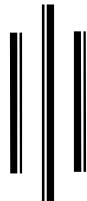


A Study on Brand Loyalty on Consumer Products in Pokhara Valley

A THESIS

Submitted by:

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***Submitted to:*
Office of the Dean
Faculty of Management
Tribhuvan University**

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

**New Baneshwor, Kathmandu
April, 2009**

VIVA – VOCE SHEET

We have conducted the viva – voce examination of the Thesis

Submitted by:

Ganesh Datta Rawal

Entitled

A Study on Brand Loyalty on Consumer Products in Pokhara Valley

And found the Thesis to be the original work of the student written in accordance with the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirements for Master Degree of Business Studies (M.B.S.)

Viva – Voce Committee

Chairperson, Research Committee:

Member (Thesis Supervisor):

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RECOMMENDATION

This is to certify that the thesis

Submitted by:

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**A Study on Brand Loyalty on Consumer Products in
Pokhara Valley**

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

(Dr. Bihari Binod Pokharel)

Thesis Supervisor/ Head of Research Department

(Diwakar Pokhrel)

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DECLARATION

I hereby declare that the work reported in this thesis entitled “*A Study on Brand Loyalty on Consumer Products in Pokhara Valley*” submitted to Nepal Commerce Campus, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement of the Master’s Degree in Business Studies (M.B.S.) under the supervision of Dr. Bihari Binod Pokharel, Head of Research Department, Nepal Commerce Campus, Minbhawan, Kathmandu.

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Date: April, 2009

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This thesis “*A Study on Brand Loyalty on Consumer Products in Pokhara Valley*” which is a partial fulfillment for the Degree of Master of Business Studies (MBS) under the course designed by the Faculty of Management, T.U., is based on the prescribed research format involving the use of qualitative and quantities model to explain the brand loyalty on consumer products based on the consumers of Pokhara Valley. Since, there are not much studies related to brand loyalty, it is hoped that this study will add one brick on the wall and will be beneficial to other researchers, students and teachers in the days ahead.

This study has been completed with the help of various people. I am fortunate to acknowledge my respected supervisor **Dr. Bihari Binod Pokharel**, Head of Research Department, Nepal Commerce Campus, New Baneshwor, Kathmandu whose guidance has proved me with an insight in the field on marketing

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Ganesh Datta Rawal
April, 2009

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ABBREVIATIONS

%	Percentage
(p)	Probability
i.e.	That is
No.	Number
SPSS	Software Programme for Social Sciences
UK	United Kingdom
USA	United State of America