

# **An Empirical Study of Brand Loyalty in Nepal**

**By**

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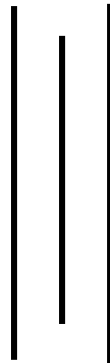
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*In partial fulfillment of the requirement for the Degree of  
Master's of Business Studies (M.B.S)*

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## **RECOMMENDATION**

This is to certify that the Thesis

Submitted by:

**Kumar Sherpa**

Entitled:

**An Empirical Study of Brand Loyalty in Nepal**

*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 examination of the thesis presented

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*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*

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## **DECLARATION**

I hereby declare that the work reported in this thesis entitled “**An Empirical Study of Brand Loyalty in Nepal**” 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 Associate Professor **Mr. Iswor Raj Lohani** of Shanker Dev Campus.

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