

COMMUNITY SERVICE PROJECT

ON

A STUDY ON ONLINE PURCHASES

Submitted By

BODDU NARESH

ID NO : 120130803021

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: VO BODDU . NARESH

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

Registration Number: 120130803021

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

Name & Address of the Community/Habitation: Telukula veedhi, Rellivoodhi
Visakhapatnam, - 530001

Community Service Project Report

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

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

Department: B.COM Commerce

Name of the Faculty Guide: B.p. pradeep kumar

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

Name of the Student: BODDU. NARESH

Programme of Study: community service project on online purchase

Year of Study: 2020 - 2023

Register Number: 120130803021

Date of Submission: 14/11/22

Student's Declaration

I, B. NARESH, a student of C.S.P. Program, Reg. No. 120.13D.8030 of the Department of B.COM, Mrs. A.V.N. College do hereby declare that I have completed the mandatory community service from 11/10/22 to 10/11/22 in Telukula Veedhi (Name of the Community/Habitation) under the Faculty Guideship of B.P. PRADEEP KUMAR (Name of the Faculty Guide), Department of Commerce in Mrs. A.V.N. College

B. Nareesh
(Signature and Date)

Endorsements

B.P. Pradeep Kumar
Faculty Guide

[Signature]
Head of the Department

[Signature]
Principal

PRINCIPAL
Mrs. A.V.N. COLLEGE
VISAKHAPATNAM

Certificate from Official of the Community

This is to certify that BODU, NARESH (Name of the Community Service Volunteer) Reg. No 120130803021 of MRS. A.V.N. College (Name of the College) underwent community service in Telukula.veedhi. (Name of the Community) from telukula.veedhi.

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

T. Amalee -
Authorized Signatory with Date and Seal

Volunteer

ACKNOWLEDGEMENTS

I am glad to render my thankful acknowledgements to the APSCHE for giving this wonderful opportunity to us and I'm also thankful to the Andhra University.

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

I take this opportunity to express my hearty 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 his inspired guidance and suggestions during the progress of my project. Finally I would like to thank my team member and my parents for extended co-operation, unconditional support and encouragement.

BODDU. NARESH
120130803021

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 I 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 consumer in online shopping were noticed.

- Some people were interested in quality of the commodities.
- 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 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 done my project is in Telukula Veedhi. 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 consumers, each person, is differed from another person.

In my community, most of the middle-class families were living. 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 house there are no answer for my questions. but the only answers 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 Service part, most of the people preferred to quality commodities. And few were prefer to price of the commodity than 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 as being employees and others 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 comparing 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.	Learned interaction and communicating with others.	<i>Vijayashankar</i>
Day - 2	Some of the people didn't respond due to their office work, but few people were responded.	I learnt the skills of preparation of documentation.	<i>[Signature]</i>
Day - 3	Today, one of the family members asked me about CSP very briefly and then they answered.	I learnt the way of explanation about a topic clearly and documentation.	<i>M.H.S.</i>
Day - 4	people rejected for answering to my survey. So I visited to another house, and responded.	I learnt to be with patience.	<i>[Signature]</i>
Day - 5	Today, I visited another colony in Thukula Veedhi and a family responded to CSP very fairly.	I learnt to speak fairly with others.	<i>[Signature]</i>
Day - 6	Two houses were rejected my survey and the 3rd house responded to me somewhat better.	I learnt to be strong when I got rejections.	<i>H. Kanala</i>

WEEKLY REPORT

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

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 greatly.

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

Today, one of the family members asked me about csp very briefly and then he answered to my questions.

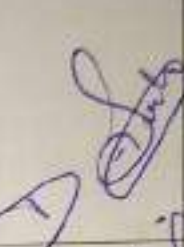


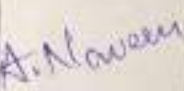
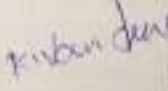

people rejected to answering to my survey questions. So, I visited to another house, and responded.

Also, I visited another colony in Telukub vedhi, and a family responded.

to community service project very family

Two houses were rejected my survey and the 3rd house responded to me somewhat 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 then he responded	I learnt to give proper explanation to others.	
Day - 2	So many houses rejected for answering to my surey and finally one house responded.	I learnt to be loyal from the responded house	
Day - 3	I visited more than members in a family to get the accurate answers.	I brought the large matter to ask the data	
Day - 4	many of families rejected, last 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 danged.	
Day - 6	Today, one of family has responded with great loyalty	I learned the skills of convincing others.	

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 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 has responded with great loyalty and answered very fairly 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 and they 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 SECOND 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 your getting accurate answers	<i>S. Ramanaiah</i>
Day - 2	They were interested only in online shopping and not interested in offline shopping	I learnt the benefits of facilities provide by technology	<i>Sankaraj Rana</i>
Day - 3	today, one of the family has responded to me with great care	I learnt the loyalty given by their family	<i>R.</i>
Day - 4	most of the house does not responded, but finally one has responded with great honour	Showing my gratitude towards them for showing their care	<i>Srinivas</i>
Day - 5	today, only one member has responded, that too responded with great honour being to me	Thanking to him for responding even without interest	<i>S.</i>
Day - 6	I visited to a new colony again in talukula veethi one of the family responded well.	I liked their concern showing to me and to my handwork.	<i>S. Sankaraj</i>

WEEKLY REPORT

WEEK - 3 (From Dt. 16/12/22. to Dt. 23/12/22.)

