

Table of Contents

Chapter 1: Introduction

1.1	Overview.....	4
1.2	Significant of the Study.....	7
1.3	Research Objective.....	8
1.4	Scope of the Study.....	9
1.5	Organisation of the Study.....	10

Chapter 2: Literature Review

2.1	Brand.....	12
2.2	Business-to-Business (B2B) Marketing.....	14
2.3	Branding for B2B vs. Branding for B2C.....	17
2.4	Organizational Buying Behaviours.....	22
2.5	Buyer-Seller Relationship.....	25
2.6	Perceived Purchase Risks.....	26
2.7	Dependent Variable	
2.7.1	Brand Sensitivity.....	34
2.8	Independent Variables	
2.8.1	Purchase Importance.....	35
2.8.2	Purchase Complexity.....	35
2.8.3	Time Pressure.....	36
2.9	Intervening Variable	
2.9.1	Perceived Purchase Risk.....	36
2.10	Construction Industry in Malaysia.....	37
2.11	Hypotheses Development.....	42
2.11.1	Research Hypothesis One (H1).....	43
2.11.2	Research Hypothesis Two (H2).....	44
2.11.3	Research Hypothesis Three (H3).....	44
2.11.4	Research Hypothesis Four (H4).....	45
2.11.5	Research Hypothesis Five (H5).....	46
2.11.6	Research Hypothesis Six (H6).....	46
2.12	Research Framework.....	47

Chapter 3: Research Methodology

3.1	Research Instrument.....	48
3.2	Sampling Design.....	49
3.3	Data Collection Procedure.....	50
3.4	Data Analysis Techniques.....	50

Chapter 4: Research Results

4.1	Summary of Demography Profile of Respondents.....	52
4.2	Analyses of Measures.....	55
4.3	Research Results and Discussions.....	59
4.3.1	Research Objective One.....	59
4.3.1.1	Hypothesis Testing.....	59
4.3.1.2	Analysis and Results.....	59
4.3.1.3	Discussion.....	61

4.3.2	Research Objective Two.....	62
4.3.2.1	Hypothesis Testing.....	62
4.3.2.2	Analysis and Results.....	62
4.3.2.3	Discussion.....	63
4.3.3	Research Objective Three.....	63
4.3.3.1	Hypothesis Testing.....	64
4.3.3.2	Analysis and Results.....	64
4.3.3.3	Discussion.....	65
4.3.4	Research Objective Four.....	65
4.3.4.1	Hypothesis Testing.....	66
4.3.4.2	Analysis and Results.....	66
4.3.4.3	Discussion.....	67
 Chapter 5: Conclusion and Recommendations		
5.1	Summary and Conclusion.....	69
5.2	Limitation of the Study.....	70
5.3	Suggestions for Future Research.....	71
5.4	Managerial Implications.....	71
 References.....		74
 Appendix – Questionnaire.....		78

List of Tables

Table 1	B2B vs B2C Market Differences & Their Implications for the Relative Importance of B2B Brands.....	20
Table 2	Brand Management Issues (B2C vs B2B).....	22
Table 3	Summary of the Demographic of Respondents.....	53
Table 4	Summary of Cronback's Alpha scores.....	55
Table 5	Details Descriptive and Cronback's Alpha.....	56
Table 6	Pearson Correlation Matrix.....	61
Table 7	T-Test.....	63
Table 8	ANOVA.....	65
Table 9	Multiple Regression Analysis.....	67

List of Figures

Figure 1	Conceptual Framework.....	9
Figure 2	Product Choice Decision Making Process (Route through Project Owner)	40
Figure 3	Product Choice Decision Making Process (Route through Architect)	41
Figure 4	Product Choice Decision Making Process (Route through Contractor)	42
Figure 5	Research Framework.....	47