



Sculpting global leaders

Evaluating the purchasing intentions of retailers towards cement blenders in Gauteng

Neo Koopedi

Student Number: 0604456P

Supervisor

Dr Thubelihle Ndlela

**A research proposal submitted to the Faculty of Commerce, Law and
Management, University of the Witwatersrand, in partial fulfilment of the
requirements for the degree of Master of Business Administration.**

Johannesburg, 2024

TABLE OF CONTENTS

ABSTRACT	v
LIST OF TABLES.....	vi
LIST OF FIGURES	vii
CHAPTER 1. INTRODUCTION.....	8
1.1 PURPOSE STATEMENT.....	8
1.2 STUDY BACKGROUND.....	8
1.3 RESEARCH PROBLEM	9
1.4 RESEARCH OBJECTIVES.....	10
1.5 RESEARCH QUESTIONS.....	10
1.6 RATIONALE.....	11
1.7 STUDY LIMITATIONS	11
1.8 KEY DEFINITIONS	11
1.9 ASSUMPTIONS	12
1.10 SYNOPSIS	12
CHAPTER 2. LITERATURE REVIEW AND THEORETICAL FRAMEWORK: 13	
2.1 INTRODUCTION	13
2.2 THEORY OF PLANNED BEHAVIOUR	13
2.2.1 ATTITUDES.....	14
2.2.2 SUBJECTIVE NORMS	14
2.2.3 PERCEIVED BEHAVIOURAL CONTROL.....	15
2.2.4 INTENTIONS	15
2.3 MARKETING MIX	16
2.4 BRAND EQUITY THEORY	17
2.5 BUSINESS TO BUSINESS PURCHASE INTENTION	18
2.6 TO WHAT DEGREE DOES PRICE INFLUENCE PURCHASE INTENTION?.....	19
2.6.1 PRICE	19
2.6.2 PRICE AND PURCHASE INTENTION	20
2.7 TO WHAT DEGREE DOES PRODUCT QUALITY INFLUENCE PURCHASE INTENTION?	20
2.7.1 PRODUCT QUALITY.....	20
2.7.2 PRODUCT QUALITY AND PURCHASE INTENTION	20
2.8 TO WHAT DEGREE DOES BRAND IMAGE INFLUENCE PURCHASE INTENTION?	21

2.8.1	BRAND IMAGE	21
2.8.2	BRAND IMAGE AND PURCHASE INTENTION	21
2.8.3	CONCEPTUAL FRAMEWORK	22
2.9	SYNOPSIS	22

CHAPTER 3. RESEARCH METHODOLOGY23

3.1	INTRODUCTION	23
3.2	RESEARCH APPROACH AND RESEARCH DESIGN	23
3.3	POPULATION AND SAMPLE.....	23
3.3.1	POPULATION	23
3.3.2	SAMPLING PROCEDURE	23
3.4	RESEARCH INSTRUMENT	24
3.5	STRATEGY FOR DATA COLLECTION.....	24
3.6	APPROACHES TO DATA ANALYSIS AND INTERPRETATION	25
3.7	QUALITY ASSURANCE.....	25
3.7.1	VALIDITY.....	25
3.7.2	RELIABILITY	25
3.8	ETHICS PRINCIPLES	25

CHAPTER 4. RESULTS PRESENTATION AND ANALYSIS26

4.1	INTRODUCTION	26
4.2	BIOGRAPHICAL PROFILE	26
4.2.1	GENDER	26
4.2.2	AGE GROUP.....	27
4.2.3	EDUCATION.....	27
4.2.4	RETAIL STORE	28
4.2.5	BLENDED CEMENT BRAND	29
4.3	RELIABILITY AND VALIDITY TESTING	29
4.3.1	PRICE.....	32
4.3.2	PRODUCT QUALITY.....	32
4.3.3	BRAND IMAGE	33
4.3.4	PURCHASE INTENTION	34
4.4	STRUCTURAL EQUATION MODELLING.....	34
4.4.1	CMIN/DF	35
4.4.2	GFI	35
4.4.3	NFI	35
4.4.4	RFI	36
4.4.5	IFI.....	36
4.4.6	TLI	36
4.4.7	CFI	36
4.4.8	RMSE.....	36
4.5	HYPOTHESIS TESTS	37
4.5.1	PRICE.....	37
4.5.2	PRODUCT QUALITY.....	38
4.5.1	BRAND IMAGE	39
4.6	SYNOPSIS	40

CHAPTER 5. CONCLUSION AND RECOMMENDATIONS	41
5.1 INTRODUCTION	41
5.2 RESEARCH CONCLUSIONS	41
5.3 THEORETICAL RAMIFICATIONS.....	42
5.4 PRAGMATIC IMPLICATIONS	43
5.5 RESEARCH LIMITATIONS	43
5.6 FUTURE RESEARCH RECOMMENDATIONS.....	44
REFERENCES	45
References	46
APPENDIX A – Ethics Clearance Certificate	57
APPENDIX B – Participant Information Sheet.....	58
APPENDIX C – Consent Form	60
APPENDIX D – Research Instrument.....	62
APPENDIX E – Turnitin Report.....	67

ABSTRACT

The study investigates the purchasing intentions of retailers towards cement blenders in Gauteng. The study made use of a quantitative research design, utilizing Slovin's formula to determine the sample size. The gathering of data was conducted via a self-administered online survey which yielded 203 valid responses. The data from the survey was evaluated using various descriptive statistics, hypothesis testing and structural equation modelling. The research objectives were achieved through a quantitative analysis of the survey responses from retail store managers and owners. The major constructs measured were price, brand image, product quality and their influence on purchase intention as the dependent variable.

Hypothesis testing was subsequently conducted to explore the relationship between the key variables. The outcomes of the study revealed that brand image and product quality had significantly positive effects on purchase intention, supporting their respective hypotheses along with academic literature. Contrary to scholarly findings, price demonstrated a weak relationship with purchase intention. The hypothesis testing for resulted in a high p-value, suggesting that price was not a significant factor shaping purchase intentions. This suggests that other factors may overshadow price when retail store owners and managers purchase blended cement. These outcomes provide insights on the factors propelling consumer behaviour and the importance of product quality and brand image driving purchase intention in the context of blended cement.

Keywords: *Cement blenders, purchase intention, price, product quality, brand image.*

LIST OF TABLES

Table	3.1:
Variables.....	Error!
Bookmark not defined.	4
Table	4.1:
Gender.....	Error!
Bookmark not defined.	6
Table 4.2: Age Group	Error! Bookmark not defined.7
Table	4.3:
Education.....	Error!
Bookmark not defined.	7
Table	4.4:
Store.....	Error!
not defined.	8
Table	4.5:
Brand.....	Error! Bookmark not defined.9
Table 4.6: Reliability Measures	31
Table 4.7: Model Fit Indices.....	35
Table 4.8: H1 – Price and Purchase Intention.....	37
Table 4.9: H2 – Product Quality and Purchase Intention.....	38
Table 4.10: H3 – Brand Image and Purchase Intention.....	39

LIST OF FIGURES

Figure 2.1: From Theory of Reasoned Action to Theory of Planned Behaviour, adapted from Ajzen (2011).....Error! Bookmark not defined.4

Figure 2.2: Conceptual FrameworkError! Bookmark not defined.2

CHAPTER 1. INTRODUCTION

1.1 Purpose Statement

To investigate and assess the factors influencing the purchase intentions of retailers in the cement industry, specifically focusing on cement blenders in the Gauteng region.

1.2 Study Background

The cement industry in South Africa is under pressure as it faces challenges on multiple fronts due to a decline in economic growth, the cyclical nature of the construction industry, lower priced imports and environmental issues (Infrastructure News, 2022). With an installed capacity of 22Mt per annum, capacity utilization has fallen to 59% (Global Cement, 2023) signaling excess supply relative to demand. A downward trend had been observed preceding the pandemic as domestic cementitious sales declined by 7% in 2019 from 13.8Mt to 12.7Mt, prior to a 15% to 20% decline in 2020 due to the covid-19 induced lockdowns (Industry Insight, 2021). The trend in the cement sector reflects the malaise in the general construction sector which shed 118k jobs and recorded a 7% decline in revenue between 2017 and 2020 (Stats SA, 2022).

There are two types of cement manufacturers in South Africa, integrated cement manufacturers and non-integrated cement manufacturers or blenders (Shoko, 2020). Cement manufacturing is a capital-intensive business (El-Sayed, Faheim, Salman, & Saleh, 2021) which requires a kiln to produce clinker and a grinding unit to produce the cement from the clinker. In contrast to integrated cement manufacturers, cement blenders do not produce clinker nor require a grinding unit to manufacture cement. Their manufacturing process requires a blending unit, which mixes a higher strength cement with various supplementary cementitious materials to produce cement.

1.3 Research problem

In recent years, the influx of cheap blended cements in the Gauteng retail segment has increased (Shoko, 2020) . However, concerns have been raised since 2020 about the adherence to building standards and the product quality of cement blenders (Shoko, 2020). A recent announcement by the National Regulator of Compulsory Specifications, resulted in a complete recall of a brand of blended cements from the market, having concluded that the cement failed to meet the minimum requirements for building standards (Ebrahim, 2023). Cement and Concrete SA has lamented the collapse of a house in the Western Area, stating that many secondary blenders are selling non-compliant cement and that such occurrences are not isolated incidents (Cement and Concrete SA, 2023).

Various studies have contributed knowledge to this area of research. A study in Indonesia tested the effect that service quality, customer loyalty programs and product quality had on the attitude of retail customers towards cement brands (Putra, Hartoyo, & Simanjuntak, 2017). Another study added brand image and years of establishment in addition to product quality as variables that sought to explain factors that influenced the purchase of cement (Mishra & Sharestha, 2019). Ramadhan et al.; (2022) focused on one cement brand and measured purchase decision as an outcome of brand image and price changes.

Similar studies in Africa have also investigated consumer preference for cement products. One study in Ethiopia considered a mixture of various product attributes, socio-demographic and economic factors to comprehend consumer preferences for cement (Tadesse & Tessema, 2020). Bonney, Song, Jingwei and Zhang (2022) in Ghana, focusing on consumer preference for cement in concrete manufacturing, extended these factors to incorporate workability, durability and trusted brand name. A study in South Africa investigated the factors influencing and the resulting effects of brand preference, to forecast the purchase intentions of consumers regarding cement products (Pitso, Ligaraba, & Chuchu, 2023).

While previous studies measured brand preference as an outcome variable or as a mediator of purchase intention, this research will measure the immediate impact of the explanatory variables on purchase intention. Although previous studies have been conducted regarding cement products in general, there have been limited studies that differentiate between integrated and non-integrated cement products. Most studies focused on the perspective from business to consumer, this study's focus will be on the business (manufacturer) to business (retailer) viewpoint, where the purchase intention is to be evaluated at the retailer level. The Gauteng region will form the geographic scope of the study as this market has a high prevalence of cement blenders. This research will be of particular interest given the recent concerns raised about the quality of some cement blenders.

