

COMMUNITY SERVICE PROJECT

ON

A STUDY ON ONLINE PURCHASES

Submitted By

DUNGA DURGA GANESH

ID NO : 120130803044

Under the Supervision Of

Smt. K.INDIRA

Assistant professor



DEPARTMENT OF COMMERCE

Mrs.A.V.N. DEGREE 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: D. Durga Ganesh

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

Registration Number: 120130803044

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


Name & Address of the Community/Habitation: 17-26-4 KODIPANOALA
VEEDHI, UPPER RGLLIVEDIT
VISAKHA PATNAM ANDHRA
PRADESH PIN :- 530001

Student's Declaration


I, ~~D. Anurag Ganesha~~ student of C.C.P. Program, Reg. No. 120.1308030440 of the Department of ~~Commerce~~.....~~M.D.S. A.V.N.~~ College do hereby declare that I have completed the mandatory community service from 09/10/22 to ..19/11/22 in (Name of the Community/Habitation) under the Faculty Guideship of ~~K. J. J. J. J.~~, (Name of the Faculty Guide), Department of ~~Commerce~~..in~~M.D.S. A.V.N.~~..... College

D. Anurag Ganesha
(Signature and Date)

Endorsements


Faculty Guide 23/11/22


Head of the Department


Principal
PRINCIPAL
Mrs. A.V.N. COLLEGE
VISAKHAPATNAM

Community Service Project Report

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

Name of the College: MRS. A.V.V 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: Durga Durga Ganesh

Programme of Study Community service project-on - ~~online~~ online
Particulars.

Year of Study: 2020-2023

Register Number: 120130803044

Date of Submission:

Certificate from Official of the Community

This is to certify that Durga. Gomesh.... (Name of the Community Service Volunteer) Reg. No 20130.84244 of Mrs. A.V.M. College (Name of the College) underwent community service in Kothamad (Name of the Community) from Kothamad to P.A.V. Keddhi

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

The satisfaction that accompanies the success
in compile to nitout mentioning the people who
made it possible and whose encouragement
and guidance has been a source of inspiration thro
hout the course of the project

We are thankful to the sanctioning
"Mrs. A.V.V. College" via Khapatn
for giving us the opportunity to submit
our aspirations we are take the opportunity
to express our heart felt to our beloved
Principal "Mr. Sathadri Naidu" for their kind
support in doing this project

We are privileged to express my sincere
thanks and gratitude to "Mr. M.J. Prasanna Kumar"
of the department, Dept. of Bachelor of Com
for giving his continuous support and guidance
our endeavors.

We are privileged to express my sincere thanks
to Smt. "K. INDIKA" mentor,
Assistant professor in Commerce and for
giving his and guidance in our project

D. Praveen Kumar
Signature of the student

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 horizons for youth to acquire personal and social assets and the experience the broad range of features of positive in the and I have made a small survey in our community and topic of "online purchase" so the different of consumers in online shopping were noticed.

⇒ Some people were interested in quality of behaviors 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 quality of the commodity.

⇒ Most of the people were choosing online shopping very frequently. Because of easy payment, time saving, good mood in online etc, are the of the online purchase.

CHAPTER 2: OVERVIEW OF THE COMMUNITY

- About the Community/Village/Habitation including historical profile of the community/habitation, community diversity, traditions, ethics and values.
- Brief note on Socio-Economic conditions of the Community/Habitation.

The place where I done my project is in Tedukuda needhi most of the people in this area Middle - Class dining families And also some are rich and poor families. So, in my survey on the topic of online purchases I had noticed the behavior of consumers, each person is differed from another person

In my community most of the middle class families were doing these online purchases are taken by the middle - families are the also rich families but where poor people were not using the due to lack of technical and no. so, financial support.

So, most of the time I spent to my survey because, which poor people house there are no answers for my questions but the only answer is that, financial support to enter into online shopping.

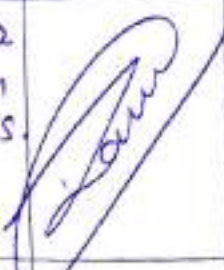





CHAPTER 3: COMMUNITY SERVICE PART

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 price conscious of the commodity and the people who were choosing prices were the most of

who were choosing the quality as first than the price of the commodities comparing to middle-class families than to middle-class families they were choosing online shopping 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 respond gratefully.	Learned interaction and communication with others.	
Day - 2	Some of the people didn't respond due to this basic work but few people were responded.	I learnt the skills of preparation of demonstration.	
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 topic.	
Day - 4	People selected for my survey very so I visited to another house, and responded.	I learnt to be with patience.	
Day - 5	Today, I visited another colony in Redi Veechi and family responded to CSP very kindly.	I learnt to speak briefly with others.	
Day - 6	Two houses were selected my survey and the 3rd house responded to me some what better.	I learnt to be strong when I got rejected.	

WEEKLY REPORT

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

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 graciously.

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 nicely and then he answered to my questions.

People reacted to answers to my survey questions so, I visited to another house, and responded.

to community service project very

nicely. Two houses were reacted to 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 members asked me about Csp very and then he responds.	I learnt to give proper explanation to others.	
Day - 2	So many houses reject but answer to my survey 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 answer	I brought the large matters to ask the date	
Day - 4	Many families rejected, last but not the least one was responded.	I come to know the plumber very clearly	
Day - 5	They were not interested in online shopping and online shopping	more usage of technology in changes	
Day - 6	Today, one of family has responded with good	I learned the skills I command. others.	Teja

WEEKLY REPORT

WEEK - 2 (From Dt..... to Dt.....)

