

**A STUDY ON IMPACT OF TELEVISION ADVERTISING
ON CONSUMER BEHAVIOUR IN COSMETIC
PRODUCT**

A Thesis Submitted to:

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Central Department of Management

**In Partial Fulfillment of the Requirements for the Degree of
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RECOMMENDATION

This is to certify that the thesis

Submitted by

Kumari Khagisara Thapa

Entitled

A STUDY ON IMPACT OF TELEVISION ADVERTISING ON

CONSUMER BEHAVIOUR IN COSMETIC PRODUCT

Has been prepared by this department in the prescribed format of the Faculty of
Management. This thesis is forward for examination.

Date:

VIVA-VOCE SHEET

We have conducted the viva-voce examination of the thesis present by

Kumari Khagisara Thapa

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**A STUDY ON IMPACT OF TELEVISION ADVERTISING ON
CONSUMER BEHAVIOUR IN COSMETIC PRODUCT**

And found the thesis to be the original work of the student written according to the prescribed format. We recommend the thesis to be accepted as partial fulfilment for Master’s Degree in Business Studies (M.B.S.)

Viva-Voce Committee

Chairperson, Research Committee

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DECLARATION

I hereby declare that the work reported in this Thesis entitled “Impact of Television Advertising on Consumer Behaviour in Cosmetic Product” Submitted to Central Department of Management, Kirtipur 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 Asso.prof. Bhoj Raj Aryal of Tribhuvan University Kirtipur.

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ABBREVIATION

&	:	And
A.D.	:	Anno Domini
B.S.	:	Bikam 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