

A STUDY ON PEPSI CONSUMER BEHAVIOUR



SUBMITTED BY

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**In the partial Fulfillment of the requirement for the
Master's Degree in Business Studies(M.B.S)**

BIRGUNJ

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RECOMMENDATION

This is to certify that the thesis

Submitted by

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Entitled

" A STUDY ON PEPSI CONSUMER BEHAVIOUR"

Has been prepared and approved by this department in the prescribed format of Faculty of Management. This thesis is forwarded for evaluation.

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We have conducted the viva-voce examination of the thesis

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“A STUDY ON PEPSI CONSUMER BEHAVIOUR”

And found the thesis to be 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 of Master's Degree in Business Studies (M.B.S.)

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DECLARATION

I hereby declare that the work reported in this thesis entitled "**A Study on Pepsi - Consumer behaviour**" submitted to Thakur Ram Multiple Campus, Faculty of Management Tribhuvan University is my original work done in the format of partial fulfillment of the required for the degree of master of business studies under the supervision of Dr. Deepak Shakya of Thakur Ram Multiple Campus, Birgunj, Parsa.

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Finally, I hope that this thesis report will serve as a stepping stone to the student of business study and to those who wish to make further research under this topic.

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