

COMMUNITY SERVICE PROJECT

ON

A STUDY ON ONLINE PURCHASES

Submitted By

BODDU ANIL

ID NO : 120130803020

Under the Supervision Of

Mr.B. P. PRADEEP KUMAR

Lecturer in COMMERCE



DEPARTMENT OF COMMERCE

MRS . A . V . N . COLLEGE, VISAKHAPATNAM

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Program Book

Community Service Project

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**AP STATE COUNCIL OF HIGHER
EDUCATION**

(A STATUTORY BODY OF GOVERNMENT OF ANDHRA PRADESH)

Program Book for Community Service Project

Name of the Student: BODDU ANIL

Name of the College: MRS. A.V.N. COLLEGE

Registration Number: 120130803020

Period of CSP: ^{SHARDA} ~~1-10-22~~ From: 1-10-22 To: 30-11-2022

Name & Address of the Community/Habitation: D.No:- 36-83-4/12

Reddy Kanchayapalem
Kanchayapalem, Visakhapatnam
Andhra Pradesh - 530008.

Community Service Project Report

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

Name of the College: MRS. A.V.N. COLLEGE

Department: B.Com

Name of the Faculty Guide: B.P. pradeep Kumar

Duration of the CSP: From 10.10.22 To 31.11.22

Name of the Student: Boddu. Anil

Programme of Study community service on Project Online purchases

Year of Study: (2022 - 2023) 3rd Year 5th sem

Register Number: 120130803020

Date of Submission: 5-12-2022

Student's Declaration

I, Boddu Anitha student ofProgram, Reg. No. 120120803028 of the Department of B.Com, MRS. A.V.N. College do hereby declare that I have completed the mandatory community service from 1-10-22 to 3-11-22 in Kanchayapalem. (Name of the Community/Habitation) under the Faculty Guideship of B.P. Pradeep ^{kumar} (Name of the Faculty Guide), Department of Com. Co. in M.R.S. A.V.N...... College

B. Anil

(Signature and Date)

Endorsements

B.P. Pradeep Kumar
Faculty Guide

28/11/22
Head of the Department

[Signature]
Principal

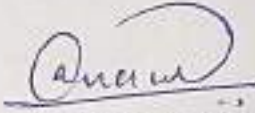
PRINCIPAL
Mrs. A.V.N. COLLEGE
VISAKHAPATNAM

Certificate from Official of the Community

This is to certify that Reddy, A.N.L. (Name of the Community Service Volunteer) Reg. No. 1203080320 of M.R.S...A.M.N. Name of the College) underwent community service in Kanchata Palem (Name of the Community) from Kanchata Palem to Reddy, Kanchata Palem

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




Authorized Signatory with Date and Seal

ACKNOWLEDGEMENTS

I am glad to register my thankful acknowledgement to the APSCHC for giving this wonderful opportunity to us, and I'm also thankful to the Andhra universities.

I sincerely acknowledge thanks to Mr. Simhadri Naidu, Principal of Mrs. A.V.M. COLLEGE for giving me an opportunity to work on this project.

I take this opportunity to express my heartfelt thanks to our community members who have helped me in this survey project and I would like to thank Mr. M.I. Prasanna Kumar for motivating me.

I would like to acknowledge my sincere
thanks to my mentor Sri.B. PATRICK-PRADEEP
KUMAR. for have inspired guidance and
suggestions during the progress of my
Project. finally I would like to
thank my team member and my
Parents for extended to co-operation,
unconditional support and encouragement.

BODDU ANIL
120130803020

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 expand the opportunities for youth to acquire personal and social assets and the experience the broad range of features of positive developmental settings.

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

→ Some people were interested in price more than quality of the commodity.

→ And some people were interested in price more than 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 savings, good models in online etc. are the reasons of online purchase.

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 done my project is in Kancharafalen most of the people in this area were middle-class living families And also some are rich and poor families , so , in my survey on the topic of online purchases I had noticed the behaviours consumer's each person is differed from another person.

In my community , most of the middle - class families were living , th 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 shoppings 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 houses there are no answers for my questions . But But the only answer is that they are unaware of technology (or) no financial support to enter into online shoppings.