1.4 Research objectives

The research objective given the identified research problem:

- To establish the key factors that influence the purchase intentions of retailers towards blenders
- To evaluate the influence of price on retailers purchase intentions
- To evaluate the influence of product quality on retailers purchase intentions
- To evaluate the influence of brand image on retailers purchase intentions

1.5 Research questions

- What factors influence the purchase intentions of retailers towards cement blenders?
- To what degree does price influence purchase intention?
- To what degree does product quality influence purchase intention?
- To what degree does brand image influence purchase intention?

1.6 Rationale

The conceptual framework incorporates price, product quality, brand image and how these constructs directly relate to purchase intention for cement blenders. By understanding the relationship among these variables, purchasers of cement blenders may make informed decisions taking these factors into consideration. Furthermore, cement blenders may focus on those elements with the highest influence on purchase intention to advance their brands within the retail segment.

1.7 Study Limitations

The study centers on retail stores in Gauteng to refine the focus of the research. The limitation while having its advantages, may exclude other regions which may exhibit different purchase considerations. Furthermore, by not considering the end user, other consumer behaviour motivations may be unaccounted for.

1.8 Key Definitions

Cement Blenders: Non-integrated cement manufacturers that do not utilize a kiln and cement mill in their production process (Shoko, 2020).

Purchase Intention: A buyer's propensity to procure a good or service with the passage of time and may serve as a positive predictor of consumer purchase behaviour (Martins, Costa, Oliviera, Goncalves, & Branco, 2019).

Price: Money spent by a consumer in exchange for a product or service (Kung, Wang, & Liang, 2021).

Product Quality: A product's capacity to fulfill its intended functions which encompasses durability, ease of operation, precision, product repair and other features (Kotler & Armstrong, 2013).

Brand Image: A consumer's perception formed in their mind reflected by brand association (Keller, 1993).

1.9 Assumptions

Price is assumed to be the biggest driver of purchase intention. Given that cement blenders have relatively lower production costs, the retailers will gravitate towards them due to price, with lower yet positive consideration for product quality and brand image.

1.10 Synopsis

The chapter presented the research background, research problem, questions, rationale, limitations, definition of terms and assumptions.

CHAPTER 2. LITERATURE REVIEW AND THEORETICAL FRAMEWORK:

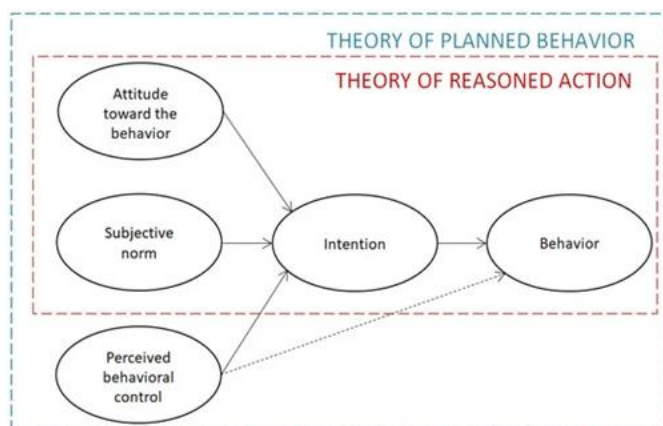
2.1 Introduction

The section centers on the constructs that influence purchase intention, reviewing related literature and findings of previous studies to formulate the hypothesis development. The theoretical underpinning of the study explores a number of theoretical frameworks including the Theory of Planned Behaviour, Marketing Mix, Theory of Brand Equity and Business-to-Business decision making. A conceptual model is then introduced, depicting the relationship between the key variables to be studied.

2.2 THEORY OF PLANNED BEHAVIOUR

The Theory of Planned Behaviour is among the pioneering theories aimed at understanding and predicting human behaviour in the realm of decision making (Ajzen, 1991). It posits that if individuals are inclined to engage in a specific behaviour may do so, but they can also desist from pursuing that course of action. The theory's use to account for and predict in various behavioural domains has been widely documented, including for consumer behaviour (Ajzen, 2020). The theory represents the progression in the Theory of Reasoned Action, which propounds that the actions of individuals are governed by their behavioural intentions, which are presumed to be influenced by their subjective norms and attitudes (Ajzen, 2011). The theory of planned behaviour goes further to introduce a third element: perceived behavioural control, which acts as an indicator of intentions. The figure below depicts and summarizes the two theories:

Figure 2.1: From Theory of Reasoned Action to Theory of Planned Behaviour, modified from Ajzen (1991).



Source: Tommasetti et al., (2018).

2.2.1 Attitudes

The attitude of an individual toward a behaviour can have positive or negative connotations, it considers the individual beliefs about performing a specific behaviour and that the individual has evaluated the consequences of that behaviour (Ajzen, 2020). Amoako, Dzogbenuki and Abubakari (2020) demonstrated that a significantly positive association existed between attitudes on green consumption and purchasing behaviour among youth in Ghana. Dorce et al., (2021) ascertained that attitude had the strongest influence on a consumer's purchase intention for organic vegetables.

2.2.2 Subjective norms

Normative beliefs are classified into two categories, descriptive and injunctive (Ajzen, 2020). Descriptive beliefs refer to beliefs of whether the reference individual or group actually implement the said behaviour themselves (Ajzen, 2020). The injunctive normative beliefs deal with any reference individual or group (family, friends, societal norms) influencing the performance of a certain

behaviour by its approval or disapproval of it (Ajzen, 2020). In both instances, the perceived social pressure or expectations influences the individual's behaviour or subjective norm. Daxini et al., (2019) argued that individuals are prone to conform to certain behaviours to avoid being ostracized.

Liobikiene et al., (2021) utilizing the same theory to analyze factors affecting the intention to utilize renewable energy, concluded that norms that are subjective had a notable and meaningful effect on the intention to utilize renewable energy. In Damit et al., (2019) which looked into factors that encourage individuals not of the Muslim persuasion to buy halal food, discovered that subjective norms, positively influenced purchase intention of non-Muslim patrons for food that is considered to be halal.

2.2.3 *Perceived behavioural control*

Refers to the belief of a person and the extent to which they exhibit control over the performance of a certain behaviour (Ajzen, 2020). It involves perceptions on the presence or absence of certain factors, both internal (skills, abilities) and external (time, money, resources), that could facilitate or hinder the carrying out of the behaviour (Ajzen, 2020). Moon (2021) investigated the underlying thought process that results in consumers supporting green restaurants, and found that perceived behavioural control emerged as the most significant factor influencing green restaurant patronage. In a study measuring the tendency to underestimate risk perception for motorists displaying aggressive driving behaviours, found that perceived behavioural control was the biggest contributing factor explaining the variance in risk underestimation (Chen, Liu, Xu, & Liu, 2022).

2.2.4 *Intentions*

Intentions are the precursor to behaviour and are preceded by attitudes, norms that are subjective and perceived behavioural control (Ajzen, 2020). While an optimistic attitude in conjunction with a favourable subjective norm are necessary to motivate behaviour, without a belief that the individual exercises a high degree

of their perception over their ability to regulate behaviour, the disposition to perform it will be weak (Ajzen, 2020). A stronger intention results in a greater likelihood of the resultant behaviour materializing. Though intention may be present and strong, there may be mitigating circumstances that may impede the performance of the behaviour (Ajzen, 2020).

2.3 MARKETING MIX

The marketing mix refers to the set of controllable marketing elements that a company strategically utilizes to achieve its intended sales objectives within a specific target market (Wichmann, Uppal, Sharma, & Dekimpe, 2022). The marketing mix serves as a strategic framework that enables marketers to gain a clearer understanding of a product's value proposition and to effectively plan for a successful market offering (Lim, 2023). The concept of the marketing mix initially incorporated 12 marketing elements which included: product, pricing, branding, channels of distribution, personal selling, advertising, promotions, packaging, display, servicing, physical handling, fact finding and analysis (Borden, 1964). This list was truncated to a simplified version called the 4 P's of Marketing: product, price, promotions and place (Lim, 2023).

Products play a vital role for any company, serving not only as the foundation for marketing strategy but also as a reflection of the brand in consumers' eyes (Yusuf & Matiin, 2022). A product refers to a company's large-scale offering, whether a physical good or service, designed to satisfy customer requirements (Al-Fadly, 2020). Improved product quality leads to greater customer satisfaction, which fosters repeat purchases in the future (Diputra & Yasa, 2021). Retail businesses have found that product quality is key element for competitiveness (Widyastuti, Pujiharto, Tubastuvi, & Santoso, 2020)

Price refers to the amount of money or other value that must be exchanged to acquire ownership or access to goods and services (Havidz & Mahaputra, 2020). The price is one of the most important components of the marketing mix, it incorporates the development of a pricing strategy that not only prevents pricing

failure but also leads to organizations generating profits (Al-Fadly, 2020). As an indispensable feature of the marketing mix, pricing activities can be conducted with the intention of achieving profit maximization, market penetration, value extraction, generating the greatest amount of sales receipts within a specific time period and for promoting the product (Yusuf & Matiin, 2022). Price is essential in that it becomes a benchmark for consumers to purchase products and the failure to implement pricing has the potential to affect the consumer and the market (Baidun, Prananta, Harap, & Yusuf, 2022). Therefore, pricing must fully capture value through segmentation, adapt to shifting life-cycle conditions, and leverage predictive models to anticipate purchasing behaviour or intention (Al-Fadly, 2020).

While the traditional marketing mix includes product, price, place, and promotion, this study focuses on product quality and price as key elements influencing business customers' purchase intentions. This is confirmed by Tadesse and Tessema (2020) whose study investigating attributes that influence consumer preferences, found that price and product quality were determinants of cement brand purchases. The study of Ramadhan et al.; (2022) concluded that price has is a determinant of purchasing decisions with respect to cement. In the studies of Mishra and Sharestha (2019), Jha and Dahal (2020), findings indicated that product quality significantly influences the assessment of cement brands.

2.4 BRAND EQUITY THEORY

In his seminal work, Keller (1993) conceptualizes customer-based brand equity as the differential effect that brand knowledge has on consumer response to marketing. He defines brand knowledge as the key building block of brand equity, consisting of two key components: brand awareness and brand image. Brand awareness relates to a consumer's ability to recognize or recall a brand under various conditions, thus serving as a foundation for brand consideration. However, Keller emphasizes that while awareness is necessary, it is the brand image, the set of brand associations held in consumer memory, that plays a critical role in shaping consumer perceptions and behaviour.

Brand image is defined as the consumer's perception of a brand as reflected by the associations linked to it in memory (Keller, 1993). These associations can differ in type (attributes, benefits, and attitudes), and in their favourability, strength, and uniqueness. Keller classifies brand associations into three main types: attributes (what a product or service is), benefits (what it provides), and attitudes (the overall evaluation). These brand associations form the basis of consumer decision-making and contribute to brand equity when they are positive, strongly held, and distinct from competing brands. A similar view is held by Aaker (2009), who identifies brand associations, along with brand loyalty, perceived quality, and brand awareness, as one of the core dimensions of brand equity. Aaker emphasizes that brand image is shaped by a network of associations, including brand personality and symbolic meanings, which can influence consumer perceptions and behaviour.

