Analysis of Factors Influencing Purchase of Premium Products across Customer Segments in Cement Commodity Market

Doctoral Thesis Submitted

In partial fulfilment of the requirements for the award of the degree of

DOCTOR OF PHILOSOPHY

In

MANAGEMENT

By

DIBYENDU NANDY

UID No. 20FMRCJHN01004

Under the Guidance of

Dr. Mridanish Jha

Associate Professor, ICFAI Management School, ICFAI University Jharkhand, Ranchi

ICFAI University, Jharkhand, August 2024

THESIS COMPLETION CERTIFICATE

This is to certify that the thesis entitled "Analysis of Factors Influencing Purchase of Premium Products across Customer Segments in Cement Commodity Market", submitted by Dibyendu Nandy in partial fulfilment of the requirements for the award of the Degree of Doctor of Philosophy is an original work carried out by him under my guidance. It is certified that the work has not been submitted anywhere else for the award of any other Degree or Diploma of this or any other University. I also certify that he complied with the plagiarism guidelines of the University.

Dr. Mridanish Jha

(Research Supervisor)

Associate Professor

ICFAI Management School

ICFAI University Jharkhand, Ranchi

PLAGIARISM CERTIFICATE

DrillBit

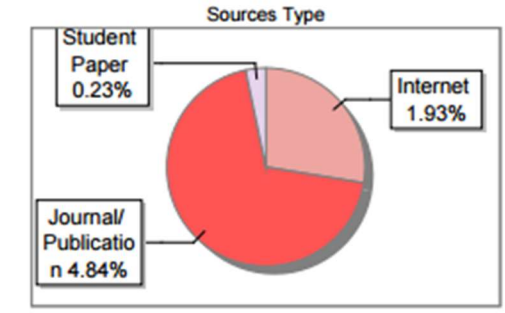
The Report is Generated by DrillBit Plagiarism Detection Software

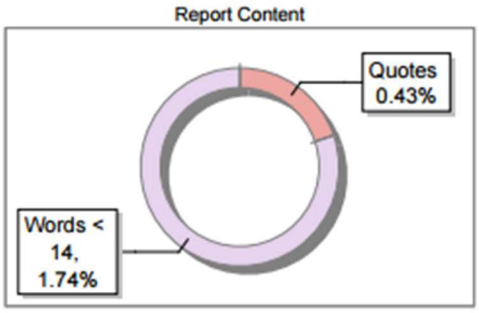
Submission Information

Author Name	DIBYENDU NANDY UID No. 20FMRCJHN01004
Title	Analysis of Factors Influencing Purchase of Premium Products across Customer Segments in Cement Commodity Market
Paper/Submission ID	2316688
Submitted by	rumna.b@iujharkhand.edu.in
Submission Date	2024-09-16 10:09:32
Total Pages, Total Words	146, 36397
Document type	Thesis

Result Information

Similarity 7 %





Exclude Information

Quotes	Not Excluded
References/Bibliography	Not Excluded
Source: Excluded < 14 Words	Not Excluded
Excluded Source	0 %
Excluded Phrases	Not Excluded

Database Selection

Language	English
Student Papers	Yes
Journals & publishers	Yes
Internet or Web	Yes
Institution Repository	Yes

A Unique QR Code use to View/Download/Share Pdf File

DECLARATION OF AUTHORSHIP

I declare that this research thesis titled "Analysis of Factors Influencing Purchase of Premium Products across Customer Segments in Cement Commodity Market", submitted by me in partial fulfilment of the requirements for the award of the degree of Doctor of Philosophy in Management by the ICFAI University, Jharkhand, Ranchi is my own work. It contains no material previously published or written by another person, nor material which has been accepted for the award of any other degree or diploma of the University or other Institute of higher learning, except where due acknowledgment has been made in the text. I further state that I complied with the plagiarism guidelines of the University, while preparing the thesis.

(Dibyendu Nandy)

UID No. 20FMRCJHN01004

Address: Flat 301, 162, Sarat Ghosh Garden Road, Dhakuria, Kolkata 700031

ACKNOWLEDGMENT

Several individuals merit acknowledgment as contributors to the content and ideas expressed in this research endeavour. I express my gratitude to **Dr. Raman Kumar Jha, the Vice-Chancellor**, for granting me the opportunity to carry out and present my research thesis. I express profound gratitude to **Prof. O. R. S. Rao, Former Vice-Chancellor** for initiating my research project by assisting with topic selection, synopsis preparation, formulation of objectives and hypothesis, creation of the questionnaire, and collection of data. I would like to express my gratitude to **Dr. J B Patnaik, Registrar, Dr. M Rajkumar, Asst. Dean, and Dr. Rumna Bhattacharya, Professor,** for their unwavering support and guidance throughout my research journey.

I express my gratitude to **Dr. Mridanish Jha, my supervisor and guide**, as well as **Dr. Sudipta Majumdar, my former guide**, for their invaluable suggestions and advice regarding statistical analysis and thesis writing. They provided guidance throughout my Ph.D. work, for which I am deeply indebted. The insightful remarks provided by **Dr. Hariharan and Dr. Satyendra Kishore** have been invaluable to me on numerous occasions, particularly in determining the topic and conducting the literature review. Furthermore, I would like to extend my appreciation to the numerous faculty and staff members, both in teaching and non-teaching roles, at the University Campus in Ranchi. Their unwavering support has been duly acknowledged and valued. I express my profound gratitude to all the participants and administration of the dealers, influencers and end users where this research was conducted for generously providing their time and resources to facilitate the data collection process

I am grateful to my **late father Dilip Kumar Nandy** who despite not being physically with me has always bestowed me with his blessings. I am immensely indebted to my **mother Madhabi Nandy, my wife Suparna and my daughter Sulagna** for their unconditional support and encouragement throughout the research period.

(Dibyendu Nandy)

Date:

Place:

ABSTRACT

The cement sector, which plays a significant role in the construction of infrastructure, is undergoing a transition towards premiumization as a result of the willingness of customers to pay a higher price for products that are of improved quality, sustainable, and innovative. The industry is responsible for seven percent of the world's total CO2 emissions, with a compound annual growth rate (CAGR) of three to four percent. A number of significant players, including CNBM, Anhui Conch Cement, Heidelberg Cement, Lafarge Holcim, and CEMEX, contribute to the competitiveness of the segment. Both the energy efficiency and product quality of cement production processes are being improved because to the implementation of digitisation and Industry 4.0 technology. The Indian cement industry, which is the second largest in the world, is currently undergoing premiumization as a result of the willingness of customers to pay a higher price for these products. There are a number of factors that influence consumer willingness to pay (WTP) for premium cement goods. These factors include improved packaging, perceived superior quality, increased service, celebrity endorsement, and higher income potential. To analyse the data, the study makes use of SEM and IPMA. Additionally, it illustrates the implementation of masstige marketing theory in the cement business. A segmented marketing strategy is something that marketers should think about implementing in order to effectively target different client categories and maximise the allocation of resources and resources.

Key words: Cement, Premiumization, Exploratory Factor Analysis, Structural Equation Modelling, IPMA, Segmented Marketing Strategy, Resource Allocation.

THESIS OUTLINE

The thesis is divided into five chapters. The details are as mentioned below:

Chapter I: Introduction: This chapter provides an overview of the study issue and provides a detailed notion based on the available data.

Chapter II: **Review of Literature**: To identify the proper gaps, this chapter solely reviews the body of existing literature.

Chapter III: Research Methodology: The research methodology portion of the study is the main topic of this chapter. It is significant since it aids in the researcher's development of a plan for carrying out the investigation.

Chapter IV: **Data Analysis & Interpretation**: Given that this is a quantitative study, a suitable statistical tool has been chosen to analyze the information gathered throughout the survey.

Chapter V: **Results, Discussions & Conclusions**: Based on the statistical findings the researcher derived in Chapter 4, this chapter presents findings, suggestions, and conclusions.

Table of Contents

LIST OF TABLES

LIST OF FIGURES

LIST OF ABBREVIATIONS

Full Name	Abbreviations
Celebrity Endorsement	CE
Channel Partners	CP
Common Method Bias	CMB
Cross Validated Predictive Ability Test	CVPAT
End Users	EU
Enhanced Service	ES
Exploratory Factor Analysis	EFA
Fornell-Larcker	FL
Heterotrait-Monotrait Ratio	HT-MT
Higher Earning Opportunity	HEO
Importance Performance Map Analysis	IPMA
Improved Packaging	IP
Indicator Average	IA
Influencers	IN
Kaiser–Meyer–Olkin	KMO
Perceived Superior Quality	Q
Standard Deviation	STDEV
Standardized Root Mean Square Residual	SRMR
Willingness to Pay	WTP

CHAPTER I
INTRODUCTION

1.1 Overview of Cement Industry

Cement is the main component of concrete, the most utilised construction material globally. Cement production includes the process of calcining limestone and other materials to form clinker, which is subsequently ground to make cement. The global cement industry is known for its substantial production capacity, led by China as the largest producer, followed by India, the United States, and other nations in Asia and Europe as per the report of Cement Manufacturers Association, Ministry of External Affairs, DPIIT, Dec 2023. The global cement industry is a vital component of the construction industry, serving as the cornerstone for the advancement of residential, commercial, and infrastructure projects. According to the most recent data (https://www.worldcementassociation) the firms have undergone major changes brought about by increasing global economic dynamics, new environmental legislation, and technical developments. Limestone and other materials are calcined to form clinker, which is pulverized to produce cement in the cement production process. The enormous production capacity of the cement industry worldwide is a defining feature.

According to the most recent data, the world produces around 4 billion metric tons of cement annually; yet, because cement is heavy and shipping is expensive, consumption patterns closely resemble production estimates. Asia-Pacific, which accounts for more than half of worldwide totals, leads the world in both production and consumption.

Many companies are participating in both the international and regional markets, making the cement industry worldwide extremely competitive and fragmented. CNBM, Anhui Conch Cement, Heidelberg Cement, Lafarge Holcim, and CEMEX are a few of the top businesses. To improve their market position, these businesses have been concentrating on growing their production capacity, streamlining their operations, and making mergers and acquisitions.

Cement production accounts for about 7% of worldwide CO2 emissions, making it one of the biggest polluters. As a result, there are now more regulatory demands and a greater emphasis on sustainability. To lessen their carbon footprint, businesses are investing in energy-efficient technology, alternative fuels, and carbon capture and storage (CCS).

Cement consumption is significantly influenced by the rapid urbanization that is occurring, especially in emerging economies. Governments are spending a lot of money on infrastructure projects that need a lot of cement, like roads, bridges, airports, and homes.

The cement industry is changing because of digitization and the implementation of Industry 4.0 technology. Process optimization, energy efficiency, and product quality are being increased using automation, artificial intelligence, and the Internet of Things.

The sector must make significant financial investments to expand and update facilities, deal with strict environmental requirements, and deal with volatile raw material prices. In addition, the COVID-19 epidemic has created uncertainty in the world economy, which has an impact on building activity and, in turn, cement demand. From 2021 to 2030, the cumulative annual growth rate (CAGR) of the global cement industry is projected to be between 3% and 4%. (https://www.globalcement.com/news/item/17103-global-green-cement-and-concrete-industry-to-grow-by-3-3-annually-up-to-2030). Rising infrastructure projects, urbanization in emerging nations, and the rebound in building activity following COVID-19 are the main causes of this rise. Growth in the Asia-Pacific region will be led by nations like China, India, and Southeast Asia. However, because of urbanization and infrastructure development, significant growth is also anticipated in Africa and the Middle East. Sustainability will be a major factor in how the cement business develops going forward. Businesses are likely to gain a competitive edge if they invest in sustainable practices and green technologies. The development of low-carbon cement and alternative building materials, among other innovations in materials science, is anticipated to propel the industry's transformation even further. At a crossroads, the global cement industry faces problems connected to environmental sustainability and economic volatility along with considerable prospects for expansion and innovation. To overcome these obstacles and seize new opportunities as the sector approaches 2030, smart investments in sustainability, technology, and market development will be essential.

Cement is an indispensable element of infrastructure development, and it is the most significant contribution of the construction industry, chiefly in the government’s infrastructure and housing projects, which are essential for the nation’s socioeconomic intensification and growth. It is also the second most consumed

material on the globe. After China and before the US and Japan, the cement industry in India is the world's second-largest cement producer. The sector accounts for more than 0.14 million employment and contributes around 1.3% to GDP, making it an essential part of the economy. Additionally, the business contributes significantly to the federal and state coffers via sales and excise taxes.

The cement sector is vital to the progress of any nation. Cement is mostly composed of composites consisting of calcium oxide, silica, aluminium oxide, and iron oxide; the remaining portion is composed of calcium silicates and aluminates. Since cement is a derivative, its demand is dependent on how quickly the economy, real estate, infrastructure, and commercial sectors of the nation react. Around the world, cement is extensively used in the construction of both public and private infrastructure, such as power plants, harbours, and highways, as well as residential and commercial buildings. One of the most important industries for a country's economic growth is the cement sector. The total amount of cement used each year is one measure of economic intensification. As a result, cement is probably a major state benefit and a supporter of a nation's development strategy.

Every development endeavour depends on cement, a necessary commodity. Cement is one of the main industries in a country and benefits considerably from its industrial and economic development. Cement is necessary for any growth, whether one is creating multipurpose projects or a tiny manufacturing. This industry is thought to be very important.

The housing and infrastructure sectors' ongoing growth has created new opportunities for the global cement market. Global cement production in 2016 exceeded 4.2 billion tons, with China producing 2.14 billion tons. Europe, North America, and Latin America were seeing rapid and favourable expansion in the cement manufacturing industry. The cement industries in Asia Pacific and Middle East Africa were experiencing difficulties that were impeding market expansion in these regions, despite the enormous potential for growth in the construction industry. The worldwide cement market was adversely affected by unfavourable export policies, deteriorating infrastructure, and spending in the affected regions. In 2018, the world's cement market surpassed 5 billion tons. From 2021 to 2030, the market is expected to grow at a compound annual growth rate (CAGR) of about 3.5%, or roughly 6.2 billion tons as per Global Cement Industry Outlook: Trends &

Forecast 2024. The resuscitation of the building industry is one of the main factors propelling the cement market's rise. Cement use has increased because of the rise in commercial, residential, and infrastructure developments, including buildings for offices, housing complexes, dams, tunnels, and bridges. (Global Industry Trend for Cement Market, 2019–2024 – Business Wire) The growth in Lafarge Holcim's net sales and profitability on a like-for-like basis indicates a consistent performance. Although the numbers may have seemed lower due to the sale of its Southeast Asian resources earlier in the year and 2018, the like-for-like increase indicates that the strategy is effective. This has been pushed by the market, and Asia's decline has persisted. In the short term, the latter supports the group's choice to partially depart the area. Interestingly, Lafarge Holcim's ready mixed concrete (RMX) sales in the first nine months of 2019 decreased 1.3% on a like-for-like basis to a total of 7.4 million tonnes. What does this imply for a company that sells building materials and is going to focus on concrete and the entire supply chain? Anhui Conch Cement reported sales and volumes of 202 million tons of cement and clinker in the first half of 2019, representing a 42% year-over-year increase over the same time in 2018. In the first nine months of 2019, its profit climbed by 42% year over year to US$ 15.9 billion from US$ 11.1 billion during the same period in 2018. While cement sales in the nation increased by just 5% in the first half of the year, the group's performance outperformed the market growth in its sales. Its profit margins were also bolstered by a 5% decrease in fuel and power expenses. In the first half of 2019, its foreign sales increased to US$ 143 million, or 2% of its overall revenue. The economy of Heidelberg Cement was strong, with rising sales, profits, and earnings. This was offset by declining sales of clinker and cement. Everywhere except North America saw a decline in cement sales. Except for Egypt, it was able to declare "positive results in all countries in the third quarter." "Price increases and cost discipline more than compensated for the slightly weaker demand for our product in the third quarter," company president Bernd Scheifele said in a summary of the circumstances. With decreasing sales, cement volumes, and earnings in 2019, Cemex, the construction material firm with higher revenues, has faced further challenges. Cemex is a multinational company based in Mexico. CEO Fernando A. Gonzalez stated that the company thought the sluggish demand for their products was bottoming out, in part because of Mexico's bad market, and that they were optimistic about the future because of a new infrastructure initiative. Concern was also raised by the Middle East and Africa area due to a 3% decline in sales volumes in the Philippines, one of

its important Southeast Asian territories. Noteworthy items from the smaller producers that are highlighted here are listed below. According to UltraTech Cement of India, it is the third-biggest cement manufacturer worldwide outside of China. This might be the case given India's installed manufacturing capability of more than 100MT/year. Most of this is based in India, where I am from. In addition, the company's financial results appear healthy as it keeps incorporating recent acquisitions like Century Textile and industries into the operation. Given how these big corporations differ greatly from one another, it is difficult to summarize all of this. In general, these businesses are expanding. The rise of two cement producer models at the upper end—international corporations and large local players—is one lesson to be learned. The story of the significant local player's emergence in recent years has been like the rise of China and India's economies. It is also visible in countries like Brazil and Indonesia. These businesses are more vulnerable to local economic hazards than global ones, which is a cause for concern. Nonetheless, there are issues with certain international cement producers in 2019. These larger-scale producer models will be put to the test—possibly to the breaking point—if predictions of a new global recession materialize, regardless of other developments. (Main cement makers' third-quarter 2019 global cement report).

India's cement industry has drawn a lot of interest since attaining independence. It is one of the most significant industries in India's economy because of its importance. The cement industry is ranked second, behind the iron and steel sector. Cement is a necessary material for building and construction tasks. The amount of cement produced and used in a nation is one indicator of its level of development. The availability of cement is crucial for the growth of numerous projects, including those related to infrastructure, power production, transportation, and irrigation. The amount of cement consumed per person is a gauge of the economic progress and standard of living of a nation. Examining India's financial stability and profitability is crucial given the cement industry's contribution to GDP growth.

1.2 Indian Consumers: Then and Now

The first cement mill was established at Porbandar, Gujarat, in 1914, marking the beginning of the cement business in India. However, the sector did not start to grow significantly until 1947, following independence. The government's focus on creating an independent country led to an increase in infrastructure projects, which

in turn drove up cement consumption. The industry has witnessed significant advances in technology over the years, as well as improvements in capacity and a move toward more environmentally friendly techniques. Several brands have aggressively courted Indian clients in the twenty-first century, ever since economic developments in 1991 made the Indian market more appealing to international corporations. Before 1991, the Indian government ignored corporate economics and customers in favour of controlling businesses and dictating their output capacity. India is currently the world's second-largest cement production, after China. With a total installed capacity of over 500 million tonnes annually, the sector is proud of its extensive network of around 210 major cement facilities and more than 350 small cement plants. ACC, UltraTech Cement, Ambuja Cements, Shree Cement, and Dalmia Bharat are a few of the leading companies in the sector. These businesses export cement and clinker to nations all over the world in addition to meeting domestic demand. A sizeable portion of India's larger cement business is devoted to the premium cement sector, which serves upscale development projects needing specialized and superior cement materials. The need for long-lasting and environmentally friendly building materials, particularly for high-end residential buildings, commercial projects, and urban infrastructure, is what propels this market.

1.3 Indian Cement Industry

The construction sector relies heavily on the cement industry, which is fundamental to the infrastructural development of every nation. The world's most populated nation and one of the major economies seeing the quickest growth is India, whose cement industry has developed, flourished, and changed over time. The Indian cement industry has several obstacles despite its promising growth possibilities. A major worry is the environmental impact of cement manufacture, which includes high energy use, loss of natural resources, and CO2 emissions. Environmental regulations and the demand for sustainable development methods are putting increasing pressure on industry. The price fluctuations of raw materials, particularly coal, pet coke, and limestone, which are essential to produce cement, pose a serious difficulty. The profitability and operating expenses of cement enterprises can be greatly impacted by these variations. Furthermore, industry uses a lot of energy, and the necessity to modernize outdated plants in addition to the rising cost of electricity presents a significant challenge. Because cement is heavy, there are additional logistical and financial difficulties when it is transported to different regions of the nation. Investments in residential projects and infrastructure are

the main drivers of this expansion. The PM Gati Shakti plan and higher infrastructure spending are examples of government measures that would raise demand. The industry hopes to add over 80 million tonnes of new capacity by FY24. Carbon neutrality is one area of sustainability that cement businesses are concentrating on more and more. Among the initiatives are investments in carbon capture and utilization technologies and the use of alternative fuels.

A sizeable portion of India's larger cement business is devoted to the premium cement sector, which serves upscale development projects in need of specialized and superior cement materials. The need for long-lasting and environmentally friendly building materials, particularly for high-end residential buildings, commercial projects, and urban infrastructure, is what propels this market. Eco-friendly and sustainable building materials are becoming more and more popular. Premium cements with environmental benefits—like reduced carbon footprints and increased production energy efficiency—are becoming more and more popular. Continuous innovation is a defining feature of the premium market, as businesses spend on R&D to enhance cement's performance attributes. This includes the creation of cement with extra features like quicker setting times, better workability, or increased resilience to harsh surroundings.

India's fast urbanization and government focus on building infrastructure, such as smart cities, highways, and affordable housing projects, are the main factors driving the need for premium cement. Due to consumer and industry professional knowledge and the need for superior construction processes, higher-quality cement materials are boosting the market. Laws and building rules that mandate the use of only premium materials in specific types of construction projects further reinforce the necessity for premium cement. With big companies like ACC Limited, UltraTech Cement, Ambuja Cement, Shree Cement, and JK Cement, the premium cement market in India is extremely competitive. These companies compete in their distribution networks, product offerings, levels of quality, and recognition of their brands. Companies in the premium market typically use product innovation, technical support services, and branding campaigns to differentiate their solutions to fulfil the specific requirements of high-end building projects. India's cement consumption and production trends have been growing over time, with FY 22 and FY 23 seeing nearly identical levels of each (Fig 1)

Figure 1: Cement Consumption & Production: source: www.ibef.org

The building boom in India is predicted to propel the country's cement industry, with expenditure on housing and infrastructure expected to fuel an 8% CAGR in cement demand from FY22 to FY27. India has had a discernible increase in premiumization, primarily due to the burgeoning middle class and their inclination towards superior items across a range of areas. Because of improved infrastructure and greater communication, this tendency is not just seen in cities but also in smaller communities. Businesses and merchants must modify their approaches to meet these changing trends as the middle class grows and the desire for high-end goods rises. The demand for high-quality, sustainable, and innovative cement products from the construction sector is expected to propel the premium cement market in India. Market participants must, however, overcome obstacles including price sensitivity and competition from substitute materials. Given that India's infrastructure development remains a top priority, the premium cement market is anticipated to be vital to the country's future development. Premium goods have garnered more attention in the Indian cement sector, as cement producers view them to boost their profit margins. The largest cement manufacturer in India, UltraTech Cement, stated that in the quarter that ended in March 2023, premium products accounted for 20.4% of its trade sales. This was a noteworthy increase, representing a year-over-year growth of 26 percent. Furthermore, Shree Cement has declared its intention to raise the proportion of premium products in its overall sales to 12 percent within the next six months. This suggests that the industry is strategically moving toward premium products to profit from their greater margins (https://www.cemnet.com/News/story/175923/shree-cement-pledges-to-boost-share-of-premium-products.html).

1.4 Premiumization in Cement Industry

The term "premiumization," which is frequently used in pricing tactics, refers to a product's increased value. It's important to realize, though, that premiumization entails more than just raising a product's price. Instead, it's a tactic that entails using a product's attributes, special qualities, and inherent qualities to positively influence consumers' perceptions and, as a result, increase their willingness to pay a higher price. These characteristics don't just have to do with the product's core qualities; they can also include things like convenience, service, novelty, or an unmatched customer experience. Three main elements are responsible for premiumization:

- Changing Power in the economy: A rise in personal income corresponds to an increase in disposable capital, which enables people to make larger investments in products and services beyond necessities. The strong purchasing power encourages consumption to go upward in several areas. Increased wealth usually demonstrates a tendency among consumers to upgrade their purchasing habits and switch to higher-quality or premium goods. As opposed to being price-conscious, consumers are becoming more likely to make quality-sensitive purchases.
- Innovation: The advent of technology has provided customers with strong access to premium commodities, a range of options, and useful product information.
- Changes in the demographics: Rural areas increasingly becoming more urbanized. The desire to obtain goods that were previously inaccessible in rural areas is what is driving this surge in consumption. As a result, urbanization heralds rising chances for companies to reach a growing number of newly established urban households willing to spend more.

Premiumization influences how consumers view a product or service and their readiness to pay more for it through several methods, such as perceived quality: Customers frequently believe that higher costs equal higher quality. When a product is premiumised customers could believe it to be of higher quality. High-end goods and services frequently convey an air of exclusivity or prestige. Customers might be prepared to pay extra for a feeling of exclusivity or to project a certain image on others. Added features and benefits are frequently included in premium products that are absent from regular products. The consumer may view these extra benefits as justifying a higher price. Customers' readiness to pay extra might be significantly influenced

by a brand's great reputation. Customers may be persuaded to pay extra for a product by the attractiveness and credibility of a reputable brand's endorsements.

The demand for high-quality, sustainable, and innovative cement products from the construction sector is expected to propel the premium cement market in India. Leading cement manufacturer in India, Shree Cement, intends to boost the proportion of premium goods in overall sales from 9.5% to 12% To increase their profit margins, cement producers such as Orient, Dalmia Bharat, and UltraTech Cement are concentrating more on producing high-end goods. The top cement producers in India are putting more of an emphasis on high-end goods to increase sales realizations.

The largest cement manufacturer in India, UltraTech Cement, stated that in the quarter that ended in March 2023, premium products made up 20.4% of its trade sales. This represented a noteworthy 26% annual gain. Majority of the cement industry's total sales volume is made up of trade sales, or sales made through dealers and distributors as opposed to direct sales to businesses. Dalmia Bharat sold 3.4 million tonnes of premium products, a 19% increase over 2021-2022. In the fiscal year 2022–2023, this rise exceeded the company's overall volume growth, which increased by 15.9% annually. Premium Product sales at Orient Cement accounted for 17% of its total trade sales, with a 22% gain in sales during the March quarter of 2022-2023.(https://www.moneycontrol.com/news/business/companies/cement-makers-increase-focus-on-premium-products-for-better-margins-10532331.html)

These changes point to a deliberate move in the Indian cement sector toward premium goods to increase profitability and sales realizations. However, how well these businesses can differentiate their premium services from the competition and how the market responds will determine how well this strategy works.

An increased proportion of premium products emphasizes synergies and operational savings to boost profits. In terms of cement prices, the leading brands in their respective segments and regions are Nuvoco's Concreto and Duraguard, ACC's F2R, UltraTech Premium for UltraTech, and JSW's Concreel HD to name a few. The price pyramid of brands with their price premiums is described below (Figure 2).

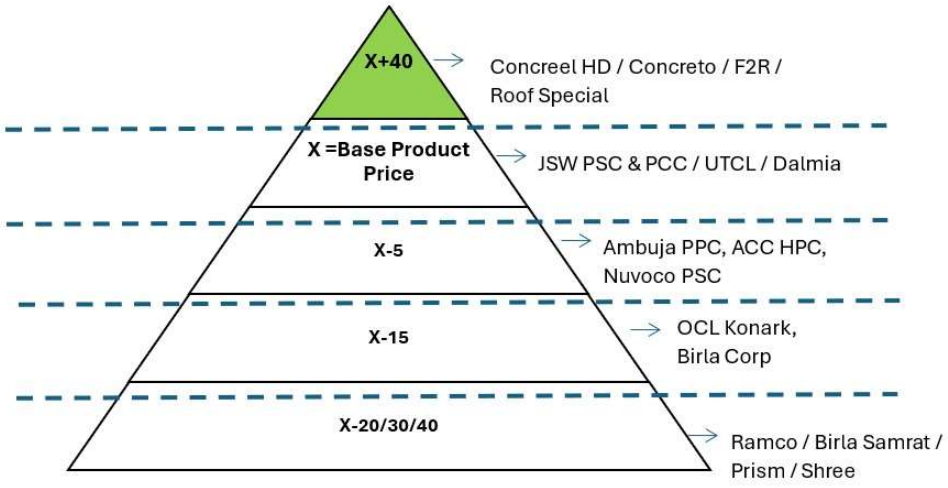


Figure 2: Price Pyramid: Author's Perspective

The top of the price pyramid represents the premium products which are typically priced around Rs 40 per bag higher than the base products available in the market.

Prior research by (Kariappa & Mahamood Akv, 2016) suggests non-sticky cement packing for buying cement, but others discuss extra uncontrolled features as the deciding factor when selecting a certain cement. According to (Soldado et al., 2021), buying cement is justified by eco-efficiency and durability characteristics. The study conducted by (Sathiskmar, 2022.)consumer perception of cement brands and suggested that they must improve their perceived value as key influencers to improve their image. (Chaudha et al., 2011) demonstrate how a brand's name and strong points influence consumer preference.

A study investigating customers' brand preference patterns and the factors that influence brand preference in commodity products was conducted by (Punniyamoorthy, 2011) found that the selection of cement brand is influenced by factors such as quality, packaging, cost, image, and physical product and service information. These studies have concentrated on finding out the relevant factors for buying base varieties of cement and have not explored the intricacies involved in determining the willingness to pay a premium for high-end products.

1.5 Challenges in Cement Industry

An essential part of the Indian economy, the cement industry is crucial to the building and infrastructure industries. Since India is the world's second-largest producer of cement, officials and economists are keenly

monitoring the industry's growth trajectory. Nevertheless, the Indian cement sector has numerous obstacles that obstruct its development and sustainability, even despite its noteworthy contributions and growth potential. Overcapacity, environmental concerns, logistical challenges, regulatory obstacles, pricing competitiveness, and the influence of technology improvements are some of the challenges facing the Indian cement sector.

Overcapacity is one of the biggest issues the Indian cement industry is now facing. The sector has experienced a sharp increase in production capacity, driven by expectations of sustained demand growth. Nevertheless, there is now overcapacity as a result of this increase exceeding real need. As a result, there is more competition among cement producers, which hurts cement companies' profitability even as customers benefit from cheaper costs. In addition to causing underutilization of resources, overcapacity hinders businesses' ability to realize economies of scale and make the necessary investments in environmental technology or upgrades.

Another significant challenge that the Indian cement industry is grappling with is environmental issues. The process of cement manufacturing consumes a substantial amount of energy and results in significant emissions of carbon dioxide (CO2), which adds to climate change and global warming. Environmentalists, government agencies, and the general public are putting more and more pressure on the sector to embrace greener practices and lessen its carbon footprint. This calls for a significant investment in greener technology, including the adoption of energy-efficient procedures and the use of alternative fuels and raw materials. For cement manufacturers, there are major obstacles because of the high cost of integrating these technologies and the absence of clear regulatory incentives.

The Indian cement industry's efficiency and cost-effectiveness are also severely hampered by logistical problems. Due to its heavy and voluminous nature, cement requires effective raw material and end-product shipping networks. However, the sector frequently struggles with insufficient infrastructure, including crowded ports, inadequate rail freight capacity, and poor road connectivity. The entire competitiveness of the Indian cement sector is impacted by these logistical obstacles, which raise cement prices and cause delivery delays.

The obstacles posed by regulations exacerbate the difficulties encountered by the cement sector in India. The mining industry is governed by a multifaceted regulatory framework that includes multiple permits and approvals for land acquisition, environmental clearances, and mining. Project rollouts and expansions may be delayed by the time-consuming and expensive process of navigating this regulatory labyrinth. High taxes are another issue facing the sector, which further reduces its profitability and competitiveness.

While the introduction of new technologies poses a set of issues of its own, it also offers potential answers to some of the industry's problems. Qualified personnel capable of managing and maintaining this new technology is necessary, as is a substantial financial expenditure, to make the shift to increasingly automated and digital processes. The future competitiveness and sustainability of the sector depend heavily on the industry's capacity to adjust to these technological advancements.

Government policies, the degree of industry competition, demand and supply dynamics, and production costs all have an impact on pricing competitiveness in the Indian cement sector. The price of cement is greatly influenced by the cost of labour, logistics, and raw materials (limestone, coal, power, etc.). Businesses that are adept at controlling these expenses typically have more affordable rates. Because of its tight ties to the construction industry, the Indian cement market is subject to seasonal fluctuations in demand as well as the impact of government infrastructure projects. Prices may be higher in areas where there is a greater demand but a smaller local supply. Cement prices can be impacted by taxes, levies, and regulations (such as those pertaining to environmental compliance) that have an impact on production costs. Government infrastructure initiatives may also increase demand, which could impact pricing competitiveness. The cement market in India is consolidated, with a small number of very large companies controlling a sizable portion of the market. There are a lot of regional players, though. Pricing is typically more competitive in places where there are more rivals as businesses compete to gain or keep market share. Companies can lower their manufacturing costs and offer more competitive prices by investing in new technology for waste heat recovery, energy efficiency, and alternative fuels. Since cement is a heavy item, transportation expenses may account for a sizeable amount of the entire price. Businesses that are close to important markets and have effective logistics may be able to provide more affordable rates. Even though the Indian cement market is mostly self-sufficient, fluctuations in

import/export taxes and cement prices abroad can have an impact on local costs, particularly in coastal areas. Pricing tactics may be impacted by the trend of consolidation brought about by mergers and acquisitions, which may result in fewer, larger companies. Pricing competitiveness may be impacted by larger organizations' superior economies of scale. Considering these elements, businesses in the Indian cement sector utilize a range of tactics to stay competitive, such as emphasizing relationships and customer service above all else, differentiating their products through cost leadership, and providing specialty cement products. Regional variations in demand-supply dynamics and the existence of rivals may also influence pricing tactics. It's crucial to remember that the industry is prone to cyclical changes, with times of high demand giving businesses greater pricing power and times of overcapacity resulting to price wars.

1.6 Branding of Cement

Commodity markets are influenced by large-scale transactions involving commodities like energy, metal, sugar, cotton, cement, and others, which can be easily interchanged. A product loses its distinctiveness and becomes a commodity, and consumers cease to show any preference for it. In a competitive market, marketers try to create that identity to differentiate themselves from the competition. What matters is what customers perceive as differentiation, even in cases where there may be genuine differences between things. Marketers have worked hard to differentiate themselves from the competition by providing cutting-edge features or better serviceability. Customers will brand products in a market with minimal differentiation if they feel they have a strong economic value and are emotionally and visually connected to them. Commodity branding includes customer participation and engagement and makes significant changes to shift from being a producer of basic goods to establishing a brand that is driven by consumer demand and ultimately becoming a strong and influential corporate brand. Commodity branding offers advantages to both consumers and marketers. Even as consumers grow more confident and trusting of the products they buy; marketers make money by charging premium rates for their goods because consumers are willing to pay them. The uniform nature of commodities leads to low customer loyalty to any producer because pricing is the primary determining factor for consumers when making purchases. Producers essentially become more competitive as a result, which reduces profit margins. Because of this, Producers in a commodity market strive to distinguish themselves by enhancing the value of their product through means such as innovative packaging, efficient delivery, and other strategic

areas. Commodity producers attempted to distinguish themselves from the competition and offer buyers compelling reasons to purchase their products by branding them. Archaeologist David Wengrow estimates that branding originated about 5000 years ago when people in the present-day Iraqi city of Uruk made stone seals to distinguish drink and food stoppers. A client cannot distinguish between products on their own unless they believe there to be a difference; this is because the perceived difference is all that is present, according to the (M. Michel, 2008) study. Consumers find it difficult to identify between commodities because of their similar attributes and wide selection of products. On the other hand, brands provide structure to this intricate and chaotic situation by creating perceived distinctions in the minds of their customers. A buyer looks for a solution that minimizes the possibility of cognitive dissonance and provides the best value in terms of money when faced with uncertainty. Brands help to lower this risk by providing value that goes above and beyond what the customer is ready to pay. Identification and distinctiveness, as a brand's primary goals, can help consumers feel special while also supporting decision-making, assurance, and risk reduction. Eventually, consumers may develop an emotional attachment to a brand if they find themselves in it and the implicit promise is met. Customers get attached to and loyal to the brand because of this relationship. Consumers who are emotionally invested in a brand and devoted to it are not likely to think about moving to a rival product. Brands provide their customers with emotional and financial value in a sense. It increases the company's value and becomes its most precious asset.

A product loses its distinctiveness and becomes a commodity when consumers cease to show any preference for it. Commodity branding includes customer participation and engagement and makes significant changes to shift from being a producer of raw materials to establishing a brand that is driven by consumer demand and eventually becoming a strong and influential corporate brand. Commodity branding offers advantages to both consumers and marketers. Even as consumers grow more confident and trusting of the products they buy; marketers make money by charging premium rates for their goods because consumers are willing to pay them.

The phrase "masstige" was first used in a 2003 Harvard Business Review essay by Silverstein and Fiske, which combined the concepts of "mass" and "prestige." Masstige marketing, according to (Paul, 2018.), is a phrase used strategically to describe the market penetration of premium brands that are nevertheless accessible

due to their strong brand equity. The ultimate goal is to establish a reputation for being well-known, likeable, and emotionally connected. The four Ps of the marketing mix—Price, Product, Promotion, and Place—are taken into consideration in masstige marketing, where tactics for product and promotion are pertinent but unrelated to price changes (assuming the price is fixed at premium/moderately expensive). The masstige method is bolstered by a product strategy that integrates innovation, quality, and intangible assets. Masstige marketing encompasses a promotional strategy as well. The pricing remains consistent at every stage of the model, which is constructed based on product and promotion strategies.

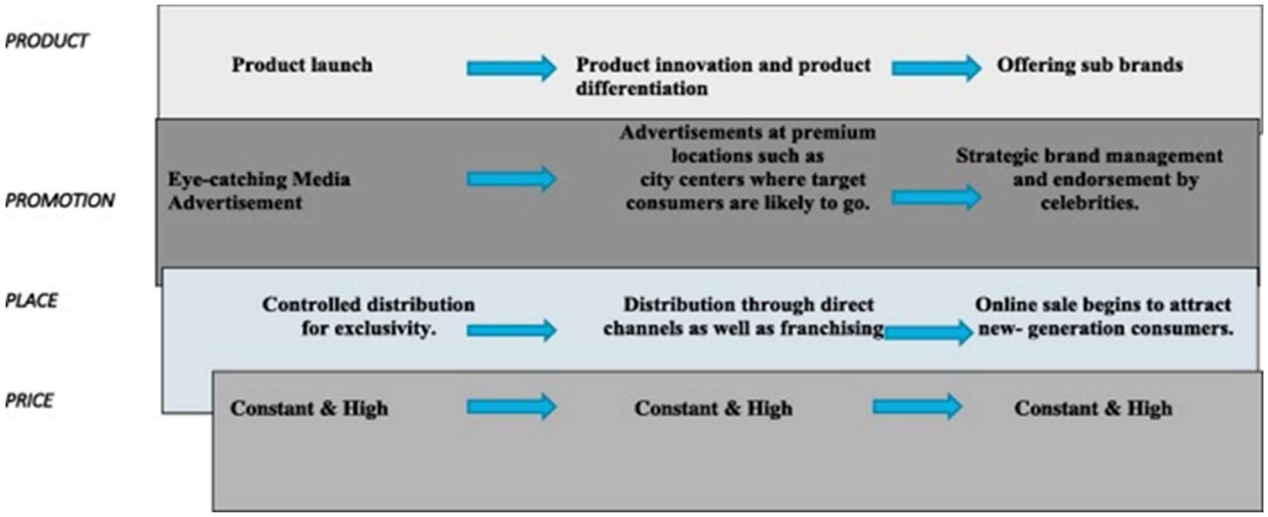


Figure 3: Masstige Model (Paul 2018)

According to the masstige model, companies can begin focusing on mid-income consumers before they even reach saturation point, even if they have historically targeted high-income people to sell premium products. (Dash et al., 2021) strategy structure was centred on the four Ps of marketing: product, pricing, promotion, and place. The Masstige Mean Scale (MMS) was utilized to gauge brand equity and provide significant insights into the prestige of mass brands.

Figure 4: Theoretical Foundations & Models (Paul 2018)

Masstige marketing's populence paradigm concentrates on a class of contemporary luxury products and services known as populence, which have a wide target market, especially in developing countries. It is based on the idea that consumers are willing to pay extra for products that offer better quality, value, and aspiration in terms of their consumption options. Populence is not the same as traditional luxury, which is reserved for the wealthiest and most privileged customers. Premiumization is the process of selling products that are more costly than standard products but have superior features, benefits, or designs. Premiumization can help companies increase their profit margins, differentiate themselves from competitors, and attract new customers who are looking to buy higher-value goods.

The cement industry plays a major role in the construction and development of infrastructure in any country. Furthermore, the industry is commoditized and extremely competitive, with price and availability serving as the main drivers of demand. To increase their profitability and carve out a place for themselves, some cement companies have recently resorted to premiumization. Products with added value, including decorative, waterproof, or high-strength concrete, are made to meet special needs. Due to their superior performance,

durability, and beauty compared to regular cement materials, these goods can command a premium price in the market.

Because it provides a framework for understanding how consumer tastes and behavior are changing in the cement market, the populence theory is pertinent to the premiumization of the cement industry. It suggests that customers want their cement purchases to serve them both practically and emotionally, as well as socially. When it comes to products that represent their personalities, lifestyles, and goals, they are prepared to pay more. Premiumization can appeal to both wealthy or metropolitan consumers as well as middle-class or rural consumers who wish to improve their social status and level of living, according to populence theory. Consequently, premiumization can be a workable and effective strategy for cement companies trying to differentiate themselves from the competition and attract loyal customers.

The application of the "trading-up" phenomenon is relatively new in the context of the Indian cement market. The cement sector is home to numerous businesses, though major players such as UltraTech, ACC, Ambuja, and Dalmia control a substantial share of the market and produce over 70% of the cement produced. Other notable businesses include Nuvoco, Ramco, JSW, Shree Cements, and Birla Corporation. To strengthen their brand recognition, cement companies need to understand multiple customer segments (Maity, 2014). Additionally, up until now, the years of operation have been more crucial in creating a brand identity so that the customer can make informed decisions when purchasing cement (Mishra, 2020). To strengthen brand recognition, cement companies need to understand multiple customer segments and consider various marketing aspects. High-end cement sector products can stand out in a competitive market by applying unique packaging, added features, augmented service, differential pricing, and celebrity endorsement.

1.7 Research Motivation

Cement is considered a low-value bulk commodity product. Cement businesses typically assert that because their product is manufactured in accordance with BIS standards, there is little room for product differentiation amongst them. Furthermore, since the production techniques and the raw materials used as inputs are typically identical, it is difficult for cement businesses to position their product in a way that significantly differentiates them from competing products on the market (Maity, 2014). The number of products available in the cement

sector is growing, and in a commodity market with a lot of uniformity and a confusing array of options, it can be very challenging for customers to select a specific product. As competition for commodity products grows, marketers are turning more and more to branding. In response to growing rivalry, marketers have been gradually modifying their branding techniques over time to transform commodities into brands. To set one commodity product apart from another, marketers have employed branding strategies that include supply chain management, product differentiation, customer service, and establishing a mental picture in the minds of consumers. Commodities are by their very nature vulnerable to extreme price pressure, which reduces producer margins. Manufacturers of commodity products were compelled to establish a brand with a devoted, long-term consumer base to secure their profit margins. Sales of cement are influenced by a variety of factors, including pricing, packaging, quality of service, advertising, promotion, and brand loyalty. The key factors that determine a brand's identity are accessibility, superior quality, and a stronger brand image, all of which are preferred by customers when it comes to cement companies. On the other hand, marketing and promotional materials are recognized as the external forces behind product positioning and brand recognition (Mishra, 2020). According to (Malik & Sudhakar, 2014), prominent corporations, including those in the cement sector, have also been using celebrity endorsements for marketing communication to improve their brand positioning and add additional traits of trustworthiness, attractiveness, and expertise. According to (Punniyamoorthy, 2011), "An understanding of the multidimensional nature of value and the delivery of it will be at the heart of successful commodity branding," branding is a multifaceted construct. Research conducted in the past by (Chaudhuri & Holbrook, 2001), (Mudambi et al., 1997), (Maity, 2017), and (Panda, 2015) has shown that commodity branding is a multifaceted construct that extends beyond consumers' perceptions of the actual product to include the service and associated image. This emphasizes the need to differentiate offerings through three channels: product, service, and imagery creation. According to marketing ideas, a company's brand identity helps its customers recognize it. Any company's culture, vision, personality, positioning, presentations, relationships, and further beliefs pursued by the business all contribute to the uniformity of its brand identity. The creation of the commodities' marketing strategy involves the use of brand names. These days, businesses in the process industries usually aim to avoid being seen as mere producers of commodities. Instead, they work to develop more useful products that offer their customers better value, higher profit

margins, and less volatility in turnover (Lager & Blanco, 2010). Notably, the organization's brand management must create differentiation in their marketing communications in light of the current era's intensifying competition to better position their products and gain a competitive edge (Lindeberg et al., 2012). A brand with unique and premium features has the power to charge premium prices, which in turn has the potential to significantly enhance profitability. Branded goods can achieve larger profit margins and satisfy consumer wants ((M. Jha, 2014). In their study (Pachuen & Uengpaiboonkit, 2023)on marketing mix decisions of purchasing cement products revealed a moderate to strong positive correlation between marketing mix elements (product, price, place, promotion) and customer decision-making, with promotion showing the highest correlation. Customers are dependent on external informational sources for reliable brand information because most consumers lack basic knowledge about the technical characteristics of cement as a product. A field-based study(Balasubramaniam & Sasikumar, 2022) in selected districts of Tamil Nadu tests the pricing strategies adopted by distributors of types of cement and determines the impact on the marketing mix. Further to it, a study by (Siwakwi, 2022)indicates high brand awareness among consumers of established brands, with significant emphasis on brand reputation and quality affirmation. This is evident from the context of the cement sector's branding identity, where it is found that cement companies find it difficult to establish a distinctive brand identity. Although there are many companies in the cement industry, large companies like UltraTech, ACC, Ambuja, and Dalmia control most of the market, accounting for about 70% of cement output. A few other noteworthy companies are Shree Cements, JSW, Ramco, Birla Corporation, and Nuvoco. As technology, research, and development have advanced throughout time, so too have the varieties of cement available in India. India produces various types of cement including Ordinary Portland Cement, Portland Blast Furnace Slag Cement, Portland Pozzolana Cement, Rapid Hardening Portland Cement, Oil Well Cement, White Cement and Sulphate Resisting Portland Cement. Typically, there are two ways to sell cement: trade and non-trade. Through the non-trade route, the cement makers sell directly to government projects and instructional buyers. The prices are lower than those found in the trade channel, where cement companies use Carrying and Forwarding Agents (CFA) to conduct business. The CFAs are linked to the dealers and merchants. Dealers and retailers sell to the final consumer. Masons, contractors, and engineers are the industry influencers. Four distinct divisions make up the channels that are classified as either trade or non-trade:

Channel Partners (dealers and retailers), Influencers (contractors, masons, and engineers), End Customers (IHBs), and Institutional Buyers. Businesses in the cement sector must comprehend several client segments to fortify their brand identification (Maity, 2014). Furthermore, up to this point, the years of operation have been more important in developing a brand identity so that the consumer may choose wisely when buying cement (Mishra, 2020). (Charles & Saputra, 2024) assert that product quality and brand image are two important factors in purchasing decisions of cement products in a plethora of available products in the market. Therefore, it is becoming increasingly necessary for a cement firm that offers premium products in the commodity market to develop a marketing plan that takes various marketing factors into account. The process of creating a unique brand identity via the application of marketing aspects and tactics allows high-end products in the cement industry to stand out in a crowded market. Thus, the main motivation of this study is to highlight the importance of determining the variables that affect how premium products are positioned within different consumer categories in the cement sector.

