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EDITORIAL

We feel honoured and privileged to present the Bi-Annual Peer Reviewed Refereed Journal, ISSN (Online): 2583-5203, Volume 4, No. 01, June, 2025 among our esteemed readers and academic fraternity.

This Journal is the outcome of the contributions of insightful research-oriented papers/articles by various eminent academicians, and research scholars in a highly organized and lucid manner with a clear and detailed analysis related to the emerging areas in the fields of Social Sciences and Allied Areas.

The views expressed in the research-oriented papers/articles solely belong to the paper contributor(s). Neither the Publisher nor the Editor(s) in any way can be held responsible for any comments, views and opinions expressed by **paper contributors**. While editing, we put in a reasonable effort to ensure that no infringement of any intellectual property right is tolerated.

We also express our sincere thanks and gratitude to all the contributors to research papers/articles who have taken pain in preparing manuscripts, incorporating reviewer(s) valuable suggestions and cooperating with us in every possible way.

We also express our heartfelt gratitude to all the esteemed members of the Editorial Board, Esteemed Reviewer(s) who despite their busy schedules have given their valuable time, suggestions and comments to enrich the quality of the contributory research paper(s) in bringing to light this June issue.

Last, but not least, we revere the patronage and moral support extended by our parents and family members whose constant encouragement and cooperation made it possible for us to complete on time.

We would highly appreciate and look forward to your valuable suggestions, comments and feedback at editorbr2022@gmail.com

June, 2025
West Bengal, India

PEMA LAMA
Editor-in-Chief

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RESEARCH ARTICLE

Digital Marketing Trends of West Bengal in the Endemic Era

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Index Terms: Affordability | Customers' Online Purchase Intention | Perceived Usefulness | Reliability | Security | Social Influence.

ABSTRACT

Electronic commerce has been established for four decades, but it has seen the most rapid expansion in recent years, as the epidemic forced traditional businesses / physical firms to go into lockdown mode. While this generation's youth were already addicted to internet shopping, COVID-19 seclusion forced even the elderly to log on for needs like groceries and prescriptions. Even the new internet businesses have seen their sales increase as a result of this dependence on the convenience of mass doorstep/house delivery, and they are sure that the upward trend will continue. The consumer goods industry has seen an increase in sales during the post-pandemic.

Maximum of the population of West Bengal has now shifted to online platforms, resulting in the popularity of brand websites and the establishment of various new shopping sectors, in this endemic era. The current analysis is based on the use of various online channels, as well as customers' online purchasing intentions via these sites. The goal is to see how perceived usability, Security and Reliability, available benefits, and Social Influence is mediated by Customer Satisfaction, to influence customers' online purchasing intentions. Principal Component Analysis was used to reduce the number of variables. Confirmatory Factor Analysis was run to get the model fit indices, and structural equation modelling was utilised to further find the relationship between the independent, mediator, and dependent variables. The analysis was done with the help of SPSS AMOS 23 Software.

JEL Classification: L81, D1, 14, D12

1 INTRODUCTION

Electronic commerce has existed for four decades, but in recent years, it has seen most of its growth as the pandemic forced conventional businesses and brick-and-mortar organizations to enter lockdown mode. Whereas the young generation was already hooked on shopping online, Covid lockdown forced the elderly as well to sign in for essentials such as groceries and medication. In the post-pandemic world, individuals still want to shop online, in order to save energy and time. Original buyers and vendors have been compelled

to adjust and adapt to new technology in order to face the current scenario. On lockdown days customers moved from the nearby shops to online shops for placing their vegetable, egg, fish, meat, and other commodities orders. Now it has turned into a routine for us, we do not want to wait for any necessity to be met, later on, just a tap on the smartphone, and the website is all set to display us infinite product varieties, of various companies. Human beings have so many choices while purchasing something or the other of their own choice. This new technology is so user-friendly and simple to

operate, now people download apps on their mobile and start purchasing transactions.

