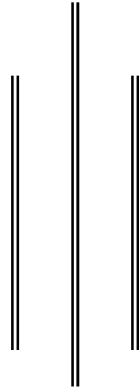


Customer Purchasing Process

On

High Involvement Products



A Thesis

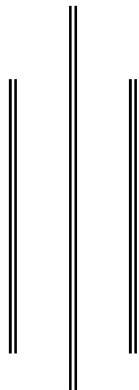
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Submitted to:

Office of the Dean

Faculty of Management

Tribhuvan University

In the partial fulfillment of the requirement for the

Degree of Master of Business Studies (M.B.S.)

Birgunj, Nepal

April, 2011

RECOMMENDATION

This is to certify that the thesis

Submitted by

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Entitled

**Customer Purchasing Process
On
High Involvement Products**

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

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And found the thesis to be 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 of Master's Degree in Business Studies (M.B.S.)

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DECLARATION

I hereby declare that this thesis entitled “**Customer Purchasing Process On High Involvement Products**” submitted to Research Department of Thakur Ram Multiple Campus, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the degree of Master in Business Studies (M.B.S). This is prepared under the supervision of Dr. Deepak Shakya of Thakur Ram Multiple Campus, Birgunj.

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ACKNOWLEDGEMENT

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

Many helpful hands are involved to support me for preparing this thesis. I would like to express my deep gratitude towards reverent supervisor Dr. Deepak Shakya professor Thakur Ram Multiple Campus, for inclusive and constant guidance, who have immensely contributed their time and labour to guide me for the preparation of this thesis. Without their guidance and valuable suggestion, it would have been extremely difficult to make this work fruitful.

I would like to extend my special thanks to staff of library of Thakur Ram Multiple Campus.

I also express my sincere thanks to all the teachers and staff of Thakur Ram Multiple Campus whose kind co-operation has made it possible to complete this work.

Beside this, I would like to express my debt of gratitude to my father Mr. Suleman Hawari and Mother Mrs. Noorjahan Hawari, who always supported me and make me believe in my capabilities which enable me to complete my Master Degree.

My sincere thanks go to all the shops of Parsa district for providing the required data & statistics related to this thesis.

Finally, Special thanks goes to my wife Mrs. Rima Hawari & my friends Mr. Faiyaj Ahmad and Mrs. Prashansa Singh Kshetri who collected required materials that support me to complete this research work and who helped typing and formatting this whole research report.

I am sole responsible for any errors that might have occurred during the completion of my research work.

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LIST OF ABBREVIATIONS

H.I.P.	High Involvement Purchase
I.T.	Information Technology
P.C.	Personal Computer
P.F.	Purchase Friend
T.R.P.	Types of Problem Recognition
d.f.	Degree of Freedom
Ho	Null Hypothesis
μ	Chi-square Test