

POST PURCHASE BEHAVIOUR OF ONLINE RURAL CONSUMERS IN DHARMAPURI DISTRICT

Kalpana. M* & Anand. R**

ABSTRACT

Internet shopping operates in a highly competitive, dynamic and rapidly changing business environment. Online shoppers are aware of the value of providing ready access to timely, reliable, consistent information and customer experience management across divisions. The study deals with the post-purchase conduct of rural consumers, with specific reference to the district of Dharmapuri. The aim of the study is to analyze the factors that influence rural consumers' post-purchase behavior. 100 respondents were taken from the studies as a sample via a structured questionnaire. The analysis is part of the descriptive research design and process of convenience sampling. The study adopted the following statistical tools used for the purpose of analysis and interpretation, such as regression and ANOVA.

Key Words: Rural Consumer, Consumer Behavior, and Post – purchase.

*Ph.D Scholar, Department of Business Administration, Annamalai University. Chidambaram, Cuddalore, Tamil Nadu, India.

**Associate Professor, Department of Business Administration, Annamalai University. Chidambaram, Cuddalore, Tamil Nadu India.

INTRODUCTION

Owing to the rapid and significant developments in information and communication technologies in the last few decades, the Internet and personal computers have entered our everyday lives greatly. Individual shopping habits have also changed dramatically in combination with changing customer tastes and technical advances. After the first Internet web browser back in the 1990s, a new paradigm of technology-enabled shopping, called "Online Shopping," arose. Since then, both researchers and practitioners have drawn tremendous interest to online shopping. Internet shopping is a new phenomenon in the modern business world that has become quite significant. The advancement of online shopping has opened the door to the ability to take advantage of companies and have a competitive advantage over them. Increasing numbers of customers shop online to buy goods and services, collect information about items or even browse for enjoyment. Online buying of goods provides consumers the ability to search a broad range of products; customers can compare a wide variety of products and find exclusive offers online for the best deals. Therefore, online shopping settings play a growing role in the overall relationship between advertisers and their customers. The purpose of the study is to examine the post-purchase behavior of clients towards online shopping for rural consumers in Dharmapuri.

Increasingly, the idea of marketing and its strong position in the transformation of the business, customer and Indian economy is being felt. It is an enveloping feature of any individual's modern life. Marketing offers a chance to contribute both to society and to an individual business. In the current sense, marketing in a competitive world has become the secret to evaluating a company's performance and health. Corporate companies in India have recognized this fact and are therefore putting greater focus on marketing and customer behavior. The goal of marketing is to meet and fulfill the needs and wishes of customers. This field examines the behavior of how people, groups and organizations prefer to purchase or dispose of items, service ideas, or knowledge to fulfill their needs and desires. Therefore, marketing a decision is a logical and conscious process in which each of the possible alternatives is evaluated by the consumer to choose the best among them. It requires an intricate method of thinking; a degree of active reasoning, thought does not appear to be so on the surface. This may be because the user has taken these decisions over a period of time, so many times that they now appear to be automatically made. Even the everyday decision to purchase cigarettes, like purchasing a new

refrigerator, requires active thinking. However the degree and severity of active reasoning in the former case could be much lower than in the latter case. The American marketing association states that the function is marketing research, Using information-information used to recognise and define marketing opportunities and problems, create, define and evaluate results, and enhance the understanding of marketing as a process, which links the user, consumers, and public with the marketer.

POST- ASSESSMENT OF PURCHASE

The three key aims of this post-purchase assessment of customers are a) to expand the consumer collection of interactions stored in memory, b) to include a review and how well the items are chosen, and c) to make changes in future purchase decisions. Either satisfaction or dissatisfaction is created by the relationship between customer expectations and actual product results. So happiness and disappointment in an emotion is not an emotion but an emotion assessment. Research studies show that demographic variables, personality variables, perceptions, and other variables involve multiple determinants that affect satisfaction. Consumerism has been caused by numerous problems faced by customers and their frustration with the diverse marketing strategies and product characteristics of FMCGs. Consumerism is a trend, a movement that It aims to safeguard and increase consumer rights in relation to the different marketing practices of FMCG firms. The qualities of marketing people should be affected by this campaign to share social responsibility and responsiveness to customer issues, and to oppose the unjust trading practices of businessmen, on the other hand, by customers.