Ghosal (2015) noted that an easy-to-use website with a pleasant graphical user interface and easy navigation devices can certainly help the customer and contribute to e-business growth. In his research on West Bengal. Chakraborty (2019) noted that individuals tend towards Flipkart, Amazon, Snapdeal deal & Shopclues for online shopping. The reasons why customers are motivated to shop online are convenience, deals & discounts, and product availability. Roy et al. (2012) noted that in as much as the product preference, range of alternatives, and ease of shopping on the Internet coincided with their desires, consumers opted to embrace online buying portals for their transactions. The attributes mentioned above, according to the findings, pose a positive influence on customers' selection of online buying portals. The research determined many other intrinsic and extrinsic factors affecting online purchases of products, such as personal variety expectation, navigational ability online, personal price sensitivity, and delivery time expectation, especially in West Bengal's cultural milieu. Social media are also contributing towards digital marketing, as Facebook and WhatsApp have given a large forum to many who purchase and sell online. There are open communities and online bazaars where the members show their products, and others place orders and purchase the same after payment through the internet.

The growth of e-commerce has greatly expanded regionally, nationally, and globally. The e-commerce websites offer their customers several benefits, such as 24 × 7 service, product availability, affordability, payment through various payment modes, and the advantages of discounted prices and exchange offers. The general names of such web sites are Amazon, and Flipkart for electronic products, electrical products, Laptops, and computer-gadgets, kitchen tools, and utensils, furniture, FMCG, home decor items, etc, Myntra, Meesho, Faballey, Shopperstop, Ajio, for dresses & Apparels, Nykaa, Purple for cosmetics, Amazon fresh / Pantry, Jio-Mart, Blinkit, & Bigbasket for vegetables, fish, meat, and eggs, etc., Zomato & Swiggy for cooked food, Ola

and Uber for taxi services, Redbus & IRCTC for bus and rail services, and Netflix, Hoichoi, Hotstar, for OTT. A smartphone is needed for purposes of transaction. Today, individuals are more motivated to turn online in the present COVID scenario due to the restrictions and lockdowns placed upon them. The primary aim of the study is to identify if individuals within such communities use e-commerce platforms to buy their day-to-day needs. Due to the gaps, the researchers have been compelled to further conduct research and address the existing scenario.

It has been observed that the more customers are satisfied by using these platforms, the more the number of online shopping websites increases.

2 LITERATURE REVIEW

The growth of e-commerce has radically changed customer shopping habits, both internationally and in India. The latest statistics show that India's e-retail business achieved around \$60 billion in 2024, making it the world's second-largest e-retail market in the number of online consumers. This development is the result of growing internet penetration, the use of electronic payment mechanisms, and a change in consumer behaviour towards buying online. (GlobeNewswire, 2024) The Technology Acceptance Model (TAM) pioneered by Davis (1989) continues to be central in technology adoption. TAM has been expanded in recent work to study e-commerce adoption, with major determinants being perceived usefulness, ease of use, and user experience. For example, Gavurova et al. (2024) established a model to describe the role of user experience factors in predicting e-commerce website visits, stressing how these variables influence consumer behaviour. On the same note, the Theory of Planned Behaviour (TPB) by Ajzen (1991) has played a significant role in forecasting consumer intentions in e-commerce. In recent research conducted by Li and Zhang (2024), the determinant factors that affect consumers' intention to use e-commerce platforms were examined using TPB constructs, including attitude, subjective norms, and perceived behavioural control. (Bain & Company, 2025).

In addition, the Decomposed Theory of Planned Behaviour (DTPB), an expansion of TPB, breaks down belief structures to more detailed dimensions. Taylor and Todd (1995) stressed the decomposition of attitude into perceived usefulness, ease of use, and compatibility; subjective norms into peer and superior influences; and perceived behavioural control into self-efficacy and facilitating conditions. More recent studies still confirm the validity of the use of DTPB in explaining e-commerce adoption behaviours. Overall, the combination of TAM, TPB, and DTPB offers a detailed framework to examine consumer adoption of e-commerce sites. These frameworks, as a whole, emphasise the role of user beliefs, social forces, and control variables in influencing online purchasing intentions.

