



Market Adoption Of Water-Repellent Cement: An Empirical Study Of Key Drivers And Purchase Intention

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Abstract: Water-repellent cement is an advanced construction material engineered to improve durability by minimizing moisture penetration. Despite its technical benefits, its adoption in India remains limited. This study examines the primary factors driving adoption among Individual House Builders (IHBs), with a focus on behavioral and market-based determinants. Primary data were gathered from 101 respondents and analyzed using regression techniques in SPSS. The results demonstrate that both attitude ($\beta = 0.380$, $p < 0.01$) and perceived value ($\beta = 0.257$, $p < 0.01$) have a significant positive impact on purchase intention. Conversely, price fairness ($\beta = -0.320$, $p < 0.01$) and digital content exhibit negative or insignificant effects, whereas demonstrations have no significant impact. The study concludes that adoption is primarily driven by perceived value and trust rather than promotional or digital interventions. These findings offer practical guidance for cement manufacturers to transition toward value-driven communication and trust-building approaches.

Index Terms - Water-repellent cement, consumer behaviour, adoption drivers, awareness, price-value perception, construction materials, IHB market.

I. INTRODUCTION

The construction industry in India is experiencing rapid growth, driven by increasing residential construction, expanding infrastructure development, and increasing awareness of material quality and durability. In this changing environment, water-repellent cement has become an advanced material that improves structural performance by reducing moisture entry, increasing durability, and helping to prevent problems like dampness, efflorescence, and small cracks. However, even though this cement has clear advantages, it is not widely used compared to traditional types like OPC and PPC in most parts of the country. This leads to an important question: why do customers, masons, dealers, and other consumer involved in construction not choose a product that is technically better and offers long-term benefits?

To understand this gap, it's important to look at how decisions are made in the construction industry, especially by individual house builders.

In India, buying decisions are often based on trust, experience, and word of mouth rather than just technical specs. Consumer usually rely on masons, local sellers, and brand reputation, as well as what they see in practice, rather than formal product knowledge. This behavior fits with known behavioral models, such as the Theory of Planned Behaviour, which explains how attitudes, social influences, and perceived control affect decisions, and the Stimulus-Organism-Response model, which shows how things like product demonstrations, packaging, and advertising affect how people think and act.

Even though water-repellent cement is marketed as a high-performance, premium product, it still faces challenges like low awareness, a perception of complexity, and doubts about its value.

Observations from the field show that many people see it more as a solution for specific areas like bathrooms or terraces, rather than for whole buildings. Also, price sensitivity and a lack of understanding about long-term cost benefits slow down its acceptance. The influence of masons and contractors, who are often guided by habit, familiarity, and incentives, further affects whether they choose to use this material.

Dealers play an important role in how visible and recommended a product is. In semi-urban and rural areas, dealers usually focus on products that sell quickly, which means they don't get much exposure for innovative products like water-repellent cement. Even though digital platforms like websites, apps, and social media are starting to raise awareness, their impact is not consistent, especially in markets where decisions are made offline and based on personal trust. Because of these factors, there is a clear need for a structured study on how water-repellent cement is adopted.

This research looks at three main areas: (i) how much stakeholders know and are aware of the product, (ii) the main factors and obstacles affecting its adoption, including perceived value, price fairness, trust, and how information is shared, and (iii) how people buy, including their willingness to switch, any changes in their purchasing habits, and how they respond to marketing efforts.

By combining behavioral theories like the Theory of Planned Behaviour, the Stimulus–Organism–Response model, and perceived value theory with real-world data, this study aims to understand the psychological, social, and market factors that influence decisions about using water-repellent cement.

It also gives useful insights for cement manufacturers, highlighting the importance of communication that focuses on value, working with influencers, engaging dealers, and building trust.

In essence, water-repellent cement is both a technological innovation and a challenge related to behavior.

This study helps bridge that gap by analyzing adoption patterns in the Indian cement market using data. Unlike earlier studies, it brings together behavioral theory and real evidence to treat water-repellent cement as a unique product category, offering both theoretical and practical contributions.

II. LITERATURE REVIEW

The use of new construction materials, such as water-repellent cement, is affected by many different factors including how well they work, people's attitudes, social influences, and how much value people think they offer.

