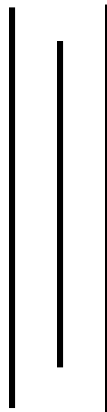


**“A STUDY ON BRAND AWARENESS OF NEPALESE CONSUMERS
WITH REGARDS TO LOW PURCHASE INVOLVEMENT
RETAIL PRODUCTS”**

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

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

Dhandgadi, Kailali, Nepal

March, 2010

RECOMMENDATION

This is to certify that the thesis

Submitted by:

Anisha Bhatta

Entitled:

**“A Study on Brand Awareness of Nepalese Consumers with Regards to Low
Purchase Involvement Retail Products”**

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

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VIVA-VOCE SHEET

We have conducted the viva –voce of the thesis presented by

Anisha Bhatta

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“A Study on Brand Awareness of Nepalese Consumers with Regards to Low Purchase Involvement Retail Products”

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 the Degree of Master’s in Business Studies (M.B.S.)

Viva-Voce Committee

Head, Research Department

Member (Thesis Supervisor)

Member (Thesis Supervisor)

Member (External Expert)

DECLARATION

I hereby declare that the work reported in this thesis entitled “**A Study on Brand Awareness of Nepalese Consumers with Regards to Low Purchase Involvement Retail Products**” 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 **Padamkant Joshi** of Kailali Multiple Campus.

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ACKNOWLEDGEMENT

This thesis is prepared to submit as a partial fulfillment for the degree of Masters of Business Studies set by T.U. on the topic, “**A Study on Brand Awareness of Nepalese Consumers with Regards to Low Purchase Involvement Retail Products**” The sole aim of the study and the presentation is to find out awareness of the Nepalese Consumers on the brand in the Nepalese Consumer Market.

First of all I would like to express my sincere gratefulness to my respected supervisor **Mr. Padamkant Joshi** for his valuable guidelines, inspiration and suggestion given to me from the beginning of the study to the end. Without his valuable insight, I would not have been able to complete this thesis. I am also highly thankful towards the head of Research Department, **Dr. Padam Raj Joshi** and the **Campus Chief Mr. Surendra Chand** for allowing me to carry out this study in the valuable topic like the one mention above.

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ANISHA BHATTA
Researcher

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