

**A SURVEY OF PRIVATE HOSPITAL  
PURCHASING BEHAVIOUR  
IN MALAYSIA**

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**Submitted to the Faculty of Economics and Administration  
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in partial fulfilment of the requirements for the  
Degree of  
Master of Business Administration  
June 1996.**

# ABSTRACT

The purpose of this study is to study the private hospital purchasing behaviour by means of a non probability judgemental type of sampling and a nine page structured questionnaire survey involving twenty private hospitals in Peninsular Malaysia. The study found that head of departments are the major influencer in a private hospital buying decision. Buying decision in a private hospital is mainly decided by a committee or head of department. The level of demand is the most important environmental factor influencing buying decision, customer service and prompt delivery were the two most important organisational factors influencing buying behaviour. The best product quality image were medical products from USA. The four multinational manufacturers seem to have similar product quality image. Marketing communication activities in the form of advertisement, brochures and sponsorship have limited ability to influence buying decision. However sales personnel characteristics seems to influence buying decision.

## CLOSED STACKS

Perpustakaan Universiti Malaya



A506441121

Dimikrofilekan pada 18-9-1997  
No. Mikrofis..... 13180  
Jumlah Mikrofis..... 1

Amezar Puzi B. A. Wahab.

Unit Mikrofilem  
Universiti Malaya  
Kuala Lumpur.

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