

**COMMUNITY SERVICE PROJECT**

**ON**

**A STUDY ON ONLINE PURCHASES**

**Submitted by**

**VADAMODULA MAHENDRA**

**ID NO: 120130803185**

**Under the supervision of**

**Smt. D. Gayatri**

**Assistant Professor**



**DEPARTMENT OF COMMERCE**

**MRS. A. V. N. DEGREE COLLEGE**



**VISAKHAPATNAM**

**SEPTEMBER 2022**



# **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: V. Mahendra

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

Registration Number: 120130803185

Period of CSP: 1 Month From: 22/10/22 To: 20/11/22

Name & Address of the Community/Habitation:

## Community Service Project Report

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

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

Department: B.Com

Name of the Faculty Guide: Mrs. D. Gayatri

Duration of the CSP: From 22/10/22 To 28/11/22

Name of the Student: Vadamodula Mahendra

Programme of Study : Community Service project on ~~Tourism~~ online purchases

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

Register Number: 120130803185

Date of Submission: 28/11/22

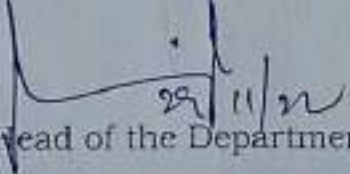
## Student's Declaration

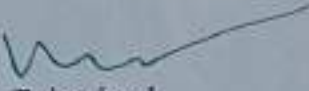
I, Vadmodula Mahendra, a student of C.S.P. Program, Reg. No. 120130803185 of the Department of B.Com, Mrs. A.V.N. College do hereby declare that I have completed the mandatory community service from 22/11/22 to 30/11/22 in Jagadamba (Name of the Community/Habitation) under the Faculty Guideship of Mr. D. Gayatri (Name of the Faculty Guide), Department of Commerce in Mrs. A.V.N. Degree College

V. Mahendra / 24/11/22  
(Signature and Date)

## Endorsements

D. Gayatri  
Faculty Guide

  
29/11/22  
Head of the Department

  
Principal  
PRINCIPAL  
Mrs. A.V.N. COLLEGE  
VISA KHAPATNAM

### Certificate from Official of the Community

This is to certify that Vadamedula Mahendra (Name of the Community Service Volunteer) Reg. No. 120130803185 of Mrs. S. A. V. M. Prasad (Name of the College) underwent community service in Jasadamba..... (Name of the Community) from Cottarajala to Jasadamba

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

N. Lakshmi 24/11/22  
Authorized Signatory with Date and Seal

Ward Education & Data  
Protecting Secretary



## ACKNOWLEDGEMENTS

I am glad to render my thankful acknowledgements to the APSCHC 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 M.S. 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.L. Prasanna Kumar for motivating me.

I would like to acknowledge my sincere thanks to mentor Smt. D. Gayatri 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 Co-operation, unconditional support and encouragement.

Radamodula. Mahendra  
120130803185

## 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 programming can expand the opportunities for youth to get 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 service 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 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 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 Kotla Jalaripeta, 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 differenced from another person.

In my Community most of the middle class families were living. There 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 answer is, that they are unaware of technology (or) no financial support to enter into online shopping.

### CHAPTER 3: COMMUNITY SERVICE PART

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

In my Community service part. Most of the people preferred to quality Commodities. And few were preferred to price of the Commodity than the quality of the 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	Javanya
Day - 2	Some of the people didn't respond due to their price work, but few people were responded better	I learnt the skills of preparation of down payment	Prakash
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	malathi
Day - 4	people rejected for my survey. So I visited to another house, and responded	I learnt to be with patience	Ravi
Day - 5	Today I visited another colony in Kotha jalaripeta and a family responded to CSP very fairly	I learnt to speak fairly with others	Crayator
Day - 6	Two houses were rejected my survey and the 3 <sup>rd</sup> house responded to me some what better	I learnt to be strong when I got rejections	Karthik Raja

## WEEKLY REPORT

WEEK - 1 (From Dt. 8/10/22 to Dt. 15/10/22)

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 respond 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 Kotha Jalaripeta, and a family responded.

