

**A STUDY ON ‘IMPACT OF TELEVISION ADVERTISING ON  
CONSUMER BEHAVIOUR IN COSMETIC PRODUCT’  
(WITH REFERENCE TO SUNSILK SHAMPOO IN DHANGADHI  
MUNICIPALITY)**

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*A Thesis 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 (M.B.S.)*

**Dhangadhi, Nepal**

**March, 2013**

## **DECLARATION**

I hereby declare that the work reported in this Thesis entitled “Impact of Television Advertising on Consumer Behaviour in Cosmetic Product” (with reference to Sunsilk Shampoo in Dhangadhi municipality) Submitted to kailali multiple Campus, Faculty of Management, Tribhuvan University is my original work done in the form of partial fulfillment of the requirement for the Master’s Degree in Business Study (M.B.S.) under the supervision of Mr. Padam Kant **Joshi** of kailali multiple Campus.

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## **ACKNOWLEDGEMENT**

I express my sincere gratitude to all the authors and learned personalities, whose writings have been cited in this study. I also express my sincere gratitude to those authors whose writings though are not cited but helped and inspired me in making my vision clear and reaching on conclusion.

I extend my deep sense of indebtedness to my respected supervisors Mr. Padam Kant Joshi for his precious guidelines, inspiration and suggestion thoroughly during the period of this research for his full support and cordination. Without their valuable insight, I would not think of accomplishment of this Thesis. I acknowledge my profound gratitude to the personnel of Sunsilk Shampoo for the cooperation shown and providing necessary data.

I want to give thanks for the staff members of Library, Kailali multiple Campus who provided the reference and reading materials during the period of research.

Finally, I would like to express my sincere gratitude to my teacher and to all my family members, all my friends for their assistance, timely encouragement in every step.

Thank you.

**Puspa Raj Paneru**

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## **ABBREVIATION**

&	:	And
A.D.	:	Anno Domini
B.S.	:	Bikram Sambat
CBS	:	Central Burro of Statistics
GON	:	Government of Nepal
i.e,	:	That is
M.B.S	:	Master's of Business Studies
NTV	:	Nepal Television
%	:	Percentage
PSAs	:	Public Service ads.
S.L.C	:	School Leaving Certificate
T.U	:	Tribhuvan University