

**A STUDY OF
BUYING DECISION OF TELEVISION CONSUMER**

A THESIS

Submitted By:

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T.U. Regd. No: 7-2-304-61-2004

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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 (M.B.S.)

Kathmandu

December, 2012

RECOMMENDATION

This is to certify that the thesis

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A STUDY OF BUYING DECISION OF TELEVISION CONSUMER

Has been Prepared as approved by this campus in the Prescribed format of the
Faculty of Management. This thesis is forwarded for Examination.

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And Found the Thesis to be original work of the student and written according to the prescribed format. We recommend the thesis to be acceptance as Partial Fulfillment of the requirements for the degree of **Master of Business Studies (M.B.S.)**

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DECLARATION

I heartly declare that the work report in this thesis entitled “**A Study of Buying Decision of Television Consumer**” Submitted to office of Dean, Faculty of Management, Tribhuwan University is my original work for the partial fulfillment of the requirement for the Master of Business Study under the supervision **Dr. N.K. Pradhan** of Shanker Dev Campus.

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ACKNOWLEDGEMENTS

I would like to express my gratitude and appreciation to all those who provided me the genuine support to complete the thesis. I am greatly be debited with all personalities for their respective helps and suggestions.

I take this opportunity to acknowledge my deep sense of Gratitude to my supervisors, Dr. N.K Pradhan of Shanker Dev Campus, Tribhuvan University, for his generous encouragement and undertakings of the supervision of my entire research work. This form of the report is the outcome of his continuous encouragement, helpful suggestions and comments. I wish to extend thanks to **Asso. Prof. Prakash Singh Pradhan** Campus Chief of Shanker Dev Campus and my all respected teachers for providing me the invaluable information, suggestions and comments.

I would like to express heartily thanks to the staff of Library Shanker Dev Campus, staff of Central Library of T.U. And I would also like to say thanks to my colleagues who provided their help directly or indirectly in my study.

Last but not least, I would to express my deep gratefulness to all my friends and my family members for the encouragement and moral support from inception to completion of this thesis research work.

Thank You,

Deep Kumar Kashaudhan

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ABBREVIATIONS

\$: Dollar
&	: And
CCTV	: Close Circuit Television
e.g.	: Example
H_1	: Alternative hypothesis
H_0	: Null hypothesis
i.e.	: That's
Ltd.	: Limited
M.B.S	: Master of Business Studies
M.D	: Median
Mr.	: Mister
No.	: Number
RS	: Rupees
S.N	: Serial Number
T.U	: Tribhuvan University
T.V	: Television
XL	: Extra large