Objective of the Activity Done:

"CONSUMER'S SATISFACTION ON SHOPPING"

Detailed Report:

Today one of the family members asked me about CommuniK service protect very honestly and then be responded







So, many houses rejected for answering to my survey and finally one house respond

I visited more than 4 members in a family to get the more accurate answers.

many of families rejected my survey.

Some more families were not interested in online shopping and they only offline shopping. The reason was they can see the product pictures there 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 to get accurate answers.	
Day - 2	They were interested only in online shopping and not interested in offline shopping.	I learnt the benefits of	
Day - 3	Today one of the family has responded to me with great care.	I learnt the given by the family.	
Day - 4	Today only one member has responded with great honor.	Showing my gratitude without	
Day - 5	Today only some businessmen to me	Thanking to him for his interest.	
Day - 6	I visited to a new colony again in the family response.	I liked their comes show to me and to my hand work	

WEEKLY REPORT

WEEK - 2 (From Dt..... to Dt.....)

Objective of the Activity Done:

Detailed Report: "REASONS FOR ONLINE SHOPPING"

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 completion of asking my actual questions which are there in my questions then I had asked about the treatment purchase on online.

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

On day 5, many has not responded but finally one family had a great response on day 4. They were not in not on day '5' and '6' are not responded,

and some are badly asked "esp" and then had a great response.

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 and not offline shopping.	I point the benefits. The technology.	<u>Chandra</u>
Day - 2	Today only one member that too without to my questions.	Thanking to him for showing concern me	<u>Indira</u>
Day - 3	Many of families reject but finally one house has great response	I come to know the problems very clearly.	<u>Neelam</u>
Day - 4	They were not interested in online shopping and in offline	more to know the problems very clear.	<u>K. P. S.</u>
Day - 5	Today, one of families asked about CSP and then to any questions	I point the way of explanation about topic	<u>Prachi</u>
Day - 6	3 houses were rejected. My survey and finally one house great me	I point to be doing when I got rejection	<u>Pooja</u>

WEEKLY REPORT

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

Objective of the Activity Done:

FREQUENTURERBASE on online.

Detailed Report:



In this week-4, I had prepared a questionnaire on online purchases which are related to online purchase such as the number of times that people are doing online shopping

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

on day '2' only one member has responded that too without interest for my questions

on day 5 and 6, some are not some part and some are boldly asked about "CSP" and then had a great response.

ACTIVITY LOG FOR THE FOURTH WEEK

DAY & DATE	BRIEF DESCRIPTION OF THE DAILY ACTIVITY	LEARNING OUTCOME	Person In-charge Signature
Day - 1	Some people in a family didn't respond to work and others greatly.	I understood the meaning of this work	
Day - 2	Today, I visited another new colony in my area and lay	I'm required to this rapidly thousands me	
Day - 3	I visited more than 4 members in a family for accurate answers	I brought the large mat to ask them	APPAREO.
Day - 4	Today everyone in a family has responded with great care	I learnt the beauty given by their family	KAVITA R. S.
Day - 5	Everyone in a family answers me very outside.	I showed my gratitude to them for their attention	KAVITA
Day - 6	Today no one in a family was using online shopping.	I learnt to avoid chains for visit	S. S. S.

WEEKLY REPORT

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

Objective of the Activity Done:

More QUALITY PRODUCTS ONLINE

Detailed Report:

In this week 1, I had created some more questions on the topic of quality products on online but before this, I had completed one has responded greatly

on day 2, I visited another colony in my community area and everyone has responded greatly with taking.

on day 3 I visited more than 4 members in a family, for getting answers on day

on day 5, everyone in a family answers 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 site

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 both poorest panchayat some are too in their and some are too rich and well off and some are middle-class families.

They are too poor and can't live like everyone. In fact, they are not having food and money to survive like others. So, these kind of children answered poorest

Because, they don't even know how to use mobile phones also, and my topic is a These are the details, which I was notified in my area when I went for Community service poorest

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 award on of online shopping.
2. Every family should change their ideology and on the product receiving through online.
3. There were many uneducated families in my community area so they must come to know about the come to know about the usage of online shopping.

* LONG-TERM ACTION PLANS:-

1. There should be separated course on life skills
2. There should be separated 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 manage many classes in the program of community service conducted by my college management.

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

I learned the active way of interacting with others and confidently and get to know the problems they were facing.

Stay with patients when others are not answering to my community service project question.

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

Report of the mini-project work done in the related subject w.r.t the habitation/village.

A mini-project work in the related subject w.r.t the habitation/village. (For ex., a student of Botany may do a project on Organic Farming or Horticulture or usage of biofertilizers or biopesticides or effect of the inorganic pesticides, etc. A student of Zoology may do a project on Aquaculture practices or animal husbandry or poultry or health and hygiene or Blood group analysis or survey on the Hypertension or survey on the prevalence of diabetes, etc.

The Report shall be limited to 6 pages.

Student Self-Evaluation for the Community Service Project

Student Name: D. Divya Ganesh

Registration No: 120 130 80 3044

Period of CSP: From 9/10/22 To: 19/11/22

Date of Evaluation:

Name of the Person in-charge:

Address with mobile number: 22-101-1, TOWN KOTHA Road, 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: D. Durgam Ganesh

Registration No: 120130803044

Period of CSP: From: 9/10/22 To: 19/11/22

Date of Evaluation:

Name of the Person in-charge:

Address with mobile number: 22-101-1, TownKatha Road, VSP-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:

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

