

**A CASE STUDY ON
BRAND LOYALTY ON LOW INVOLVEMENT CONSUMER
PRODUCT**

Submitted by:

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*In partial fulfillment of the requirement for the Degree of
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Hetauda

Nepal

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RECOMMENDATION

This is to certify that the thesis

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Entitled

A CASE STUDY ON

BRAND LOYALTY ON LOW INVOLVEMENT CONSUMER PRODUCT

(With Special Reference to Mineral Water, Toothpaste, Soap,

Shampoo & Hair Oil)

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

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DECLARATION

I hereby declare that the work report in the thesis entitled **“A CASE STUDY ON BRAND LOYALTY ON LOW INVOLVEMENT CONSUMER PRODUCT (With Special Reference To Mineral Water, Toothpaste, Soap, Shampoo & Hair Oil)”** submitted to The Office of Dean, Faculty of Management, Tribhuvan University is my original work done in the form of partial fulfillment of the Master’s Degree in Business Studies (M.B.S.) under the supervision of..... of Makwanpur Multiple Campus.

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ABBREVIATIONS

A.D.	:	Anno Domini
B.S.	:	Bikram Sambat
CCNS	:	Campbell's Chicken Noodle Soup
H ₂ O	:	Water
HTK	:	Heinz Tomato Ketchup
i.e.	:	That is
MIS	:	Management Information System
T.U	:	Tribhuvan University
X ²	:	Chi-Square