A

PROJECT REPORT

ON

" AN ANALYSIS OF CONSUMER PERCEPTION TOWARDS WEBSITE
DEVELOPMENT IN VINYANA"

SUBMITTED TO

SAVITRIBAI PHULE PUNE UNIVERSITY

IN PARTIAL FULFILLMENT OF 2 YEARS FULL TIME PROGRAM

MASTERS OF BUSINESS ADMINISTRATION (MBA)

SUBMITTED BY

Mr. BUDHABHUSHAN SALVE

(BATCH 2022-24)

UNDER THE GUIDANCE OF

PROF. SUJEET TAMBE

SINHGAD INSTITUTE OF BUSINESS ADMINISTRATION & RESEARCH,

KONDHWA PUNE

viñyāṇa
igniting consciousness

Internship Certificate

This is to certify that **Mr. Budhabhushan Salve** has successfully completed his **Two Month** Training and Internship program with Vinyana igniting conscuiousness. He was working on **Bussiness Analyast** and was actively & diligently involved in the projects and tasks assigned to him. During the span, we found him as a punctual and hardwroking person.

His feedback and evolution proved that he is a quick learner.

Congratulation and Best Wishes.

Role   : **Bussiness Analyast Intern**
Start Date : **1 Aug 2023**
End Date   : **1 Oct 2023**

Regards,

Digambar Chavan
CEO @ Vinyana

DECLARATION

I, hereby declare that the project report titled **" AN ANALYSIS OF CONSUMER PERCEPTION TOWARDS WEBSITE DEVELOPMENT IN VINYANA"** written and submitted by me to Savitribai Phule Pune University in partial fulfilment of the requirement for the award of Master of Business Administration (MBA) Program is my original work and the conclusions drawn there in are based on the material collected by myself.

Place: Pune   **Budhabhushan Salve**
Date:

ACKNOWLEDGEMENT

I would like to thank the Management of Vinyana Company for giving methe opportunity to do my summer internship in their esteemed organization in Operation Department / Division.

I express my thanks to my mentor / project guide **Prof. Sujeet Tambe** & Director SIBAR **Prof. (Dr.) Dhananjay Mandlik** under whose able guidance and direction, I was able to gain deep knowledge and give shape to my project report.

I would also like to thank my institution and all other faculty members without whomthis project would have been a distant reality.

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EXECUTIVE SUMMARY & LITERATURE REVIEW

EXECUTIVE SUMMARY

The project "AN ANALYSIS OF CONSUMER PERCEPTION TOWARDS WEBSITE DEVELOPMENTI IN VINYANA".

The project was conducted for the period of two months in region of Wakad area There is lot of demand for website development and consumer is expecting to catch the e-commerce market. These consumers are small business firms who want to increase their market share and profit margin through website development. But still a lot of awareness need to be made as there are lot of issues and perception regarding website development. To study these aspects is my core area of interest.

Apart from this it has its own and in the present scenario the industry has given up most importance of doing particular task at fastest time I order to satisfy the customers and attract new customers. In this project we can find out customer of VINYANA IGNITING CONSCIOUSNESS. Have satisfied with services provided by them and Perceptual factors influencing the Buying Behaviour of consumers for the project emphasizes on "Perceptual factors influencing the Buying Behaviour of VINYANA IGNITING CONSCIOUSNESS company.

LITERATURE REVIEW

The content and design of web sites: an empirical study by Eelko K.R.E Huizingh (Associate Professor) (April 2000)

Abstract**:** To support the emergence of a solid knowledge base for analyzing Web activity, we have developed a framework to analyze and categorize the capabilities of Web sites. This distinguishes content from design. *Content* refers to the information, features, or services that are offered in the Web site, *design* to the way the content is made available for Web visitors. Both concepts have been operationalized by means of objective and subjective measures to capture features as well as perceptions.

This framework has been applied to study how different groups of companies are using the Web for commercial purposes. We have compared Web sites based on their source, industry, and size. On average, larger Web sites seem to be 'richer' and more advanced.

Consumer feelings and behaviours towards well designed websites by Natalia Vila a b, Inés Kuster a b (May 2011)

Abstract:

We analysed the effect of a well-designed website in terms of five indicators: purchase intention, positive attitudes, trust, satisfaction and perceived risk. These effects (measured by 21 items) were successfully combined into a single construct using Rasch's Model. The construct was then tested by building a website designed by experts for a fictitious clothes company. It was compared with four less-well-designed websites created by modifying the well-designed website by removing one of the four major constructs [web security; customer service; amount and quality of information provided; and usability]. These websites were surfed by 350 *consumers* (in five subsamples); the experts were then asked to express their perceptions and attitudes of the sites *a posteriori*. The association between the five websites and the 21 items was displayed visually through a perceptual map built with DYANE software. This showed that a well-designed website does not always have the best effect on all 21 items measured.

Consumer preferences for commercial Web site design: an Asia-Pacific perspective by Xia Yang, Zafar U. Ahmed, Morry Ghingold, Goh Sock Boon, Tham Su Mei, Lim Lee Hwa (Feb 2003)

Abstract:

Given that even modest increases in customer satisfaction and retention typically translate into significant gains in revenues and profits, many businesses are using the Internet to expand their reach, improve customer service and develop and maintain closer relationships with their customers. For example, customer relationship management (CRM) software enables marketers to offer online interactions that are customizable to the individual customer, allowing online marketers to better match their offerings and the online experience to consumers' needs, wants and preferences, even in markets with millions of prospects and customers. Thus, a successful Web site can be instrumental in its impact on the marketing effectiveness of a firm and significantly add to the bottom line. Yet, in order to determine what constitutes a successful Web site, one must be able to understand how users perceive and utilize it. This paper presents the results of a survey conducted to assess consumer perceptions and preferences for commercial Web sites. To address the paucity of e-commerce research undertaken in the Asia-Pacific region, as compared to Western countries, the data were collected in Singapore. The attracting, informing, positioning, and delivering (AIPD) model provided the conceptual foundation for the research. Survey findings reveal that Singaporean consumers have distinct preferences when visiting commercial Web sites, ranking security and privacy as their most valued attributes, for example. In contrast, cross-marketing, via banner advertising and affiliate programs, were least valued. Many other features of Web sites were evaluated. Managerial and research implications of the study are then discussed

Web design: a key factor for the website success by Carlos Flavian, Raquel Gurrea, Carlos Orús (May 2009)

Abstract: Web design has been identified as a key factor for the acceptance and success of the websites and electronic commerce. The purpose of this paper is to analyse, from a marketing point of view the main aspects that could influence online users' perceptions and behaviors', in order to achieve a successful e-commerce website.

CHAPTER II
PROFILE OF THE ORGANISATION

HISTORY:

Dynamic and forward-thinking VINYANA IGNITING CONSCIOUSNESS has a long history and a wide variety of subsidiaries. In this study, we'll go over the firm's background, look into the details of its subsidiaries, examine the vision and mission that guide business operations, and do a thorough SWOT analysis to determine where the company stands today in the market. We want to give readers a comprehensive knowledge of the business environment of VINYANA IGNITING CONSCIOUSNESS by looking at these important factors.

The visionary Priyanka Shah founded VINYANA IGNITING CONSCIOUSNESS on May 17, 2013, with the goal of creating products and services that greatly improve people's lives. The company's grandiose goal to have an impact on the entire world is reflected in the name "VINYANA," which is derived from the Sanskrit word for universe.

VINYANA Technologies has always reflected an innovation-driven DNA, distinguished by a dedication to the creation, adoption, and use of cutting-edge technology. The production of high-caliber goods and services that advance society is their main objective.

INTRODUCTION:

VINYANA IGNITING CONSCIOUSNESS has been providing Business Information, Technology Solutions and Recruitment & Staffing Solutions since 2013. We are a team of young entrepreneurs and developers with extensive experience in IT services and delivery, having a strong expertise in designing and developing technology solutions. We understand customer concerns and know how to address them with good quality, on time delivery and with no additional cost. Our team consists of highly motivated professionals with relevant expertise and certification. This background provides your organization with a business partner who will add value to the overall IT requirements of your organization. Our motto 'Let's Grow Together', we are here to help you to grow you and your business. Burnish's primary goal is to understand your business and its need and come up with a common business goal i.e.

in terms of Technology and Business Solution(s). We value the long-term relationship which we create with our clients and ultimately become an extension of their business. We believe that the strength of VINYANATechnologiess is in forging sustained relationship with its clients and taking care of a majority of their requirements by providing end to end solutions. These solutions allow you to:

- Increase Productivity
- Reduce the operating cost
- Increase customer satisfaction
- Develop and Promote Business

VISION & MISSION

Mission: To make businesses work for our clients by optimizing their IT potential and resources. To offer our customers quality services full of value. To create customer satisfaction through application of world -class standards in all phases of service delivery. To develop long term mutually beneficial relationships with our clients and suppliers.

