

**A Study on Customer Purchasing Process
On
High Involvement Products**



A Thesis Submitted by

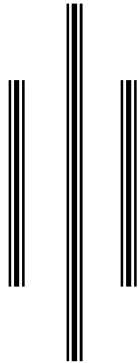
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A Thesis Submitted to

Office of dean

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In the partial fulfillment of the requirement for the

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Birgunj, Nepal

April , 2014

Recommendation

This is to certify that the thesis

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Declaration

I hereby declare that the work report in this thesis entitle **“A study on consumer purchasing process on high involvement product”** submitted to Thakur Ram Multiple Campus, Faculty of Management, T.U, is my original work done in the form of Partial fulfillment of the requirement for the Master’s Degree in Business Studies under the supervision of DR DEEPAK SHAKAYA, Lecturer of Thakur Ram Multiple Campus, Birgunj.

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