Importantly, Keller (1993) notes that favourable, strong, and unique brand associations are key to building positive brand equity. These associations must not only meet consumer needs but also distinguish the brand from competitors. When a brand's image is high, the consumer's intention to purchase will also increase (Bernato, Berlianto, Meilani, Masman, & Suryawan, 2020). This makes brand image especially relevant in high-involvement decision-making contexts, where rational evaluations of quality, reliability, and company reputation often guide purchasing decisions. Mishra (2019) found that brand image had an impact on cement brand preference. For these reasons, this study incorporates brand image as a core construct, grounded in Keller's (1993) and Aaker's (2009) theoretical frameworks, and other supplementary literature, to explore how brand image influences purchase intention.

2.5 BUSINESS TO BUSINESS PURCHASE INTENTION

Understanding purchase intention within a business-to-business context requires an examination of organizational decision-making process. The foundational works of Webster and Wind (1972) and Sheth (1973) showcase the complexity of business-to-business purchasing decisions, highlighting the influence of

individual, interpersonal, organizational and environmental factors. The concept of the decision-making unit is introduced in these models, demonstrating how multiple stakeholders influence purchasing decisions. Furthermore, the buying centre framework defines roles such as initiators, influencers, gatekeepers, buyers, users, and deciders, each having their unique input into the decision process (Robinson, Faris, & Yoram, 1967). These theoretical frameworks provide a robust foundation for analyzing the multifaceted nature of business-to-business purchase intentions.

Research by Hakim et al. (2024) investigates the mediating role of brand image on the relationship between product quality, price, and purchase intention. The findings reveal that both product quality and price have significant positive effects on purchase intention, with brand image serving as a crucial mediator. This underscores the importance of enhancing brand image to effectively leverage product quality and pricing strategies in competitive business-to-business markets. Another study by Benhardy et al. (2020) examines the impact of brand image and price perceptions on purchase intentions, with brand trust as a mediating factor. The results demonstrate that both brand image and price perception positively influence purchase intention, and brand trust significantly mediates this relationship. These findings highlight the intertwined roles of brand image, price perception, and trust in shaping business-to-business purchase intentions.

2.6 To what degree does price influence purchase intention?

2.6.1 Price

The money spent by a consumer in exchange for a product or service (Kung, Wang, & Liang, 2021). An influential contributor in how products are perceived in the market and a very important characteristic in determining consumer choice is its price (Levrini & dos Santos, 2021). A product or service that is seen to be priced relatively low, can induce customers to purchase more of it (Maia, Lunardi, Dolci, & D'Avila, 2020). Price is not only limited to a number that communicates

the monetary value of a product but can represent psychological factors (Havidz & Mahaputra, 2020) which can be associated to other conceptual elements encompassing cost, benefit and value (Lai, Yuen, & Chong, 2020)

2.6.2 Price and Purchase Intention

Chrisnawan, Onibala, Octora, Setiawan and Anthony (2019) investigated the impact regarding perceived quality and price on its motivation to procure tickets for an airline, and discovered that price positively impacted purchase intention. Bharat's (2021) study to determine the factors impacting the consumer purchase intentions of smartphones, discovered that price possessed a considerable impact on purchase intention.

H1: There is a positive association between price and purchase intention

2.7 To what degree does product quality influence purchase intention?

2.7.1 Product Quality

A product's capacity to fulfill its intended functions which encompasses durability, ease of operation, precision, product repair and other features (**Kotler & Armstrong, 2013**). It represents the totality of a product or service's characteristics and features that satisfies a consumer's needs or desires (**Zhu, Deng, & Chang, 2020**).

2.7.2 Product quality and purchase intention

According to a study that measured brand image, years of service and product quality as factors that influence the choice of cement brands, the most important factor was found to be product quality (Mishra & Sharestha, 2019). Jha and Dahal (2020) came to a similar conclusion in their study which considered six factors for

evaluating purchase of cement. Another study found that the highest effect to trigger a buyer's intention to purchase was the quality of the product (MS, 2020).

H2: There is a positive association between product quality and purchase intention

2.8 To what degree does brand image influence purchase intention?

2.8.1 Brand image

Agmeka et al., (2019) in their description of brand image, described it as the impression about a brand, which is reflective of the associations with the brand that are retained within the consumer's mind. These brand associations can be represented by product features or other associations which are qualitative in nature (Keller, 1993). For consumers to differentiate a brand from its rivals, requires a sharp brand image (Dam & Dam, 2021). Consumers who perceive brands highly due to the quality and value associated with the brand, may gravitate towards purchasing more of that brand because of the more powerful perception resonating with the brand (Sanny, Arina, Maulidya, & Pertiwi, 2020).

2.8.2 Brand image and purchase intention

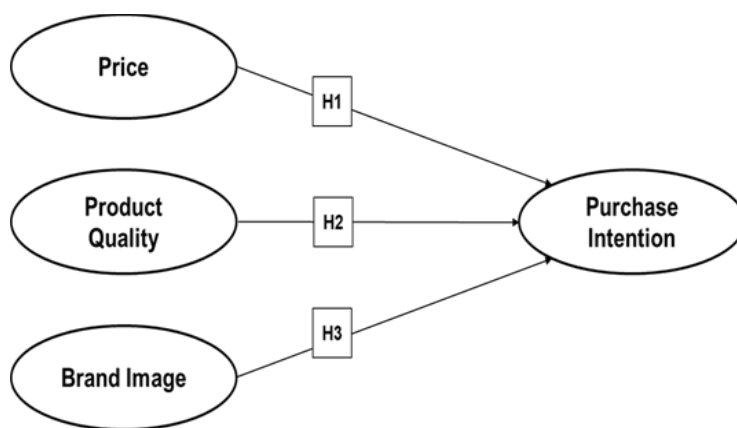
Ihzaturrahma and Kusumawati (2021) for their study on integrated marketing and its resulting effect on brand image, furthermore, of brand image on intention to procure local fashion items, found that items that were regarded as having a high quality, influenced purchase intention positively and brand image has been a key factor. Mao et al., (2020) in a separate study aimed at investigating the driving forces behind consumers' purchase behaviour when selecting a specific smartphone among several competing brands, amongst their several findings, found brand image had a positive and direct impact on purchase intention.

H3: There is a positive association between brand image and purchase intention

2.8.3 Conceptual Framework

This research seeks to ascertain the purchase intentions of retailers toward cement blenders. To achieve the stated objective, a conceptual model has been developed utilizing price, brand image and product quality to measure purchase intention based on the hypothesis development previously discussed. Figure 2.2 portrays the conceptual framework:

Figure 2.2: Conceptual Framework



2.9 Synopsis

The section reviewed empirical literature, developed hypothesis statements, discussed the theoretical anchoring of the research and introduced a conceptual framework.

CHAPTER 3. RESEARCH METHODOLOGY

3.1 Introduction

This section outlines the methodology of the research. Covering topics such as sampling framework, research instrument, procedure for collecting data, strategies to analyze the data, quality assurance and ethics.

3.2 Research approach and research design

The approach undertaken by this study is a positivism approach, that is utilized to determine the association between explanatory and outcome variables (Park, Konge, & Artino Jr, 2020). A quantitative study was utilized to assess the association between price, brand image and product quality, regarding their influence on purchase intention. Quantitative studies measure the relationship between variables, test and verify their hypotheses, the findings of which can be predictive (Mohajan, 2020).

3.3 Population and sample

3.3.1 *Population*

For Putra, Hartoyo and Simanjuntak (2017), the target population comprised of building material stores in Jabodetabek. The population of the current study comprises of approximately 1654 hardware retail stores in Gauteng (Rentech Digital, 2024). It's assumed that 50% of the stores sell cement, reducing the population to 827 due to limited storage capacity of cement.

3.3.2 *Sampling procedure*

Mishra and Sharestha (2019) utilized Slovin's formula to ascertain the sample size for simple random sampling:

$$n = N/(1+N*(e^2))$$

Where n = Sample size

N = Population

e = Marginal error. Where e = 0.05.

827 hardware stores selling cement in Gauteng.

The determined sample size for the research is 270.

3.4 Research instrument

Purchase intention will be measured by price, product quality and brand image, utilizing a penta-point Likert scale spanning from 1, which stipulated that the respondent strongly disagrees, to 5 which stipulated that the respondent strongly agrees. The scales of measurement were appropriated and modified drawing on established research as outlined below:

Table 3.1: Variables

Variable	Supporting Literature
Price	(Mainardes, Soares Junior, & Andrade, 2019) (Chan & Mansori, 2016)
Product Quality	(Azzari & Pelissari, 2020) (Mainardes, Soares Junior, & Andrade, 2019)
Brand Image	(Hien, Phuong, Tran, & Thang, 2020)
Purchase intention	(Hien, Phuong, Tran, & Thang, 2020) (Azzari & Pelissari, 2020)

3.5 Strategy for data collection

A questionnaire was sent to willing retail store owners and managers via WhatsApp, email, with a hyperlink to access the survey online. The survey is self-administered and can be completed at the respondent's leisure. The surveys

were also administered through in-person visits to retail stores in order to facilitate data collection. The data collection process yielded a total of 203 valid responses.

3.6 Approaches to data analysis and interpretation

Descriptive statistics were utilized to summarize and interpret biographical data. Hypothesis testing was carried out to evaluate the associations between the explanatory and outcome variable to determine their significance. SPSS 30 and AMOS 30 statistical packages were utilized to perform statistical analysis. Additionally, confirmatory factor analysis together with structural equation modelling are utilized to assess the measurement model together with the theoretical relationships.

3.7 Quality Assurance

3.7.1 *Validity*

Tested utilizing average variance extracted (Hair, Howard, & Nitzl, 2020) and confirmatory factor analysis (McNeish & Wolf, 2023). Various indices were utilized to evaluate model fitness (Yaşlıoğlu & Yaşlıoğlu, 2020).

3.7.2 *Reliability*

To examine for credibility, Cronbach's alpha (Schrepp, 2020) in conjunction with composite reliability (Purwanto & Sudargini, 2021) were made use of.

3.8 Ethics Principles

The survey will ensure confidentiality and anonymity by not requesting sensitive information in the biographical section and by processing all information in adherence with the Protection of Personal Information Act.

CHAPTER 4. RESULTS PRESENTATION AND ANALYSIS

4.1 Introduction

The section outlines the outcomes from the research study, offering an extensive examination and interpretation of the outcomes in line with the research objectives. The discussion starts by examining biographical data of the survey takers, encompassing age, gender, educational background, along with the profile retail outlets. These demographic insights provide a contextual foundation for interpreting the preferences for blended cements identified through the online questionnaire.

Following this, the chapter assesses how reliable the research instrument employed is. The assessment then progresses to the hypothesis testing phase, where the associations between the variables are examined. The outcomes are evaluated against theoretical frameworks to derive implications for both academic discourse and pragmatic applications in the cement industry.

