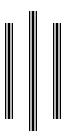
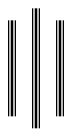
Effect of advertisement on brand loyalty

(A comparative study of Wai Wai and Mayos noodles)



A thesis
Submitted to Office of the Dean
Faculty of Management
Tribhuvan University
Kathmandu, Nepal



Submitted by
Sanjeeb Kumar Uprety
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Registration No.: 44338-88 Exam Roll No.:708/064

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:

Sanjeeb Kumar Uprety

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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Surendra Regmi	Surendra Regmi	Krishna Pd. Subedi
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Date: 2067/03/08

VIVA-VOCE SHEET

We have conducted the viva –voce examination of the thesis

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Sanjeeb Kumar Uprety

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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.)

Chairman (Research Committee) Member (Thesis Supervisor) Member (External Expert) Member Date:

Viva-Voce Committee

TRIBHUVAN UNIVERSITY

Faculty of Management

Shree Shaheed Smriti Multiple Campus

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

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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