1.8 Relevance of the Study

The cement industry in India has matured after many years of development. A competent brand strategy is essential for the cement industry's survival in the face of changing consumer profiles, shifting demand-supply equations, falling entry barriers, fragmentation, regulatory mechanisms' proactive roles, and product portfolios. The producers' profits are being eroded by pricing pressures because cement is seen increasingly as a commodity. Manufacturers of commodity goods saw the necessity to establish a competitive edge via the cultivation of a loyal client base and the redefinition of consumer value through the introduction of premium items to protect profit margins.

To distinguish and establish a premium image in the eyes of the customer, the suggested subject seeks to include many marketing tactics and tools, such as enhanced packaging, support services, celebrity endorsements, and affiliations.

From retail channels to institutional customers (IC), influencers, and end users, the study topics suggested by the subject might play a significant role in shaping how various consumer segments see premium goods.

The study would be of relevance because –

- The study of consumer perceptions of building a position of premium products in the cement industry has hitherto remained underexplored. Our research findings will help address the issue.
- In practice, the study would benefit marketers to make judicious use of marketing spend in transforming a commodity into a brand.

1.9 Scope of Study

This study is being conducted in a few West Bengali districts, including Kolkata, North and South 24 Parganas, Howrah, Hooghly, and Burdwan.

West Bengal's cement industry is estimated at 22 lakh MT per month. The majority of arrivals—65%, or 14 lakh MT/month—come from South Bengal, which includes places like Kolkata, Howrah, North and South 24 Parganas, and others. The remaining 35%, or 8 lakh MT/month, come from Central and North Bengal, which includes places like Hooghly, Burdwan, Birbhum, Malda, Siliguri, etc. Seventy percent (10 lakh MT/month) of the districts in South Bengal are made up of Kolkata, Howrah, North, and 24 Parganas. About 30% of the markets in Central and North Bengal are made up of Hooghly and Burdwan (2.4 lakh/MT). The districts that were chosen were chosen because, in terms of population, they account for about 60% of the overall potential. By selecting the districts, the representativeness of the sample in the population (as a percentage) is guaranteed.

The study's representative sample frame would consist of End Customers, Influencers (Engineers, Contractors, and Masons), and Channel Partners (Dealers & Retailers).

The segment of study would be products catering to the premium sector as elaborated in the price pyramid.

CHAPTER II
REVIEW OF LITERATURE

2. Introduction

A comprehensive literature review has been conducted across all relevant domains, culminating in the identification of Research Gaps. The review has been carefully crafted to avoid being limited by specific geographic boundaries, countries, regions, or narrow topics. The literature review is concept-centric, and priority has been placed on recent publications in well-known international journals, as they have examined previous research and expanded upon it.

The literature review comprises eight sections that concentrate on exogenous constructs, related variables examined in the study, their sources, and the connection between exogenous constructs and the indigenous construct. The first three sections namely Commodity to Brand Transformation, Masstige Marketing and Cement Branding discuss the transition of cement from a commodity product to a brand in the context of masstige marketing strategies employed by cement companies. The following five sections, namely Improved Packaging, Perceived Superior Quality, Enhanced Service, Celebrity Endorsement, Higher Earning Opportunity and Willingness to Pay focus on the constructs and variables related to this study, referencing previous research. Several papers were reviewed, but only those pertinent to the study are included in the following sections.

2.1 Commodity to Brand Transformation

Commodity markets are influenced by large-scale transactions involving products like sugar, cement, metal, and energy. These products are undifferentiated and can be readily substituted with similar alternatives. A product lacking distinct characteristics becomes a generic commodity, resulting in consumers displaying no preference for it. In a highly competitive market, marketers endeavour to create a distinct identity in order to stand out and be perceived differently from their competitors. Chawla, 2024) Regardless of the existence of actual disparities, if customers do not perceive them, they hold no significance. Marketers have made persistent efforts to establish differentiation either by emphasising superior product characteristics or by enhancing serviceability. Branding of commodities occurs in a homogenous market when customers perceive the product to have a high value and find it appealing and exciting. The primary objective of commodity branding is to establish substantial distinctions by actively engaging and involving customers, thereby

transitioning from mere commodities to a brand that is co-created by the customers, and ultimately evolving into a robust corporate brand. Commodity branding provides advantages to both consumers and marketers. Consumers' confidence and trust in the product increase as the risk is reduced, allowing marketers to charge higher prices for their products, which customers are willing to pay. Typically, commodities refer to raw materials that undergo minimal processing before being sold in the market. Commodities are typically classified into two distinct categories: hard commodities and soft commodities. Soft commodities refer to perishable goods such as coffee, sugar, and cotton, while hard commodities are items that can be stored for extended periods of time. The resources encompassed in this category consist of oil, natural gas, and precious metals. In a commodity market, customers purchase homogeneous goods from various producers. The homogeneous nature of commodities results in limited customer loyalty towards any producer, as customers primarily make purchasing decisions based on price. Consequently, this leads to intense competition among producers, ultimately resulting in narrow profit margins. Producers in a commodity market strive to differentiate their product by adding value through packaging, delivery, and various other factors. In order to establish distinction and provide customers with a compelling incentive to make a purchase, producers of commodities began endeavouring to brand their products. According to Archaeologist David Wengrow, branding has been in existence for approximately 5000 years. It began in the city of Uruk, which is now located in Iraq. During that time, villagers used stone seals to mark the caps and stoppers of food and beverages. The villages regarded the stone seals on caps and stoppers of oil and wine as trustworthy and dependable. Wine was among the earliest products to be branded, with manufacturers marking the containers with distinctive marks to differentiate it from others. (Duguid, 2003.) In the 1980s, Levitt highlights that in the Soviet Union, multiple companies produced generic televisions. However, the quality of these televisions varied, prompting customers to search for product codes located at the bottom of the television. This allowed them to determine the manufacturer and make an informed decision about which product to purchase. In a study conducted by M. Michel in 2008, it was found that buyers can only differentiate between products if they perceive a distinct difference. This is because the perceived difference is the only true reality for them. Commodities, which share similar characteristics and attributes and offer a variety of products that buyers cannot distinguish from one another, tend to confuse buyers. On the other hand, brands help to organise and make sense of this confusion

by creating perceived distinctions in the minds of customers. When faced with confusion, a buyer seeks a solution that will reduce the risk of dissonance and offer the greatest economic value. Brands serve to reduce this risk and offer value that exceeds the price the buyer is willing to pay. Commodities, characterised by their similar appearances and shared characteristics, lack individual identities. Marketers and advertisers attempt to establish identities for commodities to bring organisations to the confusion and ensure the selection of the correct product. (Levitt, 1980) definitively states that all goods and services can be distinguished from one another. Various strategies have been employed to brand basic products, with marketers and consumers attempting to establish distinctions based on various criteria. These comprise of product attributes and marks. 2) Quality or Standards 3) Meeting customer expectations in terms of performance 4) Distinct Origin 5) Provision of assistance or work performed for others. 6) Perception of Appearance 7) Customer Involvement and Interaction. Various literature has identified two primary approaches: a) Customer Branding of Commodity Products and b) Manufacturer branding of generic products. The seminal study conducted by Pennington et al. (2009) defines customer branding as a process in which customers actively search for criteria to establish their individuality. (Aaker, 1997) and various authors have demonstrated how manufacturers and service firms can create brands. In contrast, (Duguid, 2003) suggested that customers are active in expressing their views on branding to producers. This highlights the significance of customer branding, where the customer actively establishes differentiation independently. Customers attempted to distinguish Vidalia Onions by identifying their source of origin. (Clemens, 2002) tells the story of Vidalia Onions, detailing how Georgia farmers began selling sweet onions in the local Vidalia market. The travellers who ate the sweet onion wanted more, so local farmers began providing them even from areas outside Vidalia. Customer feedback led to the onion becoming a nationally recognised brand(Chawla, 2024). In 1986, the State of Georgia officially trademarked "Vidalia," and Vidalia Onions are now sold globally from Georgia. Customers transformed the commodity into a brand by assigning it a distinct identity. Customer branding involves a communication flow where the customer influences the branding process, as opposed to traditional branding where the marketer controls the communication flow. Transforming a commodity into a brand offers advantages for both the marketer and the customer, as outlined below (Figure 5)

Benefits of Branding for	
Marketer	**Customer**
Identifies the company's product, build image	Helps to mitigate perceived risk in buying
Allows to attract premium to get better margins	Provides assurance of reliability, quality
Allows to develop the brand for new products, new markets, and new geographical areas	Offer psychological reward

Figure 5: Benefits of Branding (Biel, 1990)

The study by (Pennington et al., 2009) identified three conditions necessary for customer branding: product variation, improper delivery of general products, and customer reliance on a suitable subgroup that meets their needs. Customer branding involves customers perceiving the market as diverse, whereas marketers view it as uniform. Product variation in the marketplace is essential for customers. When the product being offered does not meet their needs, customers seek a unique feature in the supply chain that sets the product apart with desired attributes. The evolution of customer branding has progressed over time, as demonstrated by (Pitt et al., 2006) in their Evolution of Customer Brand Model, which transitions from commodities to an open-source brand (Figure 6).

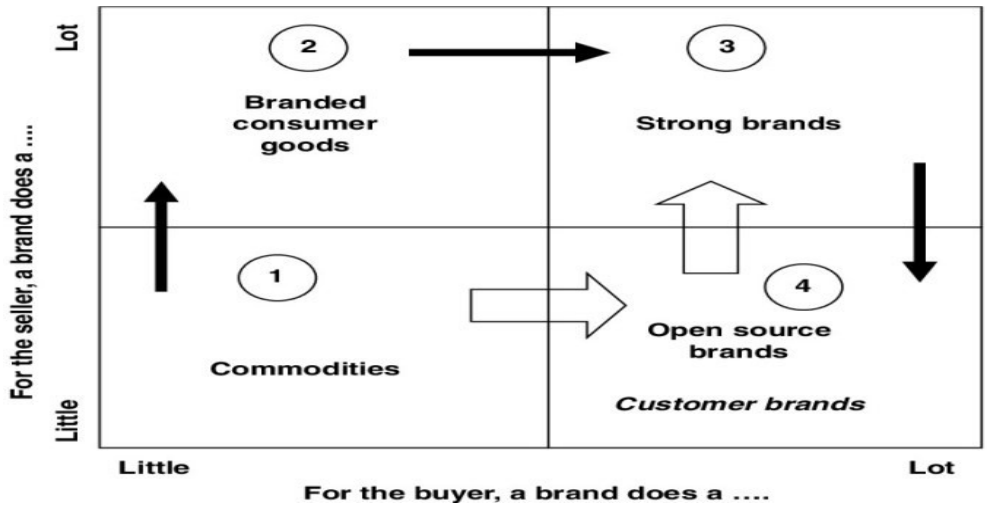


Figure 6: Evolution of Customer Brand Model (Pitt et al. 2006)

Brands evolve from commodities to branded goods, then to strong corporate brands, and finally to open-source brands. The first stage involves Commodities, where there is limited opportunity for differentiation by either the buyer or the seller since the products are undifferentiated. Marketers can segment customers, promote, and aim for premium in the next stage, while customers have minimal involvement. During the third stage,

customers conduct a thorough search to reduce risks, while marketers strive to persuade, motivate, and streamline the decision-making process for buyers. The final phase of the model promotes transitioning to open-source brands, involving active customer or buyer engagement with limited opportunities for marketers to influence branding. Open-source brands involve customers in co-creating the brand, which can lead to input on differentiation, labelling, and communication.(Chawla, 2024). However, this collaborative process may result in the brand losing its unique architecture and becoming more generic. Customer Branding is a concept that has been partially studied in marketing literature. Understanding when and how customers engage with branding helps marketers better understand customer needs, identify areas for differentiation, and make improvements. Customer Branding necessitates additional research to fully understand the phenomenon, particularly regarding the specific segments of the value chain where customers are involved and their roles. (Unger, 1983) categorises commodities according to the criteria of undifferentiated and high/low volume (Figure 7).

	Undifferentiated Products		**Differentiated Products**
	True Commodities		**Pseudo Commodities**
High Volume	• Sold at relatively low unit values		• Produced to accepted performance specifications but with minor differences
	• Widely used in a variety of applications by many customers		• Sales concentrated in few large customers
	• Sales concentrated in a few large customers		• Some degree of differentiation exists
	• Contract Pricing		
	Fine Products		**Speciality Products**
Low Volume	• Substantially identical product form and composition		• Differentiation by formulation
	• High Unit Prices		• Produced by various suppliers based on performance in use
	• Small numbers of customers in low or moderate volume		• Designed to solve customer's specific problems
			• Relatively high price
			• Large number of customers

Figure 7: Classification of Commodities (Unger, 1983)

(Unger, 1983)created a grid to classify commodity chemicals, which can also be applied to other commodity products(Robinson et al., 2002). Marketers are evolving branding strategies over time to transform products into recognisable brands to address growing competition. Marketers differentiate commodity products through branding efforts that encompass product differentiation, supply chain management, service quality, and creating a distinct image in consumers' minds. Commodities are inherently vulnerable to significant price fluctuations that can reduce producers' profit margins. Commodity product manufacturers aimed to establish a competitive sustainable advantage and secure their margins by cultivating a loyal customer base over the long term. Branding is the marketing strategy used to influence customers to purchase a specific product to fulfil their needs. (Docherty, 2012) explains that branding goes beyond flashy advertising and includes all aspects that differentiate a product or service. The study by (Punniyamoorthy, 2011) suggests that branding is a multidimensional construct, with the creation and delivery of value being essential elements for successful commodity branding. Previous studies by (Chaudhuri & Holbrook, 2001), (Maity, 2017), and (Mudambi et al., 1997) have shown that branding of a product is not just about how customers perceive the physical item but also includes the service and image associated with it. This refers to establishing a distinction, either through the product, service, or imagery. Commodity product marketers are increasingly relying on branding to address competition. Brands facilitate the development of relationships with customers, ultimately fostering loyalty. Loyalty prevents brand switching and promotes repeat purchases. Commodity branding is a marketing technique that aims to establish a competitive advantage by leveraging the brand to differentiate it from others.

The cement industry has several strategic levers to turn commodities into brands. Companies invest much in R&D to create unique cement formulae, making product differentiation crucial. High-performance versions for specific building applications or environmentally friendly mixtures with smaller carbon footprints help cement companies differentiate in a competitive market. Branding and packaging also affect this transformation. Cement manufacturers are using logos, branding, and educational packaging to highlight their product's benefits. This increases shoppers' awareness and brand loyalty. Company activities to promote brand identification and establish product reliability and quality are contributing to this trend. This uses targeted trade magazines or digital marketing initiatives to cement the brand's place in clients' minds. A great experience makes customers more loyal to a brand, and savvy distribution arrangements make items widely

available. These integrated efforts across various sectors help cement companies raise their products from commonplace to highly valued brands, allowing them to charge premium prices and stay ahead of the competition.

2.2 Theories & Models

The theories and model studied related to the field of research are:

1. **Alleres's Hierarchy (1990)**

   Alleres's (1990) hierarchy of luxury is a conceptual framework that categorizes luxury consumption based on social accessibility and exclusivity. The framework consists of three levels:

   1. Inaccessible luxury: This level represents luxury goods and services that are highly exclusive and accessible only to a select few. These products are characterized by their exceptional quality, high price points, and limited availability. Inaccessible luxury items are often associated with prestigious brands and are considered symbols of social status and wealth.

   2. Intermediate luxury: This level describes luxury goods and services that are more accessible than inaccessible luxury but still retain an element of exclusivity. They are typically targeted towards a "professional" socioeconomic class. While they may be more widely available and affordable compared to inaccessible luxury, they still maintain a sense of prestige and social distinction.

   3. Accessible luxury: This level refers to luxury goods and services that are attainable by the middle class. These products are more widely available and affordable, making them accessible to a larger consumer base. Accessible luxury items often aim to provide a sense of luxury and indulgence to consumers who aspire to a higher social status.

   Alleres's hierarchy of luxury provides a framework for understanding the different levels of luxury consumption and the varying degrees of exclusivity associated with luxury products. It highlights the social and economic factors that influence consumers' access to luxury and their ability to engage in luxury consumption.

2. **Democratization of Luxury (1995)**

The theory discusses the concept of "democratization of luxury," a growing trend in the luxury goods market where luxury products are becoming more accessible to a wider, less affluent consumer base. This is driven by factors such as the increasing wealth of the middle class, the emergence of new markets, and companies' strategies to expand their customer base. While this trend provides an opportunity for less affluent consumers to "taste" luxury, it also raises questions about whether the products in this category can still be considered true luxury goods, given the violation of the traditional principles of luxury (very high price and limited availability).The democratization of luxury is a trend where luxury goods, previously only accessible to the elite, are becoming more affordable and available to a wider, mass audience.

3. **Masstige-based market penetration model (Silverstein and Fiske, 2003)**

Silverstein and Fiske (2003) coined the term ‘masstige’ in their article titled “Luxury for the masses’ and discussed it in detail in the book “Trading up: Why consumers want new luxury goods and how companies create them” (Silverstein et al., 2005). “Masstige” marketing strategy is a market penetration approach for medium and large firms. With the booming middle class, more consumers are trading up to higher quality products. Therefore, these products are no longer just for the affluent, but also for mass-market consumers (Silverstein and Fiske, 2003). The term “Masstige” was derived based on consumer behaviour in the USA (Silverstein and Fiske, 2003). As opposed to traditional luxury brands, masstige brands sell at a relatively competitive price and boast mass-artisanal production, providing certain exclusivity to consumers (Silverstein et al., 2005).

4. **Masstige-based brand positioning model (Truong et al., 2009)**

The brand positioning model proposed by Truong et al. in 2009 is founded on the notion of masstige. Truong et al. (2009) developed a brand positioning model that was founded on the principles of masstige marketing. Masstige marketing enables consumers to purchase high-quality items at a reasonable price, thereby providing them with a sense of accomplishment when acquiring these status symbols(Truong et al., 2010). By analysing the positioning of masstige brands and traditional luxury brands, it has been concluded that masstige brands hold a position slightly lower than traditional luxury

brands in terms of both price and prestige but are positioned higher than mid-priced brands. When it comes to how prestigious they are seen as, masstige brands closely resemble traditional luxury brands.

5. Bandwagon luxury consumption model (Kastanakis and Balabanis, 2012)

Some researchers have investigated the non-product-related brand associations (O'Cass & Frost, 2002), motivations (Vigneron & Johnson, n.d.), and psychological factors (O'Cass & McEwen, 2004) that influence consumers' propensity for masstige-led consumption. For instance, (Kastanakis & Balabanis, 2012) studied psychological factors' impact on consumers' propensity to engage in "bandwagon" luxury consumption. This type of market penetration and brand position strategies aiming at creating mass prestige among middle-class consumers is called "bandwagon luxury consumption" (Kastanakis and Balabanis, 2012).

6. Populence paradigm (Granot et al., 2013)

(Elad Granot, n.d.) show that the meaning of luxury has changed in the contemporary USA based on an integrative review of research. They offer theoretical extensions and propose a new luxury paradigm that they that refer to as 'populence.' They argue that the prestige goods can be targeted and popularised towards a wide audience. The theory of masstige marketing is grounded in the populence paradigm. The authors use "bottombarreling" to contrast with "moonshooting" and explain how consumers prioritize value when purchasing less emotionally significant items. The concept of populence can be seen as an extension of Alleres's hierarchy, representing a new category of luxury that is even more accessible and widespread. Populence involves the mass production and distribution of premium goods and services, making luxury more accessible to a wider target audience. This extension of Alleres's hierarchy reflects the changing dynamics of luxury consumption and the shift towards a more inclusive and democratized luxury market.

7. Masstige mean index and pyramid model (Paul, 2015)

(Paul, n.d.) provided a new definition for masstige marketing by introducing the concept of Masstige Mean Score Sales (MMSS) and MMI (Masstige Mean Index). MMSS is a scale-based tool consisting of 10 questions that assess the influence of masstige marketing in terms of mass prestige value. MMI is a numerical index that ranges from 10 to 70 and is derived from the scores obtained on the MMSS.

The masstige value of competing brands in a state/region/country can be quantified using this scale. As the score on this instrument increases, so does the masstige value, and vice versa. In order to ascertain the masstige value, it is necessary to gather data from a representative group of customers or potential customers. This data should be used to calculate the average scores for each question, and then these average scores should be added together to obtain the Masstige Measurement Index (MMI). In addition, Paul (2015) proposed a pyramid model that illustrates how managers can effectively target middle income and higher-low-income segments when marketing premium products.

8. Masstige Marketing Model (Paul 2018)

"Masstige marketing" helps large and medium firms enter new markets. In Trading Up and "Luxury for the Masses", (Silverstein et al., 2005) coined masstige, an acronym for mass prestige. The term "masstige" describes luxury or premium products that are priced between the middle class and the super-premium, making them both high-quality and accessible. The rising number of middle-class clients prepared to pay more for higher-quality and more sophisticated tastes has made luxury products accessible to the majority (Silverstein et al., 2005). Despite its buzzword status, no theory, statistic, or model has been developed to generalise "masstige marketing" and stimulate more research. The study by (Paul, 2018) proposed a theoretical model and the Masstige Mean Score Scale (MMSS) to fill this knowledge gap and help managers evaluate their marketing tactics worldwide and domestically.

PRODUCT	Product launch	Product innovation and product differentiation. Example Hybrid car Prius from Toyota	Offering sub brands and new product lines Example: Toyota RAV4 Innovation arbitrage
PROMOTION	Eyes-Catching Advertisement through channels, that have high income group audience	Advertisements at location and a city centres & airport lobby where both middle and high class consumers likely to go	Strategic brand management and endorsement by celebrities
PLACE	Controlled distribution to maintain exclusivity	Distribution through franchising as well as direct channels	Outline at sale begins to attract new gen-consumers
PRICE	Constant	Constant	Constant

Figure 8: A Step-by-Step Model for Masstige Value Creation (Paul, 2018)

New terminologies like masstige, opuluxe, premium, ultra-premium, trading up, hyper luxury, real or true luxury, and others have complicated things(Kapferer & Laurent, 2016) . New luxury brand positioning tactics combine high status with low prices to attract middle-class clients. Traditional luxury brand owners utilise different strategies. Owners try to retain their brand's exclusivity by matching their items' perceived prestige with their high pricing. Some writers claim masstige tactics, although there is little study (Pedrosa & Nobre, 2017), (Farjam & Hongyi, 2015) evaluated how masstige fashion firms' relationship marketing affects customer trust, contentment, and repurchase intention. Customer orientation, salesperson expertise, communication, brand understanding, and incentive were masstige fashion businesses' relationship marketing implement components, according to results. Customers' trust and satisfaction affect masstige fashion manufacturers' repurchase intentions. A lifestyle brand extension's performance depends on the core brand's masstige positioning, which may synergistically affect both brands' brand values (Kim & Ko, 2012). Japanese luxury brands like Prada, LV, and Channel have expanded their markets with their "masstige" approach. Using "masstige," they fostered a Japanese appetite for luxury goods. Masstige marketing that exploited Japanese culture's cultural and social uniformity let Western luxury brands, especially European ones, capitalise on their inventions. examined LV's marketing strategy and luxury goods purchasers' habits in China, South Korea, and

Japan. They said "masstige marketing" and advertising, innovation, and tradition made LV successful. (Kastanakis & Balabanis, 2012) examined how many psychological factors influence "bandwagon" luxury purchases. They proposed a theory to explain luxury goods bandwagon buying. Overall, their data show that a consumer's interrelated self-concept underpins bandwagon luxury buying.

Luxury products are the foundation of capitalism, offering pure advertising, greater self-expression, and ego-pleasing experiences. The current luxury goods products and marketing can tell marketers a lot about future consumer preferences. Luxury brands influence other product categories because they set the bar high.

Luxury brands have always catered to affluent consumers by maintaining their exclusivity. This is often done with high prices and low supplies. According to (Nia & Lynne Zaichkowsky, 2000), the wealthy acquire extravagant objects to show off their wealth and retain their social status (Truong et al., 2010). These long-held attitudes are changing, and in this age of consumer power, high-end goods producers may struggle to change opinions. Achrol & Kotler (1999) say the market is shifting from production to consumption. They add that marketing's most dramatic change is that it must now advise clients as well as sell things. (Silverstein et al., 2005) also highlight middle-class American clients who are willing to pay more for "new luxury" things. Some people acquire luxury things for emotional reasons as well as status. The new luxury is less about the product and more about the product-customer interaction. states that rich people in any group demonstrate their superiority by buying and parading expensive status symbols. Individually, microeconomics discusses consumers' desire to project their personalities through their purchases, or "conspicuous consumption." This includes two types of behaviour: conformism, or jumping on the bandwagon, where demand for a product increase simply because other people are buying it, and snobbism, where a consumer will buy less of a product when many others are buying it.

According to (Kapferer & Laurent, 2016) and (Dash et al., 2021), the luxury business is rising and (Arpizio & Levato, n.d.) observe that generally, luxury expenditure motivations and perceptions have evolved. (Jain et al., 2017) found that the public is increasingly receptive to luxury goods. Luxury brands are popular for social identification, emotional value, status elevation, socio-psychological benefits, and mass prestige (Kauppinen-Räisänen et al., 2018); Materialism (Audrin et al., 2018) , social and cultural influences (Jain, 2019), and

conspicuous consumption have also affected luxury goods purchases. Several personal factors affect luxury goods purchases and acceptance. Income, knowledge, personality, self-gifting, self-congruity, and self-gifting are examples. (Janssen et al., 2017; G. Michel et al., 2022; Yoo & Park, 2016)and other studies show that distinctive, authentic, personalised, creative, have a wonderful history, or have new marketing methods make consumers more likely to buy luxury goods. Other factors include product quality, service distinctiveness, website attractiveness, and brand equity. (Eng & Bogaert, 2010) say consumers buy luxury products for practical, emotional, economic, and societal reasons.

Study of (Jain, 2019)luxury buyers' sustainability focus has transformed the industry. This study divides sustainable luxury purchase intention into four primary groups: economic value, cultural value, social value, and self-oriented (personal) values. Schwartz's value theory and the theory of planned behaviour (TPB) are used to create a complete framework for analysing luxury clothing's sustainable consumption.

Combined with "mass" and "prestige," "masstige" means "luxury for the masses" or "prestige for the masses." According to (Chatterjee et al., 2023), products have the right amount of uniqueness and product functionality and fall between premium and midmarket pricing. This study examines how customer emotion, status, and pride moderate buy intention and how product attributes affect consumers' willingness to buy "masstige" things. The research found that customers' "perceived prestige value" influences their masstige purchases, with status, emotion, and pride as moderating variables.

2.3 Cement Marketing

Cement branding techniques include many methods to differentiate products, build brand value, and increase market share. Marketing generally emphasises product quality, with many companies investing in R&D to create speciality formulae with desirable properties like durability or longevity. Graphic design helps companies convey brand values and product benefits through packaging, which also contributes to branding. Consumer service, technical support, and effective distribution networks set some companies apart. These variables increase customer loyalty and satisfaction. Pricing is a key aspect of branding, and companies utilise competitive to premium methods to position their brands. Celebrity endorsement also boosts brand recognition

and trust by tying companies to industry leaders. Careful coordination of packaging, product quality, service, price, and celebrity endorsement may help cement companies develop memorable brands that improve sales.

India's premium cement market serves high-end construction projects that demand specialised and high-quality cement products. Durable, sustainable construction materials are in demand in urban infrastructure, commercial projects, and high-value residential complexes. The premium cement market is high-performing, sustainable, innovative, and technological. Quality consciousness, rising urbanisation and infrastructural development, and regulatory backing drive the market. Premium products are being promoted in the Indian cement sector to boost sales and profits. Construction, housing, and infrastructure spending, and the expected 8% cement demand CAGR from FY22-27 (www.ibef.org) fuel this transition.

Premiumisation occurs when customers pay extra for products and services that match their values and requirements. Economic power, digital innovation, and demographics drive premiumisation. Individuals can spend more on non-essentials when economic power increases disposable capital. Digital innovation empowers niche firms to innovate and engage with their target audiences by giving consumers access to product information, options, and premium goods.

Through numerous ways, premiumisation affects customer perception and willingness to pay. Higher prices imply exclusivity or status because consumers link those prices with quality. Premium products have perks that warrant their greater price. A good brand reputation can make a product look trustworthy and appealing, tempting people to pay more. Emotional ties to brands or products can make them pay more for them. Several businesses operate in the cement sector, with key companies like UltraTech, ACC, Ambuja, and Dalmia dominating the market and accounting for more than 70% of the total cement production (www.ibef.org). Notable businesses include Nuvoco, Ramco, JSW, Shree Cements, and Birla Corporation. The types of cement available in India have advanced in parallel with research, development, and technology. India produces various types of cement including ordinary Portland Cement, Portland Blast Furnace Slag Cement, White Cement, Rapid Hardening Portland Cement, Oil Well Cement, Portland Pozzolana Cement, and Sulphate Resisting Portland Cement. Cement can be sold through commercial or non-commercial channels. Cement manufacturers directly sell to government projects and educational buyers through the non-trade channel.

Prices are lower than those in the trade channel which involves the use of carrying and forwarding agents by cement companies to conduct business (CFA). The dealers and merchants are associated with the CFAs. Dealers and merchants sell products to the ultimate consumer. Key figures in the industry include engineers, contractors, and masons. Channels can be classified as trade or non-trade and fall into three main groups: influencers (contractors, masons, and engineers), channel partners (dealers and retailers), and end customers (IHBs). Cement companies must comprehend various customer segments to enhance their brand recognition(Maity, 2014). Years of operation have been essential in establishing a brand identity to help customers make informed decisions when buying cement. Therefore, developing a marketing strategy that considers various marketing aspects like improved packaging, superior product quality, pricing, augmented services and celebrity endorsement is increasingly becoming important for a cement company selling high-end products in the commodity market. Top-tier cement products can differentiate themselves in a competitive market through the implementation of marketing strategies and techniques to establish a unique brand identity.

2.4 Improved Packaging

Underwood & Klein (2002) state that the packaging of uniform commodities is an essential component of commodities. There have been studies that have been carried out in the past that have demonstrated the strategic relevance that packaging plays in distinguishing and recognising things (Polonsky et al., 1998), (Lindgren et al., 2008), and (Rex et al., n.d.). According to Littel & Orth (2013), the design of packaging is extremely important when it comes to presenting the image of a brand since it provides a sense of luxury and exclusivity to the consumer perception of the brand. K. L. Keller (1993) asserts that for packaging to be effective, it must fulfil several different sales objectives. These include attracting the attention of consumers, elucidating the attributes of the product, fostering consumer confidence, and presenting a positive image. Many purchases are done on the spur of the moment, which is the reason behind this. As per the findings of González-Rodríguez et al. (2020), the primary purpose of a package in marketing communications is to furnish customers with information and to urge them to acquire the right quantity of the product in its entirety. One of the conclusions of a study that was conducted on packaging was that customers can have trouble telling the difference between the package and the product itself. This is because packing is typically considered to be a

vital component of the product under consideration. It is possible for the appearance of a product, which includes its colour, design, and images, to influence how people perceive the product. Specifically, (R. K. Singh, n.d.) asserts that distinctive package designs not only meet but even surpass the expectations of customers about the product's capacity to provide safety and storage. The influence of packaging on many aspects of marketing in industries has been investigated by several scholars, including Rundh (2016) and Reimann et al. (2010) among others. The results of their investigation have helped them identify several marketing variables that are connected to packaging. As a medium for the distribution of information, communication, the development of brands, and the differentiation of products, packaging is a vital component of marketing strategies, as stated by Nancarrow et al., (1998). Packaging acts as a medium for all of these things. It has been established, based on studies carried out by Rettie & Brewer (2000) that packaging has a substantial influence both in terms of capturing the attention of customers and in terms of affecting their views and evaluations of things. According to research conducted by Azzi et al., (2012), the design of packaging has the ability to both attract and inform consumers. This is accomplished using branding, dimensions, shapes, colours, and the material of the container. This provides consumers with assistance in making decisions during the process of decision-making. Research conducted by Wedel & Pieters (2007) discovered that consumers' views and evaluations of products are significantly influenced by the packaging of those products. As a result, marketing is heavily reliant on consumer packaging. Package marketers have the potential to use this as a critical instrument to differentiate their products from those of their market competitors by adopting unique packaging design. This is a significant advantage. After making certain that the contents are safeguarded, the research indicates that the primary objectives of packaging are to guarantee that the communication is efficient and that the style is user-friendly. Colour, form, graphics, communication, and functionality are some of the most important features of packaging, according to the conclusions of the study. Other important aspects include communication and functionality. It is of the utmost importance that the shape of the box be chosen thoughtfully to both catch the attention of the buyer and make transportation simpler. It is necessary to have a design that integrates colour, shape, typography, and printing in a seamless manner to increase the transmission of information and finally promote the product to the client. The dissemination of the information that is being raised while awareness is being raised is of the utmost importance. To pique the interest of

customers and encourage them to engage with the product or service, it is essential to convey a message that is relevant and strikes a balance between the aesthetics and the practicality of the product or service. Consumers perceive brands as potentially lacking in quality, and improved packaging can signal increased investment and premium ingredients. Packaging should align with the product's overall positioning, brand identity, and competitive context as opined by Moorthy & Aggarwal (2024).Taking into account the relevance of packaging, which includes its utilisation and reutilization, protection, and the reduction of waste, is a vital component that must be taken into consideration frequently. When consumers are presented with several competing products, they may be influenced to make a purchasing decision by an enticing package that emphasises the advanced characteristics of the product. Patreau et al. (2023) identifies key socio-demographic and attitudinal factors influencing both the willingness to buy and pay for premium products, highlighting the importance of understanding consumer behavior for the successful implementation of zero-waste initiatives. The cement business typically makes available several different choices to the packaging that is used. BoPP, which stands for bi-axially oriented polypropylene, LPP, which stands for laminated polypropylene, and HDPE, which stands for high-density polyethene are all examples of these possibilities. It is explained by Rundh (2016) that the material used for packaging not only safeguards the product but also enhances its quality and extends its lifespan beyond. In the realm of marketing, the quality of the packaging, which is determined by the material that is utilised, is of the utmost significance. Through the support of brand owners and several other stakeholders, it is possible to build a position in the market that is distinct from others. It is possible for managers to differentiate their items from those of their competitors by utilising packaging designs that are unique by themselves. When it comes to cement, there are significant packing variations. Since cements are both heavy and enormous, they need to be durable enough to withstand the process of being transported and handled. By protecting cement from moisture, humidity, and other external factors, it is possible to maintain the quality of the cement as well as its functionality. Stacking is yet another aspect to take into consideration. The packing should be stacked and positioned in the suitable manner to make the most of the space that is available for transportation and storage. On cement packaging, we find comprehensive information regarding the product's kind, brand, amount, directions for use, safety concerns, and any rules that are applicable for safe usage. Cement companies are utilising packaging that is either recyclable or biodegradable to lessen the impact

that they have on the environment and to meet the desire of customers for products that are favourable to the environment. Considering the qualities of the packaging can be of assistance to the cement industry in improving the beauty, quality, and safety of its goods while simultaneously encouraging sustainability. A study that was conducted by Wyrwa & Barska, (2017) demonstrates that the protection of content is a significant element that should be considered while packaging. Simms & Trott (2014) state that the packaging of a product has a considerable influence on the purchases that customers make, particularly when it comes to the purchase of goods that are quickly consumed by consumers. There is a correlation between the packaging of a product and the purchases that customers make while browsing the shelves of a store Underwood & Ozanne (1998). According to Silayoi & Speece (2007), the aspects of packaging that are most likely to influence the decisions that customers make regarding their purchases are those that are visual (graphics, colour, size, or shape) and informational (product descriptions and technology). Having a positive brand personality is associated with a product that is well-designed and has nice logo colours, as stated by Suriadi et al. (2022). This association is based on the fact that the product is well-designed. Considering the preceding discussion, the construct for superior packaging has been built with the variables describing the construct in order to establish individuality, influence the purchase decisions of consumers, and command a premium in the market as Walaszczyk et al. (2023) opines packaging is paramount for quality and consumer trust. Based on the above discussion; to establish distinctiveness, impact consumers' purchasing decisions and command a premium in the market, the construct for improved packaging has been constructed with the variables explaining the construct (Table 1)

Construct	Variables Identified from Literature Review	Source of Literature	Final Variables Selected from Study (EFA)
Improved Packaging	Shape, Colour, Logo, Typography	(Rettie & Brewer, 2000), (Silayoi & Speece, 2007), (Azzi et al., 2012), Suriadi et al. (2022)	1. Packaging of premium products is attractive. 2. Packaging of premium products is leak-proof. 3. Shape and Colour of premium product packaging are distinctive. 4. Packaging of premium products are re-usable. 5. Premium product packaging prevents moisture absorption 6. Premium Product packaging reduces wastage 7. No tampering is possible with premium product packaging
	Sense of Luxury and Exclusivity	(Littel & Orth, 2013), (Walaszczyk et al. (2023)	
	Sturdiness, Re-usability	(R. K. Singh, n.d.)	
	Reduction of waste, Protection of content	(Wyrwa & Barska, 2017)	

Table 1: Improved Packaging Construct

2.5 Perceived Superior Quality

In their study conducted in 2003, Vranešević & Stančec,discovered a correlation between the quality of a product and its origin. This finding suggests that increasing the brand of a product might have a substantial impact on customer choice and loyalty. This study intends to investigate the ways in which consumers perceive brands, as well as the impact that these perceptions have on the appraisal of product quality and other functional characteristics. Customers believe the reputation of a brand to be a quality indication, choosing things based on that reputation rather than the physical characteristics of the product. A secondary consideration in their decision-making process is the importance of aspects such as price, packaging, and the dependability of the retail network. An investigation of the relationship between product innovation, quality, and brand image is carried out by Hanaysha et al. (2016). From the perspective of brand trust, the study shows how the quality of a product and the image of a brand influence consumers' decisions to make purchases. Research conducted by Gilal et al. (2022) suggests that product design influences masstige brand passion (MBP). Based on the findings of the study, it appears that generational cohorts, mass prestige values, and product design signals each constitute crucial border requirements. In the article "Filieri et al., (2020)," the authors examine how the aesthetics of a product can elicit positive responses from customers. Because many varieties of cement are created by companies that adhere to the norms set forth by the Bureau of Indian

Standards (BIS), consumers are unable to discriminate between the various types of cement because they are nearly identical in quality. The findings of studies conducted by Fahmy (2018) and Rensburg & Niekerk (2010) indicate that consumers perceive items to be a combination of value features and that they place varied levels of importance on these qualities based on the perceived advantages. According to the findings of their independent research on the cement industries in Egypt and South Africa, customers place a high level of importance on the strength of plaster or concrete, the ease of mixing, the early development of strength, and the surface finish as fundamental quality indicators. According to Maity (2017), there is a new approach to product differentiation that advises concentrating on the production of green cement that has lower carbon emissions in order to improve sustainability. When compared to normal products, premium products often come with additional features and advantages that are not currently available. It's possible that customers look at these additional benefits as justification for a higher price. According to the findings of a study that was carried out by Achternbosch et al (2016), the incorporation of synthetic elements into cement necessitates the formation of novel research partnerships as well as a re-evaluation of the standards and norms that are already in place. In order to avoid incurring additional costs for repairs, Zhang et al (2005) highlight the importance of the durability of the structure as a critical consideration when selecting the type of cement to use. Purchasing high-quality cement requires careful consideration of several important variables, including its durability, performance, and environmental friendliness as enunciated by Soldado et al. (2021). In the research that Chaudha et al (2011) conducted, the strength attributes impact brand selection of cement products for cement industry. According to Shankar et al.(n.d.), both the initial setting time and the consistency or workability of the cement are criteria that have a role in the selection of cement brands. According to Priyadarshana & Dissanayake (2012), the form and texture of fine particles have a substantial impact on the strength of concrete. This highlights the significance of cement fineness as a major indicator of both quality and strength. One of the most important factors in achieving a smooth finish in concrete is the particle size of the cement or aggregate, according to Ozioko & Ohazurike, (2020) research. According to the findings, consumers have a more favourable impression of the superior quality of premium cement based on a variety of quality characteristics. The paper by Villagrán-zaccardi et al (2022)examines the current state of the cement and concrete industry in Latin America and the Caribbean (LAC) and explores strategies for achieving carbon

neutrality in the region. The study emphasizes the need to balance carbon reduction efforts with human development goals, highlighting the critical role of supplementary cementitious materials (SCMs) and industrialization in achieving both. Using a quantitative approach and Structural Equation Modelling (SEM) analysis, the research by Aji Wardoyo (2023) reveals product quality significantly influence purchase intention. The study by Mirabi et al. (2015) found that product quality had the most significant impact on purchase intention. The research, conducted by Nugroho (2023) found a positive correlation between price and purchase intention, price and purchase decisions, product quality and purchase intention, product quality and purchase decisions, and purchase intention and purchase decisions. These findings suggest that both price and product quality play a significant role in influencing consumer behavior, emphasizing the importance of aligning pricing strategies with product quality to enhance purchase intention and ultimately drive purchase decisions. A multiple linear regression analysis by Nazarani & Suparna (2021) revealed that all three independent variables mainly premium brands, brand image, and product quality have a positive and significant effect on purchase intention. (Mwimba Siwakwi et al., n.d.) emphasized the importance of brand reputation and quality affirmation by producers as crucial for establishing and maintaining market presence. Quality and technology are critical factors for cement selection as highlighted in the study of (Jha, 2020). The study also emphasized the physical characteristics like compressive strength and setting time for selection of cement brands Customers perceive the superior quality of premium cement based on various parameters. The study by (Charles & Saputra, 2024)confirms that improvements in product quality can effectively enhance consumer purchasing decisions. (Bonney et al., 2022)explore consumer preferences for cement brands focusing on factors influencing their choices, such as durability and availability. Key findings of (Teplická & Sedláková, 2023) highlight the importance of the clinker components in enhancing cement quality, which is a critical factor for consumer purchase for improved company profitability. The concept of perceived superior quality can be summarised in the following Table 2.