Vision: To use technology-driven innovation to craft exceptional products and services that enhance people's lives, fostering happiness, comfort, and prosperity.

Slogan: 'Let's grow together', we are here to help you to grow you and your business.

RECRUITMENT & SAFFING SERVICES/SOLUTIONS: -

VINYANA Technologies is a leading provider of permanent, contract and temporary staffing solutions. Having a strong understanding of today's marketplace and environment allows Burnish Technologies to consistently exceed our clients' expectations. In the staffing industry, the key to success is based on the ability to locate, attract, and place the most qualified professionals. Burnish Technologies earns client trust and respect by placing the right Individuals, and promptly solving their clients' requirements.

BUSINESS UNITS: -

CORE INFORMATION TECHNOLOGY

TYPES OF DISCIPLINES FILLED: -

Applications Development, Business Analysis, Data Analysis, Database Administration, Engineering, Quality Assurance, Systems Analysis, Software Development, Web Development.

WEBSITE DESIGN &DEVELOPMENT: -

➢ Designing
➢ Domain Name Registration and Web hosting
➢ Brand Identity and Logo Designing
➢ Online Marketing

We are capable of developing any type of a website from a simple page to a Hi-tech Ecommerce Website, we strive to make your online presence a real experience.

WEBSITE MAINTENANCE: -

Your new website is live! Now you need a way to keep your site updated with fresh, accurate content. By regularly updating your site, you'll improve your search engine rankings increase your number of visitors, and strengthen your company's online presence. A website maintenance plan is a key to the on-going success of your website. As Internet trends and technologies are constantly evolving, and your business is growing, VINYANA Technologiess Pvt. Ltd. website maintenance plans ensure your site evolves with the changing demands.

Our website maintenance covers the following: -C

- ➢ Product & Content updates
- ➢ Development Services
- ➢ Design/Re-design Services
- ➢ Website Analysis Services

WEBSITE ONLINE MARKETING/ADVERTISING AND SEARCH ENGINE OPTIMIZATION (SEO): -

The foundation of any profitable internet marketing campaign is a fundamentally-sound and optimized website. Search engine optimization is by far the best way to maintain a stream of free, qualified traffic flowing to your website.

Search engines are the gateway through which potential customers find your product. Placement in the top ten rankings for relevant keywords is crucial for any business wishing to continue being competitive in the 21st century.

PRODUCT PROFILE

1) <u>ENTERPRISE RESOURCE PLANNING</u>: -

An ERP System automates and integrates core business processes such as taking customer orders, scheduling operations, and keeping inventory records and financial data. ERP is an industry acronym for Enterprise Resource Planning. Broadly speaking, ERP refers to automation and integration of a company's core business to help them focus on effectiveness & simplified success. The ERP system is considered a vital organizational tool because it integrates varied organizational systems and facilitates error-free transactions and production. However, ERP system development is different from traditional systems development. ERP systems run on a variety of computer hardware and network configurations, typically using a database as an information repository.

We will work closely with you to determine and deliver exactly what your business needs are.

POINT OF SALE: -

Point-of-sale (POS) is the place where a retail transaction is completed. It is the point at which a customer makes a payment to the merchant in exchange for goods. At the point of sale, the retailer would calculate the amount owed by the customer and provide options for the customer to make payment. The merchant will also normally issue a receipt for the transaction. The POS in various retail industries uses; we customized hardware and software as per their requirements. Retailers may utilize weighing scales, scanners, electronic and manual cash registers, EFTPOS terminals, touch screens and any other wide variety of hardware and software available for use with POS. For example, a grocery or candy store uses a scale at the point of sale, while bars and restaurants use software to customize the item or service sold when a customer has a special meal or drink request.

Our online marketing covers the following: -

➢ Social Media
➢ Email Marketing
➢ Search Engine Optimization
➢ SEO Pricing
➢ Link Building
➢ Pay-Per-Click Campaign Management
➢ Email Marketing
➢ Conversion Analysis
➢ Website Visitor Analysis
➢ Website Call Tracking

TECHNOLOGY SERVICES/SOLUTIONS: -

➢ Product Development
➢ Business Solutions – ERP (Microsoft Dynamics AX ERP)
➢ System Integration and Implementation
➢ Mobile Apps Development
➢ Application Design and Development
➢ Data warehousing /Business Intelligence

COSNSULTING SERVICES: -

➢ Business consulting
➢ Technology Consulting

CHAPTER III
INTRODUCTION TO THE PROJECT

INTRODUCTION

In today's world there is large demand for website development for promotion of products and services. The demand for quality website is increasing the firms are looking for consumer which has led a perception in consumer's fulfillment response. It is a judgment that a product or a service feature or the product or service itself provides pleasurable level of consumption related fulfillment.

Consumer's perception is influenced by specific product are service features and by perceptions of quality. It is also influenced by specific service attributions, and their perceptions.

Gaining high levels of customer satisfaction is very much important to a business because satisfied customers are most likely to be loyal and to make repeat orders and to use a wide range of services offered by a business.

Sometimes companies are misguided by the notion that customer depends on them. The truth of the matter is that we very much depend on them. Many researchers and academia have highlighted the importance of customers in today's market.

The industry of web development in India has seen a great boost in the past decade. The web world is no doubt booming at a double or triple pace and is becoming one of the major sources, which contribute in the economy of the world. Anyhow, the business people are experiencing and offering a different way of commerce in which both the business people and the customers are benefiting. The e-commerce has completely changed the scenario of the commerce sector. As per the statistics, in the last 5 years there has been more than 60% increase in the online shopping websites. The growth of the online business has given boost to the web design & development company India.

OUTLINE OF THE PROBLEM

The project is primarily focused towards analyzing the consumer's perception towards website development. The company providing the various services in IT domain is always concerned about knowing more facts that what consumers expect in the product or services.

The offering became easier if a company knows what the expectation is and how to satisfy that. The effective marketing strategy requires the proper analysis of consumers about likes and dislikes. The study is carried out to understand the perception of consumers about the website development. Various factors that can influence the consumer are need to evaluated carefully to market the service.

CHAPTER IV
OBJECTIVES AND SCOPE OF PROJECT

<u>Objective of the Project</u>

Objective of the Study:

- To identify Perceptual factors influencing Consumers towards Website development.

- To find the key parameters that consumer considers most while designing the website.

- To Analyses the consumer decision making process.

Scope of the Study:

The research was undertaken to gather information from the respondents, to know exactly how customers are having perception towards the VINYANA IGNITING CONSCIOUSNESS. The questionnaire was specifically framed keeping in mind all the aspects and requirements that would fulfil our objectives and give us exact picture and that would help the organization to take better decisions. Primary data was collected by administrating questionnaire of 50 respondents. In the questionnaire all the questions were specifically framed as per the survey requirements and following are its details. Direct contact was made with the respondents through the random sampling and all the customers were those who had come to buy the VINYANA Technologies Private Limited. The study was conducted various part of the wakad area customers located in different part of the Wakad. The information was collected through Questionnaire. The questionnaire was administrated and collected on the spot.

LIMITATION:

- First limitation was time constraint, time span given to conduct survey on this topic was two months. Because of this time constraint it was not possible to carry out further detailed study on this topic.

- Since Sample size is only 50, which is not a true representative of the population as a whole.

- Information is partly based on secondary data and hence the authenticity of the study can be visualized and is measurable.

- Level of accuracy of the results of research is restricted to the accuracy level with which the customers have given their answers and the accuracy level of the answers cannot be predicted.

CHAPTER V
RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

SAMPLING TECHNIQUE

Sampling technique used to carry out the research was Convenience sampling technique.

Convenience sampling is a non-probability sampling method where units are selected for inclusion in the sample because they are the easiest for the researcher to access. This can be due to geographical proximity, availability at a given time, or willingness to participate in the research.

MERITS

This method is simple and least expensive

DEMERITS

Unscientific and unreliable

SAMPLE SIZE

- Research is to be carried out to cover over 50 customer's projects which are associated with VINYANA Technologies Private Limited

DATA COLLECTION TECHNIQUE

Data collection technique used in this research is questionnaire technique. The questionnaire used was Open and closed ended structured Questionnaire.

