

**CONSUMER BEHAVIOR REGARDING MOTORBIKE PURCHASE IN  
POKHARA**

**A THESIS**

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**Submitted to:  
Office of the Dean  
Faculty of Management  
Tribhuvan University**

**In Partial fulfillment of the requirements for the  
Degree of Master of Business Studies (MBS)**

**Putalisadak, Kathmandu  
December, 2012**

## RECOMMENDATION

This is to certify that the thesis

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**Entitled**  
**Consumer Behavior Regarding Motorbike Purchase in Pokhara**

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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## **VIVA VOCE SHEET**

We have concluded the viva voce examination of the thesis presented by

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**“Consular Behaviour Regarding Motorbike Purchase In Pokhara”**

and found that the thesis to be the original work of the student and written according to prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirements for the Master’s Degree in Business Studies.

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## **DECLARATION**

I hereby declare that the work reported in this thesis

Entitled

**"Consular Behaviour Regarding Motorbike Purchase In Pokhara"**

Submitted to the Research Department of Shanker Dev Campus, Putalisadak, Faculty of Management, Tribhuvan University is my original work done in the form of partial fulfillment of the requirements for the Masters of Business Studies (M.B.S.), under the supervision of **Dr. Narayan Krishna Pradhan** of Shanker Dev Campus, Tribhuvan University.

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## ACKNOWLEDGEMENTS

My indebtedness and gratitude goes to the many individuals, who have assisted to shape this thesis in the present form, cannot be adequately conveyed in a few sentences. First of all, my gratitude goes to all the teacher and Staffs of my collage, whose sound theoretical knowledge provided me the basis for the preparation of this thesis.

I would like to express my great sense of gratitude to my respected sir **Dr. Narayan Krishna Pradhan**, Shanker Dev Campus, Putalisadak, for his valuable supervision, constructive comments and suggestions, which gave the final shape of this thesis.

I would also like to extend my propound gratitude to Research Department of Shanker Dev Campus for granting me an opportunities to carry out this thesis research. I am also thankful to all colleagues for their effort and support in this research work.

I must acknowledgement the help of my friends for their valuable suggestion.

Finally, I would like to express hearty thanks towards of all the members of my family who provides regular inspiration and continuous contribution for my success.

Sudip Poudel

Pokhara

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## ABBREVIATIONS

MKT	Marketing
MBS	Master in Business Studies
No	Number
Res	Respondents
SLC	School Leaving Certificate
TU	Tribhuvan University
TV	Television
%	Percentage