Construct	Variables Identified from Literature Review	Source of Literature	Final Variables Selected from Study (EFA)
Perceived Superior Quality	Durability	Soldado et al., (2021), (Fahmy, 2018; Zhang et al., 2005), (Bonney et al., 2022)	1. Premium products are known for fineness 2. Premium products provide high strength 3. Premium products have low setting time 4. Premium products give a smooth finish 5. Premium products provide durability 6. Premium products are eco-friendly 7. Premium products provide a better workable mix 8. Premium products are good for construction.
	Strength	(Soldado et al., 2021), (Chaudha et al., 2011; Rensburg & Niekerk, 2010) (Charles & Saputra, 2024)	
	Setting time	(Shankar et al., n.d.)	
	Fineness	(Priyadarshana & Dissanayake, 2012)	
	Workability	Teplická & Sedláková, 2023	
	Finish	(Ozioko et al., 2020)	
	Eco-friendliness	(Maity, 2017), Jha, 2020)	

Table 2 :Perceived Superior Quality Construct

2.6 Enhanced Service

Kumar & Bansal (2013) emphasises the significance of pre-sale and post-sale services in the process of developing a brand over the course of product development. According to (Onkvisit & Shaw (2009), the development of a comprehensive product requires the incorporation of both tangible and intangible products if it is to be successful. The authors Rust & Zahorik, (1993) speculate that management has the ability to influence service quality, which could ultimately lead to an increase in consumer loyalty. According to Berry (2000), the implementation of servitisation as a differentiation strategy is recommended in order to boost customer loyalty, increase spending, and enhance business reputation through improved service. By contrast, Levitt (1980)contends that services include coverage, warranties, availability, and technical assistance. Vandermerwe & Rada (1988) are of the opinion that services are comprised of bundled packages. In addition to providing services such as technical consultations with important figures, product demonstrations, on-site examinations, and technical oversight, the cement industry also provides these services. Bhakar et al.(n.d.) places a strong focus on the connection that exists between the quality of service and the physical environment. In their study from 1996, Zeithaml et al. state that improving customer service leads to improved customer

loyalty, increased desire to spend, and increased admiration for the organisation. The research conducted by Eagle et al., (n.d.) revealed that consumers were willing to pay a higher price for warranties and after-sales support, which contributed to the expansion of businesses. This is backed by the view that after-sales service is essential in terms of responsiveness towards complaints, as well as in terms of influencing consumer perceptions and equity in hybrid company models. According to Keller (1993), research indicates that maintaining regular communication with customers both before and after a transaction can be beneficial to the development of a brand. The research conducted by Zehir et al. (2011) provides more evidence that there is a connection between communication and service quality. Molecular modelling is a technique that Shostack (1989) proposes as a means of visualising and assessing complex combinations of service and product characteristics. The use of this method makes it possible to conduct an in-depth examination of the components of the service and product, as well as their interconnections and the consequences that adjustments have on the overall entity. According to Godlevskaja et al. (2011), businesses mix their products and services in order to provide customers with the most convenient and satisfying experience possible. According to Eagle et al., (n.d.), the willingness of customers to pay additional fees for extras such as warranties and dependable after-sales support contributed to the expansion of their service providers. Post-purchase support of the highest quality is critical to the decision-making process of consumers as well as the income of the organisation. According to Panda, (2015), increasing client loyalty and their readiness to pay a premium can be accomplished through providing high-quality products, making promotional efforts, and providing pre- and post-sale services. As stated by Maity (2014), buyers select cement brands based on a variety of aspects, including prompt responses to inquiries, technical assistance, promotions, efficient order processing, delivery confirmation, product availability, good interactions, the credibility of the brand, and the ability to efficiently handle complaints. Distribution is a crucial piece of the marketing puzzle. Distribution strategies that are effective lead to increased levels of consumer satisfaction. Order processing, shipping, warehousing, customer support, and inventory management are all included in the operational scope of physical distribution management. The choices that cement businesses in Nigeria make about their transportation and logistics systems are evaluated by Femi (2014), with a particular emphasis placed on the distribution of cement brands to market centres. While his research on cement logistics and transportation, Femi (2014) highlighted the

significance of customer lot size as well as the closeness to supply sources. When it comes to choosing a cement brand, clients place a significant amount of significance on on-time-in-full (OTIF) delivery, as stated by Luong et al (2022). The findings of the study by Tan et al. (2024) further demonstrate that increased usage intention translates to a higher willingness to pay a price premium. When it comes to the cement sector, the construct for enhanced services has been developed with characteristics that aim to incorporate those that have been established in earlier studies and validate them with the customers' tendency to select high-end products. Consumer knowledge has a significant positive effect on consumer preferences, indicating that educating consumers about the value proposition of premium services is crucial. Villagrán-zaccardi et al. (2022) emphasized the need of product literature and brochures for disseminating information and imparting knowledge to consumers. Cement companies as suggested by Kishore Shetty et al.(n.d.) should focus on improving technical attributes, enhancing service-related aspects, and strengthening non-technical attributes to attract premium customers. The research by Ko et al. (2023) indicates that service excellence positively influences willingness to pay premium. The construct for enhanced services has been created with variables that seek to include those identified in previous studies and validate them with customers' inclination to choose premium products in the cement industry (Table 3).

Construct	**Variables Identified from Literature Review**	**Source of Literature**	**Final Variables Selected from Study (EFA)**
Enhanced Service	Delivery	Levitt (1973), Phong and Nguyen (2018), Femi (2014), Luong et al (2022)	1. Technical support is provided for premium products 2. Premium products are delivered on time 3. There are fewer complaints for premium products 4. On-site assistance is available for premium products 5. Product literature and brochures are available for premium products. 6. Premium products are always in supply
	Availability	Maity (2014), Tan et al. (2024)	
	Technical Support	Eagle et al (2003), (Villagrán-zaccardi et al., 2022)	
	Assistance	Kumar (2015)	
	Information & Communication	Zehir et al. (2011)	
	Complaints & Resolution	(OMS & Gupta, 2011), Ko et al. (2023)	

Table 3: Enhanced Service Construct

2.7 Celebrity Endorsement

Numerous promotion tactics, including as celebrity endorsements, are commonly utilised by cement businesses to increase consumer awareness and facilitate communication with customers. A great number of cement firms have made use of celebrity brand ambassadors to increase their visibility and successfully communicate their messages. This is demonstrated by a few examples: Sunny Deol has been hired by Bangur, Great Khali is featured in Ambuja, and JSW has formed a partnership with Saurav Ganguly. Celebrity is derived from the Latin word "celebrem/celebritas/celebre," which meaning "to celebrate." The English word "celebrity" comes from them. According to Drake & Miah (2010), the term "celebre" is a noun that is used to refer to an individual who is already well-known or famous. The concept of celebrity was first articulated by Rojek (2001) as the accumulation of attention capital that may be used to represent individuals, social groupings, and social events. At the individual level, celebrities are classified into three distinct groups: those who are attributed, those who have achieved, and those who are attributed to others Rojek (2001). Individuals who have hereditary titles such as kings, queens, emperors, ladies, and duchesses are placed in the social hierarchy to automatically get higher respect and reverence. This is an example of ascribed celebrity, which is the social impact that is based on ancestry. The term "achieved celebrity" refers to the social impact that results from the recognition of a person's talents and accomplishments. Prominent personalities who fall into this category include successful athletes, musicians, actors, comedians, and authors. An individual's status as a celebrity is mostly established by the way the media depicts them, rather than just based on their abilities. They are often referred to as Celetoids, which is a mix of the words "celebrity" and "tabloid," underlining the prominence of media communication in the issue. In the cement sector, we have noticed that Achieved Celebrities are the ones who endorsing brands the most frequently. They found that celebrity endorsements influence brand equity either directly through the credibility of the endorser on the endorsed brand equity with a positive endorser-brand congruence or indirectly through a self-brand connection that mediates the effect of endorser credibility on endorsed brand equity. This was discovered by Dwivedi (2015) in their research. According to the findings of the study, marketers can make use of celebrities to develop strong self-concept linkages with customers and to directly boost brand equity through celebrity endorsements. Singh & Pandey

(2017) & (Ramli et al., 2023)brought attention to the significance of celebrity endorsement and confirmed that it has a positive impact on the confidence of customers as a synergistic influence on the readiness to pay a price premium on a product. It has been discovered that celebrity endorsement is an excellent method for promoting items throughout the whole value management cycle, beginning with the first step of value creation and continuing through value communication and, finally, value capture. Cement producers view the ability of brand ambassadors to influence customers' willingness to pay a higher price as a strategic instrument that can help them protect their profit margins in a market that is extremely competitive and sensitive to price changes. Specifically in the sphere of celebrity endorsements, the marketing communications sector is a market that is worth multiple billions of dollars (Nnamocha & Chukundah, 2018). According to Dwivedi (2015), celebrity endorsements are utilised extensively and constitute approximately fifteen percent of all commercials. Advertisers can increase the appeal of their businesses by developing desirable links with celebrities as elaborated by Keller & Ringrose (2015). This is accomplished by linking celebrities with brands. In accordance with Keller's proposal from 1993, marketers use celebrities to promote products to generate good consumer-based brand equity on their behalf. At that moment in time, the approved model gives the impression that a celebrity does not advocate the brand of a competing company that operates in the same product area. When a celebrity endorses a brand, there are various opportunities for the promoting celebrity to contact with customers. In their study, Anne et al., (n.d.)investigate the relationship between perceived quality and willingness to pay (WTP) and address the phenomenon known as perceived product interference (PPI). According to Vigneron & Johnson, (n.d.), consumers are more likely to purchase products that serve as symbolic indicators of group membership when they witness a celebrity endorsing the brand. As Markus & Kitayama (1991) pointed out, self-enhancement (SE) is a significant component of human social behaviour in the field of psychology. Customers are more likely to spend a greater price for a brand that is supported by a celebrity because of the product's higher level of exclusivity, authenticity, and unique popularity. The intrinsic motive of customers is the innate trust that they have in a celebrity, which influences their desire to purchase a brand that is sponsored by that celebrity, even if the brand comes with a higher price tag. A sense of affiliation with the celebrity is experienced by purchasers, which motivates them to purchase the brands that the celebrity endorses. According to Markus & Kitayama, (1991), (Guenther et al., 2023) psychological self-enhancement

has a substantial impact on human behaviour in social situations. Anselmsson et al., (2014) found that products that are recommended by celebrities are more expensive than other products because of their exclusivity, authenticity, and trustworthiness. According to the findings of (Gaurav, 2023), consumers place a higher value on endorsements from celebrities than they do on endorsements from general folks. A positive association was found between the traits that were analysed in the study and the propensity to make a purchase from the participants. The qualities that celebrities possess have an impact on the purchase decisions of individuals. According to the findings of this research, consumers place a higher valuation on endorsements from celebrities than they do on endorsements from regular people. The analysed features also demonstrate a positive link with the likelihood of making a purchase, which is another positive correlation. The qualities that celebrities possess have an effect on the purchase decisions of individuals. Customers are willing to pay a higher price for things that are promoted by celebrities because they have faith in the celebrities. The study found a positive relationship between celebrity endorsement and brand image, and a positive relationship between brand image and purchase intention (Tarigan et al., 2023).The research by Rahmanisah & Fadli (2022) found that trustworthiness, expertise, and attractiveness are essential dimensions that contribute to celebrity credibility. Celebrity credibility significantly impacts purchase intention, suggesting that consumers are more likely to buy products endorsed by credible celebrities. The celebrity endorsement construct can be derived from the previous discussions (Table 4).

Construct	**Variables Identified from Literature Review**	**Source of Literature**	**Final Variables Selected from Study (EFA)**
Celebrity Endorsement	Famous Personality	Drake & Miah (2010), (Tarigan et al., 2023)	1. Premium products are advertised by famous personalities 2. Premium products, if endorsed, provide confidence 3. An endorsed premium product is more authentic 4. I can associate myself with the celebrity while buying premium products 5. A premium product looks attractive when endorsed by a celebrity
	Authenticity	Anselmsson et al., (2014) Gaurav, 2023)	
	Self-enhancement	Kitayama et al. (1997), (Guenther et al., 2023)	
	Attractiveness	Dwivedi et al (2015), Rahmanisah & Fadli (2022)	
	Confidence	Singh & Pandey (2017), (Ramli et al., 2023)	

Table 4:Celebrity Endorsement Construct

2.8 Higher Earning Opportunity

Since Indian cement producers use similar raw materials and manufacturing processes, they have a difficult time differentiating their products (Maity, 2014). There are multiple stages of development that the cement industry in India has gone through. When it comes to the cement sector, having a successful brand strategy is necessary to respond to changing client demographics, manage variations in supply and demand, reduce barriers to entry, address market fragmentation, comply with regulatory requirements, and adapt to changes in product offers. As a commodity, cement is vulnerable to price variations, which can lead to a reduction in production margins by a significant amount. If they want to continue to be profitable, manufacturers of commodities need to cultivate a customer base that is loyal to them and raise the value of their products by developing luxury goods. When premium cements are priced higher than normal cements, it is extremely important to have competitive pricing to increase market share in the price-sensitive Indian market. For the purpose of increasing their profitability, UltraTech Cement, Dalmia Bharat, ACC, and Ambuja concentrate on producing premium products. They are in favour of the "trading-up phenomenon," which aims to inform retail customers about premium products and urge channel partners to increase their sales of these products. The term "trading-up" refers to the act of purchasing expensive products and is an example of the marketing strategy known as "masstige marketing," which was first established by (Silverstein et al., 2005). This advertising strategy entails offering prestige to many people. As a result of the fact that only a small number of things are luxury items, some experts suggest that these products may come with higher pricing. The concept of masstige marketing refers to the way people are willing to purchase a product or brand at a greater price with the expectation that doing so will improve their social standing. According to Paul, (n.d.), masstige is a market penetration strategy that is utilised by medium and large businesses to extend their consumer base and increase their amount of value. It is projected that premium cement sales in India will increase because of masstige marketing and the steadily increasing demand for products that are both sustainable and inventive. There are several factors that influence pricing and willingness to pay for premium commodities, including client demographics, psychological demands, and intrinsic worth. It has been said by (Fernando, n.d.) that the growing appreciation that consumers have for the characteristics of a product is a factor that influences their

willingness to pay a higher price for those goods. The perceived price has a strong positive correlation with purchase intention, highlighting the importance of price perception in shaping consumer decisions (Çavuşoğlu et al., 2021). It is possible for channel partners to raise their earnings by selling premium products directly to customers and by increasing their profitability through bigger discounts that are provided by manufacturers as incentives. To encourage channel partners to sell premium products through masstige marketing, businesses offer discounts and tempting programmes as an incentive. When it comes to masstige marketing, discount methods need to be sophisticated and find a medium ground between delivering value to customers and maintaining the high-end reputation of the brand. According to Ruiz-Alba (2016), it is possible to satisfy a wide range of consumer tastes and boost masstige marketing tactics by providing a number of promotion kinds. These sorts of promotions include exclusive offers, limited-time promotions, and bundled deals. It is possible to attract clients and cater to a variety of market segments by offering considerable discounts and promotions on branded products (Gupta & Cooper, 1992). In addition, research conducted by Delgado-Ballester & Palazon (2009) has demonstrated that price reductions are more successful for higher earning opportunities that are associated with much higher benefit levels. According to Srinivasan & Anderson (1998) having a solid understanding of the fundamental principles and important elements that contribute to higher earning potential, such as discounts and schemes, can have a significant impact on sales, profitability, and added value. Comprehending important principles and crucial factors for increased earning potential like discounts and schemes can greatly influence sales, profitability, and added value (Srinivasan & Anderson, 1998). The study by (Kariappa & Mahamood Akv, 2016)concluded that maintaining high dealer satisfaction through continuous feedback, effective promotional schemes, and timely service improvements could help cement companies strengthen their market position. The research conducted by (Amaranatha Reddy & Krishna Prasad, 2022.) on High Utility Item-set Mining (HUIM) emphasises the significance of utilising innovative strategies such as discounts, cross-marketing, and sales offers to increase profits and maximise earning potential. The construct of higher earning opportunity with a set of variables can be understood as follows (Table 5).

Construct	Variables Identified from Literature Review	Source of Literature	Final Variables Selected from Study (EFA)
Higher Earning Opportunity	Higher demand for masstige premium products	(Paul, 2018), (Fernando, 2016)	1. Customers are willing to adopt premium products. 2. Schemes and discounts on premium products are attractive. 3. Premium products provide an opportunity to earn more.
	Schemes and Discounts	(Tan et al., 2024),(Delgado-Ballester & Palazon, 2009), (Gupta & Cooper, 1992), (Amaranatha Reddy & Krishna Prasad, 2022.)	
	Additional Profitability	(Çavuşoğlu et al., 2021; Srinivasan & Anderson, 1998)	

Table 5:Higher Earning Opportunity Construct

2.9 Willingness to Pay Premium

(Biswas & Roy, n.d.) asserts that significant research has concentrated on customers' inclination to pay for various products in the last ten years. However, in the cement industry, the tendency to invest more in high-quality products has been mostly ignored. Factors such as enhanced packaging, high quality, better service, celebrity endorsement, and higher income potential are crucial in establishing a theoretical framework that connects different aspects to consumers' willingness to pay a premium in the cement industry. Packaging can improve the perceived value and brand image, influencing consumers' readiness to pay a higher price based on its quality and distinctiveness. The perceived value and rationale behind a product's high cost are determined by its quality. Customers' readiness to pay a higher price for a product is influenced by various pricing strategies, such as premium pricing, which convey the product's quality and exclusivity. Product aesthetics significantly influence consumers' willingness to pay a premium with perceived product quality (Lee & Lim, 2023). Outstanding customer service and support can increase the perceived worth of a product or service and justify higher pricing. Celebrity endorsement can greatly boost a product's reputation and sales, leading consumers to be more inclined to invest additional funds in the brand. Consumers' willingness to pay a premium is significantly affected by their association experiences. Brand attitudes partially mediate the

relationship between cognitive, communication, emotional, and association experiences and willingness to pay a premium (Huang et al., 2020). Recent research employing Structural Equation Modelling (SEM) to explore consumer inclination to pay a higher price has uncovered diverse findings in various industries and product categories from 2015 to 2023. Some of the notable studies include a study by (Ho et al., 2024) on consumers' perceptions of product value and willingness to pay a premium for foreign products; (Ahn et al., 2022) asserts brand authenticity was found to directly and indirectly influence customers' willingness to pay a premium for luxury experiences; (Suphaskuldamrong et al., 2021) on consumers' risk perceptions and risk reduction strategies and their willingness to pay a premium; (Saygılı & Yalçıntekin, 2021) on the importance of hedonic value, utilitarian value, and customer satisfaction in predicting willingness to pay a premium and repurchase intention; (Niwarthana et al., 2020) on attitude towards green products of Millennials' and their willingness to pay a premium. Previous studies by (Sayman & Hoch, 2014) have shown that willingness to pay can be a substitute for actual purchases. Loyalty programmes and corporate social responsibility initiatives have been found to positively impact willingness to pay and correlate with purchasing behaviour. (Dodds et al., 2018) demonstrate the intricate nature of using willingness to pay (WTP) as a dependable indicator of real purchasing behaviour by examining factors like individual preferences, market conditions, and specific contexts like festivals.

CHAPTER III
RESEARCH METHODOLOGY

3. Introduction

The research process for any study plays a significant role, be it quantitative or qualitative research. Identification of the research problem is the fundamental aim of any primary investigation. The study has identified the research problem; the subsequent step is to ascertain the process flow. The research process aims to systematically investigate a subject, collect information, analyse data, and draw conclusions. In order to generate valuable knowledge for future use, a researcher must meticulously follow a series of systematic steps in the research process. Typically, research can be classified into two categories: qualitative and quantitative, based on the methodology employed. Open-ended enquiries are commonly employed in qualitative research for data collection through conversational methods. Essentially, the collected responses are non-numeric. This method enhances a researcher's understanding of participants' thoughts and the rationale behind their opinions. Quantitative techniques are employed to analyse and manipulate data that can be measured and expressed in numerical form. It systematically examines events or data. It offers rationales for connections between measurable variables to control, forecast, or elucidate a phenomenon. The study has adopted quantitative techniques to work with numerical data, identifying and quantifying variables, analysing, and drawing inferences. Primary data has been collected across three customer segments, namely, the end-users, the channel partners, and the influencers.

3.1 Research Questions

Premium brands assist in clearing the clutter in a commodity market like cement, where there is a lot of homogeneity and a disarray of items, and consumers find it difficult to select a specific product. The research questions that could be identified from the literature review are:

i) Does better packaging contribute to the premiumization of products for influencers, channel partners, and end users?
ii) Does a celebrity's affiliation or endorsement influence a consumer's decision to purchase high-end brands?
iii) Do the three categories' premiumization strategies depend on enhanced services?
iv) Do client segments choose premium products because they perceive them to be of higher quality?
v) Do premium brands provide channel partners the chance to earn more?

3.2 Research Gaps & Objectives

The gaps that could be identified in the review of the literature are –

(1) The studies done in the past on the cement industry have dealt with consumer decision-making for choosing a brand in general, however, the gap can be identified for studies related to the assessment of customer willingness to pay for premium products launched by cement companies at higher price points

(2) No combination of Improved Packaging, Celebrity Endorsement, Earning Opportunity from Premium Products, Enhanced Service, and Perceived Superior Quality have been taken up jointly as predictor variables of the study to assess the dependent variable of willingness to pay.

The following objectives are defined based on the research gap and subsequent research questions:

1. To investigate the nature of better packaging and its impact on consumers' willingness to spend more.

2. To ascertain whether celebrity endorsements and associations support the positioning of premium products and inspire customers to pay a premium.

3. To investigate how better service linked to premium products contributes to their premiumization.

4. To determine whether higher earning opportunities for channel partners encourage them to prefer premium products.

3.3 Flow Diagram of Research Process

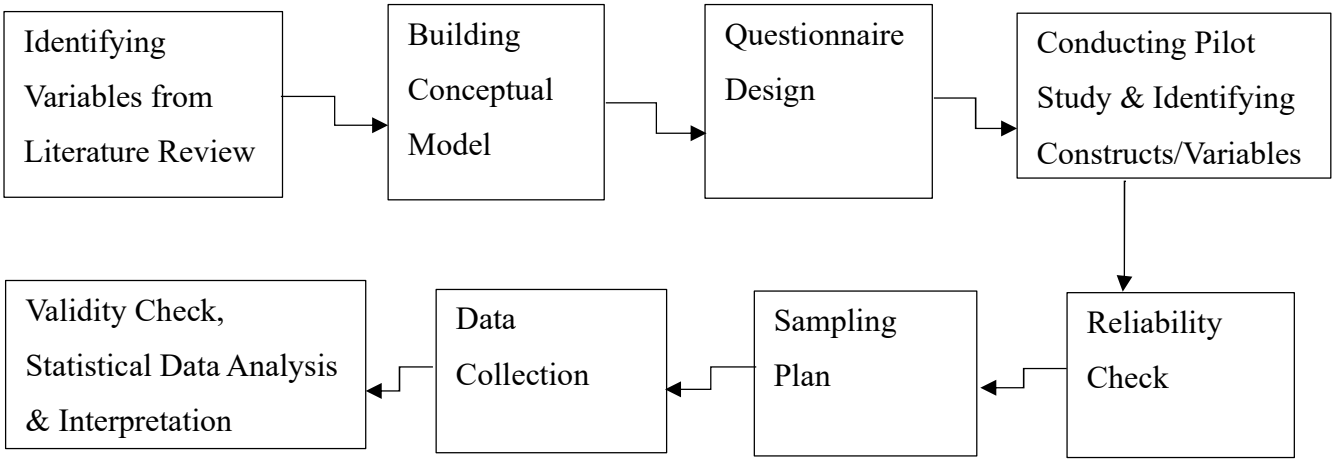


Figure 9: Flow Diagram of Research Process

3.4 Research Design

3.4.1 Identification of Variables and Constructs

The research objectives have been established based on the research questions that emerged from the literature review and the research gaps found. The variables that have an external cause and are used to explain other variables or outcomes in the model are known as exogenous variables. The exogenous constructions that are so stated are reflective constructs in the model, and the latent variables collectively explain the exogenous constructs. By statistically connecting the covariation between the latent constructs and the observable variables or indicators of the latent constructs, research studies frequently uncover structural links among latent, unobserved constructs (Borsboom et al., 2004). Researchers contend that exogenous interventions that alter Z can be identified in the indicator Y if variation in the indicator Y is linked to variation in a latent construct Z. This construct-indicator relationship is stated to be reflective. There are two types of constructs in the measurement model, reflective and formative ((Hair et al., 2019). A reflective measurement model requires that indicators associated with a certain concept have a high degree of correlation with one another. All indicator items must be "caused" by the same construct, meaning they originate from the same domain. Furthermore, if the construct has adequate reliability, individual parts should be interchangeable and can usually be omitted without altering the meaning of the build.

The exogenous constructs identified in the study are Improved Packaging, Perceived Superior Quality, Enhanced Service & Celebrity Endorsement across all three customer segments, namely Channel Partners, End-Users, and Influencers. The Higher Earning Opportunity construct is an additional construct only for Channel Partners. In addition to the other four constructs, the Higher Earning Opportunity construct has been chosen by Channel Partners mainly to evaluate the role and significance of the potential for Channel Partners to make more money by selling premium products. The endogenous construct for the study is Willingness to Pay Premium, the relationship of which with the exogenous constructs, is being tested in the study with formulation of hypotheses. The variables for each of the exogenous constructs as identified for the study is given in Table 6.

Sl. no.	Exogeneous Construct	Item no	Indicators	Indicator codes
1	**Improved Packaging (IP) Construct**	1	Packaging is attractive	PA1
		2	No leakage or spillage for premium products	PA2
		3	Shape and color of the bags make them different	PA3
		4	Material of premium product is re-usable	PA4
		5	Premium product protects from moisture	PA5
		6	Reduced wastage for a premium product	PA6
		7	Premium products are tamper-proof	PA7
2	**Perceived Superior Quality (Q) Construct**	1	The premium product is known for its fineness	Q1
		2	Premium product provides higher strength	Q2
		3	Premium products are good for construction	Q3
		4	Premium products have low setting time	Q4
		5	Premium product gives a smooth finish	Q5
		6	Better workable mix is with premium product	Q6
		7	Premium product is eco-friendly cement	Q7
		8	Premium products provide durability	Q8
3	**Enhanced Service (ES) Construct**	1	The company provides technical support	S1
		2	Delivered always on time	S2
		3	Fewer complaints about premium products	S3
		4	On-site assistance for premium products	S4
		5	Product literature and brochures available	S5
		6	Premium products are always in supply	S6
4	**Celebrity Endorsement (CE) Construct**	1	Advertised by a famous personality	CE1
		2	Provides confidence if endorsed	CE2
		3	Is authentic as celebrity-endorsed	CE3
		4	Associate with celebrity while buying	CE4
		5	The product is attractive for a celebrity	CE5
5	**Higher Earning Opportunity (HEO) Construct**	1	Customers are willing to pay higher prices.	P1
		2	Schemes and discounts are attractive	P2
		3	It provides an opportunity to earn more	P3

Table 6:: Constructs & Variables with Indicator Codes

3.4.2 Conceptual Model

The conceptual framework (Figure 9) has been developed for the study considering the exogenous constructs identified, variables or indicators explaining them, and the endogenous construct. The exogenous constructs, namely, Improved Packaging (IP), Perceived Superior Quality (Q), Enhanced Service (ES), Celebrity Endorsement (CE), and Higher Earning Opportunity (HEO) are the underlying factors influencing customers' Willingness to Pay Premium (WTP). The study uses WTP as a proxy of actual behaviour ((De Pelsmacker et al., 2005), Meyerhoff, 2006, (Frommeyer et al., 2022).

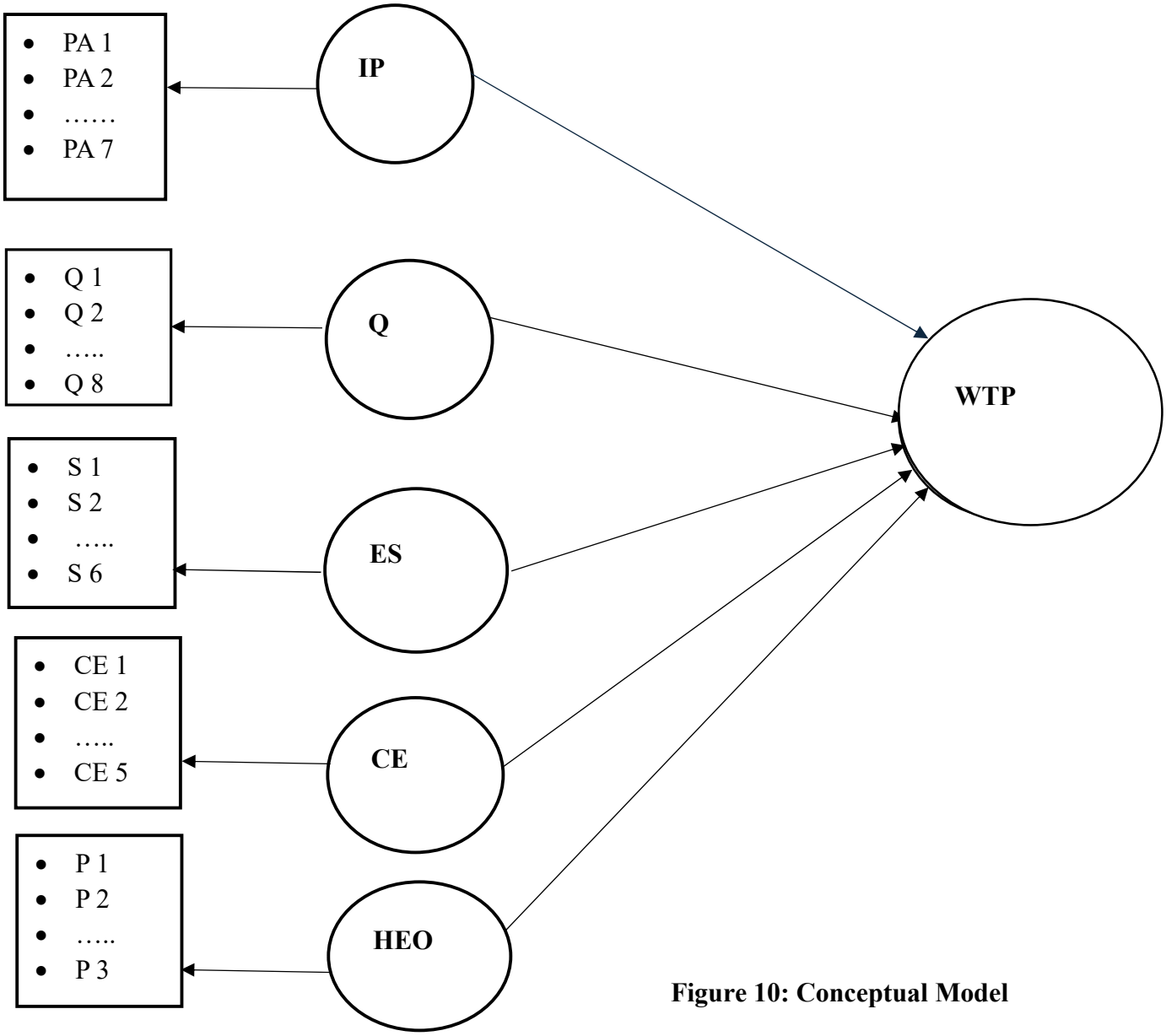


Figure 10: Conceptual Model

The above-described conceptual model was created with consideration for the channel partners. For influencers and end users, the conceptual model has been modified with the omission of the HEO construct from the model as it is not pertinent for those customer segments.

3.4.3 Questionnaire Design

Initial design of a pilot questionnaire was done to identify variables and constructs using Exploratory Factor Analysis method. Based on the findings of the pilot study, final questionnaires have been designed for each segment as identified in the study, viz. Influencers consisting of Engineers/Contractors/Head Masons, Channel Partners consisting of Dealers & Retailers, and End-User Retail Customers. The questionnaires designed for each segment are given in Annexure.

Three separate sets of questionnaires have been designed for each segment. Questionnaires have also been translated into vernacular language (Bengali) looking at the aspect of suitably administering it to a specific segment(s). The translation has been verified and authenticated by experts in the field of market research.

Questionnaire survey was done by the researcher by administering the questionnaires through structured standardized interview process in a face-to-face mode.

3.4.4 Pilot Study, Reliability Check & Data Collection

Prior to using a questionnaire for large-scale data collection, a pilot study is a small-scale market research effort to assess the questionnaire's applicability and suitability. A pilot study aids in determining the efficacy of the proposed plan and whether any adjustments are necessary to meet the objectives of the research. Additionally, before doing comprehensive research, conducting a pilot study enables early insights into proof of concept (POC). A pilot study was conducted for three segments with around 40 respondents for each segment, totalling 122 respondents. The primary data collected was analysed to test the reliability of the scale used in the questionnaires. The reliability measure, Cronbach’s Alpha as obtained for each of the three segments is reported below (Table 7):

Case Processing Summary (Channel Partners N=44)

			N	%
Cases	Case	Valid	44	100.0
		Excluded[a]	0	.0
		Total	44	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.828	29

Case Processing Summary (End-Users N= 36)

			N	%
Cases	Case	Valid	36	100.0
		Excluded[a]	0	.0
		Total	36	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.868	26

Case Processing Summary (Influencers N =42)

			N	%
Cases	Case	Valid	42	100.0
		Excluded[a]	0	.0
		Total	42	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.876	26

Table 7: Reliability Statistics

For each of the three segments, Cronbach's Alpha was found to be greater than the threshold value of 0.7, thus indicating the consistency and reliability of the instrument or the scale used to measure the variables. Exploratory Factor Analysis was considered to consider the factors/constructs for the study.

The pilot study was conducted to design a questionnaire, which identified 51 variables. 41 common variables were identified for all three segments and 10 variables identified for only channel partners pertinent to the profitability aspect relevant for that segment. The main objective of the study was to identify the factors resulting from these variables using Exploratory Factor Analysis (EFA). This analysis helps to determine the extracted components, which can be recognised as constructs, and the variables that define these constructs as the primary variables. Out of 51 variables, five constructs were identified for further study using Confirmatory

Factor Analysis with PLS SEM. These constructs are Improved Packaging, Enhanced Service, Perceived Superior Quality, Celebrity Endorsement, and Higher Earning Opportunity as mentioned in Table 6. Across these constructs, a total of 29 variables were selected for analysis. The outcomes of the exploratory factor analysis (EFA) are presented below.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.708
Bartlett's Test of Sphericity	Approx. Chi-Square	1419.816
	df	120
	Sig.	0.000

Table 8: KMO Test for All Segments

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.746
Bartlett's Test of Sphericity	Approx. Chi-Square	1225.164
	df	43
	Sig.	0.000

Table 9: KMO Test for Channel Partners

Total Variance Explained						
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.039	64.376	64.376	3.039	64.376	64.376
2	0.936	9.257	73.633			
3	0.814	5.551	79.184			
4	0.709	5.212	84.396			
5	0.624	4.856	89.252			
6	0.458	3.232	92.484			
7	0.319	3.191	95.675			
8	0.221	2.214	97.889			
9	0.133	1.326	99.215			
10	0.079	0.785	100.000			
Extraction Method: Principal Component Analysis.						

Table 10:Total Variance Explained for Channel Partners

1						
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.783	26.300	26.300	10.783	26.300	26.300
2	5.860	24.293	50.593	5.860	24.293	50.593
3	4.492	12.956	63.549	4.492	12.956	63.549
4	1.989	8.459	72.008	1.989	8.459	72.008
5	0.954	3.737	75.745			
6	0.904	3.547	79.292			
7	0.856	3.371	82.663			
8	0.848	3.355	86.018			
9	0.743	2.787	88.805			
10	0.731	2.707	91.512			
11	0.687	2.334	93.846			
12	0.674	2.017	95.863			
13	0.639	1.875	97.738			
14	0.570	1.391	99.129			
15	0.493	1.203	100.332			
16	0.456	1.111	101.443			
17	0.425	1.036	102.479			
18	0.381	0.929	103.407			
19	0.312	0.761	100.000			
20	0.275	0.671	100.000			
21	0.266	0.648	100.000			
22	0.205	0.501	100.000			
23	0.185	0.452	100.000			
24	0.161	0.393	100.000			
25	0.135	0.329	100.000			
26	2.959E-16	7.217E-16	100.000			
27	2.773E-16	6.764E-16	100.000			
28	1.591E-16	3.881E-16	100.000			
29	1.210E-16	2.951E-16	100.000			
30	1.032E-16	2.517E-16	100.000			
31	2.799E-17	6.826E-17	100.000			
32	3.698E-18	9.021E-18	100.000			
33	-2.531E-17	-6.174E-17	100.000			
34	-6.447E-17	-1.573E-16	100.000			
35	-1.068E-16	-2.604E-16	100.000			
36	-1.665E-16	-4.061E-16	100.000			
37	-2.187E-16	-5.335E-16	100.000			
38	-2.368E-16	-5.777E-16	100.000			
39	-3.306E-16	-8.063E-16	100.000			
40	-3.992E-16	-9.736E-16	100.000			
41	-5.089E-16	-1.241E-15	100.000			
Extraction Method: Principal Component Analysis.						

Table 11:Total Variance Explained for All Segments

Table 8 & Table 9 show KMO measures of sample adequacy of 0.708 are greater than the threshold limit of 0.6 (Shrestha, 2021)Four components were extracted using Principal Component Analysis method for all

variables common to three segments are having eigenvalues greater than 1 and explaining 72.008% of total variance. The same for only variables pertaining to channel partners extracts a single component with eigen value greater than 1 and explaining 64.736% of total variance both greater then threshold limit of 60% (Shrestha, 2021).From the rotated component matrices (Table 15 & Table 16) as given below, the variables with high component scores for each construct were identified and the final variables for each construct were identified and considered for further conceptual model and PLS SEM analysis as variables reflecting those constructs.

Component Matrix[a]	
	Component
	1
V1	0.362
V2	0.307
V3	0.160
V4	-0.169
V5	0.828
V6	0.792
V7	0.760
V8	0.549
V9	0.595
V10	0.462
Extraction Method: Principal Component Analysis.	

Table 12: Component Matrix for Channel Partners

Component Matrix[a]				
	Component			
	1	2	3	4
V1	0.776	0.115	-0.257	0.106
V2	0.806		-0.266	
V3	0.748	0.278	-0.423	
V4	0.805	0.190	-0.189	
V5	0.626	-0.577	0.388	
V6	0.608	-0.510	0.388	
V7	0.627	-0.581	0.327	-0.143
V8	0.241	0.574	0.460	-0.442
V9	0.431	0.108		0.123
V10	0.806		-0.266	
V11	0.748	0.278	-0.423	
V12		0.276	0.479	0.804
V13			-0.264	
V14	0.805	0.190	-0.189	
V15	0.626	-0.577	0.388	
V16	0.608	-0.510	0.388	
V17	0.748	0.278	-0.423	
V18	0.627	-0.581	0.327	-0.143
V19	0.241	0.574	0.460	-0.442
V20	0.265	0.292	0.233	
V21		0.245		-0.120
V22		0.131		
V23		0.291	0.140	-0.126
V24		0.249	0.127	-0.109
V25	0.776	0.115	-0.257	0.106
V26	0.806		-0.266	
V27	0.748	0.278	-0.423	
V28		0.276	0.479	0.804
V29	0.626	-0.577	0.388	
V30	0.608	-0.510	0.388	
V31	0.241	0.574	0.460	-0.442
V32	0.169	0.578	0.355	-0.326
V33	0.155	0.493	0.430	-0.344
V34	0.125	0.484	0.454	-0.313
V35		0.438	0.436	0.608
V36		0.276	0.479	0.804
V37	0.240	0.352		
V38	0.306	0.253		
V39	0.355	0.306	0.171	
V40	0.388	0.346	0.124	
V41	0.285	0.217		0.251
Extraction Method: Principal Component Analysis.				
a. 4 components extracted.				

Table 13:Component Matrix for All Segments

3.4.5 Sampling Design

To collect samples for three customer segments spread across six districts probability sampling method was followed as it ensures representativeness, reduces bias, and can be generalized with a reasonable level of confidence (Hoffman, n.d.).

The approach using stratified random sampling is ideal for the study as it ensures that different segments and districts are proportionally represented in the sample.

Step 1: Defining the Population

First, the total population of customers from which sampling would be done was defined, which for the study is six districts.

Step 2: Stratifying the Population

Since there are three customer segments and six districts, the population was stratified with creation of separate strata for each combination of district and segment. For example:

- District 1, Segment A (e.g. Kolkata, Channel Partners)
- District 1, Segment B (e.g. Kolkata, End-Users)
- District 1, Segment C (e.g. Kolkata, Influencers)
- District 2, Segment A (e.g. North 24 Parganas, Channel Partners)
- ... (and so on for all six districts and three segments)

Step 3: Determining Sample Size

The sample size was determined using G* Power 3.1 with i) Effect size (f^2) = 0.05, ii) Significance level, α =0.05 and iii) Power (1 - β): 95%. The minimum sample indicated for each segment is 218 as detailed in Section 3.4.6. However, 459 respondents for Channel Partners, 313 for End-Users and 251 for Influencers were sampled, thus meeting the minimum requirements.

Step 4: Allocating Sample Size to Strata

The total sample size was allocated across the different strata. This was done proportionally based on the proportionate share of each stratum in the actual proportions in the population so that proportional allocation ensures more statistically representative samples. This has been explained in detail in Section 3.4.7

Step 5: Random Sampling within Strata

For each stratum, random sampling was used to select the participants. This was done using simple random sampling where each member of the stratum has an equal chance of being selected by using random number generators.

Step 6: Collecting Data, Data Analysis, Reviewing and Adjusting

Data was collected for a pilot study first (Section 3.4.4), analysed, and necessary adjustments before final collection of data to ensure proportionality.

3.4.6 Sample Size Determination

Determining the sample size is an essential step in a study. The number of observations included in a study is known as the sample size. A study's ability to identify a meaningful effect, if one exists, depends on having the appropriate sample size.

The following elements need to be considered while calculating the sample size:

Effect Size (f^2): This indicates how strongly the variables are related to one another. To detect a meaningful effect, fewer subjects are required when the effect size is bigger.

Significance Level (α): This is the likelihood of rejecting the null hypothesis (Type I error) if it is true. Normally, 0.05 is often used as a significance level.

Power ($1 - \beta$): The likelihood of correctly rejecting the null hypothesis if it is untrue is power. It shows how well the study was able to identify any effects. 0.8, or 80%, is the minimum figure used that indicates there is a 20% possibility of missing an effect (Type II error). Higher power up to 95% requires a higher sample size.

Variability: The larger the sample size required to identify an impact, the more variability or noise there is in the data.

Study Design: The sample size required can vary depending on the study's design, including whether it is a cross-sectional, longitudinal, or case-control study.

Population Size: It could be necessary to modify the sample size in studies with small populations to account for this.

The study design is a cross-sectional study involving three segments, namely Channel Partners, End-Users, and Influencers. For, each segment, the minimum sample size has been determined by using G * Power 3.1 (Erdfelder et al., 2009) (Figure 10) with:

i) Effect size (f^2) = 0.05, to capture even the small effects of the exogenous constructs on the endogenous construct

ii) Significance level, α =0.05

iii) Power (1 - β): 95%

iv) Test Family: t-test, as used for multiple regression in structural equation modelling.

v) Statistical Test: Linear Multiple Regression Model, Fixed Model

vi) Type of Power Analysis: A priori: Compute sample size given α, power and effect size (f^2)

vii) The number of predictors taken for the sample size calculation is the highest number of converging arrows on a construct, which in the study is five as five arrows converge on the endogenous construct, WTP from the exogenous constructs and all exogenous constructs are reflective.

viii) One-tailed tests have been taken as hypotheses are unidirectional.

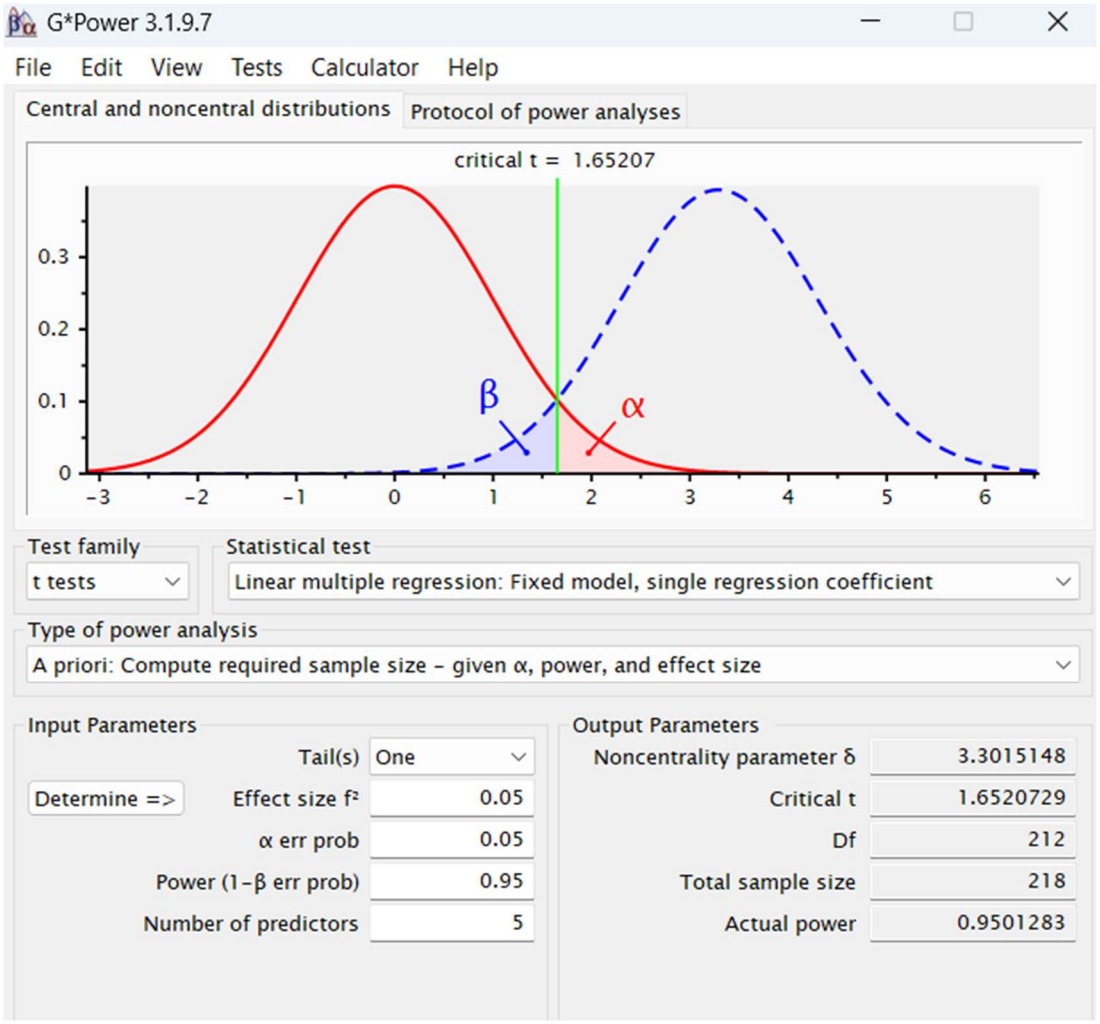


Figure 11 : Determination of Sample Size

The minimum sample size for each segment as obtained from the calculation is 218. The number of samples taken for the study for the segments are Channel Partners: 459, End-Users:313 and Influencers: 251. Thus, across all three segments, the sample size of the study exceeds the minimum requirement of 218.

