

**PATTERN OF CONSUMER DECISION MAKING PROCESS  
WHILE PURCHASING HIGH INVOLVEMENT GOODS  
IN KHAIRAHINI VDC, CHITWAN  
(With Reference to Motorbike)**

**by:**

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**In the partial fulfillment of the requirements for the degree of  
Master's in Business Studies (MBS)**

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March, 2013**

## **RECOMMENDATION**

This is to certify that the thesis

Submitted by

**Pandit Ram Chaudhary**

**Entitled**

**Pattern of Consumer Decision Making Process Under While  
Purchasing High Involvement Goods in Khairahani VDC, Chitwan  
(With Reference to Motor Bike)**

has been prepared as approved by this department in the prescribed format  
of faculty of management. This thesis is forwarded for evaluation.

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## **VIVA-VOCE SHEET**

We have conducted the Viva-Voce examination of the  
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(With Reference to Motor Bike)**

and found the thesis to be the original work of the student and written  
according to the prescribed format. We recommended the thesis to be  
accepted as partial fulfillment of the requirement for

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# DECLARATION

I hereby declare that the thesis work entitled "Pattern of Consumer Decision Making Process Under While Purchasing High Involvement Goods in Khairahani VDC, Chitwan (With Reference to Motor Bike)" submitted to Central Department of Management, Tribhuvan University is my original work done in the form of partial fulfillment of the requirement for the Master's Degree in Business Studies (MBS) under the supervision of Professor Dr. Bal Krishna Shrestha of Tribhuvan University, Kritipur, Kathmandu.

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Date:

.....  
Pandit Ram Chaudhary

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# ABBREVIATIONS

%	:	Percent
&	:	And
B.S.	:	Bikram Sambat
Co.	:	Company
D.F.	:	Degree of Freedom
Ed.	:	Edition
EPS	:	Extensive Problem Solving
i.e.	:	That is
LPS	:	Limited Problem Solving
Ltd.	:	Limited
MBS	:	Master's Degree in Business Studies
NCC	:	National Computer Centre
No.	:	Number
Pvt.	:	Private
Regd.	:	Registration
RRB	:	Routinized Response Behavior
TU	:	Tribhuvan University
TV	:	Television