



A Review of the Factors Motivating the Rural and Urban Consumers in Haryana

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Abstract – Marketers have to fulfill the following social responsibility while offering products to the consumer online Safety to users, Long run satisfaction of consumers, Quality of product, Equal marketed product would be environment friendly to ensure clean and better environment, It should be real it must not Spam user so that they can trust that online environment is safe and shop online without any doubt, Privacy Policy should be strong so that the consumer should trust in online shopping, Unit price of the product may be higher but all type of products should be available online so that user can purchase all the products online. The product should be easily available, the buyer generally buys the product from the nearby shops so the nearby shop product should be available online so that they motivate users for a better environment. Installation should be good and product quality should be satisfactory. For example, if the order is given to a company for purchasing a product online so that it must be available to customers in the required amount of time so that the consumer must be satisfied and motivated so that he can trust on online shopping.

Keywords – consumers, online shopping, motivating factors, Product, Quality.

I. INTRODUCTION

As we all know that every consumer has a different thinking in the matter of online shopping. The psychology of the consumer influences the decision for purchase, choice of the products, retails and brands purchased by them. Similarly, the acceptance of technology can also influence the consumers buying behavior. The chapter on review of literature revealed that affordable prices and offers, secure online transactions, comparison shopping, convenience, different payment methods and delivery options are some motivating factors to shop online.

This section will focus on the study of the factors which motivate the rural and urban consumers in Haryana to purchase online.

Motivation has a close relationship with the behavior of human beings. Motivation may be defined as a complex or force inspiring a person to intensify his willingness to use his capacity for achievement of certain objectives human needs. Satisfaction is the

most important thing in motivating consumers to do online shopping.

II. REVIEW OF LITERATURE

>Morganosky and Cude (2002) organised a research to discover the reaction of consumers with regards to online grocery purchasing. Information for the research was gathered from 243 people in the US who purchase their groceries online and percentage analysis was used as a device for reviewing the gathered information. The study concluded that more than 70% consumers steal online grocery purchasing to be more easy and less time-consuming. But many of them were of the view that they were encountering physical matters which made it appropriate to go to grocery stores for purchasing. There were very few people who purchased all the groceries online.

>Prasad and Aryasri (2009) researched the elements regulating online buyer nature. Primary information

was gathered from top five software organisations in Hyderabad from a sample of 135 online buyers. The information has been studied using statistical tools like standard deviation, mean, multiple regressions, multiple correlation, ANOVA and T testing. The outcomes disclosed that comfortable surroundings of the Web, services to consumers, and online store convenience are the elements that impact consumers to shop online. It was advised that since there are few searches organised in India in the context and the research will be advantageous to the students and marketers in future.

>Law and Bai (2008) in their research surveyed 862 visitors at the Hong Kong International airport who traveled often to decipher the elements which attract them by taking advantage of a particular travel website. The outcomes stated that consumers of travel websites grant significance to merits of assistance endued by the travel websites. The journalists tendered advice to academic researchers and respectable tourism apprentices that study shall be of sapidity to reckon consumer's nature in a preferential way.

>Das (2012) in his research "Growing Trends of E Commerce and Its Role in Consumer Buying Pattern" focused on various features of e-commerce and internet connectivity towards the online shopping pattern of consumers. The author organised detailed research including case studies that have altered the definition of selling and buying nature of consumers. It was wound up that online consumers can be captured by providing value of money, maintaining the quality of the product, assuring about the secured transactions and focusing on branded products.

>Vidhya and Dhevan (2014) in their research "Electronic Commerce - The Emerging Trend in India" organised SWOT analysis of e-commerce to learn about its development. The research wound up that assurance of purchasers will ultimately improve because the product and services are manufactured as when they are required. The trade of e-commerce has also been increased by the users of social web pages who play the role of opinion heads in giving their likes and dislikes in the products and services demanded for. It was advised that technological approach should be correctly handed out with the persons who are included in e-commerce authorising them to appreciate advantages of the business in trouble free

and error free methods. The quick penetrating worldwide internet market will further study the positively rising number of users day by day.

III. RESEARCH GAP

As we take a look in the past, there are very few studies which are done to show the online purchasing behaviour of online shopping buyers in India. There is a fact that most of the population of India is included in rural areas. Therefore, there is a wide gap in the marketing study of India because the research is bounded in rural areas. There were few researches which were done on the consumer attitude towards online shopping in Dharampuri district and consumer nature of rural and urban consumers while shopping online in Pune. But no research has been found in the context of Haryana.

IV. RESEARCH METHODOLOGY

Methodology is a collection of concepts or structural strategy of method so that the study can be managed and consists of investigational procedure, philosophy, approach and techniques.

V. HYPOTHESIS OF THE STUDY

There is no significant difference in the motivating factors responsible for online purchase behaviour of rural and urban online consumers of Haryana.

