

# **COMMUNITY SERVICE PROJECT**

**ON**

## **A STUDY ON ONLINE PURCHASES**

**Submitted By**

**A. NAGENDRA**

**ID NO : 120130803012**

**Under the Supervision Of**

**Sri.B. PATRICK. PRADEEP KUMAR**

**Lecturer in COMMERCE**



**DEPARTMENT OF COMMERCE**

**MRS . A . V . N . COLLEGE, VISAKHAPATNAM**



# **Program Book**

## **Community Service Project**

**AP STATE COUNCIL OF HIGHER  
EDUCATION**

(A STATUTORY BODY OF GOVERNMENT OF ANDHRA PRADESH)

**Program Book  
for  
Community Service Project**

Name of the Student: AVAGANTI. NAGENDRA

Name of the College: M.S.S. AVN COLLEGE

Registration Number: 120130803012

Period of CSP: 2 months From: 1/10/22 To: 10/11/22

Name & Address of the Community/Habitation: D.No 3-491/vermala Palem

VishakaPalnam 531021

## Community Service Project Report

Submitted in accordance with the requirement for the degree of B.com

Name of the College: Mrs. AVN Degree College

Department: B.com

Name of the Faculty Guide: B.P. PRADEEP KUMAR

Duration of the CSP: From 10/11/22 To 10/11/22

Name of the Student: AVAGANTI NAGENDRA

Programme of Study Community Service Project online Purchase

Year of Study: II nd year 4th sem (2020 - 2023)

Register Number: 120130803012

Date of Submission: 15/11/22

## Student's Declaration

I, A. Nagesh, a student of CSP Program, Reg. No. 120130803012 of the Department of B.Com. AVN College do hereby declare that I have completed the mandatory community service from 1-10-22 to 10-11-22 in Venkata Patnam. (Name of the Community/Habitation) under the Faculty Guideship of B. Pradeep Kumar (Name of the Faculty Guide), Department of Commerce in AVN Degree College

A. Nagesh

Date - 9/10/22  
(Signature and Date)

## Endorsements

B. Pradeep Kumar  
Faculty Guide

[Signature]  
17/10/22  
Head of the Department

[Signature]  
Principal

PRINCIPAL  
MRS. A.V.N. COLLEGE  
VISAKHAPATNAM

### Certificate from Official of the Community

This is to certify that A. Nagendra (Name of the Community Service Volunteer) Reg. No. 120130803012 of Mrs. A.Y.N. Reddy (Name of the College) underwent community service in Vennala Palem. (Name of the Community) from Vennala Palem to Parawada.

The overall performance of the Community Service Volunteer during his/her community service is found to be GOOD (Satisfactory/Good).

K. Jayar 18/11/22  
Authorized Signatory with Date and Seal  
(Volunteer)

### ACKNOWLEDGEMENTS

I am glad to render my thankful acknowledgements to the APSHC for giving this wonderful opportunity to am also thankful to the Andhra university

I sincerely acknowledge thanks to Sri. M. SIMHADRI NAIDU. Principal of MRS AN college for giving me an opportunity to work on this project.

I take this opportunity to express my hearty - thanks to all community member who who have helped me in this survey project and I would like to thank Mr M.I. Prabhanna Kumar (HOD) for motivating me.

I would like to acknowledge my sincere thanks to my mentor B.P. PRADEEP KUMAR for his inspired guidance and suggestions during the progress of my project. Finally I would like to thank my team member and my parent for extended co-operation unconditional support and encouragement

AVAGANTI NAGENDRA

120130 803012

## CHAPTER 1: EXECUTIVE SUMMARY

The community service report shall have only a one-page executive summary. It shall include a brief description of the Community and summary of all the activities done by the student in CSP and five or more learning objectives and outcomes.