4.2 Biographical Profile

4.2.1 Gender

Table 4.1: Gender Profile

	Percentage
Male	90%
Female	10%
<i>Total</i>	<i>100%</i>

The survey indicates that 90% of respondents are male, with females constituting 10%. The dominance of male respondents in the survey suggests a gendered trend in decision making within retail hardware stores which aligns with a

traditionally dominated construction and building materials sector. General male dominance in roles that bear the responsibility for making decisions is prevalent in diverse sectors in the South African market (Businessstech, 2023).

4.2.2 Age Group

Table 4.2: Age Group Profile

	Percentage
18 – 34	28%
35 – 44	46%
45 – 54	19%
55 – 64	5%
65 and above	2%
Total	100%

Respondents between the ages of 35–44 and 18–34 accounted for 74% of the survey respondents. The concentration of participants in these brackets suggests that early to mid-career employees in the hardware retail sector are primarily responsible for purchasing decisions.

4.2.3 Education

Table 4.3: Education Profile

	Percentage
Matric	77%
National Certificate	1%
Diploma	11%
BTech	0%
Bachelors Degree	5%

Postgraduate Diploma	0%
Honours Degree	2%
Masters Degree	1%
PhD	0%
Other	3%
Total	100%

The high prevalence of Matric-level (77%) education among respondents is indicative of higher educational qualifications not necessarily being a requirement for managerial positions in the retail hardware sector. While only 5% hold Bachelor's degrees, it can function as a differentiator and a competitive advantage within the retail sector even though it may not always be a prerequisite (Regent Business School, 2023).

4.2.4 Retail Store

Table 4.4: Retail Store Profile

	Percentage
Cashbuild	2%
Builders Warehouse	1%
Buco	7%
Build It	14%
Leroy Merlin	6%
Essential Hardware	1%
Other	69%
Total	100%

Major chains like Cashbuild and Builders Warehouse had minimal representation, while other more recognized chains like Build It (14%), Leroy Merlin (6%) and Buco (7%) had more representation. A significant portion of respondents (69%)

fall under the "Other" category, indicating representation from various smaller or independent retailers. This suggests that independent retailers are more likely to stock blended cement, while the opposite is true for major chains like Cashbuild and Builders warehouse, who may prefer to stock cement manufacturers.

4.2.5 Blended Cement Brand

Table 4.5: Cement Brand Profile

	Percentage
ITE Cement	11%
KBC Cement	34%
Icon Cement	12%
APC Cement	4%
BB Cement	15%
Hard Rock Cement	7%
MPC Cement	1%
Econo Cement	3%
Other	12%
Total	100%

KBC Cement is the most selected brand (34%), followed by BB Cement (15%), Icon Cement (12%), and ITE Cement (11%).

In summary, the biographical data reflects a predominantly male, mid-aged, and Matric-qualified demographic in managerial roles within Gauteng's retail hardware sector.

4.3 Reliability and validity testing

An evaluation of validity and reliability was carried out, to authenticate the dependability and robustness of the researches' findings. Reliability which measures how consistent the research instrument is, was determined utilizing

Cronbach's alpha, to gauge the internal constancy with reference to the survey items. Validity measures how accurately the research instrument measures the intended constructs. The test employed to measure validity used confirmatory factor analysis as a means of examining the fittingness of the data, compared to the hypothesized measurement model. Finally, to measure the associations between latent models, and to examine the causal pathways underpinning the study, structural equation modelling was utilized.

A commonly reported metric for evaluating the internal consistency reliability is the Cronbach's Alpha. (Kalkbrenner, 2023). An alpha figure must be no less than 0.7 as a widely recognized rule of thumb that demonstrates good reliability (Hair, Howard, & Nitzl, 2020). The Composite Reliability evaluates the reliability of internal constancy, with higher values taken to indicate higher levels of reliability (Purwanto & Sudargini, 2021). A composite reliability value exceeding 0.6 is taken to be acceptable (Purwanto & Sudargini, 2021). Average Variance Extracted is utilized to determine convergent validity, criteria for acceptable figures must equal or exceed 0.5 (Hair, Howard, & Nitzl, 2020). Values for the above measures are conveyed in the Table below:

Table 4.6: Measures of Reliability

Study Constructs (Price: PR ; Product Quality : PQ ; Brand Image : BI ; Purchase Intention : PI)		Factor Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
PR 1	I will compare the price of each cement product before buying	0.591	0.811	0.859	0.614
PR 2	For me to stop purchasing this cement brand, its price would have to increase a little more	0.624			
PR 3	I am willing to pay a higher price for this cement brand than other cement brands in this category	0.927			
PR 4	I am willing to pay for my favourite cement brand even if the price increases over time	0.927			
PQ 1	This cement brand is of high quality	0.835	0.926	0.894	0.585
PQ 2	The likelihood that this cement brand will fit my needs is very high	0.657			
PQ 3	The likelihood that this cement brand is reliable is very high	0.752			
PQ 4	Compared to other brands of cement, this cement brand is good quality	0.783			
PQ 5	Compared to other brands of cement, this cement brand offers me consistent quality	0.777			
PQ 6	Compared to other brands of cement, this cement brand is trustworthy	0.775			
BI 1	This cement brand's quality is high	0.867	0.824	0.778	0.421
BI 2	This cement brand's features are better than its competitor's ones	0.487			
BI 3	This cement brand's characteristics can be distinguished from competitors	0.6			
BI 4	This cement brand does not disappoint its customers	0.555			
BI 5	This cement brand is one of the best in the industry	0.53			
BI 6	This cement brand is stable in the market	0.636			
PI 1	I will purchase this cement brand's product immediately	0.865	0.924	0.89	0.624
PI 2	I will purchase this cement brand's product in the near future	0.892			
PI 3	I am likely to buy from this cement brand more often	0.856			
PI 4	I'm confident of purchasing this cement brand's product regardless of time	0.591			
PI 5	I will introduce this cement brand's product to my friends	0.703			

4.3.1 Price

The validity and reliability measures for the Price variable indicate strong validity of the construct and internal constancy:

Cronbach's Alpha (0.811): The value surpasses a generally accepted threshold of 0.7, implying that the items used to assess the price construct are consistent and reliable. It indicates a high level of congruence among the items.

Composite Reliability (0.859): This measure, also exceeds the acceptable threshold of 0.6. It confirms that the construct is reliable and that the items collectively represent the underlying concept of price.

Average Variance Extracted (AVE) (0.614): The value exceeds the acceptable 0.5 benchmark, indicating adequate convergent validity. This means that the items explain a sufficient portion of the variation in the construct, and the construct captures the intended concept well.

The Price variable demonstrates strong reliability and validity, making it a robust construct for inclusion in the study. These measures indicate that the items used effectively capture the essence of price as perceived by respondents.

4.3.2 Product Quality

The validity and reliability measures for the Product Quality strong validity of the construct and internal constancy:

Cronbach's Alpha (0.926): The value surpasses a generally accepted benchmark of 0.7, indicating excellent internal constancy among the items measuring the product quality construct.

Composite Reliability (CR) (0.894): This value exceeds the threshold of 0.6, confirming strong construct reliability and that the items consistently represent the concept of product quality.

Average Variance Extracted (AVE) (0.585): The value exceeds the primary benchmark of 0.5, demonstrating good convergent validity. This means that the items explain a sufficient portion of the variation in the construct, and the construct captures the intended concept well.

The Product Quality variable meets all criteria for reliability and validity based on the standard thresholds. These measures confirm that the construct is robust, reliable, and effectively captures the intended concept, making it a strong and valid component of the study.

4.3.3 Brand Image

The validity and reliability measures for the Brand Image variable indicate acceptable validity of the construct and internal constancy:

Cronbach's Alpha (0.824): This value exceeds the suggested benchmark of 0.7, demonstrating strong internal consistency among the items measuring brand image.

Composite Reliability (CR) (0.778): This value is above the minimum criterion of 0.6, confirming the construct's reliability and that the items collectively represent the concept of brand image effectively.

Average Variance Extracted (AVE) (0.421): Although this value is below the suggested threshold of 0.5, according to Maruf, Manaf, Haque and Maulan (2021), an Average Variance Extracted above 0.4 may still be acceptable provided the Composite Reliability is adequate. Therefore, this construct can still be regarded as valid as its Composite Reliability exceeds 0.6. While the Average Variance Extracted results generally support the constructs' validity, Brand Image may benefit from refining or adding items to improve its explanatory power and convergent validity.

The Brand Image variable meets the requirements for reliability and validity. While there is room to enhance the average variance extracted, the construct is sufficiently robust for inclusion in the study.

4.3.4 Purchase Intention

The validity and reliability measures for the Purchase Intention variable indicate strong validity of the construct and internal constancy:

Cronbach's Alpha (0.924): The value surpasses a generally accepted benchmark of 0.7, indicating excellent internal constancy among the items measuring the product quality construct.

Composite Reliability (CR) (0.89): This value significantly exceeds the minimum threshold of 0.6, confirming the construct's reliability. It indicates that the items are consistent in representing the purchase intention concept.

Average Variance Extracted (AVE) (0.624): The measure demonstrating strong convergent validity as the value exceeds the primary benchmark of 0.5. This means that the items explain a sufficient portion of the variation in the construct, and the construct captures the intended concept well.

Purchase Intention demonstrates strong reliability and validity. The measures confirm that this construct is robust and effectively captures the intended concept, making it a key and reliable component of the study.

4.4 Structural Equation Modelling

Is a quantitative method utilized to measure the associations among constructs that are proposed and analysed from theory (Santo & Marques, 2022). The purpose of confirmatory factor analysis together with structural equation modelling, aims to uncover unobserved variables through a collection of observable indicators and assess hypotheses about the associations between these unobserved variables (Pitso, Ligaraba, & Chuchu, 2023). Table 4.8 below illustrates the various model fit indices, acceptable thresholds and outcomes based on this study.

Table 4.7: Model Fit Indices

	Benchmark	Result	Supporting Literature
CMIN/DF	<3	1.615	(Yaşlıoğlu & Yaşlıoğlu, 2020)
GFI	>0.9	0.924	(Yaşlıoğlu & Yaşlıoğlu, 2020)
NFI	>0.9	0.981	(Yaşlıoğlu & Yaşlıoğlu, 2020)
RFI	>0.9	0.923	(Yaşlıoğlu & Yaşlıoğlu, 2020)
IFI	>0.9	0.963	(Yaşlıoğlu & Yaşlıoğlu, 2020)
TLI	>0.9	0.928	(Yaşlıoğlu & Yaşlıoğlu, 2020)
CFI	>0.9	0.961	(Yaşlıoğlu & Yaşlıoğlu, 2020)
RMSEA	<0.08	0.061	(Yaşlıoğlu & Yaşlıoğlu, 2020)

4.4.1 CMIN/DF

A statistical measure that assesses how similar the sample covariance compares to the approximated variance matrices (Li, Huang, & Feng, 2020). The study has a figure of 1.615 which is below the benchmark of 3, indicating acceptable fit.

4.4.2 GFI

Evaluates the extent to which the structural equation model aligns with the data observed (Kang & Ahn, 2021). The study has a value of 0.924 which is above the 0.9 threshold, indicating acceptable fit.