Determinants of Customers' Online Purchasing Intentions

■ Customers' Online Purchasing Intention

It has been widely acknowledged that customers' online purchasing intentions are affected by many psychological, technological, and social factors. Al-Talli et al. (2024) analysed online purchasing behaviour in the Jordanian beauty industry and concluded that sales promotions, electronic word-of-mouth (eWOM), product presentation, and perceived risk have a significant influence on purchase intention. Attitude towards online shopping served as an important mediating variable. Bogdan et al. (2025) investigated how perceived product quality, eWOM-induced emotional responses, and perceived buying risk mediate the effect of eWOM credibility on online purchasing intention. Their study focused on the emotional and cognitive reactions consumers have prior to making a choice. Srivastava and Maurya (2023) pointed out the leading role played by trust and social influence in the cosmetic market, citing that influencer marketing encourages consumers' online intention to buy immensely. Tham et al. (2024) investigated perceived trust, perceived benefits, and perceived risk for Malaysian consumers and concluded that all three factors significantly affect online purchase intention. Athapaththu (2024) found that trust acts as a mediator in the relationship between

perceived usefulness, website content, ease of use and online purchase intention, highlighting trust as the foundation for effective e-commerce websites. Yılmaz and Kurt (2024) extended the Technology Acceptance Model (TAM) and demonstrated that social value, enjoyment, and perceived usefulness are good predictors of online purchase intention, whereas perceived ease of use played a limited role. Dmour et al. (2024) showed that visual complexity and contextual relevance of e-commerce websites have a positive impact on web trust as well as consumer intent to purchase.

■ Perceived Usefulness and Perceived Ease of Use

Perceived usefulness and perceived ease of use continue to be key to explaining online buying behaviour. Athapaththu (2024) determined that these variables have a strong impact on customer satisfaction, which then influences repurchase intention in Sri Lanka. Likewise, Miao et al. (2022) stressed that easy-to-use e-commerce websites boost satisfaction and foster repeat buying.

■ Customer Satisfaction

Online purchase intention is highly predicted by customer satisfaction. Miao et al. (2022) in a study have emphasised that satisfaction acts as a mediator in the connection between perceived ease of use, perceived usefulness, and repurchase intention. This emphasises how important it is to have a satisfying user experience to build customer loyalty.

■ Convenience

One key aspect of internet shopping is convenience. Zeithaml (1988) has described perceived value as the customer's general estimation of the usefulness of a product on the basis of perceptions of what is received and what is exchanged. This is not limited to monetary cost but also to non-monetary opportunity costs, that is, time and effort invested in purchasing and consuming products and services. Numerous research studies have established that customers are prepared to pay a premium if they achieve convenience, or are prepared to give up convenience to receive a service at a low cost, which implies that services that provide greater

convenience will enhance the perceived customer value.

- Reliability

Reliability in online services is crucial for customer trust. Athapaththu (2024) suggested that data confidentiality and privacy risks negatively impact consumers' purchase intentions. Ensuring reliable and secure services can mitigate these concerns and enhance customer confidence.

- Affordability

Affordability affects online buying behaviour. Customers tend to compare prices from different platforms to obtain the best prices. Prices that are competitive tend to attract price-concerned consumers and enhance purchase intentions.

- Availability

Desired product availability is also a principal driver of online shopping behaviour. Stock-outs or low product availability may cause dissatisfaction and discourage repeat purchases. Having products in stock helps in establishing customer trust and satisfaction.

- Perceived Benefits

Perceived benefits, such as time-saving and having access to a wide range of products, enhance purchase intentions online. Sawitri and Alhasin (2022) described how perceived benefits are felt when consumers feel a subjective experience when they purchase online and find that a product is beneficial to them. Lim (2020) identified product variety, convenience, and brand information as the main reasons why people shop online.

- Security

Online shopping security issues are the most important. Athapaththu (2024) emphasized that privacy risks to data and confidentiality adversely affect customers' purchasing intentions. Deploying strong security measures helps mitigate customers' fears and build trust in online spaces.

- Prior Online Purchasing Experience

Previous online shopping experiences significantly influence future purchase intentions. Positive past experiences build trust and reduce perceived risks, encouraging repeat purchases. Conversely, negative experiences can deter consumers from engaging in future online transactions.

- Social Influence

Social influence, including recommendations from friends, family, and online reviews, affects consumers' online purchasing decisions. A study by Bogdan et al. (2025) found that electronic word-of-mouth (eWOM) credibility impacts purchase intentions through mediators like perceived product quality and emotional responses. Trust in social networks and online communities can sway consumer behaviour.

