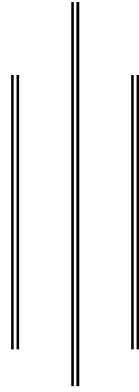


Customer Purchasing Process

on

High Involvement Products



A Thesis

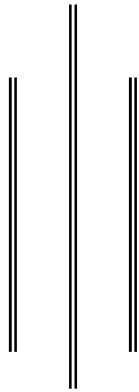
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Submitted to:

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

January , 2009

RECOMMENDATION

This is to certify that the thesis

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Entitled

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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 Hari Khetan 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. Alok Dutta of Hari Khetan Multiple Campus, Birgunj.

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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