

"A Study on Brand Loyalty of Juice Items In Kathmandu Valley"

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RECOMMENDATION

This is to certify that the Thesis

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Entitled

"Brand Loyalty of Juice Items in 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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DECLARATION

I hereby, declare that the work reported in this thesis entitled "**A Study on Brand Loyalty of Juice items in Kathmandu Valley**" submitted to Central Department of Management, University Campus, T.U., Kritipur is my original piece of work done in the form of partial fulfillment of the requirement of the Master's Degree in Business studies under the supervision and guidance of Prof. **Dr. BhojrajAryal**, Associate Professor, Central Department of Management.

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ABBREVIATIONS

X² = Chi-Square

E = Expected Frequency

Etal = and other

H₁ = Alternative Hypothesis

H₀ = Null Hypothesis

lbid = the same author, book/articles and page

O = Observed Frequency

P = Page Number

Etc = Etcetera

MKT = Marketing

Prob. = Probability

RD = Researcher design

Re = Rupee

TV = Television