

# **COMMUNITY SERVICE PROJECT**

**ON**

## **A STUDY ON ONLINE PURCHASES**

**Submitted By**

**KAMBALA RAMU**

**ID NO : 120130803072**

**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

**KAMBALA RAMU**  
3rd B. Com ( EM )  
**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 **KAMBALA RAMU**  
**(IdNO.120130803072)**  
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: KAMBALA RAMU

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

Registration Number: 120130803072

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

Name & Address of the Community/Habitation: DNO: 20-36-20 paindya peta,  
Near Naval Canteen Beach Road  
Visakhapatnam, Andhra Pradesh  
Pin code :- 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 DEGREE COLLEGE

Department: B.Com

Name of the Faculty Guide: Smt. K. INDIRA

Duration of the CSP: From 09/10/22 to 19/11/22

Name of the Student: Kambala Ramu

Programme of Study Community Service Project on online Psychosis.

Year of Study: III<sup>rd</sup> year B.Com (2020-2023)

Register Number: 120130803072

Date of Submission:

### Student's Declaration

I Kambala Roma student of CSP Program, Reg. No. 190130803072 of the Department of B.Com Mrs. A.V.N. Degree College do hereby declare that I have completed the mandatory community service from 09/10/22 to 19/11/22 in Paindora peta (Name of the Community/Habitation) under the Faculty Guidship of Smt. K. INDIRA (Name of the Faculty Guide), Department of COMMERCE in MRS. A.V.N. Degree College

K. Famy  
Date:-  
(Signature and Date)

### Endorsements

K. Indira  
Faculty Guide 19/11/22

[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 Kambala Ramu (Name of the Community Service Volunteer) Reg. No 20130803072 of Mrs. A.V.N. College (Name of the College) underwent community service in Paindora Peta (Name of the Community) from Paindora Peta to Collectd. office.

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

21/11/22  
Authorized Signatory with Date and Seal

PAINDORAPETA-03  
SACHIVALAYAN  
21086186  
VISA KHAPATNAM




## ACKNOWLEDGEMENTS

I am glad to extend my thankful acknowledgment to the APSEHE for giving this wonderful opportunity to us and I'm also thankful to the Andhra University.

A sincerely acknowledged thanks to Mr. Simhadri Naidu, Principal of Mrs. A.V.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 to Mr. M.I. PRASANNA (HOD) 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 members and my parents for extended co-operation, unconditional support and encouragement.



120130803072

## 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 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 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 most of the people in this area were middle-class living families. So, in 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's 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 (81) online shopping due to unaware of technology and no financial support.

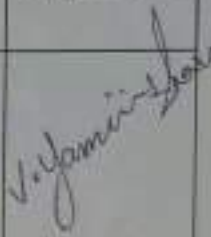



So. Most of the time, I spent to my survey because, when I visited poor people houses there are no answers for my questions. But the only answer is that they are unaware of technology (81) no financial support to enter into online shopping.

### 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 price commodities. And few were preferred to quality of the commodity. 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 then the price of the commodities are most of the rich families. And comparing to middle-class families, rich families were shopping on online very frequently. due to office works as being company 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	learnt interaction and communicating with others.	
Day - 2	Some of the people didn't respond due to these 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 then the answered.	I learnt the way to explanation about a topic clearly.	Mithah
Day - 4	People respected for answering to my survey. So, I visited to another house, and responded.	I learnt to be with patience.	Rohit
Day - 5	Today, I visited another colony in collector office and a family responded to CSP very better.	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 rejection	

## WEEKLY REPORT

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

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 member asked me about csp very briefly and then they 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 collector office, and a family responded to Community Service project very family two house were rejected my survey and the 3<sup>rd</sup> house and finally i had 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 esp very briefly and then he responded.	I learnt to give proper explanation to other	K. Kamala
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	P. Matyara jin
Day - 3	I visited more than 15 members in a family to get the accurate answers.	I brought the large matter in to ask the data.	Sankarabharathi
Day - 4	Many of families rejected, last but not the least one was responded.	I came to know the problems very clearly.	S. Ramarajan
Day - 5	They were not interested in online shopping and interested in offline shopping.	more usage of technology is danger	B. Geetha
Day - 6	Today, one of family has responded with great to getting	I learned the skills of consuming others.	A. Sathya

## WEEKLY REPORT

WEEK - 2 (From Dt. 15/10/22 to Dt. 20/10/22)

Objective of the Activity Done:

CONSUMER'S SATISFACTION ON SHOPPING

Detailed Report:

Today, one of the family members asked me about Community Service project very briefly and then she 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 questions in my community service project, on the topic of online purchases of consumer's behaviour's 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 poor getting accurate answers.	Aturoy
Day - 2	They were interested only in online shopping and not interested in offline shopping.	I learnt the benefits of facilities provided by technology.	Nandu
Day - 3	Today, one of the family has responded to me with great case.	I learnt the loyalty given by their family	Nandan.
Day - 4	Most of the house doesn't respond, but finally one has responded with great houses.	Showing my gratitude towards them for showing their case.	N. Subramani
Day - 5	Today, only one member has responded, that too without interested for answering to me.	Thanking to him, for responding even without interested	P. S. Srinivasan
Day - 6	I visited to a new Colony again in Colter office. one of the family responded well.	I liked their concern showing to me and to my hand work.	S. Srinivasan

## WEEKLY REPORT

WEEK - 3 (From Dt. 21/10/22 to Dt. 26/10/22..)