SOURCES OF DATA

Data was collected from two different sources i.e., Primary & Secondary data.

Sources of primary data

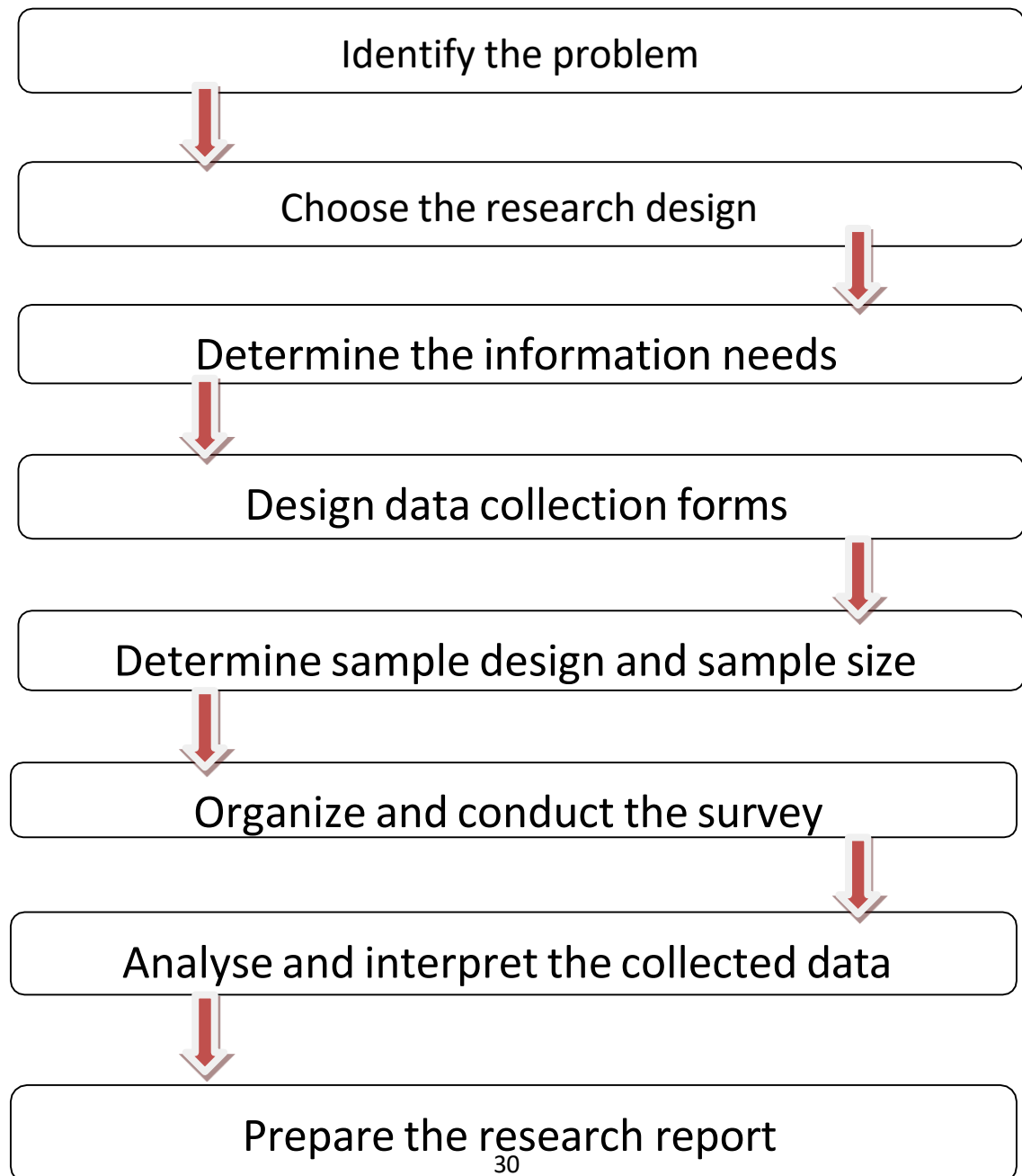**The different sources of primary data are-**

1. Questionnaire

2. Observation

Sources of Secondary data-

1. Internet

2. Company broachers.

Research Duration: 2 months

Research Design:

Identify the problem

Choose the research design

Determine the information needs

Design data collection forms

Determine sample design and sample size

Organize and conduct the survey

Analyse and interpret the collected data

Prepare the research report

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CHAPTER VI

DATA ANALYSIS & INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

Q1) The type of business organization.

Particulars	Respondens	Percentage
Small business	*25*	*50%*
enterprise	10	20%
proprietor	15	30%
other	5	10%
Total	**50**	**100%**
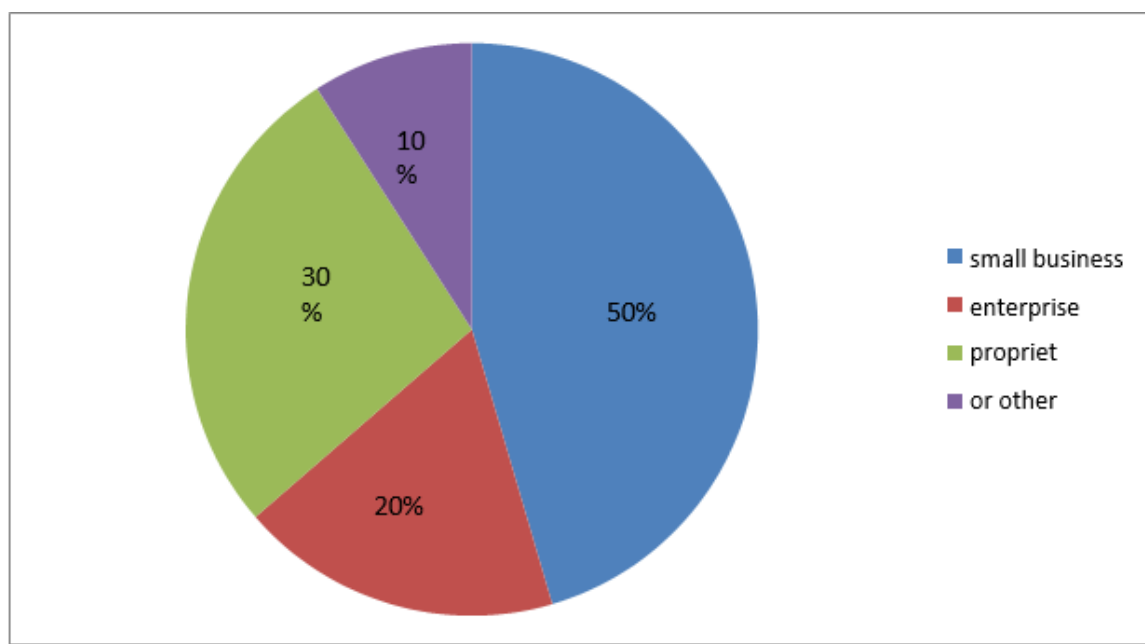
INTERPRETATION

The response from small business type of consumers were more as it was found that small business type of consumers required the services of the company in which the company is dealing with, to make the business activities of small business consumers more smoothly and easily. Thus, it is observed from the chart that response of small business is 50%.

