

# Online Content and Post-Purchase Behavior: A Study of Millennials

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With an estimated 35 percent Internet penetration and about 450 million internet users, India is the second largest internet using country in the world. Millennials form a significant part of Internet users in India. The rise of millennial and the age at which they adopted the internet makes it extremely crucial for marketers to understand the role played by their online content consumption in their buying behavior. Noticeable research has been conducted about how internet usage affects pre-buying and Purchase steps of the buying decision process. At the same time, it is equally essential for marketers to focus on post-purchase behavior a stage wherein buyer satisfaction is shaped and realized. The study aimed to explore the effect of online content (product-related content) on the post-purchase behavior of millennials. While studying post-purchase behavior, this study focused on post-purchase satisfaction and post-purchase dissonance in specific. The study considered smartphones to study post-purchase behavior.

Keywords: India, Internet, millennials, online content, post-purchase behavior, buying decision

India is the second largest country by many Internet users with approximately 35% internet penetration (Agarwal, 2018). Though the number of Internet users in absolute terms is 450 million, the penetration is still below the global average of 52%. However, the rate of growth is rapid, and many Internet users in India are set to jump to 730 million by 2020. The change in socio-economic conditions, growth in per capita income, better availability and access to technology, rising living standards, technological influences, development across the foreign and international relations, and other factors have contributed to digital India.

Millennials are a unique population cohort globally. This generation comes after Generation X and is also known as Generation Y. According to a Morgan Stanley report, the tech lovers and millennials who are majorly youth with purchasing power accelerate the digital growth of India (Morgan Stanley, 2017). Millennials have a quest for more and more innovation to make their lives comfortable. This millennial generation with purchasing power will drive India's digital growth. Hence, there is little doubt that digital content consumption affects the buying behavior of the millennials. Post-purchase behavior is the last step in buying behavior (Engel, Blackwell, & Miniard, 1986).

Post-purchase behavior comprises of product consumption, post-purchase alternative evaluation, and divestment (Schiffman & Kanuk, 2004). Product consumption results in negative/positive reinforcement and dissonance. Post-purchase alternative

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evaluation comprises of satisfaction/dissatisfaction while divestment includes customer choosing between disposal, recycling and remarketing of the product. There is significant research done on the effect of the internet on the buying decision process, but most of the research focuses up to the 'purchase' step. Less research is available on the effect of online content on post-purchase behavior. Hence, considering this gap and focusing on the characteristics of a significant cohort of millennials, this research studies the effect of online content on the post-purchase behavior of millennial.

## Literature Review

### Internet and Buying Process

The Internet has changed the shopping environment drastically and added to the effectiveness and efficiency in the shopping environment. The Internet has empowered customers by adding huge time and place utility (Yoon & Occeña, 2015). The rapid increase in consumers' adoption of online purchases has transformed the internet into an impactful medium that affects consumer behavior (McGaughey & Mason, 1998). Access to abundant content, lower search costs and access to various product/brand alternatives have changed consumers' research and purchase activities (Daniel & Klimis, 1999). Anytime and anywhere, access has provided considerable time and space utility, which has made it easier for consumers to search and compare various alternatives available.

The Internet provides a plethora of information in terms of details (depth) and many sources (breadth) to everyone. Online consumers, who desire to search the information online experience a different buying environment than offline consumers. This alters the buying behaviour of online consumers compared to their offline counterparts.

These consumers are buyers as well as internet users. Thus besides the general purchase related factors, these online consumers are also influenced by factors specific to the online environment. Therefore online buying behavior does not necessarily be similar to the traditional one (Koufaris, 2003). Hence the understanding of an online environment can be useful in enhancing shopping experience (Rust & Lemon, 2001).

### Millennials and the Internet

Millennials are identified by their birth years though there is no one specific period of birth years that can be arrived at to define them. There is a substantial discussion about the birth year period of millennials. Literature defines the birth years of Generation Y starting from 1977 to 1981 and ending with 1994 to 2002 (Erickson, 2008; Karefalk, Hagevik 1999; Robert Half International, 2008). There is no agreement among the scholars about the birth years of millennials. However, most of the researchers agree to birth years starting from the early 1980s to around 2000.

