

A STUDY ON  
CONSUMERS' LOYALTY TOWARDS  
BRAND

(With reference to low involvement goods in Bhaktapur District)

**A THESIS**

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# RECOMMENDATION

This is to certify that the thesis submitted by

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**(With reference to low involvement goods in Bhaktapur District)**

has been prepared as approved by this department in the prescribed format of the Faculty of Management and is forwarded for examination.

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# VIVA-VOCE SHEET

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

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and found the thesis to be the original work of the student and written according to the prescribed format. We recommended the thesis to be accepted as partial fulfillment of the requirements for the Degree of Master of Business Studies (MBS).

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## **Declaration**

I hereby declare that the work reported in this thesis entitled, **“Consumers’ Loyalty Towards Brand (With Reference to Low Involvement Goods in Bhaktapur District)** submitted to Nepal Commerce Campus, Faculty of Management, Tribhuvan University, is my original work done in the partial fulfillment of the requirement for the Masters of Business Studies (MBS) under the supervision of Mr. Gopal Thapa, of Nepal Commerce Campus.

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## **Abstract**

Globalization has taken the world by storm today. As such today's business environment is highly volatile in nature. By virtue of globalization number of products arrives in the market daily. And because of the large number of products that come in the market have left most of the consumers in dilemma about the worthiness of the products. In such a situation one property of the product has helped consumers to make their right and quick buying decision and that is, brand of product. A successful brand has recognizable name, which signals specific attributes to the consumer (i.e. quality, elegance, and value). And the ability to make a consumer repeatedly seek out and buy one brand over another, even when others offer coupons or lower prices, is brand loyalty.

Therefore, the importance of brand loyalty has been realized all over the world including the developing country like Nepal. People are being aware of what brands can offer and how it can affect their daily life. In spite of being an agricultural country, most of the manufactured products in Nepal are branded. Though private branding is yet to come in the scene, individual brands are emerging in large numbers. Thus, branding in Nepal is catching up as more and more consumers are emerging as brand loyal consumers. Hence, this thesis is a small attempt to reflect on whether or not consumers are brand conscious and loyal in their daily consumables. Being aware of its growing importance, present study attempts to review and analyze the brand loyalty of the consumers of Bhaktapur district regarding their daily purchase.

Thus, this research reflects not only the tendency of the consumers of Bhaktapur district to repurchase the same brand time after time, but also on the psychological commitment or attitudinal bias towards the brand.

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## ABBREVIATIONS

%	:	Percentage
CT	:	Column Total
Etc	:	Etcetera
i.e.	:	That is
Mgmt	:	Management
No	:	Number
Rs	:	Rupees
RT	:	Row Total
S.N	:	Serial Number
Sec	:	Section
TU	:	Tribhuvan University
TV	:	Television
VDC	:	Village Development Committee