4.4.3 NFI

The normed fit index is obtained by using the CMIN of the default model with the CMIN of the independent model, with outcomes ranging from 0 to 1 (Yaşlıoğlu & Yaşlıoğlu, 2020). The study has a value of 0.981 which is above the 0.9 threshold, indicating acceptable fit.

4.4.4 RFI

The relative fit index assesses the model's comparative alignment in relation to the baseline model, while accounting for the degrees of freedom (Sathyanarayana & Mohanasundaram, 2024). The study has a value of 0.923 which is above the 0.9 threshold, indicating acceptable fit.

4.4.5 IFI

Compares the level to which the model more fittingly adapts the data in comparison to the baseline model, while adjusting for complexity (Sathyanarayana & Mohanasundaram, 2024). The study has a value of 0.963 which is above the 0.9 threshold, indicating acceptable fit.

4.4.6 TLI

The Tucker-Lewis index measures the relative decrease in misfit and adjusted for the degrees of freedom (Shi, Lee, & Maydeu-Olivares, 2019). The study has a value of 0.928 which is above the 0.9 threshold, indicating acceptable fit.

4.4.7 CFI

The comparative fit index compares the refinement in the fit of the baseline model, relative with the postulated model (Shi, Lee, & Maydeu-Olivares, 2019). The study has a value of 0.961 which is above the 0.9 benchmark, suggesting acceptable fit.

4.4.8 RMSE

Assesses how effectively the model approximates the data while accounting for the degrees of freedom (Shi, Lee, & Maydeu-Olivares, 2019). A value of 0.061 which is below the benchmark of 0.08, indicating acceptable fit.

4.5 Hypothesis Tests

The hypothesis testing section is intended to assess the proposed associations between the variables in the study, using regression techniques to determine their outputs and significance. This is an essential process for testing the strength of the relationships put forth in the study. Each hypothesis was constructed based on prior research and contextual insights, seeking to assess the effect the explanatory variables (price, brand image, product quality) on the outcome variable (purchase intention). The outcomes provide empirical evidence to support or reject the proposed relationships.

4.5.1 Price

Table 4.8: H1 – Price and Purchase Intention

Hypothesis Association	Hypothesis	Coefficient	P-Value	Result
PR ---> PI	H1	0.052	0.493	Positive and Insignificant

The first hypothesis, H1 (There is a positive association between price and purchase intention). A positive correlation coefficient of 0.052 signifies a very weak positive association between price and purchase intention, suggesting that price has minimal influence on purchase intention. The 0.493 p-value is significantly above the conventional level (5% significance level), meaning statistically the result is insignificant. It implies that any observed relationship between the two constructs is fortuitous rather than having any genuine effect. The outcomes of this research are at variance with prior literature reviewed, which concluded that price positively effects purchase intention (Chrisnawan, Onibala, Octora, Setiawan, & Anthony, 2019). Another study came to a similar conclusion, that price significantly effects the intention to purchase (Bharat, 2021).

Santo and Marques (2022) in their study, where the effects of price were analyzed with respect to purchase intention, the observed data did not support the

hypothesis of price having a significant association on purchase intention. In that study, the researchers suggest that due to great competition, it tends to cause a general decrease in prices, which tend to be very similar. As prices among competitors then are the same, the influence on purchase intention may be due to other factors rather than price. These conclusions could provide insight into the current study given the prevalence of the numerous brands of blended cement in the market, the prices may gravitate towards a point that drives consumers to become indifferent towards a specific brand based on price alone, which may result in other factors having a greater influence on purchase intention than price.

4.5.2 Product Quality

Table 4.9: H2 – Product Quality and Purchase Intention

Hypothesis Association	Hypothesis	Coefficient	P-Value	Result
PQ ---> PI	H2	0.560	<0.001	Positive and Significant

The second hypothesis, H2 (There is a positive association between product quality and purchase intention). A correlation coefficient (0.560) signifies a moderate to strong positive association between product quality and purchase intention. A highly significant p-value (<0.001) indicates statistical significance between these two constructs. The ramification is that purchase intention stems from the respondents' positive view of product quality. The implication is that the higher a product's quality is, the more customers would seek to purchase this product. This is in line with findings from literature, where the most important feature for selecting cement brands was found to be product quality (Mishra & Sharestha, 2019). Another study supported the current findings by identifying product quality as the pivotal determinant influencing a consumer's purchase intention (MS, 2020). Jha and Dahal (2020) in their study of six factors for evaluating the purchase of cement came to a similar conclusion on product quality's impact on purchase intention.

This result aligns with additional supporting literature. For example, a study by Meliawati, Gerald and Aruman (2023) discovered that product quality is a significant determinant of the intention to purchase. Meliawati, Gerald and Aruman (2023) noted that if customers tend to view high-quality products as those capable of fulfilling their needs, it resulted in increased purchase intentions. Similarly, another study discovered that product quality positively effects intention to purchase (Sudaryanto, Courvisanos, Dewi, Rusdiyanto, & Yuaris, 2022). The researchers noted that product quality should be considered an essential component of market strategy and that improving product quality will build consumer intent to purchase.

Since respondents identified product quality as the primary and significant factor influencing purchase intention, it could be indicative of a deep awareness by the respondents of the potential hazards associated with the use of poor-quality cement. In building construction, the use of sub-standard cement has major implications for the structural integrity of houses, buildings and infrastructure. Reduced structural integrity due to substandard cement is not only costly but can also lead to injury and loss of life. These risks may highlight why product quality remains an important factor influencing purchase intention.

4.5.1 Brand Image

Table 4.10: H1 – Brand Image and Purchase Intention

Hypothesis Association	Hypothesis	Coefficient	P-Value	Result
BI ---> PI	H3	0.482	<0.001	Positive and Significant

The third hypothesis, H3 (There is a positive association between brand image and purchase intention). The positive correlation coefficient (0.482) signifies a moderate to strong association between brand image and purchase intention. It suggests that as perceptions of brand image improve, intention to purchase increases accordingly. A highly significant p-value (<0.001) indicates statistical

significance between these two constructs. The findings are congruent with existing research highlighting the influence of brand image in shaping consumer behaviour. In another research conducted, it was noted that products perceived to be of high quality positively influenced purchase intention, driven by the strength of the brand image (Ihzaturrahma & Kusumawati, 2021). Mao et al (2020) in their study investigating the factors influencing consumers' purchasing behaviour when choosing amongst competing brands, among other findings, identified a directly positive effect between brand image and purchase intention.

This finding is congruent with additional supporting academic work. Harvina, Ellitan and Lukito (2022) discovered that brand image positively impacts purchase intention. Furthermore, the authors concluded that a stronger brand image, leads to a stronger intention to purchase. Consumers who associate a brand with high quality and value may have an increased proclivity to buy from that brand, driven by the stronger perception they have of its image (Sanny, Arina, Maulidya, & Pertiwi, 2020).

4.6 Synopsis

This section presented a comprehensive analysis of the researches' data, beginning with a review of the biographical data of the respondents to ascertain the demographic context of the findings. Following which, the credibility and dependability of the scales of measurement were examined to confirm the strength and credibility of the constructs utilized in the study. Hypothesis testing was subsequently conducted to explore the associations between the key variables. Outcomes revealed that brand image and product quality had significantly positive effects on purchase intention, supporting their respective hypotheses along with academic literature. However, it was determined that price did not have any significant effect on purchase intention. These outcomes shed light on the factors propelling consumer behaviour in the view of blended cement. The subsequent chapter introduces the implications and contributions of the research, recommendations and concluding remarks.

CHAPTER 5. CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This research sought to investigate the purchase intentions of retailers towards cement blenders in Gauteng. The research sought to measure how price, brand image and product quality influenced purchase intention within the cement retail market, specifically blended cements. This chapter will convey the major conclusions of the research, which will offer both theoretical and pragmatic recommendations for future scholars and industry professionals. The theoretical implications will address how the study's findings align with or challenge existing literature. Practical implications will be drawn for industry professionals seeking to implement the insights of this study.

5.2 Research Conclusions

The study sought to assess the factors influencing retailers' purchase intentions regarding cement blenders. The major constructs measured price, brand image, product quality and their influence on purchase intention as the dependent variable. The study made use of a quantitative research design, utilizing Slovin's formula for simple random sampling. The gathering of data was conducted via a personally-administered online survey, which was evaluated using various descriptive statistics, hypothesis testing and structural equation modelling. The research objectives were achieved through a quantitative analysis of the survey responses from retail store managers and owners.

Contrary to scholarly findings, price demonstrated a weak relationship with purchase intention. The hypothesis testing resulted in a high p-value, suggesting that price was not a significant factor shaping purchase intentions. This suggests that other factors may overshadow price when retail store owners and managers purchase blended cement. On the other hand, product quality was evidenced as

a powerful forecaster of purchase intention. The respondents seem to prioritize the quality and performance of the product as a determinant of purchase intention. Brand image was also found to favourably influence purchase intention.

5.3 Theoretical Ramifications

The theoretical underpinning of this research was based on the Theory of Planned Behaviour, which posits that behaviour is influenced by attitudes, perceived behavioural control in conjunction with subjective norms. Responses that were highlighted in this study align with this theory and provide evidence for its application in the backdrop of blended cement purchase intention. A fundamental tenet that underpins the theory is that if individuals are inclined towards a certain behaviour, they are likely to persist in engaging in the behaviour unless they are influenced to the contrary by other factors. The first four item statements of the purchase intention construct displayed high levels of agreement, ranging from 83% to 94%. This suggests that once the customer expressed a willingness to purchase a specific cement brand, they are inclined to repeat this purchase behaviour over time. This finding reinforces the forecasting ability of the theory, by demonstrating that initial purchase decisions can shape future consumption patterns.

Perceived behavioural control, described as the confidence or belief of a individual's capability to implement a particular behaviour (Ajzen, 2020), emerged as a notable determinant of purchase intention. The high agreement rate in the statement that respondents were confident in purchasing the cement brand's product regardless of time (83%) highlights the role that autonomy and self-efficacy plays in driving persistent consumer behaviour. This suggests that when consumers perceive that they face less barriers to purchasing a product, their probability of repeated purchases increases.

These findings extend the theory by underlying the importance of a sustained behavioural disposition to purchase intention. This study highlights how an initial purchase decision can create a reinforcing cycle that solidifies future purchasing

behaviours. Overall, the study contributes to literature by demonstrating that purchase intention is not depicted as a one-time decision alone, but that it is a dynamic process that is influenced by past purchasing behaviour and perceived behavioural control.

5.4 Pragmatic Implications

The insights provided from the theoretical implications offer practical implications for marketing managers seeking to enhance customer loyalty and retention. The strong effect of perceived behavioural control implies that marketing strategies should concentrate on building consumer confidence and reducing perceived barriers to purchase which would then enhance sustained brand loyalty and patronage.