Studies from fields like material science, consumer behavior, and construction marketing show that people don't just choose materials based on their features. Their decisions are also strongly influenced by psychological and situational factors. These relationships can be well explained by theories like the Theory of Planned Behaviour (TPB), Stimulus-Organism-Response (S-O-R) model, Elaboration Likelihood Model (ELM), perceived value theory, UTAUT2, and electronic word-of-mouth (e-WOM) [1-4, 6-11].

2.1 Product Performance and Technical Attributes

Perceived performance of construction materials works is important for its adoption, especially in terms of how long it lasts, how well it resists moisture, and how it performs over time [4].

In cases where the product is important to the buyer, seeing evidence of how well it works, such as on-site tests or performance data, can greatly affect their opinions through central-route persuasion explained by the Elaboration Likelihood Model (ELM) [2]. However, in practice, many individual house builders (IHBs) don't have the technical knowledge to tell different product types apart. This makes demonstrations, support from third parties, and real-life experiences important for building trust and lowering the fear of risk [2,4].

2.2 Behavioural and Psychological Determinants

The Theory of Planned Behaviour (TPB) helps understand purchase intentions by looking at attitude, social norms, and perceived control [1].

In the case of construction materials, the fear of risk and being unfamiliar with new products can reduce the chance of adoption unless the product offers a strong perceived value and clear long-term benefits [4]. The S–O–R model explains how outside influences, like packaging, how dealers present the product, and demonstrations, affect internal thoughts, leading to actions such as willingness to pay or switching brands [3]. These findings show the importance of matching product communication with what consumers think and what they find useful.

2.3 Role of Influencers and Channel Members

In the construction field, people like masons, contractors, engineers, and dealers play a big role in deciding if a product gets adopted.

Individual house builders often rely more on local masons and dealers than on official marketing channels, so the credibility of these influencers is crucial for product acceptance [1,3]. Training, certification, and hands-on demonstrations increase the confidence of these influencers and help reduce the risk consumers feel [2-4]. Dealers, in particular, affect how visible and available the product is and influence the final decision to buy. However, products that need a lot of explanation or that don't sell quickly often get less support from dealers, highlighting the need for better strategies to engage with these trade partners [3,4].

2.4 Market-Side Factors: Price, Availability, and Communication

2.4.1 Price and Perceived Fairness

Perceived price fairness has a significant impact on how they value a product, especially for premium items.

People are more likely to adopt a product if they believe the price matches the value they get, like longer life and less maintenance costs [4,7]. On the other hand, if the price feels unfair, it can lower satisfaction, trust, and the willingness to adopt the product, especially in markets where price matters a lot.

2.4.2 Availability and Retail Visibility

When a product is easy to find, visible in stores, and supported by good logistics, it improves perceived control and makes people more likely to buy it [1,10]. In environments where there are many different shopping options, consistent supply and reliable delivery often have a bigger impact on buying decisions than just advertising [10,11].

2.4.3 Communication, Demonstrations, and Digital Content

Good communication strategies make complex technical details easier to understand by presenting them in a simple and visual way. Demonstrations, before-and-after comparisons, and real-life use cases have been shown to increase understanding and engagement [2-4]. The UTAUT2 framework suggests that digital use depends not just on usefulness, but also on how easy it is to use, how enjoyable it is, and how habitual the use becomes [6].

2.4.4 Electronic Word-of-Mouth (e-WOM)

e-WOM plays a critical role in shaping what consumers think.

Negative reviews have a stronger impact than positive ones due to loss aversion [8,9]. In construction markets, negative feedback from influencers or early adopters can greatly limit product acceptance, showing the need for effective ways to handle service issues and manage reputation.

2.5 Research Gaps

Despite much research on innovation adoption and consumer behavior, there are still important gaps.

First, there is not enough research focused specifically on water-repellent cement as a unique product in the Indian context. Second, it's not well integrated to include behavioral theories with the dynamics of sales channels and logistics in construction material studies. Third, the process from being aware of a product to wanting to buy it and finally adopting it is not well explored, especially in relation to perceived

value and price fairness. Finally, the impact of demonstrations, influencer support, and digital communication on adoption at the local level needs more research.

These gaps justify this study, which takes an integrated behavioral and empirical approach to examine what drives adoption in the water-repellent cement category.