Q2) what is the scope of your project apply?

| Particulars	Respondents	Percentage
E-Commerce	20	40%
Database development	10	20%
Content Management	10	20%
eLearnig	10	20%
Total	**50**	**100%**
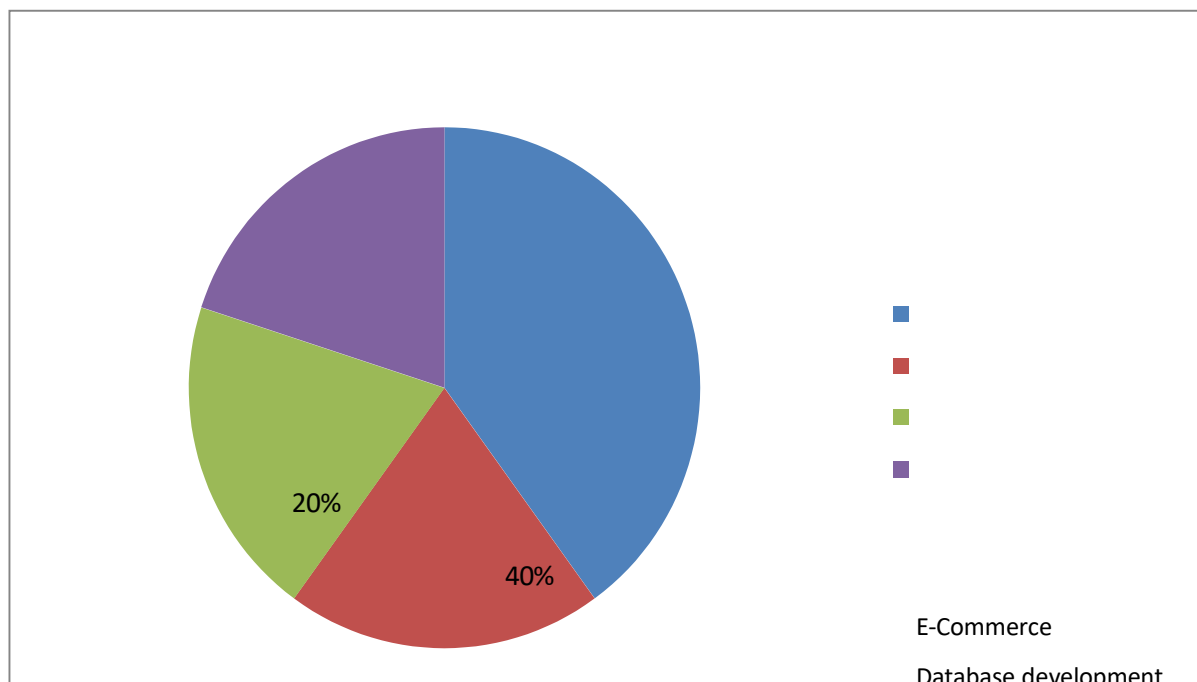
INTERPRETATION

The scope of project applies towards the requirement E-Commerce as 40% consumer demanded an attractive E-commerce website for their company to attract their clients in order to reach their clients on the electronic platform as consumers are more active on electronic platform.

Q3) overall site objectives?

Particulars	Respondents	Percentage
Establish a new web presence	10	20%
Increase marketing and product branding	10	20%
Increase sales	10	20%
Generate business leads	15	30%
Increase international presence of the organization	05	10%
Total	**50**	**100**
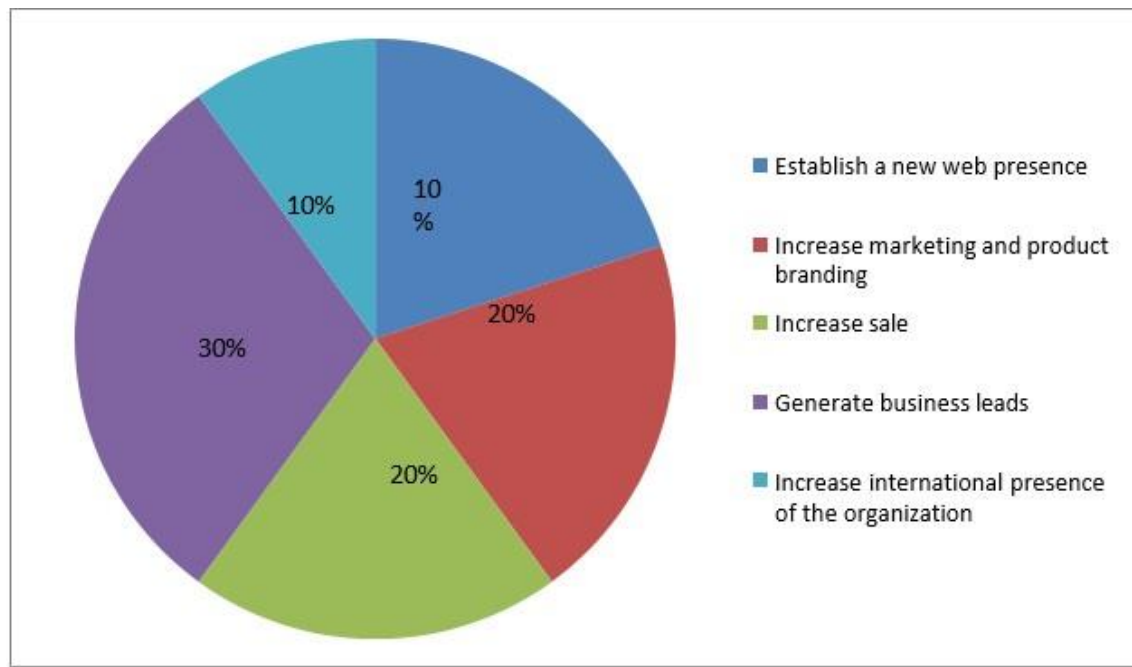
INTERPRETATION

The overall site objectives which are fulfilled to generate business lead. Generation of business lead is important to increase customers; this ultimately helps to generate revenues. 30% respondents are having a common site objective as generate business leads.

Q4) Design aspirations?

| Particulars	Respondents	Percentage
High caliber design	20	40%
Mid-range design	15	30%
Very basic	15	30%
Total	50	100%
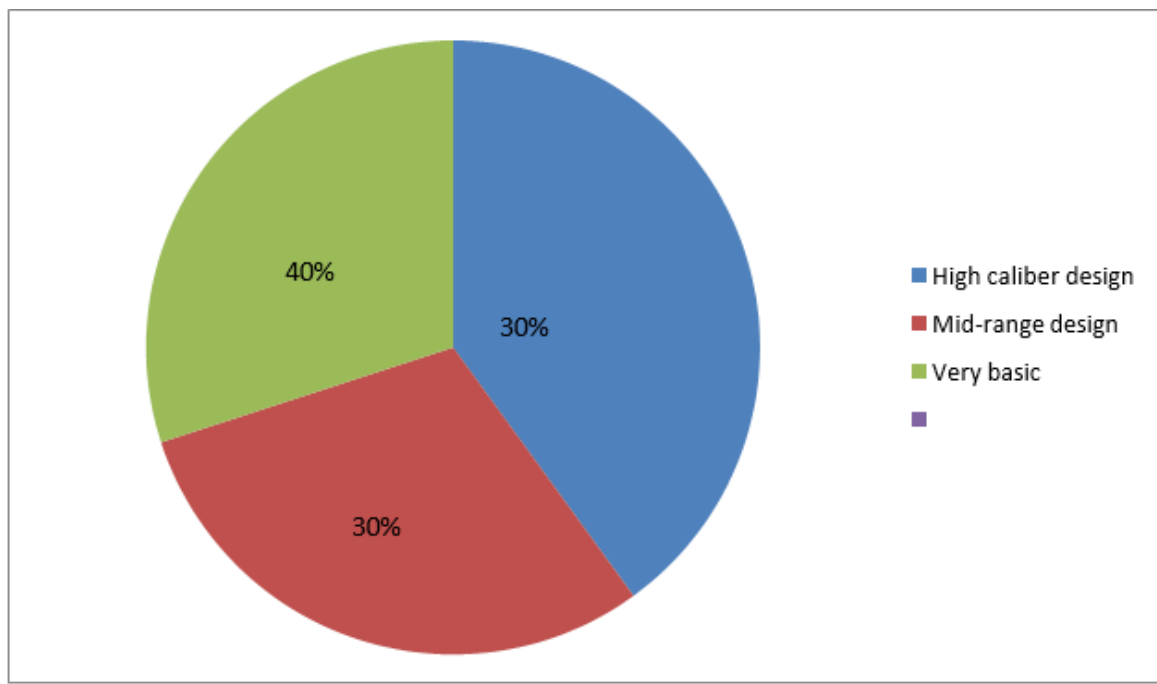
INTERPRETATION

Since company is having more response on web designing, to attract more customers to their clients, company is developing high caliber design. Over 40% consumer decided to prefer high caliber design.

