

**A STUDY ON CONSUMER BUYING BEHAVIOR
IN TOOTHPASTE INDUSTRY**
(A Case Study Based in Kathmandu Valley)

A Thesis
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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)***

**Hetauda, Nepal
September 2012**

RECOMMENDATION

This is certify that the thesis

**Submitted by :
Kamal Dhakal**

Entitled:

**A STUDY ON CONSUMER BUYING BEHAVIOR
IN TOOTHPASTE INDUSTRY
(A Case Study Based in Kathmandu Valley)**

has been prepared as approved by this department in the prescribed format of the Faculty of Management. This is forwarded for examination. We recommend this thesis for acceptance.

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VIVA-VOCE SHEET

We have conducted the viva-voce sheet examination of the thesis

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

Viva – Voce Committee:

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DECLARATION

I here by declare that the work reported in this thesis entitled A STUDY ON CONSUMER BUYING BEHAVIOR IN TOOTHPASTE INDUSTRY (A Case Study Based in Kathmandu Valley) submitted to office of the Dean, Faculty of management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirements for the Master's Degree in Business Study (M.B.S.) under the supervision of Mr. Yam Bahadur Silwal.

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(Researcher)

Date:

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