According to a Forbes India article (Shetty, 2018), India has over 400 million millennials—those born after the year 1982. These millennials form nearly half of India's workforce. Most millennials first got exposure to computers in their very early age (toddlers), and gradually they assimilated and embraced interconnectedness of the Internet, Social Networking sites and became part of an interactive world.

According to a research on millennials (Noble, Hyatko, & Phillips, 2009), "The duo of interconnectivity and being tech savvy reveals the huge influence of millennials 'predisposition to connect continuously and easily to multiple social network channels that are embraced for purchase decisions and to initiate electronic word of mouth.'" A

report on Indian millennials, titled ‘Trend-setting millennials: Redefining the consumer story (Deloitte & Retail Association of India, 2018), states that India has the largest millennial population across the globe. Millennials are a key customer segment, and hence it is important to understand their buying behavior, shopping habits and to buy the decision process in specific. Compared to their global counterparts, millennials from India and China have greater belief in their ability to spend. Online retail in India will account for 7% of the total retail market and is likely to grow by more than 30% by 2021. This growth shall be mainly fueled by the movement of millennials and younger sections of the population from traditional retail channels to online channels.

Millennials conduct information searches on their smartphones while being at a physical store mainly for price comparison, product details and consuming online content such as online reviews, product availability, etc. Convenience and variety are the main drivers for the adoption of online channels by millennials. Compared to their elder generation millennials attach greater importance to customer experience offered by brands. According to this report, the millennials in India can spend, but their willingness to spend depends upon a multitude of factors. Millennials spend their disposable income most on entertainment and food followed by apparels-accessories and then mobiles. Report states “Millennials use digital methods to research a product before making the buying decision, but the shopping decisions are based on availability and convenience—any channel that offers them the right kind of convenience and fulfills other criteria such as touch, feel and service level would help the millennials in making the buying decision.” Buying decision making of millennials significantly depends upon ‘Value for money’ offered by a product.

As a part of their post-purchase behavior, millennials are more likely to share their experiences online than Generation X or Baby Boomers. Irrespective of the purchase platform (online/offline), millennials share almost every detail of their product experience journey online. Such behaviour is seen as the content has a vital role to play in the lives of millennials.

## **Post-Purchase Behavior**

### The Engel, Blackwell, Miniard Model (EBM Model)

Consumer behavior forms the fundamental block for the study of the buying decision process. This study is focused on the post-purchase behavior of millennials. Post-purchase behavior is the last step in the buying decision process (Psychological process) as mentioned in the EBM model.

According to the EBM model, multiple factors shape and influence the consumer decision-making process (Engel, Blackwell, & Miniard, 1986). These factors can be broadly categorized into individual differences, environmental influences, and psychological processes.

### *Psychological Process*

Buying decision process lies at the heart of the psychological processes in the EBM model. The decision-making process in the EBM model consists of various stages. These stages in the order are; need recognition, information search & information processing, pre-purchase evaluation of alternatives, purchase, consumption, post-purchase evaluation and divestment.

(i) *Need Recognition*: When the consumer realizes a difference between an ideal perceived state of affairs and the actual state at any given time, it results in Need Recognition.

