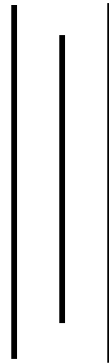


**PERCEIVED VALUE AND LOYALTY FOR A BRAND**  
**(with reference to the consumers of Chabahil Area of Kathmadu)**

**By**  
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**A Thesis Submitted to:**  
**Office of the Dean**  
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**Tribhuvan University**



*In partial fulfillment of the requirement for the Degree of  
Master of Business Studies (M.B.S)*

**Kathmandu, Nepal**  
**September, 2012**

## **RECOMMENDATION**

This is to certify that the Thesis

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(with reference to the consumers of Chabahil Area of Kathmadu)**

*has been prepared as approved by this Department in the prescribed format of the  
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## **DECLARATION**

I hereby declare that the work reported in this thesis entitled “**Perceived value and Loyalty for a brand (with reference to the consumers of Chabahil Area of Kathmandu)**” submitted to Office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the Master’s Degree in Business Study (M.B.S.) under the supervision of **Asso. Prof. Achyut Raj Bhattarai** of Shanker Dev Campus.

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Rupesh Neupane  
Researcher

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## ABBREVIATIONS

ATM	:	Automatic Teller Machine
CEO	:	Chief Executive Officer
CMCC	:	China Mobile Communication Corporation
Co.	:	Company
COGS	:	Cost of Goods Sold
CTR	:	Computing Tabulating Record Corporation
E	:	Expected
e.g.	:	Example
GE	:	General Electric
i.e.	:	That is
IBM	:	International Business Machine Corporation
MS. DOS	:	Microsoft Disk Operating System
O	:	Observed
Prof	:	Professor
T.V.	:	Television
U.K	:	United Kingdom
USA	:	United State of America
www	:	World Wide Web