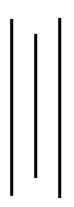
CONSUMER SATISFACTION, DISSATISFACTION AND COMPLAINT BEHAVIOR IN HIGH INVOLVEMENT PRODUCTS

By ABIRAJ SHRESTHA Shanker Dev Campus

Campus Roll No.: 405/061
T.U. Regd. No.: 7-2-271-322-2001

A Thesis Submitted to:
Office of the Dean
Faculty of Management
Tribhuvan University



In partial fulfillment of the requirement for the degree of Master of Business Studies (MBS)

> Kathmandu, Nepal March 2011

RECOMMENDATION

This is to certify that the thesis

Submitted by:

ABIRAJ SHRESTHA

Entitled:

CONSUMER SATISFACTION, DISSATISFACTION 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.

Kailash P. Amatya	Prof. Bishweshor Man Shrestha	Prof. Dr. Kamal Deep Dhak
(Thesis Supervisor)	(Head, Research Department)	(Campus Chief)

VIVA-VOCE SHEET

We have conducted the viva –voce of the thesis presented

By ABIRAJ SHRESTHA

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CONSUMER SATISFACTION, DISSATISFACTION AND COMPLAINT BEHAVIOR IN HIGH INVOLVEMENT PRODUCTS

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

Master of Business Studies (MBS)

Viva-Voce Committee

Head, Research Department	
Member (Thesis Supervisor)	
Member (External Expert)	
Member (Thesis Supervisor)	

DECLARATION

I hereby declare that the work reported in this thesis entitled "Consumer Satisfaction, Dissatisfaction 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 Kailash P. Amatya and Sajeeb Kumar Shrestha of Shanker Dev Campus, T.U.

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Abiraj Shrestha Shanker Dev Campus

Campus Roll No.: 405/061

T.U. Regd. No.: 7-2-271-322-2001

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ABBREVIATIONS

A.D : Anno Domini

A/C : Air Conditioner

B.S : Bikram Sambat

BBB : Better Business Bureau

C/D : Confirmation/Disconfirmation

CCB : Consumer Complaint Behavior

CS/D : Consumer Satisfaction/ Dissatisfaction

d.f : Degree of Freedom

R & D : Research and Development

ROI : Return on Investment