III. RESEARCH METHODOLOGY

3.1 Research Design

This study uses a descriptive and explanatory approach to look into what affects the use of water-repellent cement.

The research combines theories about behavior with real-world data from the field to understand how people make decisions when buying cement in the Indian construction industry. Primary data were gathered through structured questionnaires, with help from field interactions with industry experts to get practical insights into how the market works.

3.2 Population and Sample

The study looks at the Individual House Builder (IHB) group, which is a key group when it comes to buying cement for retail use. Even though data was first collected from various stakeholders like contractors, masons, engineers, and dealers, the current analysis only includes 101 IHB responses.

This helps keep the study consistent and directly related to the intention to buy. Because this is an exploratory study and due to the challenges of collecting field data, a non-probability convenience sampling method was used. The sample size of 101 respondents is considered adequate for regression analysis and meets the requirements for statistical validity in exploratory research.

3.3 Data Collection

Primary Data

Data was collected using a structured questionnaire that aimed to gather information on:

- How people feel about water-repellent cement
- What they think about its value and usefulness
- Whether they feel the price is fair
- Their exposure to digital content
- How much the demonstrations affected their views
- Their intention to buy

All responses were measured on a 5-point Likert scale, ranging from strongly disagree (1) to strongly agree (5).

Secondary Data

- Industry reports and market insights
- Product technical documents
- Academic papers on consumer behavior and innovation adoption

3.4 Variables and Measurement

Dependent Variable

- Purchase Intention

Independent Variables

- Attitude (measured through satisfaction)
- Perceived Value (based on usefulness and willingness to pay)
- Price Fairness (measured through dealer trust index)
- Digital Content Exposure
- Demonstration Impact

Where necessary, composite indices were created to represent constructs made up of multiple items.

3.5 Analytical Tools and Techniques

Data analysis was done using SPSS software with the following methods:

3.5.1 Descriptive Statistics

Used to summarize the characteristics of respondents and the overall pattern of responses.

3.5.2 Regression Analysis

Linear regression was used to test the hypotheses and examine how independent variables affect purchase intention.

A multiple regression model was also used to see the combined effect of all the independent variables.

3.5.3 Reliability Considerations

Since composite indices and single-item constructs were used, reliability was ensured through previously validated measurement scales instead of in-depth internal consistency checks.

3.6 Hypothesis Development

Based on literature and real-world observations, the following hypotheses were tested:

H1: Attitude has a positive effect on purchase intention

H2: Price fairness influences purchase intention

H3: Demonstration affects attitude

H4: Perceived value has a positive effect on purchase intention

H6: Exposure to digital content influences purchase intention

3.7 Ethical Considerations

The study followed standard ethical practices:

- Participation was voluntary
- Respondents were informed about the academic purpose of the study
- Confidentiality and anonymity were maintained

IV. THEORETICAL FOUNDATIONS

Consumer behaviour research is built on a set of well-known theories that explain how people form opinions, make choices, and develop lasting connections with brands.

This section covers six main theories TPB, ELM, S-O-R, SERVQUAL/INDSERV, UTAUT2, and Commitment-Trust that together form the basis of the model used in this study. Each theory focuses on a different area (like individual, social, company, digital, and environment) and shows how these factors influence satisfaction, trust, and eventually lead to actions like buying, loyalty, and sharing opinions.

4.1 Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (TPB) suggests that a person's attitude towards something, what others think about them doing it, and how easy or hard they think it will be, all influence their intention to act. In some situations, especially when there are barriers like time or cost, the sense of control can directly affect the action. TPB is one of the most widely used models for understanding the reasons behind purchase decisions, especially the psychological and social factors involved.

4.2 Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model (ELM) explains how people are persuaded through two different paths. The central route involves careful thought and strong evidence, such as testing or expert opinions. The peripheral route is based on simple cues, like the attractiveness of the person giving the message or how popular something is. The central route usually creates more stable and lasting opinions, especially when people are highly involved and able to process the information. This model helps explain why backed-up evidence is more effective than superficial appeals in influencing choices.

4.3 Stimulus-Organism-Response (S-O-R)

The S-O-R model, which comes from environmental psychology, explains behaviour as the result of external stimuli (like store design, prices, availability, and reviews) acting on a person's internal state (such as feelings and thoughts), which then leads to a response (like choosing to buy or avoiding something). This model is widely used in branding, retail, and online settings to understand how the design of experiences and signals of reliability affect internal feelings and buying decisions.

