

**A COMPARATIVE STUDY ON BUYER'S DECISION
MAKING ON PURCHASE OF HERO HONDA AND
YAMAHA MOTORCYCLE**

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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)**

Chitwan, Nepal

August, 2012

RECOMMENDATION

This is to certify that the thesis

Submitted by:

Puspa Puri

Entitled:

**A COMPARATIVE STUDY ON BUYER'S DECISION
MAKING ON PURCHASE OF HERO HONDA AND
YAMAHA MOTORCYCLE**

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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VIVA-VOCE SHEET

We have conducted the Viva–Voce examination of the thesis

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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 requirements for the degree of Master Business Studies (M.B.S.)

VIVA-VOCE COMMITTEE

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DECLARATION

I hereby declare that the work reported in this thesis entitled “A COMPARATIVE STUDY ON BUYER’S DECISION MAKING ON PURCHASE OF HERO HONDA AND YAMAHA MOTORCYCLES” 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 Master’s Degree in Business Study (M.B.S.) under the supervision of **Mr. Dipak Chandra Ghimire** of Shaheed Smriti Multiple Campus.

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Marketing environment in world business is very competitive and complex. In recent years; with development process of the nation marketing environments of Nepal also becoming very much complex and complicated day by day. In Market place people can find so many alternative choices among the competitive products. They can buy or reject the product offered by the producers as their own interest. Therefore no need to say, the need of understanding buyer behavior is very much crucial for the marketer. And it is the great challenge for them also to access perfect understanding of buyer behaviors in respect of their own offered product in market place. On the other hand alternative products provide the choice opportunities to the buyer but it also creates confusion for the best choice among the various. Therefore this thesis study is prepared blending the buying behavior of buyer and comparative study of two main brands of motorbike. I hope this thesis equally benefits the both parties of the market place buyer as well as seller of products, especially motorbike.

It is my great privilege to complete this thesis under the continuous guidance and supervision of respected Mr. Dipak Chandra Ghimire. I'm indebted to my respected teacher. The report in this form is the result of their inspiring and invaluable guidance and supervision. Without his guidance, suggestion and cooperation the thesis cannot be completed in this form.

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ABBREVIATIONS

BS	=	Bikram Sambat
CC	=	Cubic Centimeter
Co.	=	Company
etc.	=	etcetera
FM	=	Frequency Modulation
Km	=	Kilometer
Ltd.	=	Limited
MAW	=	Morang Auto Works
No.	=	Number
NRs.	=	Nepalese Rupees
Pvt.	=	Private
TU	=	Tribhuvan University
TV	=	Television
USL	=	United Finance Limited
W.T.O.	=	World Trade Organization
%	=	Percentage
&	=	and