3 OBJECTIVES OF THE STUDY

The objectives of the study are as follows:

- To understand the relationship between customer satisfaction and customers' online purchase intention.
- To understand whether perceived utility, security and reliability, available benefits from online purchase and social influence mediate the relationship between customer satisfaction and customer's online purchase intention.

The study will aim to identify the mediators between customer satisfaction and online buying intentions. The important mediators can be utilised in order to build customers' experience and enhance customer satisfaction in internet marketing. The outcomes of the current study will assist online marketers in enhancing their customer satisfaction in online purchasing.

The remainder of the study is organized as follows: first part is the introduction to the study, which provides the objectives, second part is the literature review, third part discusses the model under study and research methodology, data analysis is carried out in the fourth part and the fifth part provides the conclusion and

recommendations of the study.

4 RESEARCH GAP AND HYPOTHESES

Research Gap

According to studies, there are seven categories of research gaps: theoretical and practical knowledge gap, population gap, evidence gap, knowledge gap, methodology gap, and empirical gap. While earlier research publications have addressed the concerns separately, there is a scarcity of papers that address all the shortcomings in one go. Initially, from the literature, it was found that nine factors impacted the customers' satisfaction those were Perceived Usefulness, Convenience, Reliability, Affordability, Availability, Benefits, Security, Prior Experience, and Social Influence. Despite a thorough review of the literature, there are only a few research publications that cover the study areas (Kolkata District, Howrah District, Hooghly District, Nadia District, North 24 Parganas District, and South 24 Parganas District). Hence, the present study aims to fill the research gap by extending the study in West Bengal.

Research Hypotheses

The present study aims to understand the mediating effect of several factors such as utility, reliability and security, benefits from online purchase and social influence on customers' intention to purchase online. The coefficient paths have been given in parentheses, as shown in Figure 1.

Direct Effect

H₁: Customer Satisfaction influences Customer's Intention Towards Online Shopping (c').

Indirect Effect

One Mediator

H_{2a}: Perceived Usefulness mediates Customer Satisfaction and Customer's Intention Towards Online Shopping. (a_1b_1)

H_{2b}: Product Reliability mediates Customer Satisfaction and Customer's Intention Towards Online Shopping. (a_2b_2)

H_{2c}: Available Benefits mediate Customer Satisfaction and Customer's Intention Towards Online Shopping. (a_3b_3)

H_{2d}: Social Influence mediates Customer Satisfaction and Customer's Intention Towards Online Shopping. (a_4b_4)

Two Mediators

H_{3a}: Perceived Usefulness and Product Reliability mediate Customer Satisfaction and Customer's Intention Towards Online Shopping. ($a_1d_{21}b_2$)

H_{3b}: Perceived Usefulness and Available Benefits mediate Customer Satisfaction and Customer's Intention Towards Online Shopping. ($a_1d_{31}b_3$)

H_{3c}: Perceived Usefulness and Social Influence mediate Customer Satisfaction and Customer's Intention Towards Online Shopping. ($a_1d_{41}b_4$)

H_{3d}: Product Reliability and Available Benefits mediate Customer Satisfaction and Customer's Intention Towards Online Shopping. ($a_2d_{32}b_3$)

H_{3e}: Product Reliability and Social Influence mediate Customer Satisfaction and Customer's Intention Towards Online Shopping. ($a_2d_{42}b_4$)

H_{3f}: Product Reliability and Social Influence mediate Customer Satisfaction and Customer's Intention Towards Online Shopping. ($a_2d_{31}b_4$)

Three Mediators

H_{4a}: Perceived Usefulness, Product Reliability, and Available Benefits mediate Customer Satisfaction and Customer's Intention Towards Online Shopping. ($a_1d_{21}d_{32}b_3$)

H_{4b}: Perceived Usefulness, Product Reliability, and Social Influence mediate Customer Satisfaction and Customer's Intention Towards Online Shopping. ($a_1d_{21}d_{42}b_4$)

H_{4c}: Perceived Usefulness, Available Benefits, and Social Influence mediate Customer Satisfaction and Customer's Intention Towards Online Shopping. ($a_1d_{31}d_{43}b_4$)

H_{4d}: Product Reliability, Available Benefits, and Social Influence mediate Customer Satisfaction and Customer's Intention Towards Online Shopping. ($a_2d_{32}d_{43}b_4$)