VI. TARGETED POPULATION

The target population for this study is 4 districts of Haryana, according to the Census of India- 2011.

6.1. Selection of Geographical Region:

The samples were selected from different regions of Haryana. Different regions were selected according to the literacy rate of urban and rural sectors from each selected city. The selected geographical regions are Kaithal, Hisar, Jind and Rohtak because these cities acquire the maximum area of rural region.

6.2 Sample Unit:

Respondents are chosen equally from each region of selected cities as the above respondents from the population who have done online shopping were identified for the aim of the research. Sample units

involve the address of the selected cities and villages in respect of their place of work or study. Respondents who didn't go for online shopping even once were excluded from the study.

6.3 Scaling Technique:

Some of the items of this section are self-framed and some of them are adapted from the research conducted by Faldu, R.B. (2013).

Ho: There is no significant difference in the motivating factors responsible for online purchase

behaviour of rural and urban online consumers of Haryana.

An independent sample t-test was then applied on the factors to study if there is significant difference between the rural and urban online consumers with regards to the factors motivating them to purchase online. Before applying t-test, normality of any information is required, so it is to be tested that this table shows the kurtosis and skewness values are in between -2 and +2. Therefore, it is within the satisfying limit of normality.

Motivating factors		Mean	Total no.	Standard deviation	Kurtosis	Skewness	Minimum	Maximum
Personal benefits	Urban	7.63	220	2.102	.655	-1.137	2	10
	Rural	5.92	220	2.060	-.499	-.126	2	10
Website features	Urban	7.71	220	2.040	.671	-1.112	2	10
	Rural	5.89	220	2.069	-.572	-.165	2	10
Promotional features	Urban	7.60	220	2.017	.546	-1.001	2	10
	Rural	5.84	220	2.237	-.849	-.074	2	10
Product information	Urban	7.77	220	1.978	1.286	-1.285	2	10
	Rural	6.05	220	2.172	-.784	-.141	2	10
Social	Urban	7.74	220	1.964	1.051	-1.163	2	10
	Rural	6.07	220	2.150	-.631	-.058	2	10

Comparison of motivating factors for online purchase between rural and urban area customers

Region		N	Mean	Std. Deviation	t-value	p-value
Personal Benefits	Urban	220	7.63	2.102	8.614	.000
	Rural	220	5.92	2.060		
Website features	Urban	220	7.71	2.040	9.306	.000**
	Rural	220	5.89	2.069		
Product information	Urban	220	7.60	2.017	8.662	.000**
	Rural	220	5.84	2.237		
Promotional features	Urban	220	7.77	1.978	8.675	.000**
	Rural	220	6.05	2.172		
Social Characteristics	Urban	220	7.74	1.954	8.498	.000
	Rural	220	6.07	2.150		

This table shows that the means of promotional features and social characteristics majorly influenced the purchasing behavior of urban and rural consumers respectively.



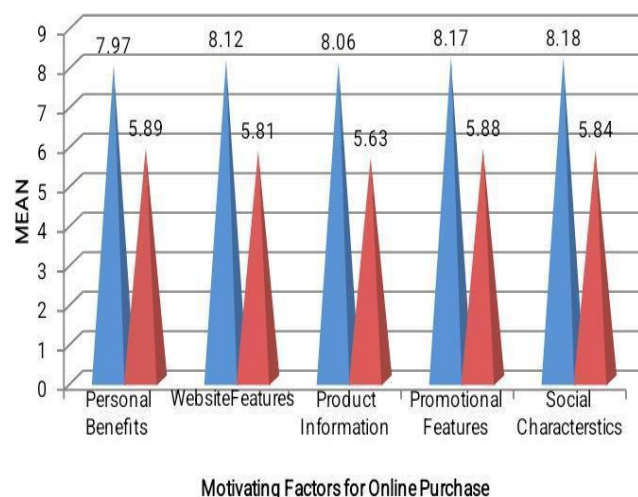
This Bar Graph shows that the motivating factors for online purchase behavior for urban consumers mostly affected by social characteristics, followed by website features, personal benefits, promotional features and product information; similarly, the online purchase

behavior of rural consumers' mostly affected by social characteristics, followed by promotional features, product information, website features and promotional features respectively.

Comparison of motivating factors for online purchase between rural and urban male customers

Region		N	Mean	Std. Deviation	t-value	p-value
Personal Benefits	Urban	127	7.97	1.873	8.584	.000
	Rural	154	5.89	2.135		
Website features	Urban	127	8.12	1.767	9.490	.000
	Rural	154	5.81	2.229		
Product information	Urban	127	8.06	1.774	9.746	.000
	Rural	154	5.63	2.295		
Promotional features	Urban	127	8.17	1.717	9.470	.000
	Rural	154	5.88	2.233		
Social Characteristics	Urban	127	8.18	1.743	9.599	.000
	Rural	154	5.84	2.241		

This table shows that mean value of social characteristics and personal benefits majorly influenced the purchasing behavior of urban and rural male consumers respectively.



