CONSUMER SATISFACTION AND COMPLAINT BEHAVIOR IN HIGH INVOLVEMENT PRODUCTS

(With special reference to Laptops)

Submitted By: RAMESH GYWALI Birendra Multiple Campus T.U. Regd. No. 6 -1- 52- 249-98 Exam Roll No. 190029/065

Submitted to: Office of Dean Faculty of Management Tribhuvan University

In partial fulfillment of the requirements for the degree of Master in Business Studies (M.B.S.)

> Bharatpur, Chitwan August, 2012



TRIBHUVAN UNIVERSITY BIRENDRA MULTIPLE CAMPUS

 $\mathbf{\widehat{T}}: 056 \begin{cases} 520253\\ 520689\\ 526159 \end{cases}$ Fax: 056-520253

Bharatpur, Chitwan

DEPARTMENT OF MANAGEMENT

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Submitted by:

Ramesh Gywali

Entitled:

Consumer Satisfaction and Complaint Behavior in High Involvement Products

(With special reference to Laptops)

Has been prepared as approved by this Department in the prescribed format of the Faculty of Management. This thesis is forwarded for examination.

Mr. Damodar Poudel

Mr. Baikuntha Pd.Bhusal Chairperson (Research Committee)

Supervisor

Mr.Sushil Dahal Programme Incharge Mr.Keshav Bhakta Sapkota

Campus Chief



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Bharatpur, Chitwan

DEPARTMENT OF MANAGEMENT

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VIVA-VOCE SHEET

We have conducted viva-voce examination of the thesis presented

by:

Ramesh Gywali

Entitled:

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And found the thesis to be the original work of the student and written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirement for **Master's Degree of Business Studies (M.B.S.)**

Viva-Voce Committee

 Head, Research Department:

 Member (Thesis Supervisor):

 Member (External Expert):

DECLARATION

I hereby declare that the thesis work entitled "Consumer Satisfication and Complaint Behaviour in High Involvement Products" submitted to Birendra Multiple Campus, Faculty of Management, Tribhuvan University is my original work for the partial fulfillment of the requirement for the Master's Degree in Business Studies (MBS) under the supervision of Damodar Poudel Lecturer of Birendra Multiple Campus, Bharatpur, Chitwan, Nepal.

•••••

Ramesh Gywali

Campus Roll No. 16/064 Exam Roll No. 190029/065 T.U. Regd. No. 6 -1- 52- 249-98 Birendra Multiple Campus

Date:

ACKNOWLEDGEMENT

This thesis is prepared and submitted to the Faculty of Management as partial fulfillment of the requirement for the degree of Masters in Business Studies (M.B.S.).

Writing this paper has been a unique experience altogether. Many helpful hands are involved to support me for preparing this thesis. Firstly I would like convey my most grateful thanks to **Mr Damodar Poudel** thesis supervisor and both my teachers head of research department **Mr. Baikunta Prasad Bhusal** and programme incharge **Mr. Sushil Dahal** of Birendra Multiple Campus who has immensely contributed their time and labor to guide me for the preparation of this thesis. Without their guidance and valuable suggestions, it would have been extremely difficult to bring it to fruition.

I would like to express my sincere gratitude to all my respected teachers of Birendra Multiple Campus for worthy co-operation and inspiration while preparing this thesis .I also owe an indebtness to all reputed authors whose writings have invaluable material for the enrichment of my research paper in all possible ways.

I would like to pay my sincere thanks to my parents, my wife Srijana, Brother and sister for their kind cooperation and encouragement. My friends Binamra, Gyanu Ganga, Ramu and Raju who have always inspired me by giving suggestions and comments at an early stage.

At last but not least I would like to thank my friend specially **Mr Bhim Bhattari** for providing valuable suggestions for formatting this thesis.

To error is human and I am not exceptions, so I apologize for any error committees in this thesis.

Thank You.

Ramesh Gywali Dibyapuri, Nawalparasi

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