The distribution of the sample elements for each segment has been done keeping in mind a proportionate representation of the sample elements in the sample for the selected districts, which is illustrated in the sampling plan.

3.4.7 Sampling Plan

A crucial tool for choosing the intended responders from the given population is the sampling procedure. Although conducting population research is generally preferable, time and financial constraints often make it impractical. This means that choosing a suitable sampling strategy is important to ensure the

representativeness of the population. In the study, the target population is the cement market of West Bengal. Cement Industry of West Bengal is estimated at 22 lakh MT/month as per reports of Cement Manufacturers' Association of India. Primarily, South Bengal comprising of Kolkata, Howrah, North & South 24 Parganas, etc. constitutes 65% of the arrivals (14 lakh MT/month) and Central & North Bengal like Hooghly, Burdwan, Birbhum, Malda, Siliguri, etc. constitute 35% (8lakh MT/month). Out of the districts in South Bengal, Kolkata, Howrah, North & 24 Parganas constitute 70% (9.8 lakh MT/month). Hooghly and Burdwan constitute around 30% of Central and North Bengal market (2.4 lakh/MT) (Table 14).

	Kolkata	**% of Total**	**N & S 24 Parganas**	**% of Total**	**Howrah**	**% of Total**	**Hooghly**	**% of Total**	**Burdwan**	**% of Total**	**Total**
Channel Partners	122	27%	135	29%	110	24%	48	10%	44	10%	459
End-Users	74	24%	93	30%	66	21%	43	14%	37	12%	313
Influencers	68	27%	62	25%	53	21%	36	14%	32	13%	251
Average Proportion in sample		26%		28%		22%		13%		11%	
	South Bengal: 76%						Central & North Bengal: 24%				

Table 14:Market Potential of West Bengal

Parameter	**South Bengal**	**Central & North Bengal**	**Total Market**
Potential (Lakh MT/month)	14	8	22

Table 15: Market Potential of West Bengal

The reason behind choosing the selected districts is that they represent 56.36% (around 60%) of the total potential (population). Representativeness of the sample in the population (as proportion) is ensured by choosing the selected districts. So, the selected districts have been chosen as the sampling frame. The sampling plan for the three segments across the selected districts is as given in Table 15.

3.4.8 Sample Collection Schedule

Sample Collection Schedule												
	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Total
Channel Partners	56	27	87	63	13	34	46	36	25	72	0	459
End Users	32	11	36	34	22	23	32	27	18	33	45	313
Influencers			27	23	39	26	29	35	5	30	37	251

Table 16: Sample Collection Schedule

The sample collection started in the month of February 2023 and was completed in the month of Dec 2023, over a period of 10 months. The month of collection of responses across the three different segments is as illustrated above.

3.5 Hypotheses Development

A research hypothesis typically identifies the independent variable—the entity being studied or changed—and the dependent variable—the outcome being measured or observed. To determine whether there is evidence to support or refute the predicted relationship between these factors, it is helpful to plan how to collect and analyse data.

The study covers three customer segments and makes hypothetic statements on the identified independent (exogenous constructs) and predicted relationship with the dependent (endogenous) construct. Since, no prior studies have been done to explore the possibilities of the constructs on customers' willingness to pay premium in cement market, it is assumed that there exists no relationship (null) between the independent constructs and dependent construct, which are tested at a significance level of 0.05. The null hypotheses for the study are:

A. Channel Partners

Improved Packaging: H01: There is no influence of improved packaging on willingness to pay for premium products for channel partners.

Perceived Superior Quality: H02: There is no influence of perceived superior quality on willingness to pay for premium for channel partners.

Enhanced Service: H03: There is no influence of enhanced service on willingness to pay for premium products for channel partners.

Celebrity Endorsement: H04: There is no influence of celebrity endorsement on willingness to pay for premium products for channel partners.

Higher Earning Opportunity: H05: There is no influence of higher earning opportunity on willingness to pay for premium products for channel partners.

B. End-Users

Improved Packaging: H06: There is no influence of improved packaging on willingness to pay for premium products for end-users.

Perceived Superior Quality: H07: There is no influence of perceived superior quality on willingness to pay for premium for end-users.

Enhanced Service: H08: There is no influence of enhanced service on willingness to pay for premium products for end-users.

Celebrity Endorsement: H09: There is no influence of celebrity endorsement on willingness to pay for premium products for end-users.

C. Influencers

Improved Packaging: H10: There is no influence of improved packaging on willingness to pay for premium products for influencers.

Perceived Superior Quality: H11: There is no influence of perceived superior quality on willingness to pay for premium for influencers.

Enhanced Service: H12: There is no influence of enhanced service on willingness to pay for premium products for influencers.

Celebrity Endorsement: H13: There is no influence of celebrity endorsement on willingness to pay for premium products for influencers.

3.6 Data Analysis Procedure

For data analysis, first-generation statistical methods are commonly employed by social scientists (Fornell, C., & Larcker, 2016). These methods include regression-based strategies like analysis of variance, multiple regression, and logistic regression; they also include methods like multidimensional scaling, exploratory and confirmatory component analysis, and cluster analysis. These techniques can be applied to a research issue to find patterns and relationships in the data or to validate pre-existing hypotheses. These methods have three common limitations: (1) they assume a simple model structure, (2) they presume that all variables can be observed, and (3) they hypothesise that all variables are measured without any errors (Haenlein & Kaplan, 2004). The analysis of multiple regression and its extensions assume a simple model structure with a single layer of dependent and independent variables, which satisfies the first constraint. Simultaneous estimation with numerous intervening variables is not possible, only piecewise estimation can be done. This limitation can negatively impact the quality of the results (Sarstedt et al., 2023).

Regarding the second drawback, regression-type techniques can only handle factors that can be observed. Theoretical concepts can only be taken into consideration following previous stand-alone validation using, for example, a confirmatory factor analysis. According to (Bagozzi & Dholakia, 2006), theoretical concepts are "abstract, unobservable properties or attributes of a social unit or entity." Regarding the third restriction, which is connected to the preceding point, it is important to note that every real-world observation is accompanied by a measurement mistake, which can be either random or systematic.

Researchers are increasingly using second-generation strategies like structural equation modelling (SEM) to get around these constraints. These techniques enable researchers to estimate and model intricate correlations among multiple independent and dependent variables simultaneously. The technique therefore provides a more precise measurement of the pertinent theoretical concepts (Cole & Preacher, 2014). In the study, Structural Equation Modelling using the partial least squares method has been used for data analysis. The steps that have been followed are given below:

1. Testing of Common Method Bias (CMB)

   It describes the degree of false covariance that is shared between independent and dependent variables, which is not related to the constructs the measures represent, but rather to the measuring technique. To put it another way, rather than accurately reflecting the relationships between variables, the measurement of variables is distorted as a result of how the data were gathered.

Common method biases can arise from various sources such as

a. Self-Report Measures: Correlations between variables may be falsely exaggerated or deflated when respondents offer data on both predictors and outcomes. Their responses may be influenced by their mood, memory, social desirability, or other reasons.
b. Item Characteristics: Variable relationships may be impacted by the way questions are worded or the scale that is employed, which may cause replies to be more similar or dissimilar than they otherwise would be.
c. Contextual Influences: When data are gathered through a survey given in a certain venue or at a specified time, the environment may have an impact on the responses, distorting the underlying correlations between the constructs.
d. Common Rater Effects: Common method variance can occur when an individual rates several variables or constructs because of their biases, perceptions, or preferences influencing the ratings across these variables.

2. Evaluating the Measurement Model's Validity and Reliability

The effectiveness of the measurement model can be evaluated in terms of how well it measures the target constructs and how distinct these constructs are from one another by evaluating discriminant validity and construct validity. Discriminant validity has been evaluated using the Fornell-Larcker & Heterotrait-Monotrait Ratio (HTMT) criteria, and construct validity has been evaluated using Indicator Reliability, Average Variance Extracted (AVE), and Composite Reliability (CR).

3. Testing of Multi-Collinearity

Regression analysis uses the Variance Inflation Factor (VIF) metric to evaluate multicollinearity among predictor variables. Regression coefficient estimates may become erroneous or unstable because of multicollinearity, which happens when predictor variables in a regression model have a high degree of correlation with one another. Before moving forward with structural modelling, the VIF for both the outside and inner models is tested.

4. Assessing the Structural Model and Testing of Hypotheses

Bootstrapping with Confidence Intervals Bias Corrected method has been used to assess the reliability and significance of estimates, Bootstrapping helps to generate multiple samples from the original dataset by resampling with replacement, allowing for the calculation of standard errors, confidence intervals, and p-values for model parameters. P-values of all hypotheses in the study have been tested at a significance level of 5%.

5. Computing Effect Size (f^2) and Coefficient of Determination (R^2)

The effect size of a predictor construct in a model quantifies the percentage of variance in an endogenous construct that it can explain. It conveys the relationship's practical relevance. The amount of variance in an endogenous construct that can be explained by each of the model's predictor constructs is represented by the coefficient of determination.

6. . Evaluating the Model's predictive significance

The method for assessing a PLS-SEM model's prediction ability is cross-validation. A statistic called Predictive Relevance (Q^2) evaluates the model's predictive relevance. Higher values denote

stronger predictive performance; a positive Q^2 value suggests that the model has predictive relevance.

7. Cross Validated Predictive Ability Test (CVPAT) and Indicator Average (IA)

   The main goal of CVPAT is to evaluate each path's importance within the structural model. If the path coefficient's t-value exceeds the crucial value that corresponds to the selected significance level, the path is deemed statistically significant. To evaluate the overall contribution of the indicators to the construct, the Indicator Average computes the average loading of each indicator on its associated latent construct. In the CVPAT analysis, the errors for the PLS-SEM and IA models are compared. If the error difference between the two models is found to be negative, the PLS-SEM model is inferred to be performing better than the IA model.

8. Importance-Performance (IPMA) Analysis

   In Partial Least Squares Structural Equation Modelling (PLS-SEM), Importance-Performance Analysis (IPMA) is a useful technique that evaluates the performance and relevance of latent variables and their accompanying indicators in a model. By focusing on improving significant but underperforming latent variables, IPMA analysis offers insights into decision-making while also aiding in the identification of the model's main drivers.

CHAPTER IV
DATA ANALYSIS & INTERPRETATION

4. Introduction

This section of the study focuses on the data collected through primary surveys. Three sets of questions were created for the Channel Partners, End-Users, and Influencers categories. Over the course of six months, data were gathered for the three segments. Data was gathered from 459 respondents for Channel Partners, and 313 and 251 respondents for End-Users and Influencers, respectively. As per the sample plan, data was collected in six districts of West Bengal. To collect the necessary data for the study, the questionnaire was split into two halves. The first portion covers demographic information, while the following section talks about the constructs and latent variables discovered in the study. There are four exogenous constructs with 26 variables for end users and influencers, and five exogenous constructs with 29 variables for channel partners, as detailed in the research methodology section. Additionally, 13 hypotheses were formulated using these reflecting exogenous constructs. Information regarding the constructs on characteristics of improved packaging, perceived superior quality, enhanced service, celebrity endorsement, higher earning opportunities, and their relationship to paying a premium were gathered using the variables characterizing the constructs. This section contains the results of data analysis and interpretation for each segment.

4.1 Channel Partners

4.1.1 District-wise Distribution of Sample

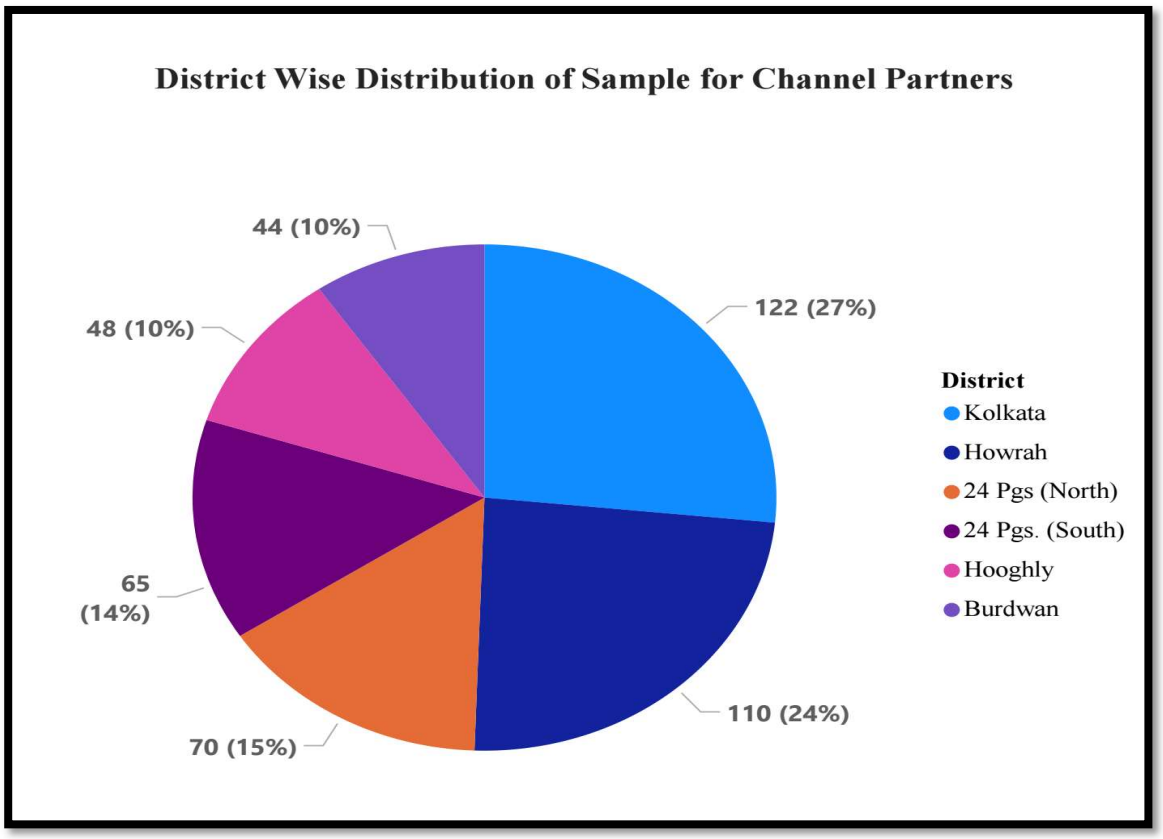


Figure 12: District-wise Distribution of Sample for Channel Partners

Observation: The figure shows that out of the total 459 respondents, 80% are from South Bengal comprising Kolkata, North & South 24 Parganas & Howrah. 20% of the respondents are from Hooghly and Burdwan. The data was collected in such a manner so that proportionate representation is maintained according to their shares of average monthly sales of West Bengal.

4.1.2 Use of Type of Cement across Districts

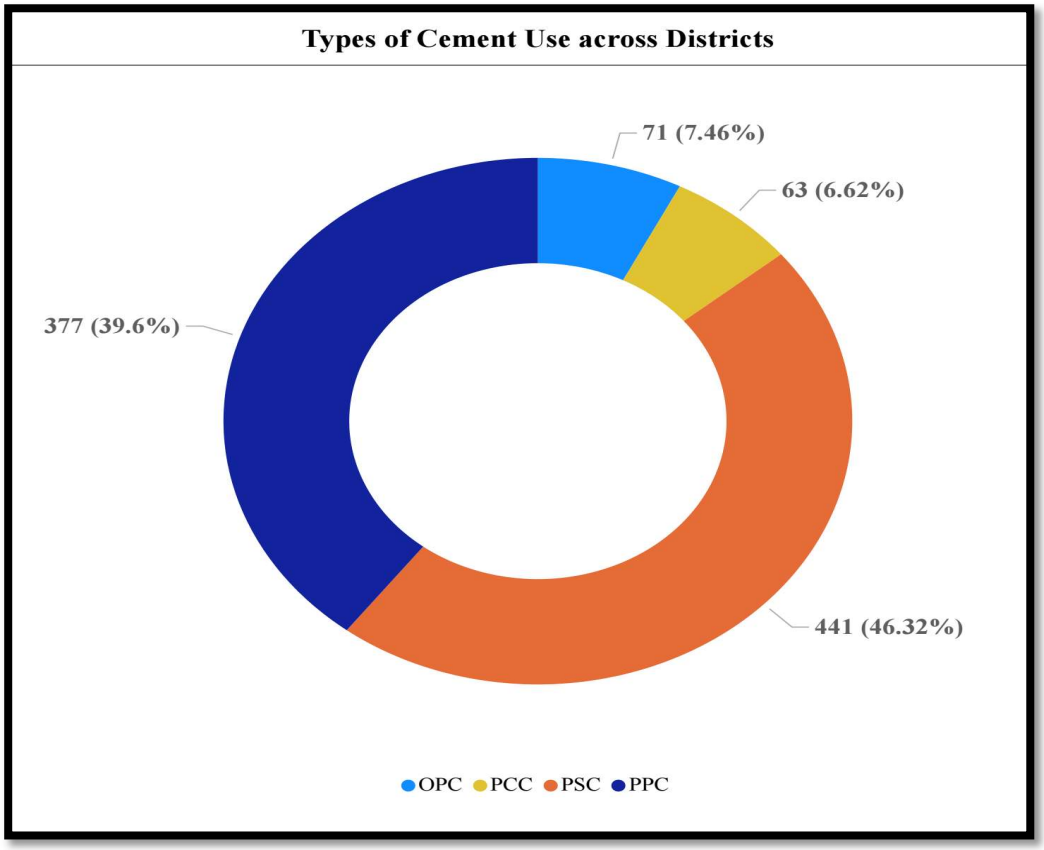


Figure 13: Cement Use across Districts

Observation: Based on the data presented in the figure, dealers and retailers in the six districts primarily utilize Portland Slag Cement (46%) and Portland Pozzolana Cement (40%). There are very few applications for both Ordinary Portland Cement (OPC) and Composite Cement (PCC).

4.1.3 Type of Outlets Surveyed across Districts

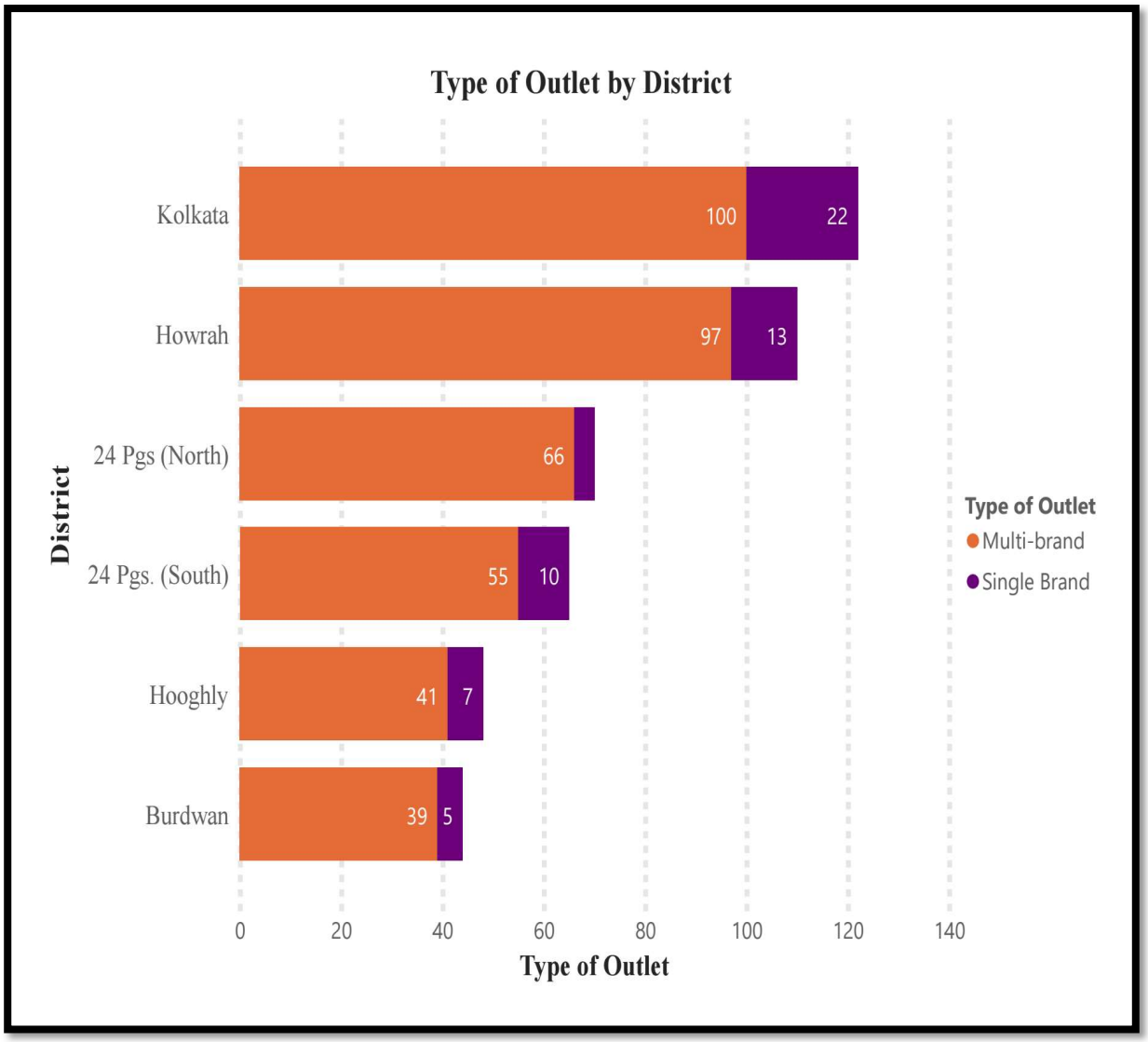


Figure 14: Type of Outlet by District

Observation: The distribution of outlet types among the six districts is depicted in the figure. Either single-brand or multi-brand outlets were used to gather the data. Throughout the districts, multi-brand outlets predominate, and the ratio of multi-brand to single brand is 6.5: 1

4.1.4 District-wise Share of Premium Product

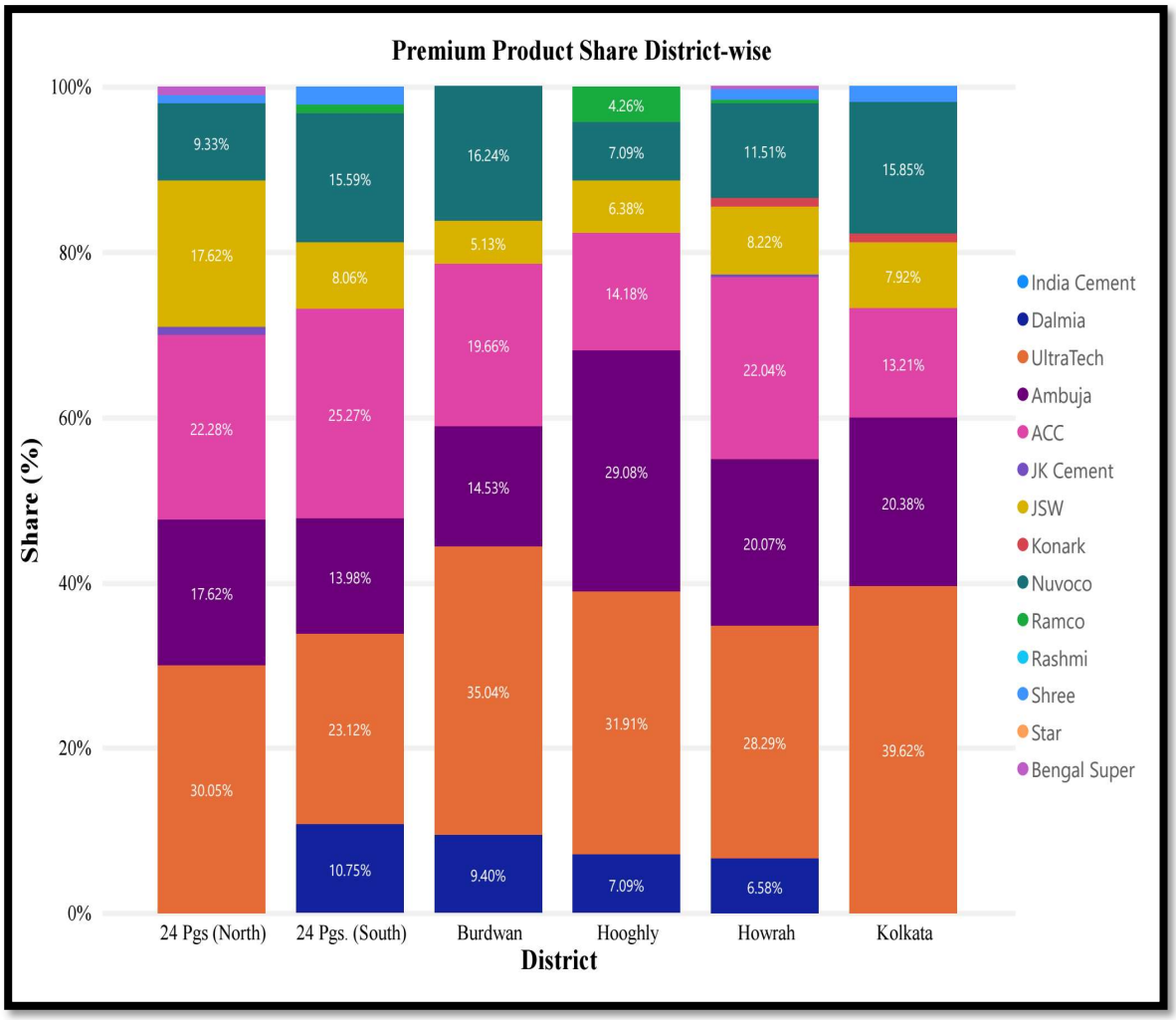


Figure 15: District-wise Share of Premium Product

Observation: The premium product share of the brands in the six districts is shown in the figure. UltraTech is having major share across all districts (ranging from 23 to 39%), followed by ACC and Ambuja. Nuvoco and JSW also have a presence in all the districts. Dalmia and others have premium product share in some select districts.

4.1.5 Common Method Bias

Common method biases can arise from various sources like item characteristics, contextual influences, and common rater effects. Common Method Bias check was carried out to test collinearity (Table 17).

Constructs	VIF
CE -> Random	1.074
HEO -> Random	1.041
IP -> Random	1.108
Q -> Random	1.036
ES -> Random	1.337
WTP -> Random	1.331

Table 17: Common Method Bias Test for Channel Partners

Observation: All inner VIF values (for a model including all latent variables as predictors of a random dependent variable) are less than 3.3 (Ned Kock, 2015), hence Common Method Bias is ruled out.

4.1.6 Indicator Reliability Check

To estimate the latent variable scores and the path coefficients in the structural model, the PLS-SEM approach is used. Using a series of weighted least squares regressions repeatedly estimates the latent variable scores with the goal of maximizing the explained variance of the dependent variables. Following algorithm execution, the reliability of the indicators is examined, and those with scores higher than 0.7 are kept (Table 18).

Sl. no.	Exogenous Construct	Variable codes	Indicator Reliability	Remarks
1	**Improved Packaging (IP)**	PA1	0.824*	Retained
		PA2	0.455	
		PA3	0.406	
		PA4	0.835*	Retained
		PA5	0.897*	Retained
		PA6	0.381	
		PA7	0.255	
2	**Perceived Superior Quality (Q)**	Q1	0.167	
		Q2	0.170	
		Q3	0.178	
		Q4	0.862*	Retained
		Q5	0.567	
		Q6	0.914*	Retained
		Q7	0.453	
		Q8	0.802*	Retained
3	**Higher Earning Opportunity (HEO)**	P1	0.732*	Retained
		P2	0.823*	Retained
		P3	0.897*	Retained
4	**Enhanced Service (ES)**	S1	0.730*	Retained
		S2	0.849*	Retained
		S3	0.531	
		S4	0.12	
		S5	0.742*	Retained
		S6	0.769*	Retained
5	**Celebrity Endorsement (CE)**	CE1	0.841*	Retained
		CE2	0.889*	Retained
		CE3	0.582	
		CE4	0.507	
		CE5	0.751*	Retained

Table 18:Indicator Reliability Check for Channel Partners

Observation: Variables PA1, PA4 & PA5 for Improved Packaging (IP), Q4, Q6 & Q8 for Perceived Superior Quality (Q), P1, P2, P3 for Higher Earning Opportunity (HEO), S1, S2, S5 & S6 of Enhanced Service (ES) and CE1, CE2 and CE5 for Celebrity Endorsement are retained as indicator reliability scores are greater than 0.7.

4.1.7 Evaluation of Measurement Model's Validity and Reliability

Construct validity has been assessed using Average Variance Extracted (AVE) and Composite Reliability (CR) (Table 19), while the Fornell-Larcker & Heterotrait-Monotrait Ratio (HTMT) criteria have been used to test discriminant validity (Table 20 & Table 21)

	Cronbach's alpha	Composite reliability (rho_a, CR)	Composite reliability (rho_c)	Average variance extracted (AVE)
CE	0.776	0.78	0.871	0.693
IP	0.828	0.971	0.889	0.727
HEO	0.754	0.778	0.86	0.673
Q	0.823	0.822	0.895	0.74
ES	0.775	0.779	0.856	0.599

Table 19: Construct Validity for Measurement Model for Channel Partners

Observation: The Average Variance Extracted (AVE) for all constructs is greater than 0.5, the threshold value, making them eligible for the structural model analysis.

	CE	IP	HEO	Q	ES	WTP
CE						
IP	0.151					
HEO	0.124	0.107				
Q	0.103	0.049	0.775			
ES	0.211	0.148	0.184	0.123		
WTP	0.311	0.123	0.352	0.335	0.477	

Table 20:Discriminant Validity (HT-MT ratio) for Channel Partners

Observation: HT-MT ratio <0.85 for all constructs proves that inter-correlations between constructs were low, thereby establishing discriminant validity.

	CE	IP	HEO	Q	ES	WTP
CE	**0.833**					
IP	0.074	**0.853**				
HEO	-0.02	-0.077	**0.82**			
Q	-0.021	-0.013	0.626	**0.86**		
ES	0.116	-0.087	0.139	0.025	**0.774**	
WTP	0.275	0.124	0.308	0.304	0.42	**1**

Table 21:Discriminant Validity (Fornell-Larcker) for Channel Partners

Observation: Fornell-Larcker criteria ensure that diagonal elements are higher than corresponding row and column elements. The value of the diagonal elements as observed in the matrix reiterates discriminant validity.

4.1.8 Testing of Multi-Collinearity

The Variance Inflation Factor (VIF) metric is used to evaluate multicollinearity among predictor variables (Table 22)

	VIF
CE1	2.382
CE2	2.635
CE5	1.287
P1	1.308
P2	1.802
P3	2.021
PA1	2.316
PA4	2.38
PA5	1.555
Q4	2.396
Q6	2.91
Q8	1.547
S1	1.499
S2	1.97
S5	1.391
S6	1.567

	VIF
CE -> WTP	1.022
IP -> WTP	1.021
HEO -> WTP	1.698
Q-> WTP	1.658
ES -> WTP	1.049

Table 22:Test of Multi-Collinearity for Channel Partners

Observation: Variance Inflation Factor (VIF) for both the inner and outer models found to be less than 3 ((Diamantopoulos & Siguaw, 2006).

4.1.9 Assessment of Structural Model

Bootstrapping with Confidence Intervals Bias Corrected method has been used to assess the reliability and significance of estimates. p-values of all hypotheses in the study have been tested at a significance level of 5% (Figure 15, Table 23 & 24)

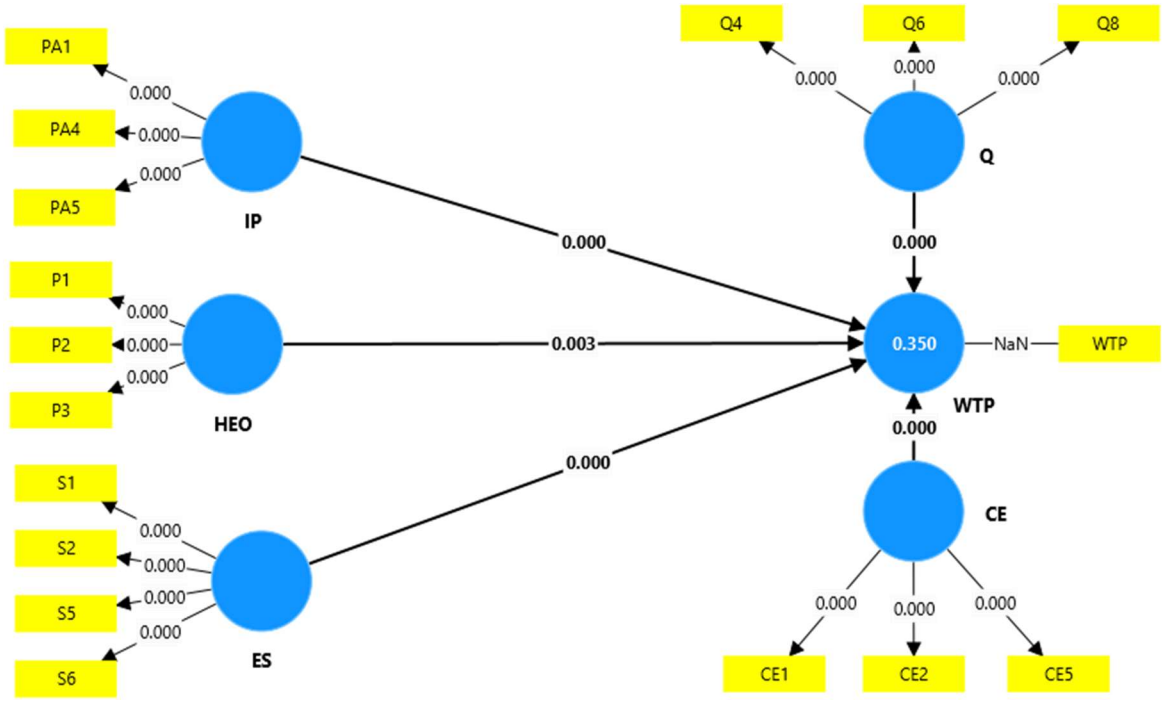


Figure 16: Bootstrapping for Channel Partners

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
CE -> WTP	0.227	0.229	0.038	6.008	0.000*
IP -> WTP	0.154	0.156	0.038	4.053	0.000*
HEO -> WTP	0.135	0.136	0.05	2.699	0.003*
Q -> WTP	0.216	0.217	0.05	4.301	0.000*
ES -> WTP	0.383	0.384	0.033	11.763	0.000*

Table 23: Path Coefficients, Mean, STDEV, T-Values, P-values (p<0.05) for Channel Partners

Observation: The T-statistics of all constructs are greater than zero and p-values are less than 0.05, so all constructs are found to be statistically significant.

	Original sample (O)	Sample mean (M)	Bias	2.50%	97.50%
CE -> WTP	0.227	0.229	0.002	0.149	0.298
ES -> WTP	0.383	0.384	0.001	0.317	0.445
HEO -> WTP	0.135	0.136	0.000	0.038	0.233
IP -> WTP	0.154	0.156	0.002	0.074	0.219
Q -> WTP	0.216	0.217	0	0.115	0.312

Table 24:Confidence Intervals Bias Corrected for Channel Partners

Observation: No negative values exist between the intervals, so all constructs are found to be statistically significant.

4.1.10 Testing of Hypotheses

The hypotheses for the study pertaining to channel partners are:

H01: There is no influence of improved packaging on willingness to pay for premium products for channel partners.

H02: There is no influence of perceived superior quality on willingness to pay for premium for channel partners.

H03: There is no influence of enhanced service on willingness to pay for premium products for channel partners.

H04: There is no influence of celebrity endorsement on willingness to pay for premium products for channel partners.

H05: There is no influence of higher earning opportunity on willingness to pay for premium products for channel partners.

Observation: All the null hypotheses are having p-value<0.05, and no negative values are found between the confidence intervals.

4.1.11 Effect Size (f^2) and Coefficient of Determination (R^2)

The effect size of a predictor construct in a model measures the proportion of variance in an endogenous construct that it can account for. The coefficient of determination represents the proportion of variance in an endogenous construct that can be explained by predictor constructs in the model (Table 25).

	WTP (f^2)
CE	0.077
IP	0.036
HEO	0.017
Q	0.043
ES	0.216

	R^2	R^2 adjusted
WTP	0.350	0.343

Table 25:Effect Size and Coefficient of Determination for Channel Partners

Observation: ES is found to have the highest f^2 and HEO the lowest. Combinedly, the predictor constructs explain 35% of the variance in the endogenous construct.

4.1.12 Goodness of Fit & Evaluation of Model's Predictive Significance

The Standardized Root Mean Square Residual (SRMR) is a metric used in structural equation modelling (SEM) to assess the quality of a model's fit. SRMR values range from 0 to 1, with 0 indicating a perfect fit. A lower SRMR value indicates a better model fit. An SRMR value below 0.08 is typically considered a good fit, although researchers find values up to 0.10 acceptable (Table 26)

	Saturated model	Estimated model
SRMR	0.077	0.077

Table 26: SRMR for Channel Partners

Observation: SRMR is found to be 0.077 < 0.10, hence it indicates goodness of fit for the model.

Predictive Relevance (Q^2) is a statistical measure that assesses the model's ability to predict outcomes. Greater values indicate better predictive performance; a positive Q^2 value indicates the model's predictive significance (Table 27)

LV Prediction Summary			
	Q^2predict	RMSE	MAE
WTP	0.331	0.824	0.462

Table 27:Predictive Relevance for Channel Partners

Observation: Q^2 is 0.331>0, indicating the predictive relevance of the model.

4.1.13 Cross-validated Predictive Ability Test (CVPAT) and Indicator Average (IA)

The primary objective of CVPAT is to assess the significance of each path in the structural model. The CVPAT analysis compares the errors of the PLS-SEM and IA models. A negative error difference indicates that the PLS-SEM model outperforms the IA model (Table 28).

	PLS loss	IA loss	Average loss difference	t value	p-value
WTP	0.127	0.19	-0.063	7.629	0.000

Table 28:CVPAT and IA for Channel Partners

Observation: t-value of the path coefficient is greater than the critical value and the p-value <0.05, the path is considered statistically significant. The average loss difference is negative.

4.1.14 Importance-Performance (IPMA) Analysis

Importance-Performance Analysis (IPMA) is a valuable method for assessing the performance and significance of underlying constructs and their associated indicators in a model. The effect size and performance (IPMA) analysis have been carried out with IPMA maps for constructs and indicators. (Table 29, 30 & Figure 16 & 17)

Construct	Effect Size	Performance %
CE	0.227	60.405
IP	0.154	54.314
HEO	0.135	60.731
Q	0.216	66.92
ES***	0.383	68.097

*** Highest Effect Size and Importance

Table 29: Construct Effect Size & Performance for Channel Partners

	Effect	Performance %
CE1	0.081	56.972
CE2	0.098	56.264
CE5*	0.094	66.231
P1	0.05	49.237
P2	0.05	61.329
P3*	0.064	70.261
PA1	0.045	65.795
PA4*	0.046	67.725
PA5	0.087	46.387
Q4*	0.083	72.985
Q6*	0.084	66.164
Q8*	0.085	64.107
S1	0.114	59.423
S2*	0.133	72.168
S5	0.125	62.854
S6*	0.123	74.074

Table 30: Indicator Effect Size & Performance for Channel Partners

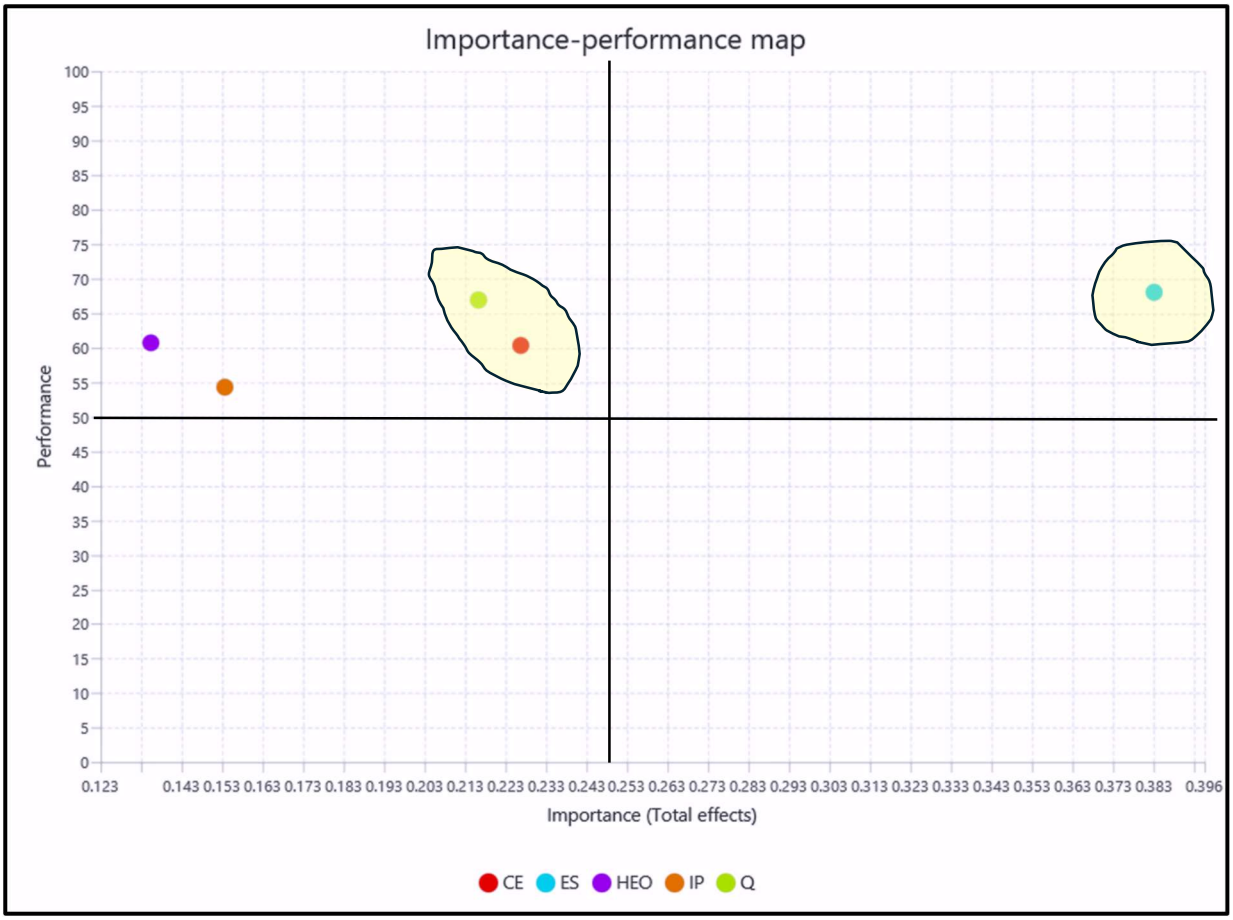


Figure 17: IPMA Map WTP (Constructs) for Channel Partners

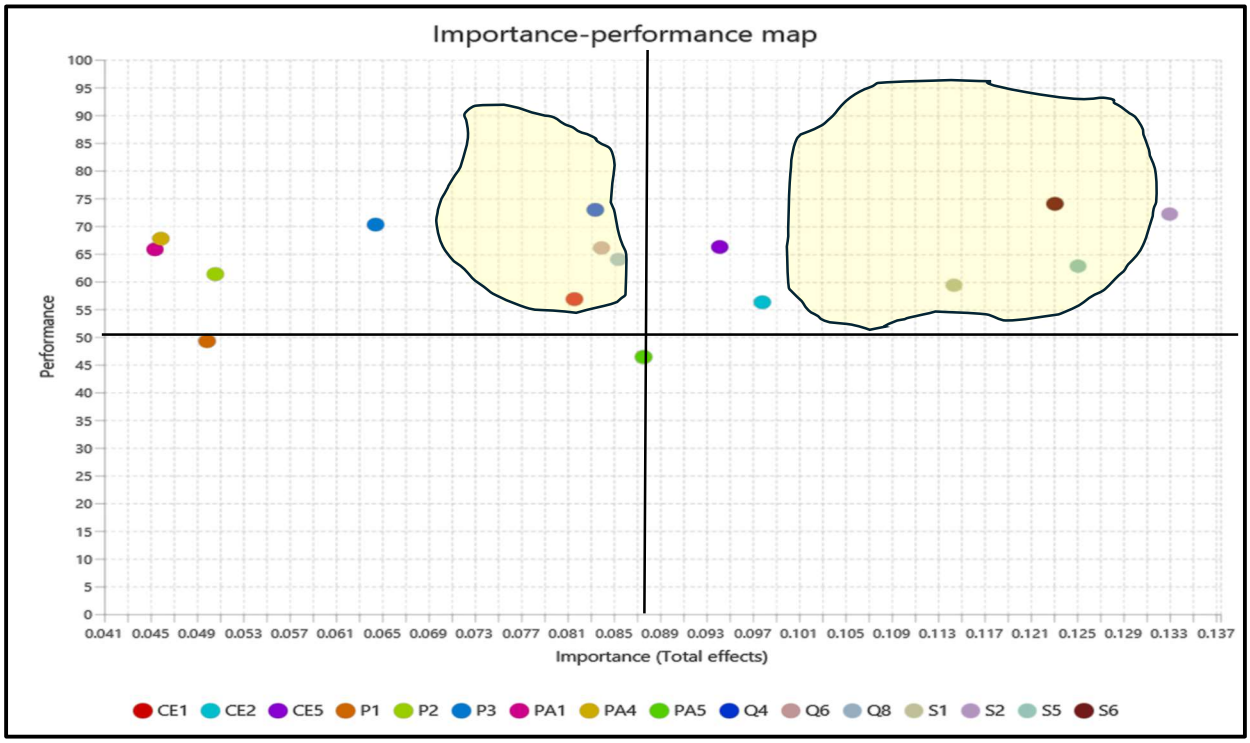


Figure 18: IPMA Map WTP (Indicators) for Channel Partners

Observation: Enhanced Service is the most important in terms of effect size (0.383) as well as performance (68.07%). At the indicator level, S2, S6, Q4, Q6, Q8, PA4, P3 & CE5 are important indicators.