THE RESEARCH PROBLEMS

The study of consumer behavioral aspects is of great significance and this information is applied to find out what consumers want and need. In all its practical meaning, the study of consumer behavior assists the common man. In a competitive market, the customer will not be motivated by a commodity. For their own survival and success in competitive marketing environments, it is essential for marketers to understand customers. The reason for researching consumer behavior is to find out the role it plays in the lives of many of the general public as well as the institutions involved in the manufacturing and selling of various forms of consumer

products, machinery, goods and services. But it would be hard to determine the exact needs of customers for such studies.

The customer must also determine when and where to purchase the items he needs or wants, how much the customer wants to spend on them, or how much the customer can afford, and how the customer will pay for them. Some purchasing options are normal and do not require these considerations. Other purchasing scenarios can be more complicated. Considerations of rank and reputation are also relevant in other cases. Many purchases of products may A number of economic, social and psychological factors need to be evaluated. There must be ongoing research in the area of consumer purchasing habits in order to address the problems of buyers and advertisers. In India, few studies have been conducted on the influence of customer purchasing behavior and brand equity on consumer durables. Most of the studies is regarded as Items that are not-durable. This research left a void in studies conducted in India in the durable product market. Therefore this review was conducted to take the research work into account.

DURABLE SHOPPING HABIT OF CUSTOMER

The present world is rapidly changing. No exception is India. The speed of change that India and its people are experiencing in their socio-cultural environment is mind boggling, especially after the opening up of the economy. With its wide diversity, India provides a fascinating scope for studying the host of changes brought about by developmental activities in its social and economic system.

Recognition Required

Recognition of need implies recognition of a desire or want. The purchasing phase begins with the arousal of need. Via internal or external stimuli, a need can be triggered. A man's basic needs emerge to a specific level and become a motor, and he understands from his previous experience. This is a case of stimulation from inside. An external stimulus, such as the sight of a new product in a shop while buying the normal product, may also generate a need.

Brand Knowledge and Quest for Information

In this point, to get product awareness, the user enters a stage of active knowledge search. He/she tries to gather more information about the item, its main characteristics, and the characteristics of different brands and the outlets where they are available.

Assessment and Intention

A consumer enters the subsequent stage of assessment and purpose once interest in a product is aroused. The assessment stage indicates the stage of the product's mental trial. During this point, on the basis of the accumulated stock of product knowledge, the customer assigns real-time value weights to different products/brands and draws conclusions about their relative satisfaction, giving potential value. The user establishes the purpose after this assessment to either purchase or reject the item. However the actual transaction depends on the strength of the optimistic intention, which is the intention to buy.

Purchasing

It is the terminal stage that completes a transaction in the purchase decision process. It takes place as either a trial or an adoption. From a behavioural point of view, if a customer buys anything for the first time, it can be viewed as a study. This trial helps him to gain experience with the purchased product. In terms of satisfaction derivation, if this experience is positive, then repeat purchases will occur. Repeat transactions, however will only happen when the result satisfies him. But there is the option of a trial purchase. In the case of durables such as refrigerators, air-conditioners and microwaves, it is not possible to buy a trial since it must be adopted and used repeatedly once a product is purchased.

Post Buying Behaviour

In order to create meaning for the product through a process, a customer recognises, organises and interprets knowledge. Learning, memory and aspirations will influence it. When learning reaches the target stage, behaviours are influenced by customers. Generally, an attitude should provide a positive or negative product appraisal. It is a perceptual result. The consumer is pleased, prefers the product, and recommends it to others if the performance of the product is good. The behaviour after a product purchase is called Post purchase behaviour, which can be

positive or negative. The customer will re-purchase the product, discontinue the product, or turn to some other product based on satisfaction or disappointment.