Community Programs can extend the opportunities for youth to acquire personal and social assets and the experience the broad of ventures as positive development as settings

The activities of performed in the Community service are that had had a small survey in our community and have selected the topic "ONLINE PURCHASES" so the different types of behaviours of consumer in online shopping were noticed

→ some people were interested in quality of the commodity

→ There were some people who want the best price and also the best quality of the commodity

→ most of the people were choosing online shopping very frequently because of easy payment time saving good models in online etc. are the reasons of online purchases.



## CHAPTER 2: OVERVIEW OF THE COMMUNITY

- About the Community/Village/Habitation including historical profile of the community/habitation, community diversity, traditions, ethics and values.
- Brief note on Socio-Economic conditions of the Community/Habitation.

The place where I did my project is in Parulada most of the people in this area were middle-class living families and also some are rich and poor online purchase I had noticed the behaviours consumers each person is different from another person

In my community most of the middle-class families were doing these online purchases are taken by the middle-class families and also rich families but whereas poor people were not using the online transactions or online shopping due to unaware of technology and no financial support






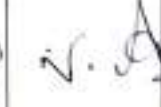
So most of the time I spent to my survey because when I visited poor people these are the answers for my questions, but the only answer is that they are unaware of technology or no financial support to enter into online shopping.

### CHAPTER 3: COMMUNITY SERVICE PART

Description of the Activities undertaken in the Community during the Community Service Project. This part could end by reflecting on what kind of values, life skills, and technical skills the student acquired.

In my community exercise part most of the people preferred to quality communities. And few were preferred to price of the community. than the quality of the community, and the people who are choosing prices of community are most of the middle class families and the people who are choosing the quality as first priority than the price of the community are most of the rich families and comparing to middle class families rich families were shopping on online very is due to office-work as being employees and other professional works being employed and other professional works. coming to middle class families they were choosing online shopping source for their in a month also most commodities were being month. Also by rich families passing to middle class families.

### ACTIVITY LOG FOR THE FIRST WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1	I visited to my area for community service project and the people of visited responded readily	I learnt Patience and communicating with others.	
Day - 2	Some of the people didn't responded due to their office work but few people were responded better	I learnt the skills of preparation of documents	
Day - 3	Today one of family member asked me about CSP very briefly and these he answered	I learnt the way of explaining others about a topic clearly	
Day - 4	People respected for my survey so I visited to another house and responded	I learnt to be with patience	
Day - 5	Today I visited another colony in Vennela Park and a family responded to CSP very happily	I learnt to speak easily with others	
Day - 6	Two houses were rejected my survey and the 3rd house responded to me some what better	I learnt to be strong when I get rejections	

## WEEKLY REPORT

WEEK - 1 (From Dt. 1.10.22... to Dt. 8.10.22...)

**Objective of the Activity Done:** PRICE QUALITY ON ONLINE PURCHASING

**Detailed Report:**

I visited to my area for community services project and the people I visited responded greatly

Some of the people didn't respond due to their office work but few people were responded better

Today one of the family member asked about CISP very politely and then he answered to my questions

People rejected for answering to my survey questions, so I visited to another house, and responded

Also I visited another colony in Parawada, and a family responded

to community services project very easily

Two houses were rejected my survey and the 3rd house responded some

some what better and finally I had

completed my first week survey project

### ACTIVITY LOG FOR THE SECOND WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1	Today, one of the family member asked me about CSP very briefly and than the responded	I failed to give proper explanation to others	<u>E. M. M. M.</u>
Day - 2	So many houses rejected for answering to my survey and finally one those responded	I failed to be loyal toward the responded house	<u>G. Chakraborty</u>
Day - 3	I insisted more than members in a family to get the accurate answers	I brought the change matter to ask the data	<u>P. H. P. H.</u>
Day - 4	many of families rejected last but not the last one was responded	I came to know the problems very clearly	<u>P. P. P. P.</u>
Day - 5	They were not interested in online shopping and interested in offline shopping	more usage of technology is danger	<u>P. S. P. S.</u>
Day - 6	Today one of family has responded with great loyalty	I learned the skills of convincing others	<u>P. M. P. M.</u>

## WEEKLY REPORT

WEEK - 2 (From Dt 9/10/22... to Dt 16/10/22...)