Q5) Would you like to add some key words to describe look & feel?

| Particulars	Respondents	Percentage
Yes	23	46%
No	27	54%
Total	**50**	**100%**
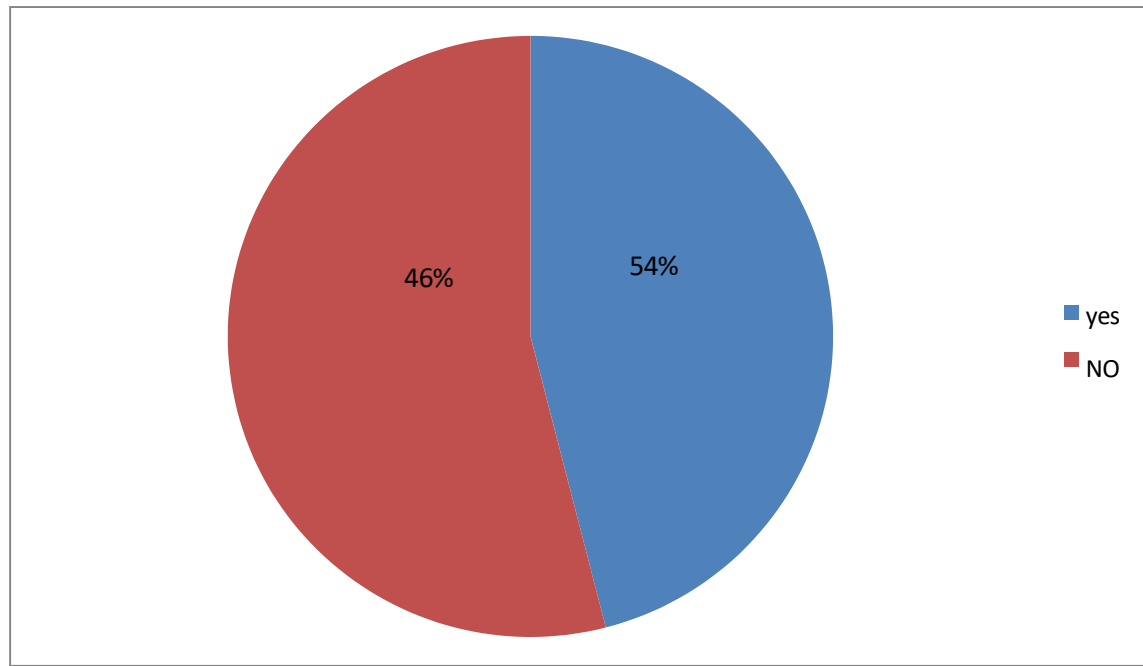
INTERPRETATION

Around 54% Consumers preferred to choose not to add any keyword as the website is static website which is easy to use by the customer. But since there is greater scope also for effective key word marketing.

Q6) Brand consistency and marketing materials?

| Particulars	Respondets	Percentage
Web design	20	40%
Web development	10	20%
Brand& identity design	10	20%
Web programming	10	20%
Total	**50**	**100%**
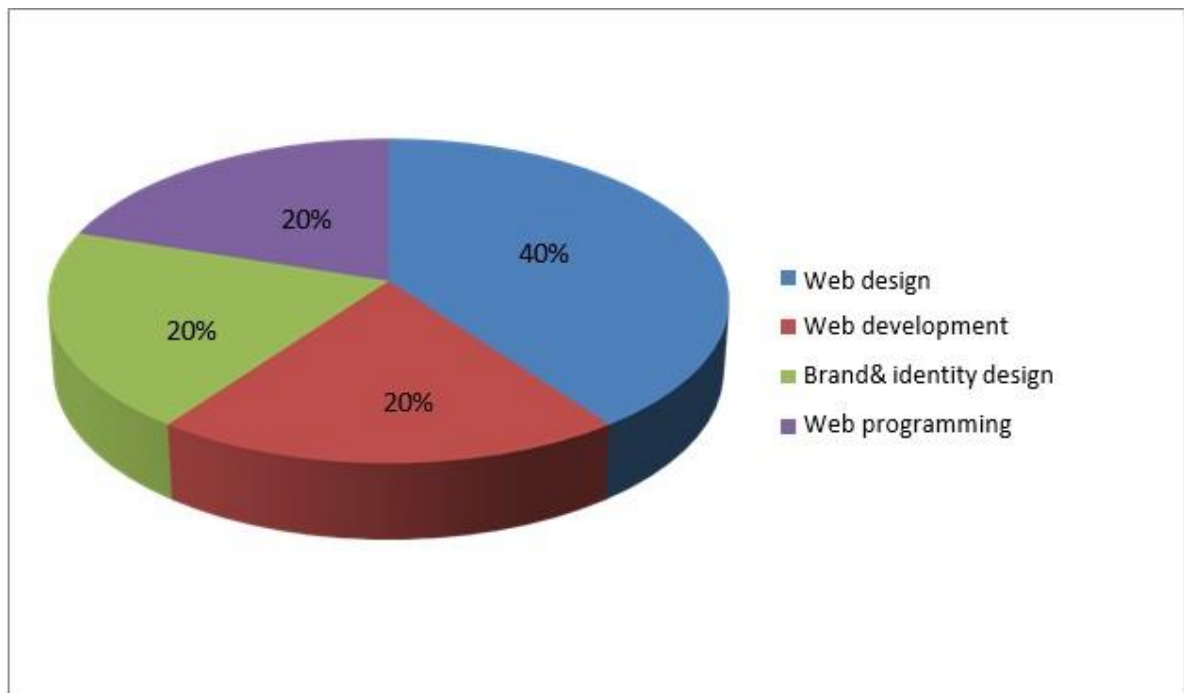
INTERPRETATION

Since company is having more response on web designing the company is maintaining its brand consistency on web design.20% respondents are in favors of developing websites for brand consistency.

Q7) what is your proposed website architecture /navigation structure?

| Particulars	Respondents	Percentage
Static	30	60%
Dynamic	20	40%
Total	**50**	**100%**
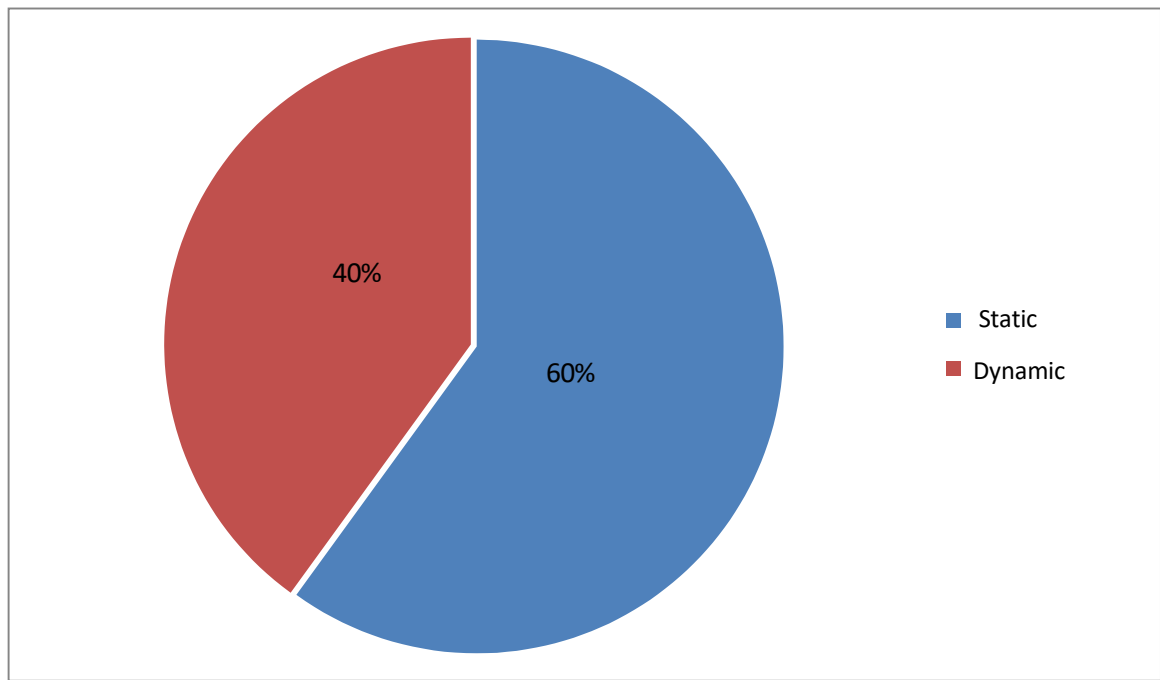
<u>INTERPRETATION</u>

The 40% consumer's preferred dynamic websites and 60% preferred static website over dynamic as static website is easy and convenient to use. Thus, the use of static website is 60% from the survey.

