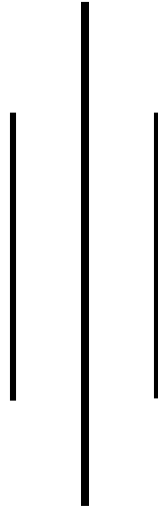


**IMPACT OF TELEVISION ADVERTISING OF COSMETIC PRODUCTS  
ON CONSUMER'S BEHAVIOR  
(With reference to Sunsilk Shampoo)**



**By**

**Sharmila Tiwari**

**Shanker Dev Campus**

**Roll No: 1043**

**T.U Registration No: 7-1-039-490-96**

**A Thesis Submitted to :**

**Office of the Dean**

**Faculty of Management**

**Tribhuvan University**

**In Partial fulfillment of the requirement of the Degree of**

**Master of Business Studies (M.B.S)**

**Kathmandu, Nepal**

**2009**

**TRIBHUVAN UNIVERSITY**

**Faculty of Management**

**Shanker Dev Campus**

**DECLARATION**

I hereby declare that the thesis entitled "Impact of Television Advertising of Cosmetic Products on Consumers' Behavior". **With Reference To Sunsilk Shampoo in Kathmandu Valley** submitted to the office of the Dean, Faculty of Management, Tribhuvan University is my own work which is prepared as the partial fulfillment of the requirement of Degree of Master of Business Studies (M.B.S) under the guidance and supervision of Shanker Dev Campus, Tribhuvan University.

.....

**Sharmila Tiwari**

(Researcher)

Shanker Dev Campus

Roll No:1043/2061

T.U Registration No: 7-1-039-490-96

Date: .....

# ACKNOWLEDGEMENT

This thesis is for Master's Degree in Business Studies (M.B.S) undertaken at Tribhuvan University of Nepal. For this I gained lots of guidelines and suggestions from my teachers, friends, and officials from different Institutions and my relatives. Firstly would like to express my profound gratitude to my supervisor Dr. N.K. Pradhan, Professor, Faculty of Management, T.U. under whose guidance this study has come into the present shape.

I acknowledge the staffs of Dabur Nepal Pvt Ltd, for their kind cooperation to collect data and other information for this study.

I am also indebted to the person who gives me their valuable time in the period of interview for their kind cooperation and help in collecting information.

I would like to thank all my family members specially my spouse Mr. Suman Karki, my brother in law Mr. Santosh Khanal and my sister Ms. Babina Pandey for their advice and inspiring matter.

I also acknowledge my friends Mr. Sushil Budathoki & Mr. Ram Limbu for their help.

Finally, I would like to express my sincere gratitude to all the staffs of Shanker Dev Campus Library, NTV Library, Kantipur Television, Sagarmatha, Image Channel, Nepal 1, NTV Metro and advertising agencies Media Mantra, Outreach Nepal , Eco Advertising Pvt Ltd. and Prisma Advertising Agency for their co-operation during the survey.

.....

Sharmila Tiwari  
Sitapaila, Kathmandu

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