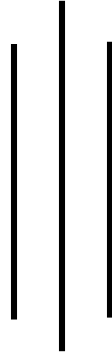
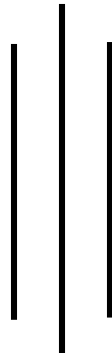


**A CASE STUDY ON CONSUMER BEHAVIOUR OF WAI WAI
QUICK PRODUCT OF CHAUDHARY GROUPS
(CG) FOODS (NEPAL) PVT. LTD**



Submitted By
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Submitted to
Office of the Dean
Faculty of Management
Tribhuvan University
In partial fulfillment of the requirements of Degree of
Master of Business Studies (MBS)
Birgunj, Nepal
September, 2012

RECOMMENDATION

Deepak K.C

T.U Regd. 17659-95

Entitled

“A Case Study on Consumer Behaviour Of WAI WAI Quick Product Of Chaudhary Groups (CG) Foods (Nepal) Pvt. Ltd” Has been approved by this department in the prescribed format of The Faculty of management this thesis is forwarded for the examination.

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Dr. Baidhnath Yadav
(Thesis Supervisor)

Lecturer, TRM Campus

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Ass. Proff. Dr. Deepak Shakya
(Chairperson, Research Committee)

TRM Campus, Birgunj

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VIVA-VOCE SHEET

We have conducted the viva-voce examination of the thesis

Submitted by:-

DEEPAK K.C
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Entitled:-

“A Case Study on Consumer Behaviour Of WAI WAI Quick Product Of Chaudhary Groups
(CG) Foods (Nepal) Pvt. Ltd”

And found the thesis to be original work of the student and written according to the prescribed format. We recommended the thesis to be accepted as partial fulfillment of the requirement for the Master’s Degree in Business in Studies (MBS)

Viva-voce committee

Head of Research Department.....

Member (thesis supervisor).....

Member (External Expert).....

Date.....

DECLARATION

I hereby declare that the work reported in this thesis entitled ““A Case Study on Consumer Behaviour Of WAI WAI Quick Product Of Chaudhary Groups (CG) Foods (Nepal) Pvt. Ltd” submitted to Office of the Dean, Faculty of Management, Tribhuvan University is my independent work done in the form of partial fulfillment of the requirement for the degree of Master in Business Studies under the supervision of Dr, Baidhnath Yadav, Associate Professor of Thakur Ram Multiple Campus, Tribhuvan University.

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Deepak K.C
Researcher

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.....

Deepak K.C
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LIST OF ABBREVIATION

C.G	:	Chaudhary Group
NTV	:	Nepal Television
H_0	:	Null Hypothesis
H_1	:	Alternative Hypothesis
FDA	:	Federal Drug Administration
SES	:	School Leaving Certificate
t^2	:	Chi-Square test
DF	:	Degree of Freedom
cr	:	Column Row
CF	:	Correction factors
TSS	:	Total Sum of square within samples (Or sum fo square due to error)
SSC	:	Sum of square between columns
SSR	:	Sum Square between rows
O	:	Observed frequency
E	:	Expected frequency
RT	:	Row total
CT	:	Column total
N	:	Grand total
SSW	:	Sum of Square within samples (or sum f due to error)
FACPD	:	Factor Affecting Consumer Purchase Decision