In the post-purchase process, the focus of the customer decision system lies in consumption and consumption. Purchases are therefore just " means to a goal,' the end being the end Achieving profits from the consumption of the good or service. From the perspective of marketers, long-term performance flows from satisfaction experienced by customers during the post-purchase process. Two main operations, intake and disposal, are accounted for by post-purchase processes. The three big choices for product disposal are trashing, preserving and selling the product.

SCOPE OF THE STUDY

A general overview of what the report will cover is the scope of the analysis. The aim of the study is to examine the perception of consumers regarding online shopping and its effect on customer loyalty and online shopping post-purchase activity. The review, conclusions, recommendations and conclusion of the current research conducted by the researcher will be of immense use to India's online stores and online shoppers as well as other parts of the report. The planet and this study is more beneficial in this way for future researchers with similar studies. This research is limited to consumers' impressions of online shopping in Chennai. Within the district of Chennai, the scope of research is confined. This research is carried out to recommend some steps to change the existing online shopping environment in order to maximize customer loyalty, leading to customers 'positive and beneficial post-purchase behavior towards online shopping.

REVIEW OF LITERATURE

Kanagavalli G (2020) the major objectives of the research to examine the post purchase behaviors of purchasing intensions through social media. A prepared survey method used as tool for data collection from the sample respondents. The convenient sampling has been used for the data collection. The sample size is 266 respondents. The major finding of the study social media is one of the important lives of human being. The researcher concluded that the social media create more benefit of the human life. Social media create more opportunity and challenges of the people.

Hemanti Richa and Shaili Vadera (2019) the study looks at low-cost smart phones and affordable data packages in India, where Internet penetration is rising rapidly. In the Indian context, the study describes the salient features of online customer behaviour. There are six variables called utilitarian qualities, post-purchase problems, hedonic motivations, equality, intrusion and Practicality. In this study, a formal, non-disguised questionnaire was used as a research tool to collect respondent data and simple random sampling was used and 30 online consumers were taken from the study sample size. The study finds that most high-quality goods, especially electronics, have international/national guarantees; but e-tailors need to cultivate their relationship with these service centers so that their customers receive immediate and friendly service.

Hongfei Liu, Chanaka Jayawardhena, and Mujahid Mohiuddin Babu (2019) the aim of this paper is to investigate the degree to which online reviews (aggregate rating (AR) and individual reviews (IR)) influence the assessment and post-purchase behaviour of consumers by taking into account the valence of online reviews and consumption experience congruence (CE). Findings of the study are AR and IR affects consumers' post-purchase assessment at the mental, brand and media Levels and the behaviour of review-writing. The final sample was taken from 347 online consumers to collect information. For the purpose of analysis, regression is used. The researcher indicates that the information from the e-WOM affects the assessment of customers in the post-purchase process, while IR appears to be comparatively more relevant than AR.

Lingli Wang, Qiang Yan and Wenjing Chen (2019) purchase conduct drivers and post-purchase assessment in the promotion of Singles' Day. The purpose of this study is to investigate how the buying behaviour and post-purchase assessment of consumers are influenced by promotion and social influence. To validate the hypotheses and provide deeper perspectives, a mixed method approach including a quantitative analysis (N = 480) and a follow-up qualitative study (N = 35) was carried out. The study findings indicate that customers allocate in-store slack to limit unplanned purchases in shopping budgets and in-store slack is positively linked to post-purchase assessment. Social impact, which helps consumers rationalize purchasing decisions, has beneficial effects on scheduled purchases and assessment of post-purchase. The relationship between in-store slack and unplanned sales is moderated by both promotion intensity and

promotion range. That is the exact influencing mechanism of how promotion and social impact affect purchasing behavior and post-purchase assessment is required for future research to analyze.

