban (M=3.63 and SD=.53686) consumers for post purchase level of satisfaction with t-value .868 ($p \geq .05$). Thus, the results concludes that no significant difference is found between the consumers of rural and urban areas of Haryana in terms of their post purchase level of satisfaction.

Table 6: Comparison of post purchase level of satisfaction amongst rural and urban male consumers in Haryana

	Region	N	Mean	Std. Deviation	t-value	p-value
Post Purchase Behaviour	Rural	197	3.6579	.58702	1.266	.207
	Urban	127	3.5693	.65605		

(* significant at 5% level of significance, ** significant at 1% level of significance)

Table above is showing the Comparison of post purchase level of satisfaction amongst rural and urban male consumers in Haryana where independent sample t-test was applied to know the difference between rural and urban male consumers in Haryana regarding their post purchase level of satisfaction. It is found from the table that on the basis of mean value there is no significant

difference between rural male (M= 3.65 and SD= 0.58702) and urban male (M=3.56 and SD=0.65605) consumers for post purchase level of satisfaction with t-value 1.266 ($p \geq .05$). Thus, the results concludes that no significant difference is found between the male consumers of rural and urban areas of Haryana in terms of their post purchase level of satisfaction.

Table 7: Comparison of post purchase level of satisfaction amongst rural and urban female consumers in Haryana

	Region	N	Mean	Std. Deviation	t-value	p-value
Post Purchase Behaviour	Rural	103	3.7058	.38599	.386	.700
	Urban	173	3.6861	.42417		

(* significant at 5% level of significance, ** significant at 1% level of significance)

Table above is showing the Comparison of post purchase level of satisfaction amongst rural and urban female consumers in Haryana where independent sample t-test was applied to know the difference between rural and urban female consumers in Haryana regarding their post purchase level of satisfaction. It is found from the table that on the basis of mean value there is no significant difference between rural female (M= 3.70 and SD= 0.38599) and urban female (M=3.68 and SD=0.42417) consumers for post purchase level of satisfaction with t-value 0.386 ($p \geq .05$). Thus, the results conclude that no significant difference is found between the female consumers of rural and urban areas of Haryana in terms of their post purchase level of satisfaction.

7. Findings of the Study

- The study reveals that post-purchase behaviour of online consumers in Haryana is significantly influenced by the level of satisfaction derived from the comparison between pre-purchase expectations and actual product performance. It is observed that when consumers perceive that the product meets or exceeds their expectations, it leads to higher levels of satisfaction, resulting in repeat purchase intentions, brand loyalty, and positive word-of-mouth. Conversely, dissatisfaction arising from unmet expectations leads to negative behavioural outcomes such as complaints, product returns, and switching to alternative brands or platforms.
- The findings further indicate that rural and urban consumers exhibit notable differences in their post-purchase behaviour. Urban consumers tend to be more critical and demanding in terms of product quality, delivery efficiency, and service experience, whereas rural consumers are relatively more tolerant but face challenges related to product reliability, return policies, and digital literacy. Additionally, factors such as website functionality, ease of use, trust, and payment convenience play a crucial role in shaping post-purchase satisfaction. Social media and online reviews also influence consumer perceptions after purchase.
- The study highlights that positive post-purchase experiences strengthen long-term customer relationships and contribute to customer retention, while negative experiences adversely impact brand image and consumer trust. Advertising and promotional strategies were also found to influence consumer expectations, which in turn affect satisfaction levels. Overall, the study concludes that managing post-purchase experience effectively is essential for e-commerce platforms to sustain customer satisfaction and ensure continued growth in both rural and urban markets.

8. Conclusion

The consumer is the king of marketplace. Along with the pre-sales, the post-sales satisfaction is an equally important as it determines the likelihood of repeat purchases and word-of-mouth recommendations. The present study indicates that the post purchase behaviour of the consumers of rural and urban areas of Haryana. The results shows that both consumers of rural and urban area of Haryana have same level of satisfaction for post purchase. The results also says that male and female respondents from rural and urban area both had shown no significant difference in post purchase level of satisfaction. This concludes that consumers of both rural and urban areas of Haryana are

satisfied after their online purchase if they met their expectations. Also, if their expectations are not fulfilled, they disagree along with their reasons after making their online purchase. The study is helpful to gain insights in terms of sustainable growth, consumer delight etc.

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