

**A STUDY ON BRAND LOYALTY OF NEPALESE
CONSUMERS ON INSTANT NOODLES**

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Office of the Dean
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*In partial fulfillment of the requirement for the Degree of
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RECOMMENDATION

This is to certify that the Thesis

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A STUDY ON BRAND LOYALTY OF NEPALESE CONSUMERS ON INSTANT NOODLES

*has been prepared as approved by this Department in the prescribed format of the
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VIVA-VOCE SHEET

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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 the Degree of

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DECLARATION

I hereby declare that the work reported in this thesis entitled “**A Study on Brand Loyalty Of Nepalese Consumers On Instant Noodles**” 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 Degree of Master of Business Studies (MBS) under the supervision of **Dr. Sateesh Kumar Ojha** of Saraswoti Campus.

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ABBREVIATIONS

%	:	Percentage
&	:	And
Co.	:	Company
DS	:	Departmental Store
E-	:	Electronic
e.g.	:	Example
i.e.	:	That is
IBM	:	International Business Machine Corporation
MS. DOS	:	Microsoft Disk Operating System
No.	:	Number
T.U.	:	Tribhuvan University
U.K	:	United Kingdom
USA	:	United State of America
www	:	World Wide Web