

A STUDY ON CONSUMPTION BEHAVIOUR OF CONSUMER CONCERN TO PEPSI AND COKE

Submitted to

Office of the Dean
Faculty of Management
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**In Partial fulfillment of the Requirements for the Master's
Degree in Business Studies (MBS)**

Butwal, Nepal

November, 2011

Declaration

I hereby declare that the present thesis entitled **A STUDY ON CONSUMPTION BEHAVIOUR OF CONSUMER CONCERN TO PEPSI AND COKE** has been prepared to fulfill the partial requirement of Masters Degree in Business Studies (M.B.S) under kind Supervision of Lecture Mr. Netra Pd. Basyal. This thesis has been prepared as per the format prescribed by the university and analysis carried in the study is original. Eventually, I firmly believe that the road for improvement never end so I am solely responsible for varieties of shortcomings and drawbacks admitted in the study.

Arpit Kumar Jaiswal

Date:-----

ACKNOWLEDGEMENT

This thesis entitled “*A STUDY ON CONSUMPTION BEHAVIOUR OF CONSUMER CONCERN TO PEPSI AND COKE*” was completed under the entire co-operation and supervision of my respected supervisor Mr. Netra Pd. Basyal, Lecturer of Faculty of Management at New Horizon Campus, Butwal. First, I would like to express my sincere gratitude to him for his invaluable contributions. I am heartily indebted to Mr. Loknath Updhya, the campus chief of New Horizon Campus, Butwal for providing me adequate suggestions in completion of this thesis. Likewise, my sincere thanks goes to my reverent Professors Mr. Surya Bahadur Rana for their proper guidance and encouragement.

I am very much thankful to the retailers, the hotelers and the consumers as well as the distributors of Coke and Pepsi who spared their valuable time and energy in filling up the questionnaires for accomplishing this research.

Finally, I cannot stand without thanking my friend, Binod Chaudhary and Sandeep Kr. Gupta for laborously typing my thesis, New Horizon Campus, Butwal staff Mr. Deepak Khanal for providing the needed documents and Kanchan Photocopy for binding it properly.

Last but not the least I want to extent my thankful regards to my family, specially to my father, Shree Avinash Chandra Jaiswal, without whose efforts, I might not have completed this thesis in time.

Arpit Kumar Jaiswal

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Some Abbreviations Used

MNC'S	:	Multinational Companies
TNC'S	:	Transitional Corporations
FDI	:	Foreign Direct Investment
BNL	:	Bottlers Nepal Limited
POS	:	Point Of Sale
ETP	:	Effluent Treatments Plants
TCCQS	:	The Standards of The Coca-Cola Quality
System		