4.4 Service Quality Frameworks: SERVQUAL and INDSERV

SERVQUAL is a model that measures service quality through characteristics like tangibles, reliability, responsiveness, assurance, and empathy. It is commonly used in consumer services. In more technical or industrial situations, INDSERV is better as it outlines a process from potential quality (like capabilities and procedures) through process quality (like accuracy and clarity) to outcome quality (like problem resolution and reducing defects). Both models show how service quality leads to satisfaction and trust, which in turn affect long-term customer relationships.

4.5 Unified Theory of Acceptance and Use of Technology (UTAUT2)

UTAUT2 expands on the original theory of technology adoption by adding factors like enjoyment, value for money, and habit. It also considers age, gender, and experience as factors that influence how people use technology. In consumer settings, these additions help explain a lot more about why people choose to use digital tools and how things like fun, value, and routine habits keep them engaged across different platforms and channels.

4.6 Commitment-Trust (KMV) Theory

The Commitment-Trust perspective says that trust and relationship commitment are the main factors that help marketing efforts lead to cooperation, loyalty, and keeping customers. Trust comes from honest communication, shared values, fairness, and consistent performance. Commitment means a customer's intention to keep a valued relationship. Together, they explain why satisfaction alone isn't enough for long-term loyalty and why companies must deliver reliably and show they can be trusted.

4.7 Synthesis and Role in the Present Study

Each theory gives a different piece of the bigger picture:

TPB identifies the personal and social factors that influence intention and action. ELM shows how strong, thoughtful arguments create deeper and more lasting opinions. S-O-R shows how environment and design affect a person's feelings and choices. SERVQUAL/INDSERV outlines the process of service quality from possible outcomes through to actual results, and how that leads to satisfaction and trust. Commitment-Trust explains how trust and loyalty develop over time from satisfaction.

These theories together support the study's model, which shows how satisfaction and trust are key in connecting different factors to outcomes like buying, loyalty, and recommending products.

V. FINDINGS: THEMATIC SYNTHESIS OF DETERMINANTS

This section presents a synthesis of prior literature, while empirical results are presented in the next section. It brings together about 120 relevant studies, grouped by the different factors that influence behavior.

It highlights the consistent effects, conditions that affect these effects, and boundaries that define them, which help form our overall model.

5.1 Individual Factors (Attitudes, Values, Risk, Emotions/Involvement)

In all the categories, Attitude, Subjective Norms, and Perceived Behavioural Control keep predicting Intention and often Behavior, confirming the main pathways in the Theory of Planned Behavior for consumer situations [1]. Perceived Value, which is a judgment about the benefits compared to the sacrifices, adds more explanation beyond attitude for making choices and recommending products. On the other hand, Perceived Risk lowers intention and makes the decision process take longer, especially when there's not much information and when people are highly involved [9]. From a persuasion angle, evidence from the central-route approach (like tests, certifications, or demonstrations) leads to more lasting attitudes than peripheral cues, especially when people are highly involved and capable, which

helps build the link between intention and behavior over time [2]. Loss Aversion explains why people react differently to negative information, especially in pricing or reviews [10].

5.2 Social Factors (Family/Peers, Experts, e-WOM)

Studies show that online reviews have a major impact on sales. In many cases, the effect of negative reviews is stronger than that of positive ones, and consumers read the actual text of the reviews instead of just the star ratings [11]. Digital word-of-mouth systems (like reputation and feedback mechanisms) can build trust, but they need to be designed carefully to prevent abuse, identity issues, and biased feedback [12]. These findings support our e-WOM model and show why businesses should focus on preventing problems and responding credibly.

5.3 Company-Side Factors (Price, Availability/Logistics, Service/Experience, Brand Proof)

Price fairness depends on how well the price change matches the cost change and the transparency of the pricing process. Perceptions of fairness affect Satisfaction and Trust, which in turn influence customer retention [13,14]. The quality of service and experience predicts Satisfaction, which leads to Trust and Loyalty. In technical or industrial settings, INDSERV is often better than SERVQUAL and should be seen as Potential leading to Process (hard/soft) leading to Outcome, which then affects Satisfaction and Trust [4,5]. The reliability of availability and logistics like timely delivery, full delivery, and handling exceptions has a big impact on real choice and conversion in omnichannel situations, making reliability an important part of the value offered [15].