To achieve a competitive edge in this market, marketing managers would need to align their product offering with customer expectations of product quality and brand image, while exploring novel ways to communicate their value beyond the price. These can be achieved by blended cement manufacturers collaborating with retailers to provide value-added services such as technical support to differentiate their product offering and strengthen the product quality aspect. Brand building initiatives such as in-store customer activations and investments aimed at maintaining a strong presence and brand visibility in local markets, can enhance brand perception and help to foster customer loyalty. Pricing strategies should be developed in conjunction with such offerings that magnify the features of the product along with the brand reputation, in order to develop a more holistic value proposition.

5.5 Research Limitations

Although this study may have offered some useful insights into the determinants of purchase intentions for retailers toward cement blenders, it is subject to limitations. The geographical scope of the study focused primarily on Gauteng, which may limit its ability to generalize findings to other regions which may exhibit

different market dynamics and therefore different purchasing behaviour. The study target retail stores and did not account for the end users of blended cement, which may not have fully captured the preferences and perspectives of the final customer. The research design was quantitative in nature, which while robust for evaluating the relationships between variables, it did not allow for anecdotal evidence which may enrich the research. The study was conducted as a cross-sectional analysis. Finally, the study was limited to three explanatory variables in its conceptual framework, which may not account for additional factors that may influence purchase intention.

5.6 Future Research Recommendations

Considering the limitations highlighted above, a few recommendations are suggested for future research to advance understanding about the factors affecting purchase intention in the cement industry. Further studies should extend beyond Gauteng, to uncover variations in purchasing behaviour across different markets. The study should incorporate end users of cement, these could include the do-it-yourself (DIY) market, contractors etc to provide a broader view of purchase intention while incorporating additional perspectives which are not captured at the retail level. A qualitative or mixed method approach can be employed to provide rich and deep insights that quantitative studies may not be able to capture. A longitudinal study could reveal trends and the evolving influence of various factors in response to changing market dynamics and their impact on purchase intention. Additional variables could be integrated into the existing conceptual framework to evaluate their impact on purchase intention. These could include customer service, advertising, promotions or distribution networks. Finally, a comparative study between cement manufacturers and cement blenders could uncover quality perceptions between the two and why consumers may opt for one or the other. Such a study would identify competitive advantages for each group and how businesses could solidify themselves based on the outcomes.

REFERENCES

References

- Aaker, D. A. (2009). *Managing Brand Equity. Capitalizing on the Value of Brand Name*. New York: Free Press.
- Agmeka, F., Wathoni, R. N., & Santoso, A. S. (2019). The Influence of Discount Framing towards Brand Reputation and. *Procedia Computer Science*, 161, 851-858.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- Ajzen, I. (2011). The theory of planned behaviour: Reactions and reflections. *Psychology & Health*, 26(9), 1113-1127.
- Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior & Emerging Technologies*, 2(4), 314-324.
- Al-Fadly, A. (2020). Price element of marketing mix: Its effect on customer experience in construction industries. *Management Science Letters*, 10(15), 3643-3654.
- Amoako, G. K., Dzogbenuku, R. K., & Abubakari, A. (2020). Do green knowledge and attitude influence the youth's green purchasing? Theory of planned behavior. *International Journal of Productivity and Performance Management*, 69(8), 1609-1626.
- Azzari, V., & Pelissari, A. (2020). Does Brand Awareness Influences Purchase Intention? The Mediation Role of Brand Equity Dimensions. *Brazilian Business Review*, 17, 669-685.
- Baidun, A., Prananta, R., Harap, M. A., & Yusuf, M. (2022). Effect of Customer Satisfaction, Marketing Mix, and Price in Astana Anyar Market Bandung. *Journal of Islamic Economic and Business*, 4(2), 70-80.

- Benhardy, K. A., Hardiyansyah, H., Putranto, A., & Ronadi, M. (2020). Brand image and price perceptions impact on purchase intentions: mediating brand trust. *Management Science Letters*, 10(14), 3425-3432.
- Bernato, I., Berlianto, M. P., Meilani, Y. F., Masman, R. R., & Suryawan, I. N. (2020). Importantly, Keller notes that favorable, strong, and unique brand associations are key to building positive brand equity. These associations must not only meet consumer needs but also distinguish the brand from competitors. *Jurnal Manajemen*, 24(3), 412-426.
- Bharat, R. (2021). Factors Affecting Smartphone Purchase Intention of Consumers in Nepal. *Journal of Asian Finance, Economics and Business*, 8(2), 465-473.
- 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), 2062876.
- Borden, N. H. (1964). The Concept of the Marketing Mix. *Journal of advertising research*, 4(2), 2-7.
- Businesstech. (2023, March 26). *These are the jobs dominated by men and women in South Africa – and where the gender pay gap comes in*. Retrieved January 9, 2025, from Businesstech: https://businesstech.co.za/news/finance/675035/battle-of-the-sexes-heres-the-real-gender-gap-in-south-africa/?utm_source=chatgpt.com
- Cement and Concrete SA. (2023, October). *Know Your Cement - In the interest of safety*. Retrieved February 29, 2024, from Cement and Concrete SA: <https://cemcon-sa.org.za/wp-content/uploads/2023/10/Cement-Bag-Marking-2023.pdf>
- Chan, Y. Y., & Mansori, S. (2016). Factor that influences consumers' brand loyalty towards cosmetic products. *Journal of Marketing Management and Consumer Behavior*, 1(1), 12-29.

- Chen, Y., Liu, X., Xu, J., & Liu, H. (2022). Underestimated Risk Perception Characteristics of Drivers Based on Extended Theory of Planned Behavior. *International Journal of Environmental Research and Public Health*, 19(5), 2744.
- Chrisnawan, L., Onibala, M., Octora, Y., Setiawan, E. B., & Anthony, D. (2019). The Effect Of Price And Perceived Quality On Ticket Purchase Intention At Lion Air Airline. *Advances in Transportation and Logistics Research*, 2, 187-195.
- Dam, S. M., & Dam, T. C. (2021). Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. *The Journal of Asian Finance, Economics and Business*, 8(3), 585-593.
- Damit, D. H., Harun, A., Martin, D., Othman, B. J., Othman, B., & Ahmad, H. (2019). What makes a non-Muslim purchase halal food in a Muslim country? An application of theory of planned behaviour. *Management Science Letters*, 9(12), 2029-2038.
- Daxini, A., Ryan, M., O'Donoghue, C., & Barnes, A. P. (2019). Understanding farmers' intentions to follow a nutrient management plan using the theory of planned behaviour. *Land Use Policy*, 85, 428-437.
- Diputra, I. G., & Yasa, N. N. (2021). The Influence Of Product Quality, Brand Image, Brand Trust On Customer Satisfaction And Loyalty. *American International Journal of Business Management*, 4(1), 25-34.
- Dorce, L. C., da Silva, M. C., Mauad, J. R., De Faria Domingues, C. H., & Borges, J. A. (2021). Extending the theory of planned behavior to understand consumer purchase behavior for organic vegetables in Brazil: The role of perceived health benefits, perceived sustainability benefits and perceived price. *Food Quality and Preference*, 91, 104191.
- Ebrahim, N. (2023, December 15). *UPDATE | Cement company fights back over recalled product*. Retrieved February 29, 2024, from News24:

<https://www.news24.com/fin24/companies/watchdog-recalls-high-risk-south-african-cement-20231211>

El-Sayed, A. M., Faheim, A. A., Salman, A. A., & Saleh, H. M. (2021, June 9). *Introductory Chapter: Cement Industry*. Retrieved February 27, 2024, from IntechOpen: <https://www.intechopen.com/chapters/74307>

Global Cement. (2023, September 18). *South African cement industry's capacity utilisation drops below 60% in 2023 financial year*. Retrieved February 27, 2024, from Global Cement: <https://www.globalcement.com/news/item/16312-south-african-cement-industry-s-capacity-utilisation-drops-below-60-in-2023-financial-year>

Hair, J. F., Howard, M. C., & Nitzl, C. (2020). . Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. *Journal of Business Research*, 109, 101-110.

Hakim, Y. P., Pusriadi, T., & Lestono, B. (2024). The mediating role of brand image on purchase intention: An analysis of product quality, price, and promotion. *Journal of Management*, 3(2), 590-601.

Harvina, L. G., Ellitan, L., & Lukito, R. S. (2022). The Effect of Social Media Marketing on Brand Image, Brand Trust, and Purchase Intention of Somethinc Skincare Products in Surabaya. *Journal of Entrepreneurship & Business*, 3(2), 104-114.

Havidz, H. B., & Mahaputra, M. R. (2020). Brand image and purchasing decision: Analysis of price perception and promotion (literature review of marketing management). *Dinasti International Journal of Economics, Finance & Accounting*, 1(4), 727-741.

Havidz, H. H., & Mahaputra. (2020). Brand image and purchasing decision: Analysis of price perception and promotion. *Dinasti International Journal of Economics, Finance & Accounting*, 1(4), 727-741.

- Hien, N. H., Phuong, N. N., Tran, T. V., & Thang, L. D. (2020). The effect of country-of-origin image on purchase intention: The mediating role of brand image and brand evaluation. *Management Science Letters*, 10(6), 1205-1212.
- Ihzaturrahma, N., & Kusumawati, N. (2021). Influence of Integrated Marketing Communication To Brand Awareness and Brand Image Toward Purchase Intention of Local Fashion Product. *International Journal of Entrepreneurship and Management Practices*, 4(15), 23-41.
- Industry Insight. (2021). *SYNOPSIS OF THE SOUTH AFRICAN CEMENT INDUSTRY*. Cape Town: Industry Insight.
- Infrastructure News. (2022, November 17). *SA cement and concrete industry tackling huge local and global challenges*. Retrieved February 27, 2024, from Infrastructure News: <https://infrastructurenews.co.za/2022/11/17/sa-cement-and-concrete-industry-tackling-huge-local-and-global-challenges/>
- Jha, A., & Dahal, 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*, 7(3&4), 1-16.
- Kalkbrenner, M. T. (2023). Alpha, omega, and H internal consistency reliability estimates: Reviewing these options and when to use them. *Counseling Outcome Research and Evaluation*, 14(1), 77-88.
- Kang, H., & Ahn, J.-W. (2021). Model Setting and Interpretation of Results in Research Using Structural Equation Modeling: A Checklist with Guiding Questions for Reporting. *Asian Nursing Research*, 15(3), 157-162.
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57(1), 1-22.
- Kotler, P., & Armstrong, G. M. (2013). *Principles of Marketing* (15th ed.). Pearson.

