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A Study on Consumer Perception Towards Purchasing Mangoes Through Online Platforms in Telangana State

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ABSTRACT
India is the world's largest producer of mangoes, and Telangana is an important contributor through Banginapalli, Himayat (Himam Pasand), Totapuri and other regional varieties. The rapid growth of e-commerce, quick-commerce and direct-from-orchard digital selling has opened a new channel for mango purchase, yet consumer perception of this channel — shaped by perceived usefulness, ease of use, trust, price value, convenience, social influence and, critically, the perceived risk of receiving unripe, overripe or mismatched produce — remains under-researched for perishable fruit in a regional Indian context. This paper develops a conceptual model grounded in the Technology Acceptance Model (Davis, 1989) and Perceived Risk Theory, adapted from prior work on online fruit and grocery purchase (Wei et al., 2018; Chen et al., 2021; Habib & Hamadneh, 2021; Gupta & Kumar, 2023), and proposes a structured questionnaire and sampling design to test the model among online mango buyers across urban, semi-urban and rural Telangana. To demonstrate the intended analytical pipeline, the paper reports results from an illustrative simulated dataset (n = 250) analysed using descriptive statistics, Cronbach's alpha reliability testing, Pearson correlation, multiple linear regression, one-way ANOVA and chi-square tests. In this illustration, perceived usefulness (β = 0.36), trust (β = 0.28), perceived ease of use (β = 0.24) and convenience (β = 0.19) emerge as positive predictors and perceived quality risk (β = -0.23) as a negative predictor of online purchase intention (R^2 = 0.40), with location (urban/semi-urban/rural) showing a significant association with purchase intention. The paper concludes with managerial implications for agri-tech platforms, mango growers and marketing cooperatives in Telangana, and explicitly flags that the reported figures are illustrative pending replacement with primary field data (see Appendix II) before journal submission.
Keywords: consumer perception; online purchase intention; mango; e-commerce; Telangana; Technology Acceptance Model; perceived risk; agri-marketing

1. INTRODUCTION

Mango (Mangifera indica), often called the "king of fruits," holds significant economic and cultural importance in India, which accounts for a substantial share of world mango production. Telangana, carved out of the composite Andhra Pradesh, contributes meaningfully to national mango output through districts such as Mahabubnagar, Nalgonda, Khammam and Rangareddy, with Banginapalli and Himayat (Himam Pasand/Imam Pasand) among the most commercially significant varieties (Muralidhar et al., 2012).

Historically, mango has moved from orchard to consumer through a long chain of commission agents, wholesale (rythu bazaars) and retail markets, a structure repeatedly shown to compress farmer margins and leave consumers with limited assurance of freshness or ripening practices. Over the last decade, however, general e-commerce grocery platforms (BigBasket, Amazon Fresh), quick-commerce applications (Blinkit, Zepto, Flipkart Minutes) and direct orchard-to-consumer selling over WhatsApp and Instagram have all begun to offer mango purchase online, alongside dedicated agri-tech supply-chain players such as Ninjacart that operate further upstream in the value chain.

Online purchase of perishable fruit differs meaningfully from online purchase of packaged grocery or electronics: the buyer cannot touch, smell or visually inspect ripeness before paying, and quality is highly perishable and variety-dependent. This creates a distinctive perception problem — the same consumer who trusts an e-commerce platform for a phone charger may hesitate to trust it for a dozen mangoes. Understanding how Telangana consumers perceive usefulness, ease of use, trust, price value, convenience, social influence and, above all, quality risk in this specific category is therefore both academically underexplored and practically important for the growing set of platforms and farmer-producer organisations trying to sell mangoes online.

This paper (i) reviews the relevant technology-adoption, e-commerce trust/risk and agricultural-marketing

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literature; (ii) proposes a conceptual model and hypotheses specific to online mango purchase; (iii) details a questionnaire-based research design and sampling plan for Telangana; and (iv) demonstrates, on an explicitly labelled illustrative dataset, the descriptive and inferential analysis that should be re-run on real field data prior to submission.