Rajagopal K et al, (2019) in the later stages of the buying cycle, the aim is to find the behavioural patterns displayed by the customer. On the commercial website, the same survey questionnaires were designed for study and analysis (Google forms). 40 individuals who are well acquainted with online shopping platforms filled out the questionnaire. Finding that a product is available at a lower price on any other portal' greatly affects the consumer's behaviour of refraining from visiting the site again. Towards the future other factors such as brand change intentions and the correlation of these variables with the age, gender and other personal characteristics of the customer may also be analysed in studies. Through ranting it out to their family and friends and writing reviews of the item on the portal, the majority of customers express their post-purchase regret.

Barkathunisa A (2018) the objective of the research is to assess the understanding, attitude, happiness and post-purchase behaviour of the client towards online shopping in Chennai. Sample size of 100 customers of different items online. It conducts descriptive and inferential analysis. To evaluate the theories, correlation and Multiple Regression Analysis are used. Also the analysis It finds that the understanding, attitude and satisfaction of customers affect the post purchase behaviour of online shopping items. The research used the Questionnaire and Informal Interview to obtain information from the online user. The researchers used the possibility of random sampling in this analysis.

Maddy Osman (2018) Data Says (How to Optimize Post-Purchase Activity in Woo Commerce). Most customer behaviour and marketing literature focuses on encouraging purchasing behaviour. There is a lack of attention as a result, and what happens to a consumer after purchase. This study responds by examining how experiential attributes in the post purchase process could lead to positive customer assessments and emotions. The debate of the results showed a difference between the literature on marketing and design, but potential strategies were addressed. As further work, several important questions for further research are proposed, such

as how labels influence the creation of product attachment. It is proposed that this stage is further broken down into more manageable parts to advance the awareness of the post purchase process.

Mohd Afaq Khan and Sablu Khan (2018) the goal of this study is to test the proposed research model to assess the effects of service convenience on Indian consumers' post-purchase behavior in e-retailing. During data collection, the staff management of questionnaires by researchers helped the respondents to clear up the questions and helped to increase the accuracy of answers. The sample size of the respondents was 235 for the investigator. The Researcher-controlled sampling was used and checked by confirmatory factor analysis for a close-ended, undisguised, and standardized questionnaire. In order to predict the post-purchase activity, the prospective researcher should consider other variables. The current research can also be replicated to other sectors such as e-grocery, online fashion stores, etc The findings of this study lack generalization for other regions of the globe, but in the sense of e-retailing, the results are still informative.

Yingxia Cao, Haya Ajjan and Paul Hong (2018) an observational study comparing post-purchase delivery and customer service interactions in online shopping and their effect on customer satisfaction. The goal of the study is to understand the impact of post-purchase logistic services on customer satisfaction and future purchase decisions, to expose any differences between China and Taiwan, to fill a void in the literature based on post-purchase logistic activities related to shipping, return and monitoring, to provide management guidance In e-commerce logistics, and to gain insights into logistics services for future study. The data was gathered from 145 respondents in China. The study found that delivery and monitoring after purchase has an effect on consumer loyalty and customer service is the most important factor for online shoppers among the examined backgrounds. Future studies should analyze longitudinal surveys to study the purchasing intentions of consumers over time.

UshaVaidehi P. (2014) the study found that male students, compared to female students, are more interested in buying products online. This study shows that factors such as online shopping save time, product availability for less cost, promotions offered by e-retailers, ease of payment are the inspiring drives to encourage students to buy more online. Nevertheless, both male and

female respondents chose to purchase items online and they were more interested in purchasing clothing, electronic products and books online.

RESEARCH METHODOLOGY

Both primary and secondary data are based on the analysis. The primary data was gathered directly from the customer survey via a well-designed interview schedule. Those purchased online for the purpose of the analysis as samples taken. The investigator approached the respondents more than once at their leisure time or conveniences, for data collection. Books, journals, papers, studies, and websites gathered secondary data related to the study.

Area of the study

Respondents from Dharmapuri district, Tamil Nadu, were picked. The researcher chooses this location because it is convenient for the researcher and the availability and coverage is sufficiently broad.