4.2 End-Users

4.2.1 Usage of Cement Type by End-Users

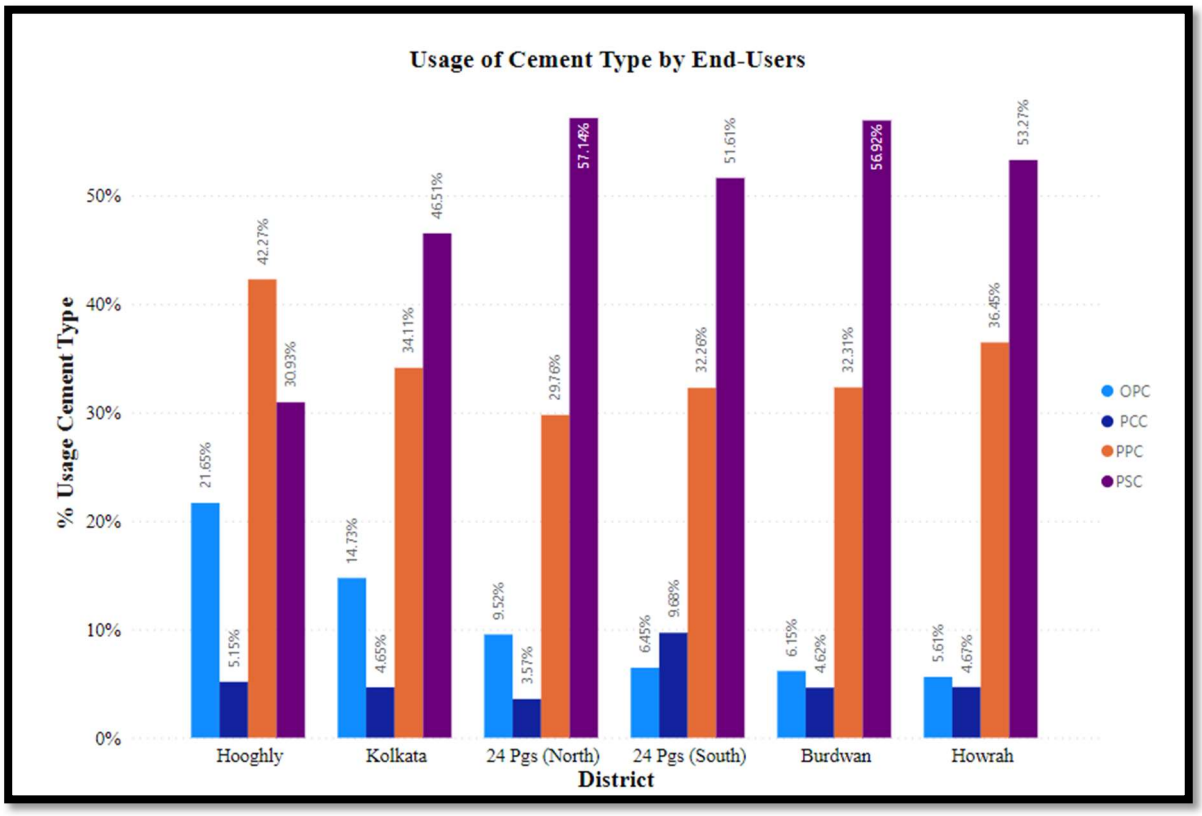


Figure 19: Usage of Cement Type by End-Users

Observation: Across the districts, PSC or Portland Slag Cement is the most used cement, with the percentage of users ranging from 31% to 57%. Ordinary Portland Cement (OPC) and Composite Cement (PCC) are the least used types of cement. The use of Portland Pozzolana Cement (PPC) is highest in the district of Hooghly.

4.2.2 Awareness of Brands across Districts

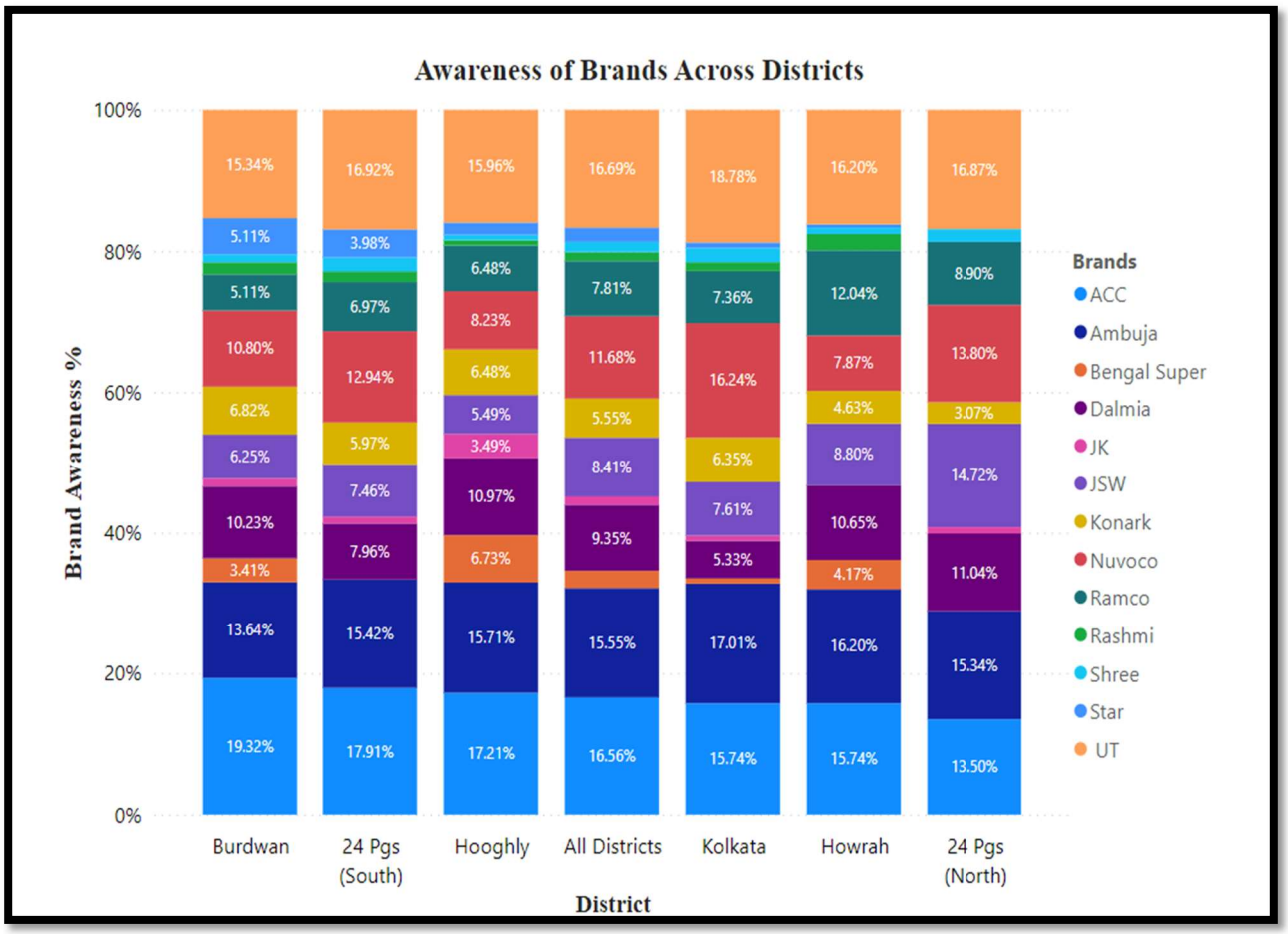


Figure 20: Awareness of Brands across Districts for End-Users

Observation: UT (Ultra Tech) features as the top brand in terms of awareness across the districts, followed by ACC and Ambuja. Brands like Bengal Super, JK, Shree, and Rashmi are the brands the respondents are least aware of. Respondents are also aware of Nuvoco, Dalmia, Konark, and JSW across the districts. UT is undoubtedly the most popular and consistent brand with an average awareness level of around 16%.

4.2.3 Premium Product Usage across Districts

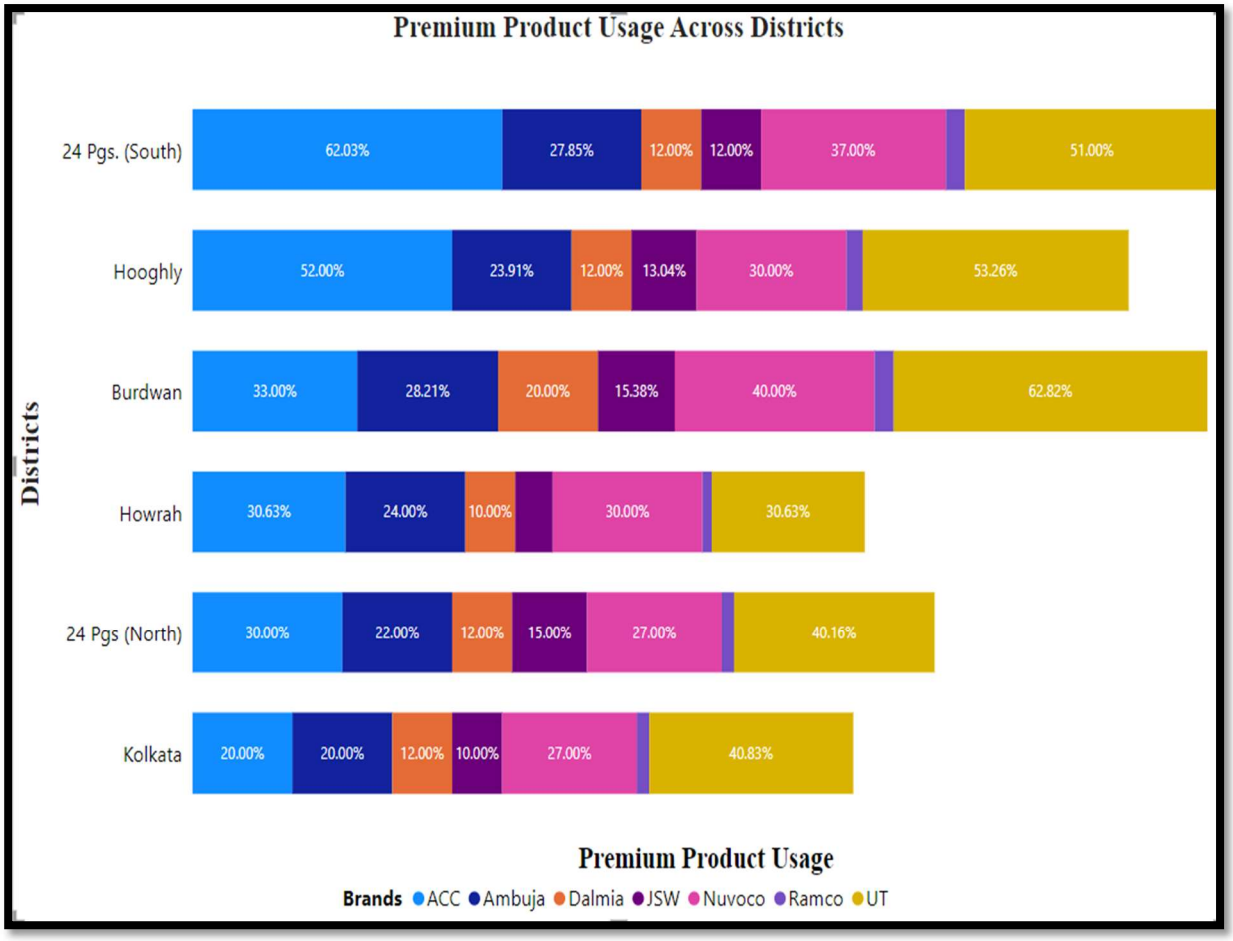


Figure 21: Premium Product Usage across Districts for End-Users

Observation: The most used premium product of cement is for UT (Ultra Tech). Usage of premium products of UT varies from 30% to 62%. A good proportion of premium sales also happens for ACC (20% to 62%), Nuvoco (27% to 40%), and Ambuja (20% to 28%), while Dalmia and JSW averages around 13% and 12% respectively. Ramco has only around 3% of premium sales.

4.2.4 Common Method Bias

Common Method Bias check was carried out to test collinearity.

	VIF
CE -> Random	1.048
ES -> Random	1.508
IP -> Random	1.258
Q -> Random	1.057
WTP -> Random	1.292

Table 31: Common Method Bias Test for End-Users

Observation: All inner VIF values (for a model including all latent variables as predictors of a random dependent variable) are less than 3.3 ((Ned Kock, 2015), hence Common Method Bias is ruled out.

4.2.5 Indicator Reliability Check

The PLS-SEM approach is utilised to calculate the latent variable scores and path coefficients in the structural model. Iteratively applying weighted least squares regressions to estimate latent variable scores to maximise the explained variance of the dependent variables. After running the algorithm, the indicators' reliability is assessed, and only those with scores exceeding 0.7 are retained (Table 32).

Sl. no.	Independent Construct	Variable codes	Indicator Reliability	Remarks
1	**Improved Packaging (IP)**	PA1	0.428	
		PA2	1.000*	Retained
		PA3	0.026	
		PA4	0.450	
		PA5	0.612	
		PA6	0.516	
		PA7	-0.100	
2	**Perceived Superior Quality (Q)**	Q1	-0.001	
		Q2	0.441	
		Q3	0.533	
		Q4	1.000*	Retained
		Q5	0.431	
		Q6	-0.048	
		Q7	0.501	
		Q8	0.342	
4	**Enhanced Service (ES)**	S1	0.714*	Retained
		S2	0.852*	Retained
		S3	0.507	
		S4	0.077	
		S5	0.795*	Retained
		S6	0.747*	Retained
5	**Celebrity Endorsement (CE)**	CE1	0.843*	Retained
		CE2	0.889*	Retained
		CE3	0.596	
		CE4	0.495	
		CE5	0.750*	Retained

Table 32: Indicator Reliability Check for End Users

Observation: Variables PA2 for Improved Packaging (IP), Q4 for Perceived Superior Quality (Q), S1, S2, S5 & S6 of Enhanced Service (ES), and CE1, CE2, and CE5 for Celebrity Endorsement are retained as indicator reliability scores are greater than 0.7.

4.2.6 Evaluation of Measurement Model's Validity and Reliability

Construct validity was evaluated through the Average Variance Extracted (AVE) and Composite Reliability (CR) measures, while discriminant validity was assessed using the Fornell-Larcker and Heterotrait-Monotrait Ratio (HTMT) criteria.

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
CE	0.77	0.77	0.868	0.688
ES	0.784	0.807	0.86	0.606

Table 33: Construct Validity for End Users

Observation: The Average Variance Extracted (AVE) for the constructs is greater than 0.5, the threshold value, making them eligible for the structural model analysis.

	CE	ES	IP	Q	WTP
CE					
ES	0.201				
IP	0.119	0.383			
Q	0.111	0.172	0.019		
WTP	0.54	0.531	0.356	0.19	

Table 34: Discriminant Validity for End Users

Observation: HT-MT ratio <0.85 for all constructs proves that inter-correlations between constructs were low, thereby establishing discriminant validity.

	CE	ES	IP	Q	WTP
CE	**0.829**				
ES	0.113	**0.779**			
IP	0.104	0.333	**1**		
Q	0.072	0.147	0.019	**1**	
WTP	0.475	0.482	0.356	0.19	**1**

Table 35: Discriminant Validity (Fornell-Larcker) for End Users

Observation: The Fornell-Larcker criteria require that the values on the diagonal of a matrix are greater than the values in the corresponding rows and columns. The diagonal elements in the matrix confirm discriminant validity.

4.2.7 Testing of Multi-Collinearity

The Variance Inflation Factor (VIF) metric is used to evaluate multicollinearity among predictor variables.

	VIF
CE1	2.252
CE2	2.467
CE5	1.275
PA2	1
Q4	1
S1	1.546
S2	2.021
S5	1.451
S6	1.57

Outer Model

	VIF
CE -> WTP	1.022
ES -> WTP	1.157
IP -> WTP	1.132
Q -> WTP	1.027

Inner Model

Table 36: Test of Multi-collinearity for End Users

Observation: Variance Inflation Factor (VIF) for both the inner and outer models found to be less than 3 ((Diamantopoulos & Siguaw, 2006).

4.2.8 Assessment of Structural Model

Utilising Confidence Intervals for Bootstrapping the Bias Corrected method was utilised to evaluate the accuracy and importance of the estimates. All hypotheses in the study have been tested with a significance level of 5% for p-values.

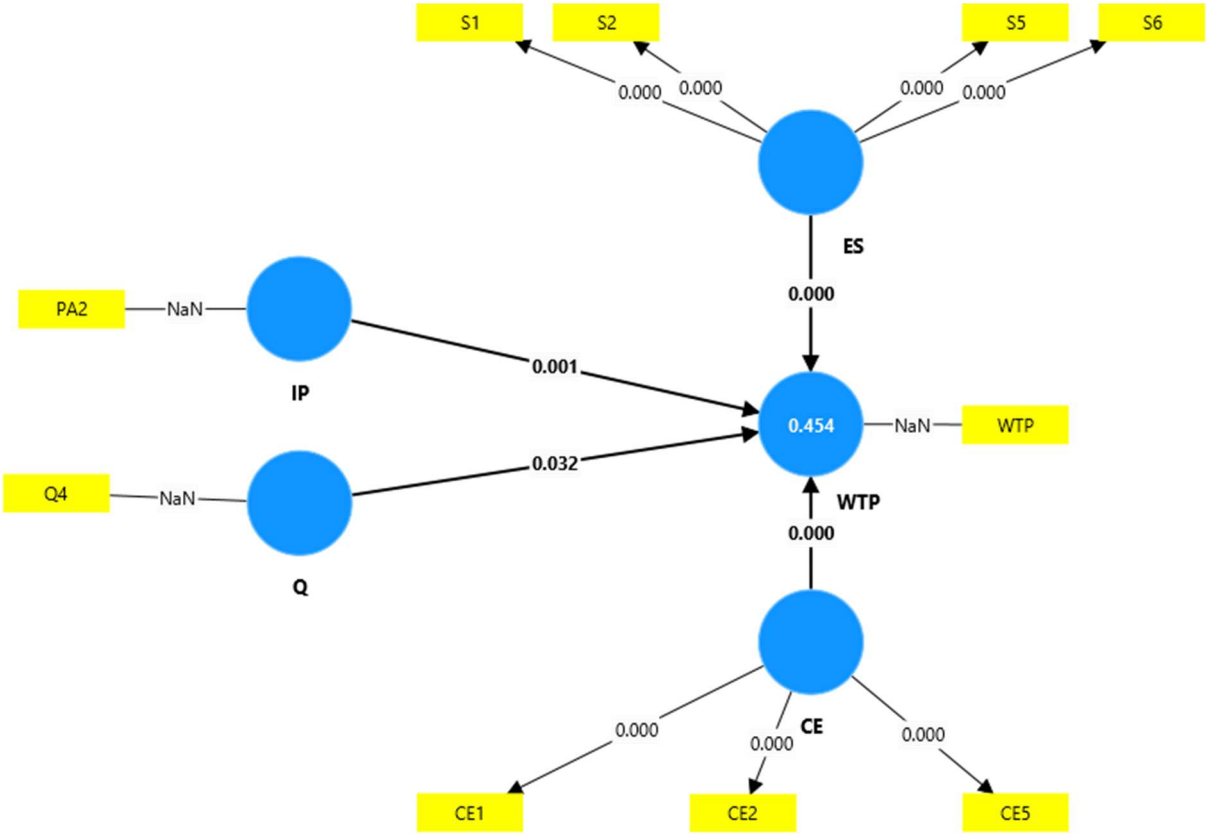


Figure 22: Bootstrapping for End Users

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
CE -> WTP	0.407	0.408	0.048	8.509	0.000*
ES -> WTP	0.357	0.36	0.058	6.104	0.000*
IP -> WTP	0.192	0.192	0.06	3.224	0.001*
Q -> WTP	0.105	0.103	0.049	2.141	0.032*

Table 37: Path Coefficients-Mean, STDEV, T-Values, P-Values (p<0.05) for End Users

Observation: The T-statistics of all constructs are greater than zero and p-values are less than 0.05, so all constructs are found to be statistically significant.

	Original sample (O)	Sample mean (M)	Bias	2.50%	97.50%
CE -> WTP*	0.407	0.408	0.001	0.309	0.496
ES -> WTP*	0.357	0.36	0.004	0.236	0.466
IP -> WTP*	0.192	0.192	-0.001	0.082	0.314
Q -> WTP*	0.105	0.103	-0.001	0.011	0.202

Table 38: Confidence Interval Bias Corrected for End Users

Observation: No negative values exist between the intervals, so all constructs are found to be statistically significant.

4.2.9 Testing of Hypotheses

The hypotheses for the study pertaining to end-users are:

H06: There is no influence of improved packaging on willingness to pay for premium products for end-users.

H07: There is no influence of perceived superior quality on willingness to pay for premium for end-users.

H08: There is no influence of enhanced service on willingness to pay for premium products for end-users.

H09: There is no influence of celebrity endorsement on willingness to pay for premium products for end-users.

Observation: All the null hypotheses are rejected as p-value<0.05, and no negative values are found between the confidence intervals.

4.2.10 Effect Size (f^2) and Coefficient of Determination (R^2)

The effect size of a predictor construct in a model quantifies the amount of variance in an endogenous construct that it can explain. The coefficient of determination indicates the amount of variance in a dependent variable that can be accounted for by independent variables in the model.

	WTP
CE	0.297
ES	0.201
IP	0.06
Q	0.019

	R-square	R-square adjusted
WTP	0.454	0.44

Table 39:Effect Size and Coefficient of Determination for End Users

Observation: ES is found to have the highest f^2 and HEO the lowest. Combinedly, the predictor constructs explain 45.4% of the variance in the endogenous construct.

4.2.11 Goodness of Fit & Evaluation of Model's Predictive Significance

The Standardised Root Mean Square Residual (SRMR) is a metric utilised in structural equation modelling (SEM) to evaluate the adequacy of a model's fit. SRMR values vary between 0 and 1, where 0 represents an ideal fit. A lower SRMR value signifies a superior model fit. Generally, a good fit is indicated by SRMR values below 0.08, with some researchers considering values up to 0.10 acceptable.

	Saturated model	Estimated model
SRMR	0.087	0.087

Table 40: SRMR for End Users

Observation: SRMR is found to be 0.087 < 0.10, hence it indicates goodness of fit for the model.

Predictive Relevance (Q^2) is a statistical metric that evaluates the model's capability to forecast results. Higher values suggest superior predictive performance; a positive Q^2 value signifies the model's predictive importance.

LV Prediction Summary			
	Q^2predict	RMSE	MAE
WTP	0.424	0.768	0.553

Table 41: Predictive Relevance for End Users

Observation: Q^2 is 0.424>0, indicating the predictive relevance of the model.

4.2.12 Cross-validated Predictive Ability Test (CVPAT) and Indicator Average (IA)

The main goal of CVPAT is to evaluate the importance of each path in the structural model. The CVPAT analysis evaluates the differences between the PLS-SEM and IA models. A negative error difference suggests that the PLS-SEM model is superior to the IA model.

	PLS loss	IA loss	Average loss difference	t value	p value
WTP	0.055	0.096	-0.041	5.068	0.000

Table 42: CVPAT & IA for End Users

Observation: t-value of the path coefficient is greater than the critical value and the p-value <0.05, the path is considered statistically significant. The average loss difference is negative.

4.2.13 Importance-Performance (IPMA) Analysis

Importance-Performance Analysis (IPMA) is a valuable method for assessing the performance and significance of underlying constructs and their associated indicators in a model.

Construct	Effect size	Performance %
CE**	0.407	59.818
ES**	0.357	67.255
IP	0.192	79.142
Q	0.105	73.392

** High Effect Size and Performance

Table 43: Construct Effect Size & Performance for End Users

Indicators	Effect Size	Performance %
CE1**	0.154	55.848
CE2**	0.168	55.702
CE5**	0.17	65.789
PA2**	0.192	79.142
Q4	0.105	73.392
S1	0.088	59.357
S2**	0.128	71.199
S5	0.138	61.988
S6	0.100	73.83

** Important Indicators

Table 44: Indicator Effect Size & Performance for End Users

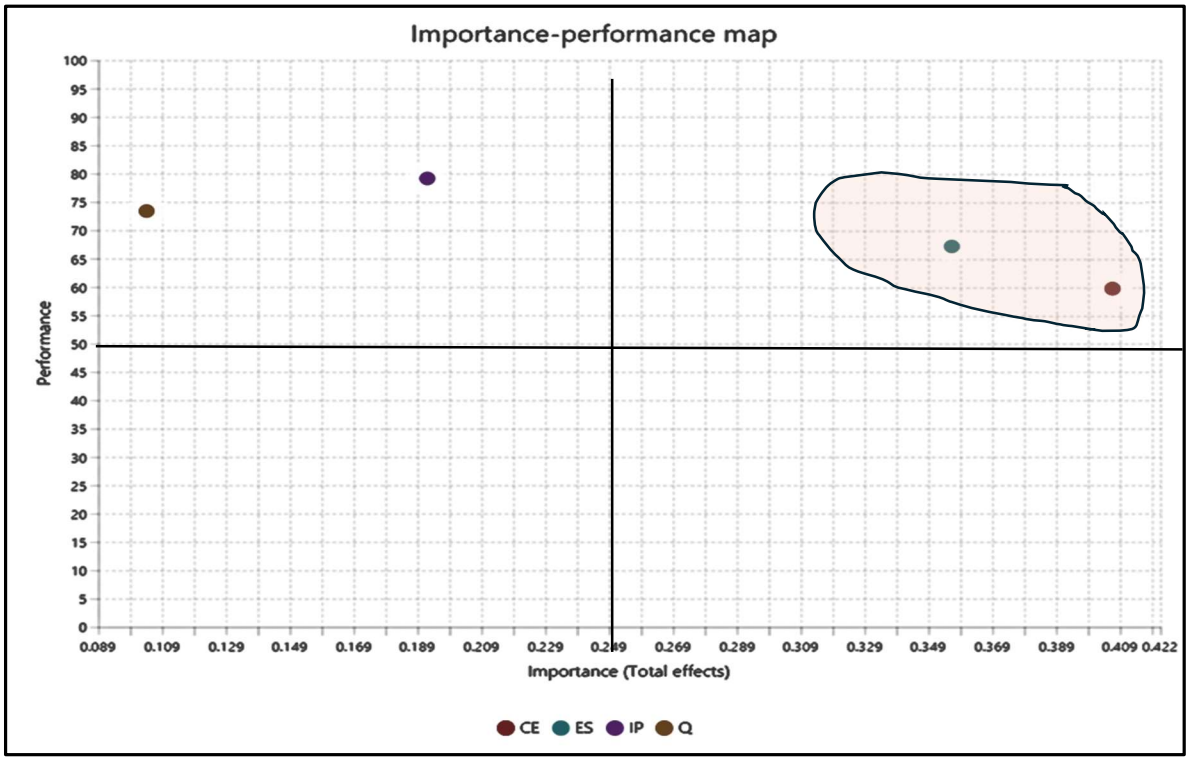


Figure 23: IPMA Map WTP (Constructs) for End Users

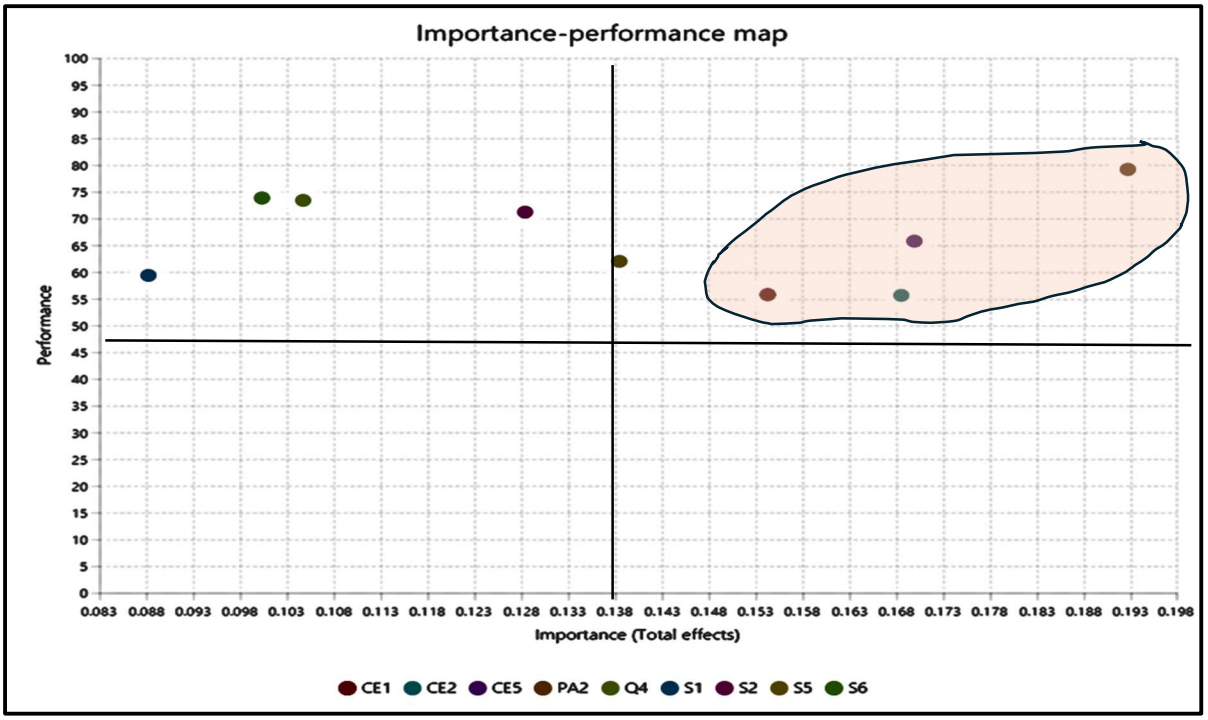


Figure 24:IPMA Map WTP (Indicators) for End Users

Observation: Enhanced Service and Celebrity Endorsement are most important in terms of effect size and performance (0.357, 67.25%) and (0.407, 68.07%) respectively. At the indicator level PA2, S2, CE1, CE2 & CE5 are important indicators.

Influencers

4.3.1 Distribution of Influencer Type

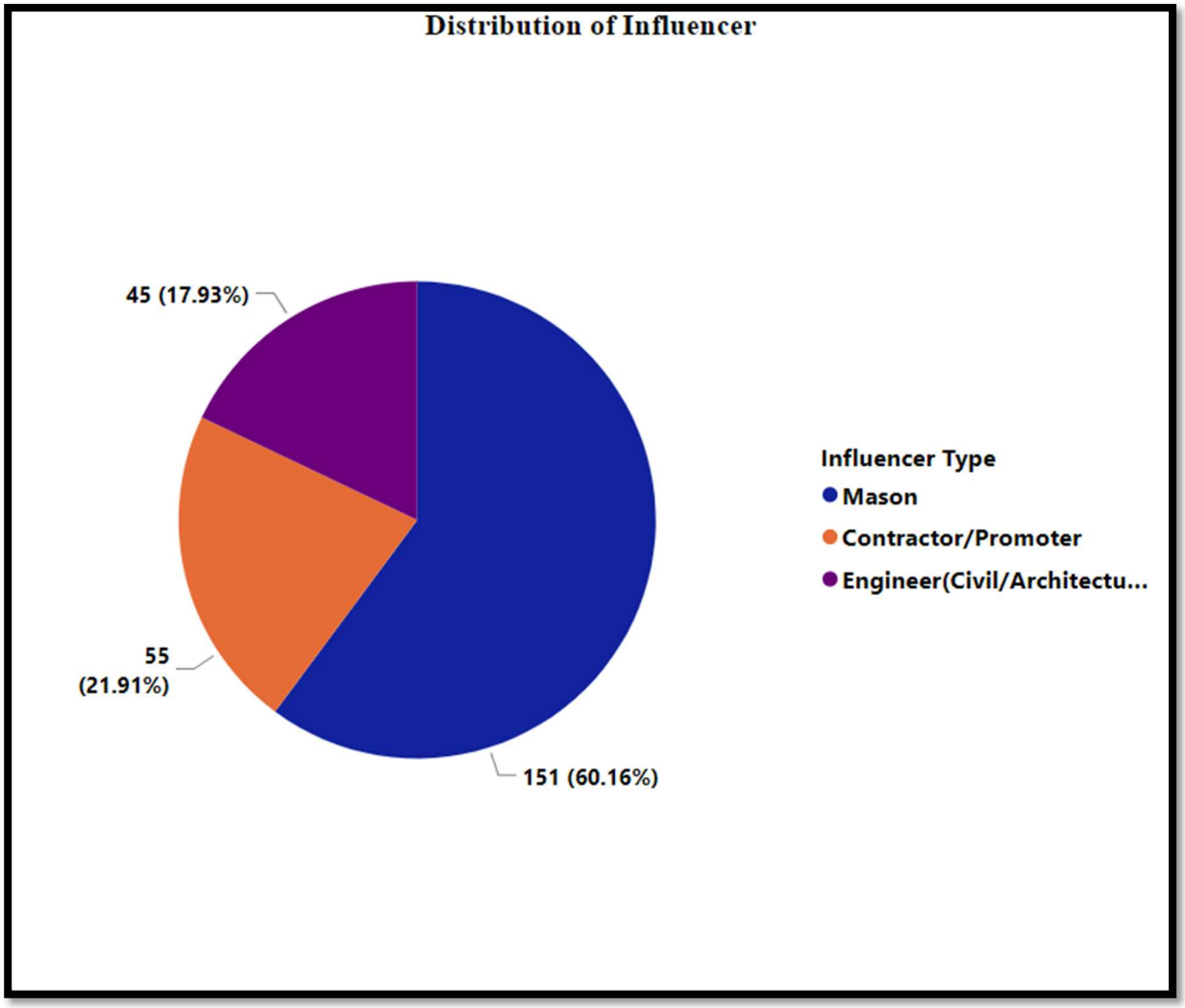


Figure 25:Distribution of Influencer Type

Observation: The distribution of influencer types across the districts is shown in the figure. 151 masons, 55 contractors/promoters and 45 engineers were surveyed. Masons comprised 60% of the sample and balance 40% were contractors and engineers.

4.3.2 Type of Cement Recommended by Influencer

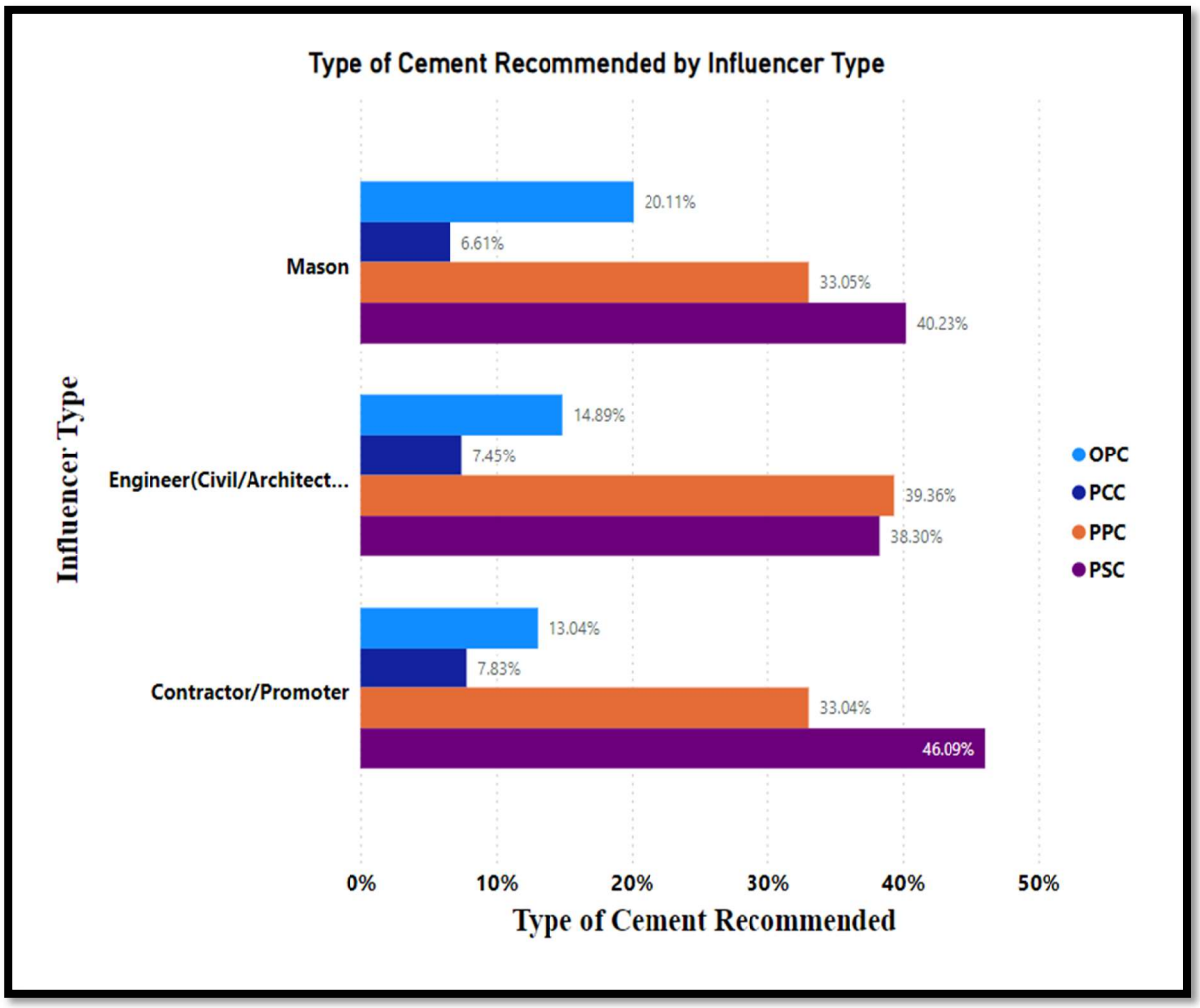


Figure 26: Type of Cement Recommended by Influencer

Observation: PSC or Portland Slag Cement is the most recommended type for Masons and Contractors. Engineers prefer Portland Pozzolana Cement (PPC) over PSC, but only by a slender margin. Use of Composite cement (PCC) is least recommended across all categories.

4.3.2 Awareness of Brands across Influencer Types

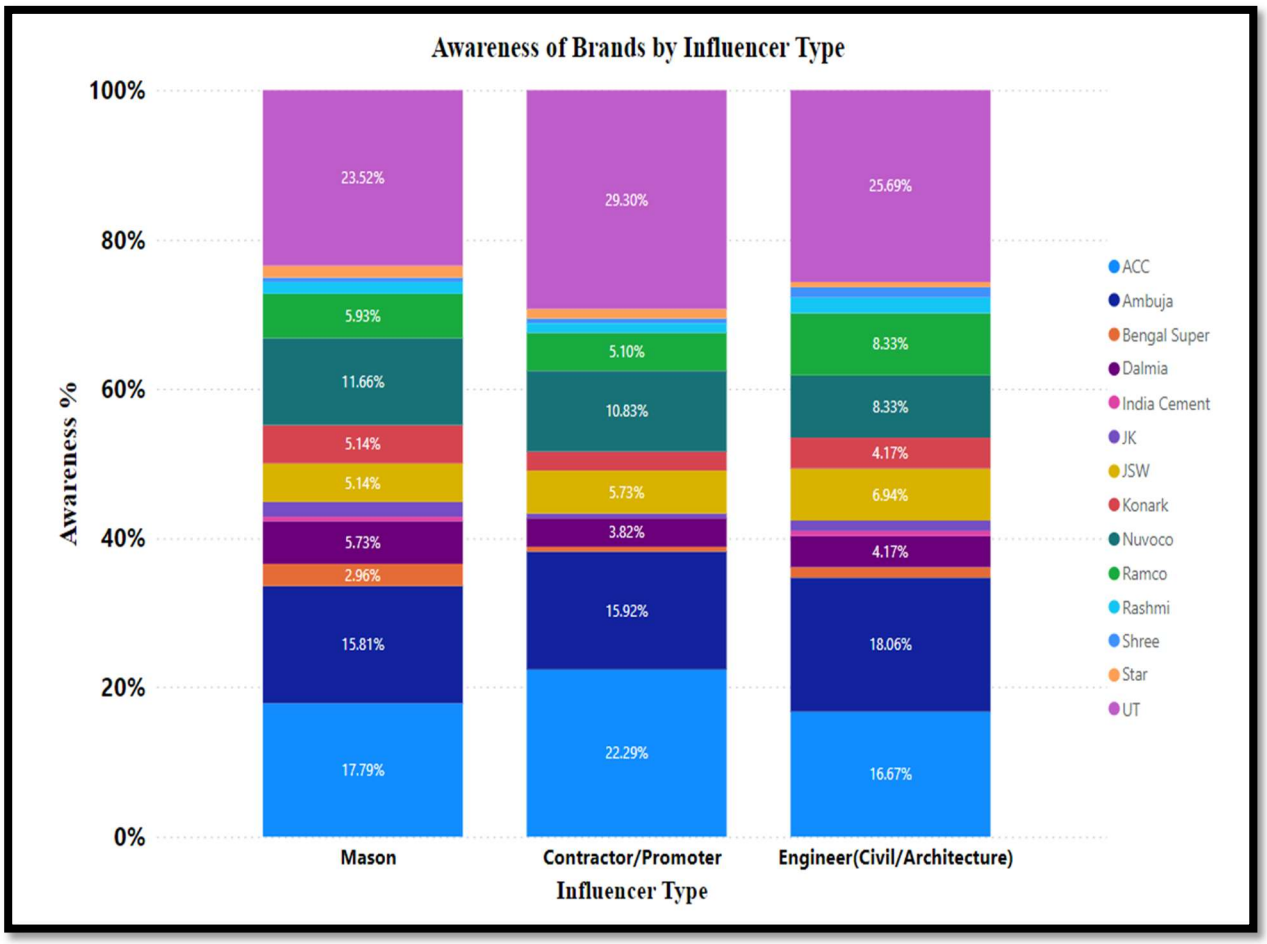


Figure 27: Awareness of Brands across Influencer

Observation: UT (Ultra Tech) comes at the top of the list in awareness across all categories. ACC and Ambuja are also popular brands other than Nuvoco. For contractors/promoters and engineers, UT has a high awareness level, especially for the engineers, followed by Ambuja. ACC enjoys a high awareness level for the contractor segment.

4.3.3 Brand Preference across Influencer Types

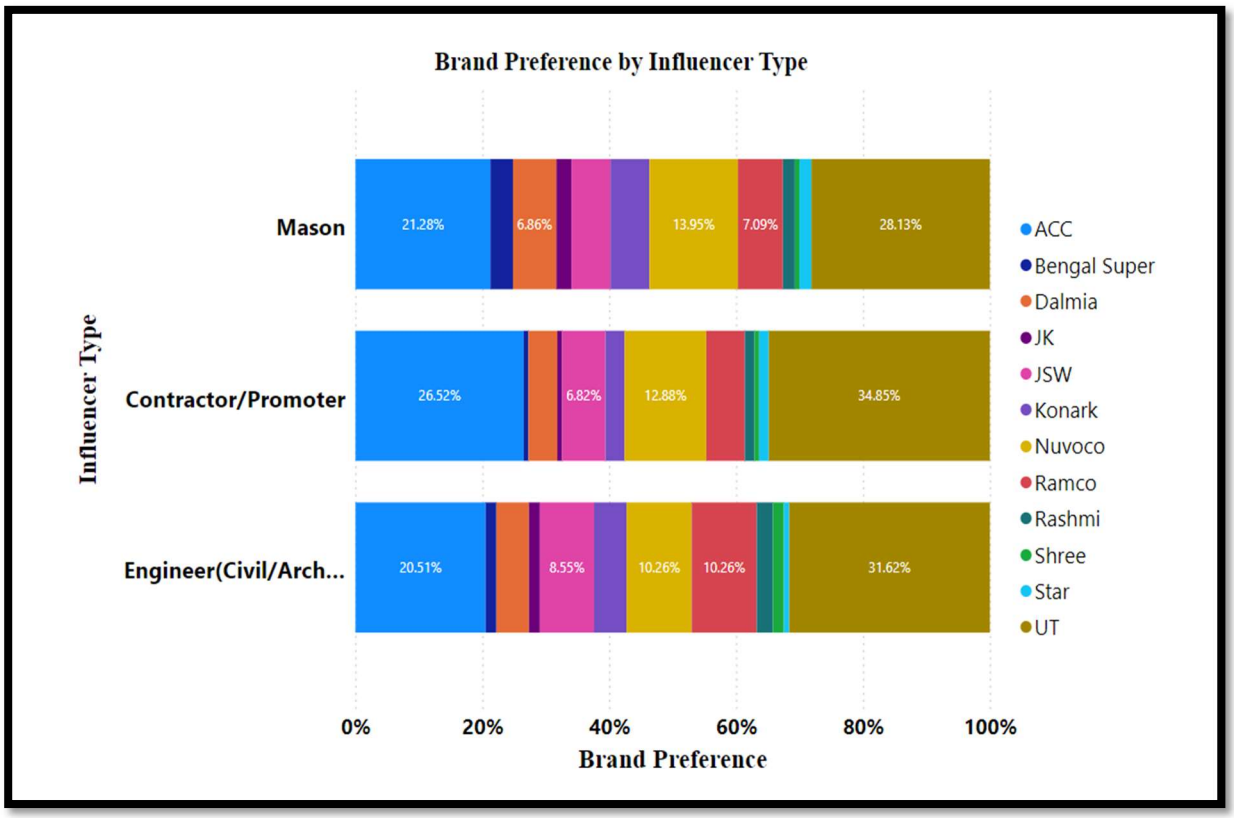


Figure 28: Brand Preference across Influencer

Observation: UT (Ultra Tech) is the most preferred brand across all categories. Brand preference is around 30% across all categories. ACC is the second choice and Nuvoco is the third most preferred brand. Other brands like Star, Ramco, Rashmi, Konark etc are having preferences only in certain pockets across the districts.

