

# **CONSUMER SATISFACTION AND COMPLAINT BEHAVIOR IN HIGH INVOLVEMENT PRODUCTS**



**By**

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**RECOMMENDATION**

This is to certify that the thesis

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Entitled  
**"Consumer Satisfaction and Complaint Behavior in High Involvement  
Products"**

has been prepared as approved by the Department in the prescribed format of  
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## **VIVA- VOCE SHEET**

We have conducted the viva- voce examination of the thesis Presented by

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**"Consumer Satisfaction and Complaint Behavior in High Involvement Products"**

and found the thesis to be the original work of the student and written according to prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirements of Master' Degree in Business (M.B.S.).

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## DECLARATION

I hereby declare that the work reported in the thesis entitled, "**Consumer Satisfaction and Complaint Behavior in High Involvement Products**" submitted to Patan Multiple Campus Faculty of Management Tribhuvan University, is my original work done in the form of Partial fulfillment office requirements of Masters Degree in Business Studies (M.B.S) under the supervision of **Mr. Bishnu Gopal Khimbaja**.

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## **LIST OF ABBREVIATION**

BBB	: Better Business Bureau
CCB	: Consumer Complaining Behavior
CS/D	: Consumer Satisfaction /Dissatisfaction
M.B.S.	: Master of Business Studies
R&D	: Research and Development
ROI	: Return on Investment
TV	: Television