Sampling Method

The investigator was taken into the process of ease sampling. This thesis was based on observational analysis. The field of study has spread throughout the Dharmapuri District, Tamil Nadu. Different measures have been taken into account to make the samples representative, to the extent possible. Areas of the Dharmapuri District were chosen for samples.

Sample size

Dharmapuri district is in 24th place in terms of the highest population in the state. The district has recorded the literacy rate of 68.5% lower than other districts and 82.68% of the people are living rural area only and to know their attitude so that the researcher was select this district. The sample size was taken for the study is 100 respondents.

Statistical tools used for the study

ANOVA used to find out the variance between the demographic factor and post purchase behavior.

Regression is used to understand which among the independent variables are related to the dependent variable.

Reliability of post purchase behavior factor

Reliability	
Items	Cronbach's Alpha
Product aesthetics	0.706
Product reviews	0.832
Product price	0.869
Product quality	0.834
Word of mouth	0.803
Brand loyalty	0.862
Service quality	0.875
Shopping experience	0.766
Privacy concerns	0.836
Purchase decision	0.766
Post purchase behavior	0.841

ANALYSIS AND INTREPRETATION

Table: 1 Analysis of frequency

	Personal Factors	Frequency	Percent
Age group	Below 20	16	16.0
	21 - 30	44	44.0
	31 - 40	24	24.0
	41 – 50	11	11.0
	Above 51	5	05.0
	Total	100	100
	Educational Qualification	Below SSLC	7
HSC		33	33.0
DIPLOMA		27	27.0
UG		21	21.0
PG		12	12.0
Total		100	100
Income	Below 20,000	8	8.0
	20,001 – 30,000	35	35.0
	30,001 – 40,000	25	25.0
	40,001 – 50,000	26	26.0
	Above 50,001	6	06.0
	Total	100	100
Occupation	Student	14	14.0
	Employee	39	39.0
	Business	35	35.0
	Profession	8	08.0
	House wife	4	04.0
	Total	100	100

Interpretation:

The above table depicts that the online rural consumer demographic profile. Consumers are in the different age groups, educational qualification, monthly income and their occupation. This demographic profile reflects the attitude of rural consumer while purchasing online.

In the age group, this is classified into less than 20 years, 21-30years, 31-40years,41-50years and above 51 years age. Here, 44 percent consumers were 21 to 30 years age group followed by above 31 to 40 age group 24 percent and below 20 years age group 16 percent and 41 to 50 years age group 11 percent and above 51 age group 5 percent. It showed that majority of the consumer were in the 21 to 30 years age group.

With regard to education, 33 percent consumers are having higher secondary level education followed by 27 percent consumers are having diploma level of education, 21 percent consumers are having under graduate level of education, 12 percent consumers are having post graduate level of education, 07 percent consumers are having below SSLC level of education. It showed majority of the consumers have under graduate.

For monthly income level,35 percent consumers are having monthly income of Rs. 21,000- 30,000 followed by 26 percent consumers are having monthly income Rs.40,001-50,000, 25 percent of the consumers are having the monthly income Rs 30,001 - 40,000, 8 percent consumers are having monthly income below Rs.20,000, and 6 percent consumers are having monthly income above Rs.50,001. It showed majority of the consumers are having the monthly income Rs.20, 001 -30,000.

Regarding occupation of the respondents 39 percent consumers are employee, followed by 35 percent of consumers are business, 14 percent consumers are students, 8 percent of the consumers are profession, 4 percent of the consumers are housewife. It showed majority of the consumers are employee.

The table shows that the online rural consumers occupation. Consumers are in the different occupation like employee, business, student and etc. In this table used ANOVA for the purpose

of to know the difference between occupation and post purchase behavior of rural consumers while purchasing online.

Table: 2 Distinguish between occupation and post purchase behavior

Occupation	N	Mean	Std. Deviation	F	Sig.
Student	14	4.207	0.631	2.089	0.088
Employee	39	3.800	0.628		
Business	35	4.031	0.482		
Profession	8	3.475	1.363		
Housewife	4	3.987	0.730		
Total	100	3.919	0.684		

Interpretation: From the mean value table of respondent's occupation it depicts that; students have the highest mean value (4.20) with standard deviation (0.63). Followed by business have the mean value (4.03), housewife respondents have the mean value (3.98), employee respondents have the mean value (3.80), and profession respondents have the mean value (3.47). It shows that majority of the consumer's lies in the student.