5.4 Digital & Technology Factors (Adoption, Usability, Omnichannel)

Digital adoption isn't just about being useful. Hedonic Motivation, Price Value, and Habit all help increase Intention and Use beyond just performance expectations and ease of use. Age, gender, and experience affect how these factors work [6]. At the journey level, omnichannel consistency matching content, prices, inventory availability, and customer service reduces friction and improves conversion and customer retention, making digital orchestration a key performance factor for the company, not just a separate function [15,16].

5.5 Contextual Factors (Culture, Income, Sustainability, Situation)

Culture, income, and situational urgency influence the strength and even the direction of the model's paths. S-O-R studies show that stimuli (like interface or availability cues) work through internal states, and context affects the degree of these effects [3]. Omnichannel research shows that situational constraints (like urgency or delivery deadlines) make reliability more important than price, while income affects how willing people are to pay for sustainability or premium features [15,16].

Table 1. Representative Evidence by Determinant Cluster

Cluster	Typical constructs	Recurrent finding	Key moderators
Individual	Attitude, SN, PBC; Value; Risk	A/SN/PBC → Intention; Value → Choice	Involvement (ELM), info level [1,2,9]
Social	Valence; Negative-share; Diagnosticity	e-WOM shifts sales; negatives > positives	Text helpfulness/length; platform design [11,12]
Firm-side	Price fairness; INDSERV chain; Availability	Fairness → Sat/Trust; Outcome → Sat → Trust → Loyalty	Transparency; category risk; time pressure [4,5,13–15]
Digital	PE/EE/SI/FC; HM/PV/HB; Omnichannel	HM/PV/HB → Intention/Use; consistency ↑ conversion	Age, gender, experience; channel mix [6,15,16]
Context	Culture; Income; Urgency; Sustainability	Moderates key paths in TPB/ELM/S-O-R	Market maturity; macro conditions [3,15,16]

VI. RESULTS AND DISCUSSION

Regression assumptions were tested successfully, and no significant violations were observed during analysis.

6.1 Descriptive Overview

The study used data from 101 Individual House Builders (IHBs) to examine how different factors affect their decision to buy water-repellent cement. We used SPSS to analyze variables like attitude, perceived value, price fairness, digital content, and demonstration to see how they influence purchase intention.

6.2 Hypothesis Testing

To check our hypotheses, we ran a linear regression analysis.

H1: Attitude → Purchase Intention

The analysis showed that attitude has a strong positive effect on purchase intention ($\beta = 0.348$, $p < 0.001$).

The model explains 12.1% of the variation ($R^2 = 0.121$), meaning that positive attitudes strongly influence the decision to adopt water-repellent cement. Therefore, H1 is supported.

H2: Price Fairness → Purchase Intention

Price fairness was found to have a negative but significant impact on purchase intention ($\beta = -0.229$, $p = 0.022$).

The model explains 5.2% of the variation ($R^2 = 0.052$). This suggests that consumers who care a lot about price may be less likely to choose premium cement products. So, H2 is not supported.

H3: Demonstration → Attitude

Demonstration did not significantly affect attitude ($\beta = -0.053$, $p = 0.602$).

The model has very little explanatory power ($R^2 = 0.003$), meaning that demonstrations alone don't change consumer perceptions.

Therefore, H3 is not supported.

H4: Perceived Value → Purchase Intention

Perceived value had a strong positive impact on purchase intention ($\beta = 0.404$, $p < 0.001$), explaining 16.3% of the variance ($R^2 = 0.163$).

This shows that communicating long-term benefits is key. Hence, H4 is supported.

H6: Digital Content → Purchase Intention

Digital content was found to have a significant but negative impact on purchase intention ($\beta = -0.255$, $p = 0.010$), explaining 6.5% of the variance ($R^2 = 0.065$).

This means digital channels may not be as effective in influencing buying decisions in this market. Thus, H6 is not supported.

6.3 Multiple Regression Analysis

We created a multiple regression model to see how all the independent variables together affect purchase intention.

