

**A STUDY ON  
BRAND LOYALTY ON LOW INVOLVEMENT CONSUMER  
PRODUCT**

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Faculty of Management  
Tribhuvan University



*In partial fulfillment of the requirement for the degree of  
Master of Business Studies (MBS)*

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Jan, 2011

## DECLARATION

I hereby declare that the work reported work reported in this thesis entitled “**A Study On Brand Loyalty on low Involvement consumer product**” submitted to Office of the Dean, Faculty of Management, Tribhuvan university, is my original work done in the form of partial fulfillment of the requirement for the degree of Master of Business Studies (MBS) under the supervision of **Lecturer Kailash P. Amatya of Shanker Dev Campus, T.U.**

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# **RECOMMENDATION**

**This is certify that the thesis**

**Submitted by**

**ANIL PRASAI**

**Entitled:**

**A STUDY ON**

**BRAND LOYALTY ON LOW INVOLVEMENT CONSUMER**

**PRODUCT**

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

.....  
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# VIVA-VOCE SHEET

We have conducted the viva-voce of the thesis presented

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***ANIL PRASAI***

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PRODUCT**

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 requirement for the degree of

**Master of Business Studies {MBS}**

**Viva – Voce Committee**

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# TABLE OF CONTENTS

Recommendation  
Viva Voce Sheet  
Declaration  
Acknowledgement  
Table of Contents  
List of Tables  
List of Tables  
List of figures  
Abbreviations

<b>CHAPTER-1</b>	<b>INTRODUCTION</b>	<b>PAGE N.</b>
1.	1.General background	1.
1.	2. Focus of the study	5
1.	3. Statement of Problems	8
1.	4 Objectives of the problem	9
1.	5 significance of study	9
1.	6 limitation of the study	10
1.	7 theoretical framework	10
1	7.1 Brand loyalty perceptual Background	10
1	7.2 variables are taken into considerations	11
1.8	Research hypothesis	12
1.9	Organization of the study	12

## **CHAPTER –II REVIEW OF LITERATURE**

2.1	conceptual review	14
2.1.1	Literature related to history of branding	16
2.2	Review of journals and articles thesis	23
2.2.1	Review of journals and article	33
2.2.2	Review of thesis	37
2.3	Research gap	41

## **CHAPTE III RESEARCH METHODOLOGY**

3.1	Introduction	42
3.2	Research Design	44
3.3	Nature and sources of data	44
3.4	Population and sampling	44
3.5	Method of data collection	45
3.6	Data analysis	45

## CHAPTER . I.V      **DATA PRESENTATION AND ANALYSIS**

- 4.1      Sex and Brand Loyalty .46
  - 4.1.1    Sex and Brand Loyalty . Soap(46)
  - 4.1.2    Sex and Brand Loyalty Shampoo (420)
  - 4.1.3    Sex and Brand Loyalty (50) Mineral Water
  - 4.1.4    Sex and Brand Loyalty : Tooth Paste (52)
  - 4.1.5    Sex and Brand Loyalty : Hair Oil (54)
- 4.2      Age and Brand Loyalty (56)
  - 4.2.1    Age and Brand Loyalty : Soap(57)
  - 4.2.2    Age and Brand Loyalty : Shampoo (59)
  - 4.2.3    Age and Brand Loyalty Mineral Water (61)
  - 4.2.4    Age and Brand Loyalty : Tooth Paste (63)
  - 4.2.5    Age and Brand Loyalty : Hair Oil (65)
- 4.3      Income and Brand Loyalty (67)
  - 4.3.1    Income and Brand Loyalty : Soap (67)
  - 4.3.2    Income and Brand Loyalty : Shampoo (70)
  - 4.3.3    Income and Brand Loyalty : Mineral Water (72)
  - 4.3.4    Income and Brand Loyalty : Tooth Paste (74)
  - 4.3.5    Income and Brand Loyalty : Hair Oil (76)
- 4.4      Factors causing Brand switching (79)
- 4.5      Effects of Incentive Brand Choice (82)
- 4.6      Major Finding (83)
  - 4.6.1    For Sex Variable (83)
  - 4.6.2    Age Variable (84)
  - 4.6.3    Income variable (84)
  - 4.6.4    Cause of Brand Switching (860)

## CHAPTER V SUMMARY OF CONCLUSION AND RECOMMENDATIONS.

- 5.1      Summary (87)
- 5.2      Conclusion (88)
- 5.3      Recommendations (89)

## **Bibliography** **Appendices**

## LIST OF TABLES

Table no.	Title	Page no.
4.1	sex and Brand loyalty on Soap	47
4.2	chi-square calculation of sex and Brand loyalty	48
4.3	sex and Brand loyalty on Shampoo	49
4.4	chi-square calculation of sex and Brand loyalty	50
4.5	sex and Brand loyalty: Mineral water	51
4.6	chi-square calculation of sex and Brand loyalty	52
4.7	sex and Brand loyalty on Tooth paste	53
4.8	chi-square calculation of sex and Brand loyalty	54
4.9	sex and Brand loyalty: Hair oil	55
4.10	chi- square calculation of sex and Brand loyalty	56
4.11	Age and Brand loyalty on Soap	57
4.12	chi-square calculation of age and Brand loyalty	58
4.13	Age and Brand loyalty on Shampoo	59
4.14	chi- square calculation of age and Brand loyalty	61
4.15	Age and Brand loyalty: Mineral water	61
4.16	chi- square calculation of age and Brand loyalty	62
4.17	Age and Brand loyalty on Tooth paste	63
4.18	chi- square calculation of age and Brand loyalty	65
4.19	Age and Brand loyalty on hair oil	65
4.20	chi- square calculation of age and Brand loyalty	67
4.21	Income and Brand loyalty on Soap	68
4.22	chi- square calculation of income and Brand loyalty	69
4.23	Income and Brand loyalty on Shampoo	70
4.24	chi- square calculation of income and Brand loyalty	71
4.25	Income and Brand loyalty: Mineral water	72
4.26	chi- square calculation of income and Brand loyalty	73
4.27	Income and Brand loyalty: Tooth paste	74
4.28	chi- square calculation of Brand loyalty	76
4.29	Income and Brand loyalty on Hair oil	77
4.30	chi- square calculation of income and Brand loyalty	79
4.31	factor causing Brand switching	80
4.32	Effects of incentives in Brand choice	82