2. LITERATURE REVIEW

2.1 Technology Acceptance and Online Purchase Intention

The Technology Acceptance Model (TAM), originally proposed by Davis (1989), argues that perceived usefulness and perceived ease of use jointly determine an individual's intention to adopt a technology-mediated behaviour. TAM has since been extended repeatedly to online and mobile commerce contexts. Wei et al. (2018), integrating TAM with Perceived Risk Theory in a study of 344 Chinese online fruit buyers, found that fruit quality and price concessions were the strongest drivers of online purchase intention, while website information quality and generic transaction risk had a comparatively smaller effect once mature third-party payment platforms were in use. Wang et al. (2021), using fuzzy-set qualitative comparative analysis on the same broad research stream, showed that no single antecedent is individually necessary for high online fruit-purchase intention; rather, configurations of perceived usefulness, trust and low perceived risk jointly produce the outcome — an important methodological reminder that these constructs interact rather than operate in isolation.

Chen et al. (2021) extended the Unified Theory of Acceptance and Use of Technology (UTAUT) to fresh e-commerce platforms and found performance expectancy, effort expectancy, social influence and facilitating conditions all significantly predicted purchase intention for fresh produce bought online. Liu and Zheng (2023) further showed, in an omni-channel context, that perceived value mediates the relationship between channel-level risk/cost factors and purchase intention for agricultural products, while shopping convenience partially buffers the negative effect of switching cost. Together, these studies motivate including perceived usefulness, perceived ease of use, convenience and social influence as antecedents of purchase intention in the present model.

2.2 Trust, Perceived Risk and Perishable-Goods E-Commerce

Because perishable food cannot be physically inspected before online purchase, trust and perceived risk feature prominently in this literature. Habib and Hamadneh (2021) found that perceived risk significantly and negatively affected consumers' technology-acceptance intentions toward online grocery adoption during the COVID-19 pandemic, while ease of use and usefulness remained positive predictors. Gupta and Kumar (2023), studying 555 Indian online grocery shoppers, reported that perceived risk reduces trust and that trust mediates the relationship between satisfaction and repurchase intention — underlining that trust is not merely an independent predictor but a channel through which risk perceptions translate into behaviour. Mahajan et al. (2026), examining urban Indian consumers' perception of online seafood purchase — a perishable category with quality-verification challenges structurally similar to mango — likewise found quality-risk perception and trust in the seller/platform to be central determinants of willingness to buy perishable food online. These findings jointly support including trust and perceived quality risk as key constructs, with quality risk hypothesised to act in the opposite direction to the other antecedents.

2.3 Price Value and Convenience

Price sensitivity and convenience recur across the online grocery and fresh-produce literature. Lavanya et al. (2022), studying Indian consumers' preferences for fruits and vegetables bought through e-commerce, found that price competitiveness, home delivery convenience and product variety significantly shaped purchase patterns, though quality assurance concerns remained a persistent barrier. Convenience — saving travel time, avoiding market bargaining and enabling anytime ordering — is consistently reported as a proximate driver of online grocery adoption in the Indian context, reinforcing its inclusion here as a distinct construct from usefulness.

2.4 Mango Marketing and Agricultural E-Commerce in Telangana/Andhra Region

On the supply side, Muralidhar et al. (2012) documented the marketing channels and channel efficiency for mango in Mahabubnagar district of undivided Andhra Pradesh (now largely in Telangana), showing multiple intermediary layers between grower and consumer and consequent price spread. This supply-chain fragmentation is precisely the structural condition that direct-to-consumer online selling and agri-tech platforms such as Ninjacart aim to shorten. However, published consumer-side research on how Telangana buyers perceive and respond to online mango purchase specifically — as opposed to fruits and vegetables in general, or mango from a supply-chain/producer perspective — is scarce, which this study seeks to address.

