



Date:22-12-2021

## **CERTIFICATE**

This is to certify that Mr. INTI GOVARDHAN (MBA- HRM) student of Avanthi Institute of Engineering And Technology, Tamaram,Makavarapalem,Narsipatnam Division,Visakhapatnam, A.P, Pin No.: 531113, India. He has pursued his Project Work in our Organization between 10-NOV-2021 to 12-DEC-2021.

During this period he was found very hard working and dedicated towards his work.

*Manager - HRM*

A handwritten signature in black ink, appearing to be "K. Srinivas", is written over a long, horizontal, slightly curved line that serves as a signature separator.

**A STUDY ON  
"CUSTOMER PERCEPTION "**

**With reference to  
GOWISHER.Com  
VISAKHAPATNAM**

**A Project Report Submitted to  
Jawaharlal Nehru Technological University, Kakinada  
In Partial fulfillment for the Award of the Degree of  
MASTER OF BUSINESS ADMINISTRATION**

**Submitted By  
INTI.GOVARDAN  
(Regd. No: 20811E0010)**

**Under the Guidance of  
T.GOPI**

**Assistant Professor**



**DEPARTMENT OF MANAGEMENT STUDIES  
AVANTHI INSTITUTE OF ENGINEERING AND TECHNOLOGY**

**(An NBA Accredited Institution)**

**(Approved by AICTE, Recognized by the Govt. of A.P. &**

**Affiliated to JNT University, Kakinada.)**

**Narsipatnam, Visakhapatnam.**


**(2020-2022)**

**AVANTHI INSTITUTE OF ENGINEERING AND TECHNOLOGY  
NARSIPATNAM, VISAKHAPATNAM.**



**CERTIFICATE**

**This is to certify that the project “A Study on CUSTOMER PERCEPTION” with reference to “GOWISHER.Com, VISAKHAPATNAM, has been carried out by I.Govardan under my guidance and the project report has not been submitted to any other university or institution any time before.**

  
**D. B. LOYA**

**(Head of the Department )**



**T. GOPI**

**(Project guide)**

  
**External Guide**

## OBJECTIVES OF STUDY

- To describe the organization profile of "Gowisher.com".
- To discuss the importance of the Digital Marketing determining the consumer perception study.
- To evaluate the purchase influencing factors.
- To summarize and to give suggestions to make a website more customer friendly.

L. K. Sharma

## SUMMARY

After having conducted our research and considering the limitations in time and resources that we had been facing it would be of interest to examine our research topic further as well as more profoundly. Below we have listed a few deductions for possible future research:

It would be interesting to conduct a survey at another university. If this would be done and similar results were discovered one could apply general ability to the results conduct a survey on a larger sample also including people that are not students and segmenting according to that. This could and new segments with new analytical possibilities.

This research was conducted from the consumer point of view and if could also be conducted with greater focus towards the online retailer. We found that Price Trust and convenience were factors that are important when a consumer decides to purchase online but it would be interesting to see whether the concepts of these factors are perceived usually between all consumers or if there were any discrepancies. Furthermore it would be interesting to see if the factors were the same for other goods that are traded online. In general, this research could be conducted with a greater range of goods and with greater detail towards the special factors.

L. Krishnamurthy