

**A STUDY ON
RETAILER'S ADVERTISING ON LOCAL RADIO AND
ITS IMPACT ON CONSUMER BEHAVIOUR**

(With Special Reference to Hetauda)

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A THESIS

Submitted to:

Office of the Dean

Faculty of Management

Tribhuvan University

In partial fulfillment of the requirement for the Degree of

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RECOMMENDATION

This is to certify that the thesis:

Submitted by

Uday Raj Rijal

Entitled

A Study on

Retailer's Advertising on Local Radio and Its Impact on Consumer Behaviour

(With Special Reference to Hetauda)

has been prepared as approved by this department in the prescribed format of the faculty of management. This thesis is forwarded for examination.

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We have conducted the viva-voce examination of the thesis presented by

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A Study on

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(With Special Reference to Hetauda)

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 requirement for the degree of

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DECLARATION

I hereby declare that this thesis entitled “**A Study on Retailer’s Advertising on Local Radio and Its Impact on Consumer Behaviour (With Special Reference to Hetauda)**” submitted to the office of dean, Faculty of management, Tribhuvan University is my original research work which is prepared as the partial fulfillment of the requirement for Degree of Master of Business Studies (M.B.S) under the guidance and supervision of **Mr. Yam Silwal**, Thesis Supervisor, Makwnpur Multiple Campus, Hetauda.

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I have attempted to bring the research errorless; however consciously or unconsciously error may be in this research work that is of course my responsibilities. I hope the possible errors would be covered by the further studies.

Finally, I hope that this research paper will serve as a stepping stone to all those interested with the Radio Advertising, Advertising agency, Marketers, teachers students and who wish to make further research under this topic.

Uday Raj Rijal

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List of Abbreviations

| | |
|----------|------------------------------------|
| F.M | Frequency Modulation |
| Ad. | Advertisement |
| B.S. | Bikram Sambat |
| W. | Watt |
| A.D | of the Christian era (ANNO DOMINI) |
| MHz | Megahertz |
| Pvt. Ltd | Private Limited |
| Abt. | About |
| TV | Television |
| Fig | Figure |
| C.B.S | Central Bureau of Statistics |
| D.D.C | District Development Committee |
| V.D.C | Village Development Committee |
| Gov | Government |
| BBC | British Broadcasting Corporation |
| BAS | Broadcasting Audience Survey |