3. RESEARCH GAP

Three gaps emerge from the review above. First, most online-fruit-purchase studies (Wei et al., 2018; Wang et al., 2021; Liu & Zheng, 2023) are set in China, and Indian studies on online grocery/perishables (Gupta & Kumar,

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2023; Habib & Hamadneh, 2021; Mahajan et al., 2026) address grocery baskets or seafood rather than a single high-value seasonal fruit category with strong regional-variety identity such as mango. Second, existing Telangana/Andhra mango literature (Muralidhar et al., 2012) is supply-chain and price-spread focused rather than consumer-perception focused, and pre-dates the growth of quick-commerce. Third, no identified study integrates TAM/UTAUT constructs with perceived quality risk specifically for online mango purchase at the state level in India. This paper addresses these gaps by proposing and operationalising a consumer-perception model for online mango purchase specific to Telangana.

4. OBJECTIVES OF THE STUDY

To study the demographic and behavioural profile of consumers who purchase, or are willing to purchase, mangoes through online platforms in Telangana.
To identify the key perception constructs (perceived usefulness, perceived ease of use, perceived quality risk, trust, price value, convenience and social influence) that influence online mango purchase intention.
To examine the relationship between these perception constructs and consumers' online purchase intention using correlation and regression analysis.
To test whether online purchase intention/perception differs significantly across demographic segments (age, gender, location, income).
To offer managerial and policy implications for e-commerce/quick-commerce platforms, agri-tech intermediaries and mango grower groups seeking to sell effectively online in Telangana.

5. HYPOTHESES OF THE STUDY

Based on the literature review, the following hypotheses are proposed (all stated in the alternative form):

Hypothesis	Statement
H1	Perceived usefulness (PU) has a significant positive effect on online purchase intention (PI) for mangoes.
H2	Perceived ease of use (PEOU) has a significant positive effect on PI.
H3	Perceived quality risk (PQR) has a significant negative effect on PI.
H4	Trust in the online platform/seller (TR) has a significant positive effect on PI.
H5	Price value (PV) has a significant positive effect on PI.
H6	Convenience (CO) has a significant positive effect on PI.
H7	Social influence (SI) has a significant positive effect on PI.
H8	Online purchase intention differs significantly across demographic segments (age group, gender, location, monthly income).

6. RESEARCH METHODOLOGY

6.1 Research Design

The study adopts a descriptive-cum-analytical research design using a structured, self-administered questionnaire, suitable for testing the hypothesised relationships among perception constructs and purchase intention.

6.2 Population and Sampling

The target population is consumers residing in Telangana State who have purchased mangoes online at least once, or who are active online grocery/quick-commerce users and are willing to consider purchasing mangoes online. Given the absence of a complete sampling frame of online mango buyers, a stratified-convenience sampling approach is recommended: strata defined by district/region (e.g., Hyderabad-Rangareddy urban core, Warangal, Karimnagar, Nizamabad, Khammam, Nalgonda) and by locality type (urban / semi-urban / rural), with respondents within each stratum approached through online survey circulation (e-mail, WhatsApp, social media) and, where feasible, intercept sampling at residential societies and apartment delivery points during the mango season (roughly March–June).

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6.3 Sample Size Determination

With the population size unknown, the minimum sample size is estimated using Cochran's formula for an infinite population at 95% confidence and 5% margin of error:

$n = (Z^2 \times p \times q) / e^2 = (1.96^2 \times 0.5 \times 0.5) / 0.05^2 \approx 384$

Accounting for anticipated incomplete responses and practical field constraints, researchers may target an achieved sample of at least 250–300 usable responses, applying a design effect adjustment if cluster/stratified sampling is used. The illustrative analysis in Section 7 uses n = 250 to demonstrate the pipeline; the actual study should retain at least this many valid, fully-completed responses after data cleaning.

6.4 Data Collection Instrument

Primary data are to be collected using a structured questionnaire (Appendix I) comprising four sections: (A) demographic and behavioural profile; (B) online mango-purchase behaviour (platform used, frequency, spend, preferred variety); (C) 24 perception items across seven constructs, measured on a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree), adapted from Davis (1989), Wei et al. (2018), Chen et al. (2021), Habib and Hamadneh (2021) and Gupta and Kumar (2023); and (D) three items measuring online purchase intention. Secondary data are drawn from the peer-reviewed literature cited in Section 2 and from government/industry sources (e.g., APEDA, National Horticulture Board, GI-tag records) for contextual statistics on mango production and the GI status of Telangana varieties.

