

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

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RECOMMENDATION

This is to certify that the thesis

Submitted by:

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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
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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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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