

**BRAND LOYALTY OF CONSUMER PRODUCTS IN NEPAL**

**Study of Bajhang District**

**Submitted by:**

**Prabhu Raj Joshi**

**Central Department of Management**

**Symbol No.: 280635/068**

**T.U. Reg. No.: 7-2-327-264-2004**

**A Thesis Submitted to:**

**Office of the Dean**

**Faculty of Management**

**Tribhuvan University**

**In partial fulfillment of the requirements of the degree of**

**Master of Business Studies (M.B.S.)**

**Kirtipur, Kathmandu**

**February, 2014**

***RECOMMENDATION***

This is to certify that the thesis

*Submitted by:*

**Prabhu Raj Joshi**

Entitled

**BRAND LOYALTY OF CONSUMER PRODUCTS IN NEPAL  
(Study of Bajhang District)**

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

-----  
Jagat Timilsena

Supervisor

-----  
Prof. Dr. Sunity Shrestha

Chairperson, Research Committee

-----  
Prof. Dr. Bal Krishna Shrestha

Head of the Department

Date: .....

***VIVA-VOCE SHEET***

We have conducted the viva-voce examination of the thesis presented by

**Prabhu Raj Joshi**

Entitled

**BRAND LOYALTY OF CONSUMER PRODUCTS IN NEPAL  
(Study of Bajhang District)**

and found the thesis to be the original work of the student written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment for

**Master's Degree in Business Studies (M.B.S.)**

**Viva-Voce Committee**

Chairperson, Research Committee -----

Member (Thesis Supervisor) -----

Member (External Expert) -----

Member (Central Department of Management) -----

Date: -----

## DECLARATION

I hereby, declare that the work reported in this thesis entitled “**Brand Loyalty of Consumer Products in Nepal: Study of Bajhang District**” submitted to Central Department of Management, University Campus, T.U., Kirtipur is my original piece of work done in the form of partial fulfillment of the requirement for the Master’s Degree in Business studies under the supervision and guidance of Mr, Jagat Timilsina lecture, Central Department of Management.

.....

Prabhu Raj Joshi

Researcher

Central Department of Management

## ACKNOWLEDGEMENTS

I have the honor to express my deep indebtedness to DR Bal Chandra Shrestha chief of Central Department Of Management for his valuable direction, kind guidance, continuous co-operation and timely supervision.

I wish to express my heartfelt thanks to my parents and my wife Mrs. Nirmala Kumari Joshi for the continuous support and inspiration that I was able to complete this study.

My special thanks goes to my friends who helped me in collecting data from bulletins, journals, field study and surfing internet from the very beginning of this study. I could never forget the help of the respondents, producers and distributors who provided me the valuable information needed for the study despite their business.

Similarly, I am very grateful to Mr, Jagat Timilsina lecturer of Central Department of Management for his kindly help. I also thanks all my teachers, administrators and all the staff of Central Department of Management.

I wish to thanks to my brothers Bhoj Raj Joshi, Amar Raj Joshi and Keshav Raj Joshi who had co-operated for arranging this study.

Prabhu Raj Joshi

February, 2014

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## ABBREVIATIONS

$\chi^2$	Chi-Square
CDM	Central Department of Management
Dr.	Doctor
EF	Expected Frequency
i.e.	That is
MBS	Masters of Business Studies
No.	Number
F	Observed Frequency
Prof.	Professor
T.U.	Tribhuvan University
SPSS	Statistical Package for Social Sciences
PAF	Poverty Alleviation Fund