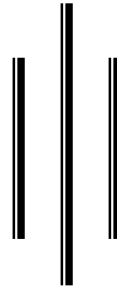


**A STUDY ON BRAND LOYALTY AND BRAND CHOICE OF
TOOTHPASTE
(A case study of Sunsari district)**

By:

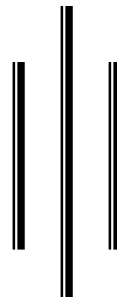


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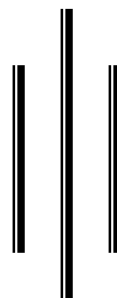


Submitted To:

Office of the Dean

Faculty of Management

Tribhuvan University



In partial fulfillment of the requirements for the degree of
Master of Business Studies (MBS)
Itahari, Nepal
March, 2012



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RECOMMENDATION

This is to certified that the thesis

Submitted by

Shanta Khadka

Entitled to

“BRAND LOYALTY AND BRAND CHOICE OF TOOTHPASTE”
(A Case Study of Sunsari district)

Has been prepared as approved by this department in the prescribed format of
the faculty of management. This thesis is forwarded for examination.

.....
Bishnu Prasad Bhattarai
(Supervisor)

.....
Santiram Khanal
(Head of the Research Department)

.....
Narad Uprety
(Campus Chief)

TRIBHUWAN UNIVERSITY
CENTRAL DEPARTMENT OF MANAGEMENT

VIVA-VOCE SHEET

We have conducted the viva-voce examination of the thesis submitted

by

Shanta Khadka

Entitled to

“BRAND LOYALTY AND BRAND CHOICE OF TOOTHPASTE”
(A Case Study of Sunsari district)

And found that the thesis to be 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 (M.B.S.)

Viva-Voce Committee:

Head, Research Department

Member (Thesis Supervisor)

Member (External Expert)

Date:

DECLARATION

I hereby declare that the work reported in this thesis **“A STUDY ON BRAND LOYALTY AND BRAND CHOICE OF TOOTHPASTE”** submitted to Janta Multiple Campus, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirements for the Master’s Degree of Business Studies under the supervision of Mr. Bishnu Prasad Bhattarai, Janta Multiple Campus.

Date:.....

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LIST OF ABBREVIATIONS

AAAN	: Advertising Agency Association of Nepal
ABC	: Audit Bureau of Circulation
Ad	: Advertise
AFAA	: Asian Federation of Advertising Association
ATST	: Artisan
D.F.	: Degree of freedom
E.g.	: Example
Etc.	
: Excetra	
Fig.	: Figure
FNCCI	: Federation of Nepalese Chambers of Commerce and
Industry	
FNJ	: Federation of Nepal Journalist
F.M.	: Frequency Modulation
HMG	: His Majesty of Government
I. e.	: that is
K.M.	: Kilo meter
NAP	: National Advertising Policy
No.	: Number
NTV	: Nepal Television
%	: Percent
Pvt. Ltd.	: Private Limited
SLC	: School Living Certificate
T.V.	: Television
UK	: United Kingdom
US	: United State
USA	: United State of America