

**Project Report on**  
**"A Study on Customer Perception towards Service Redressal Mechanism with**  
**Special Reference to Eureka Forbes Pvt. Ltd.,**

**Submitted by**  
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**(4AL19MBA75)**

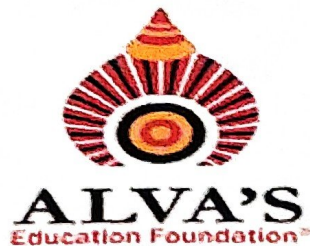


**Submitted to**  
**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**  
**In partial fulfilment of the requirements for the award of the degree of**  
**MASTER OF BUSINESS ADMINISTRATION**

**Under the guidance of**

**Internal Guide**

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**PG DEPARTMENT OF BUSINESS ADMINISTRATION**  
**ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY**  
**MIJAR, MOODBIDRI**  
**(2021)**



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### CERTIFICATE

This is to certify that **SUDARSHAN BHATTA S V** bearing USN **4AL19MBA75**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled "**A STUDY ON CUSTOMER PERCEPTION TOWARDS SERVICE REDRESSAL IN MECHANISM WITH SPECIAL REFERENCE TO EUREKA FORBES PVT LTD**" is prepared by him under the guidance of Mr. Guruprasad Pai B, 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, Belagavi, Karnataka.

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## DECLARATION

I **Sudarshan Bhatta S V**, student of 4<sup>th</sup> semester MBA, **Alva's Institute of Engineering And Technology**, Mijar bearing **USN: 4AL19MBA75** hereby declare that the Project report entitled "**A Study on Customer Perception towards Service Redressal Mechanism with Special Reference to Eureka Forbes Pvt. Ltd.,**" prepared by me under the guidance of **Prof. Guruprasad Pai**, Faculty of department of MBA, AIET.

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: 04/06/2021**

*Sudarshan Bhatta*  
**Signature**



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With sincere regards

Sudarshan Bhatta S V

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## EXECUTIVE SUMMARY

Consumer perception theory is any attempt to understand how a consumer's perception of a product or service influences their behavior. Those who study consumer perception try to understand why consumers make the decisions they do, and how to influence these decisions. Usually, consumer perception theory is used by marketers when designing a campaign for a product or brand.

The project report on **"A Study on Customer Perception towards Service Redressal Mechanism with Special Reference to Eureka Forbes Pvt. Ltd.,** A marketing concept that encompasses a customer's impression, awareness and/or consciousness about a company or its offerings.

Customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels Perception establishes the meaning about a product or brand when a consumer makes initial contact. In marketing, this is described as consumer information processing. At this stage all of the senses are engaged in receiving brand marketing communicate messages. In marketing literature, four distinct stages of perception occur during consumer information processing: sensation, attention, interpretation and retention.