- Kung, M.-L., Wang, J.-H., & Liang, C. (2021). Impact of Purchase Preference, Perceived Value, and Marketing Mix on Purchase Intention and Willingness to Pay for Pork. *Foods*, 10(10), 2396.
- Lai, K. P., Yuen, Y. Y., & Chong, S. C. (2020). The effects of service quality and perceived price on revisit intention of patients: the Malaysian context. *International Journal of Quality and Service Sciences*, 12(4), 541-558.
- Levrini, G. R., & dos Santos, M. J. (2021). The Influence of Price on Purchase Intentions: Comparative Study between Cognitive, Sensory, and Neurophysiological Experiments. *Behavioral Sciences*, 11(2), 16.
- Li, N., Huang, J., & Feng, Y. (2020). Construction and confirmatory factor analysis of the core cognitive ability index system of ship C2 system operators. *Plos One*, 15(8), e0237339.
- Lim, W. M. (2023). Transformative marketing in the new normal: A novel practice-scholarly integrative review of business-to-business marketing mix challenges, opportunities, and solutions. *Journal of Business Research*, 160, 113638.
- Liobikiene, G., Dagiliute, R., & Juknys, R. (2021). The determinants of renewable energy usage intentions using theory of planned behaviour approach. *Renewable Energy*, 170, 587-594.
- Maia, C. R., Lunardi, G. L., Dolci, D., & D'Avila, L. C. (2020). Competitive Price and Trust as Determinants of Purchase Intention in Social Commerce. *Brazilian Administration Review*, 16, e190074.
- Mainardes, E. W., Soares Junior, A. P., & Andrade, D. M. (2019). Brand equity of commoditized products of famous brands. *Marketing Intelligence & Planning*, 38(3), 296-309.
- Mao, Y., Lai, Y., Luo, Y., Liu, S., Du, Y., Zhou, J., . . . Bonaiuto, M. (2020). Apple or Huawei: Understanding Flow, Brand Image, Brand Identity, Brand

- Personality and Purchase Intention of Smartphone. *Sustainability*, 12(8), 3391.
- Martins, J., Costa, C., Oliviera, T., Goncalves, R., & Branco, F. (2019). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, 94, 378-387.
- Maruf, T. I., Manaf, N. H., Haque, A. K., & Maulan, S. B. (2021). Factors Affecting Attitudes Towards Using Ride-Sharing Apps. *International Journal of Business, Economics and Law*, 25(2), 60-70.
- McNeish, D., & Wolf, M. G. (2023). Dynamic fit index cutoffs for confirmatory factor analysis models. *Psychological Methods*, 28(1), 61-88.
- Meliawati, T., Gerald, S. C., & Aruman, A. E. (2023). The Effect of Social Media Marketing TikTok and Product Quality Towards Purchase Intention. *Journal of Consumer Sciences*, 8(1), 77-92.
- Mishra, A. K., & Sharestha, B. (2019). Assessment of Consumer Influencing Factor in Decision Making for Selecting Cement Brands. *South Asian Research Journal of Business and Management*, 1(3), 91-105.
- Mishra, K. A. (2019). Influential marketing strategies adopted by the cement industries. *International Journal of Research-Granthaalayah*, 7(10), 155-173.
- Mohajan, H. K. (2020). Quantitative Research: A Successful Investigation in Natural and Social Sciences. *Journal of Economic Development, Environment and People*, 9(4), 50-79.
- Moon, S.-J. (2021). Investigating beliefs, attitudes, and intentions regarding green restaurant patronage: An application of the extended theory of planned behavior with moderating effects of gender and age. *International Journal of Hospitality Management*, 92, 102727.

- MS, M. (2020). The Mediating Role of Brand Image in the Effect of Sales Promotion, Product Quality, and Celebrity Endorser on Purchase Intention. *Journal of University of Shanghai for Science and Technology*, 22(10), 272-282.
- Park, Y. S., Konge, L., & Artino Jr, A. R. (2020). The Positivism Paradigm of Research. *Academic Medicine*, 95(5), 690-694.
- Pitso, G., Ligaraba, N., & Chuchu, T. (2023). An Investigation into the predictors of brand preference towards cement brands available on the South African Market: A Consumer's Perspective. *Journal of Business and Management Review*, 4(6), 390-411.
- Purwanto, A., & Sudargini, Y. (2021). Partial Least Squares Structural Squation Modeling (PLS-SEM) Analysis for Social and Management Research: A Literature Review. *Journal of Industrial Engineering & Management Research*, 2(4), 114-123.
- Putra, R. A., Hartoyo, H., & Simanjuntak, M. (2017). The Impact of Product Quality, Service Quality, and Customer Loyalty Program perception on Retail Customer Attitude. *Independent Journal of Management & Production*, 8(3), 1116-1129.
- Ramadhan, A. F., Wahab, Z., Shihab, M. S., & Widiyanti, M. (2022). The Effect of Brand Image and Price Changes on the Purchase Decision of Cement Products in the City of Palembang. *International Journal of Social Sciences*, 5(1), 24-28.
- Regent Business School. (2023, February 22). *How to Have a Successful Career in Retail Management*. Retrieved January 9, 2025, from Regent Business School: https://regent.ac.za/blog/how-to-become-a-retail-manager?utm_source=chatgpt.com
- Rentech Digital. (2024, March 15). *List of Hardware stores in Gauteng*. Retrieved April 17, 2024, from Rentech Digital:

<https://rentechdigital.com/smartscraper/business-report-details/south-africa/gauteng/hardware-stores>

- Robinson, P. J., Faris, C. W., & Yoram, W. (1967). *Industrial buying and creative marketing*. Allyn & Bacon.
- Sanny, L., Arina, A. N., Maulidya, R. T., & Pertiwi, R. P. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*, 10(10), 2139-2146.
- Santo, P. E., & Marques, A. M. (2022). Determinants of the online purchase intention: hedonic motivations, prices, information and trust. *Baltic Journal of Management*, 17(1), 56-71.
- Sathyanarayana, S., & Mohanasundaram, T. (2024). Fit Indices in Structural Equation Modeling and Confirmatory Factor Analysis: Reporting Guidelines. *Asian Journal of Economics, Business and Accounting*, 24(7), 561-577.
- Schrepp, M. (2020). On the Usage of Cronbach's Alpha to Measure Reliability of UX Scales. *Journal of Usability Studies*, 15(4), 247-258.
- Sheth, J. N. (1973). A model of industrial buyer behavior. *Journal of Marketing*, 37(4), 50-56.
- Shi, D., Lee, T., & Maydeu-Olivares, A. (2019). Understanding the Model Size Effect on SEM Fit Indices. *Educational and Psychological Measurement*, 79(2), 310-334.
- Shoko, M. (2020, April 21). *Plugging the quality cracks in SA's cement market*. Retrieved February 29, 2024, from Aggregates Business: <https://www.aggbusiness.com/feature/plugging-quality-cracks-sas-cement-market>

- Stats SA. (2022, June 28). *Construction industry, 2020*. Retrieved February 27, 2024, from Stats SA: <https://www.statssa.gov.za/?p=15487>
- Sudaryanto, S., Courvisanos, J., Dewi, I. R., Rusdiyanto, R., & Yuaris, J. R. (2022). "Determinants of purchase intention during COVID-19: A case study of skincare products in East Java. *Innovative Marketing*, 18(1), 181-194.
- Tadesse, Y., & Tessema, W. K. (2020). Factors Influencing Consumers' Preferences for Cement Products: Case of Cement Brands in Ethiopia. *Springer*, 115-135.
- Tommasetti, A., Singer, P., Troisi, O., & Maione, G. (2018). Extended Theory of Planned Behavior (ETPB): Investigating Customers' Perception of Restaurants' Sustainability by Testing a Structural Equation Model. *Sustainability*, 10(7), 2580.
- Webster, F. E., & Wind, Y. (1972). A General Model for Understanding Organizational Buying Behavior. *Journal of Marketing*, 36(2), 12-19.
- Wichmann, J. R., Uppal, A., Sharma, A., & Dekimpe, M. G. (2022). A global perspective on the marketing mix across time and space. *International Journal of Research in Marketing*, 39(2), 502-521.
- Widyastuti, A. N., Pujiarto, Tubastuvi, N., & Santoso, S. B. (2020). The Effect of Marketing Mix on Purchase Decisions. *Jurnal Manajemen Bisnis*, 11(2), 163-176.
- Yaşlıoğlu, M. M., & Yaşlıoğlu, D. T. (2020). How and When to Use Which Fit Indices? A Practical and Critical Review of the Methodology. *Istanbul Management Journal*(88), 1-20.
- Yusuf, M., & Matiin, N. (2022). Analysis Of The Effect Of The Marketing Mix On Purchasing. *Interrnational Journal of Economics and Management Research*, 1(3), 177-182.

Zhu, D. H., Deng, Z. Z., & Chang, Y. P. (2020). Understanding the influence of submission devices on online consumer reviews:A comparison between smartphones and PCs. *Journal of Retailing and Consumer Services*, 54, 102028.

APPENDIX A – Ethics Clearance Certificate

Graduate School of Business Administration
University of the Witwatersrand, Johannesburg



Wits Business School Ethics Committee
Constituted under the University Human Research Ethics Committee (Non-Medical)

Ethics Clearance Certificate

Ethics protocol number: WBS/BA0604456P/461

This certificate is only valid with a legitimate ethics protocol number and signed by the Researcher (below).

Project title	Evaluating the purchasing intentions of retailers towards cement blends in Gauteng
Investigator / Researcher	Mr Neo Koopedi
Nature of Project	MBA (Research Article)
Decision of the Committee	Approved, provided stakeholders and participants are guaranteed anonymity and confidentiality.
Issue Date of Certificate	03/07/2024
Expiry date	Date of submission of the project / research report
Chairperson	Dr Ayanda Magida ☎ +27 11 717 3953 ✉ ayanda.magida@wits.ac.za

Declaration by Researcher

One copy must be signed by the Researcher and returned to the Chairperson of the Wits Business School Ethics Committee.

I fully understand the conditions under which I am authorized to carry out the abovementioned research and I guarantee to ensure compliance with these conditions. Should any departure to be contemplated from the research procedure as approved I undertake to resubmit the protocol to the Committee.

NM Koopedi

Signature

5 July 2024

Date:

APPENDIX B – Participant Information Sheet



Sculpting global leaders

Dear Sir / Madam

My name is Neo Koopedi, I am a Masters of Business Administration student at the University of the Witwatersrand and my supervisor is Dr Thubelihle Ndlela. I am conducting a study on the factors that influence retailer purchase of blended cement. The study title is "Evaluating the purchasing intentions of retailers towards cement blenders in Gauteng."

I am inviting you to take part in answering the survey which will take approximately 5 - 10 minutes of your time. Participation is voluntary and you can withdraw at any stage of the study. The questionnaire will be confidential and anonymous. Furthermore, only the candidate and the supervisor will have access to the data. The research findings will be written up as a research report and will be available on the University of Witwatersrand library repository post examination.

Should you have any questions during or after the research, kindly contact me or my supervisor on the details listed below. If you have any concerns or complaints about the ethical procedures of this research study, you are welcome to contact the University Human Research Ethics Committee (Non-Medical), telephone +27(0) 11 717 1408, email hrecnon-medical@wits.ac.za.

Yours sincerely,

Neo Koopedi:

084 300 8450

0604456p@students.wits.ac.za

Supervisor:

Dr Thubelihle Ndlela

Thubelihle.ndlela@wits.ac.za

APPENDIX C – Consent Form

Title of project:

Evaluating the purchasing intentions of retailers towards cement blenders in Gauteng

Name of researcher:

Neo Koopedi

I,, agree to participate in this research project.