Q8) other requirements?

| Particulars	Respondents	Percentage
Adobe flash	10	20%
Microsoft silver light	25	50%
Video streaming	05	10%
Podcasting	10	20%
Total	**50**	**100%**
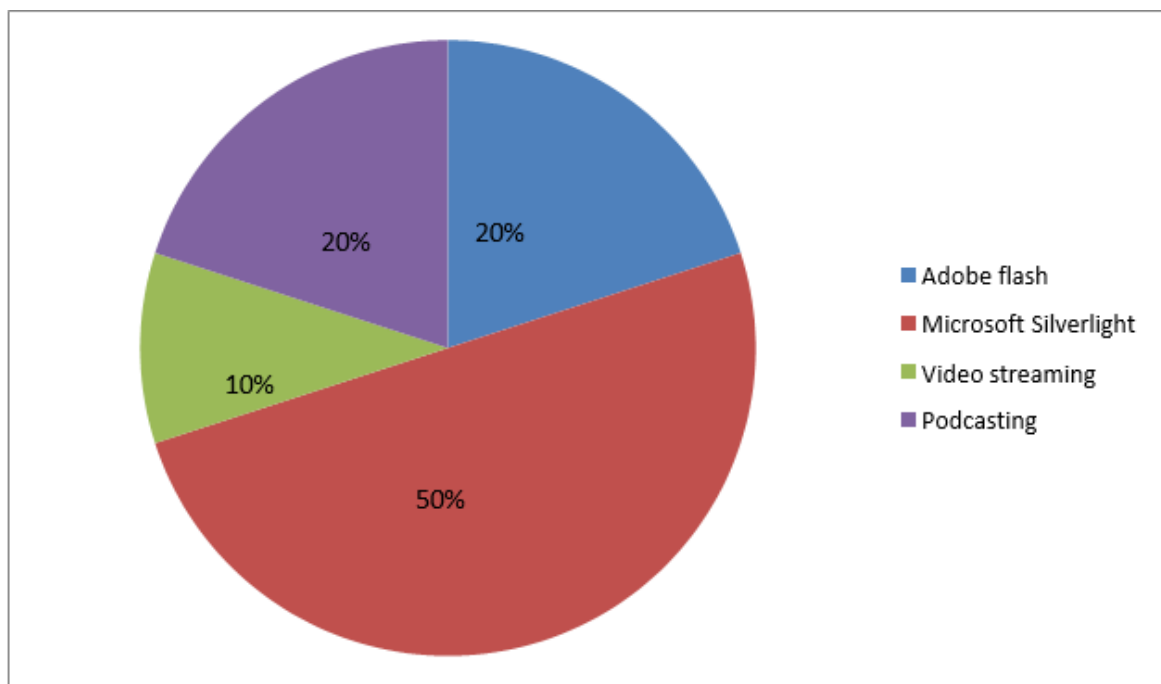
INTERPRETATION

Microsoft Silver light is unique feature that is useful for crating engaging, interactive user experiences for web and mobile applications. Thus, is essential for website development purposes.50% respondents are in favors of Microsoft Silver light.

Q9) on your website homepage, what do you feel is most important for the customer to notice first?

| Particulars	Respondents	Percentage
Company information	10	20%
Product details	25	50%
Social message	05	10%
Design or symbol of the organization	10	20%
Total	50	100%
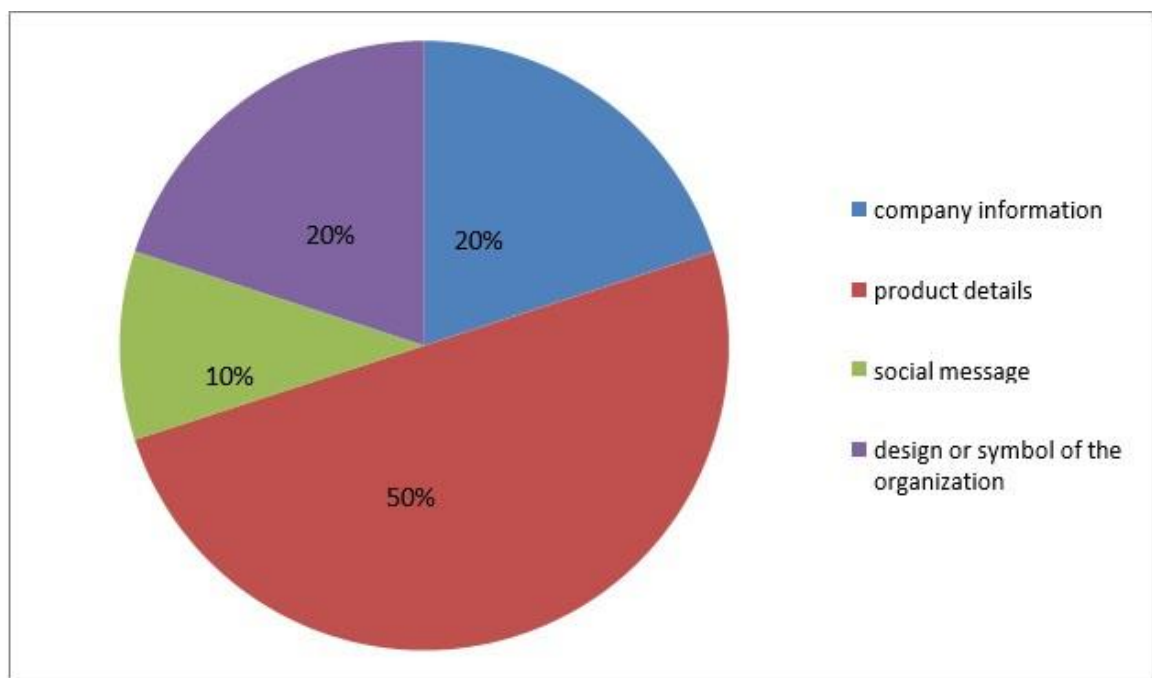
INTERPRETATION

The main motive of designing web is to display the details of product for the customers. The customer would essentially expect the product details that must be displayed on the company's website. Thus, company focused more on product details and this is the reason why the company's 50% of customers expected that product details should be on their home page

Q10) what are the key things you would like to achieve with your website design?

| Particulars	Respondents	Percentage
Higher sales	30	60%
Better brand image	10	20%
Easily navigational information	10	20%
Total	**50**	**100%**
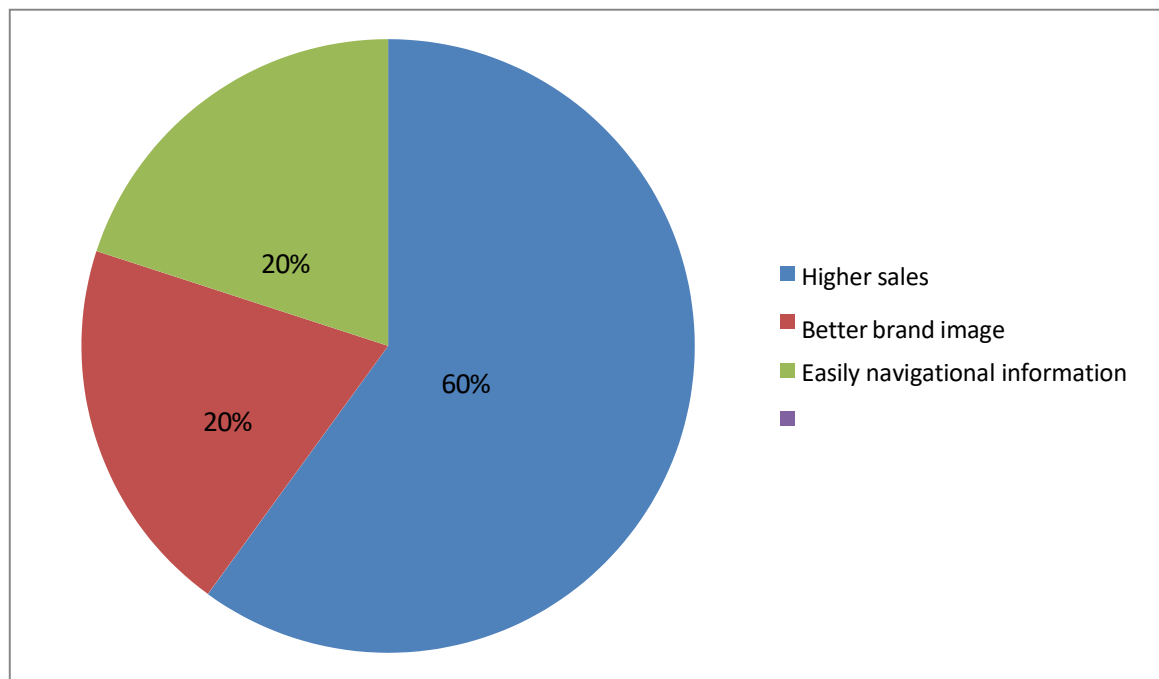
INTERPRETATION

The main objective of designing website is to achieve higher sales margin and that is reason why the website is designed.

