

TEACHER'S ACTIVITY REPORT 2019 - 2020.

FACULTY: COMMERCE DEPARTMENT/ COMMITTEE: Commerce IQAC ACTIVITY No: SVC/2019-20/COM/PJ/2

NAME OF THE ACTIVITY: SRI VENKATESWARA INTERNSHIP PROGRAM FOR RESEARCH ACADEMICS ON FACTORS AFFECTING CONSUMER ATTITUDE TOWARDS E- COMMERCE: A STUDY IN COVID ERA IN INDIA			
DATE	FACULTY	DEPARTMENT/COMMITTEE	COORDINATOR NAME
20 th June, 2020-15 th August	Dr Pooja Jain	Commerce	Dr. S. Krishnakumar
TIME	VENUE	NUMBER OF PARTICIPANTS	NATURE: Outdoor/Indoor
	Online Mode	8	Indoor
SUPPORT/ASSISTANCE:	Sri Venkateswara College		

BRIEF INFORMATION ABOUT THE ACTIVITY (CRITERION NO):1

TOPIC/SUBJECT OF THE ACTIVITY	Factors Affecting Consumer Attitude Towards E-commerce: A Study in COVID Era in India
OBJECTIVES	1) To discuss the conceptual framework of the study; 2) To identify the various factors (financial risks, panic buying, hygienic factors, health issues, social impact) which impact the consumer attitude towards e-commerce activities during the COVID-era 3) To study the implications of the study.
METHODOLOGY	The primary data was gathered by floating questionnaires in which around 248 responses were received using convenience sampling. MS Excel was applied to analyse data for descriptive statistics, correlation and regression.
OUTCOMES	The findings indicated that while factors like panic buying, hygienic factor, health issues and social impact were positively related to consumer attitude towards e-commerce activities; even factor such as financial risks was positively related in this COVID-era. Hygienic factor had the highest correlation with online shopping behaviour; hence it has been concluded that this pandemic has subsequently caused people to worry and concentrate more about personal hygiene and social hygiene too. The research provides insight into factors influencing the purchase pattern of online consumers which can help e-commerce companies in incorporating various marketing strategies too.

PROOFS & DOCUMENTS ATTACHED (Tick mark the proofs attached):

Notice & Letters	✓ Student list of participation	Activity report	Photo	Feedback form
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Feedback analysis	News clip with details	Certificate/v	Any other	

IQAC Document No:	Criterion No:	Metric No:
Departmental file no	IQAC file No;	

NAME OF TEACHER & SIGNATURE	NAME OF HEAD/ COMMITTEE INCHARGE & SIGNATURE	IQAC COORDINATOR (SEAL & SIGNATURE)
Dr. Pooja Jain	Dr. S.KrishnaKumar	

Criterion I	Curricular Aspects (planning & Implementation)	Criterion V	Student Support & Progression
Criterion II	Teaching Learning & Evaluation	Criterion VI	Governance
Criterion III	Research, Innovations & Extension	Criterion VII	Institutional Values & Best Practices
Criterion IV	Learning Resources and Infrastructure		



STUDENTS PARTICIPANTS LIST

1. Aditi Vaswani B.Com (Hons) III Year
2. Ayushi Bhasin B.Com (Hons) III Year
3. Ishita Gupta B.Com (Hons) III Year
4. Ishmehar Singh Sahni B.Com (Hons) III Year
5. Manav Kakkar B.Com (Hons) III Year
6. Mansi B.Com (Hons) III Year
7. Mukul Todwal B.Com (P) II Year
8. Siddharth Roy B.Com (P) II Year



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This is to certify that the Activity report (Teacher/Department /Society/Association) has been submitted for documentation to IQAC, Sri Venkateswara College, University of Delhi.

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