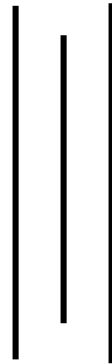


**A STUDY ON BRAND LOYALTY OF CONSUMERS
(BEVERAGE, SOAP, TOOTHPASTE, HAIR OIL & SHIRT)**

By:

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



*In partial fulfillment of the requirement for the Degree of
Master of Business Studies (MBS)*

**Kathmandu, Nepal
August, 2013**

RECOMMENDATION

This is to certify that the Thesis

Submitted by:

ARCHANA POKHREL

Entitled:

**A STUDY ON BRAND LOYALTY OF CONSUMERS (BEVERAGE,
SOAP, TOOTHPASTE, HAIR OIL & SHIRT)**

*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

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by

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SOAP, TOOTHPASTE, HAIR OIL & SHIRT)**

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 of Business Studies (MBS)

Viva-Voce Committee

Head, Research Department

Member (Thesis Supervisor)

Member (External Expert)

TRIBHUVAN UNIVERSITY

Faculty of Management

Post Graduate Campus

DECLARATION

I hereby declare that the work reported in this thesis entitled “**A Study on Brand Loyalty of Consumers (Beverage, Soap, Toothpaste, Hair Oil & Shirt)**” 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. D.R. Shrestha** of Post Graduate Campus

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Archana pokhrel
Researcher

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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