Objective of the Activity Done:

CONSUMER'S SATISFACTION ON SHOPPING

Detailed Report:

Today, one of the family member asked me about Community service project very briefly and then he responded

So, many houses rejected to answering to my survey and finally one house responded

I visited more than 4 member in a family together the more accurate answers

Many few families were not interested in online shopping due to its benefits. And one of family has responded with great loyalty and answered very fairly on each and every question in my community service project, on the topic of online purchase of consumer's behaviours while doing online shopping

Some more families were not interested in online shopping and were not only interested in offline shopping the reason was they can see the product physically and can get satisfied by their offline purchases. These are the activities done in my 2nd week survey.

### ACTIVITY LOG FOR THE THIRD WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1	I visited more than 5 members in a family to get answers Answers	Trying hard Poor getting answers answered	<u>B. S. M. S.</u>
Day - 2	They were posted only in online shopping and not posted in offline shopping	I present the benefits of facility provided by technology	<u>P. D. Singh</u>
Day - 3	Today one of the family has responded to me with great ease	I received the loyalty given by their family	<u>R. S. S.</u>
Day - 4	most of the house doesn't respond, but for a while one has responded with great honors.	showing my gratitude towards them for showing their cas	<u>M. S. S.</u>
Day - 5	Today only one member has responded, that too without interest for answering to me	Thanking to him for responding even without interest	<u>V. S. S.</u>
Day - 6	I visited a new colony again in "Kakarika" one of the family responds well.	I liked their (consumer) showing to me and to my hard work	<u>A. S. S.</u>

## WEEKLY REPORT

WEEK - 3 (From Dt 16/10/22... to Dt 23/10/22.....)

Objective of the Activity Done:

REASONS FOR ONLINE SHOPPING

Detailed Report:

In this 3<sup>rd</sup> week, I visited more than 15 members in a family, in a house to get more accurate answers for my Community Service Project survey on the topic of consumer's behaviours on online purchases. And one of the family is only interested in online shopping and not interested in offline shopping. One of the family has responded with house doesn't respond with great finally on house has responded with great house.

And in this 3<sup>rd</sup> week on the day 5 only one member has responded, that and that person's behaviours is some what different and he is making very noisy for something emergency in that emergency situation also he answered to me so I was satisfied for his attention towards me.

And finally, one day six, I visited a new colony and in that colony most of the houses were responded well.



**ACTIVITY LOG FOR THE FOURTH WEEK**

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1	They were interested only in online shopping and not interested in offline shopping	I learnt the benefits of facilities provided by the technology	<u>P. Sel</u>
Day - 2	Today only one member responded that too without interest for answering to my questions	Thanking to him for sharing (and) told me	P. Durga
Day - 3	many of families rejected but finally one shopping and interested in offline	I came to know the problems very clearly	<u>N. Nalini</u>
Day - 4	They were not interested in online shopping and interested in offline	more usage of technology is danger	<u>P. Venkatesh</u>
Day - 5	Today one of the family asked expertly about CSP and then responded to my questions	I learnt the way of explanation about a topic clearly	<u>M. Suresh</u>
Day - 6	3 houses were rejected my survey and finally one has agreed to respond to wards me	I learnt to be strong when I got rejections.	<u>P. Venk</u>

## WEEKLY REPORT

WEEK - 4 (From Dt. 23/10/22... to Dt. 2/11/22...)

Objective of the Activity Done:

FREQUENT PURCHASE ON ONLINE

Detailed Report:

In this week - 4, I had prepared a few questions on online purchases which are related to online purchases, such as the number of times that people are doing online shopping.

So after my completion of asking my actual question which are these in my questions that I had asked about the breakfast purchase on online.