6.5 Constructs and Measurement

Construct	Code	Items	Representative source(s)
Perceived Usefulness	PU	3	Davis (1989); Wei et al. (2018)
Perceived Ease of Use	PEOU	3	Davis (1989); Chen et al. (2021)
Perceived Quality Risk	PQR	3	Habib & Hamadneh (2021); Mahajan et al. (2026)
Trust in Platform/Seller	TR	3	Gupta & Kumar (2023); Mahajan et al. (2026)
Price Value	PV	3	Lavanya et al. (2022)
Convenience	CO	3	Chen et al. (2021); Liu & Zheng (2023)
Social Influence	SI	3	Chen et al. (2021) [UTAUT]
Online Purchase Intention	PI	3	Wei et al. (2018); Gupta & Kumar (2023)

6.6 Tools and Techniques of Data Analysis

Quantitative data are to be analysed using standard statistical software (SPSS/Python-statsmodels/R). The techniques applied are:

Descriptive statistics (frequencies, percentages, mean, standard deviation) for demographic profile and construct-level perception scores.

Cronbach's alpha for internal-consistency reliability of each multi-item construct ($\alpha \geq 0.70$ treated as acceptable).

Pearson correlation analysis among the seven antecedent constructs and purchase intention.

Multiple linear regression, with purchase intention (PI) as the dependent variable and PU, PEOU, PQR, TR, PV, CO and SI as predictors, to test H1–H7.

One-way ANOVA / independent-samples t-test to test differences in purchase intention across demographic segments (H8).

Chi-square test of independence to examine association between categorical demographic variables and platform choice/purchase frequency.

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7. DATA ANALYSIS AND INTERPRETATION (ILLUSTRATIVE)

This section demonstrates the analytical pipeline described in Section 6.6 on the illustrative simulated dataset (n = 250). All figures below carry the label "Illustrative Data" for this reason.

7.1 Demographic and Behavioural Profile

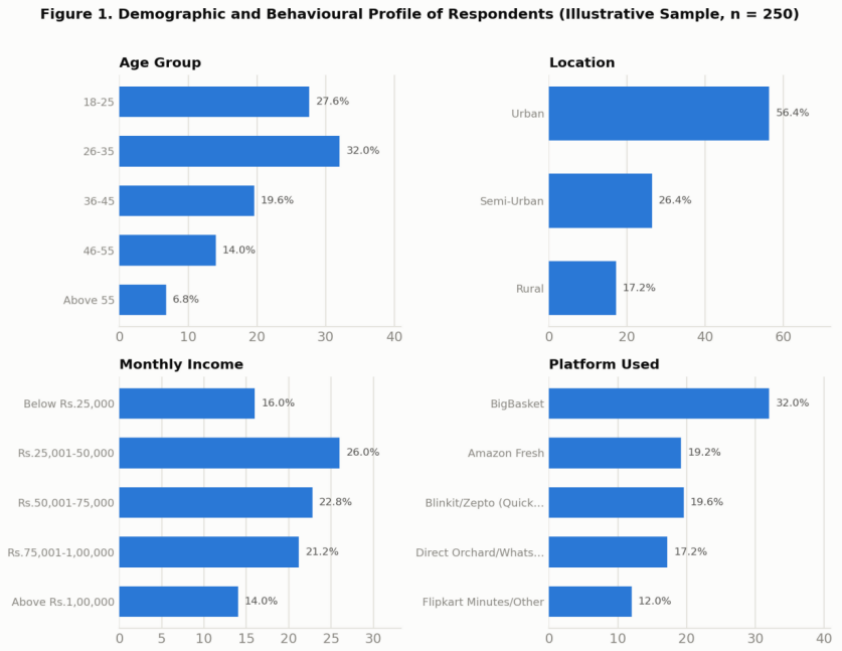


Figure 1. Demographic and behavioural profile of respondents (illustrative sample, n = 250).