4.3.4 Premium Product Usage across Influencer Types

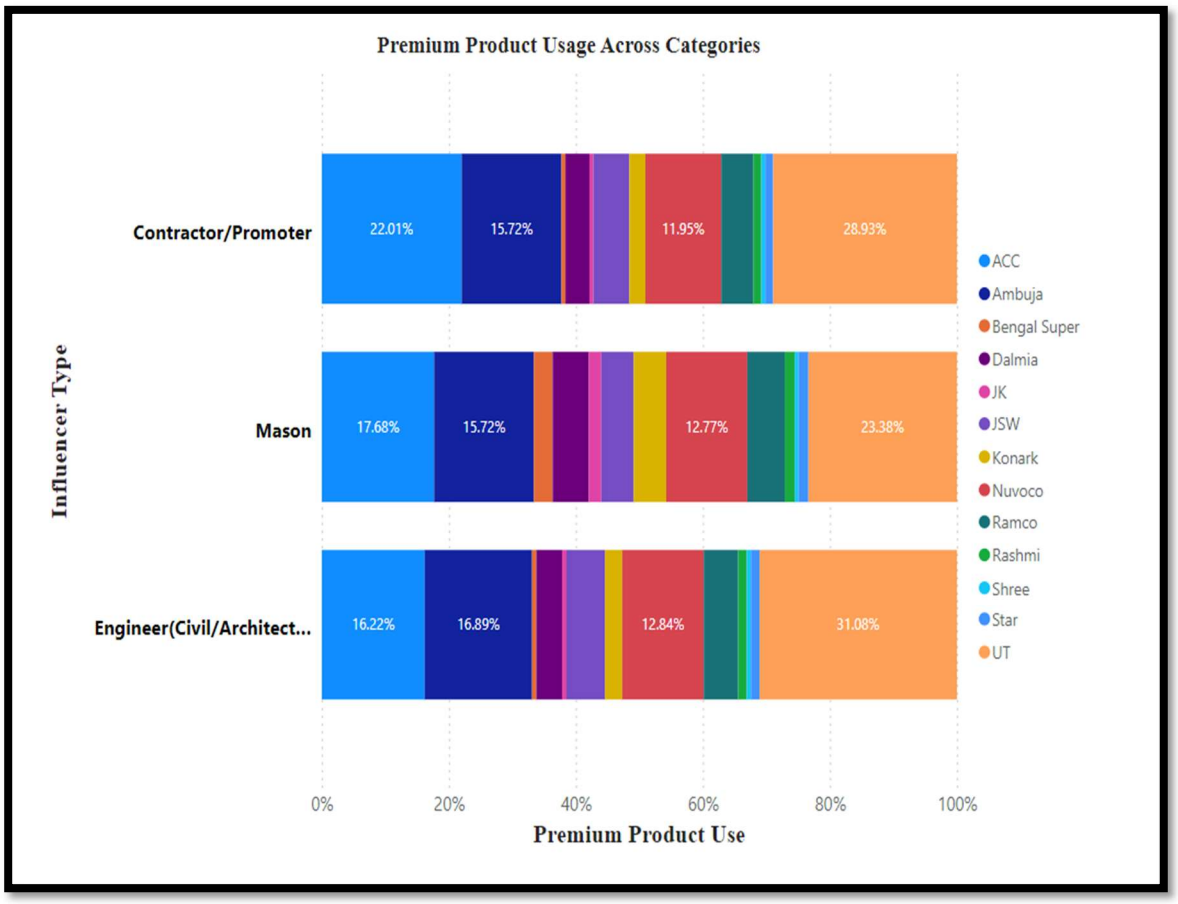


Figure 29: Premium Product Usage across Influencer

Observation: Premium Products of UT (Ultra Tech) is the most used brand across all categories. Engineers use premium products of UT for 31% of their total usage. Premium products of ACC and Ambuja are also used across the categories, followed by Nuvoco. Ramco is also being used by Masons, Engineers

4.3.5 Common Method Bias

Common Method Bias check was carried out to test collinearity.

	VIF
CE -> Random	1.302
ES -> Random	1.044
IP -> Random	1.222
Q -> Random	1.336
WTP -> Random	1.358

Table 45: Common Method Bias Test for Influencers

Observation: All inner VIF values (for a model including all latent variables as predictors of a random dependent variable) are less than 3.3 (Ned Kock, 2015), hence Common Method Bias is ruled out.

4.3.6 Indicator Reliability Check

The PLS-SEM approach is utilised to calculate the latent variable scores and path coefficients in the structural model. Iteratively applying weighted least squares regressions to estimate latent variable scores to maximise the explained variance of the dependent variables. After running the algorithm, the indicators' reliability is assessed, and only those with scores exceeding 0.7 are retained (Table 46).

Sl. no.	Exogenous Construct	Variable codes	Indicator Reliability	Remarks
1	**Improved Packaging**	PA1	0.432	
		PA2	0.617	
		PA3	0.286	
		PA4	0.815*	Retained
		PA5	0.926*	Retained
		PA6	0.383	
		PA7	0.230	
2	**Perceived Superior Quality**	Q1	0.948*	Retained
		Q2	0.953*	Retained
		Q3	0.693	
		Q4	0.517	
		Q5	0.221	
		Q6	0.362	
		Q7	0.557	
		Q8	0.616	
4	**Enhanced Service**	S1	0.738*	Retained
		S2	0.837*	Retained
		S3	0.471	
		S4	0.224	
		S5	0.768*	Retained
		S6	0.777*	Retained
5	**Celebrity Endorsement**	CE1	0.943*	Retained
		CE2	0.944*	Retained
		CE3	0.524	
		CE4	0.630	
		CE5	0.604	

Table 46: Indicator Reliability Check for Influencers

Observation: Variables PA4 & PA5 for Improved Packaging (IP), Q1 & Q2 for Perceived Superior Quality (Q), S1, S2, S5 & S6 of Enhanced Service (ES), and CE1, CE2 for Celebrity Endorsement are retained as indicator reliability scores are greater than 0.7.

4.3.7 Evaluation of Measurement Model's Validity and Reliability

Construct validity was evaluated through the Average Variance Extracted (AVE) and Composite Reliability (CR) measures, while discriminant validity was assessed using the Fornell-Larcker and Heterotrait-Monotrait Ratio (HTMT) criteria.

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
CE	0.877	0.877	0.942	0.891
ES	0.786	0.785	0.862	0.610
IP	0.699	0.788	0.864	0.762
Q	0.893	0.894	0.949	0.903
ES	0.775	0.779	0.856	0.599

Table 47: Construct Validity for Measurement Model for Influencers

Observation: The Average Variance Extracted (AVE) for the constructs is greater than 0.5, the threshold value, making them eligible for the structural model analysis.

	CE	ES	IP	Q	WTP
CE					
ES	0.181				
IP	0.077	0.145			
Q	0.052	0.108	0.058		
WTP	0.434	0.521	0.313	0.335	

Table 48: Discriminant Validity (HT-MT) for Influencers

Observation: HT-MT ratio <0.85 for all constructs proves that inter-correlations between constructs were low, thereby establishing discriminant validity.

	CE	ES	IP	Q	WTP
CE	**0.944**				
ES	0.095	**0.781**			
IP	0.053	-0.087	**0.873**		
Q	-0.004	0.006	0.03	**0.95**	
WTP	0.406	0.462	0.271	0.317	**1**

Table 49: Discriminant Validity (Fornell-Larcker) for Influencers

Observation: The Fornell-Larcker criteria require that the values on the diagonal of a matrix are greater than the values in the corresponding rows and columns. The diagonal elements in the matrix confirm discriminant validity.

4.3.8 Testing of Multi-Collinearity

The Variance Inflation Factor (VIF) metric is used to evaluate multicollinearity among predictor variables.

	VIF
CE1	2.565
CE2	2.565
PA4	1.406
PA5	1.406
Q1	2.854
Q2	2.854
S1	1.529
S2	2.011
S5	1.471
S6	1.623

	VIF
CE -> WTP	1.013
ES -> WTP	1.018
IP -> WTP	1.012
Q -> WTP	1.001

Table 50: Test of Multi-Collinearity for Influencers

Observation: Variance Inflation Factor (VIF) for both the inner and outer models found to be less than 3 (Diamantopoulos & Siguaw, 2006).

4.3.9 Assessment of Structural Model

Utilising Confidence Intervals for Bootstrapping the Bias Corrected method was utilised to evaluate the accuracy and importance of the estimates. All hypotheses in the study have been tested with a significance level of 5% for p-values.

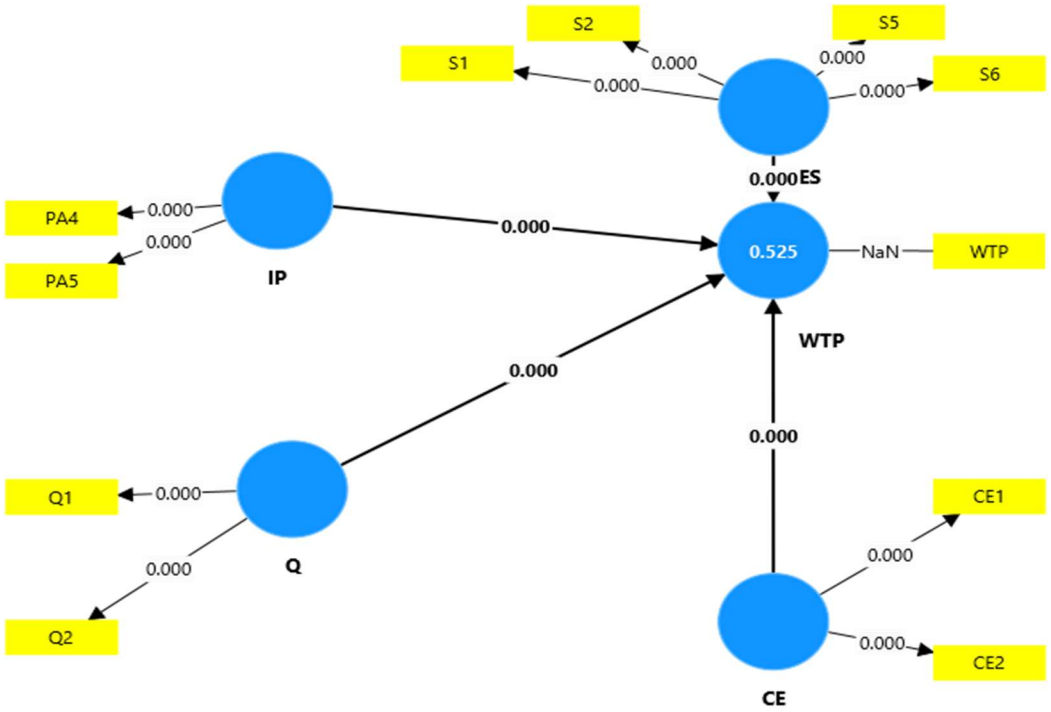


Figure 30: Bootstrapping for Influencers

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
CE -> WTP	0.35	0.351	0.048	7.258	0.000*
ES -> WTP	0.452	0.454	0.047	9.596	0.000*
IP -> WTP	0.283	0.286	0.041	6.828	0.000*
Q -> WTP	0.307	0.307	0.051	5.968	0.000*

Table 51: Path Coefficients-Mean, STDEV, T-Values, P-Values (p<0.05*) for Influencers

Observation: The T-statistics of all constructs are greater than zero and p-values are less than 0.05, so all constructs are found to be statistically significant.

	Original sample (O)	Sample mean (M)	Bias	2.50%	97.50%
CE -> WTP*	0.35	0.351	0.002	0.256	0.445
ES -> WTP*	0.452	0.454	0.003	0.354	0.54
IP -> WTP*	0.283	0.286	0.003	0.192	0.356
Q -> WTP*	0.307	0.307	0.000	0.208	0.41

Table 52: Confidence Interval Bias Corrected for Influencers

Observation: No negative values exist between the intervals, so all constructs are found to be statistically significant.

4.3.10 Testing of Hypotheses

The hypotheses for the study pertaining to end-users are:

H06: There is no influence of improved packaging on willingness to pay for premium products for end-users.

H07: There is no influence of perceived superior quality on willingness to pay for premium for end-users.

H08: There is no influence of enhanced service on willingness to pay for premium products for end-users.

H09: There is no influence of celebrity endorsement on willingness to pay for premium products for end-users.

Observation: All the null hypotheses are rejected as p-value<0.05, and no negative values are found between the confidence intervals.

4.3.11 Effect Size (f^2) and Coefficient of Determination (R^2)

The effect size of a predictor construct in a model quantifies the amount of variance in an endogenous construct that it can explain. The coefficient of determination indicates the amount of variance in a dependent variable that can be accounted for by independent variables in the model.

	WTP
CE	0.254
ES	0.422
IP	0.166
Q	0.199

	R-square	R-square adjusted
WTP	0.525	0.517

Table 53: Effect Size & Coefficient of Determination for Influencers

Observation: ES is found to have the highest f^2 and IP the lowest. Combinedly, the predictor constructs explain 52.5% of the variance in the endogenous construct.

4.3.12 Goodness of Fit & Evaluation of Model's Predictive Significance

The Standardised Root Mean Square Residual (SRMR) is a metric utilised in structural equation modelling (SEM) to evaluate the adequacy of a model's fit. SRMR values vary between 0 and 1, where 0 represents an ideal fit. A lower SRMR value signifies a superior model fit. Generally, a good fit is indicated by SRMR values below 0.08, with some researchers considering values up to 0.10 acceptable.

	Saturated model	Estimated model
SRMR	0.087	0.087

Table 54: SRMR for Influencers

Observation: SRMR is found to be 0.087 < 0.10, hence it indicates goodness of fit for the model.

Predictive Relevance (Q^2) is a statistical metric that evaluates the model's capability to forecast results. Higher values suggest superior predictive performance; a positive Q^2 value signifies the model's predictive importance.

LV Prediction Summary

	Q^2predict	RMSE	MAE
WTP	0.498	0.723	0.436

Table 55: Predictive Relevance for Influencers

Observation: Q^2 is 0.498>0, indicating the predictive relevance of the model.

4.3.13 Cross-validated Predictive Ability Test (CVPAT) and Indicator Average (IA)

The main goal of CVPAT is to evaluate the importance of each path in the structural model. The CVPAT analysis evaluates the differences between the PLS-SEM and IA models. A negative error difference suggests that the PLS-SEM model is superior to the IA model.

	PLS loss	IA loss	Average loss difference	t value	p value
WTP	0.053	0.106	-0.053	6.62	0.000

Table 56: CVPAT & IA for Influencers

Observation: t-value of the path coefficient is greater than the critical value and the p-value <0.05, the path is considered statistically significant. The average loss difference is negative.

4.3.14 Importance-Performance (IPMA) Analysis

Importance-Performance Analysis (IPMA) is a valuable method for assessing the performance and significance of underlying constructs and their associated indicators in a model.

Construct	Effect Size	Performance %
CE	0.35	57.072
ES**	0.452	66.736
IP	0.283	50.877
Q	0.307	63.279

** High Effect Size and Performance

Table 57: Construct Effect Size & Performance for Influencers

	Effect Size	Performance %
CE1	0.185	57.07
CE2	0.186	57.07
PA4	0.126	63.08
PA5	0.194	45.05
Q1	0.158	66.14
Q2	0.166	61.09
S1	0.143	57.87
S2	0.139	71.32
S5	0.152	62.05
S6	0.147	72.41

** Important Indicators

Table 58: Indicator Effect Size & Performance for Influencers

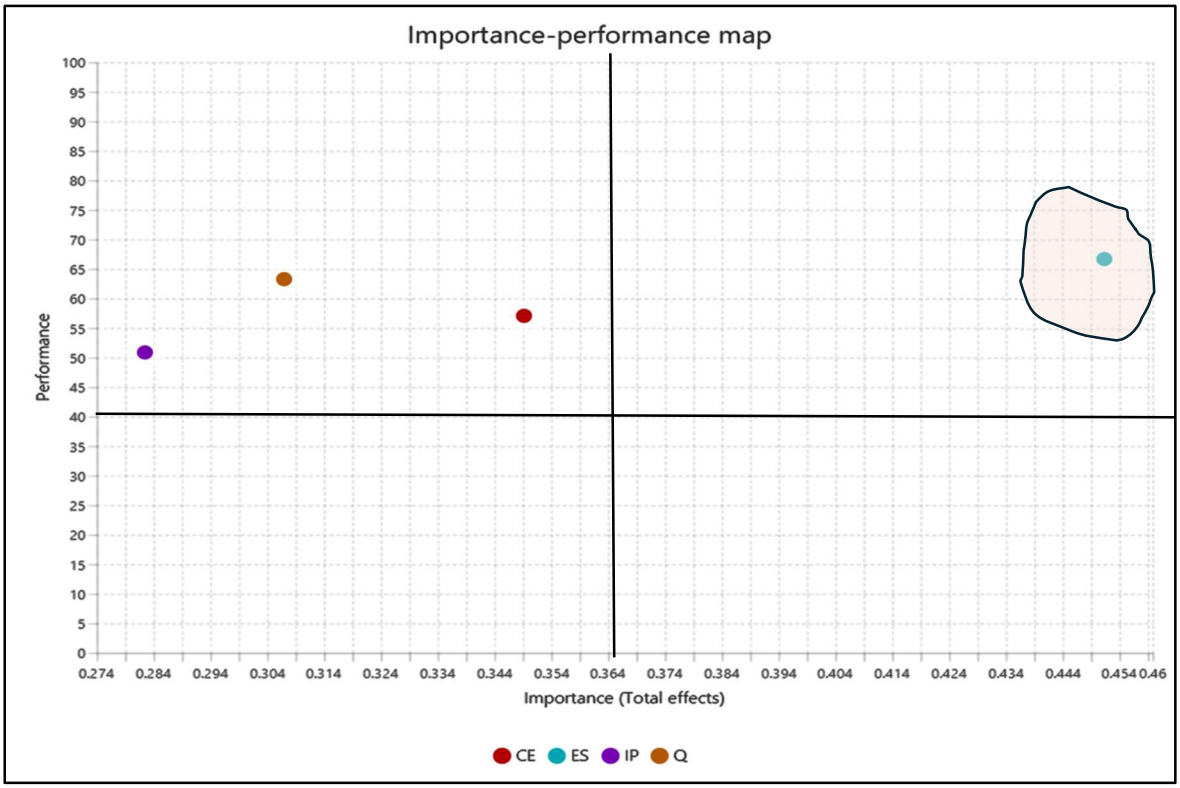


Figure 31: IPMA Map WTP (Constructs) for Influencers

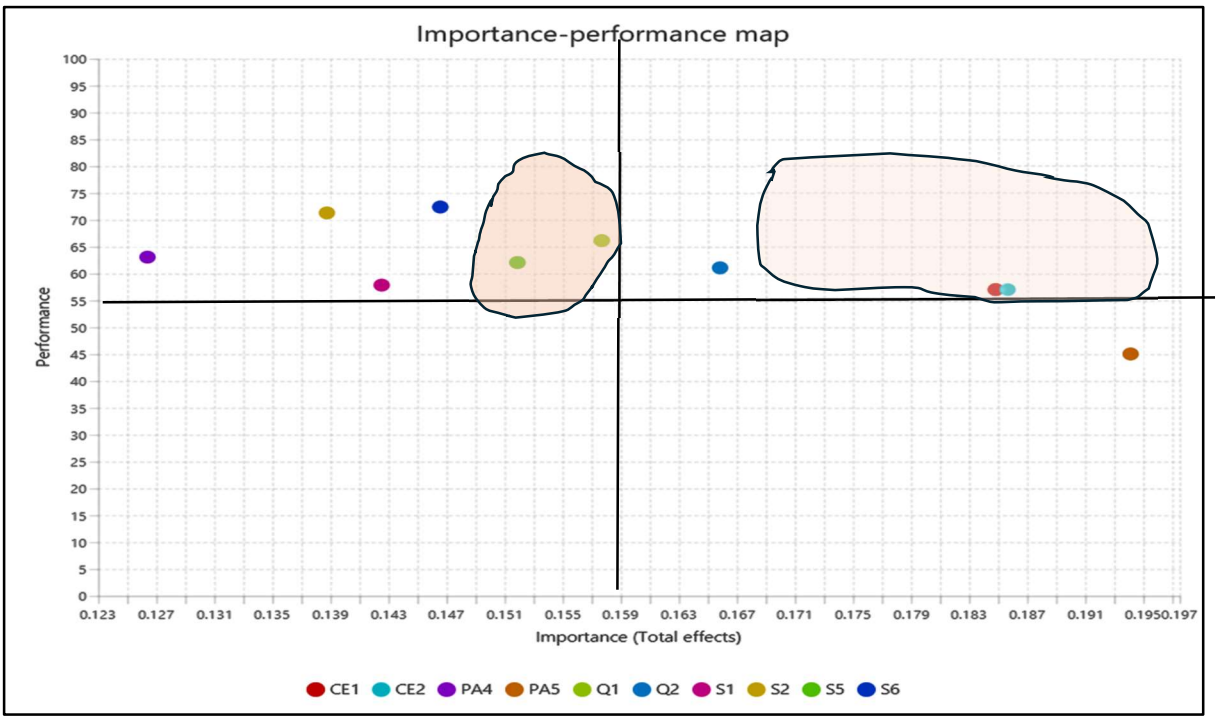


Figure 32: IPMA Map WTP (Indicators) for Influencers

Observation: Enhanced Service and Quality are most important in terms of effect size and performance (0.452, 66.736%) and (0.307, 63.207%) respectively. At the indicator level PA4, S1 are important indicators.

CHAPTER V
RESULTS, DISCUSSIONS & CONCLUSIONS

5.1 Summary of Common Method Bias

Common method bias may appear when the independent and dependent variables are recorded using the same response method. Collinearity occurs when two or more independent variables are highly correlated with each other. Lateral collinearity refers to the situation where independent variables are correlated with each other but are not correlated with the dependent variable. Vertical collinearity is also known as "endogeneity" or "simultaneity bias". This can happen when there is reverse causality, which means that the dependent variable affects the independent variable, rather than the other way around or by simultaneity, where the dependent variable and independent variable are jointly determined, meaning they affect each other simultaneously.

(Kock & Lynn, 2012) introduced the full collinearity test as a comprehensive method to evaluate both vertical and lateral collinearity simultaneously. Variance inflation factors (VIFs) are calculated for every latent variable in a model. A VIF value exceeding 3.3 is suggested as evidence of pathological collinearity and potential contamination of a model by common method bias. Hence, if all Variance Inflation Factors (VIFs) obtained from a comprehensive collinearity test are 3.3 or below, it can be concluded that the model is devoid of any common method bias.

The analysis aimed to analyze any common method bias arising from the responses recorded for channel partners, end-users, and influencers.

A setup with all exogenous constructs considered as predictors of a random dependent construct produced VIF values for exogenous constructs across three segments (Tables 17, 31 & 45) are less than 3.3. The analysis serves as adequate evidence demonstrating that common method bias is not present through the data samples concerning constructs and variables that include partners. These findings induce confidence in the precision and consistency of the data for further analysis.

5.2 Summary of Evaluation of Measurement Model

The conceptual model of the study is a reflective construct model; hence the determinants of measurement models are Indicator Reliability, Construct Validity and Discriminant Validity.

5.2.1 Indicator Reliability

To ensure reliability, the indicators associated with exogenous constructs in the structural model were assessed to determine their reliability. Indicator reliability is determined by squaring the outer loadings of reflective constructs. When combined, these loadings provide a comprehensive measure of the measurement model, effectively illustrating the connection between latent variables and their indicators. Weighted least squares regression was utilised in PLS-SEM to determine latent variables and path coefficients while maximising the explained variance of the dependent construct. If the loading of the indicator reaches or surpasses 0.708, it means that 50 percent of the indicator's variability is explained by the construct, confirming satisfactory indicator reliability.

Channel Partners:

i) Improved Packaging (IP): Item PA1, PA4, and PA5 illustrated the indicator loading of 0.7 or higher and were therefore selected.
ii) Perceived Superior Quality (Q): Among the Perceived Better-Quality indicators, variables Q4, Q6, and Q8 had indicator loading scores higher than 0.7 and were retained.
iii) Higher Earning Opportunity (HEO): All indicators of Higher Earning Opportunity, comprised of P1, P2, and P3, showed loading scores greater than 0.7 and they were retained.
iv) Enhanced Service (ES): Variables S1, S2, S5, and S6 indicated loading of more than 0.7 and were retained as components of an improved service.
v) Celebrity Endorsement (CE): The indicators CE1, CE2, and CE5 for Celebrity Endorsement demonstrated loading higher than 0.7 and were retained, respectively.

1. End-Users

i) Improved packaging: PA2 has loading greater than 0.7, hence accepted.
ii) Perceived superior quality: Loading of Q4 greater than 0.7, hence considered,
iii) Enhanced Service: S1, S2, S5, S6 have loading more than 0.7, hence retained.
iv) Celebrity Endorsement: CE1, CE2 & CE5 showed loading values (> 0.7) and chosen for further exploration.

2. Influencers
    i) Improved packaging: Items PA4 & PA5 have loading exceeding 0.7, therefore they are accepted.
    ii) Perceived superior quality: Loading for Q1 and Q2 exceed 0.7, therefore they are considered reliable.
    iii) Enhanced Service: Items S1, S2, S5, and S6 with loading exceeding 0.7 were retained.
    iv) Celebrity Endorsement: CE1 and CE2 exhibited loading values exceeding 0.7 and were selected for further investigation.

The items with loading scores greater than 0.7 were only considered for validity check before proceeding for assessment of the structural model.

5.2.2 Construct & Discriminant Validity

Psychometric properties of the measurement model were extensively assessed and tested to provide sufficient robustness within the construct dimensions. Construct validity was assessed through the Average Variance Extracted (AVE) and Composite Reliability (CR), whereas the discriminant validity was examined using the Heterotrait-Monotrait Ratio (HTMT) and the Fornell-Larcker criteria.

5.2.2.1 Construct Validity

Construct validity pertains to how well a test or measurement accurately evaluates the theoretical construct or concept it is designed to measure. It refers to the extent to which a test accurately assesses what it purports to assess. The Average Variance Extracted (AVE) should be at least 0.5 to show a satisfactory level of convergent validity, indicating that the underlying construct accounts for a minimum of 50% of the variance in the indicators ((Fornell, C., & Larcker, 2016).

The analysis showed reliable construct validity for the items that were developed for all the scrutinized constructs.

AVE for all constructs for Channel Partners were >0.5, ranging from 0.599 to 0.740. For End-users, the range is from 0.606 to 0.688 and that for Influencers is from 0.6 to 0.903. The AVE values exceeded the recommended value of 0.5 which means that the indicators within each construct converge sufficiently.

5.2.2.2 Discriminant validity

Discriminant validity is the degree to which a measurement is separate from other measurements with which it should not be theoretically associated. It evaluates if a measure accurately captures what it purports to measure, and not something different. Discriminant validity was assessed utilizing the HTMT ratio, showing that the constructs are independent of each other. All the calculated HT-MT ratios for each segment were below the 0.85 threshold, which means that inter-correlations between constructs were in the low zone and therefore ensured discriminant validity. Along with that, the Fornell-Larcker rule was applied to ensure the square root of the AVE for each concept is higher than the correlation between that concept and other concepts. The diagonal elements were higher than the corresponding row and column elements, defending against discriminant validity.

The constructs manifest strong internal consistency and validity. The AVE and CR values integration, along with statistical significance tests as the HTMT and FL criteria, provides a scientific basis to test reliability and validity. This provided the basis for further procedures and interpretations on structural modelling.

5.3 Summary of Evaluation of Structural Model

5.3.1 Assessment of Collinearity

Multicollinearity in PLS-SEM refers to the presence of high correlations among predictor variables in the model. This can lead to unstable estimates of the model parameters and make it difficult to interpret the relationships between variables. Variable inflation factor (VIF) analysis is a technique used to detect multicollinearity. It measures the extent to which each predictor inflates the variance of the residuals in the model. Variance Inflation Factor (VIF) was used for multicollinearity assessment among predictors in the inner model and also in the outer model. For both the inner model, all predictor variables of Channel Partners, End Users and for Influencers as well for exogenous constructs in outer model exhibited VIF values <3, which

are less than the multicollinearity level recommended by (Diamantopoulos & Siguaw, 2006). The result with the Variance Inflation Factor (VIF) metric established multicollinearity indicated positive outcomes. Given the VIF values below the limiting threshold of 3, the precision of the calculations increases which leads to conclusions that are recognized as trustworthy.

5.3.2 Summary of Bootstrapping of Structural Model

Bootstrapping is a non-parametric resampling method that involves creating multiple samples from the original data by randomly drawing observations with replacement. Bootstrapping is used to estimate the variability of the model's parameters, such as path coefficients, loadings, and weights. Bootstrapping creates subsamples with observations drawn at random from the original dataset (with replacement). Bootstrapping provides an estimate of the precision of the model's parameters, which is essential for making inferences about the population. Bootstrapping doesn't require normality assumptions and provides a way to compute confidence intervals for the model's parameters, which is essential for hypothesis testing and decision.

Segment	Null Hypothesis	Relationships	Path-Coefficient	p-Value	Confidence Interval	Support
Channel Partners	H01	IP --> WTP	0.227	0.000*	{0.149, 0.298}	No
	H02	Q --> WTP	0.383	0.000*	{0.317, 0.445}	No
	H03	ES --> WTP	0.135	0.003*	{0.038,0.233}	No
	H04	CE --> WTP	0.154	0.000*	{0.074, 0.29}	No
	H05	HEO --> WTP	0.216	0.000*	{0.115, 0.312}	No
End Users	H06	IP --> WTP	0.407	0.000*	{0.309,0.496}	No
	H07	Q --> WTP	0.357	0.000*	{0.236,0.466}	No
	H08	ES --> WTP	0.192	0.001*	{0.082,0.314}	No
	H09	CE --> WTP	0.105	0.032*	{0.011,0.202}	No
Influencers	H10	IP --> WTP	0.35	0.000*	{0.256,0.445}	No
	H11	Q --> WTP	0.452	0.000*	{0.354,0.54}	No
	H12	ES --> WTP	0.283	0.000*	{0.192,0.356}	No
	H13	CE --> WTP	0.307	0.000*	{0.208,0.41}	No

*p-value<0.05

Table 59: Results of Hypotheses Testing

The number of subsamples chosen for bootstrapping for each segment was 10000 and bootstrapping was conducted with a two-tailed test at a significance level of 0.05. The validity of estimates from the structural model for the three segments were examined using the Confidence Interval Bias Corrected method. T-statistics and p-values were computed for each construct to determine their statistical significance.

5.3.3 Summary of Testing of Hypotheses

1) The null hypotheses developed in chapter 4 for each customer segment were rejected as p-value was found less than 0.05. It shows that there is a significant influence of improved packaging, perceived superior quality, enhanced service, celebrity endorsement and higher earning opportunity on willingness to pay premium across the relevant customer segments.
2) The bias corrected confidence intervals of the constructs show that there is no non-negative value between the intervals.
3) The path-coefficients for each construct represents the direct effect of the exogenous construct on the endogenous construct. The direction of the coefficient indicates the influence of the exogenous construct on the endogenous construct, while its magnitude indicates the strength of that influence. It is observed that, for channel partners and influencers, perceived superior quality (Q) with path-coefficient value of 0.383 and 0.452 respectively has the strongest influence, while for end users, improved packaging (IP) with path-coefficient value of 0.407 has the strongest influence. The strongest influence for influencers is perceived quality (0.452), followed closely by improved packaging (0.35) and celebrity endorsement (0.307)

5.4 Summary of Effect Size (f^2) and Explanatory Power of Model (R^2)

	WTP		
	Channel Partners	End Users	Influencers
R^2	0.35	0.454	0.525
R^2 adjusted	0.343	0.44	0.517

Table 60: Summary of Effect Size (f2)

The concept of effect size (f^2) used in the context of Partial Least Squares. Structural Equation Modelling (PLS-SEM) quantifies the influence of a particular independent variable on the dependent variable. The guidelines for assessing $f2$, as proposed by (Gignac & Szodorai, 2016), are as follows: values of 0.02, 0.15, and 0.35 correspond to small, medium, and large effects, respectively, of an exogenous latent variable on an endogenous latent variable. The coefficient of determination, R^2, quantifies the amount of variability in the dependent variable that can be accounted for by the independent variables in the model. (Chin, 1995) provided guidelines for the acceptable levels of R^2 values for endogenous variables: 0.67 (indicating a substantial relationship), 0.33 (moderate relationship), and 0.19 (weak relationship).

Construct	Channel Partners	End Users	Influencers
		WTP (f2)	
CE	0.077	0.297	0.254
ES	0.216	0.201	0.422
IP	0.036	0.06	0.166
Q	0.043	0.019	0.199
HEO	0.017	NA	NA

Table 61: Summary of Coefficient of Determination (R^2)

1) The effect size of ES for channel partners is between medium to high (0.216), whereas that for the end users CE (0.297) and ES (0.201) are found to be significant. For influencers, a strong effect size of ES (0.422) and a medium effect size of CE (0.297) is noticed.
2) Coefficient of Determination (R^2) is used to evaluate the explanatory power of the model. The explanatory power of the model for channel partners, end users and influencers are all greater than 0.33, thus confirming that the model has medium to high explanatory power.

5.5 Summary of Goodness of Fit & Predictive Power of the Model (Q^2)

The Standardised Root Mean Square Residual (SRMR) is an absolute indicator of model fit in Partial Least Squares Structural Equation Modelling (PLS-SEM). The term refers to the standardised discrepancy between the observed correlation and the correlation matrix predicted by the model. It aids in evaluating the mean magnitude of these disparities. A lower Standardised Root Mean Square Residual (SRMR) value indicates a higher level of accuracy and alignment between the model and the data. Values below 0.08 are deemed to be

indicative of a satisfactory fit, values ranging from 0.08 to 0.10 suggest a moderately acceptable fit, while values exceeding 0.10 imply an unsatisfactory fit.

SRMR	Channel Partners	End Users	Influencers
Saturated model	0.077	0.087	0.076

Table 62: Summary of Goodness of Fit of the Model

The SRMR values for channel partners and influencers are less than 0.08, indicating satisfactory fit, while that for end users indicate moderately acceptable fit.

Q^2 is a metric that quantifies the predictive accuracy of PLS-SEM. A Q^2 value above zero indicates that the model possesses predictive significance, implying its ability to accurately reconstruct or forecast data. PLS predict is the cross-validation technique used to evaluate the accuracy of the model.

	Q^2predict		
	Channel Partners	End Users	Influencers
WTP	0.331	0.424	0.498

Table 63: Summary of Predictive Relevance of the Model

Q^2 predict values for all three segments are greater than zero, thereby confirming that the model has predictive relevance.

5.6 Summary of Cross-validated Predictive Ability Test (CVPAT) and Average Loss

(Sharma et al., 2023) expanded the use of the CVPAT to assess the model's predictive abilities. CVPAT utilises an out-of-sample prediction methodology to compute the model's prediction error, which quantifies the average loss value. CVPAT computes the model's prediction error, which quantifies the average loss value. In prediction-based model assessment, the average loss value is compared to the average loss value of a prediction using indicator averages (IA) as a simple benchmark. The average loss of PLS-SEM should be lower than the average loss of the benchmarks, indicated by a negative difference in the average loss values.

WTP	PLS Loss	IA loss	Average loss difference	t value	p value
Channel Partners	0.127	0.19	-0.063	7.629	0.000
End Users	0.055	0.096	-0.041	5.068	0.000
Influencers	0.053	0.106	-0.053	6.62	0.000

Table 64: Summary of Average Loss of the Model

PLS Model loss is less than Average loss for all three segments with average loss difference being negative and p-value less than 0.05. Thus, the model is better performing model than a naïve model.

5.7 Summary of Importance-Performance Map Analysis (IPMA)

The Importance-Performance Map Analysis (IPMA) enhances the findings of PLS-SEM by considering the performance of each construct, resulting in a visual representation of the outcomes. Consequently, one can make conclusions based on two aspects, namely importance and performance. This is crucial for prioritising managerial actions. The purpose of this analysis is to determine the areas where a construct is both important and exhibits high performance (Must Focus), where it is important but exhibits low performance (Need to Focus), where it is less important but exhibits high performance (Reduce Focus), and where it is less important and exhibits low performance (Do not Focus).

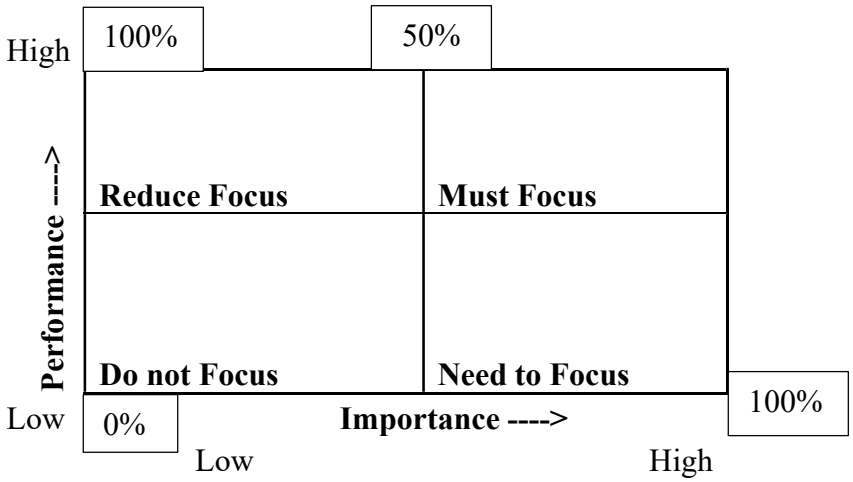


Figure 33: Matrix for IPMA Analysis (Author's Perspective)

The IPMA analysis has been carried out at two levels, viz. at the construct level and at the indicator level. At the construct level, the constructs are being classified into four quadrants as per Figure and then at the

indicator level, which indicators are important for those constructs are being determined. This results in a micro-level analysis to figure out which constructs and which indictors constituting the constructs are to be considered for managerial decision making.

	Construct	Effect Size	Performance %	Classification
Channel Partners	CE***	0.227	60.405	High Importance, High Performance
	IP	0.154	54.314	Low Importance, High Performance
	HEO	0.135	60.731	Low Importance, High Performance
	Q***	0.216	66.92	High Importance, High Performance
	ES***	0.383	68.097	High Importance, High Performance
End-Users				
	CE***	0.407	59.818	High Importance, High Performance
	ES**	0.357	67.255	High Importance, High Performance
	IP	0.192	79.142	Low Importance, High Performance
	Q	0.105	73.392	Low Importance, High Performance
Influencers				
	CE***	0.35	57.072	High Importance, High Performance
	ES***	0.452	66.736	High Importance, High Performance
	IP	0.283	50.877	High Importance, Low Performance
	Q***	0.307	63.279	High Importance, High Performance

Table 65: Summary of Importance, Performance & Classification of Constructs

1) Channel partners prioritise the constructs of CE (Celebrity Endorsement), Q (Superior Quality), and ES (Enhanced Service) due to their high importance and performance. Among these constructs, ES is considered the most significant overall.

2) When it comes to End Users, ES and CE are highly important and high-performing components, with CE being the most significant overall.
3) Among Influencers, CE, ES, and Q are highly valued in terms of importance and performance, with ES being identified as the most significant overall.

Probing further at the indicator level, the IPMA analysis reveals the following:

	Indicators	Effect Size	Performance %
Channel Partners	CE1	0.081	56.972
	CE2	0.098	56.264
	CE5**	0.094	66.231
	P1	0.05	49.237
	P2	0.05	61.329
	P3	0.064	70.261
	PA1	0.045	65.795
	PA4	0.046	67.725
	PA5	0.087	46.387
	Q4**	0.083	72.985
	Q6**	0.084	66.164
	Q8**	0.085	64.107
	S1	0.114	59.423
	S2**	0.133	72.168
	S5**	0.125	62.854
	S6**	0.123	74.074
End Users	CE1**	0.154	55.848
	CE2**	0.168	55.702
	CE5**	0.17	65.789
	PA2**	0.192	79.142
	Q4**	0.105	73.392
	S1	0.088	59.357
	S2**	0.128	71.199
	S5*	0.138	61.988
	S6**	0.1	73.83
Influencers	CE1**	0.185	57.07
	CE2**	0.186	57.07
	PA4**	0.126	63.08
	PA5	0.194	45.05
	Q1**	0.158	66.14
	Q2**	0.166	61.09
	S1	0.143	57.87
	S2**	0.139	71.32
	S5**	0.152	62.05
	S6**	0.147	72.41
** Significant Indicators			

Table 66: Summary of Importance & Performance of Indicators

1) When it comes to Channel Partners, the most important indicator for Celebrity Endorsement (CE) is CE5, which refers to the product looking attractive with a celebrity. On the other hand, for Perceived Superior Quality (Q), the important indicators are Q4 (low setting time), Q6 (better workable mix), and Q8 (durability). The relevant indicators for Enhanced Service (ES) are timely delivery (S2), availability of product literatures (S5), and consistent supply (S6).
2) For end-users, the key indicators for CE are CE5 (the appeal of the celebrity), CE2 (the trust in celebrity endorsement), and CE1 (the celebrity's fame). Construct Q relies solely on Q4, which measures the speed of setting. On the other hand, construct ES takes into account the timely delivery (S2), availability of product literatures (S5), and consistent supply (S6) as important factors. While Improved Packaging (IP) is not considered a significant factor in construct-IPMA analysis, however, PA2 (no leakage or spillage) is found to have high importance and performance.
3) Significant findings indicate that for Influencers, CE is positively influenced by CE1 (famous personality) and CE2 (confidence on celebrity endorsement). The indicators that are crucial for construct Q, which measures fineness and high strength, are Q1 and Q2. Similarly, for construct ES, which evaluates timely delivery, availability of product literatures, and consistent supply, the key indicators are S2, S5, and S6. PA4, which measures the reusability of cement bags, is a significant indicator of Improved Packaging (IP).

5.8 Conclusion:

The study brings out the role of understanding the various stakeholders in the evolving cement market from a commodity to a brand with premiumisation of the products to keep abreast of competition. By carrying out a comprehensive examination of channel partners, end-users, and influencers, the study has illuminated the multi-faceted nature of stakeholder relationships and offered relevant guidelines for premium product business in this industry.

Premiumization of cement is a challenging and strategic endeavour, given that cement is generally perceived as a commodity product. To effectively shift a product like cement into the premium category, a focused marketing approach is crucial. This involves aligning all marketing efforts to build a strong perception of quality, differentiate from competitors, and communicate superior value.

5.8.1 Focus Areas for Channel Partners:

The matrix for identifying focus areas for Channels Partners can be constructed as given below based on the IPMA analysis (Table 58).

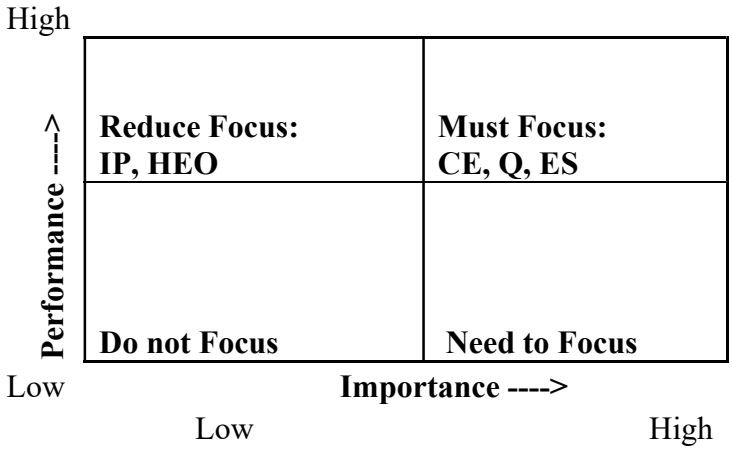


Figure 34: Focus Matrix for Strategizing for Channel Partners

To successfully market premium products to Channel Partners, marketers should prioritise perceived quality, enhanced service, and celebrity endorsement. The marketers should shift their attention away from offering extra discounts, schemes, and attractive packaging, as research indicates that these factors are perceived as less significant when it comes to buying premium products. Furthermore, the key elements that should be

prioritised when developing marketing programmes are celebrity endorsement, perceived quality, and enhanced service.

i. Low setting time, durability and better workable mix of premium products
ii. Consistent supply, availability of product brochures and on-time delivery of premium products
iii. Attractive look of the premium product with a celebrity endorsement

5.8.2 Focus Areas for End-Users:

The matrix for determining focus areas for End Users can be constructed as shown below, utilising the IPMA analysis.