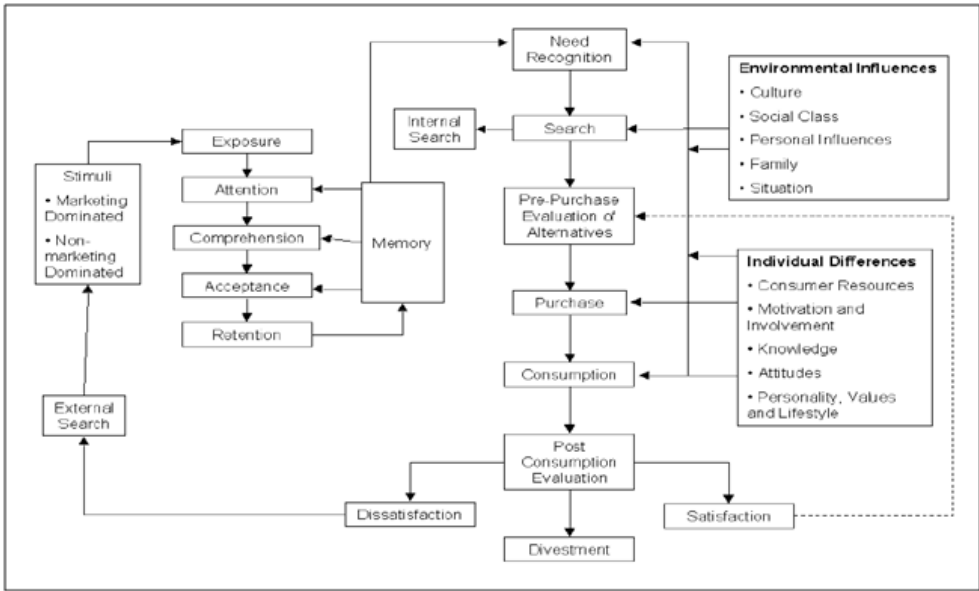


Figure 1. Engel Blackwell Miniard (EBM) model [Source: Engel, Blackwell, Miniard, 2001]

(ii) *Information Search and Processing:* The subsequent step after need recognition is the Information search and processing. At this stage the consumer checks if enough information is available internally (memory). If not, then the consumer resorts to external information search.

(iii) *Pre-Purchase Alternative Evaluation:* After the consumer goes through information search and processing, various options emerge. At this stage, the consumer evaluates these available alternatives against a set of Evaluation criteria.

(iv) *Purchase:* The purchase process occurs either in offline or an online environment.

(v) *Consumption and Post-Consumption Alternative Evaluation:* The pre-buying steps and buying step of buying decision process have always been of critical importance to marketers as these ultimately result in customer acquisition and sales. However, it is now established the fact that the cost of acquiring a new customer is much higher than the cost of retaining an existing customer. Thus customer retention and hence practices like CRM have gained prominence in the past few decades.

Customer retention is closely linked with satisfaction, and hence marketers are now paying close attention to understanding the post-purchase behavior of the consumers. Study of post-purchase behavior also has prominence in today’s information age as customers are indulging in post-purchase online search activities with low psychological and time cost due to the Internet.

## Product Consumption

Product consumption succeeds in product purchase. At this stage, the consumer decides how to consume the purchased product. Significant research mentions that product consumption results in three types of consumption experiences viz. positive reinforcement, negative reinforcement, and punishment (Blackwell, Miniard, & Engel, 2001). Positive reinforcement occurs when product usage results into some positive outcome for the

customer while on the other hand, negative reinforcement occurs when consumption enables the customer to avoid some adverse outcomes of product use. Punishment occurs when consumption results in an adverse outcome.

Cognitive dissonance is an essential phenomenon in consumer psychology. Cognitive dissonance occurs when a consumer holds contradictory or conflicting thoughts about a belief or an attitude object (Schiffman, Wisenblit, & Kumar, 2016). When cognitive dissonance occurs after purchase, it is known as post-purchase dissonance (also known as post-purchase regret), where consumers are in doubt whether they made the correct choice or otherwise. Dissonance is likely to appear due to three reasons viz. logical inconsistency, behavioral/attitudinal inconsistency and disconfirmation of expectation (Loudon & Della Bitta, 2002).

Cognitive dissonance can result in consumers aborting the consumption process. Cognitive dissonance occurs when the consumer has to make a comparatively long-term commitment to the choice made (product/service bought), while other choices with attractive features are not chosen (Hawkins et al., 1995). Cognitive dissonance comprises of cognitive as well as emotional elements (Sweeney, Hausknecht, & Soutar, 2000). Keeping a tab on the dissonance levels of the consumers remains a crucial task for the marketers as high dissonance levels trigger losing the customers and adversely affect customer retention.

## **Post-Purchase Alternative Evaluation**

Research on post-purchase evaluation explains that while doing the post-purchase evaluation, consumers will compare their purchase and consumption experience against their pre-purchase expectations. Post-purchase alternative evaluation results into either consumer satisfaction or dissatisfaction (Schiffman & Kanuk, 2004).

*Divestment:* The final stage in the buying decision process is divestment. At this step, the consumer chooses between disposal, recycling or re-marketing. The below figure is Darley, Blankson and Luethge's model: Integrated framework for online consumer behavior and decision-making process.

