

**BRAND PREFERENCE TOWARDS BRANDED WRIST WATCHES IN KATHMANDU
VALLEY**

Submitted by:

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TRIBHUVAN UNIVERSITY
CENTRAL DEPARTMENT OF MANAGEMENT

Thesis
Office of Head of the Department
Kirtipur, Kathmandu, Nepal

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This is to certify that the thesis

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Dhan Kumari Thapa

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VALLEY**

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

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and found the thesis to be the original work of the student written according to the prescribed
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DECLARATION

I hereby declare that the work reported in this thesis entitled " **BRAND PREFERENCE TOWARDS BRANDED WRIST WATCHES IN KATHMANDU VALLEY** " submitted to the Central Department of Management, Tribhuwan University is my original work done in the format prescribed by the Tribhuwan University for the partial fulfillment of the Masters' of Business Studies under the supervision and guidance of lecturer Sunita Bhandari.

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LIST OF ABBREVIATIONS

DMC	Decision Making Consumers
HO	Null Hypothesis
MS	Microsoft
SPPS	Statistical Package for the Social Sciences
SWOT	Strengths, Weaknesses, Opportunities and Threats
TPB	Theory of Planned Behavior