In this week - 4 on day 1 they were interested only in online shopping, and not interested in offline shopping.

On day 2 only one number has responded that they without interest in answering to my questions.

On day 3 many has not responded but finally one family has a great response.

On day 4 they were not interested in online shopping and only interested in offline shopping.

On day 5 and 6 same are not responded and some are briefly asked about 'GSP' and than had a great response.

## CHAPTER 5: OUTCOMES DESCRIPTION

Details of the Socio-Economic Survey of the Village/Habitation. Attach the questionnaire prepared for the survey.

My survey was done one each and every house for project purpose. Some are too lower in their earnings and some are too rich and well-settled and some are middle-class families.

Some families are not having the televisions also

They are too poor and can't live like every one. In fact they are not having sufficient food and money to survive like others.

So these kind of families didn't answer to my questions for community service project

Because they didn't even know how to use mobile phones also and my topic is on online purchases. So they didn't know about this particular topic.

These are the details which I was noticed in my area, when I went for community service project.

**Describe the problems you have identified in the community**

I faced so many problems in surrounding areas.

I faced how to develop and make to develop my technologies.

Meeting all the senior citizen in my community area. they know the accurate problems that they were facing and

I too faced many problems, because many of the citizen were not answering to my questions.

meeting with all the individual that too personally made me to face lot of troubles in my area.

High television problems in community and habitation in the problem in my area were facing.

They are asking money to survive for atleast maintenance.

They can't able to purchase minimum electronic gadgets, so these are the problems the people are having in my area. and to know these all I too faced many problems and struggled.

Short-term and long term action plan for possible solutions for the problems identified and that could be recommended to the concerned authorities for implementation.

### SHORT-TERM ACTION PLANS:-

① Every families should be provided awareness on benefits of online shopping.

② Every family should change their ideology and behaviors on the products receiving through online.

③ Every family should be facilitated with the ease of online transactions and online shoppings to equality.

④ There were many uneducated families in my community area. So they must be educated that they will automatically come to know about the benefits of online shopping and online transactions and also they will come to know about the usage of online shopping.

### LONG-TERM ACTION PLANS:-

① There should be regular course on life skills.

② There should be regular course on personality development.

③ Every family should have to be involved in small-scale industries, and they must be aware of it.

**Description of the Community awareness programme/s conducted w.r.t the problems and their outcomes.**

I learned to many classes in the programs of community service conducted by my collage management.

I learned to give proper explanation on Particular topic to others

I learned the way of ~~int~~ talking with others and communicating and get to know the problems they were facing

I learned the way of preparation of documentation on the problem of real people

I learned to be stay with people, when others are not answering to my community service project questions.

I learned to speak straight forward and fairly with other people.

I learned to be stay strong when I got selections to answer for my community service project questions.

I learned to share more date and large matter to ask to other people in my community service project

I got the feedback from my community area people, that usage of more technology is danger and not at all good, and also to make the people becoming laziness.

## Student Self-Evaluation for the Community Service Project

Student Name: AVOGANTH NAGENDRA

Registration No: 120130803012

Period of CSP: From: 1/11/22 To 10/11/22

Date of Evaluation: 13/11/22

Name of the Person in-charge: A. Nagesh

Address with mobile number: 3-49/1 venkateswara USP-16 (7873477612) PH 16

**Please rate your performance in the following areas:**

**Rating Scale:**            1 is lowest and 5 is highest rank

1) Oral communication	1	2	3	4	5
2) Written communication	1	2	3	4	5
3) Proactiveness	1	2	3	4	5
4) Interaction ability with community	1	2	3	4	5
5) Positive Attitude	1	2	3	4	5
6) Self-confidence	1	2	3	4	5
7) Ability to learn	1	2	3	4	5
8) Work Plan and organization	1	2	3	4	5
9) Professionalism	1	2	3	4	5
10) Creativity	1	2	3	4	5
11) Quality of work done	1	2	3	4	5
12) Time Management	1	2	3	4	5
13) Understanding the Community	1	2	3	4	5
14) Achievement of Desired Outcomes	1	2	3	4	5
15) OVERALL PERFORMANCE	1	2	3	4	5