In the illustrative sample, respondents skew toward younger, urban consumers (59.6% aged 18–35; 56.4% urban), consistent with existing findings that younger, urban, digitally-active consumers are early adopters of online grocery/fresh-produce purchase (Chen et al., 2021; Gupta & Kumar, 2023). BigBasket (32.0%) and quick-commerce apps (19.6%) together account for over half of platform usage, with direct orchard/WhatsApp selling at 17.2% — a non-trivial share that underscores the continued relevance of direct-to-consumer digital channels alongside organised e-commerce.

7.2 Descriptive Statistics and Reliability

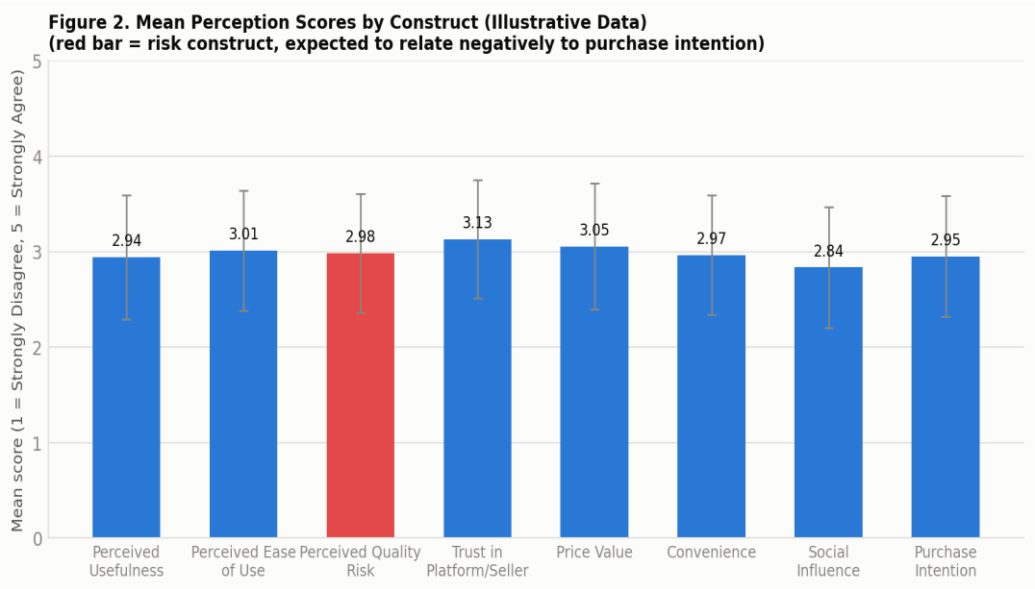


Figure 2. Mean perception scores by construct, ± 1 SD (illustrative data).

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Construct	Mean	SD	Cronbach's α	Reliability
Perceived Usefulness (PU)	2.94	0.65	0.748	Acceptable
Perceived Ease of Use (PEOU)	3.01	0.63	0.790	Good
Perceived Quality Risk (PQR)	2.98	0.62	0.754	Acceptable
Trust in Platform/Seller (TR)	3.13	0.62	0.785	Good
Price Value (PV)	3.05	0.66	0.785	Good
Convenience (CO)	2.97	0.63	0.782	Good
Social Influence (SI)	2.84	0.63	0.773	Acceptable
Online Purchase Intention (PI)	2.95	0.63	0.718	Acceptable

All eight constructs exceed the conventional $\alpha \geq 0.70$ threshold (Nunnally, 1978, as commonly cited in this literature), indicating acceptable-to-good internal consistency for the illustrative item sets. Mean scores cluster near the scale midpoint (2.84–3.13 on a 1–5 scale), suggesting a moderately positive but not strongly enthusiastic perception profile in the illustrative data — in a real dataset this pattern would itself be a substantive finding worth discussing (i.e., perception is not yet strongly favourable, leaving room for platform-side improvement).

