

COMMUNITY SERVICE PROJECT

ON

A STUDY ON ONLINE PURCHASES

Submitted By

KADIRI PRAKASH

ID NO : 120130803069

Under the Supervision Of

Smt. K.INDIRA

Assistant professor



DEPARTMENT OF COMMERCE

Mrs.A.V.N. DEGREE COLLEGE,VISAKHAPATNAM

Mrs. A.V. N. DEGREE COLLEGE, VISAKHAPATNAM
DEPARTMENT OF COMMERCE.



DECLARATION

I declared that this community service project entitled **Online Purchases** has been carried out by me and work, or part thereof, has not been submitted for the Award of any degree of project or any other college

y. k. Prakash
KADIRI PRAKASH
3rd B. Com (TM)
Signature of the student

Mrs. A.V. N. DEGREE COLLEGE, VISAKHAPATNAM
DEPARTMENT OF COMMERCE



CERTIFICATE

This is to certify that the community service project entitled **Online Purchases**
a confide record of project work done by **KADIRI PRAKASH**
(IdNO.120130803069)
in the department of commerce, **Mrs. A. V. N. DEGREE COLLEGE.**,
Visakhapatnam 530001.

Project Mentor,
Smt.K.INDIRA
Assistant professor,
Mrs. A. V. N. DEGREE COLLEGE.
Visakhapatnam 530001

Singture of the mentor



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: KADIRI, PRAKASH

Name of the College: M.S. A.U.N DEGREE COLLEGE

Registration Number: 120130803069

Period of CSP: 1 MONTH From: 09/10/22 To: 19/11/22

Name & Address of the Community/Habitation: D.No :- 24-27 -22.

KOTJEE DHY , Old Post
office , I Town Area
Bisakha Patnam , Andhra
Pradesh , Pincode :- 530001

Community Service Project Report

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

Name of the College: M.S. - B.U.N DEGREE COLLEGE

Department: B.COM

Name of the Faculty Guide: Smt. JINDIRA

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

Name of the Student: KADJAT PRAKASH

Programme of Study: Community Service Project on online purchase

Year of Study: IIIrd Year B.COM (2020 - 2023)

Register Number: 12.0130803069

Date of Submission:

Student's Declaration

PADMA PRASAD student of C.S.P. Program, Reg. No. 12030803060 of the Department of B.COM, M.A. & B.A. DEGREE College do hereby declare that I have completed the mandatory community service from 01/01/22 to 01/01/22 in KOTANEEDUR (Name of the Community/Habitation) under the Faculty Guidance of S.M. S. I. N. S. R. (Name of the Faculty Guide), Department of COMMERCE in M.A. & B.A. DEGREE College

K. Prakash
Date:
(Signature and Date)

Endorsements

K. Prakash
23/11/22

Faculty Guide

[Signature]
22/11/22

Head of the Department

[Signature]
Principal
PRINCIPAL
Mrs A.V.M. COLLEGE
VISAKHAPATNAM

Certificate from Official of the Community

This is to certify that KARITHI PRASATH (Name of the Community Service Volunteer) Reg. No. 830803069 of MYS. AVM. COLLEGE (Name of the College) underwent community service in KOTAVESHI (Name of the Community) from 15/04/2021 to 17/04/2021

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 send 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 ~~the~~ Mrs. Simhadri Naidu Principal of M.S. Av. N. Degree 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 ~~me~~ Smt. K. Indira for motivating me.

I would like to acknowledge my sincere thanks to my mentor Smt.

K. Indira for her 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 acknowledgement.

K. PRAKASH
120130803069

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 acquire personal and social assets and the experience the broad range of features of a positive developmental settings.

The activities I performed in the Community Service are that I had 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 quality of the commodities.

→ And some people were, who wants interested in price more than quality of the commodity.

→ There were some people were interested who wants the best price and also the best quality of the commodity.

→ Most of the people were choosing online shopping very frequently, because of easy payments, 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 Arkayapalem most of the people in the area here 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 here living. These online purchases are taken by the middle-class families and also rich families. but whereas, poor people here not using the online transactions (or) online shoppings due to unakware of technology and no financial support.





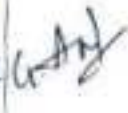
So, most of the time, I spent to my survey because, when I visited poor people houses there are no answers for my questions, but the only answer is, that they are unakware of Technology (or) no financial support to enter into online shopping.

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 felt less price - and to price of the commodity. Then the quality of the commodity. And 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 then the price of the commodities are most the rich families, rich families were shopping on online very quality. 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 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.	I learnt interaction and communicating with others.	
Day - 2	Some of the people did not respond due to their office work, but few people were responded better.	I learnt the skills of preparation of documentation.	
Day - 3	Today, one of the family member asked me about CSP very briefly and there he answered.	I learnt the way of explanation about a topic clearly.	K. Sathya
Day - 4	People rejected for asking to my survey so, I visited to another house, and responded.	I learnt to be with patience.	
Day - 5	Today, I visited another colony in ATRAYYA PALEM and a family responded to CSP very fairly.	I learnt to speak fairly 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 got rejections.	

WEEKLY REPORT

WEEK - 1 (From Dt. 09/10/22 to Dt. 14/10/22.)

Objective of the Activity Done:

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 Sp very briefly 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 AKK - AYYAPALEM, and a family responded.

to Community Service project very fairly.