Darley, Blankson, and Luethge (2010) have adopted the Engel, Blackwell, and Miniard (1968) model of buying behavior for building their integrated framework of online consumer behavior. They retained five stages of the EBM model and added the impact of beliefs, attitudes, and intentions on the process. They identified different influential factors such as individual characteristics, socio-cultural factors, situational and economic factors, and online environment. The online environment is shaped by website quality, website interface, website satisfaction, and website experience.

## **Objectives**

This research aims to study the role played by online content consumption on the post-purchase behavior of millennials. Post-purchase behavior components that are considered for this study are post-purchase product consumption, post-purchase customer expectations, post-purchase dissonance, post-purchase satisfaction/delight, dissatisfaction, and product disposal.

## **Research Question**

Online content consumption is a continuous process. Substantial research is done on studying the impact of online content on pre-buying steps of buying behavior.

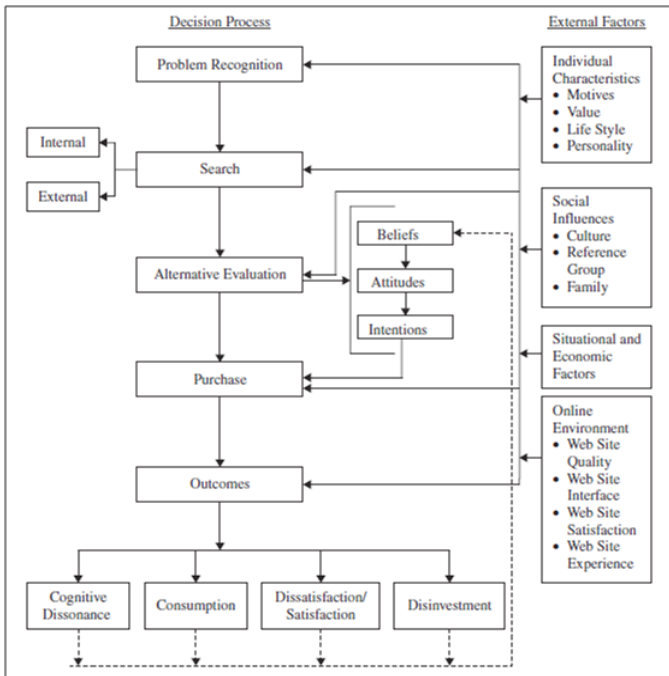


Figure 2. Darley, Blankson and Luethge’s model [Source: Darley, Blankson and Luethge, 2010]

However, with improved internet penetration and by their profile, millennials spend considerable time on the Internet thus virtually remaining connected round the clock. With such heavy Internet consumption, it also becomes essential to study, what effect online content has on the post-purchase behavior of millennials.

**Methodology**

A primary research approach with the quantitative method is adopted for this research. This is a cross-sectional study. Primary data was collected using the survey method. A structured questionnaire was used to collect the responses. The scope of this research is restricted to studying the post-purchase behavior of Indian millennials while purchasing mobile handsets. The online content for study refers to the online content related to the product under study, i.e., mobile handsets.

*Sample Design:* The sample size for the study was 192 and a sampling unit being a millennial (birth year from 1982 to 2001). The sampling method was convenience sampling.

*Sample Composition:* According to a report on the State of the Internet in India, out of 481 million total internet users in India, only 30 percent were female (Internet and Mobile Association of India-IAMAI & IMRB Kantar, 2018). This research also maintained a similar proportion in the sample. The sample for this study is composed of 128 males and 64 females (male 67% and female 33%) which is almost the same as the national gender ratio of internet users in India (male 70% and female 30%). The sample included both working and non-working millennials.

*Questionnaire Construction:* The questions invited responses on a 5-point Likert scale. The questions incorporated in the survey tool included all the variables that were considered

necessary for understanding the role of online content on post-purchase behavior. The questionnaire was divided into sections starting with demographic and Internet usage-related information in Section I and then proceeding to section II having questions on post-purchase product consumption. Further, sections III and IV have questions on post-purchase customer expectations and post-purchase dissonance respectively. Section V has questions on post-purchase satisfaction/delight and dissatisfaction while section VI contains questions on post-purchase brand engagement and product disposal. After a pilot survey, the questionnaire was tested for reliability (Cronbach's  $\alpha=0.65$ ).