Q11) how much time will you are able to spend online responding to inquiries that come in via your website?

| Particulars	Respondents	Percentage
Once day	20	40%
Twice day	10	20%
Thrice a day	10	20%
One month	10	20%
Total	**50**	**100%**
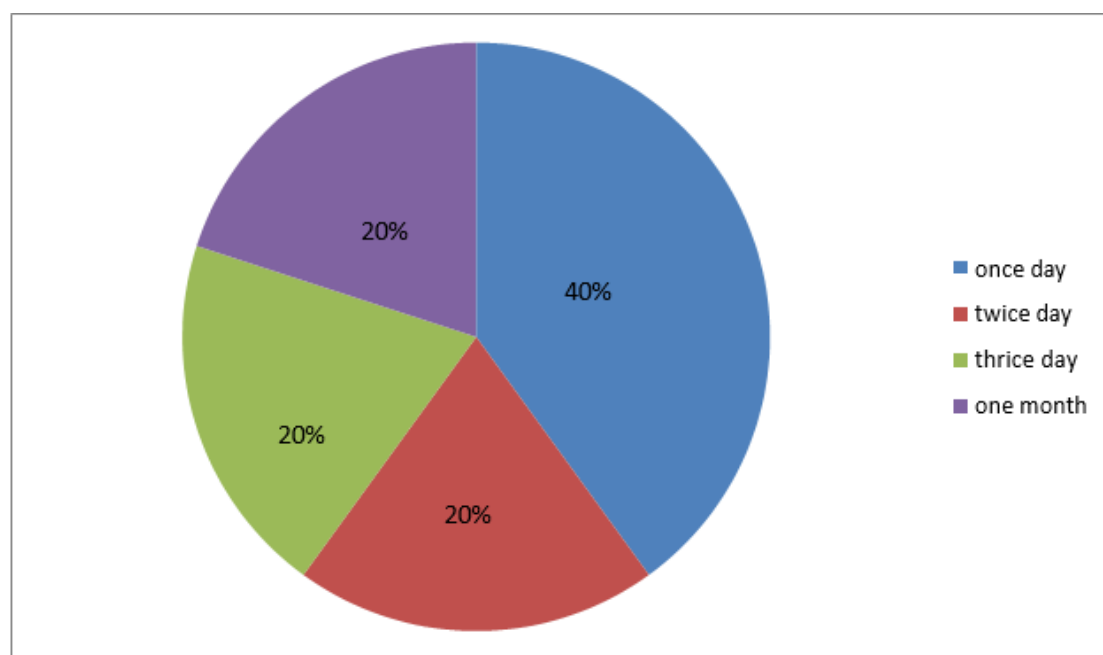
INTERPRETATION

40% respondents are in favour of responding consumers once in a day. For
responding twice, thrice and on monthly call the percentage is 20% respectively.

Q12) do you need a customer relationship management (CRM)system? If so, can you list the kind of features you will need?

| Particulars	Respondents	Percentage
Updatable news,	10	20%
Clients database	10	20%
Automatic newsletters	05	10%
internet	25	50%
Total	**50**	**100%**
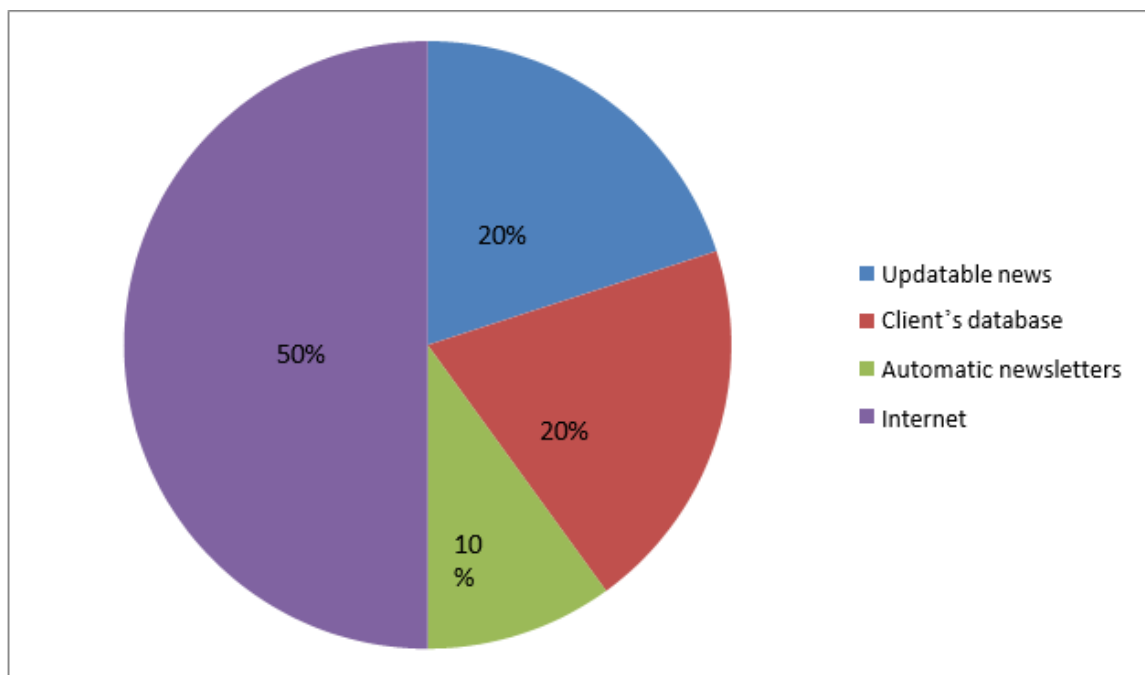
INTERPRETATION

The CRM system should be integrated to internet so as to generate reports as reports reflect the performance of the entire organization.

Q13) do you need integration with any of the social network application?

| Particulars	Respondents	Percentage
Face book	40	80%
Twitter	10	20%
Total	**50**	**100%**
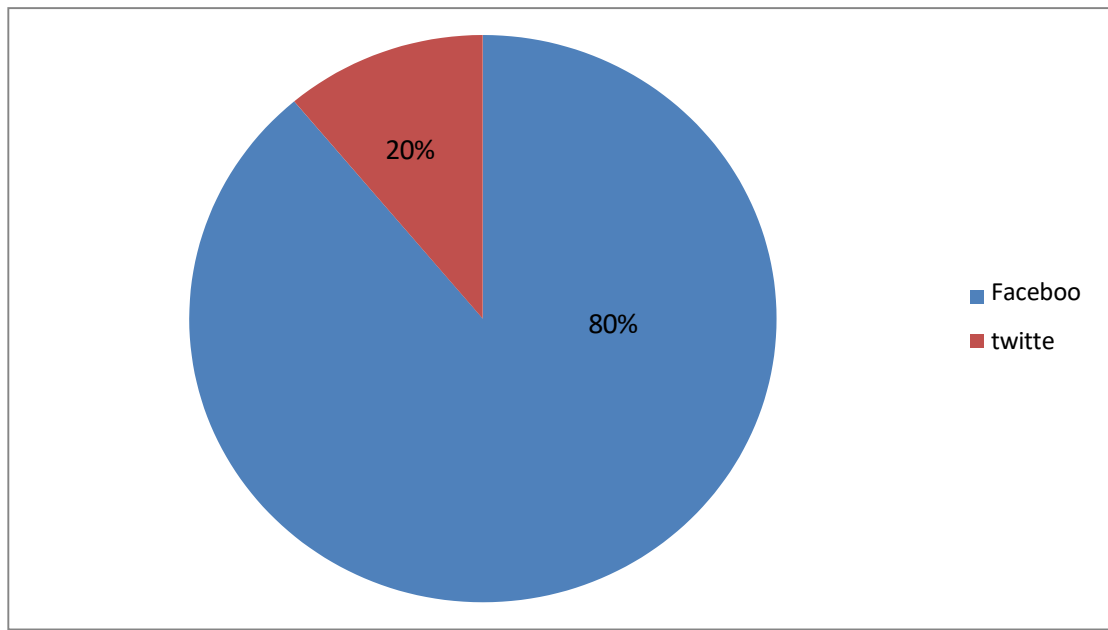
INTERPRETATION

Now-a-days, people are active on various social networking applications among them is Facebook as Facebook is preferred by the people due its various features.

Q14What features should be used on your website?

