

Table Of Contents

Chapter	Page
I. Introduction	1
The Malaysian Health Care Industry	2
Objectives Of The Study	6
Significance Of The Study	7
Market Potentials	7
II. Literature Review	8
Organisational Markets And Organisational Buyer Behaviour	8
~ Industrial Buyer Behaviour	10
~ Major Types Of Buying Situations	11
~ Participants In The Industrial Buying Process	12
~ Major Influences On Industrial Buyers	13
Types Of Buying Decision	14
Evaluation Of The Buying Situation	16
Decision Making Process In Organizational Buying	16
Influence Of Marketing Communication	20
Impact Of Individual Characteristic On The Decision Making Process	22
Impact Of Organizational Characteristics On The Decision Making Process	23
Impact Of Purchasing Situation On The Decision Making Process	24
Structural Role Of Organisational Buying	25
III. Research Methodology	27
Data Collection	27
Sampling Design	27
Survey Instrument Design	29
Data Analysis	30
IV. Research Results	31
V. Summary & Conclusion	57
Reference	
Appendixes	