

INDUSTRIAL MARKETING AND BRANDING:

DETERMINANTS OF BRAND SENSITIVITY ON
ORGANIZATIONAL BUYING DECISIONS

STUDY ON THE CONSTRUCTION MATERIALS INDUSTRY IN MALAYSIA

HONG KAI KUAN

(CGA080009)

SUPERVISOR:

DR. NORBANI BINTI CHE HA

Submitted to the Graduate School of Business
Faculty of Business and Accountancy
University of Malaya, in partial fulfilment of the requirement for the
Degree of Master of Business Administration

2011