

**ADVERTISING IMPACT ON BRAND CHOICE AND
BRAND LOYALTY
(Special Reference to Toothpaste)**

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

**In partial fulfillment Of the requirements for the degree of
Master's Degree in Business Studies (M.B.S)**

Ratnanagar, Chitwan

Jan, 2011

RECOMMENDATION

This is to certify that the thesis

Submitted by:

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Entitled:

Advertising impact on brand choice and brand loyalty

(Special Reference to Toothpaste)

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

Supervisor

Chairman of Research Committee

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VIVA-VOCE SHEET

We have conducted the viva-voce examination of the thesis

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Advertising Impact on Brand Choice and Brand Loyalty

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and found that the thesis to be the original work of the student and written

According to prescribed format. We recommend the thesis

to be accepted as partial fulfillment of the requirement for

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DECLARATION

I hereby declare that the work reported in this thesis entitled Advertising Impact on Brand Choice and Brand Loyalty (Special Reference to Toothpaste) submitted to the research department of Shaheed Smriti Multiple Campus, Ratnanagar, Chitwan, Nepal, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the master's in business studies, under the guidance and supervision of Mr. Dipak Chandra Ghimire, Lecturer of Shaheed Smriti multiple campus, Ratnanagar, Chitwan.

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:

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ABBREVIATIONS

AAAN	= Advertising Agency Association of Nepal
AIDS	= Acquired Immune Deficiency Syndrome
FM	= Frequency Modulation
MBA	= Master's of Business Administration
MBS	= Master's of Business Studies
NAC	= Nepal Airlines Corporation
NAP	= National Advertising Policy
NTV	= Nepal Television
Pvt. Ltd.	= Private Limited
SLC	= School Leaving Certificate
TU	= Tribhuvan University
UHF	= Ultra High Frequency
UK	= United Kingdom
USA	= United States of America
—	
\bar{X}	= Mean
&	= And
%	= Percentage