## Hypotheses

### Hypothesis 1

**H1<sub>0</sub>**: There is no significant relationship between checking related online content post-purchase and online content causing post-purchase resentment. (Null Hypothesis)

**H1<sub>a</sub>**: There is significant relationship between checking related online content post-purchase and online content causing post-purchase resentment. (Alternate Hypothesis)

### Hypothesis 2

**H2<sub>0</sub>**: There is no significant relationship between checking related online content post-purchase and change in expectations about the product bought.

**H2<sub>a</sub>**: There is significant relationship between checking related online content post-purchase and change in expectations about the product bought. (Alternate Hypothesis)

### Hypothesis 3

**H3<sub>0</sub>**: There is no significant relationship between checking related online content post-purchase and reassurance of purchase decision. (Null Hypothesis)

**H3<sub>a</sub>**: There is significant relationship between checking related online content post-purchase and reassurance of purchase decision. (Alternate Hypothesis)

### Hypothesis 4

**H4<sub>0</sub>**: There is no significant relationship between checking related online content post-purchase and sharing the post-purchase experience online. (Null Hypothesis)

**H4<sub>a</sub>**: There is significant relationship between checking related online content post-purchase and sharing the post-purchase experience online. (Alternate Hypothesis)

## Analysis and Hypotheses Testing

Descriptive statistics along with a measure of correlation (Spearman's rho) were used for data analysis and hypothesis testing. Some of the significant analysis relating to occupation, gender, internet consumption, post-purchase, product exploration, decision, and experience of the consumers are presented in the Annexure (Table 1 to Table 11). A Spearman's coefficient test was conducted as all the hypotheses were based on the correlation.

### Hypothesis 1

**H1<sub>0</sub>**: There is no significant relationship between checking related online content post-purchase and online content causing post-purchase resentment. (Null Hypothesis)

**H1<sub>a</sub>**: There is significant relationship between checking related online content post-purchase and online content causing post-purchase resentment. (Alternate Hypothesis)

Correlations			Checking related online content post- purchase	Online content causing post-purchase resentment
Spearman's rho	Checking related online content post purchase	Correlation Sig. (2-tailed) N	1.000 192	.198** .006 192
	Online content causing post-purchase resentment	Correlation Sig. (2-tailed) N	.198** .006 192	1.000 192

\*\*Correlation is significant at the 0.01 level (2-tailed)

A positive correlation was observed between checking related online content post-purchase and online content causing post-purchase resentment, and the correlation was mild (Spearman's coefficient  $r=0.198$ ,  $p=0.006<0.01$  hence  $H1_0$  is rejected, and  $H1_a$  is accepted. There is significant relationship between checking related online content post-purchase and online content causing post-purchase resentment.

Hypothesis 2

**H2<sub>0</sub>**: There is no significant relationship between checking related online content post-purchase and change in expectations about the product bought. (Null Hypothesis)

**H2<sub>a</sub>**: There is significant relationship between checking related online content post-purchase and change in expectations about the product bought. (Alternate Hypothesis)

			Checking related online content post- purchase	Change in expectations about the product bought
Spearman's rho	Checking related online content post purchase	Correlation Sig. (2-tailed) N	1.000 192	.353** .000 192
	Change in expectations about the product bought	Correlation Sig. (2-tailed) N	.353** .000 192	1.000 192

\*\*Correlation is significant at the 0.01 level (2-tailed)

A positive correlation was observed between checking related online content post-purchase and change in expectations about the product bought, and the correlation was mild (Spearman's coefficient  $r=0.353$ ,  $p=0.000<0.01$  hence  $H2_0$  is rejected and  $H2_a$  is accepted i.e. there is significant relationship between checking related online content post-purchase and change in expectations about the product bought.