H0 = There is a significant difference between occupation and post purchase behavior of rural online consumer. Hence, accepted the alternative hypothesis and rejected the null hypothesis.

The table shows that the online rural consumer age groups. Consumers are in the different age groups like below 20years, 21-30years and above 51 years respectively. In this table used ANOVA for the purpose of to know the difference between age group and post purchase behavior of rural consumers while purchasing online.

Table: 3 Difference between age group and post purchase behavior

Age group	N	Mean	Std. Deviation	F	Sig.
Below 20 years	16	4.168	0.480	1.939	0.110
21-30 years	44	3.823	0.563		
31-40 year	24	4.106	0.497		
41-50 years	11	3.590	1.331		
Above 51 years	5	3.790	0.771		
Total	100	3.919	0.684		

Interpretation: From the mean value table of respondents age it reveals that, age group below 20 years have the highest mean value (4.16) with standard deviation (0.48). Followed by 31-40 years age group have the mean value (4.10), 21-30years age group have the mean value (3.82), above 51 years age group have the mean value (3.79) and 41-50 years age group have the mean value (3.59). It shows that majority of the consumer's lies in the age group below 20years.

H0 = There is a significant difference between age group and post purchase behavior of rural online consumer. Hence, rejected the null hypothesis and accepted the alternative hypothesis.

The table shows that the online rural consumer educational qualification. Consumers having skill & knowledge based on their education and its different compare than one person to another, like few of people has studied below SSLC, HSC, UG and PG respectively. In this table used ANOVA for the purpose of to know the consumer's education level and post purchase behavior of rural consumer while purchasing online.

Table: 4 Distinguish between education and post purchase behavior

Education	N	Mean	Std. Deviation	F	Sig.
Below SSLC	7	4.214	0.585	0.651	0.628
HSC	3	3.862	0.545		
DIPLOMA	27	3.946	0.505		
UG	21	3.983	1.003		
PG	12	3.733	0.788		
Total	100	3.919	0.684		

Interpretation: From the mean value table of respondents education its expose that, below SSLC highest mean value (4.21) with standard deviation (0.58). Followed by under graduate consumers are have mean value (3.98), diploma consumers are have the mean value (3.94), higher secondary consumers are have the mean value (3.86) and post graduation consumers are have the mean value (3.73). It showed majority of the consumers are below SSLC.

H_0 = There is a significant difference between education and post purchase behavior of rural consumer. Hence, rejected the null hypothesis and accepted the alternative hypothesis.

The table shows that the online rural consumer monthly income. Consumers are getting different level of income compare than one person to another, like below 20,000, 30,000 and above 50,001 respectively. In this table used ANOVA for the purpose of to know the difference level of income and post purchase behavior of rural consumers while purchasing online.

Table: 5 Variance between monthly income and post purchase behaviour

Monthly Income	N	Mean	Std. Deviation	F	Sig.
below 20000	8	4.212	0.486	0.946	0.441
20001-30000	35	3.842	0.534		
30001-40000	25	4.062	0.530		
40001-50000	26	3.838	0.939		
above 50001	6	3.733	0.946		
Total	100	3.919	0.684		

Interpretation: To above the mean value table expose that below 20,000 income level having highest mean value (4.21) with standard deviation (0.48), followed by the 30,001–40,000 income level having the mean value (4.06), 20,001–30,000 income level having the mean value (3.84), 40,001-50,000 income level having the mean value (3.83) and above 50,001 income level having the mean value (3.73). It shows that majority of consumers having the income level is below 20,000.

