

# Effect of advertisement on brand loyalty

(A comparative study of Wai Wai and Mayos noodles)



A thesis  
Submitted to Office of the Dean  
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In partial Fulfillment of the Requirements for the Degree of  
Master of Business Studies (M.B.S.)

**Ratnanagar, Chitwan**  
**June, 2010**

## **RECOMMENDATION**

This is to certify that the thesis

Submitted by:

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**Entitled**

**Effect of advertisement on brand loyalty**

**(A comparative study of Wai Wai and Mayos noodles)**

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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## **VIVA-VOCE SHEET**

We have conducted the viva –voce examination of the thesis

Presented by

**Sanjeeb Kumar Uprety**

**Entitled**

**Effect of advertisement on brand loyalty  
(A comparative study of Wai Wai and Mayos noodles)**

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 Master's Degree in Business Studies (M.B.S.)

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#### **DECLARATION**

I hereby declared that the work reported in this thesis entitled **Effect of advertisement on Brand loyalty (A comparative study of Wai Wai & Mayos Noodles)** submitted to Office of the dean, Faculty of Management, Tribhuvan University is my original work for the partial studies (M.B.S.) under supervision of Mr. Surendra Regmi, Shree Shaheed Smriti Multiple Campus, Ratnanagar, Chitwan.

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## **List of Abbreviations**

CGFN:	Chaudhary group food Nepal
BC:	Before Christ
BBC:	British Broadcasting Corporation
MTV:	Music television
TV :	Television
GDP:	Gross Domestic products.
MHZ:	Megahertz
FM :	Frequency Modulation
NTV:	Nepal Television
VHS:	Very High Sensitivity
UHF:	Ultra High Frequency
US :	United States
USA:	United States of America
Ad :	Advertisement
KW :	Kilowatt
AMA:	American Marketing Association
A & P/S Ratio:	Advertising and Promotion Sales Ratio