I agree to the following:

(Please circle the relevant options below)

The research study was explained to me. I understand what this study is about.	YES	NO
--	-----	----

I understand that I can volunteer to take part in the study	YES	NO
---	-----	----

I agree that the questionnaire may be audio recorded	YES	NO
--	-----	----

I agree that direct quotations from my questionnaire may be used by the researcher in their research report	YES	NO
---	-----	----

I agree that my participation will remain anonymous (my name or other identifying data will not be used by the researcher in their research report)	YES	NO
---	-----	----

I agree that other researchers may use the information I provide in my questionnaire (depending on their own ethics clearance being obtained) but my name and any personal information will not be used or passed on	YES	NO
--	-----	----

..... (signature)

..... (name of participant)

..... (date)

..... (signature)

..... (name of researcher/person seeking consent)

..... (date)

APPENDIX D – Research Instrument

Screening Question

Have you purchased blended cement in the past 12 months?

Yes	1
No	2
If no, please close Interview	

Section A: Biographical

A1 - Please indicate your gender

Male	1
Female	2
Prefer not to say	3

A2 - Please indicate your age group

18 – 34 years old	1
35 – 44 years old	2
45 – 54 years old	3
55 – 64 years old	4
65 years old and above	5

A3 - Please indicate your highest qualification

Matric	1
National Certificate	2
Diploma	3
BTech	4
Bachelor's Degree	5
Postgraduate Diploma	6
Honours Degree	7

Masters Degree	8
PhD	9
Other	10
If Other, please specify	

A4 – Which store do you currently manage or own

Cashbuild	1
Builders Warehouse	2
Buco	3
Build It	4
Leroy Merlin	5
Essential Hardware	6
Other	7
If other, please specify	

A5 – Please indicate which province your store is located in

Gauteng	1
North West	2
Mpumalanga	3
Limpopo	4
Free State	5
Northern Cape	6
Western Cape	7
KwaZulu–Natal	8
Eastern Cape	9

A6 – Which brand of blended cement are you most likely to purchase

ITE Cement	1
KBC Cement	2
Icon Cement	3
APC Cement	4

BB Cement	5
Hard Rock Cement	6
MPC Cement	7
Econo Cement	8
Other	9
If other, please specify	

Section B

In this section, please indicate the extent to which you disagree or agree with each of the following statements. You can indicate the extent to which you agree or disagree with the statement by clicking the corresponding number in the 5-point scale ranging from: (1) = Strongly disagree; (2) = Disagree; (3) = Neutral; (4) = Agree; (5) = Strongly agree

The questions below are based on the brand of cement which you selected in A6

Price

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
PR 1	I will compare the price of each cement product before buying					
PR 2	For me to stop purchasing this cement brand, its price would have to increase a little more					
PR 3	I am willing to pay a higher price for this cement brand than other cement brands in this category					
PR 4	I am willing to pay for my favourite cement brand even if the price increases over time					

Product Quality

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
PQ 1	This cement brand is of high quality					
PQ 2	The likelihood that this cement brand will fit my needs is very high					
PQ 3	The likelihood that this cement brand is reliable is very high					
PQ 4	Compared to other brands of cement, this cement brand is good quality					
PQ 5	Compared to other brands of cement, this cement brand offers me consistent quality					
PQ 6	Compared to other brands of cement, this cement brand is trustworthy					

Brand Image

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
BI 1	This cement brand's quality is high					
BI 2	This cement brand's features are better than its competitor's ones					
BI 3	This cement brand's characteristics can be distinguished from competitors					
BI 4	This cement brand does not disappoint its customers					
BI 5	This cement brand is one of the best in the industry					
BI 6	This cement brand is stable in the market					

Purchase Intention

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
PI 1	I will purchase this cement brand's product immediately					

PI 2	I will purchase this cement brand's product in the near future					
PI 3	I am likely to buy from this cement brand more often					
PI 4	I'm confident of purchasing this cement brand's product regardless of time					
PI 5	I will introduce this cement brand's product to my friends					

Thank You For Your Participation!

APPENDIX E – Turnitin Report

BUSA 7406A Final Research Paper - Neo Koopedi V19.docx

ORIGINALITY REPORT

8%

SIMILARITY INDEX

5%

INTERNET SOURCES

6%

PUBLICATIONS

%

STUDENT PAPERS

PRIMARY SOURCES

1

As Syifa Mujahidah, Pauline Henriette Pattyranie Tan. "THE INFLUENCE OF COUNTRY-OF-ORIGIN IMAGE, BRAND IMAGE, AND BRAND EVALUATION ON PURCHASE INTENTION TOWARDS NIKE BRAND IN JABODETABEK", JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis dan Inovasi Universitas Sam Ratulangi)., 2021

Publication

1%

2

Nhlabathi, Mthobisi Patric. "The Impact of E-Word-Of-Mouth, Engagement and Brand Image on Soccer Fans' Intention to Purchase Football Tickets", University of the Witwatersrand, Johannesburg (South Africa), 2025

Publication

<1%

3

dspace.bu.ac.th

Internet Source

<1%

4

wiredspace.wits.ac.za

Internet Source

<1%

5	eprints.utar.edu.my Internet Source	<1 %
6	pdfs.semanticscholar.org Internet Source	<1 %
7	journal.binus.ac.id Internet Source	<1 %
8	migrationletters.com Internet Source	<1 %
9	srb.lk Internet Source	<1 %
10	jurnal.ibik.ac.id Internet Source	<1 %
11	"Proceedings of the 2nd International Conference on Emerging Technologies and Intelligent Systems", Springer Science and Business Media LLC, 2023 Publication	<1 %
12	Hera Oktadiana, Myrza Rahmanita, Rina Suprina, Pan Junyang. "Current Issues in Tourism, Gastronomy, and Tourist Destination Research", Routledge, 2022 Publication	<1 %
13	atrium.lib.uoguelph.ca Internet Source	<1 %
uzspace.unizulu.ac.za:8080		

14	Internet Source	<1 %
15	dergipark.org.tr Internet Source	<1 %
16	Nkonko, Evelyne Kasongo. "Factors Influencing the Purchase Intention of Smart Wearable Technology", University of the Witwatersrand, Johannesburg (South Africa), 2025 Publication	<1 %
17	repository.nwu.ac.za Internet Source	<1 %
18	Aawag Mohsen Alawag, Wesam Salah Alaloul, Hisham Mohamad, M.S. Liew, Mokhtar Awang, Abdullah O. Baarimah. "Evaluating the role of critical success factors of Total quality management (TQM) implementation through SmartPLS in industrialized building projects (IBS)", Ain Shams Engineering Journal, 2025 Publication	<1 %
19	A. K. McFadyen, V. Webster, K. Strachan, E. Figgins, H. Brown, J. Mckechnie. "The Readiness for interprofessional learning scale: A possible more stable sub-scale model for the original version of RIPLS", Journal of Interprofessional Care, 2009 Publication	<1 %

20	vital.seals.ac.za:8080 Internet Source	<1 %
21	www.coursehero.com Internet Source	<1 %
22	www.tandfonline.com Internet Source	<1 %
23	Novita Rosanti, Karta Negara Salam, Panus. "The Effects of Brand Image and Product Quality on Purchase Decisions", Quantitative Economics and Management Studies, 2021 Publication	<1 %
24	Om Jee Gupta, Manoj K. Srivastava, Pooja Darda, Susheel Yadav, Vinaytosh Mishra. "How consumer trust affects the adoption of e-healthcare products on mobile apps: an analysis of perceived usefulness, time, and price", International Journal of Pharmaceutical and Healthcare Marketing, 2024 Publication	<1 %
25	accesson.kr Internet Source	<1 %
26	eprints.hud.ac.uk Internet Source	<1 %
27	www.neliti.com Internet Source	<1 %

28	www.researchgate.net Internet Source	<1 %
29	"Business Analytical Capabilities and Artificial Intelligence-Enabled Analytics: Applications and Challenges in the Digital Era, Volume 1", Springer Science and Business Media LLC, 2024 Publication	<1 %
30	Das, Baibhav. "Understanding the Purchase Behaviour of Young Consumers of Skin Care Products in India.", MICA (Mudra Institute of Communications, Ahmedabad) (India), 2024 Publication	<1 %
31	Lethicia Camila Dorce, Marcelo Corrêa da Silva, Juliana Rosa Carrijo Mauad, Carla Heloisa de Faria Domingues et al. "Extending the theory of planned behavior to understand consumer purchase behavior for organic vegetables in Brazil: the role of perceived health benefits, perceived sustainability benefits and perceived price", Food Quality and Preference, 2021 Publication	<1 %
32	Rizzotto, Juliana Andreia. "The Role of CRS on the Fast Fashion Business: Consumer Perception and Outcomes", Universidade NOVA de Lisboa (Portugal), 2024	<1 %

Publication		
33	era.ed.ac.uk Internet Source	<1 %
34	escholarship.org Internet Source	<1 %
35	etheses.whiterose.ac.uk Internet Source	<1 %
36	fjmr.fju.edu.tw Internet Source	<1 %
37	journal.arimbi.or.id Internet Source	<1 %
38	real.mtak.hu Internet Source	<1 %
39	www.intangiblecapital.org Internet Source	<1 %
40	www.pressacademia.org Internet Source	<1 %
41	www.researchsquare.com Internet Source	<1 %
42	www.slideshare.net Internet Source	<1 %
43	Gaoaketse, Lebogang. "Factors That Influence Purchase Intention of Motor Vehicles During the COVID-19 Pandemic", University of the	<1 %

Witwatersrand, Johannesburg (South Africa),
2025

Publication

-
- 44 Sikakana, Anele. "Millennials' Value Perception and Its Impact on Second-Hand Luxury Goods Purchase Intention.", University of Johannesburg (South Africa), 2024 $<1\%$

Publication

-
- 45 Sudaryanto Sudaryanto, Jerry Courvisanos, Ivana Rosediana Dewi, Rusdiyanto Rusdiyanto, Jiva Rendis Yuaris. "Determinants of purchase intention during COVID-19: A case study of skincare products in East Java", Innovative Marketing, 2022 $<1\%$

Publication

-
- 46 Chapman, Reece. "An Exploration of the Socio-Pedagogical Development, and Present-Day Coach Experiences, of Grassroots Coach Education in English Football", Liverpool John Moores University (United Kingdom), 2024 $<1\%$

Publication

-
- 47 Mohd Shuaib Siddiqui, Urooj Ahmad Siddiqui, Mohammed Arshad Khan, Ibrahim Ghazi Alkandi et al. "Creating Electronic Word of Mouth Credibility through Social Networking Sites and Determining Its Impact on Brand Image and Online Purchase Intentions in

India", Journal of Theoretical and Applied
Electronic Commerce Research, 2021

Publication

48

Nima Dadashzadeh, Natalia Volkova, Mustafa
Ekmekci, Daniil Horpenko, Lee Woods,
Alexandros Nikitas. "What psychological and
socio-demographic factors can influence
people's intention to use ridesharing during
the war? A case study in Ukraine",
Transportation Research Part F: Traffic
Psychology and Behaviour, 2025

Publication

<1%

Exclude quotes On

Exclude matches Off

Exclude bibliography On