Objective of the Activity Done:

REASONS FOR ONLINE SHOPPING.

Detailed Report:

In this 3<sup>rd</sup> 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 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 didn't respond, but finally one house has responded with great houses.

And in this 3<sup>rd</sup> 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 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 interesting in offline shopping	I learnt the benefits of facilities provided by the technology.	S. Lakshmi
Day - 2	Today only one member responded that too without interest for answering to my questions.	Thanking to him for showing any concern towards me.	P. Sridhar
Day - 3	Many of families rejected, but finally one house has great respond.	I came to know the problems very clearly.	A. Anitha
Day - 4	They were not interested in online shopping and interested in offline.	more usage of technology is dangerous.	V. Prasad
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.	P. Prasad
Day - 6	3 houses were rejected my survey and family and house has a great respond towards me.	I learnt to be strong, when I got rejected.	M. Madhavi Lakshmi

## WEEKLY REPORT

WEEK - 4 (From Dt. 27/10/22 to Dt. 1/11/22...)

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 numbers of times that people are doing online shopping.

So, after my completion of asking my actual questions which are there in my questions then I had asked about the frequent purchases on online.

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

One day 2, only one member has responded that too without interested 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.	E. Shanalekhani
Day - 2	Today, I visited another new along in my area and every one has responded greatly	I'm honoured to their loyalty towards me.	D. Prasad
Day - 3	I visited more than 4 members in a family has responded with great case. for accurate answers.	I brought the large matter to ask the data	N. Shetty
Day - 4	Today, everyone in a family has responded with great case.	I learnt the loyalty given by their family.	T. Nikhil
Day - 5	everyone in a family answered me very urgently because they were going outside.	Showed my gratitude towards them from their attention.	V. Neelish
Day - 6	Today, no one in a family was using online shopping.	I learnt to avoid business for visited shops outside.	K. Prakash

## WEEKLY REPORT

WEEK - 5 (From Dt. 13/11/22... to Dt. 18/11/22...)

Objective of the Activity Done:

MORE QUALITY PRODUCTS ON 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 questions 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 more than 4 members in a family, 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 answers 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 lowery on 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. Infact, 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 area. 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 area, to know the accurate 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 televisions problems in community and habitations in the problem in my area were facing.

They are asking money to survive 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 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 behaviours on the product receiving through online.
- 3) Every family should be facilitated with the source of online transactions and online shopping 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 their 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 involve 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 way of interacting with others and Community 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 towards and fairly with other people.

I learned to stay strong, when I got rejection to answers for my Community service 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 dangerous and not at all good, and also it makes the people becoming laziness.

## Student Self-Evaluation for the Community Service Project

Student Name: KAMBALA RAMU

Registration No: 120130803072

Period of CSP: From: 09/10/22 To: 19/11/2022

Date of Evaluation:

Name of the Person in-charge:

Address with mobile number: 20-36-20 paindora peta, VSP-530001 (9160752697)  
PH NO: -

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: KAMBALA. RAMU

Registration No: 120130803072

Period of CSP: From: 09/10/22 To: 19/11/2022

Date of Evaluation:

Name of the Person in-charge:

Address with mobile number: 20-3620 paindosa petta, VSP-530001 (9160752697)  
PH 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 ✓

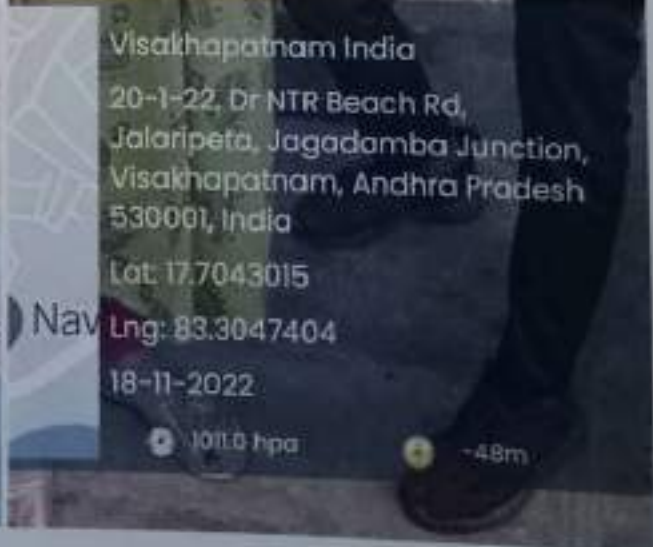
Date:

Signature of the Supervisor

# PHOTOS



# PHOTOS



## 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