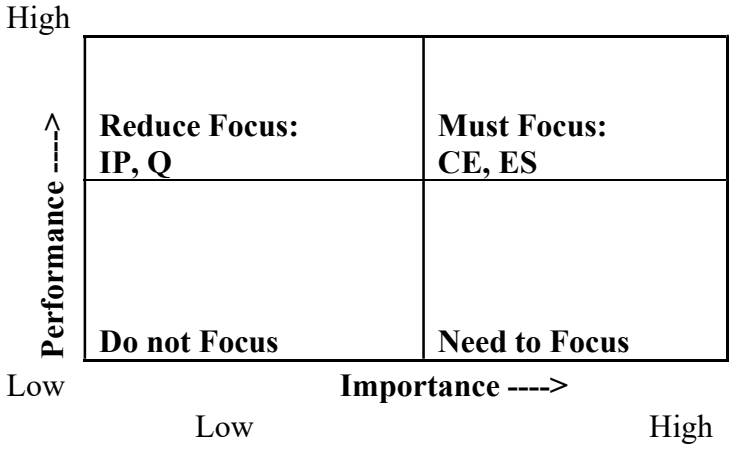


Figure 35: Focus Matrix for Strategizing for End Users

When promoting premium products to end users, it is crucial to prioritise celebrity endorsements and enhanced service, as they are both highly significant and effective. Given the diminishing significance that end-consumers attach to packaging and perceived quality, marketers may opt to decrease their emphasis on these aspects. The primary focal points for celebrity endorsement and improved service for end users are the following key parameters:

i. Appeal, fame and trustworthiness of the celebrity
ii. Consistent supply, availability of product brochures and on-time delivery of premium products.
iii. No leakage or spillage from premium product bags to be ensured for end users.

5.8.3 Focus Areas for Influencers:

The matrix for identifying focus areas for Influencers can be created using the IPMA analysis (Table 58) as shown below.

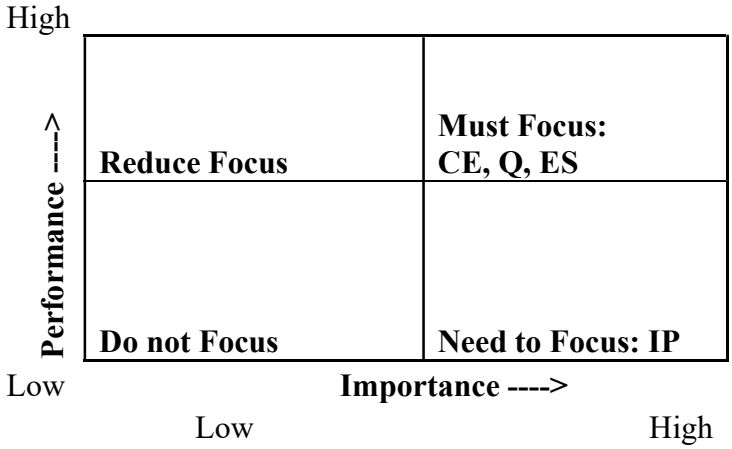


Figure 36: Focus Matrix for Strategizing for Influencers

When dealing with influencers, marketers should prioritise celebrity endorsement, quality, and improved service. The influencers prioritise enhanced packaging, while marketers appear to have a lower emphasis on packaging due to its underwhelming performance. The marketers should prioritise the packaging aspect. The essential variables for focus are:

i. Building confidence by endorsing the premium product with a famous celebrity
ii. Premium products need to have fineness and high strength
iii. Consistent supply, availability of product brochures and on-time delivery of premium products

An interesting aspect for influencers, especially for the masons, is the reusability of the premium cement bags, which in turn relates with improved packaging.

In summary, the results of this report emphasize that the handling of the stakeholder dynamics in the cement commodity market and tuning strategies to cope with the demands and expectations of the channel partners, end-users, and external influencers is as essential as it is. The common focus areas across the three segments are:

i. Consistent supply, availability of product brochures and on-time delivery of premium products

ii. Appeal, fame, confidence and trustworthiness of the celebrity

iii. Strength & Durability of premium products.

An integrated strategy is essential for addressing the key areas of focus and boosting the sales of premium cement products. This approach serves as a powerful tool for companies to stand out in the highly competitive market. Nevertheless, employing a segmented marketing strategy is crucial in order to effectively target distinct segments and enable marketers to customise the allocation of marketing resources, thereby bolstering their market visibility, sales performance, and the establishment of enduring relationships with stakeholders.

5.9. Managerial Implications

Understanding the factors that influence willingness to pay (WTP) for premium products is crucial for effectively managing channel partners, end-users, and influencers. The insights derived from the study have several managerial implications that can inform strategy, improve stakeholder relationships, and ultimately enhance profitability. Below are the key implications:

1) **Trust and Credibility**: Cement marketers can utilise celebrity endorsements to establish trust and credibility for premium product. Positive endorsements can greatly increase the perceived value and willingness to pay (WTP).
2) **Tailored Approaches**: The marketers can develop tailored marketing and sales approaches for each segment, focusing on the specific factors that drive their WTP.
3) **Efficient Resource Utilization:** Marketers can enhance the efficiency of allocating marketing budgets and resources by prioritising activities and channels that have the greatest influence on willingness to pay (WTP).
4) **ROI Measurement**: Marketers can utilise metrics to quantify the return on investment of marketing and sales endeavours aimed at augmenting willingness to pay foreach segment.

Analysing the variables that impact willingness to pay (WTP) for premium products offers managers practical knowledge that can guide strategic choices in areas such as pricing, marketing, product innovation, and

customer relationship management. By synchronising these strategies with the anticipated requirements and desires of channel partners, end-users, and influencers, companies can establish a unified and efficient approach to enhancing the value of their products or services, ultimately stimulating growth and profitability.

5.10 Academic Implications

This research is important because it offers empirical evidence to the academic literature and provides insights into the factors that influence the purchase of premium products in the cement market. The study conducted an analysis of channel partners, end users, and influencers to address the gaps in existing research and enhance our understanding of consumer behaviour and marketing in the construction industry.

These findings provide a foundation for marketers to gain a deeper understanding of the distinct aspects of premium product marketing and the intricacies of influencers. This study investigates the functions of various segments in the process of making purchase decisions and evaluates the effectiveness of different marketing strategies. Hence, this article contains valuable information for scholars, researchers, and professionals alike.

The study presents the application of masstige marketing theory in the cement industry, an area that has not yet been investigated. The marketing strategy being referred to here is known as masstige. Masstige involves positioning products in a way that combines mass-market appeal with a sense of prestige. This means offering high-quality benefits and features at prices that are relatively affordable. Applying this theory to the cement industry allows a company to distinguish their high-quality products and attract a larger customer base, while also preserving a sense of exclusivity and perceived worth.

This study examines the application of masstige marketing principles in the cement industry, focusing on innovative strategies like product positioning, branding, and distribution. By producing superior products with cutting-edge features, cement companies can effectively cater to the ever-changing demands and preferences of consumers, while also meeting the increasing demand for high-end offerings in the construction sector.

The research emphasises the importance of adapting marketing theories and frameworks to the unique characteristics of various industries in order to enhance innovation and competition. By employing innovative methods to apply theoretical frameworks, companies can gain a deeper understanding of consumer behaviour,

market dynamics, and competitive positioning. This enhanced understanding will enable them to develop more impactful marketing strategies and drive business growth.

Ultimately, the research has contributed to the existing body of literature by enhancing our understanding of premium product marketing and the dynamics of influencers in the cement industry. Utilising the concept of masstige and showcasing its potential provides tangible advantages for marketers and managers seeking to enhance their competitive advantage and market success by implementing the theory in the cement sector.

Some of the recent theories and prior research done in the field of premiumization of products and the context of this study in relation to this study in academic parlance can be summarised as

Recent Theory/Research	**Author(s)**	**Year**	**Underlying Principle/Area of Study of Recent Research**	**Relatedness/Contribution of this study**
The role of digital media in the democratization of luxury: A systematic review. Journal of Interactive Marketing, 61, 145-161. doi: 10.1016/j.intmar.2022.01.002	Wu, Y., & Zhang, Y.	2022	Article examines the impact of digital media on making luxury goods and experiences more accessible to a wider audience.	Use of Celebrity Endorsement and how it affects consumer behaviour is adding to the body of knowledge of media usage of democratization of luxury
The effects of democratization on luxury brand image: The mediating role of consumer perception. Journal of Brand	Shen, Y., & Chen, C.	2020	The study refers to the effects of democratization on luxury brand image, with a focus on the	Consumer perceptions on service, packaging as studied in this research is related to this area.

Management, 27(2), 141-155. doi: 10.1057/bm.2019.26			mediating role of consumer perception.	
The effect of populence on luxury brand perception: The moderating role of social media. Journal of Business Research, 121, 137-146. doi: 10.1016/j.jbusres.2020.08.033	Kim, J., & Lee, Y.	2020	The article focuses on the impact of "populence" (a blend of popular culture and luxury) on how consumers perceive luxury brands	In a commodity market like cement, availability, price value-added goods and services how they can fetch a premium price from customers is an application of populence theory as done in this research.
The impact of masstige strategy on consumer loyalty: A study of luxury brands. Journal of Marketing Management, 36(1-2), 117-134. doi: 10.1080/0267257X.2019.1703436	Zhang, Y., & Wu, Y.	2020	This study examines the impact of a masstige strategy brand prestige, price, and product quality.	This study takes into account the product quality parameters like high strength, durability and their contribution of influencing customers to upgrade from a standard product to a premium product.

The impact of influencer marketing on luxury brand image: A study of the democratization of luxury. Journal of Marketing Communications, 25(1), 46-62. doi: 10.1080/13527266.2018.1482135	Ahn, J., & Kim, S.	2019	This article appears to examine the impact of influencers marketing on luxury brand image, focusing specifically on how it contributes to the democratization of luxury	Image of celebrities, trust , confidence and and self-enhancement are some factors studied in this research contributes to the existing body of knowledge.
The democratization of luxury: A review of the literature. Journal of Marketing Theory and Practice, 26(3), 291-305. doi: 10.2753/MTP1069-667X260304	Sotomayor, M. A	2018	This article makes a comprehensive review of existing research on the democratization of luxury, focusing on "trading up" phenomenon.	The cement companies plagued with the problem of price pressure are introducing products and trying to upsell. This particular aspect has been studied in this research as a trading-up phenomenon.
Democratization of luxury: An exploratory study of the luxury market. Journal of Business Research, 75, 221-230. doi:	Fawcett, A. J	2017	This article explores the democratization of luxury products and role of customers through	The role of channel partners, end users and influencers have been studied to find out relative importance of

10.1016/j.jbusres.2016.12.009			an exploratory study of the luxury market.	factors affecting premium purchase.
The concept of populence in luxury fashion: A literature review. Journal of Fashion Marketing and Management, 21(2), 137-154. doi: 10.1108/JFMM-02-2017-0013	Heine, K., & Phan, M.	2017	This article appears to be a literature review that explores the concept of "populence" in the context of luxury fashion especially the role of celebrity endorsements and influencer marketing in populence	The critical role of engineers, masons and architects and their willingness to pay premium has been explored in the study which contributes to academic literature.
Masstige: An analysis of the luxury brand market. Journal of Brand Management, 23(2), 147-158. doi: 10.1057/bm.2016.14	De Mello, G. E. (2016)	2016	The article examines the "masstige" strategy, which combines elements of mass marketing and prestige, in the context of the luxury brand market.	No prior study has been done in the field of cement marketing exploring the role of masstige marketing and this study opens up avenues for further study for commodity branding
Masstige marketing: A review and future directions. Journal of Marketing	Paul, J.	2015	The articles focuses on how can firms successfully	Allocation of resources to effectively implement masstige

Management, 30(1-2), 137-155. doi: 10.1080/0267257X.2014.978110			leverage masstige marketing to achieve their business objectives.	marketing strategies have been studied indicating key areas or parameters to focus upon.
Investigating the role of masstige in the premiumisation of mass market brands. Journal of Marketing Management, 27(1-2), 147-164. doi: 10.1080/0267257X.2011.640933	Truong, Y., & McColl, R.	2012	The article explores the role of "masstige" in the process of elevating mass market brands to a more premium status. It likely examines how masstige strategies can be used to increase perceived value and desirability of mass market brands, ultimately positioning them as more luxurious and aspirational.	Elevating to a prestige brand in a commodity market is a challenge. The study makes a relative comparison of importance versus performance in a 2x 2 matrix format, thus contributing to strategizing and positioning of premium brands.

Table 67: Contribution to Academic Literature

5.11 Limitations of the Study

Cross-Sectional Nature of Data: A limitation is that the data provided is cross-sectional, which gives a single picture of consumer behaviour at a particular moment in time. Long-term studies that monitor the evolution of the likes and purchase decisions of consumers over time provide a better explanation of the dynamics of the market and how effective marketing strategies may be.

Limited Scope of Constructs: The research concentrated on a set of key constructs about premium product marketing and the impact of influencers in the cement industry. However, some other essential aspects like the cultural influences or the regulatory factors may have been left out in the analysis. The potential remains for future researchers who could investigate some more constructs leading to a more complete picture of consumer attitudes towards premium products.

5.12 Directions for Future Research

Longitudinal Studies: Studies carried out in the future could be longitudinal and track the changes in consumer preferences and behaviours for a specified period. Through data collection at multiple time points, researchers can assess the effectiveness of marketing strategies over a long period find the trends and discover the patterns in consumer behavior.

Experimental Designs: Experimental approaches can be employed to determine the effects of marketing tools or novel products on consumers' opinions and purchase decisions. Through the usage of controlled variables, researchers can confirm causation and acquire a deeper understanding of the mechanisms which affect consumer behaviour.

Qualitative Research: Qualitative methods of research, for example, focus groups or in-depth interviews, can reveal the incentives, notions, and preferences of consumers in the cement industry. Through consumer exploration, researchers get the opportunity to expose deeper feelings that may not be captured in a quantitative survey.

Comparative Studies: The subsequent research can focus on comparative studies of consumer behaviour and marketing strategies in different industries and geographic regions, which will identify similarities and differences in this area.

6. Bibliography

Aaker, J. L. (1997). Dimensions of Brand Personality. In Source: Journal of Marketing Research (Vol. 34, Issue 3).

Achrol, R. S., & Kotler, P. (1999). Marketing in the Network Economy. Https://Doi.Org/10.1177/00222429990634s114, 63(4_suppl1), 146–163. https://doi.org/10.1177/00222429990634S114

Achternbosch, M., Dewald, U., Nieke, E., & Sardemann, G. (2016). New calcium hydrosilicate-based cements: Celitement - A technology assessment. ZKG International, 69(6).

Ahn, J., Hyun, H., & Kwon, J. (2022). Perceived benefits and willingness to pay premium for luxury experiences: exploring perceived authenticity as a mediator. Tourism Recreation Research, 47(5–6), 560–568. https://doi.org/10.1080/02508281.2021.1877433

Aji Wardoyo, S. (2023). the Influence of Trust, Product Quality and Price Perception on Purchase Decisions Mediated By Purchase Intention. Jurnal Locus Penelitian Dan Pengabdian, 2(10), 1010–1019. https://doi.org/10.58344/locus.v2i10.1770

Amaranatha Reddy, P., & Krishna Prasad, M. H. M. (1 C.E.). High Utility Item-Set Mining From Retail Market Data Stream With Various Discount Strategies. Https://Services.Igi-Global.Com/Resolvedoi/Resolve.Aspx?Doi=10.4018/IJSI.297986, 10(1), 1–15. https://doi.org/10.4018/IJSI.297986

Anne, J., Folse, G., Burton, S., & Netemeyer, R. G. (n.d.). Defending Brands: Effects of Alignment of Spokescharacter Personality Traits and Corporate Transgressions on Brand Trust and Attitudes. Source: Journal of Advertising, 42(4), 331–342. https://doi.org/10.1080/00913367.2013.795124

Anselmsson, J., Bondesson, N., Bondesson, V., & Johansson, U. (2014). Brand image and customers' willingness to pay a price premium for food brands. Article in Journal of Product & Brand Management. https://doi.org/10.1108/JPBM-10-2013-0414

Arpizio, C. D. ', & Levato, F. (n.d.). The millennial state of mind Bain Media Pack.

Audrin, C., Brosch, T., Sander, D., & Chanal, J. (2018). More than meets the eye: The impact of materialism on information selection during luxury choices. Frontiers in Behavioral Neuroscience, 12, 386541. https://doi.org/10.3389/FNBEH.2018.00172/BIBTEX

Azzi, A., Battini, D., Persona, A., & Sgarbossa, F. (2012). Packaging Design: General Framework and Research Agenda. Packaging Technology and Science, 25(8), 435–456. https://doi.org/10.1002/PTS.993

Bagozzi, R. P., & Dholakia, U. M. (2006). Open-source software user communities: A study of participation in Linux user groups. Management Science, 52(7), 1099–1115. https://doi.org/10.1287/mnsc.1060.0545

Balasubramaniam, M., & Sasikumar, P. (2022). The Impact of Pricing and Product Positioning Among Dealers : A field-based Study Concerning JSW Cement Limited in Selected Districts of Tamil Nādu. 20(13), 1458–1464. https://doi.org/10.14704/nq.2022.20.13.NQ88181

Berry, L. L. (2000). Cultivating service brand equity. In Academy of Marketing Science. Journal; Winter (Vol. 28).

Bhakar Asst Professor, S., Kumar Agrawal, A., Suthar BSNL, B., Sachin Verma, V., Verma, A., Singhal, K., & Singh, P. (n.d.). Impact of service quality, physical environment, employee behavior on consumer perception.

Biswas, A., & Roy, M. (n.d.). A Study of Consumers' Willingness to Pay for Green Products. https://doi.org/10.12720/joams.4.3.211-215

Bonney, S. O., Song, J., Jingwei, Z., & Peng, Y. (2022). Consumer preference for cement brands used in concrete production: the Ghanaian perspective. Cogent Engineering, 9(1). https://doi.org/10.1080/23311916.2022.2062876

Borsboom, D., Mellenbergh, G. J., & Van Heerden, J. (2004). The concept of validity. Psychological Review, 111(4), 1061–1071. https://doi.org/10.1037/0033-295X.111.4.1061

Çavuşoğlu, S., Demirağ, B., Durmaz, Y., & Çıkmaz, G. (2021). The Impact of Brand Image and Brand Conscious on Perceived Price and Purchase Intention. Transnational Marketing Journal, 9(2). https://doi.org/10.33182/tmj.v9i2.1133

Charles, C., & Saputra, A. (2024). The influence of brand image, product quality, and word of mouth, on consumer purchasing decisions for Andalas cement in Batam city. Jurnal cafetaria, 5(1), 103–110. https://doi.org/10.51742/AKUNTANSI.V5I1.1187

Chatterjee, S., Chaudhuri, R., & Vrontis, D. (2023). Masstige marketing: An empirical study of consumer perception and product attributes with moderating role of status, emotion, and pride. Journal of Business Research, 155, 113401. https://doi.org/10.1016/J.JBUSRES.2022.113401

Chaudha, A., Jain, R., Singh, A. R., & Mishra, P. K. (2011). Integration of kano's model into quality function deployment (QFD). International Journal of Advanced Manufacturing Technology, 53(5–8), 689–698. https://doi.org/10.1007/S00170-010-2867-0/METRICS

Chaudhuri, A., & Holbrook, M. B. (2001). The Role of Brand Loyalty / 81 The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. In Journal of Marketing (Vol. 65).

Chawla, S. C. U. (2024). Sustainability in Marketing Practice.pdf. In Taylor Francis (Issue 1).

Chin, W. W. (1995). Partial Least Squares Is To Lisrel As Principal Components. Technology Studies, 2(1995).

Clemens, R. (2002). Why can't Vidalia onions be grown in Iowa? Developing a branded agricultural product. MATRIC Briefing Paper, 02-MBP 3.

Dash, G., Kiefer, K., & Paul, J. (2021). Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. Journal of Business Research, 122, 608–620. https://doi.org/10.1016/j.jbusres.2020.10.016

De Pelsmacker, P., Janssens, W., & Mielants, C. (2005). Consumer values and fair-trade beliefs, attitudes and buying behaviour. International Review on Public and Nonprofit Marketing, 2(2), 50–69. https://doi.org/10.1007/bf02893257

Delgado-Ballester, E., & Palazon, M. (2009). Effectiveness of price discounts and premium promotions. Psychology & Marketing, 26(12), 1108–1129. https://doi.org/10.1002/MAR.20315

DEVELOPING THE BRAND: THE CASE OF ALCOHOL, 1800-1880 Paul Duguid. (n.d.).

Diamantopoulos, A., & Siguaw, J. A. (2006). Formative versus reflective indicators in organizational measure development: A comparison and empirical illustration. British Journal of Management, 17(4). https://doi.org/10.1111/j.1467-8551.2006.00500.x

Docherty, C. (2012). Branding agricultural commodities : the development case for adding value through branding. In International Institute for Environment and Development. www.sustainablefoodlab.org/projects/%0Ahttps://ezp.lib.unimelb.edu.au/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=edszbw&AN=EDSZBW719494540&site=eds-live&scope=site

Dodds, R., Jenkins, B., Smith, W., & Pitts, R. E. (2018). Willingness-to-pay vs actual behavior: sustainable procurement at festivals. Advances in Culture, Tourism and Hospitality Research, 15, 67–78. https://doi.org/10.1108/S1871-317320180000015009/FULL/XML

Drake, P., & Miah, A. (2010). The Cultural Politics of Celebrity. Cultural Politics, 6(1), 49–64. https://doi.org/10.2752/175174310X12549254318746

Dr. Sathishkumar. (n.d.). Corporate social responsibility and financial performance of select cement manufacturing companies in India. Retrieved July 25, 2024, from https://www.researchgate.net/publication/370024223

Dwivedi, A. (2015). A higher-order model of consumer brand engagement and its impact on loyalty intentions. Journal of Retailing and Consumer Services, 24(C), 100–109. https://doi.org/10.1016/J.JRETCONSER.2015.02.007

Eagle, L., Kitchen, P. J., Rose, L., & Moyle, B. (n.d.). Brand equity and brand vulnerability The impact of gray marketing/parallel importing on brand equity and values. https://doi.org/10.1108/03090560310487130

Elad Granot, L. T. M. R. & T. G. B.-A. (n.d.). Populence: Exploring Luxury for the Masses.

Eng, T.-Y., & Bogaert, J. (2010). Psychological and cultural insights into consumption of luxury Western brands in India. Journal of Customer Behaviour, 9(1), 55–75. https://doi.org/10.1362/147539210X497620

Erdfelder, E., FAul, F., Buchner, A., & Lang, A. G. (2009). Statistical power analyses using G*Power 3.1: Tests for correlation and regression analyses. Behavior Research Methods, 41(4), 1149–1160. https://doi.org/10.3758/BRM.41.4.1149

Fahmy, A. (2018). Value proposition design in industrial commodity market cement market in Egypt. International Journal of Business and Commerce, 5(05), 1–24. www.ijbcnet.com

Farjam, S., & Hongyi, X. (2015). Reviewing the Concept of Brand Equity and Evaluating Consumer-Based Brand Equity (CBBE) Models. International Journal of Management Science and Business Administration, 1(8), 14–29. http://researchleap.com/category/

Femi, S. A. (2014). An evaluation of transport and logistics system options for cement distribution in Nigeria. FUTY Journal of the Environment, 8(1), 31–40.

Fernando, I. (n.d.). Product attributes and premium price strategy: A study of tea consumers in middle and high-end market Some of the authors of this publication are also working on these related projects: tourism View project Tea Tourism View project.

Filieri, R., Vitari, C., & Raguseo, E. (2020). Extreme Negative Rating and Review Helpfulness: The Moderating Role of Product Quality. Journal of Travel Research. https://hal.archives-ouvertes.fr/hal-03026840/%0Ahttps://hal.archives-ouvertes.fr/hal-03026840/document

Fornell, C., & Larcker, D. F. (2016). Evaluating structural equation models with unobservable variables and measurement error. Journal of Marketing Research This, 18(1), 39–50.

Frommeyer, B., Wagner, E., Hossiep, C. R., & Schewe, G. (2022). The utility of intention as a proxy for sustainable buying behavior – A necessary condition analysis. Journal of Business Research, 143, 201–213. https://doi.org/10.1016/J.JBUSRES.2022.01.041

Gaurav, K. (2023). Celebrity Endorsement & Consumer Buying Intention – A Dyadic Exploration in Indian Context. 9(7), 184–203.

Gignac, G. E., & Szodorai, E. T. (2016). Effect size guidelines for individual differences researchers. Personality and Individual Differences, 102, 74–78. https://doi.org/10.1016/j.paid.2016.06.069

Gilal, F. G., Gilal, N. G., Shahid, S., Gilal, R. G., & Shah, S. M. M. (2022). The role of product design in shaping masstige brand passion: A masstige theory perspective. Journal of Business Research, 152, 487–504. https://doi.org/10.1016/J.JBUSRES.2022.08.008

Godlevskaja, O., van Iwaarden, J., & van der Wiele, T. (2011). Moving from product-based to service-based business strategies: Services categorisation schemes for the automotive industry. International Journal of Quality and Reliability Management, 28(1), 62–94. https://doi.org/10.1108/02656711111097553/FULL/PDF

González-Rodríguez, M. R., Díaz-Fernández, M. C., & Font, X. (2020). Factors influencing willingness of customers of environmentally friendly hotels to pay a price premium. International Journal of Contemporary Hospitality Management, 32(1), 60–80. https://doi.org/10.1108/IJCHM-02-2019-0147

Guenther, C. L., Zhang, Y., & Sedikides, C. (2023). The Authentic Self Is the Self-Enhancing Self: A Self-Enhancement Framework of Authenticity. Personality and Social Psychology Bulletin, April. https://doi.org/10.1177/01461672231160653

Gupta, S., & Cooper, L. G. (1992). The Discounting of Discounts and Promotion Thresholds. Journal of Consumer Research, 19(3), 401–411. https://doi.org/10.1086/209310

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. European Business Review, 31(1), 2–24. https://doi.org/10.1108/EBR-11-2018-0203

Hanaysha, J., Abdullah, H. H., & Ghani, N. H. A. (2016). Importance of product quality and service quality in developing brand equity. Journal for Global Business Advancement, 9(4), 390–401. https://doi.org/10.1504/JGBA.2016.079883

Ho, K. F. X., Liu, F., & Tarabashkina, L. (2024). A closer look at geographical indicators: how food labels influence product values, authenticity and willingness to pay premium prices. Asia Pacific Journal of Marketing and Logistics, 36(4), 837–861. https://doi.org/10.1108/APJML-11-2022-0926/FULL/PDF

Hoffman, D. W. (n.d.). No Analysis of the co-dispersion structure of health-related indicators, the center of the subject's sense of health, and the elderly people living at home.

Huang, Y., Suo, L., & Lu, S. (2020). Influencing factors for willingness to pay of Chinese consumers for organic skin care products from product quality in Wuhan city. https://www.researchgate.net/publication/348098531

Jain, S. (2019). Factors Affecting Sustainable Luxury Purchase Behavior: A Conceptual Framework. Journal of International Consumer Marketing, 31(2), 130–146. https://doi.org/10.1080/08961530.2018.1498758

Jain, S., Khan, M. N., & Mishra, S. (2017). Understanding consumer behavior regarding luxury fashion goods in India based on the theory of planned behavior. Journal of Asia Business Studies, 11(1), 4–21. https://doi.org/10.1108/JABS-08-2015-0118/FULL/PDF

Janssen, C., Vanhamme, J., & Leblanc, S. (2017). Should luxury brands say it out loud? Brand conspicuousness and consumer perceptions of responsible luxury. Journal of Business Research, 77, 167–174. https://doi.org/10.1016/J.JBUSRES.2016.12.009

Jha, A. (2020). Identification of the Factors for the Selection of Cement Brands by Construction Companies and Selection of Optimal Cement Brand using TOPSIS for Kathmandu Valley along with the Physical Strength Comparison of Various Cement Brands. Journal of Advanced Research in Civil and Environmental Engineering, 07(3 & 4), 1–16. https://doi.org/10.24321/2393.8307.202004

Jha, M. (2014). Effective marketing strategy for branding a commodity with special reference to consumer goods. In International Journal of Social Science & Interdisciplinary Research (Vol. 3, Issue 5).

Journal Of Engineering, N., Ozioko, H. O., & Ohazurike, E. E. (2020). Effect of Fine Aggregate Types on the Compressive Strength of Concrete. Nigerian Journal of Engineering, 27(2), 2705–3954. www.njeabu.com.ng

Kapferer, J. N., & Laurent, G. (2016). Where do consumers think luxury begins? A study of perceived minimum price for 21 luxury goods in 7 countries. Journal of Business Research, 69(1), 332–340. https://doi.org/10.1016/J.JBUSRES.2015.08.005

Kariappa, A., & Mahamood Akv, M. (2016). A study on dealer satisfaction with special reference to ACC Cements Limited. International Journal of Engineering Research and Modern Education (IJERME) ISSN, I, 2455–4200. www.rdmodernresearch.com

Kastanakis, M. N., & Balabanis, G. (2012). Between the mass and the class: Antecedents of the “bandwagon” luxury consumption behavior. Journal of Business Research, 65(10). https://doi.org/10.1016/j.jbusres.2011.10.005

Kauppinen-Räisänen, H., Björk, P., Lönnström, A., & Jauffret, M. N. (2018). How consumers’ need for uniqueness, self-monitoring, and social identity affect their choices when luxury brands visually shout

versus whisper. Journal of Business Research, 84, 72–81. https://doi.org/10.1016/J.JBUSRES.2017.11.012

Keller, J., & Ringrose, J. (2015). 'But then feminism goes out the window!': exploring teenage girls' critical response to celebrity feminism. Celebrity Studies, 6(1). https://doi.org/10.1080/19392397.2015.1005402

Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. Journal of Marketing, 57(1). https://doi.org/10.1177/002224299305700101

Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. Journal of Business Research, 65(10). https://doi.org/10.1016/j.jbusres.2011.10.014

Kishore Shetty, N., Kishore Shetty, N. B., & Professor, A. (n.d.). Assessment of customers brand switching behavior in Indian cement industry Korea review of international studies assessment of customers brand switching behavior in Indian cement industry. Retrieved May 7, 2024, from https://www.researchgate.net/publication/369480679

Ko, J. H., Kang, H. S., & Seo, J. W. (2023). Experiential Value, Overall, Image, Revisit Intention, and Willingness to Pay a Premium in the Context of Environmentally Certified Hotel Restaurants: The Moderating Effect of Environmental Consciousness. Sustainability 2023, Vol. 15, Page 12913, 15(17), 12913. https://doi.org/10.3390/SU151712913

Kock, N., & Lynn, G. S. (2012). <107. Kock & Lynn 2012 Lateral Collinearity.pdf>. Journal of the Association for Information Systems, 13(7).

Kumar, S., & Bansal, N. C. (2013). Marketing Mix Strategies and Indian Cement Sector. International Journal of Emerging Research in Management &Technology. https://www.researchgate.net/publication/324122418

Lager, T., & Blanco, S. (2010). The Commodity Battle: A product-market perspective on innovation resource allocation in the Process Industries. International Journal of Technology Intelligence and Planning, 6(2), 128–150. https://doi.org/10.1504/IJTIP.2010.035153

Lee, J., & Lim, H. (2023). Visual aesthetics and multisensory engagement in online food delivery services. International Journal of Retail and Distribution Management, 51(8), 975–990. https://doi.org/10.1108/IJRDM-09-2021-0451/FULL/PDF

Levitt, T. (1980). Marketing success through differentiation - of anything. Havard Business Review, January-February.

Lindeberg, A., Blomkvist, C., & Johansson, M. (2012). Title: Understanding the relationship between Brand identity and Brand image-A case study of Coop Subject: Marketing Communication. Linnaeus University , 1–13.

Lindgren, S., Bass, A. S., Briscoe, R., Bruse, K., Friedrichs, G. S., Kallman, M. J., Markgraf, C., Patmore, L., & Pugsley, M. K. (2008). Benchmarking Safety Pharmacology regulatory packages and best practice. Journal of Pharmacological and Toxicological Methods, 58(2), 99–109. https://doi.org/10.1016/J.VASCN.2008.07.001

Littel, S., & Orth, U. R. (2013). Effects of package visuals and haptics on brand evaluations. European Journal of Marketing, 47(1), 198–217. https://doi.org/10.1108/03090561311285510/FULL/PDF

Luong, B. T., Tran-Nguyen, H. H., & Nguyen, P. D. (2022). Investigation of Hydraulic Conductivity of Soilcrete Specimens Made from Dredging Sand and Cement. Lecture Notes in Civil Engineering, 203. https://doi.org/10.1007/978-981-16-7160-9_72

Maity, A. (2014). Institutional Customer Centric Analysis For Selection Of Cement Brand For Strategic Marketing Of Cement In Highly Competitive Market: A Case Study In West Bengal. https://www.researchgate.net/publication/301197289

Maity, A. (2017). A Comparative Study of Branding Strategies Harnessed by Indian Cement Manufacturers. IUP Journal of Brand Management, 14(2), 64–69. http://search.ebscohost.com/login.aspx?direct=true&AuthType=ip,shib,cookie,url&db=bth&AN=123727547&site=ehost-live

Malik, A., & Sudhakar, B. D. (2014). Brand Positioning Through Celebrity Endorsement - A Review Contribution to Brand Literature. International Review of Management and Marketing, 4(4), 259–275.

Markus, H. R., & Kitayama, S. (1991). 17. Markus & Kitayama (1991). Psychological Review, 98(2).

Meyerhoff, J. (2006). Stated willingness to pay as hypothetical behaviour: Can attitudes tell us more? Journal of Environmental Planning and Management, 49(2), 209–226. https://doi.org/10.1080/09640560500507959

Michel, G., Stathopoulou, A., & Valette-Florence, P. (2022). Luxury is still alive and well: A spotlight on its multifaceted components. Journal of Business Research, 153, 276–284. https://doi.org/10.1016/J.JBUSRES.2022.08.021

Michel, M. (2008). Commodity Branding.

Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A Study of Factors Affecting on Customers Purchase Intention Case Study : the Agencies of Bono Brand Tile in Tehran. Journal of Multidisciplinary Engineering Science and Technology (JMEST), 2(1), 267–273.

Mishra, A. (2020). Influential Marketing Strategies Adopted By the Cement Industries. International Journal of Research -GRANTHAALAYAH, 7(10), 155–173. https://doi.org/10.29121/granthaalayah.v7.i10.2019.382

Moorthy, J., & Aggarwal, A. (2024). Package Simplicity Is Complex: When Simplicity Works And When It Doesn't. Management Practice Insights, 2(1), 6–10. https://doi.org/10.59571/MPI.V2I1.2

Mudambi, S. M., Wong, V., Mcdowell, S., Doyle, M. P., & Mudambi, S. (1997). Exploration of branding in industrial markets An Exploration of Branding in Industrial Markets. https://doi.org/10.1016/S0019-8501(96)00151-4

Mwimba Siwakwi, E., Professor, A., & John, W. (n.d.). Understanding the Factors that Influence Consumer Purchasing Decisions for Cement Brands in Zambia-A Case Study of Dangote Cement.

Nancarrow, C., Tiu Wright, L., & Brace, I. (1998). Gaining competitive advantage from packaging and labelling in marketing communications. British Food Journal, 100(2), 110–118. https://doi.org/10.1108/00070709810204101/FULL/PDF

Nazarani, M. R., & Suparna, G. (2021). the Effect of Luxury Brand, Brand Image, and Product Quality on Purchase Intention. American Journal of Humanities and Social Sciences Research, 5, 290–295. www.ajhssr.com

Ned Kock. (2015). Common Method Bias in PLS-SEM. International Journal of E-Collaboration, 11(4), 1–10. https://services.igi-global.com/resolvedoi/resolve.aspx?doi=10.4018/ijec.2015100101

Nia, A., & Lynne Zaichkowsky, J. (2000). Do counterfeits devalue the ownership of luxury brands? Journal of Product & Brand Management, 9(7), 485–497. https://doi.org/10.1108/10610420010351402/FULL/PDF

Niwarthana, W., Gannoruwa, S., & Rathnayaka, R. M. U. R. K. (2020). Study on Attitude towards Green Products and Willingness to Pay Premium: With Special Reference to Millenials in Sri Lanka. Sri Lanka Journal of Marketing, 6(1), 37–53. https://doi.org/10.4038/sljmuok.v6i1.35

Nnamocha, O. A., & Chukundah, T. T. (2018). Celebrity Endorsements and Customer Patronage A Study of Nigeria Bottling Company , Port Harcourt , Rivers State. Journal of Economics and Management Sciences, 1(3), 45–53.

Nugroho, T. P. (2023). the Influence of Price and Product Quality on Purchase. Journal of Management, 2(2), 01–11. https://journal.ijori.org/ijori/article/view/93%0Ahttps://journal.ijori.org/ijori/article/download/93/53

O'Cass, A., & Frost, H. (2002). Status brands: Examining the effects of non-product-related brand associations on status and conspicuous consumption. Journal of Product & Brand Management, 11(2), 67–88. https://doi.org/10.1108/10610420210423455

O'Cass, A., & McEwen, H. (2004). Exploring consumer status and conspicuous consumption. Journal of Consumer Behaviour, 4(1), 25–39. https://doi.org/10.1002/cb.155

OMS, & Gupta, C. (2011). International Working Group on the Diabetic Foot. International Consensus on the Diabetic Foot & Practical and Specific Guidelines on the Management and Prevention of the Diabetic Foot. Launched at the 6th International Symposium on the Diabetic Foot, May, 11(2), 1–38.

Onkvisit, S., & Shaw, J. J. (1989). Service marketing: Image, branding, and competition. Business Horizons, 32(1). https://doi.org/10.1016/0007-6813(89)90018-9

Ozioko, H. O., & Ohazurike, E. E. (2020). Effect of Fine Aggregate Types on the Compressive Strength of Concrete. Nigerian Journal of Engineering, 27(2), 2705–3954. www.njeabu.com.ng

Pachuen, T., & Uengpaiboonkit, A. (2023). Affecting of Marketing Mix to Decision Making of Customer on Cement Products in Surin Province , Thailand. 6(5), 58–62.

Panda, A. K. (2015). Article on Brand Positioning of Cement industry in India and the Dealer's preference-A case Study in the District of Ganjam (Odisha, India). Asian Journal of Management, 6(1), 61. https://doi.org/10.5958/2321-5763.2015.00010.4

Patreau, V., Bernard, S., Leroux, J., Bellemare, M., & Morissette, J. (2023). Consumer interest and willingness to pay for in-bulk products with reusable packaging options. Frontiers in Sustainability, 4, 1228917. https://doi.org/10.3389/FRSUS.2023.1228917/BIBTEX

Paul, J. (n.d.). Masstige marketing redefined and mapped Introducing a pyramid model and MMS measure. https://doi.org/10.1108/MIP-02-2014-0028

Pedrosa, G., & Nobre, H. (2017). The Effects Of Downward Line Extensions On Consumer Brand Attitude: The Case Of The European Premium Automotive Market. In Global and National Business Theories and Practice: Bridging The Past With The Future (Issues 10th Annual Conference of the EuroMed-Academy-of-Business).

Pennington, J., Ball, D., & Pennington, J. R. (2009). Customer branding of commodity products: The Customer-Developed brand Power and effect size in marketing View project. Article in Journal of Brand Management. https://doi.org/10.1057/palgrave.bm.2550131

Pitt, L. F., Watson, R. T., Berthon, P., Wynn, D., & Zinkhan, G. (2006). The penguin's window: Corporate brands from an open-source perspective. Journal of the Academy of Marketing Science, 34(2). https://doi.org/10.1177/0092070305284972

Polonsky, M. J., Bailey, J., Baker, H., Basche, C., Jepson, C., & Neath, L. (1998). Communicating environmental information: Are marketing claims on packaging misleading? Journal of Business Ethics, 17(3), 281–294. https://doi.org/10.1023/A:1005731914135/METRICS

Priyadarshana, T., & Dissanayake, R. (2012). Importance of consistent cement quality for a sustainable construction. http://dl.lib.uom.lk/handle/123/9023

Punniyamoorthy, M. (2011). A framework for assessment of brand loyalty score for commodities. Journal of Targeting, Measurement and Analysis for Marketing, 19, 243–260. https://doi.org/10.1057/jt.2011.23

Rahmanisah, H., & Fadli, J. A. (2022). The effect of celebrity endorsement credibility on purchase intention in premium price food. Jurnal Terapan Manajemen Dan Bisnis, 8.

Ramli, N., Latif, Z. A., Ismail, S. N., Shukri, N. A. M., & Alhad, M. S. M. (2023). The Influence of Celebrity Endorsement Towards Buying Decision Using Online Advertisement. ESTEEM Journal of Social Sciences and Humanities,7(2),12–26. https://ejssh.uitm.edu.my/images/Vol7Sept23/BUS23021_EJSSHVOL7_2_SEPTEMBER2023.pdf

Reimann, M., Zaichkowsky, J., Neuhaus, C., Bender, T., & Weber, B. (2010). Aesthetic package design: A behavioral, neural, and psychological investigation. Journal of Consumer Psychology, 20(4), 431–441. https://doi.org/10.1016/J.JCPS.2010.06.009

Rensburg, M., & Niekerk, J. (2010). Value Diffrentiation: Creating customised value propositions in the South African cement industry. Management Dynamics, 19(4).

Rettie, R., & Brewer, C. (2000). The verbal and visual components of package design. Journal of Product & Brand Management, 9(1), 56–70. https://doi.org/10.1108/10610420010316339/FULL/PDF

Rex, J., Wai, S., & Lobo, A. (n.d.). An Exploratory Study into the Impact of Colour And Packaging as Stimuli in the Decision Making Process for a Low Involvement Non-Durable Product.

Robinson, T., Clarke-hill, C. M., & Clarkson, R. (2002). Differentiation though Service: Service Industries Journal, 22(3).

Rojek, Chris. (2001).Celebrity.https://books.google.com/books/about/Celebrity.html?id=jJ0QdF0WSIwC

Rundh, B. (2016). The role of packaging within marketing and value creation. British Food Journal, 118(10), 2491–2511. https://doi.org/10.1108/BFJ-10-2015-0390

Rust, R. T., & Zahorik, A. J. (1993). Customer satisfaction, customer retention, and market share. Journal of Retailing, 69(2). https://doi.org/10.1016/0022-4359(93)90003-2

Saygılı, M., & Yalçıntekin, T. (2021). The effect of hedonic value, utilitarian value, and customer satisfaction in predicting repurchase intention and willingness to pay a price premium for smartwatch brands. Management: Journal of Contemporary Management Issues, 26(2), 179–195. https://doi.org/10.30924/MJCMI.26.2.10

Sayman, S., & Hoch, S. J. (2014). Dynamics of price premiums in loyalty programs. European Journal of Marketing, 48(3–4), 617–640. https://doi.org/10.1108/EJM-11-2011-0650/FULL/PDF

Shankar, R., Agarwal, U., Goel, P., & Jha, W. (n.d.). Business Strategies for the Indian Cement Industry A Business Intelligence and Analytical Perspective for the 21 st Century.

Sharma, P. N., Liengaard, B. D., Hair, J. F., Sarstedt, M., & Ringle, C. M. (2023). Predictive Model Assessment in PLS-SEM: Extensions and Guidelines: An Abstract. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 83–84. https://doi.org/10.1007/978-3-031-24687-6_30

Shostack, G. L. (1989). Service blueprinting effectiveness: drivers of success. European Journal of Marketing, 16(1), 580. https://doi.org/10.1108/EUM0000000004799

Shrestha, N. (2021). Factor Analysis as a Tool for Survey Analysis. American Journal of Applied Mathematics and Statistics, 9(1), 4–11. https://doi.org/10.12691/ajams-9-1-2

Silayoi, P., & Speece, M. (2007). The importance of packaging attributes: A conjoint analysis approach. European Journal of Marketing, 41(11–12), 1495–1517. https://doi.org/10.1108/03090560710821279/FULL/PDF

Silverstein, M. J., Fiske, N., & Butman, J. (2005). Trading up: why consumers want new luxury goods—and how companies create them. In New York.

Simms, C., & Trott, P. (2014). Conceptualising the management of packaging within new product development: A grounded investigation in the UK fast moving consumer goods industry. European Journal of Marketing, 48(11–12), 2009–2032. https://doi.org/10.1108/EJM-12-2012-0733/FULL/PDF

Singh, G., & Pandey, N. (n.d.). Determinants of celebrity-owned brands leveraging price premium. https://doi.org/10.1108/JFMM-11-2016-0099

Singh, R. K. (n.d.). Study On The Factors Influencing The Buying Behavior Of Cement.