7.3 Correlation Analysis

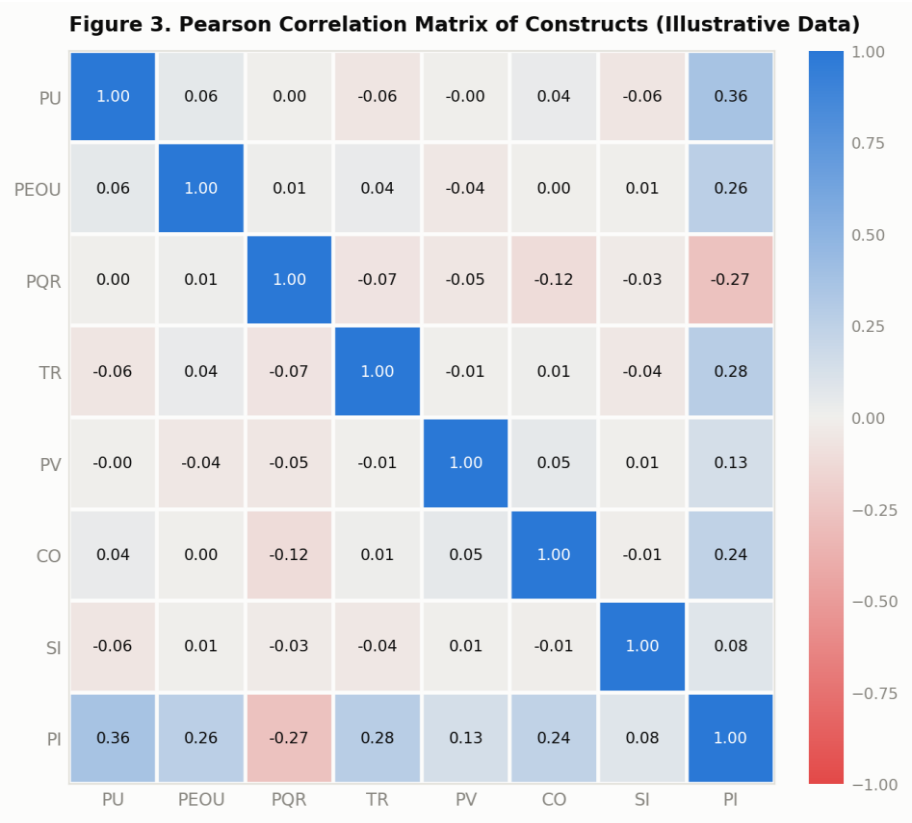


Figure 3. Pearson correlation matrix of constructs (illustrative data).

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Purchase intention correlates positively with perceived usefulness (r = 0.36), trust (r = 0.28), perceived ease of use (r = 0.26), convenience (r = 0.24) and price value (r = 0.13), and negatively with perceived quality risk (r = -0.27), consistent with the hypothesised directions in Section 5. Inter-construct correlations among the antecedents themselves are low (mostly |r| < 0.12), suggesting limited multicollinearity concern for the regression model that follows.

