

A Hypothesis-Based Study of Rural and Urban Consumers' Attitudes and Purchase Intentions towards Grocery Applications in India

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Abstract: This study focuses on examining and comparing the attitudes and purchase intentions of rural and urban consumers toward grocery applications in India. By using a hypothesis-based approach, the research aims to identify the key factors that influence consumer behavior and determine whether significant differences exist between rural and urban users. This study is based on 539 responses on five points likert scale. The findings may help grocery application companies improve their services and develop better strategies for reaching different consumer groups across India. Also Purchase Intentions have significant association with Perceived usefulness towards Grocery Applications in India

Keywords: A Hypothesis-Based Study, Rural, Urban Consumers, Attitudes, Purchase Intentions, Grocery Applications, India

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