

**A STUDY ON THE “EFFECT OF BRAND LOYALTY OF  
NEPALESE CONSUMER IN TELEVISION  
PURCHASING DECISION”**

**A Thesis Submitted to the Central Department of Management,  
Shanker Dev Campus, in Partial Fulfillment of the Requirement  
of the Degree of Master in Business Studies (M.B.S.)**

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**July, 2010**

## DECLARATION

I hereby declare that the work reported in this thesis entitled **A Study on the “Effect Of Brand Loyalty Of Nepalese Consumer In Television Purchasing Decision”** submitted to Central Department of Management, Shanker Dev Campus, is my original work done in the form of partial fulfillment of the requirement for the Master’s Degree in Business Studies under the guidance and supervision of **Mr. Ishwor Lohani**, Central Department of Management, Shanker Dev Campus, PutaliSadak, Kathmandu, Nepal.

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I apologise for any errors committed in this study.

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## ABBREVIATION

T.V.	-	Television
Pt	-	Probability
Z.O.M.	-	Zero order Model
D.B.M.	-	Dynamic Bernoulli Model
W.T.O.	-	World Trade Organization
Co.	-	Company
T.U.	-	Tribhuvan University
M.B.S.	-	Master of Business Studies