Hypothesis 3

**H3<sub>0</sub>**: There is no significant relationship between checking related online content post-purchase and reassurance of purchase decision. (Null Hypothesis)

**H3<sub>a</sub>**: There is significant relationship between checking related online content post-purchase and reassurance of purchase decision. (Alternate Hypothesis)

			Checking related online content post- purchase	Reassurance of purchase decision
Spearman's rho	Checking related online content post -purchase	Correlation Sig. (2-tailed) N	1.000 192	.224** .002 192
	Reassurance of purchase decision	Correlation Sig. (2-tailed) N	.224** .002 192	1.000 192

\*\*Correlation is significant at the 0.01 level (2-tailed)



			Checking related online content post- purchase	Sharing post- purchase experience online
Spearman's rho	Checking related online content post -purchase	Correlation Sig. (2-tailed) N	1.000 192	.275** .000 192
	Sharing Post purchase Experience online	Correlation Sig. (2-tailed) N	.275** .000 192	1.000 192

\*\*Correlation is significant at the 0.01 level (2-tailed)

A positive correlation was observed between checking related online content post-purchase and sharing the post-purchase experience online. The correlation was mild (Spearman's coefficient  $r=0.275$ ,  $p=0.000<0.01$  hence  $H_0$  is rejected and  $H_a$  is accepted i.e. there is significant relationship between checking related online content post-purchase and sharing the post-purchase experience online.

## Findings and Discussion

Data collection and collation was done to understand the role played by online content on post-purchase behavior of millennials. The average daily internet consumption (other than official/study related) among the millennials was observed to be 3.7 hours per day with females (3.96 hours) averaging more than males (3.6 hours). Almost all the millennials studied were using a smartphone with 2/3<sup>rd</sup> of them buying it online and rest offline.

*Online Content and Post-Purchase Product Consumption:* Watching product related personal online videos is the most frequently used means of initial exploration of the product followed by brand-sponsored online content and asking friends (human help). A significant proportion (2/3<sup>rd</sup>) of millennials do not check the product related online content post-purchase of the product while few (1/3<sup>rd</sup>) do it often. Post-purchase, online product reviews on seller's website followed by brand promoted online content and Product related unofficial videos are the casually most visited forms of online content. Two significant reasons for checking product-related content post-purchase are 'checking the latest price/offers followed by Checking to explore newer features. In case faced with any difficulty while consuming the product, millennials resort to unofficial (non-brand sponsored) online sources like online videos followed by online blogs and forums.

*Online Content and Post-Purchase Customer Expectations:* Accessing product related online content after the purchase does not significantly change the product expectations of the millennials as only one-fifth millennial experienced the change in expectations due to online content.

*Online Content and Post-Purchase Dissonance:* After using the product, the majority of the millennials share their experience online. The preferred means of sharing such experience are 'social media' and 'websites of online sellers. 'There was a noticeable impact of the accessing product related online content post-purchase resulting in product purchase resentment with half of the millennials reporting it.

Similarly, accessing the product related online content post-purchase significantly gave millennials self-assurance about their purchase decision being right.

*Online Content and Post-Purchase Satisfaction/Delight:* The study revealed that millennials do not prefer online platforms to share their post-purchase satisfaction/delight as the majority of them shared their satisfaction/delight offline among their social circles. A similar pattern was seen for post-purchase dissatisfaction with the majority expressing their dissatisfaction through word of mouth among social circles.

*Post-Purchase and Online Brand Engagement:* Millennials did not have a negative disposition towards post-purchase online engagement efforts by the brands. Almost half of the millennials viewed online engagement efforts by the brands to be good (keeps me connected) while remaining half felt it does not matter.

*Post-purchase product disposal:* Almost half of the millennials preferred preserving their older products as a buffer. Those who dispose of, mostly resell it for online exchange followed by the offline exchange. Thus, online platforms do not have many roles to play in product disposal as of now.

*Checking Related Online Content Post-Purchase and Online Content Causing Post-Purchase Resentment:* Checking online content and post-purchase resentment were found to have a mild correlation. Thus, checking products related to online content was not found to be strongly related to post-purchase resentment. Hence, online content does not play a very significant role in causing post-purchase resentment.

*Checking Related Online Content Post-Purchase and Change In Expectations About The Product Bought:* Checking Online content and change in post-purchase product expectation were found to have a mild correlation. Thus, checking products related to online content was not found to be strongly related to changing post-purchase product expectations. Hence, Online content does not vary significantly affect post-purchase product expectations.

*Checking Related Online Content Post-Purchase and Reassurance of Purchase Decision:* Checking Online content and reassurance of purchase decision were found to have a mild correlation. Thus, checking products related to online content was not found to be strongly related to the reassurance of purchase decisions. Hence, checking online content post-purchase does not significantly result in the reassurance of the purchase decision.