Siwakwi, E. M. (2022). Understanding the Factors that Influence Consumer Purchasing Decisions for Cement Brands in Zambia-A Case Study of Dangote Cement. SSRN Electronic Journal, 16, 1–30. https://doi.org/10.2139/ssrn.4252826

Soldado, E., Antunes, A., Costa, H., Do Carmo, R., & Júlio, E. (2021). Influence of pozzolan, slag and recycled aggregates on the mechanical and durability properties of low cement concrete. Materials, 14(15). https://doi.org/10.3390/ma14154173

Srinivasan, S. S., & Anderson, R. E. (1998). Concepts and strategy guidelines for designing value enhancing sales promotions. Journal of Product & Brand Management, 7(5), 410–420. https://doi.org/10.1108/10610429810237745/FULL/PDF

Suphaskuldamrong, W., Gan, C., & Cohen, D. A. (2021). Consumers' Risk Perceptions, Risk Reduction Strategies and Willingness to Pay Premium Prices for Organic Products. 6th International Conference on Business and Industrial Research, ICBIR 2021 - Proceedings, 31–36. https://doi.org/10.1109/ICBIR52339.2021.9465861

Suriadi, J., Mardiyana, Moh., & Reza, B. (2022). The concept of color psychology and logos to strengthen brand personality of local products. Linguistics and Culture Review, 6(S1), 839–856. https://doi.org/10.21744/LINGCURE.V6NS1.2168

Tan, C. C., Islam, M. S., Sinha, R., Shehata, A. E., & Selem, K. M. (2024). Compatibility as a pivotal design factor for digital concierge apps: exploring hotel guests' socio-psychological dynamics. Kybernetes, ahead-of-p(ahead-of-print). https://doi.org/10.1108/K-12-2023-2658/FULL/XML

Tarigan, R. S., Tandung, J. C., Sutrisno, A. K., & Viriyani, V. (2023). The effect of celebrity endorsement on purchase intention. International Journal of Financial and Investment Studies (IJFIS), 4(1). https://doi.org/10.9744/ijfis.4.1.50-62

Teplická, K., & Sedláková, Z. (2023). Evaluation of the Quality of the Cement Production Process in Terms of Increasing the Company's Performance. Processes, 11(3). https://doi.org/10.3390/pr11030791

Truong, Y., McColl, R., & Kitchen, P. J. (2010). Uncovering the relationships between aspirations and luxury brand preference. Journal of Product and Brand Management, 19(5), 346–355. https://doi.org/10.1108/10610421011068586/FULL/PDF

Underwood, R. L., & Klein, N. M. (2002). Packaging as brand communication: effects of product pictures on consumer responses to the package and brand. In Source: Journal of Marketing Theory and Practice (Vol. 10, Issue 4).

Underwood, R. L., & Ozanne, J. L. (1998). Is your package an effective communicator? A normative framework for increasing the communicative competence of packaging. Journal of Marketing Communications, 4(4), 207–220. https://doi.org/10.1080/135272698345762

Unger, L. (1983). Strategic planning for commodities and specialties. A strategic industry study based on the example of the chemical industry. Long Range Planning, 16(4). https://doi.org/10.1016/0024-6301(83)90154-1

Vandermerwe, S., & Rada, J. (1988). Servitisation of business: Adding value by adding services. European Management Journal, 6(4), 314–324. https://doi.org/10.1016/0263-2373(88)90033-3

Vigneron, F., & Johnson, L. W. (n.d.). A Review and a Conceptual Framework of Prestige-Seeking Consumer Behavior. Retrieved May 7, 2024, from http://www.amsreview.org

Villagrán-zaccardi, Y., Pareja, R., Rojas, L., Irassar, E., Torres-acosta, A., Tobón, J., & John, V. M. (2022). Overview of cement and concrete production in Latin America and the Caribbean with a focus on the goals of reaching carbon neutrality. RILEM Technical Letters, 7, 30–46. https://doi.org/10.21809/RILEMTECHLETT.2022.155

Vranešević, T., & Stančec, R. (2003). The effect of the brand on perceived quality of food products. British Food Journal, 105(11), 811–825. https://doi.org/10.1108/00070700310511609/FULL/PDF

Walaszczyk, A., Kowalska, A., & Staniec, I. (2023). A survey on willingness-to-pay for food quality and safety cues on packaging of meat: a case of Poland. DECISION 2023 50:2, 50(2), 233–249. https://doi.org/10.1007/S40622-023-00352-1

Wedel, Michel., & Pieters, Rik. (2007). Geometry in the Marketplace. 125–154. https://doi.org/10.4324/9780203809617-11

Wyrwa, J., & Barska, A. (2017). Innovations in the food packaging market: active packaging. European Food Research and Technology, 243(10), 1681–1692. https://doi.org/10.1007/S00217-017-2878-2/TABLES/2

Yoo, J., & Park, M. (2016). The effects of e-mass customization on consumer perceived value, satisfaction, and loyalty toward luxury brands. Journal of Business Research, 69(12), 5775–5784. https://doi.org/10.1016/J.JBUSRES.2016.04.174

Zehir, C., Ahin, A., Kitapçı, H., & Özahin, M. (2011). The Effects of Brand Communication and Service Quality In Building Brand Loyalty Through Brand Trust; The Empirical Research On Global Brands peer-review under responsibility 7 th International Strategic Management Conference. Procedia Social and Behavioral Sciences, 24, 1218–1231. https://doi.org/10.1016/j.sbspro.2011.09.142

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. Https://Doi.Org/10.1177/002224299606000203, 60(2), 31–46. https://doi.org/10.1177/002224299606000203

Zhang, X., Chen, S., Li, H., Zhang, Z., Lu, Y., Wu, C., & Hu, Y. (2005). Highly active copolymerization of ethylene with 10-undecen-1-ol using phenoxy-based zirconium/methylaluminoxane catalysts. Journal of Polymer Science, Part A: Polymer Chemistry, 43(23), 5944–5952. https://doi.org/10.1002/POLA.21105

ANNNEXURES

Annexure 1: Pilot Questionnaire

Pilot Questionnaire for Channel Partners/ End Users/Influencers

I am conducting a Market Study on the premium quality cement market. Premium Quality Cements are those cement which are sold higher by Rs 35-40/- per bag than normal cement. Your cooperation in answering a few questions will be appreciated. The information would be kept confidential and would be used for academic purpose only.

District**:** Kolkata □ 24 Pgs. (South) □ 24 Pgs. (North) □ Howrah □ Hooghly □ Burdwan □
Customer Type: Channel Partner □ End User □ Influencer □

Please record in the box below on a scale of 5 to indicate your opinion in relation to premium brand against each given parameter. Interviewer records the answer (√) for Channel Partners/End Users/ Influencers

Sl no	Parameters	1 -Strongly Disagree	2 - Disagree	3 -Neither Agree nor Disagree	- Agree	5 - Strongly Agree
1	I would like to buy the premium brand as the packaging looks attractive					
2	The packaging of premium is compact and does not allow any leakage					
3	Airtight sealing to prevent moisture absorption and maintain cement quality.					
4	High-quality brochures, flyers, and displays to enhance brand visibility and attract customers.					
5	Clear labelling and markings for easy product identification and differentiation.					

6	Environmentally friendly packaging materials and responsible disposal practices.					
7	Premium packaging that reinforces the perception of quality and value for money.					
8	Packaging that resonates with customers on an emotional level and creates a positive brand association.					
9	The fineness of premium product is so good that it becomes customer's obvious choice					
10	A reason for choosing premium brand is that it allows re-use of the packaging material					
11	I know that premium product ensures higher strength to structures					
12	I choose premium product as I know it is suitable for all types of constructions					
13	Initial setting time is low for premium products					
14	A premium product builds structures which lasts long					
15	Premium cement boasts higher compressive strength, crucial for structures to withstand heavy loads and endure long-term wear and tear					
16	Premium cement offers better workability, allowing for smoother application and reducing labour costs.					
17	Premium brands provide controlled setting times, giving ample time to					

	work with the concrete before it hardens.					
18	A unique, premium design that stands out on shelves and conveys high quality.					
19	Prominent logo, brand colours, and messaging that communicate prestige.					
20	Premium cement uses carefully selected raw materials and controlled manufacturing processes to achieve a precise chemical composition, resulting in superior performance.					
21	Premium cement exhibits greater durability, resisting cracking, crumbling, and erosion over time.					
22	Some premium brands focus on sustainability by using recycled materials, reducing their carbon footprint, and offering eco-friendly options.					
23	Premium brands often offer comprehensive warranties and excellent technical support, giving customers peace of mind and assurance of quality.					
24	The celebrity's values and persona should resonate with the brand's message.					
25	A celebrity with genuine knowledge or experience in the construction industry adds credibility to the endorsement					

26	A widely known and well-liked celebrity can attract attention and create positive associations with the brand.					
27	The celebrity should be appealing to the buyers of premium brands					
28	It helps me choosing a premium product as there is a technical support from company					
29	I go for a premium product as it is delivered always on time					
30	I receive less complaints from customers for premium products					
31	I choose premium products as product literatures and brochures help me in convincing customers					
32	I choose a premium product as it always available					
33	It does not matter to me choosing premium product even if there is no technical service					
34	Premium brands ensure timely and reliable delivery					
35	Customers are more receptive to endorsements when the celebrity genuinely uses and believes in the product.					
36	I know customers get a very smooth finish in using premium products					
37	I choose premium product as I know it is eco-friendly					
38	Durability is not a consideration for me for choosing a premium product					

39	If a premium product is advertised by a famous person, it gives me confidence.					
40	I choose a premium product to be authentic if a famous person is saying it					
41	I choose a premium product if customers mention the name of the celebrity when they ask for premium product					

Please record in the box below on a scale of 5 to indicate your opinion in relation to premium brand against each given parameter. Interviewer records the answer (√) for <u>Channel Partners</u> only.

Sl. no	Parameters	1- Strongly Disagree	2- Disagree	3- Neither Agree nor Disagree	4 - Agree	5- Strongly Agree
1	I choose premium product as customers are willing to pay higher price.					
2	I prefer brands that offer competitive margins and lucrative incentive programs.					
3	The schemes and discounts provided by companies are attractive.					
4	I like brands that offer regular price adjustments and promotions to remain competitive and profitable.					
5	Selling products with a strong brand reputation attracts customers and fosters trust, leading to higher sales volume.					
6	I choose premium product as it provides me an opportunity to earn more.					
7	Premium brands provide marketing support, such as brochures, displays, and campaigns that aid in getting customers					
8	It does not matter to me even if premium product is not providing higher margins					
9	I would choose Premium product even without schemes and discounts					
10	Flexible payment terms and credit facilities provide financial flexibility and support cash flow.					

****Thank you for your support and co-operation****

Annexure 2: Final Questionnaire

Questionnaire for Channel Partners

Sr. No._____

I am conducting a Market Study on the premium quality cement market amongst channel partners. Premium Quality Cements are those cement which are sold higher by Rs 35-40/- per bag than normal cement. Your cooperation in answering a few questions will be appreciated. The information would be kept confidential and would be used for academic purpose only.

District**:** Kolkata ☐ 24 Pgs. (South) ☐ 24 Pgs. (North) ☐ Howrah ☐ Hooghly ☐ Burdwan ☐

Dealer Type: Dealer □ Sub dealer □ Retailer ☐

Type of Cement Stocked: Portland Slag cement (PSC) □ Portland Pozzolana Cement (PPC) □ Ordinary Portland Cement (OPC) □ Composite cement (PCC) □ Other (specify)……

Name of Dealer/Sub-Dealer/Retailer:

Monthly Lifting of Cement in Metric Tons (MT):

Type of Outlet: Single Brand ☐ Multi-Brand ☐

No of years in cement business:

Contact No.:

-

Q.1.1 What are the brands currently available in the market? (unaided)

Q.1.2 What brand(s) do you stock?

Q.1.3 Which are premium quality brands? (aided: Premium Quality Cements are those cement which are sold higher by Rs 35-40/- per bag than normal cements)

Q.1.4 Which one is the highest-selling brand?

Q.1.5 Which one is the lowest selling brand?

	Q.1.1. Brands available in the Market (√)	Q.1.2 Brand(s) stock (√)	Q.1.3 Premium quality brands (√)	Q.1.4. Highest selling brand (√)	Q.1.5. Lowest Selling Brands (√)
Ambuja					
ACC					
UltraTech					
Dalmia					
Shree					
JSW					
J.K.					

Nuvoco					
Ramco					
India Cement					
Rashmi					
Konark					
Star					
Any other, pls specify (……)					

Q .2 Please record in the box below **on a scale of 5** to indicate your opinion in relation to premium brand against each given parameter. Interviewer records the answer (√)

Variable	Parameters	1- Strongly Disagree	2- Disagree	3- Neither Agree nor Disagree	4 - Agree	5- Strongly Agree
Understanding of Packaging	I would like to buy the premium brand as the packaging looks attractive to my customers					
	The packaging of premium is compact and does not allow any leakage at my store					
	It does not affect my choice even if the shape and color of packaging is not appealing					
	A reason for choosing premium brand is that it allows re-use of the packaging material for some other purpose at my store					
	Packaging of premium brand protects cement from absorbing moisture in my godown					

	I would choose a premium brand as it reduces wastage in loading & unloading					
	Tamper-proof packaging is not an important criterion for me to choose a premium product					

Q .3 Please record in the box below **on a scale of 5** to indicate your opinion in relation to premium brand against each given parameter.

Interviewer records the answer (√)

Variable	Parameters	1- Strongly Disagree	2- Disagree	3- Neither Agree nor Disagree	4 - Agree	5- Strongly Agree
Understanding of Product Quality	The fineness of premium product is so good that it becomes customer's obvious choice					
	I know that premium product ensures higher strength to structures					
	I choose premium product as I know it is suitable for all types of constructions					
	Initial setting time is low for premium products					
	I know customers get a very smooth finish in using premium products					
	I would rather reject a premium product if it is not providing my customers a good workable mix					
	I choose premium product as I know it is eco-friendly					
	Durability is not a consideration for me for choosing a premium product					

	A low initial strength is not that I would ask from a premium product					
	Finish of the surface is not important for me to choose a premium product					
	A premium product builds structures which lasts long					

Q .4 Please record in the box below **on a scale of 5** to indicate your opinion related to premium product against each given parameter. Interviewer records the answer (√)

Variable	Parameters	1- Strongly Disagree	2- Somewhat Disagree	3- Neither Agree nor Disagree	4 - Agree	5- Strongly Agree
Service	It helps me choosing a premium product as there is a technical support from company					
	I go for a premium product as it is delivered always on time					
	I receive less complaints from customers for premium products					
	If I don't receive technical assistance, I would not go for premium products					
	I choose premium products as product literatures and brochures help me in convincing customers					
	I choose a premium product as it always available					

	It does not matter to me choosing premium product even if there is no technical service					

Q .5 Please record in the box below **on a scale of 5** to indicate your opinion related to premium product against each given parameter. Interviewer records the answer (√)

Variable	Parameters	1- Strongly Disagree	2- Disagree	3- Neither Agree nor Disagree	4 - Agree	5- Strongly Agree
Celebrity Endorsement	I choose the premium product if it is advertised by a famous person like a film star, sportsperson etc.					
	If a premium product is advertised by a famous person, it gives me confidence.					
	I choose a premium product to be authentic if a famous person is saying it					
	It does not matter to me even if premium product is not advertised by a famous person					
	I choose a premium product if customers mention the name of the celebrity when they ask for premium product					
	Premium product if advertised by a famous person makes it more attractive					

Q .7 Please record in the box below **on a scale of 5** to indicate your opinion related to premium product against each given parameter. Interviewer records the answer (√)

Variable	Parameters	1- Strongly Disagree	2- Disagree	3- Neither Agree nor Disagree	4 - Agree	5- Strongly Agree
Higher Earning Potential	I choose premium product as customers are willing to pay higher price.					
	The schemes and discounts provided by companies are attractive.					
	I choose premium product as it provides me an opportunity to earn more.					
	It does not matter to me even if premium product is not providing higher margins					
	I would choose Premium product even without schemes and discounts					

Q .8 Please record in the box below **on a scale of 5** to indicate your opinion related to premium product against each given parameter. Interviewer records the answer (√)

Variable	Parameters	1- Strongly Disagree	2- Disagree	3- Neither Agree nor Disagree	4 - Agree	5- Strongly Agree
Willingness to pay premium	I would like to pay premium if quality of product is perceived to be high by customers					
	I would like to pay premium if service associated with it helps my customers to carry out their construction jobs					
	The packaging of premium product reduces wastage and for which I am willing to pay a premium					
	The quality of premium products helps me to pitch to my customers and increase customer base for which I am willing to pay premium.					
	The celebrity endorsement of premium product brings more customers, for which I am willing to pay premium The celebrity endorsement lends a lot of credibility to the product, which gives me confidence to store premium product and pay premium The packaging of premium products is so attractive that it increases the visual display which attracts customers, a reason for which I am willing to pay premium Premium products give me an opportunity to earn more from the market, that's why I am willing to pay premium Companies provide additional support through schemes and discounts, which encourages me to go for premium products, for which I am willing to pay a premium as my benefits are more					

*******Thank you for your valuable time and cooperation******

Questionnaire for Influencers

Sr. No._____

I am conducting a Market Study on premium quality cement market among Engineers, Masons & Contractors. Premium Quality Cements are those cement which are sold higher by Rs 35-40/- per bag than normal cement. Your cooperation in answering a few questions will be appreciated. The information would be kept confidential and would be used for academic purpose only.

District**:** Kolkata □ 24 Pgs. (South) □ 24 Pgs. (North) □ Howrah □ Hooghly □ Burdwan □

Influencer Type: Engineer (Civil/Architecture) □ Contractor/Promoter □ Mason □

Type of Cement recommend/use: Portland slag cement (PSC) □ Portland Pozzolana Cement (PPC) □ Ordinary Portland Cement (OPC) □ Portland composite cement (PCC) □ Other (specify)……

Name:
Organization, if any:
Contact No.:
Quantity of Cement generally handled/used in a month (MT):
-

Q.1.1 What are the brands currently available in the market? (unaided)
Q.1.2 What brand(s) do you recommend /use?
Q.1.3 Which are premium quality brands? (aided: Premium Quality Cements are those cement which are sold higher by Rs 35-40/- per bag than normal cements)

	Q.1.1. Brands available in the Market (√)	Q.1.2 Brand(s) recommend/use (√)	Q.1.3 Premium quality brands (√)
Ambuja			
ACC			
Ultra Tech			
Dalmia			
Shree			
JSW			
J.K.			
Nuvoco			
Ramco			
Nuvoco			
Any other, pls specify (……)			

Q .2 Please record in the box below **on a scale of 5** to indicate your opinion on premium brands you recommend/use against each given parameter. (**1 being the lowest and 5 being the highest**). Interviewer records the answer (√)

Variable	Parameters	1- Strongly Disagree	2- Disagree	3- Neither Agree nor Disagree	4 - Agree	5- Strongly Agree
Packaging	I would like to buy the premium brand as the packaging looks attractive					
	The packaging of premium is compact and does not allow any leakage					
	It does not affect my choice even if the shape and color of packaging is not appealing					
	A reason for choosing premium brand is that it allows re-use of the packaging material for some other purpose					
	Packaging of premium brand					

	protects cement from absorbing moisture					
	I would choose a premium brand as it reduces wastage					
	Tamper-proof packaging is not an important criterion for me to choose a premium product					

Q3. Please record in the box below **on a scale of 5** to indicate your opinion on premium brands you recommend/use against each given parameter. Interviewer records the answer (√)

Variable	Parameters	1- Strongly Disagree	2- Disagree	3- Neither Agree nor Disagree	4 - Agree	5- Strongly Agree
Understanding of Product Quality	The fineness of premium product is so good that it becomes my obvious choice					
	Premium product ensures higher strength to structures					
	I choose premium product as it is suitable for all types of constructions					
	Initial setting time is low for premium products					
	I get a very smooth finish in using premium products					

	I would rather reject a premium product if it were not providing me a good workable mix					
	I choose premium product as it is eco-friendly					
	Durability is not a consideration for me for choosing a premium product					
	A low initial strength is not that I would ask from a premium product					
	Finish of the surface is not important for me to choose a premium product					
	A premium product builds structures which lasts long					

Q .4 Please record in the box below **on a scale of 5** to indicate your opinion on premium brands you recommend/use against each given parameter. Interviewer records the answer (√)

Variable	Parameters	1- Strongly Disagree	2- Disagree	3- Neither Agree nor Disagree	4 - Agree	5- Strongly Agree
Service	It helps me choosing a premium product as there is a technical support from company					
	I go for a premium product as it is delivered always on time					
	I get regular updates on premium products from company					
	I have less problems using premium products					
	If I don't receive technical assistance, I would not go for premium products					
	I choose premium products as product literatures and brochures assist me in knowing about premium products					
	I choose a premium product as it is always available					
	It does not matter to me choosing premium product even if there is no technical service					

Q .5 Please record in the box below **on a scale of 5** to indicate your opinion on premium brands you recommend/use against each given parameter. Interviewer records the answer (√)

Variable	Parameters	1- Strongly Disagree	2- Disagree	3- Neither Agree nor Disagree	4 - Agree	5- Strongly Agree
Celebrity Endorsement	I choose a premium product if it is advertised by a famous person like a film star, sportsperson etc.					
	If a premium product is advertised by a famous person, it gives me confidence.					
	I choose a premium product to be authentic if a famous person is saying it					
	It does not matter to me even if premium product is not advertised by a famous person					
	I choose premium products if I can identify my choice like that of the celebrity					
	People seeing me using the premium product identifies me as a knowledgeable person					
	Premium product if advertised by a famous person makes it more attractive					

Q .7 Please record in the box below **on a scale of 5** to indicate your opinion on premium brands you recommend/use against each given parameter. Interviewer records the answer (√)

Variable	Parameters	1- Strongly Disagree	2- Disagree	3- Neither Agree nor Disagree	4 - Agree	5- Strongly Agree
Willingness to pay premium	I would like to pay premium as quality of product is good					
	I would like to pay premium as service associated with it helps me to carry out their construction jobs					
	The packaging of premium product reduces wastage at site and for which I am willing to pay a premium					
	The quality of premium products helps me to have better construction for which I am willing to pay premium.					
	The celebrity endorsement of premium product gives me trust in the product, for which I am willing to pay premium The celebrity endorsement lends a lot of credibility to the product, which gives me confidence to use the product and pay premium The packaging of premium products is tamper-proof which ensures it be genuine, for which I am willing to pay premium Premium products give me an opportunity to earn more from the market, that's why I am willing to pay premium Companies provide additional support through schemes and discounts, which encourages me to go for premium products, for which I am willing to pay a premium as my benefits are more					

Questionnaire for End-Users

Sr. No._____

I am conducting a Market Study on premium quality cement market among customers. Premium Quality Cements are those cement which are sold higher by Rs 35-40/- per bag than normal cement. Your cooperation in answering a few questions will be appreciated. The information would be kept confidential and would be used for academic purpose only.

District: Kolkata □ 24 Pgs. (South) □ 24 Pgs. (North) □ Howrah □ Hooghly □ Burdwan □

End-User Type: Institutional Customer □ Individual House Builder □

Type of Cement recommend/use: Portland slag cement (PSC) □ Portland Pozzolana Cement (PPC) □ Ordinary Portland Cement (OPC) □ Portland composite cement (PCC) □ Other (specify)……

Name:
Contact No.:
-

Q.1.1 What are the brands that you are aware of? (unaided)
Q.1.2 What brand(s) have you used in the last six months or have planned to use in next six months?
Q.1.3 Which are premium quality brands you know? (aided: Premium Quality Cements are those cement which are sold higher by Rs 35-40/- per bag than normal cements)

	Q.1.1. Brands available in the Market (√)	Q.1.2 Brand(s) recommend/use (√)	Q.1.3 Premium quality brands (√)
Ambuja			
ACC			
Ultra Tech			
Dalmia			
Shree			
JSW			
J.K.			
Nuvoco			
Ramco			

India Cement			
Nuvoco			
Bengal Super / Durgapur			
Rashmi			
Konark			
Star			
Any other, pls specify (……..)			

Q .2 Please record in the box below **on a scale of 5** to indicate your opinion related to premium product against each given parameter. Interviewer records the answer (√)

Variable	Parameters	1- Strongly Disagree	2- Disagree	3- Neither Agree nor Disagree	4 - Agree	5- Strongly Agree
Packaging	I would like to buy the premium brand as the packaging looks attractive					
	The packaging of premium is compact and does not allow any leakage					
	It does not affect my choice even if the shape and color of packaging is not appealing					
	A reason for choosing premium brand is that it allows me store cement for a longer period					

	Packaging of premium brand protects cement from absorbing moisture					
	I would choose a premium brand as it reduces wastage					
	Tamper-proof packaging is not an important criterion for me to choose a premium product					

Q3. Please record in the box below **on a scale of 5** to indicate how your opinion related to premium product against each given parameter Interviewer records the answer (√)

Variable	Parameters	1- Strongly Disagree	2- Disagree	3- Neither Agree nor Disagree	4 - Agree	5- Strongly Agree
Product Quality	The fineness of premium product is so good that it becomes my obvious choice					
	Premium product ensures higher strength to structures					
	I choose premium product as it is suitable for all types of constructions					
	Initial setting time is low for premium products					
	I get a very smooth finish in using premium products					
	I would rather reject a premium product if it were not providing me a good workable mix					
	I choose premium product as it is eco-friendly					

	Durability is not a consideration for me for choosing a premium product					
	A low initial strength is not that I would ask from a premium product					
	Finish of the surface is not important for me to choose a premium product					
	A premium product builds structures which lasts long					

Q .4 Please record in the box below **on a scale of 5** to indicate your opinion related to premium product against each given parameter. Interviewer records the answer (√)

Variable	Parameters	1- Strongly Disagree	2- Disagree	3- Neither Agree nor Disagree	4 - Agree	5- Strongly Agree
Service	It helps me choosing a premium product as there is a technical support from company					
	I go for a premium product as it is delivered always on time					
	I get regular updates on premium products from company					
	I face less problems using premium products					
	If I don't receive technical assistance, I would not go for premium products					
	I choose premium products as product literatures and brochures assist me in knowing about premium products					
	I choose a premium product as it is always available					
	It does not matter to me choosing premium product even if there is no technical service					

Q .5 Please record in the box below **on a scale of 5** to indicate your opinion related to premium product against each given parameter. Interviewer records the answer (√)

Variable	Parameters	1- Strongly Disagree	2- Disagree	3- Neither Agree nor Disagree	4 - Agree	5- Strongly Agree
Celebrity Endorsement	I choose a premium product if it is advertised by a famous person like a film star, sportsperson etc.					
	If a premium product is advertised by a famous person, it gives me confidence.					
	I choose a premium product to be authentic if a famous person is saying it					
	It does not matter to me even if premium product is not advertised by a famous person					
	I choose premium products if I can identify my choice like that of the celebrity					
	People seeing me using the premium product identifies me as a knowledgeable person					
	Premium product if advertised by a famous person makes it more attractive					

Q .6 Please record in the box below **on a scale of 5** to indicate your opinion related to premium product against each given parameter. Interviewer records the answer (√)

Variable	Parameters	1- Strongly Disagree	2- Disagree	3- Neither Agree nor Disagree	4 - Agree	5- Strongly Agree
Willingness to pay premium	I would like to pay premium as quality of product is better					
	I would like to pay premium as I get support services associated for which I am willing to pay premium					
	The packaging of premium product comes is tamper-proof, which means it is genuine and for which I am willing to pay a premium					
	The quality of premium products suits me to go for all types of construction for which I am willing to pay premium.					
	The premium product is endorsed by a celebrity, which gives me lot of confidence to me and for which I am willing to pay premium					
	The celebrity who endorses the premium product talks about high quality which encourages me to go for the product and pay premium					
	The packaging of premium products is so compact and attractive and that is a reason for which I am willing to pay premium					

******Thank you for your valuable time and cooperation******

Annexure 3: Final Questionnaire (Vernacular Format)

Sr. No._____

Questionnaire for Channel Partner

I am conducting a Market Study on the premium quality cement market amongst channel partners. Premium Quality Cements are those cement which are sold higher by Rs 35-40/- per bag than normal cement. Your cooperation in answering a few questions will be appreciated. The information would be kept confidential and would be used for academic purpose only

আমি চ্যানেল অংশীদারদের মধ্যে প্রিমিয়াম মানের সিমেন্ট বাজারের উপর একটি মার্কেট স্টাডি করছি। প্রিমিয়াম কোয়ালিটি সিমেন্ট হল সেই সিমেন্ট যা সাধারণ সিমেন্টের তুলনায় প্রতি ব্যাগ ৩৫-৪০/- টাকা বেশি বিক্রি হয়। কয়েকটি প্রশ্নের উত্তরে আপনার সহযোগিতার প্রশংসা করা হবে। তথ্য গোপন রাখা হবে এবং শুধুমাত্র একাডেমিক উদ্দেশ্যে ব্যবহার করা হবে।

District**:** Kolkata □ 24 Pgs. (South) □ 24 Pgs. (North) □ Howrah □ Hooghly □ Burdwan □

Dealer Type: Dealer □ Sub dealer □ Retailer □

Type of Cement Stocked: Portland Slag Cement (PSC) □ Portland Pozzolana Cement (PPC) □ Ordinary Portland Cement (OPC) □ Composite cement (PCC) □ Other (specify)……

Name of Dealer/Sub-Dealer/Retailer:

Monthly Lifting of Cement in Metric Tons (MT):

Type of Outlet: Single Brand □ multi-Brand □

No of years in cement business:

Contact No.:

Q.1.1 বর্তমানে বাজারে কি কি ব্র্যান্ড পাওয়া যায়? (অসহায়)

Q.1.2 আপনি কোন ব্র্যান্ড(গুলি) স্টক করেন?

Q.1.3 কোনটি প্রিমিয়াম মানের ব্র্যান্ড? (সহায়তাপ্রাপ্ত: প্রিমিয়াম কোয়ালিটি সিমেন্ট হল সেই সিমেন্ট যা সাধারণ সিমেন্টের তুলনায় প্রতি ব্যাগ ৩৫-৪০/- টাকা বেশি বিক্রি হয়)

Q.1.4 সবচেয়ে বেশি বিক্রিত ব্র্যান্ড কোনটি?

Q.1.5 কোনটি সবচেয়ে কম বিক্রি হওয়া ব্র্যান্ড?

	Q.1.1. Brands available in the Market (√)	Q.1.2 Brand(s) stock (√)	Q.1.3 Premium quality brands (√)	Q.1.4. Highest selling brand (√)	Q.1.5. Lowest Selling Brands (√)
Ambuja					
ACC					
UltraTech					
Dalmia					
Shree					
JSW					
J.K.					
Nuvoco					
Ramco					
India Cement					
Bengal Super/Durgapur					
Rashmi					
Konark					
Star					
Any other, pls specify (……)					

Q .2 Please record in the box below **on a scale of 5** to indicate how you feel for selecting a premium brand against each given parameter. Interviewer records the answer (√)

প্রতিটি প্রদত্ত প্যারামিটারের বিপরীতে একটি প্রিমিয়াম ব্র্যান্ড নির্বাচন করার জন্য আপনি কেমন অনুভব করছেন তা নির্দেশ করতে দয়া করে 5 এর স্কেলে নীচের বাক্সে রেকর্ড করুন। ইন্টারভিউয়ার উত্তর রেকর্ড করে (√)

	প্যারামিটার	1- সম্পূর্ণ অসম্মত	2- কিছুটা অসম্মত	3- একমত বা একমত নয়	4- কিছুটা একমত	5- সম্পূর্ণ একমত
প্যাকেজিং (Packaging)	আমি প্রিমিয়াম ব্র্যান্ডটি কিনতে চাই কারণ প্যাকেজিংটি আকর্ষণীয় দেখাচ্ছে					
	প্রিমিয়ামের প্যাকেজিং কমপ্যাক্ট এবং কোনো ফুটো (leakage) হতে দেয় না					
	প্যাকেজিংয়ের আকার এবং রঙ আকর্ষণীয় না হলেও এটি আমার পছন্দকে প্রভাবিত করে না					
	প্রিমিয়াম ব্র্যান্ড বেছে নেওয়ার একটি কারণ হল এটি অন্য কোনো উদ্দেশ্যে প্যাকেজিং উপাদান পুনরায় ব্যবহার করার অনুমতি দেয়					
	প্রিমিয়াম ব্র্যান্ডের প্যাকেজিং সিমেন্টকে আর্দ্রতা শোষণ থেকে রক্ষা করে					
	আমি একটি প্রিমিয়াম ব্র্যান্ড বেছে নেব কারণ এটি লোডিং এবং আনলোড করার সময় অপচয় কমায়					
	ট্যাম্পার-প্রুফ প্যাকেজিং আমার জন্য একটি গুরুত্বপূর্ণ মানদণ্ড নয়					

Q .3 Please record in the box below **on a scale of 5** to indicate how you feel for selecting a premium brand against each given parameter. Interviewer records the answer (√)

প্রতিটি প্রদত্ত প্যারামিটারের বিপরীতে একটি প্রিমিয়াম ব্র্যান্ড নির্বাচন করার জন্য আপনি কেমন অনুভব করছেন তা নির্দেশ করতে দয়া করে 5 এর স্কেলে নীচের বাক্সে রেকর্ড করুন। ইন্টারভিউয়ার উত্তর রেকর্ড করে (√)

	প্যারামিটার	1- সম্পূর্ণ অসম্মত	2- কিছুটা অসম্মত	3- একমত বা একমত নয়	4- কিছুটা একমত	5- সম্পূর্ণ একমত
পন্য মান (Product Quality)	পণ্যের গুণমান প্রিমিয়াম পণ্যটির ক্ষ্মতা(finenses)এতই ভালো যে এটি আমার স্পষ্ট পছন্দ হয়ে উঠেছে					
	প্রিমিয়াম পণ্য কাঠামোর উচ্চ শক্তি নিশ্চিত করে					
	আমি প্রিমিয়াম পণ্য নির্বাচন করি কারণ এটি সব ধরনের নির্মাণের জন্য উপযুক্ত					
	প্রিমিয়াম পণ্যের প্রাথমিক সেটিং সময় কম					
	আমি প্রিমিয়াম পণ্য ব্যবহারে খুব মসৃণ ফিনিশ পাই					
	আমি বরং একটি প্রিমিয়াম প্রত্যাখ্যান করব যদি এটি আমাকে একটি ভাল কার্যকরী মিশ্রণ প্রদান না করে					
	আমি প্রিমিয়াম পণ্য বেছে নিই কারণ এটি পরিবেশ বান্ধব					
	একটি প্রিমিয়াম পণ্য নির্বাচন করার জন্য স্থায়িত্ব আমার জন্য একটি বিবেচ্য নয়					
	একটি কম প্রাথমিক শক্তি একটি প্রিমিয়াম পণ্য হিসাবে বিবেচনা করা হবে না					
	সারফেস্ এর ফিনিশ্ এর জন্য আমার প্রিমিয়াম Product গুরুত্বপূর্ণ নয়					
	একটি প্রিমিয়াম পণ্য কাঠামো তৈরি করে যা দীর্ঘস্থায়ী হয়					

Q .4 Please record in the box below on a scale of 5 to indicate your opinion related to premium product against each given parameter. Interviewer records the answer (√)

প্রতিটি প্রদত্ত প্যারামিটারের বিপরীতে একটি প্রিমিয়াম ব্র্যান্ড নির্বাচন করার জন্য আপনি কেমন অনুভব করছেন তা নির্দেশ করতে দয়া করে 5 এর স্কেলে নীচের বাক্সে রেকর্ড করুন। ইন্টারভিউয়ার উত্তর রেকর্ড করে (√)

	প্যারামিটার	1- সম্পূর্ণ অসম্মত	2- কিছুটা অসম্মত	3- একমত বা একমত নয়	4- কিছুটা একমত	5- সম্পূর্ণ একমত
পরিষেবা (Service)	এটি আমাকে একটি প্রিমিয়াম পণ্য বেছে নিতে সাহায্য করে কারণ কোম্পানির কাছ থেকে প্রযুক্তিগত সহায়তা রয়েছে					
	আমি একটি প্রিমিয়াম পণ্যের জন্য যাই কারণ এটি সর্বদা সময়মতো বিতরণ করা হয়					
	আমি প্রিমিয়াম পণ্যের জন্য গ্রাহকদের কাছ থেকে কম অভিযোগ পাই					
	আমি যদি প্রযুক্তিগত সহায়তা না পাই, আমি প্রিমিয়াম পণ্যগুলির জন্য যাব না					
	আমি প্রিমিয়াম পণ্যগুলিকে পণ্য সাহিত্য হিসাবে বেছে নিই এবং ব্রোশারগুলি আমাকে গ্রাহকদের বোঝাতে সাহায্য করে					
	আমি একটি প্রিমিয়াম পণ্য নির্বাচন করি কারণ এটি সর্বদা উপলব্ধ					
	কোনো প্রযুক্তিগত পরিষেবা না থাকলেও প্রিমিয়াম পণ্য বেছে নেওয়া আমার কাছে ব্যাপার নয়					

Q .5 Please record in the box below on a scale of 5 to indicate your opinion related to premium product against each given parameter. Interviewer records the answer (√)

প্রতিটি প্রদত্ত প্যারামিটারের বিপরীতে একটি প্রিমিয়াম ব্র্যান্ড নির্বাচন করার জন্য আপনি কেমন অনুভব করছেন তা নির্দেশ করতে দয়া করে 5 এর স্কেলে নীচের বাক্সে রেকর্ড করুন। ইন্টারভিউয়ার উত্তর রেকর্ড করে (√)

	প্যারামিটার	1- সম্পূর্ণ অসম্মত	2- কিছুটা অসম্মত	3- একমত বা একমত নয়	4- কিছুটা একমত	5- সম্পূর্ণ একমত
সেলিব্রিটি এনডোর্সমেন্ট	আমি একটি প্রিমিয়াম পণ্য বেছে নিই যদি এটি একজন বিখ্যাত ব্যক্তি যেমন চলচ্চিত্র তারকা, ক্রীড়াবিদ ইত্যাদি দ্বারা বিজ্ঞাপন করা হয়।					
	কোনো বিখ্যাত ব্যক্তি যদি কোনো প্রিমিয়াম পণ্যের বিজ্ঞাপন দেন, তাহলে তা আমাকে আত্মবিশ্বাস দেয়।					
	প্রিমিয়াম পণ্যটি খাঁটি কারণ একজন বিখ্যাত ব্যক্তি এটি বলছেন					
	প্রিমিয়াম প্রোডাক্টের বিজ্ঞাপন বিখ্যাত ব্যক্তি না করলেও আমার কিছু যায় আসে না					
	আমি প্রিমিয়াম পণ্যগুলি বেছে নিই কারণ গ্রাহকরা যখন প্রিমিয়াম পণ্যের জন্য জিজ্ঞাসা করেন তখন সেলিব্রিটির নাম উল্লেখ করেন					
	প্রিমিয়াম পণ্যের বিজ্ঞাপন যদি কোনো বিখ্যাত ব্যক্তির দ্বারা করা হয় তবে এটিকে আরও আকর্ষণীয় করে তোলে					

Q .6 Please record in the box below **on a scale of 5** to indicate your opinion related to premium product against each given parameter. Interviewer records the answer (√)

প্রতিটি প্রদত্ত প্যারামিটারের বিপরীতে একটি প্রিমিয়াম ব্র্যান্ড নির্বাচন করার জন্য আপনি কেমন অনুভব করছেন তা নির্দেশ করতে দয়া করে 5 এর স্কেলে নীচের বাক্সে রেকর্ড করুন। ইন্টারভিউয়ার উত্তর রেকর্ড করে (√)

	প্যারামিটার	1- সম্পূর্ণ অসম্মত	2- কিছুটা অসম্মত	3- একমত বা একমত নয়	4- কিছুটা একমত	5- সম্পূর্ণ একমত
উচ্চ আয়ের সম্ভাবনা	গ্রাহকরা উচ্চ মূল্য দিতে ইচ্ছুক হওয়ায় আমি প্রিমিয়াম পণ্য বেছে নিই।					
	কোম্পানি দ্বারা প্রদত্ত স্কিম এবং ডিসকাউন্ট আকর্ষণীয়।					
	আমি প্রিমিয়াম পণ্য বেছে নিই কারণ এটি আমাকে আরও উপার্জন করার সুযোগ দেয়।					
	প্রিমিয়াম পণ্য উচ্চ মার্জিন প্রদান না করলেও এটা আমার কাছে কোন ব্যাপার না					
	আমি প্রিমিয়াম পণ্য বেছে নেব এমনকি স্কিম এবং ডিসকাউন্ট ছাড়াই					

Q .7 Please record in the box below **on a scale of 5** to indicate your opinion related to premium product against each given parameter. Interviewer records the answer (√)

প্রতিটি প্রদত্ত প্যারামিটারের বিপরীতে একটি প্রিমিয়াম ব্র্যান্ড নির্বাচন করার জন্য আপনি কেমন অনুভব করছেন তা নির্দেশ করতে দয়া করে 5 এর স্কেলে নীচের বাক্সে রেকর্ড করুন। ইন্টারভিউয়ার উত্তর রেকর্ড করে (√)

	প্যারামিটার	1- সম্পূর্ণ অসম্মত	2- কিছুটা অসম্মত	3- একমত বা একমত নয়	4- কিছুটা একমত	5- সম্পূর্ণ একমত
প্রিমিয়াম সিমেন্টের জন্য বেশী দাম মূল্য দিতে ইচ্ছুক	যদি গ্রাহকরা বিশ্বাস করেন যে পণ্যের গুণমানটি দুর্দান্ত, আমি বেশী দাম দিতে ইচ্ছুক।					
	আমি বেশী দাম দিতে চাই যদি এটির সাথে যুক্ত পরিষেবা আমার গ্রাহকদের তাদের নির্মাণ কাজ করতে সাহায্য করে					
	প্রিমিয়াম সিমেনেটর প্যাকেজিং অপচয় কমায় যার জন্য আমি বেশী দাম দিতে ইচ্ছুক					
	প্রিমিয়াম পণ্যের গুণমান আমাকে আমার গ্রাহকদের কাছে বোঝাতে এবং গ্রাহকের সংখ্যা বাড়াতে সাহায্য করে যার জন্য আমি বেশী দাম দিতে ইচ্ছুক।					
	প্রিমিয়াম পণ্যের সেলিব্রিটি অনুমোদন আরও গ্রাহক নিয়ে আসে, যার জন্য আমি প্রিমিয়াম দিতে ইচ্ছুক					
	সেলিব্রিটি এনডোর্সমেন্ট পণ্যটিকে অনেক বিশ্বাসযোগ্যতা দেয়, যা আমাকে প্রিমিয়াম পণ্য সঞ্চয় করতে এবং বেশী দাম দিতে আত্মবিশ্বাস দেয়					
	প্রিমিয়াম পণ্যের প্যাকেজিং এতই আকর্ষণীয় যে এটি ভিজ্যুয়াল ডিসপ্লে বাড়ায় যা গ্রাহকদের আকর্ষণ করে, যার জন্য আমি প্রি বেশী দাম দিতে ইচ্ছুক					
	প্রিমিয়াম পণ্যগুলি আমাকে বাজার থেকে আরও উপার্জন করার সুযোগ দেয়, তাই আমি বেশী দাম দিতে ইচ্ছুক					
	কোম্পানিগুলি স্কিম এবং ডিসকাউন্টের মাধ্যমে অতিরিক্ত সহায়তা প্রদান করে, যা আমাকে প্রিমিয়াম পণ্যগুলির জন্য যেতে উত্সাহিত করে, যার জন্য আমি প্রিমিয়াম দিতে ইচ্ছুক কারণ আমার সুবিধাগুলি আরও বেশি					

*****আপনার মূল্যবান সময় এবং সহযোগিতার জন্য ধন্যবাদ****

Annexure 4: Conferences & Publications

Publications

1. Dibyendu Nandy & Dr. Mridanish Jha (2024), A Reflective Model Construct to Identify the Fundamental Factors Affecting End Customers' Propensity to pay more for High-end Cement Brands, IUP Journal of Marketing Management, ISSN: 0972-6845, Accepted, Expected Date of Publication: November 2024 (UGC Care)
2. Dibyendu Nandy & Dr. Sudipta Majumdar (2024), Commodity to Brand Transformation: A review and Research Agenda, Sustainability in Marketing Practice, CRC Press, Taylor & Francis, ISBN 9781032668, August 2024 (Scopus Indexed)
3. Dibyendu Nandy (2013), Organised Retail and Consumers Attitude Towards Private Labels: A focus on Consumers of Kolkata, ELK Asia Pacific Journal of Marketing & Retail Management, Vol 4, No 3, ISSN: 0976-7193, July 2013
4. Dibyendu Nandy (2013), Sales Planning & Budgeting in Apex Industries Limited, Cases in Management, All India Management Association, ISBN: 978-81-8323-108-4, 2013
5. Dibyendu Nandy (2011), An Exploratory Study of Consumer Preferences for Gastronomic Satisfaction in Selecting an Eatery in IT & ITeS Hub of West Bengal, Journal of Management Research in Emerging Economies, Vol 1 No 1, ISSN: 2229-4252, Jan 2011
6. Dibyendu Nandy & Pankaj Baag (2009), Mergers & Acquisitions, Journal of Commerce, Vidyasagar University, Vol 14, ISSN: 0973-5917, March 2009 (EBSCO)

Conference Papers

1. A Reflective Model Construct to Identify the Fundamental Factors Affecting End Customers' Propensity to Pay More for High-End Cement Brands, International Conference on Sustainable World Through the Lens of Social Sciences, University Teknologi Mara, Malaysia, 2024
2. Masstige Marketing in Commodity Market: Factors Influencing Purchase of Products, 8th International European Congress on Social Sciences by the University of Rijeka, Croatia, 2022
3. Transformation of Commodity to Brand -A Critical Review, International Conference on Reviving Global Economy in New Normal by Birla Global University, 2021
4. Sustainability & BoP: Corporate Responsiveness & Initiatives, International Conference on Demography, Culture and Marketing (ICDCM), Xavier Institute of Management, Bhubaneswar (XIMB), 2010