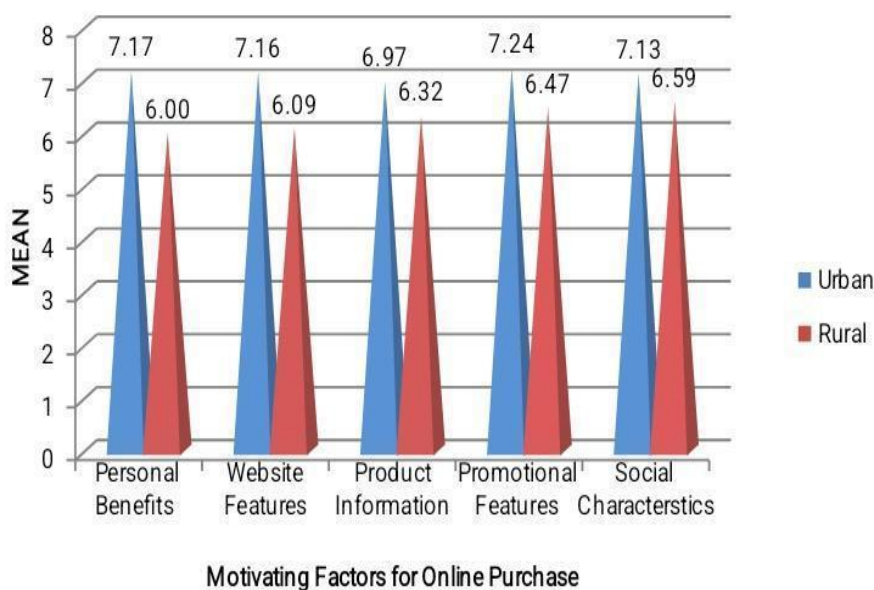
This Bar Graph shows that the motivating factors for online purchase behavior for urban male consumers mostly affected by social characteristics, followed by promotional features, website features, product information and personal benefits; similarly, the

online purchase behavior of rural male consumers' mostly affected by personal benefits, followed by promotional features, social characteristics, website features and product information respectively.

Comparison of motivating factors for online purchase between rural and urban female customers

Region		N	Mean	Std. Deviation	t-value	p-value
Personal Benefits	Urban	93	7.17	2.311	3.393	.000
	Rural	66	6.000	1.889		
Website features	Urban	93	7.16	2.257	3.289	.000
	Rural	66	6.09	1.634		
Product information	Urban	93	6.97	2.164	1.912	.000
	Rural	66	6.32	2.032		
Promotional features	Urban	93	7.24	2.184	2.267	.000
	Rural	66	6.47	1.978		
Social Characteristics	Urban	93	7.13	2.092	1.682	.000
	Rural	66	6.59	1.831		

This table shows that mean value of social characteristics and promotional features majorly influenced the purchasing behavior of urban and rural female consumers respectively.



This Bar Graph shows that the motivating factors for online purchase behavior for urban female consumers mostly affected by promotional features, followed by personal benefits, website features, and product information; similarly, the online purchase behavior of rural female consumers' mostly affected by social characteristics, followed by promotional features, product information, website features and promotional features respectively.

After observing the data of motivating factors of urban and rural female consumers of Haryana, there is significant difference among motivating factors of rural and urban consumers. Therefore, the null hypothesis H_0 has been declined.

VII. CONCLUSION

This paper is based on the comparison of elements motivating rural and urban consumers in Haryana to buy online. Differentiation of rural and urban male and rural and urban female were also done in regards to the elements which motivate to purchase online. It was discovered that there is significant difference in the purchase behaviour of male respondents in rural and urban sectors regarding the factors: - website features, promotional features whereas there is no significant difference regarding elements personal benefits, product information and social characteristics. In female respondents' case, it was discovered that there is significant difference in the purchase behaviour of female respondents in rural

and urban sectors regarding the elements: - website features, product information and promotional features whereas there is no difference regarding the elements:- personal benefits and social characteristics. Total differentiation of rural and urban consumers represents that there is no significant difference in the purchase behaviour of the rural and urban consumers regarding the elements - personal benefits and social characteristics, i.e., both these elements motivate the respondents in the same way to purchase online. Whereas, there is significant difference in the motivating elements between the rural and urban respondents regarding the factors - website features, product information and promotional features.

From the above discoveries, it can be analyzed that the elements representing significant differences between the rural and urban online consumers are more than the elements representing no significant difference. Thus, it can be summarized that the elements propelling online purchase behaviour among rural and urban consumers are not the same. Therefore, we are cancelling the null hypothesis H_0 , that is, elements motivating the rural and urban consumers to make online purchases are the same.

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