

**EFFECT OF ELECTRONIC ADVERTISING ON BUYING  
DECISIONS OF COCA-COLA CONSUMERS IN  
KATHMANDU VALLEY**

**A Thesis**

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*In partial fulfillment of the requirement for the degree of  
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**Kathmandu, Nepal**

**March, 2019**

## **DECLARATION**

I hereby declare that this thesis work entitled **“EFFECT OF ELECTRONIC ADVERTISING ON BUYING DECISIONS OF COCA-COLA CONSUMERS”** 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 requirement for the degree of Masters of Business Studies which is prepared under the supervision of respected supervisor **Dr. Arhan Sthaphit** of Tribhuvan university .

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## **RECOMMENDATION**

This is to certify that the thesis

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*has been prepared as approved by this Department in the prescribed format of the  
Faculty of Management. This thesis is forwarded for examination.*

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## VIVA-VOCE SHEET

We have concluded the viva – voce of the thesis presented

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*And found the thesis to be the original work of the student and written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirement for the degree of Master of Business Studies (MBS)*

#### **Viva-Voce Committee**

Chair Person, Research Committee ; .....

Member (Thesis Supervisor) ; .....

Member (External Expert) ; .....

## ACKNOWLEDGEMENT

This entitled thesis “**EFFECT OF ELECTRONIC ADVERTISING ON BUYING DECISIONS OF COCA-COLA CONSUMERS**” in **Kathmandu valley** has been prepared in partial fulfillment for the Degree of Master of Business Studies (M.B.S.) under the Faculty of Management, Tribhuvan University is based on research models involving the use of qualitative aspect of electronic advertising.

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Researcher  
Sanjay Shrestha

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## ABBREVIATIONS

%	:	Percentage
&	:	And
B.S.	:	Bikram Sambat
Co.	:	Company
Corr.	:	Correlation
E-	:	Electronic
e.g.	:	Example
Ed.	:	Edition
i.e.	:	That is
MKT	:	Marketing
No.	:	Number
Pp.	:	Page No.
Res	:	Respondents
Rs.	:	Rupees
T.U.	:	Tribhuvan University
T.V.	:	Television
USA	:	United State of America
www	:	World Wide Web