The model was statistically significant ($F = 9.477$, $p < 0.001$), explaining 33.3% of the variance ($R^2 = 0.333$), showing strong explanatory power.

Among the predictors, attitude ($\beta = 0.380$, $p = 0.001$) and perceived value ($\beta = 0.257$, $p = 0.007$) were significant positive influences.

Price fairness had a significant negative effect ($\beta = -0.320$, $p = 0.003$), reinforcing the inverse relationship observed in the individual model.

In contrast, digital content ($p = 0.615$) and demonstration ($p = 0.397$) did not significantly influence purchase intention when considered with other variables.

6.4 Discussion of Findings

The study results offer valuable insights into the factors that influence the adoption of water-repellent cement in the Indian construction market.

First, attitude and perceived value emerged as the most important factors driving purchase intention. This aligns well with the Theory of Planned Behaviour (TPB) and perceived value theory. Consumers rely more on how they personally evaluate a product's benefits, durability, and performance rather than on short-term promotions. Second, the negative relationship between price fairness and purchase intention shows that price-sensitive consumers may resist premium products, even if they offer better qualities. This highlights the need to effectively communicate value rather than solely competing on price. Third, the lack of significant influence from demonstration challenges common assumptions in construction marketing. While demonstrations are expected to shape perception through the Elaboration Likelihood Model (ELM), the results suggest that demonstrations alone are not enough. They need to be supported by trust, credibility, and clear communication of value. Fourth, the negative impact of digital content suggests a gap between digital marketing strategies and consumer trust in this category. In semi-urban and traditional markets, decisions still largely depend on interpersonal influences like dealers and masons, rather than digital platforms. This supports findings from UTAUT2 and e-WOM literature.

Overall, the study shows that adoption in the cement industry is mainly driven by how consumers perceive value and trust, rather than through promotional or digital efforts.

Table No. 1. Hypothesis Summary

Hypothesis	Relationship	Result
H1	Attitude $\rightarrow$ Purchase Intention	Supported
H2	Price Fairness $\rightarrow$ Purchase Intention	Not Supported
H3	Demonstration $\rightarrow$ Attitude	Not Supported
H4	Perceived Value $\rightarrow$ Purchase Intention	Supported
H6	Digital Content $\rightarrow$ Purchase Intention	Not Supported

VII. INTEGRATED FRAMEWORK AND TESTABLE PROPOSITIONS

7.1 Framework

The conceptual framework illustrates how key independent variables attitude, perceived value, price fairness, digital content, and demonstration, influence the purchase intention of water-repellent cement. These variables derived from behavioral and market-driven factors that shape consumer decision-making within the construction industry.

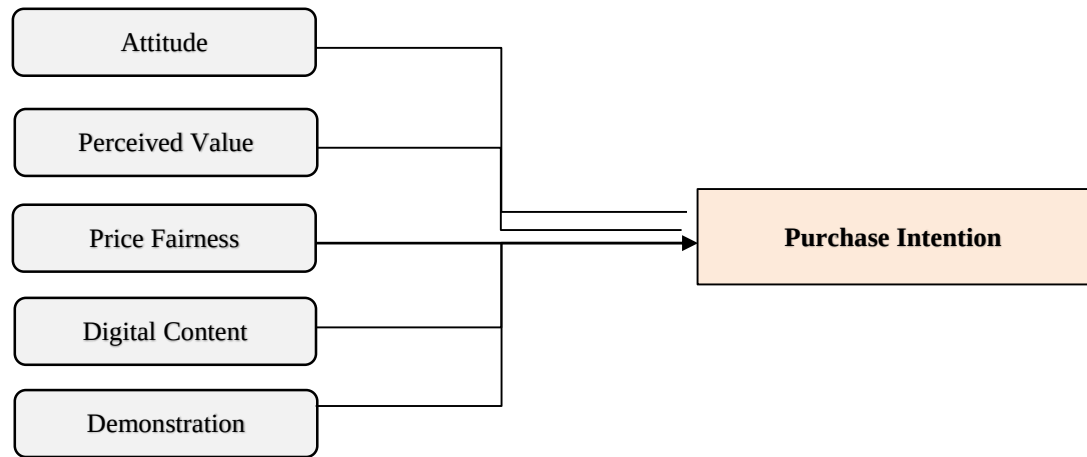


Figure 1: Conceptual framework illustrating the impact of key determinants on purchase intention of water-repellent cement.