Objective of the Activity Done:

REASONS FOR ONLINE SHOPPING.



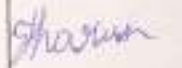

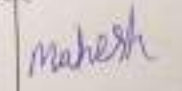
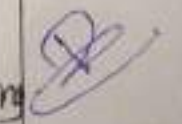
Detailed Report:

In this 3rd week, I visited more than 5 members in a family in a house to get more accurate answers for my community service project survey on the topic of consumer's behaviour on online purchases. And one of the family in only is interested in on line shopping and not interested in offline shopping. one of the family has responded with great attention and care. most of the houses doesn't responded, but finally one house has responded with great honours.

And in this 3rd week, on the day 5, only one members has responded, that too without interest for answering to me. And that person's behaviour is somewhat different, and he is moving very hussily for something emergency. In that emergency situation also, he answered to me, so I was satisfied for his attention towards me.

And finally, on day six, I entered a new colony and in that colony most of the house were responded well.

ACTIVITY LOG FOR THE THIRD WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1	They were interested <u>only</u> in online shopping and not interested in offline shopping	I learnt the benefits of facilities provided by the technology.	
Day - 2	Today <u>only</u> one member responded that too without interest for answering to my questions	Thanking to him at showing concern towards me.	
Day - 3	<u>many</u> of families rejected, but finally one house has great respond.	I came to know the problems very clearly.	
Day - 4	They were not interested in online shopping and interested in offline	more usage of technology is danger.	
Day - 5	Today, one of family asked <u>briefly</u> about CSP, and then responded to my questions	I learnt the way of explanation about a topic clearly.	
Day - 6	3 houses were rejected my survey and finally one house has a great respond towards me	I learnt to be strong, when I got rejection	

WEEKLY REPORT

WEEK - 4 (From Dt. 23/11/22 to Dt. 29/11/22...)

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 completions 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 for 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, 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 responded due to office work and one has responded greatly	I understood the urgency of their work	B. Ravi
Day - 2	Today, I visited another new colony in my area and everyone has responded greatly	I'm bonded to their loyalty towards me.	G. Hari Prasad
Day - 3	I visited more than 4 members in a family for accurate answers.	I brought the large matter to ask the data	D. Sankar
Day - 4	Today, everyone in a family has responded with great care.	I learnt the loyalty given by their family	G. Harish
Day - 5	Everyone in a family answered me, very urgently because they were going outside.	Showed my gratitude towards them for their attention.	T. Ramesh Babu
Day - 6	Today, no one in a family was using online shopping	I learnt to avoid laisance for visiting shops outside	M. Nagaraj

WEEKLY REPORT

WEEK - 5 (From Dt. 31.11.22 to Dt. 11.12.22...)

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 the online. but before this, I had completed my actual survey questions in community service project. on day 1, some people in a family didn't respond due to office work and one has responded greatly.

on day 2, I visited another colony in my community area, and everyone has responded greatly with answering 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 has responded with great loyalty and care and gave fair answers.

on day 5, everyone in a family answered me very urgently because they were going 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 family 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 lowers 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 everyone. In habit they are not having sufficient food and money to survive like others.

So, these kind of families didn't answered to my questions for Community Service project.

Because, they don't even know how to use mobile phones also, and my topic is on online purchases. So, they don'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 to many problems in my surrounding areas.

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

Meeting with people and knowing their poor financial status.

Meeting all the senior citizens in my community area, to know the accurate of too faced problems that they were facing and I too faced many problems, 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 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 family should be provided awareness on benefits of online shopping.
- 2) every family should change their ideology and behaviour on the product receiving through online.
- 3) Every family should be facilitated with the source of online transactions and online shoppings frequently.
- 4) There were many uneducated 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.

LONGER - 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 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 of community service conducted by my College management.

I learned to give proper explanation on particular topic to others

I learned the give way of interacting with others and communicating and get to know the problems they were facing. I learned the way of preparation of documentation on the problems of people I learned to be stay with patience, 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 speak straight strong, when I got rejections to answers for my community service project questions.

I learned to state more data and large matter to ask for other people in my community service project

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

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

Student Self-Evaluation for the Community Service Project

Student Name: BODDU - NARESH

Registration No: 1201308030201

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

Date of Evaluation:

Name of the Person in-charge: B. Santhi

Address with mobile number: Telukula veedhi, Relliveedhi, Visakhapatnam

- 530001

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:

Signature of the Student

B. NARESH

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

Student Name: BODDU. NARESH

Registration No: 120130803021

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

Date of Evaluation:

Name of the Person in-charge: B. Santhi

Address with mobile number: Telukula veedhi, Pelliveedhi, Visakhapatnam

- 530001

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:

B. Santhi
Signature of the Supervisor

PHOTOS AND VIDEO LINKS

