

PROJECT REPORT ON

**"A Study on the impact of Branding & Advertising Strategies
on new customer Acquisition and brand loyalty with reference
to Kotak Mahindra bank – Nelamangala Bangalore."**

Submitted by

SHRUTHI.S

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Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

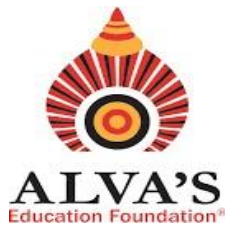
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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

MIJAR, MOODBIDRI,

2022-23



Kotak Mahindra Bank

Sub: project completion letter

Date: 27/05/2023

This is to certify that **Ms. SHRUTHI.S.** bearing **USN: 4AL21BA082**, **MBA**, student **OF ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY** has successfully completed her project with reference to **KOTAK MAHINDRA BANK** on the topic **"A STUDY ON THE IMPACT OF BRANDING & ADVERTISING STRATEGIES ON NEW CUSTOMER ACQUISITION AND BRAND LOYALTY"** from **13/04/2023** to **27/05/2023**. During this tenure, all necessary details were provided from our side for the project.

We wish her the very best in all future endeavors.

THANK YOU.

Yours faithfully
For Kotak Mahindra Bank Ltd.

Branch Manager
Nelamangala Branch, Karnataka-562 123

Kotak Mahindra Bank Ltd.

CIN: L65110MH1985PLC038137

Nelamangala-Arashinakunte

Gram Panchayat

Nelamangala - 562123, Karnataka

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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation @ Moodbidri)

Affiliated to Visvesvaraya Technological University, Belagavi

Approved by AICTE, New Delhi & Recognised by Government of Karnataka


Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **SHRUTHI S** bearing **USN 4AL21BA082** 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 THE IMPACT OF BRANDING & ADVERTISING STRATEGIES ON NEW CUSTOMER ACQUISITION AND BRAND LOYALTY WITH REFERENCE TO KOTAK MAHINDRA BANK – NELAMANGALA BANGALORE"** is prepared by her under the guidance of **Mr. Guruprasad Pai**, 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.


Signature of Internal Guide


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Signature of Principal
PRINCIPAL
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DECLARATION

I, Shruthi. S, hereby declare that the Project report entitled "**A Study on the impact of Branding & Advertising Strategies on new customer Acquisition and brand loyalty with reference to Kotak Mahindra bank – Nelamangala Bangalore**" Is prepared by me under the guidance of MR. GURUPRASAD PAI ASSISTANT PROFESSOR, PG Department of Business Administration, Alva's Institute of Engineering and Technology. I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of the 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: 06/09/2023



Signature of the Student

4AL21BA082

ACKNOWLEDGEMENT

I wish to convey my gratitude to my internal guide Mr. Guruprasad pai, Assistant Professor, P G Department of Business Administration, for having guided me on every aspect right from the beginning of the project report. For giving resources and information about the topic which is very crucial to study and preparing the project report.

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I express my genuine thanks to all the teaching faculties and the support staff of the PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidre.

I express my deepest gratitude to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

Finally, I thank my friends for their valuable suggestions offered to me to complete this study successfully.

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EXECUTIVE SUMMARY

The Project work 'A Study on the impact of Branding & Advertising Strategies on new customer Acquisition and brand loyalty with reference to Kotak Mahindra bank' as required by the Alva's Institute of Engineering & Technology, PG Department of Business Administration, Visvesvaraya Technological University, Belagavi.

Objectives of the study:

- To study the influence of advertising strategy on new consumer acquisition.
- To study the advertising strategies and brand loyalty.

This report is divided into five chapters. The first chapter is about the Introduction and history of Kotak mahindra bank. The second chapter shows the Conceptual background and Literature review of the topic studied. The third chapter is about Research design which contains a statement of the problem, need for the study, objectives, scope of the study, research methodology, hypotheses, and limitations of the study. The fourth chapter is about the analysis and interpretation of the data which is collected from Kotak Mahindra bank customers through questionnaires using tables. The fifth chapter is about findings, conclusions, and suggestions based on the study. Then it contains a bibliography which is about the various websites used to collect the literature reviews and secondary data for the project. Annexure contains the questionnaire.