H1 = There is a significant difference between monthly income and post purchase behavior of rural online consumer. Hence, accepted the null hypothesis and rejected the alternative hypothesis.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	0.890 ^a	0.791	0.771	0.32801	37.949	0.000 ^b

a. Dependent Variable: post purchase behavior

b. Predictors: (Constant), word of mouth, purchase decision, product reviews, shopping experience, brand loyalty, service quality, product price, privacy concern, product aesthetics

The table shows that the factors influencing of post purchase behavior of rural consumers. The factors are product aesthetics, service quality, shopping experience, privacy concern, product price, brand loyalty, purchase decision, product reviews and word of mouth respectively. In this table used regression for the purpose of to know the factor most influencing of the rural consumer's post purchase behavior while purchasing online.

Table: 6 Factor influence of post purchase behavior

Coefficients ^a						
Model		Un standardized Coefficients		Standardize d Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.645	0.568		4.660	0.000
	Product aesthetics	-2.836	0.451	-2.538	-6.285	0.000
	Service quality	1.297	0.287	1.331	4.514	0.000
	Shopping experience	-0.377	0.126	-0.290	-2.980	0.004
	Privacy concern	-0.452	0.373	-0.473	-1.212	0.229
	Brand loyalty	0.091	0.099	0.085	0.917	0.361

Purchase decision	2.384	0.363	2.508	6.573	0.000
Product price	-2.774	0.415	-2.903	-6.681	0.000
Product reviews	0.201	0.089	0.190	2.263	0.026
Word of mouth	2.736	0.424	2.612	6.450	0.000
a. Dependent Variable: post purchase behavior					

Interpretation: Above the table shows that factors privacy concern (0.22) and brand loyalty value (0.361) are more than significant value of (0.05), rest of the values are less than significant value. Product aesthetics (0.00), service quality (0.00), shopping experience (0.00), purchase decision (0.00), product price (0.00), product review (0.00) and word of mouth (0.00). It shows majority of the factors are influencing the post purchase behavior rural consumer while purchasing online.

H_0 = There is no significant influence between product aesthetics, service quality, shopping experience, purchase decision, product price, product review, word of mouth and post purchase behavior of rural consumer. Hence, rejected the null hypothesis.

H_1 = There is a significant influence between privacy concern, brand loyalty and post purchase behavior of rural consumers. Hence, accepted the alternative hypothesis.

LIMITATIONS OF THE STUDY

The survey findings may not be entirely studied indicative of the views of the consumers in the Dharmapuri. It is important that the post-purchase behavior of the customer towards online shopping may differ from time to time. Finally, these limitations will restrict the potential to generalize the outcomes of this study to the settings of other industries. Therefore when planning future studies, the conceptual and methodological limitations of this study need to be recognized and these limitations are accepted and provide potential avenues for further research.

SUGGESTIONS

Rural customers face numerous online problems, such as fake labels and counterfeit goods, adulteration, short weighing and measuring, lack of protection and quality control in appliances and equipment, electrical and mechanical, unfair promises and guarantees, imitation, sales gimmicks and excessive pricing. It is encouraging to note that there is a remarkable change

in rural consumers' purchasing behavior and consumption habits, which companies also produce would more interest in the future. But businesses also have to acknowledge this fact that from their purchase, rural buyers look for value for money and do not buy anything for the sake of buying it and also stated in the study that when buying online, brand and price play an important role in their choice.

CONCLUSION

Due significance has been added to factors such as level of expectation and level of satisfaction and so on in the present analysis. This research has a special characteristic of personally taking up the degree of expectation for the different aspects that define the product's quality and norm. This analysis also demonstrates the level of significance attached to the different Quality characteristics of the product by the different market segments, which vary in economic, educational, emotional and other aspects. Consumer demographic variables are not deeply related to their knowledge of the product's attributes. From the brand they buy, they expect strong satisfaction. They are inclined to turn labels to obtain the product gains more. It is now recognized that one of the initiatives to provide efficient and responsive government is to ensure greater results for the public in administration and information. The introduction of new types of marketing strategies as well as product refinement would guide this kind of strategy, so that market share can be increased, and that was the very aim of the report.

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