*Checking Related Online Content Post-Purchase and Sharing The Post-Purchase Experience Online:* Checking online content and sharing the post-purchase experience online were found to have a mild correlation. Thus, checking products related to online content was not found to be strongly related to sharing the post-purchase experience online. Hence, checking online content post-purchase does not significantly result in sharing the post-purchase experience online.

## **Conclusion**

Online content was found to be affecting some aspects of post-purchase behavior of millennials. Online Content consumption has a significant role to play in exploring product

features after the purchase of the product (post-purchase). However, after the initial exploration is over, not many millennials check the online content related to their purchase. This emphasizes that brands should strategize their post-purchase engagement according to the recency of purchase by targeting the most recent buyers. Those who consumed online product-related content after the product purchase were likely to experience a change in their product expectations. After using the product for a short period, the majority of the millennials share their experience online. However, after long-term use, they are not very aggressive about sharing their delight, satisfaction or dissatisfaction. Accessing product related online content after the purchase was also found to be related to self-assurance about the purchase decision being right. This is a significant finding for brands to reduce post-purchase dissonance among millennials through effective online content marketing strategy. Millennials did not have a negative disposition towards post-purchase online engagement efforts by the brands. The product disposal habit was split between retaining an old product as a buffer and selling it for exchange.

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### Annexure (Table 1 to 11)

Table 1. Occupation of sample

Occupation	Frequency	Per cent
Earning	142	74
Not earning	50	26
Total	192	100

Table 2. Gender-wise bifurcation

Gender	Frequency	Per cent
Male	128	66.7
Female	64	33.3
Total	192	100.0

Table 3. Internet consumption hours per day (other than work/ study related)

	N	Minimum	Maximum	Mean	Std. deviation
Besides work/study related usage, how much of time do you actively use the Internet per day? (Hours per day)	192	1.0	12.0	3.727	2.5142
Valid N (listwise)	192				

Table 4. Post-purchase product exploration

	Frequency	Valid per cent
By asking a friend etc. (Human help)	36	18.8
By reading the hard copy of the user guide provided	16	8.3
By reading official online information provided by the brand	37	19.3
Valid By referring to online blogs, forums	33	17.2
By watching online videos (other than manufacturer's/branded content )	70	36.5
Total	192	100.0

Table 5. Casually checking product related online content post the purchase of a product

	Frequency	Valid per cent
Valid Never	23	12.0
Rarely	51	26.6
Sometimes	72	37.5
Mostly	26	13.5
Always	20	10.4
Total	192	100.0

Table 6. Online content causing a change in post-purchase product expectation

	Frequency	Per cent
Valid Never	20	10.4
Rarely	49	25.5
Sometimes	84	43.8
Mostly	27	14.1
Always	12	6.3
Total	192	100.0

Table 7. Online content and post-purchase resentment

	Frequency	Per cent
Valid Never	30	15.6
Rarely	82	42.7
Sometimes	59	30.7
Mostly	12	6.3
Always	9	4.7
Total	192	100.0

Table 8. Online content and post-purchase assurance about purchase decision

	Frequency	Per cent
Valid Never	10	5.2
Rarely	18	9.4
Sometimes	59	30.7
Mostly	82	42.7
Always	23	12.0
Total	192	100.0

Table 9. Post-purchase experience sharing on online platforms

		Frequency	Per cent
Valid	Never	61	31.8
	Rarely	57	29.7
	Sometimes	49	25.5
	Mostly	19	9.9
	Always	6	3.1
	Total	192	100.0

Table 10. Millennials' perception of post-purchase engagement efforts by brands

		Frequency	Per cent
Valid	It Works-Keeps me connected	88	45.8
	Does not make any difference	95	49.5
	Intruding, better stop it	9	4.7
	Total	192	100.0

Table 11. Usual methods of product disposal (post-purchase)

		Frequency	Per cent
Valid	Resell Online for exchange (e-tailing)	40	20.8
	Resell Offline(retail store) for exchange	22	11.5
	Resell on used product portals (e.g., OLX)	13	6.8
	Trash the product	10	5.2
	Preserve (as a backup phone/hand over to someone for further use)	107	55.7
Total	192	100.0	

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