

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

Submitted 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 this Department in the prescribed format of
the Faculty of Management. This thesis is forwarded for examination.*

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VIVA-VOCE SHEET

We have conducted the viva –voce of the thesis presented

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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 the degree of

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DECLARATION

I hereby declare that the work reported in this thesis entitled "**Consumer Satisfaction and Complaint Behavior in High Involvement Products**" submitted to Office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the degree of Master of Business Studies (MBS) under the supervision of **Dr. N.K. Pradhan** of Shanker Dev Campus.

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ABBREVIATIONS

%	:	Percentage
χ^2	:	Chi- Square test
A.D	:	Anno Domini
CS/D	:	Consumer Satisfaction/Dissatisfaction
etc	:	Etcetera
i.e	:	That is
M.B.S	:	Master in Business Study
ROI	:	Return on Investment
TV	:	Television
VAT	:	Value Added Tax