The houses were rejected 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 family member asked me about CSP very briefly and then he responded.	I learnt to give proper explanation to others.	<u>Chaitanya</u>
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.	<u>Dhyan</u>
Day - 3	I visited more than the members a family to get the accurate answers.	I brought the large matter to ask the data.	<u>K. Rishi</u>
Day - 4	many of families rejected, last but not the least one was responded.	I came to know the problems very clearly.	<u>K. Sahy</u>
Day - 5	They were not interested in online shopping & interested in online shopping.	More usage of technology is danger.	<u>A. Sri</u>
Day - 6	Today, one of family has responded with great loyalty.	I learned the skills of convincing others.	<u>V. Dhana</u>

WEEKLY REPORT

WEEK - 2 (From Dt. 18/10/22 to Dt. 23/10/22)

Objective of the Activity Done:

CONSUMER'S SATISFACTION ON

Detailed Report:

Today, one of the family members 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 of I visited more than accurate answers.

Many of families rejected my survey, finally last but not the least one was interested 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 purchase of consumer's behaviour while doing online shopping.

Some more families and they only interested in online shopping and they only interested in offline shopping. The reason was they can see the product physically and can get satisfaction 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 and you getting facilities provide by Technology.	S. H. P. [Signature]
Day - 2	They were interested only in online shopping and not interested in offline shopping.	I learnt the benefits of facilities product by technology.	S. H. P. [Signature]
Day - 3	Today, one of the family has responded to me with great care.	I learnt the loyalty given by their family.	G. Chandrashekhara [Signature]
Day - 4	most of the house-doesn't respond, but finally one has responded with great houses.	Showing my gratitude to those then for showing their care.	B. Anil [Signature]
Day - 5	Today, only one member has responded, that too without interest for answering to me.	Thanking to him for responding even without interest.	D. [Signature]
Day - 6	I visited to a new colony again in Alka YAPALEM. One of the family responded well.	I liked their concern showing to me & to my hand work.	T. [Signature]

WEEKLY REPORT

WEEK - 3 (From Dt. 29/10/22 to Dt. 4/11/22)

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 purchase. And one of the family is only interested in online shopping and not interested in offline shopping. One of the family has responded with great attention and care. Most of the houses don't respond, but finally one house has responded with great honour.

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 difficult, and he is moving very hurriedly 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 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.	C. Sona
Day - 2	Today only one member responded that too with out interest for answering to my questions.	Thanking to him for showing concern towards me.	G. yash
Day - 3	many of families rejected but finally one house has great respond.	I came to know the problems very clearly.	G. allayash
Day - 4	Today were not interested in online shopping and interested in offline.	More usage of technology is danger.	G. Anur
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.	K. Manoj
Day - 6	3 houses were rejected my survey & finally one house has a great respond towards me.	I learnt to be strong when I got rejections.	P. Anuradha

WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report:

FREQUENT PURCHASE ON ONLINE
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 people are doing online shopping.

So, after my completion of asking my actual questions which are these 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 no 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 & only interested in offline shopping.

On day 5, 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 & one had responded greatly.	I understood the urgency of their work.	G. Dinesh
Day - 2	Today, I visited and then new colony on my area and everyone has responded greatly.	I'm honoured to their 'lojya' they to words' me.	G. Mohan
Day - 3	I visited more than 4 members in a family for accurate answer's	I brought the large matter by their to ask the date	K. Jagan
Day - 4	Today, everyone in a family has responded with great case.	I learned the loyalty given by their family.	D. Ganes
Day - 5	Everyone in a family answered me very urgently, because they were going outside.	showed my gratitude to who drs them, for their attention.	G. Anil
Day - 6	Today, no one in a family was using online shopping.	I learnt to avoid taking ease for visiting shops outside.	P. Prasad

WEEKLY REPORT

WEEK - 5 (From Dt. 13/11/22 to Dt. 19/11/22)

Objective of the Activity Done:

Detailed Report:

MORE QUALITY PRODUCTS ON ONLINE
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 responded 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, for getting accurate answers.

On Day 4, everyone 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, 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 to jobless on their earnings and some are to rich and well-settled and some are middle-class families.

Some families are not having the Television also.

They are too poor and can't live like everyone. In fact, they are not having sufficient food & money to survey 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 purchase. 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 ideologies.

Meeting with people and knowing their poor financial status.

Meeting all the senior citizens in my community 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 troubled in my area.

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

They are asking money to service for street maintenance.

They can't able to purchase minimum electronic gadgets. So these are the problems the people are having 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 thought online.
3. Every-family should be facilitated with the sources of online-transactions and online shoppings frequently.
4. There were many area. So they must in my community area. So, they must be 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 source 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 manage classes in the program of community service, conducted by my college management.

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

I learned the 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 answer firmly, when I got rejections project questions.

I learned to store 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 danger and not at all good, and also it makes the people becoming laziness.

Student Self-Evaluation for the Community Service Project

Student Name	KADIRE PRAKASH			
Roll Number No	120130803069			
Period of CSP From	09/10/22	To	19/11/22	
Project Evaluation				
Name of the Person in-charge				
Address with mobile number. 24-29-22, KOTAJEEDHYS VSP- 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

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

Student Name:	KADIRI PRAKASH
Registration No:	120130803069
Period of CSP: From	9/10/22 To: 19/11/22
Date of Evaluation:	
Name of the Person in-charge:	
Address with mobile number:	24-27-22, KOTANEEDHI USP - 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	✓	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	✓	5
9) Professionalism	1	2	3	✓	5
10) Creativity	1	2	3	4	5 ✓
11) Quality of work done	1	2	3	4	5 ✓
12) Time Management	1	2	3	✓	5
13) Understanding the Community	1	2	3	✓	5
14) Achievement of Desired Outcomes	1	2	3	4	5 ✓
15) OVERALL PERFORMANCE	1	2	3	4	5 ✓

Date:

Signature of the Supervisor

Questionnaire

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

