

**CONSUMER BEHAVIOR AND DECISION MAKING
PROCESS
(WITH REFERENCE TO TWO WHEELER PURCHASE)**

**A Thesis
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Submitted to:

**Patan Multiple Campus
Faculty of Management
Tribhuvan University**

*In Partial Fulfillment of the Requirement
for the Degree of
Master's Degree Of Business Studies (M.B.S.)*

Patan Dhoka, Lalitpur, Nepal

February, 2014

Date:.....

RECOMMENDATION

This is to certify that the thesis

Submitted By:

Damodar Khanal

Entitled:

CONSUMER BEHAVIOR AND DECISION MAKING PROCESS

(WITH REFERENCE TO TWO WHEELER PURCHASE)

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

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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 requirement for Master Degree of Business Studies (MBS).

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DECLARATION

I here by declare that this thesis entitled “**CONSUMER BEHAVIOR AND DECISION MAKING PROCESS (WITH REFERENCE TO TWO WHEELER PURCHASE)**” 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. Bidur Nepal, Lectures, Patan Multiple Campus.

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ACKNOWLEDGEMENT

This thesis study entitled “**CONSUMER BEHAVIOR AND DECISION MAKING PROCESS (WITH REFERENCE TO TWO WHEELER PURCHASES)**” 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. Bidur Nepal for his great suggestions, assistance, regular supervision and co-ordination during my thesis preparation work. It won’t be possible to complete this thesis without his advice, monitoring and encouragement.

I am extremely grateful to Associate Professor Mr. Yuga Raj 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 Honda co. and Hero co. 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 from my capacity to offer precise information in the related topics.

.....
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ABBREVIATIONS

%	: Percentage
&	: And
A.D.	: Anno Domini
Ad	: Advertising
A/C	: Account
B.S.	: Bikram Sambat
C.E.O.	: Chief Executive Officer
i.e	: That is
IT	: Information Technology
Ltd.	: Limited
M.B.S.	: Master's of Business Studies
No.	: Number
Pvt.	: Private
S.N.	: Symbol Number
T.U.	: Tribhuvan University
U.S.A.	: United States of America
WWW	: World Wide Web
MotoCorp	: Motorcycle Corporation