

**A STUDY ON BRAND LOYALTY OF CONSUMER
PRODUCTS IN KATHMANDU VALLEY**

A THESIS

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Campus Roll No.: 81/060-062

Exam Roll No.: 2014/062

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 (M.B.S.)**

Kirtipur, Kathmandu

April, 2012

RECOMMENDATION

This is to certify that the thesis:

Submitted by:

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Entitled

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KATHMANDU VALLEY”**

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

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We have conducted the viva-voce 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 recommend the thesis to be accepted as partial fulfillment of the requirements for Master's Degree in Business Studies (M.B.S.)

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DECLARATION

I hereby declare that the work reported in this thesis entitled "**A study on Brand Loyalty of Consumer Products in Kathmandu Valley**" submitted to Research Department of **Central Department of Mangement**, Kirtipur, T.U., is my original work. It is done in the form of partial fulfillment of the requirements for the Master of Business Studies (M.B.S.) under the supervision and guidance of the respectable sir Dr. Bhoj Raj Aryal, T.U., Kirtipur.

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ACKNOWLEDGEMENT

The present study "A study on Brand Loyalty of consumer products in kathmandu valley" has been prepared for the partial fulfillment of the requirement for Master Degree in Business Studies.

The successful completion of this dissertation is the result of invaluable guidance of my supervisor Dr. Bhoj Raj Aryal, Central Department of Management, Kirtipur, Kathmandu. Without his proper guidance and excellent supervision, this research report would not have been presented in this form. So first of all, I would like to express my heartfelt gratitude to Dr. Bhoj Raj Aryal sir for his valuable supervision and regular inspiration during this study.

My sincere gratitude goes to Prof. Dr. Dev Raj Adhikari, Campus Chief, Central Department of Management, Kirtipur, Kathmandu, for his kind cooperation and facilitation during my study.

I would like to express heartily thanks towards all the members of my family who provided regular inspiration and continuous contribution for my success. More specifically, my thankfulness goes to my friend Mr. Surendra Niroula for his steadfast encouragement and appreciate understating which enabled me to complete this work in this form.

Last but not least, I would like to express my sincere thanks to all of them who had supported me to complete this dissertaton work.

Badri Nepal

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ABBREVIATION

χ^2	=	Chi-Square
E	=	Expected Frequency
et.al	=	and other
H ₁	=	Alternative Hypothesis
H ₀	=	Null Hypothesis
Ibid	=	The Same Author, Book/Articles and Page
O	=	Observed Frequency
P	=	Page Number