Four Mediators

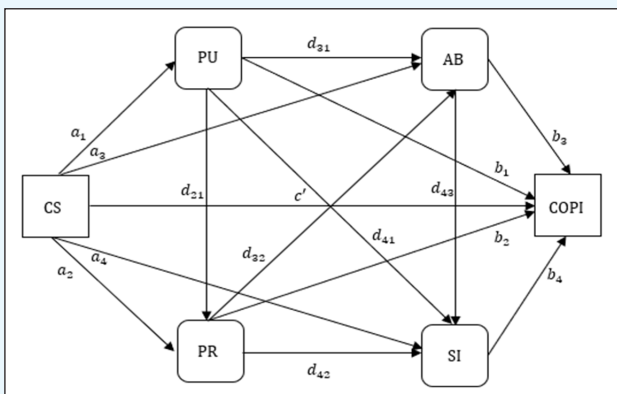
H₅: Perceived Usefulness, Product Reliability, Available Benefits, and Social Influence mediate Customer Satisfaction and Customer's Intention Towards Online Shopping. ($a_1d_{21}d_{32}d_{43}b_4$)

5 METHODOLOGY

Conceptual Framework

Principal components analysis was used to extract the factors, namely Customer Satisfaction (IV), Customer's Intention Towards Online Shopping (DV), Perceived Utility (M1), Security & Reliability (M2), Available Benefits (M3) and Social Influence (M4). Table A1 shows the variables falling under the respective factors. Figure 1 represents the conceptual framework for the hypotheses defined in section 3.2.

Figure 1
CONCEPTUAL FRAMEWORK



Source: Researcher's Self-Elaboration

Table 1
DESCRIPTION OF CONSTRUCTS FOR THE PROPOSED MODEL

1	Perceived Usefulness	Utility, Ease of Use, and Inexpensive
2	Product Reliability	Safe, Dependable, and Trustworthy
3	Available Benefits	Available supply and in varieties, with Cash Back, Discount, and other advantages

4	Social Influence	Influence of friends and family members to shop using online platforms
5	Customers' Satisfaction	Customer Contentment and Happiness in Using Online Shopping Platforms
6	Customers' Online Purchase Intention	Customers' Willingness to Purchase Online

Source: Author

Data

Data for the present study were collected using a structured questionnaire. The questionnaire consisted of 46 questions, out of which 6 questions were focused on demographic variables such as gender, age, occupation, education, monthly income, and location, and 40 were for understanding the factors under study. The questionnaire was distributed online and offline during the period 2019-22. The study was done in several districts of West Bengal, including Kolkata, North 24 Parganas, South 24 Parganas, Howrah, Hooghly and Nadia. A total of 450 questions were distributed randomly, out of which 385 complete responses were received and considered for analysis. SPSS 26.0 was used to analyse the data, and PROCESS V 4.0 was used to carry out the mediation analysis.

Table 2
E-COMMERCE USAGE BY CATEGORY

Commodities People Purchase Online	Number of Responses	Percentage
Electronics	100	6.54%
Clothes & Apparels	120	7.84%
Furniture	70	4.58%
Electricals	90	5.88%
Cosmetics	200	13.07%
Medicine & Health Related	210	13.73%
Train & Movie etc. Ticket	180	11.76%
Cooked Food	200	13.07%
Groceries	220	14.38%
Hotel Booking / Tourism	70	4.58%
Home Appliances	40	2.61%
Vegetables/Fruits/Fish/Meat	30	1.96%
Total	1,530	100.00%

Source: Researcher's Self-Elaboration

Theoretical Models

The present study uses Model 6 of conditional process analysis (Hayes, 2013). The models used in the study are utilised to understand the direct and/or indirect effects of online purchase intention using customer satisfaction. The study also aims to understand the main influencers of Customer satisfaction, being Perceived Usefulness, Social Reliability, Social Influence and Available Benefits. Equation (1) was used to understand the influencers of Perceived Usefulness (PU), regarding Customer Satisfaction (CS).

$$PU = a + \beta_{11} CS + \epsilon_1 \quad (1)$$

Equation (2) shows the relationship between Social Reliability, Perceived Usefulness and Customer Satisfaction. This equation is used to understand the drivers of product reliability (PR). The objective of this equation is to understand the significant predictors of product reliability among customer satisfaction and perceived usefulness.