7.4 Multiple Regression Analysis

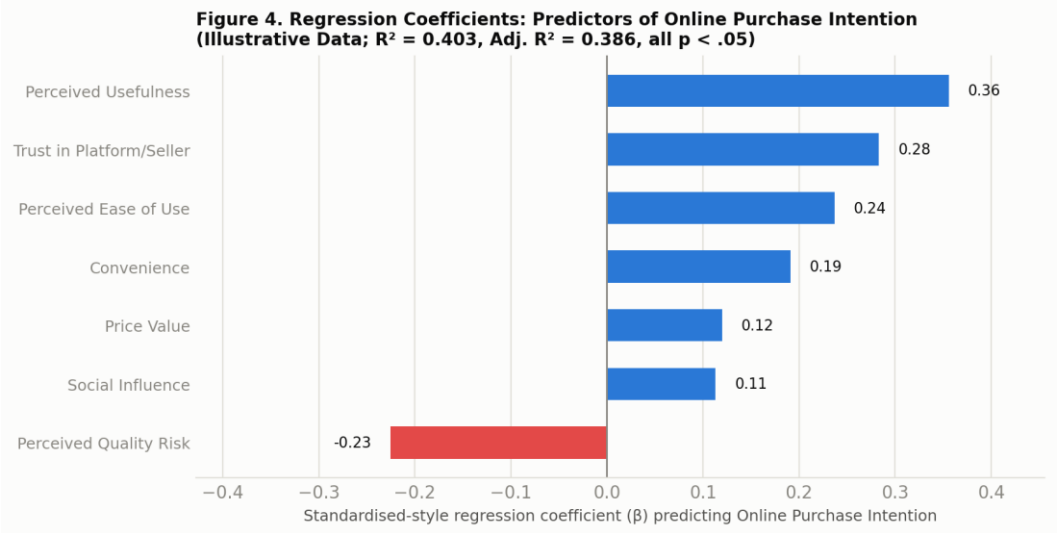


Figure 4. Regression coefficients predicting online purchase intention (illustrative data).

Predictor	B (coef.)	Std. Error	t	p-value	Decision (H1–H7)
(Constant)	-0.277	0.410	-0.675	0.500	—
Perceived Usefulness (PU)	0.356	0.049	7.329	<0.001	H1 supported
Perceived Ease of Use (PEOU)	0.237	0.050	4.742	<0.001	H2 supported
Perceived Quality Risk (PQR)	-0.225	0.051	-4.435	<0.001	H3 supported
Trust in Platform/Seller (TR)	0.283	0.051	5.540	<0.001	H4 supported
Price Value (PV)	0.120	0.048	2.516	0.013	H5 supported
Convenience (CO)	0.191	0.050	3.790	<0.001	H6 supported
Social Influence (SI)	0.113	0.050	2.275	0.024	H7 supported

Model fit: $R^2 = 0.403$, Adjusted $R^2 = 0.386$, $F(7, 242) = 23.35$, $p < 0.001$. In this illustrative model, all seven predictors are statistically significant at the 5% level and in the hypothesised direction, jointly explaining 40.3% of the variance in online purchase intention. Perceived usefulness is the strongest positive predictor ($\beta = 0.356$), followed by trust ($\beta = 0.283$) and perceived ease of use ($\beta = 0.237$); perceived quality risk is the only construct with a negative coefficient ($\beta = -0.225$), confirming its role as a barrier rather than a driver of online mango purchase intention.

7.5 Differences Across Demographic Segments (ANOVA / t-test)

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Test	Grouping variable	F / t	df	p-value	Result
One-way ANOVA	Age Group	F = 1.403	4, 245	0.234	Not significant
One-way ANOVA	Monthly Income	F = 1.428	4, 245	0.225	Not significant
One-way ANOVA	Location (Urban/Semi-Urban/Rural)	F = 6.764	2, 247	0.001	Significant
Independent t-test	Gender (Male vs Female)	t = -0.243	≈248	0.808	Not significant

In the illustrative data, purchase intention differs significantly by location ($p = 0.001$) — urban respondents show higher mean purchase intention than semi-urban and rural respondents — while age, income and gender show no statistically significant difference. H8 is therefore partially supported (supported for location; not supported for age, income or gender) in this illustration. This pattern would be worth probing in the real dataset, since it would suggest that platform trust/logistics-related barriers, rather than income or generational differences, are the primary constraint on rural and semi-urban adoption.

7.6 Chi-Square Test of Association

Association tested	χ^2	df	p-value	Result
Location × Platform used	7.271	8	0.508	Not significant
Gender × Purchase frequency	2.405	3	0.493	Not significant

Neither association is statistically significant in the illustrative data, suggesting that, in this simulation, platform choice and purchase frequency are not strongly tied to location or gender. This should be re-examined once real data are available, since platform accessibility (e.g., quick-commerce coverage) is known to vary meaningfully across urban and rural Telangana.

8. DISCUSSION OF FINDINGS

Subject to the illustrative-data caveat repeated throughout this paper, the pattern of results is consistent with the reviewed literature. Perceived usefulness and trust emerging as the strongest positive predictors mirrors Wei et al. (2018) and Gupta and Kumar (2023), while the significant negative effect of perceived quality risk echoes Habib and Hamadneh (2021) and Mahajan et al. (2026) on perishable/quality-sensitive categories. The significant location effect (H8, urban vs semi-urban/rural) aligns with Lavanya et al. (2022) and general online-grocery diffusion patterns in India, where logistics reach and digital payment familiarity remain uneven outside metro areas. The non-significant effect of price value relative to usefulness and trust ($\beta = 0.120$, the smallest significant coefficient) tentatively suggests that, for a category consumers strongly associate with freshness and authenticity, reassurance on quality and platform trustworthiness may matter more than price discounting alone — a hypothesis that merits explicit testing once real data are collected.