-to community service project very family

Two houses were rejected my survey and the 3<sup>rd</sup> 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 finally number asked me about CSP very briefly and then he responded	I learnt to give proper explanation to others	<u>Jessy</u>
Day - 2	So many house rejected for answering to my survey and finally one house responded	I learnt to be loyal from the responded house	Lakshmi
Day - 3	I visited more than members in a family to get the accurate answers	I brought the large matter to ask the data	megha
Day - 4	many of families rejected, last but not the least one was responded	I came to know the problems very clearly	<u>[Signature]</u>
Day - 5	They were not interested in online shopping and interested in offline shopping	more, usage of technology is danger.	Jehangir
Day - 6	Today, one of family has responded with great longtally	I learnt the skills of communicating others	Aksha Raju

## WEEKLY REPORT

WEEK - 2 (From Dt. 16/10/22 to Dt. 23/10/22.)

### Objective of the Activity Done:

Consumer's Satisfaction On Shopping

### Detailed Report:

Today, one of the family members asked me about Community Service project and 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's 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 purchase or 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 purchase. These are the activities done in my 2<sup>nd</sup> 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 to get accurate answers	<i>V. Venkatesh</i>
Day - 2	They were interested only in online shopping and not interested in offline shopping	I learnt the benefits & facilities provided by technology	<i>Ramesh</i>
Day - 3	Today, one of the family has responded to me with great care	I learnt the loyalty given by their family	<i>Joshi</i>
Day - 4	Most of the house does not respond, but finally one has responded with great honor	Showing my gratitude, towards them for showing their care	<i>Kumar</i>
Day - 5	Today, only one member has responded, that too responded with adjectives for housing to me	Thanking to him for responding even without interest	<i>Rami</i>
Day - 6	I visited to a new colony again in Kotha Jalaripeta one of the family responded well.	I liked their concern showing to me, and to my hand work.	<i>M. d. Ahmed</i>

## WEEKLY REPORT

WEEK - 3 (From Dt. 20.10.22. to Dt. 27.10.22.)

### 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 consumers' behaviour on online purchases and one of them family is only 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 honours.

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 some 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 THIRD 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	Vijaya
Day - 2	Today only one member responded that too without interest for answering to my questions	Thanking to him for showing concern towards me	Sathesh
Day - 3	many of families rejected but finally one house has great respond	I came to know the problems very closely	Venu
Day - 4	They were not interested in online shopping and interested in offline	more usage of technology is danger	Raju
Day - 5	Today one of family asked briefly about csp and then respond to my questions	I learnt the way of explanation about a topic clearly	Sampath
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 rejecting.	Anandh

## WEEKLY REPORT

WEEK - 4 (From Dt. 27.10.22 to Dt. 4.11.22)

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 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 interested for answering to my questions.

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

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

**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 or interacting with others and communicating and get to know the problems they were facing I learned the way of preparation of downmentation 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 strong, when someone I get rejections to answers for my Community service project questions I learned to share more data and large matters 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 all good, and also it makes the people becoming laziness.

## Student Self-Evaluation for the Community Service Project

Student Name: VADAMODULA MAHENDRA

Registration No: 120130803185

Period of CSP: From: 8/10/22 To: 15/11/22

Date of Evaluation:

Name of the Person in-charge: V. RAJU

Address with mobile number: Kotha Jalaripeta, VSP-530001 (9390753441)

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:

V. Mahendra  
Signature of the Student

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

Student Name: VADAMODULA MAHENDRA

Registration No: 120130803185

Period of CSP: From: 8/10/22 To: 15/11/22

Date of Evaluation:

Name of the Person in-charge: V. Raju

Address with mobile number: Kotha Jalapeta, VSP -530001 (9390753441)

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:

V. Raju  
Signature of the Supervisor

## WEEKLY REPORT

WEEK - 5 (From Dt. 4/11/22 to Dt. 11/11/22)

### 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 respond due to office work and one lady 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 greatly responded loyally 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 lowere 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 inafait They are not having sufficient to my Questions for Community Service Project

Because They 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 an 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 develop my dialogics

meeting with people and knowing their poor financial status

meeting all these senior citizens in my community area. To know the accurate problems that they were facing and that 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 too 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 maintainance.

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

**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 working of their work	<u>Kiran Babu</u>
Day - 2	Today I visited another new colony of my area and everyone has responded greatly	I'm behaviourd to their loyalty towards me	<u>Prinys</u>
Day - 3	I visited more than 4 members in a family for accurate answers	I brought The large matter to ask the data	Venkati
Day - 4	Today everyone in a family has responded with great care.	I learnt The loyalty given by their family	Jyothi
Day - 5	Every in a family answered me very wgaudky because they were going outside	showed my gratitude towards them for their attention	Ramana Babu
Day - 6	today, no one a family was using online shopping	I learnt to avoid lainsess for visiting shops outside	monith