$$PR = a + \beta_{21} CS + \beta_{22} PU + \epsilon \quad (2)$$

Equation (3) shows the relationship between the Social Influence, customer satisfaction, perceived usability and product reliability.

$$SI = a + \beta_{31} CS + \beta_{32} PU + \beta_{33} PR + \epsilon \quad (3)$$

Equation (4) shows the relationship between available benefits, customer satisfaction, perceived usefulness, product reliability and social influence.

$$AB = a + \beta_{41} CS + \beta_{42} PU + \beta_{43} PR + \beta_{44} SI + \epsilon \quad (4)$$

Equation (5) is the final model. It establishes the relationship between customers' online purchase

intention, customer satisfaction, perceived usefulness, product reliability, social influence, and available benefits.

$$COPI = a + \beta_{51} CS + \beta_{52} PU + \beta_{53} PR + \beta_{54} SI + \beta_{55} AB + \epsilon_4 \quad (5)$$

6 DATA ANALYSIS AND FINDINGS

The present study employs Model 6 of Hayes' mediation analysis. It aimed to address the direct as well as indirect effects of customer satisfaction on customers' online purchase intention. From Table 3, it is evident that when it comes to perceived usefulness, customer satisfaction has no direct role to play. Product reliability can be significantly predicted by perceived usefulness. Customer satisfaction significantly negatively predicts available benefits, meaning higher satisfaction may reduce external incentives due to the fulfilment of basic needs. Perceived usefulness positively predicts product reliability and social influence, aligning with Technology Acceptance Assumptions. However, it was observed that Product reliability significantly negatively influenced social influence and available benefits. This is because perhaps, as product reliability increases, social influence and benefits have less impact on these adoption factors. The model for customers' online purchase intention is not impacted significantly by any of the predictors, highlighting the need for further study.

The direct effect of customer satisfaction on customers' online purchase intention was negative but statistically insignificant (). This suggests that customer satisfaction alone does not influence customers' intention to purchase online. Therefore, we reject. The results invite re-examination of variables which product customers' online purchase intention.

Table 3
MODEL OUTCOMES (STANDARD ERRORS IN PARENTHESES)

Predictor	Perceived Usefulness	Product Reliability	Social Influence	Available Benefits	Customers' Online Purchase Intention
Customer Satisfaction	0.000 (0.051)	-0.099 (0.042)	0.022 (0.051)	-0.121*** (0.042)	-0.058 (0.052)
Perceived Usefulness	-	0.5549*** (0.042)	0.167*** (0.061)	-0.485*** (0.052)	-0.090 (0.069)
Product Reliability	-	-	-0.149** (0.061)	-0.103** (0.052)	-0.002 (0.063)
Social Influence	-	-	-	-0.043 (0.043)	-0.055 (0.052)
Available Benefits	-	-	-	-	-0.019 (0.062)
Constant	0.000 (0.05 1)	0.000 (0.042)	0.000 (0.051)	0.000 (0.042)	0.000 (0.05 1)
F-Statistic	0.000	88.9705***	3.0620**	44.4698***	0.9310
R2	0.000	0.3178	0.0235	0.3188	0.0121

Note: *** p<0.01, ** p<0.05, * p<0.1

Source: Researcher's Self-Elaboration

Table 4
DIRECT EFFECT

Path	Direct Effect	Std. Error	t	P	LLCI	ULCI
CS → COPI	0.058	0.052	-1.132	0.259	-0.161	0.0434

Source: Researcher's Self-Elaboration

The serial and parallel mediation from customer satisfaction to customer's online purchase intention

was examined to analyse the hypotheses H2a to H5. None of the hypotheses were supported. This makes the study more interesting by revealing that while perceived usefulness, society, and benefits do not directly or indirectly influence the decision to purchase online, it opens up several scopes of further study i.e., to identify the factors of online purchase intention of customers.

