

**A STUDY**  
**ON CONSUMER BEHAVIOUR IN NEPALGUNJ CITY**  
*(With Reference to Decision- Making Process of Motorbike purchase)*

**A**  
**Thesis**  
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**SUBMITTED TO:**

**Office of the Dean**  
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**Tribhuvan University**  
**Kirtipur, Kathmandu**

***In Partial Fulfillment of the Requirements for the Degree  
of Master of Business Studies (M.B.S.)***

***Nepalgunj, Nepal***

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**RECOMMENDATION LETTER**

This is to certify that the thesis

Submitted by

**Pancham Gurung**

Entitled

**“A Study on Consumer Behaviour in Nepalgunj City”**  
*(With Reference to Decision Making Process of Motorbike Purchase)*

has been prepared as approved by this department in the prescribed format of 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 presented by

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Entitled

**"A Study on Conusmer Behaviuor in Nepalgunj City"**  
(With Reference to Decision Making Process of Motorbike Purchase)

and found this 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 Master of Business Studies (M.B.S.).

**VIVA-VOCE EXAMINATION COMMITTEE**

Chairman of Research Committee : .....

Member (Thesis Supervisor) : .....

Member (External Expert) : .....

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Date: .....

## DECLARATION

I hereby declare that the work reported in this thesis entitled “**A Study on Consumer Behaviour in Nepalgunj City with reference to Decision making process of motorbike purchase**” submitted to Mahendra Multiple Campus faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the Master’s of Business Studies under the supervision of Mr. Bhairab Bahadur Bista, Associate Professor of Mahendra Multiple Campus Tribhuvan University, Nepalgunj.

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The present study “Consumer Behaviour in Nepalgunj city with the reference to the decision making process of motorbike purchase” has been made with a view to examine the over all behaviour of consumer in Nepalgunj city regarding it’s price, brand and factors, affecting the behaviour of motorbike purchasers.

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## ABBREVIATION

A.D.	After Death of Christ
&	And
B.S.	Bikram Sambat
Eg.	Example
Etc.	Etcetera
F.M.	Frequency Modulation
Govt.	Government
i.e.	That is
Km.	Kilometers
Ktm.	Kathmandu
Ltd.	Limited
MBS	Masters in Business Studies
NTV	Nepal Television
No.	Number
Nos.	Number of Consumers
NEPSE	Nepal Stock Exchange
Pvt.	Private
Rs.	Rupees
Sq.	Square
T.U.	Tribhuvan University
U.K.	United Kingdom
U.S.	United States
VDC.	Village Development Committee
WTO.	World trade organization
WBR.	World Bank Report