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 Service Part, most of the people preferred to quality commodities and few were preferred to price of the commodities, then the quality of the commodity. And the people who are choosing prices of commodities are most of the middle-class families. And the people who are choosing the quality as first priority than the price of the commodities are most of the rich families. And comparing to middle-class families, rich families were shopping online very frequently. Due to office works or being employees and other professional works coming to middle-class families, they were choosing online shopping source for once (or) twice in a month. Also more commodities were being purchased by rich families compared 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 I visited responded greatly.	I learnt interaction and communication with others.	B. P. Lakshmi
Day - 2	Some of the people didn't respond due to their office work, but few people were responded better.	I learnt the skills of preparation of documentation.	K. Rambabu
Day - 3	Today, one of the family members asked me about CSP very briefly and then he answered.	I learnt the way of explanation about a topic clearly.	K. Ramu
Day - 4	People rejected to answer to my survey, so I visited to another house and responded.	I learnt to be with patience.	S. Srinu
Day - 5	Today, I visited another colony in Kanchayabalem and a family responded to CSP very fairly.	I learnt to speak fairly with others.	M. Rajesh
Day - 6	Two houses were rejected to my survey and the 3rd house responded to me somewhat better.	I learnt to be strong when you get rejections.	R. Ramu

WEEKLY REPORT

WEEK - 1 (From Dt. 10-10-2022 to Dt. 19-10-2022)

Objective of the Activity Done:

Price, Quality on ONLINE PURCHASES

Detailed Report:

I visited to my area for Community Service Project and the people I visited responded 3/4th.

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 me about CSR very briefly and then he answered to my question.





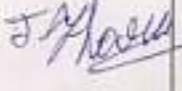
People selected for answering to my survey questions, so I visited to another house, and responded.

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

to Community Service Project very fairly.

Two houses were selected my survey and the 3rd house responded to me 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 CSR view briefly and then he responded	I learnt to give proper explanation to others	
Day - 2	So many houses rejected for answering to my survey and finally one house responded	I learnt to be loyal from the responded house.	M. Vinay
Day - 3	I visited more than 10 member's in a family to get the accurate answer's	I brought the large matter to ask the data.	
Day - 4	Many of families rejected, but not the least one was responded.	I came to know the problems very clearly.	
Day - 5	They were not interested in online shopping and interested in offline shopping	more usage of technology is danger.	
Day - 6	Today, one of families has responded with great loyalty.	I learned the skills of convincing other's.	J. J. 

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 friendly and then he responded so many houses rejected for answering to my survey and finally one house responded I visited more than 4 members in a family to get the more accurate answers. Many of families rejected my survey, finally last but not the least one was responded and few families were not interested in offline shopping and only interested in online shopping due to its benefits. And one of family was responded with great loyalty and answered every family on each and every question in my community service project, on the topic of online purchases of consumer's behaviour while doing online shopping some more families were not interested in online 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 accurate answers	Trying hard for too getting accurate answers	Maheshwari
Day - 2	They were interested only in online shopping and not interested in offline shopping	I learnt the benefit of facilities provided by technology.	Narayan
Day - 3	Today, one of the family has responded to me with great care.	I learnt the loyalty given by their family	Srinivasan
Day - 4	Most of the house doesn't respond, but finally one has responded with great care.	showing my gratitude towards them for showing their care.	K. Ramachandra
Day - 5	Today only one member has responded, that too without interest for answers to me	Thanking to him for responding even without interest	Ch. Sreedhar
Day - 6	I visited to a new colony again in Ancharapalem one of the family responded well.	I liked their concern showing some end to my hard work	Sreerama

WEEKLY REPORT

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

Objective of the Activity Done:

REASONS FOR ONLINE SHOPPING

Detailed Report:

In this 3rd week, I visited more than 5 members in a family, in a house to get more Project survey on the topic of consumer's accurate answers from my community service behaviour on online purchases. And one of the families is only interested in offline shopping one of the family has responded with great attention and care. Most of the houses doesn't responded with great honesty. And in this 3rd week, on the day 5, only one member has responded, that too without interest for answering to me. And that person's behaviour is somewhat different, and he is making very excuses for something emergency, in that emergency situation also, he answered to me. So I was satisfied for his attention to words me.

And finally, on day six, I entered 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.	Bhuvana
Day - 2	Today only one member responded that too without interest for answering to my questions	Thanking to him for showing concern towards me.	P. Lakshmi
Day - 3	many of families rejected, but finally one house has great response	I came to know the problems very clearly	P. Srinisha
Day - 4	They were not interested in online shopping and interested in offline.	more usage of technology, is desired.	Mounika P.
Day - 5	Today, one of family asked briefly about CSP, and then responded to my questions.	I learnt the way of explanation about a topic clearly	Sahana P.
Day - 6	3 houses were rejected my survey and finally one house has a great response towards me.	I learnt to be strong, when I got rejections.	Pradeep H. S.

WEEKLY REPORT

WEEK - 4 (From Dt. 23/10/2023 to Dt. 29/10/2023)

Objective of the Activity Done:

FREQUENT Purchase on online

Detailed Report:

In the 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 questions which are there in my questionnaire, then I had asked about the frequent 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 member has responded that too without interest both answering to my questions.