Table 5
INDIRECT EFFECTS

Path	Indirect Effect	Boot SE	Boot LLCI	Boot ULCI	Alternative Hypothesis	Decision
CS^PU^COPI	0.000	0.006	-0.013	0.014	H2a	Reject
CS → SR → COPI	0.000	0.007	-0.014	0.014	H2b	Reject
CS → SI → COPI	0.001	0.004	-0.006	0.012	H2c	Reject
CS^AB^COPI	0.002	0.008	-0.014	0.021	H2d	Reject
CS^PU^SR^COPI	0.000	0.002	-0.004	0.004	H3a	Reject
CS → PU → SI → COPI	0.000	0.001	-0.002	0.002	H3b	Reject
CS^PU^AB^COPI	0.000	0.002	-0.004	0.004	H3c	Reject
CS → SR → SI → COPI	0.001	0.001	-0.001	0.003	H3d	Reject

CS -. SR — AB -. COPI	0.000	0.001	-0.002	0.001	H3e	Reject
CS -> SI -• AB -» COPI	0.000	0.000	0.000	0.001	H3f	Reject
CS -• PU -. SR -• SI -. COPI	0.000	0.000	-0.001	0.001	H4a	Reject
CS^PU^SR^AB ^COPI	0.000	0.000	-0.001	0.001	H4b	Reject
CS -. PU -. SI — AB — COPI	0.000	0.000	0.000	0.000	H4c	Reject
CS -> SR -. SI -• AB -• COPI	0.000	0.000	0.000	0.000	H4d	Reject
CS -• PU -. SR -• SI -. AB -. COPI	0.000	0.000	0.000	0.000	H5	Reject

Source: Researcher's Computation using PROCESS Macro

7 CONCLUSION AND RECOMMENDATIONS

This study revealed that customer satisfaction is not a significant predictor of customers' online purchase intention. Neither perceived usefulness, product reliability, social influence, nor available benefits mediated the pathway between customer satisfaction and online purchase intentions. The weak R^2 values indicate non-significant paths. Hence, the study provides that traditional technology acceptance models are now slowly fading away in the modern endemic era. Therefore, to understand the drivers of online purchase intention among the residents of West Bengal.

The Technology Acceptance Model states that a technology must provide perceived usefulness and benefits before being accepted on a large scale. The findings reveal that social influence and benefits can be predicted using customer satisfaction, product usefulness and reliability. This aligns with the technology acceptance. Hence, it is imperative to understand further whether these mediators are effective for different demographics, as well as to understand the further determinants of online purchase intention. further studies are required.

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APPENDIX I. LIST OF VARIABLES

Variable Name	Factor	Variable Code
Ease_of_Task	Perceived Usefulness	PUEU_1
Time_Minimization	Perceived Usefulness	PUEU_3
Effective_Purchasing	Perceived Usefulness	PUEU_4
Information_Access	Perceived Usefulness	PUEU_7
Ease_of_Shopping	Perceived Usefulness	PUEU_8
24hr_Access	Perceived Usefulness	PUEU_9
Comparison_Ease	Perceived Usefulness	PUEU_12
Mental_Effort	Perceived Usefulness	PUEU_13
Cheaper	Perceived Usefulness	PUEU_14
Payment_Options	Perceived Usefulness	PUEU_16
Savings	Perceived Usefulness	PUEU_17
Reliance	Product Reliability	PR_1
Accurate_Information	Product Reliability	PR_2
Safety	Product Reliability	PR_3
Risk_Minimization	Product Reliability	PR_4
Family_Friends_Influence	Social Influence	SI_1
Family_Friends_Usage	Social Influence	SI_2
Family_Friends_Guidance	Social Influence	SI_3
Variety_Benefits	Available Benefits	AB_1
Local_Availability	Available Benefits	AB_2
Online_Availability	Available Benefits	AB_3
Offer_Availability	Available Benefits	AB_4
Purchase_Satisfaction	Customer Satisfaction	CS_1
Pleasure_of_Use	Customer Satisfaction	CS_2
Service_Satisfaction	Customer Satisfaction	CS_3
Business_Satisfaction	Customer Satisfaction	CS_4
Originality_Satisfaction	Customer Satisfaction	CS_6
Commitment_to_Buy	Customers' Online Purchase Intention	COPI_1
Purchase_Intention	Customers' Online Purchase Intention	COPI_2
Recommendation_Intention	Customers' Online Purchase Intention	COPI_3
Review_Influence	Customers' Online Purchase Intention	COPI_4
Continuous_Buying	Customers' Online Purchase Intention	COPI_5

Source: Researcher's Own Elaboration