Particulars	Respondents	Percentage
Contact form	25	50%
Picture	10	20%
Videos	15	30%
Total	**50**	**100%**
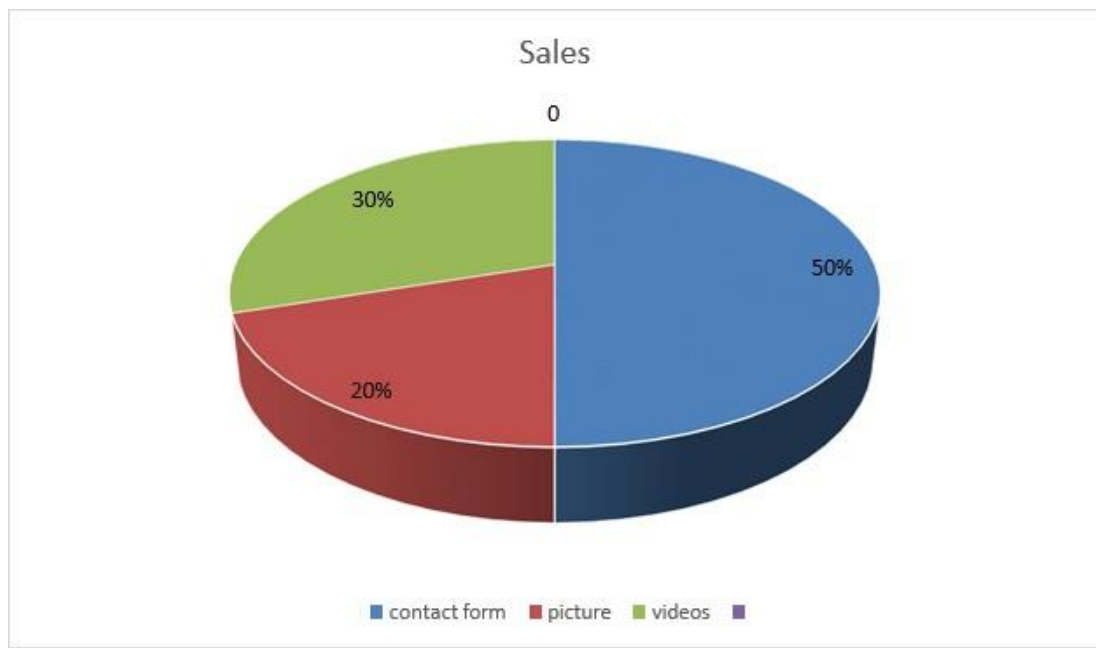
INTERPRETATION

Contact form is essential to develop customer contacts as these customers will be prospect customers. Contact form will generate more enquires about the services offered by company.

CHAPTERVII

FINDINGS, SUGGESTIONS & CONCLUSION

FINDINGS

- ➤ Customers preferred web designing for their products as a promotional motive
- ➤ There is more requirement of web designing to small business firms to manage their (client's) business
- ➤ The use of Social Networking apps is useful to company as company can reach to customers who are active on social networking apps
- ➤ The requirement of static website was more as it is found that the customers preferred static website which is easy to use.
- ➤ Now-a-days, people are active on various social networking applications among them is Facebook as Facebook is preferred by the people due its various features
- ➤ The CRM system should be integrated to internet so as to generate reports as reports reflect the performance of the entire organization.
- ➤ The main objective of designing website is to achieve higher sales margin and that is reason why the website is designed.
- ➤ Since company is having more response on web designing the company is maintaining its brand consistency on web design.

LEARNING THROUGH THE PROJECT

- The necessity of pre-launch study for any business or project is understood.

- During this project there were so many things which I learn, but the most important thing which I think as an MBA student was time management.

- The other things which I learn were, positive attitude, the way of interaction. I also learn from the customers when they give me the feedback and suggestions about my project work.

- During the project I came to learn how to interact with the customers and how to deal with them.

- How to approach the customers and what was the need of customers.

- Level of satisfaction to be maintained for existing customers and new customers.

- Company culture and work environment and the employees were very good and motivational.

- Organization gave equal opportunities to every employee to perform their task in better way.

- Customer satisfaction is dependent upon many factors that are associated with the business need, the development project and resultant system product quality.

- The field work for this project has taught me the actual interaction with the prospective buyer.

- During this project there were so many things which I learn, but the most important thing which I learned was time management.

CONTRIBUTION TO THE HOST ORGANIZATION

1) The study carried out in the Marketing Service analysis has become a base for knowledge enhancement as well as skill to analyses the training process as well as different parameters of training. The study carried out in the market gathered database to evaluate the service quality of the company.

2) This study is a contribution for the organization to make necessary changes and plan the different strategies to meet the customer satisfaction and also develop the strategies to delight the customers

3) This study is a kind of guide to getting new clients and approaching them.

4) Through this study company can get the relevant information towards Customers satisfaction with the services.

5) All the feedback was taken from customers and necessary changes was done according their suggestions.

6) Increasing in business become of the satisfaction level of customers and also getting new customers.

7) The study carried out in the market gathered database to evaluate the service of the organization.

RECOMMENDATIONS AND SUGGESTIONS

- ➢ There is a necessary to reach customer through other social networking applications.
- ➢ CRM integration is necessary in order to generate reports and maintain customer data.
- ➢ More networks of customers are necessary to expand the business.

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CONCLUSION

1) To conclude the project, I must mention the learning part of the project and the knowledge I gained from it.
2) The project is related to perception of consumer towards website development
3) In the report I have worked on the requirement of consumer for a website for their company or firm. It was found that consumers required website to reach to their customers.
4) Today website plays a very important role in product promotion and increasing customer network. Thus, my role was to convince and make aware to the clients regarding importance of website where I found that clients were in need.
5) It was found that the requirement for website is more from Supply Chain in Management firms as majority of firms were not having any website and they felt the need of website.
6) The need of CRM is found to important to integrate and manage customer data.

7) every business customer importance is always on top priority. Here also while working with company employees and interaction with customers, I could get many layer knowledge of customer satisfaction and perception of customer even the gap between company and customer thinking.

REFERENCE

Websites

- www.trades.com (Online Trading
- Portal) www.magento.com (E-
- Commerce Software and Platform)
- www.nexsus.com (Online Shopping
  Marketplace)

- www.indiamart.com (India's largest online
  B2B marketplace) www.olx.in (OLX is the
  next generation of free online

- classifieds) www.quikr.com (Online free classifieds portal)

- www.ebay.in (Online Bid and Buy
- Portal) www.amazon.com (Shopping
- engines marketplace)
  www.google.com (Search Engine)

CHAPTER VIII:
ANNEXURE

Annexure – Questionnaire

Personal Information of the respondents:

Name: _____   **Age:** _____

Gender: Male   Femal   **Occupation:**

Qualification: **Contact Number:**

Address:

1) What is the scope of your project? Check all that apply:

[ ] Web design   [ ] Graphic Design

[ ] Web development   [ ] Branding & Identity design

[ ] Web Programming   [ ] Other Graphic design (labels, brochures, etc.)

[ ] E-commerce   [ ] Database development

[ ] Content Management   [ ] eLearning

[ ] Blog   [ ] Forum

[ ] Search Engine Optimization / Search Engine Marketing

[ ] E-Marketing / Newsletter campaigns

[ ] Website maintenance

[ ] Website hosting

2) Overall site objectives:

[ ] Establish a new Web presence,

[ ] Increase marketing and product branding

[ ] Increase sales

[ ] Generate business leads

[ ] Increase international presence of the organization

3) Design aspirations?

a) [ ] High Caliber design   b) [ ] Mid-range design

c) [ ] Very basic site

4) Would you like to add some Key words to describe look & feel?

a) Yes [ ]   b) No [ ]

5) Brand consistency & Marketing materials.

Have it   need it

    [ ]   [ ]   Professional logo, identity & brand standards

    [ ]   [ ]   Corporate collateral

    [ ]   [ ]   Other print collateral

6) What is your proposed website architecture / navigation structure?
a) Static [ ]   b) Dynamic [ ]

7) Other Requirement ?
[ ] Adobe Flash™   [ ] Microsoft Silverlight™
[ ] Video streaming   [ ]Podcasting

8) On your website homepage, what do you feel is most important for the customer to notice first?
a) Company Information
b) Product Details
c) Social Message
d) Design or Symbol of the Organization

9) What are the key things you would like to achieve with your website design?

a) Higher sales,

b) Better brand image,
c) Easily navigational information

10) How much time will you be able to spend online, responding to inquiries that come in via your website?

a) Once a day
b) Twice day
c) Thrice a day
d) One month