

PROJECT REPORT ON
“A STUDY ON BRAND AWARENESS AND PROMOTIONAL
STRATEGIES AND ITS IMPACT ON CONSUMER BUYING
BEHAVIOUR WITH REFERENCE TO KSDL”

Submitted by

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Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY,
SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI, D.K – 574225

2022-2023



KARNATAKA SOAPS & DETERGENTS LIMITED.

BANGALORE-55

(A Government of Karnataka Undertaking)

No: 27, Industrial Suburb, P.B No: 5531

Bengaluru-Pune Highway, Rajajinagar, Bengaluru-560055, KARNATAKA

CERTIFICATE

NO: KSDL/HRD/AGM (TRAINING)/23-24/ **24**

Date: 26.05.2023

This is to certify that **Mr. Arshad M P**, USN No: **4AL21BA007**, Student of MBA, Alva's Institute of Engineering & Technology, Shobhavana Campus, Mijar, Moodbidri-574225, has completed his **6 Week** Project work on "**A Study on Brand Awareness and Promotional Strategies and its Impact on Consumer Behaviour**" at Karnataka Soaps & Detergents Limited Bengaluru-560055.

During Project work on his academic ability and character was good.



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Date: 01-09-2023

CERTIFICATE

This is to certify that **ARSHAD M P** bearing USN 4AL21BA007 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "A STUDY ON BRAND AWARENESS AND PROMOTIONAL STRATEGIES AND ITS IMPACT ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO KSDL, BANGALORE" is prepared by him under the guidance of **Mr. Johnson Fernandes, Assistant Professor**, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

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DECLARATION

I, **ARSHAD M P (4AL21BA007)**, hereby declare that the Project report entitled “**A STUDY ON BRAND AWARENESS AND PROMOTIONAL STRATEGIES AND ITS IMPACT ON CONSUMER BUYING BEHAVIOUR WITH REFERENCE TO KSDL, BANGALORE**” prepared by me under the guidance of Mr. Johnson Fernandes, faculty of M.B.A Department, Alva's Institute of Engineering and Technology, Mijar and external assistance by Smt. Sushma R, Marketing Manager, KSDL, Bangalore.

I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Mijar

Date: 23-08-2023

A handwritten signature in black ink, appearing to be 'AP' followed by a stylized flourish.

Signature of the Student

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I am privileged to thank Mrs. Priya Sequeira, HOD, Department of Business Administration, Alvas Institute of Engineering and Technology, Mijar

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EXECUTIVE SUMMARY

The study on brand awareness, promotional strategy, and its influence on consumers buying behavior with reference to KSDL (Karnataka Soaps and Detergents Limited) reveals critical insights into the dynamics of this well-established brand in the soap and detergent industry. Brand awareness is a fundamental factor that shapes consumer preferences and buying decisions. KSDL has successfully cultivated a strong brand identity over the years through its flagship product, "Mysore Sandal Soap," which is known for its distinctive fragrance and quality. The study shows that this brand awareness plays a pivotal role in attracting and retaining customers.

KSDL's promotional strategy is a key driver of its brand awareness. The brand's heritage and association with sandalwood, a unique selling proposition, have been leveraged strategically in their promotions. The influence of brand awareness and promotional strategy on buyer behavior is profound. The study indicates that customers often perceive KSDL products as reliable and of high quality due to the strong brand image. This perception results in brand loyalty, as consumers tend to choose KSDL products over competitors. Additionally, promotional campaigns, especially those emphasizing the natural ingredients and eco-friendly production processes, resonate with environmentally conscious consumers, further driving sales.

The various statistical tools and technique are used to analyze the facts and figures collected for the purpose of this study. To find the relationship between brand awareness, promotional strategy and consumer behavior the correlation analysis is done. For the purpose of analyzing the effectiveness of brand awareness and promotional strategy and its impact on consumer behavior Chi- Square analysis is conducted.

In conclusion, the study underscores the importance of brand awareness and a well-executed promotional strategy in influencing buyer behavior. KSDL's success in establishing a robust brand identity and effective promotional strategy are adopted by the company. As consumer preferences continue to evolve, the company's ability to adapt its branding and promotional efforts will remain pivotal to its continued growth and success.