Date: 23/10/22

A. Nagendra  
Signature of the Student

### Evaluation by the Person in-charge in the Community/Habitation

Student Name: Arunnathi Narendran  
 Registration No: 120/308030/2  
 Period of CSP: From: 1/10/22 To: 30/11/22  
 Date of Evaluation: 18/11/22  
 Name of the Person in-charge: A. Nareesh  
 Address with mobile number: S-49/Venvela Pflam VSP-16 (7893677612) (PA NO)

Please rate the student's performance in the following areas:

Please note that your evaluation shall be done independent of the Student's self-evaluation

Rating Scale: 1 is lowest and 5 is highest rank

1) Oral communication	1	2	3	4	5
2) Written communication	1	2	3	4	5
3) Proactiveness	1	2	3	4	5
4) Interaction ability with community	1	2	3	4	5
5) Positive Attitude	1	2	3	4	5
6) Self-confidence	1	2	3	4	5
7) Ability to learn	1	2	3	4	5
8) Work Plan and organization	1	2	3	4	5
9) Professionalism	1	2	3	4	5
10) Creativity	1	2	3	4	5
11) Quality of work done	1	2	3	4	5
12) Time Management	1	2	3	4	5
13) Understanding the Community	1	2	3	4	5
14) Achievement of Desired Outcomes	1	2	3	4	5
15) OVERALL PERFORMANCE	1	2	3	4	5

Date: 23/10/22

A. Nareesh  
 Signature of the Supervisor



Mrs.A.V.N.COLLEGE

DEPARTMENT OF COMMERCE, VISAKHAPATNAM

NAME OF THE STUDENT	A. Neelgandha
CLASS	IT no B.Com (I.M)
HALL TICKET NO	120130803012
TOPIC	ONLINE PURCHASE

Name of the respondent : *Neelgandha*

Gender : male / female

Please Tick (  ) The Relevant

1. Which platform do you prefer for the shopping ?

( A ) Online

(  ) Retail

2. How often do you go shopping on an average ?

( A ) Regularly

( B ) Once in week

(  ) Monthly

( D ) Occasionally

3. Are you as a consumer, exposed to products on the internet that you typically wouldn't have seen in a local store ?

(  ) Yes

( B ) No

4. Do you trust online shopping ?

(  ) Yes

( B ) No

5. Do social networking advertisements influence you on any purchase ?

( A ) Yes

(  ) No

6. Then price is important when you shopping online ?

( A ) Agree

(  ) Neutral

( C ) Disagree

7. The speed of delivery is important to you ?

( A ) Strongly agree

( B ) Agree

(  ) Disagree

8. Online shopping is as secure as traditional shopping ?

(  ) Yes

( B ) No

9. The service quality of the seller is important ?

( A ) Strongly agree

( B ) Agree

( C ) Neutral

( D ) Disagree

10. Why are you choosing shop online ?

( A ) Time saving

( B ) Low price

( C ) Product variety

( D ) Others

11. The info given about the products and services on the internet is sufficient ?

( A ) Strongly agree

( B ) Agree

( C ) Indifferent

( D ) Disagree

12. Which e-Commerce website do you use for online shopping ?

( A ) Amazon

( B ) E-Bay

( C ) Flipkart

( D ) Myntra

( E ) Alibaba

( F ) Others

13. If the product has the same price both in shops and on the internet, where do you prefer to buy ?

( A ) Offline

( B ) Online

14. Please tick the top 3 reasons why you choose offline shopping ?

prefer to touch the product

instant gratification

better return policy

so end quantity time with friends and spend

no product disappointment

# PHOTOS AND VIDEO LINKS

