

# **A STUDY ON BRAND LOYALTY ON LOW INVOLVEMENT CONSUMER PRODUCTS**

**A THESIS**

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*Submitted To:*

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Tribhuvan University

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# RECOMMENDATION

This is to certify that the thesis

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**Brand Loyalty on Low Involvement Consumer Products**

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

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# VIVA-VOCE SHEET

We have conducted the Viva -Voice examination of this Thesis

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and found the thesis to be original work of the student and written according to the prescribed format. We recommended the thesis to be accepted as partial fulfillment of the requirement for the degree of Master in Business Studies (M.B.S)

**Viva -Voice Committee**

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## **DECLARATION**

I hereby declare that this thesis entitled, “**Brand Loyalty on Low Involvement Consumer Products**” have submitted to the Office of Dean, Tribhuvan University is my original work done in the forms of partial fulfillment of the requirement of Master of Business Studies (M.B.S) under the Guidance and supervision of **Prof. Dr. Vishnu Khanal**, Nepal Commerce Campus.

Date: August, 2013

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