

EXECUTIVE SUMMARY

TITLE: A Study on Consumer Perception over courier services provided by VRL Logistics Ltd.

Consumer perception is people to peoples different psychological behavioral every persons a promoting origination in order to incorporate a consumers Impression, information as well as cognizance about an association or its help. Consumer's recognition is ordinarily misrepresented by promoting, audits, advertising, online networking, individual experiences and other channel. Consumer's perceptions will changes an amount of the time changes on consumer's mindset. Consumer one to one needs, importance, and preference will change.

Logistics is the system which ensures the product is distributed across the entire supply pipeline. Those include methods of shipping, packaging, storage and handling, and the flow of information.

VRL Logistics Ltd was started in the year 1976 in Gadag, and the founder was Vijay sankeshwar. Indian heterogeneous headquarters situated in Hubballi, Karnataka, India with operates in approximately 23 States and four union territories throughout India, Company can of VRL Logistics ltd. Group of company including road transportation, Logistic company and publication ,Etc The business is connecting in the company of as extended at the same time as goods and customer transport service. It offers services to transporting of cargo throughout india with a variety of road transport solution toward consumers, In combination with a lower than truck load (LTL), full truck load (FTL) and put across cargo service.

The research is aimed to focus on consumer perception towards services provided by VRL Logistics Ltd. The primary data was gathered through questionnaires from 100 respondents and secondary data is been collected through company website, magazines, articles etc. Tables and Graphs are used to for data analysis.

The study has analysed the existing customer perception in detail, considering both theoretical and practical aspects and suggested improvements or changes that can be incorporated.