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

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

On day 5 and 6, some are not responded and some are briefly asked about 'csp' and then had a great response.

ACTIVITY LOG FOR THE FIFTH WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1	Some people in a family didn't respond due to offline work and one has responded greatly	I understood the urgency of their work	Srinivas Ch
Day - 2	Today, I visited another new colony in my area and everyone has responded greatly	I'm honoured to their loyalty towards me	D. Devi
Day - 3	I visited more than 10 members in a family for accurate answers.	I brought the large matter to all the date.	Anurupa
Day - 4	Today everyone in a family has responded with great care	I learnt the loyalty given by their families.	Sankar Kumar
Day - 5	Everyone in a family answered me very urgently because they were going outside	Showed my gratitude towards them for their attention	Dhanalakshmi
Day - 6	Today, no one in a family was using online shopping	I learnt to avoid laziness for visiting shops outside	Nooka Rajan

WEEKLY REPORT

WEEK - 5 (From Dt. 2-11-22 to Dt. 9-11-22...)

Objective of the Activity Done:

MORE QUALITY PRODUCTS ONLINE

Detailed Report:

In this week 5, I had created some more questions on the topic of quality products on online. But before this I had completed my actual survey question in community service project.

On day 1, some people in a family didn't respond due to office work and one had responded greatly.

On day 2, I visited another colony in my community area, and everyone had responded greatly with answers fairly.

On day 3, I visited more than 4 members in a family for getting accurate answers.

On day 4, every one in a family had responded with great loyalty and care and gave fair answers.

On day 5, every one in a family answered me very courteously because they were going to outside.

And final day of the survey on day 6, they answered me that, no one in their family was using online shopping but they were educated families only.

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 on each and every house for project purpose. Some are too lowes 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, infact they are not having sufficient food and money to survive like others.

So, these kind of families didnt answered to my questions for community service project

Because, they didnt even know how to use mobile phones also and my topic is on online purchases. So, they didnt 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 to many Problem in my surroundings
and surrounding areas.

I tried how to develop and make to
develop my villages.

meeting with people and knowing their
poor financial status.

meeting all the serial citizens in my
community area, to know the accurate

problems that they were facing and

I too faced many problem because
many of the citizens were not answering
to my questions.

meeting with all the individuals 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 service for
at least maintenance.

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

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 family should be provided awareness on benefits of online shopping.
- 2) Every family should change their ideology and behaviour on the product necessities through online.
- 3) Every family should be facilitated with the source of online transactions and online shopping's fragments.
- 4) There were many under-educated families in my community area. So, they must be educated, then 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 separate course on life skills.
- 2) There should be separate 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 program in community service conducted by my college management.

I learned to give proper explanation on particular topic to others.

I learned the way of interacting with other and community communicating and get to know the problem they were facing I learned the way of

Preparation of documentation on the problem of people I learned to be stay with patience when other are not answering to my community service project questions. I learned to be stay strong when I got objections to answer for my community service project questions.

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

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

Student Self-Evaluation for the Community Service Project

Student Name: BODDU ANIL

Registration No: 120130803020

Period of CSP: From: 1-10-22 To: 30-11-2022

Date of Evaluation: 01-12-2022

Name of the Person in-charge: 36-83-41/1, Reddy Kancharipalem,

Address with mobile number: Visakhapatnam, 530008. 8247559995

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:

B. Anil
Signature of the Student

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

Student Name: BODDU. ANIL

Registration No: 120130803020

Period of CSP: From: 1-10-22 To: 30-11-2022

Date of Evaluation: 01-12-2022

Name of the Person in-charge: 36-83-41/1 Reddy Konchar/Balen

Address with mobile number: Vishakapatnam 530008 Ph: 8247559905

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:

Signature of the Supervisor

Mrs.A.V.N.COLLEGE

DEPARTMENT OF COMMERCE, VISAKHAPATNAM

NAME OF THE STUDENT	
CLASS	
HALL TICKET NO	
TOPIC	ONLINE PURCHASE

Name of the respondent :

Gender : male / female

Please Tick (✓) The Relevant

1. Which platform do you prefer for the shopping ?

(A) Online

(B) Retail

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

(A) Regularly

(B) Once in week

(C) 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 ?

(A) Yes

(B) No

4. Do you trust online shopping ?

(A) Yes

(B) No

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

(A) Yes

(B) No

6. Then price is important when you shopping online ?

(A) Agree

(B) Neutral

(C) Disagree

7. The speed of delivery is important to you ?

(A) Strongly agree

(B) Agree

(C) Disagree

8. Online shopping is as secure as traditional shopping ?

(A) 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



