

# **ADVERTISING AND CONSUMER BEHAVIOR**

**(A COMPARATIVE STUDY OF WAI-WAI AND MAYOS NOODLES IN KATHMANDU)**

**A THESIS**

Submitted by:

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MBS Second -2<sup>nd</sup> year: 1573/064

**Submitted to:**

Office of the Dean

Faculty of Management

Tribhuvan University

In the Partial Fulfillment of the Requirements  
for the Master's Degree of Business Studies (MBS)

Lalitpur Nepal.

March 2013

# RECOMMENDATION

This is to certify that the thesis

Submitted by:

Radhika Singh

**Entitled:**

## **ADVERTISING AND CONSUMER BEHAVIOR**

**(A COMPARATIVE STUDY OF WAI-WAI AND MAYOS NOODLES IN KATHMANDU)**

*has been prepared as approved by this Campus in the prescribed format of Faculty of Management, Tribhuvan University .This Thesis is forwarded for examination .*

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# VIVA – VOCE SHEET

*We have conducted the viva –voce examination of the thesis presented by*

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## **ADVERTISING AND CONSUMER BEHAVIOR**

**(A COMPARATIVE STUDY OF WAI-WAI AND MAYOS NOODLES IN KATHMANDU)**

*and found the thesis to be original work of the student and written according to the prescribed format of Faculty of Management, Tribhuvan University. We recommended the thesis to be accepted as partial fulfillment of the requirements for Master of Business Studies. (MBS)*

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

*Chairperson, Research Committee:* .....

*Member (Thesis Supervisor) :* .....

*Member (External Expert) :* .....

*Date:* .....

## DECLARATION

I hereby declare that this thesis entitled “**ADVERTISING AND CONSUMER BEHAVIOR (A COMPARATIVE STUDY OF WAI-WAI AND MAYOS NOODLES IN KATHMANDU)** “ submitted to the Office of Dean ,Faculty of Management ,Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for Master of Business Studies (MBS) under the supervision of Mr.Babu Ram Singh Thapa ,Lecturer ,Patan Multiple Campus .

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## **ACKNOWLEDGEMENT**

This thesis study entitled “**ADVERTISING AND CONSUMER BEHAVIOR (A COMPARATIVE STUDY OF WAI-WAI AND MAYOS NOODLES IN KATHAMNDU)**” is prepared for the partial fulfillment of the requirement of The Master’s Degree of Business Studies (MBS).

I extend my thankful to thesis supervisor Mr.Babu Ram Singh Thapa for his great suggestions, assistance, regular supervision and co-ordination during my thesis preparation work. It won’t possible to complete this thesis without his advice, monitoring and encouragement.

I am extremely grateful to Reader Mr.Yuvraj Bhattarai for his guidance and support to improve this thesis. Also thankful towards Patan Multiple Campus,(T.U) management committee and administrative staffs for providing require materials and an advice to me which are the key factors for thesis preparation.

Similarly would extend my regards to T.U Library department staffs for providing me related thesis, my friends and staffs of Chaudhary Group and Mayos Noodles Company for providing necessary data and information.

Also I would extend hearty regards to my dear Parents who supports and inspire for my career and success.

I have done the optimal effort from my capacity to offer precise information in the related topics.

.....  
Radhika Singh

Patan Multiple Campus

Date: March 2013.

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## **ABBREVIATIONS**

<b>%</b>	<b>: Percentage</b>
<b>&amp;</b>	<b>: And</b>
<b>A.D</b>	<b>: Anno Domini</b>
<b>Ad</b>	<b>: Advertising</b>
<b>B.S</b>	<b>: Bikram Sambat</b>
<b>CEO</b>	<b>: Chief Executive Officer</b>
<b>i.e</b>	<b>: That is</b>
<b>IT</b>	<b>: Information Technology</b>
<b>Ltd.</b>	<b>: Limited</b>
<b>M.B.S</b>	<b>: Master's of Business Studies</b>
<b>No</b>	<b>: Number</b>
<b>Pvt</b>	<b>: Private</b>
<b>S.N</b>	<b>: Symbol Number</b>
<b>T.U</b>	<b>: Tribhuvan University</b>
<b>USA</b>	<b>: United States of America</b>
<b>WWW</b>	<b>: World Wide Web</b>