Once real primary data are substituted, the discussion should be rewritten to reflect the actual coefficient signs, magnitudes and significance levels obtained, and should explicitly compare the real findings against the illustrative expectations set out above rather than assuming the pattern will replicate.

9. MANAGERIAL AND PRACTICAL IMPLICATIONS

Quality-risk mitigation: Platforms and direct sellers should invest in ripeness-graded packaging, short-shelf-life delivery windows, and money-back/replacement guarantees specifically for mango, since perceived quality risk

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is the only construct expected to work against purchase intention.
Trust signalling: Visible farmer/orchard sourcing information, GI-tag certification (where applicable to Telangana varieties), verified buyer reviews with photos, and transparent grading (e.g., ripeness stage, variety authenticity) can strengthen trust more directly than price promotions.
Rural and semi-urban reach: If the urban-vs-rural gap in purchase intention observed illustratively holds in real data, platforms and farmer-producer organisations should consider hyper-local delivery partnerships, vernacular-language app content, and cash-on-delivery options to extend online mango purchase beyond the urban core.
Variety-led marketing: Given the strong illustrative preference for Banginapalli and Himayat, platforms could build variety-specific landing pages/subscriptions timed to each variety's harvest window rather than treating "mango" as a single undifferentiated SKU.
Convenience as a secondary lever: Since convenience and ease of use are significant but smaller predictors than usefulness and trust, marketing communication should lead with quality assurance and trust cues, with convenience/time-saving as a supporting message rather than the primary pitch.

10. LIMITATIONS OF THE STUDY

The results presented in Section 7 are from an illustrative simulated dataset and must be replaced with real primary data before any substantive conclusion is drawn or published.
Even once real data are collected, a cross-sectional, non-probability (convenience/stratified-convenience) sample limits generalisability to all online mango buyers in Telangana.
Self-reported Likert-scale measures are subject to social-desirability and common-method bias; a time-lagged or multi-source design would strengthen causal claims.
The model does not include every possible antecedent (e.g., environmental/sustainability concern, packaging waste perception, delivery-personnel interaction quality); future extensions may incorporate these.

11. SCOPE FOR FUTURE RESEARCH

Replicate this model with actual field data across a larger, probability-based sample covering more Telangana districts and rural mandals.
Apply structural equation modelling (SEM/PLS-SEM) once real data are available, to test the full measurement and structural model jointly and assess discriminant/convergent validity formally.
Extend the comparison to other high-value seasonal fruits (e.g., grapes, pomegranate) to test whether the quality-risk barrier is mango-specific or generalises across perishables.
Conduct a longitudinal study across two or more mango seasons to examine whether trust and purchase intention strengthen as platforms mature.

12. CONCLUSION

This paper set out a theoretically grounded, empirically testable model of consumer perception toward online mango purchase in Telangana, built on TAM, UTAUT and Perceived Risk Theory foundations and tailored to the specific quality-verification challenges of a perishable, variety-differentiated fruit. A complete research instrument, sampling plan and analytical pipeline (descriptive statistics, reliability, correlation, regression, ANOVA and chi-square) are provided and demonstrated on an explicitly labelled illustrative dataset. The illustration suggests perceived usefulness, trust, ease of use and convenience as likely positive drivers and perceived quality risk
as a likely barrier, with location differences in adoption plausible given uneven digital-logistics reach across urban and rural Telangana. These are working hypotheses for the real study, not findings: the authors must administer the Appendix I questionnaire to real respondents, substitute the resulting data throughout Section 7, and rewrite the Discussion, Implications and Conclusion accordingly before this paper is submitted to a Scopus-indexed journal..

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