VIII. MANAGERIAL IMPLICATIONS

Focus on experience reliability rather than just lowering prices. When the connection between outcomes and satisfaction is strong, and satisfaction leads to trust, shifting budget to availability, logistics, and handling exceptions can improve customer retention and word of mouth more effectively [4,5,15,16].

Ensure price fairness. Make sure price changes match expected cost increases and explain the reasons clearly. Transparency can reduce the negative impact of unfair pricing on satisfaction and trust, and help maintain loyalty [13,14].

Manage negative reviews well. Since negative impacts are stronger than positives, focus on solving the root causes, responding quickly and credibly, and increasing positive reviews. This gives a better return on investment than general advertising [11,12].

Invest in strong evidence. In areas where trust is important, measurable proof like tests, certifications, and demonstrations work better than simple marketing messages for building lasting trust [2].

Design integrated journeys instead of separate channels. Make sure information, product availability, and support are consistent across all channels, which reduces customer friction and drop-offs [15,16].

Create delight and habit in digital settings. UTAUT2 shows that enjoyment, value, and habit influence intention and usage. Focus on small delights, easy repeat orders, and clear value signals [6].

Use leading KPIs throughout the customer journey. Track attitude, subjective norms, and perceived behavioral control (TPB), central evidence exposure (ELM), reliability factors (timeliness, delivery accuracy, handling exceptions), hedonic motivation, price value, and habit (UTAUT2), and negative e-WOM. Link marketing efforts to these indicators [1,2,6,11].

IX. LIMITATIONS AND FUTURE RESEARCH

Scope and Coverage: This study is limited by its sample size and geographic focus.

Causality and Dynamics. Many studies are cross-sectional, so we suggest using longitudinal and field experiments, such as testing fairness messages, inventory visibility, and response policies, to better understand cause-and-effect relationships in e-WOM and omnichannel effects [11,15].

Measurement Extension. Items for the INDSEV model should be adjusted for hybrid consumer and industrial categories and tested for consistency across different segments and markets [5].

Context Moderation. More research is needed on how cultural, income, and urgency differences affect the TPB/ELM/S-O-R paths to better understand how widely these findings apply [3,15,16].

X. CONCLUSION

This study gives a clear picture of the main factors that affect how people in the Indian construction market adopt water-repellent cement. The main point is that when people decide to buy, it's more about their own thoughts and feelings rather than being persuaded by ads or promotions. The study shows that how much people value a product is really important in deciding if they will buy it.

This means that it's crucial to explain the long-term benefits, like how long the product lasts, how much maintenance it needs, and how well it performs. Also, people's attitudes and trust in the product are strong indicators of whether they will choose it.

What's interesting is that price fairness and digital content didn't have a positive effect on buying decisions.

This suggests that people who are very sensitive to price might not want to pay more for a premium product, and that digital marketing isn't yet working well to influence choices in this area. Additionally, the study found that simply being aware of a product isn't enough to make someone buy it. Without other important factors like trust and perceived value, awareness alone won't drive adoption.

In summary, this study shows that in the cement industry, adoption is driven by value, trust, and complex behavior.

For businesses, this means moving away from just competing on price to focusing on communicating value, working with influencers, and building trust.

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Appendix-A Evidence Matrix

#	Authors (Year)	Context	Method (N)	Determinant (s)	Outcome(s)	Theory	Main finding
1	Ajzen (1991)	Multi-domain	Review	A, SN, PBC	Intention/Behaviour	TPB	A/SN/PBC → INT; PBC may → Behaviour [people.umass.edu]
2	Chevalier & Mayzlin (2006)	E-commerce	Secondary	Valence, Negative-share	Sales	e-WOM	Negatives > positives (asymmetry) [msbfile03.usc.edu]
3	Gounaris (2005)	B2B services	Survey	INDSERV (P,H,S,O)	Sat/Trust	INDSERV	Process→Outcome →Sat→Trust→Loyalty [emerald.com]
4	Xia et al. (2004)	Retail/ services	Experiment	Price fairness	Sat/Trust	Justice	Alignability & transparency shape fairness [jstor.org]

