SUSTAINABILITY OF ONLINE BUSINESS WITH REFERENCE TO PATTUKKOTTAI TALUK OF THANJAVUR DISTRICT

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ABSTRACT
In business, that many people are too busy, they don't have enough time to go to shopping malls. One of the practical shopping ways is to consult the internet and to check the items that would suit their desires without spending much time and effort. The researcher study about the online business for to study the consumer awareness of on line business, analyse the customer perception and satisfaction towards on- line business and to know the customer to invest in deposit schemes and analyse the customer opinion about safety and security in e- business. The researcher choose 100 respondents in the study areas by the use of statistical tools find out from for this 35% of the respondents purchase mobile phone from online business, 48% of the respondents prefer the online business for any time usage of on line, 40% of the respondents are highly satisfied in the online business and 40% of the respondents are satisfied with e-business. He suggested that Online social networks, especially Facebook bring company closer to consumers and the other way around as well. The economical significance of the proposed study is to provide and develop inexpensive software that is cheaply in demand for larger market and the system by including online payment through PayPal, thus giving their client the ease of easily and immediately paying their reservation fee without leaving their own home. Finally conclude the online business give more advantages to the customer as well as traders for the smooth business.

INTRODUCTION

Online Business is said to be the most advanced and in demand way of business managing. We are on busy society nowadays that we try to make all things easier for us. In business, that many people are too busy, they don't have enough time to go to shopping malls. One of the practical shopping ways is to consult the internet and to check the items that would suit their desires without spending much time and effort. This is the chance for any individual entrepreneurs or company because online business is on its way. Having business today requires real skill. Running a business down the street, might attract customers from the surrounding 10 miles, but by running an online business, could attract customers from all over the world.

We want all to have new ideas to make their online business and enjoy buying through online. We should exercise our skills online to accommodate the modernization and to get new ideas or techniques to improve a business. As a result, learning to sell and shop online is the best way to be at an advantage. This practice develops a competitive mind since surfing online will bring everybody into many different parts of the world of business.

OBJECTIVES OF THE STUDY

❖   To study the consumer awareness of on line business
❖   To analyse the customer perception and satisfaction towards on- line business
❖   To know the features influenced the customer to invest in deposit schemes and analyse the customer opinion about safety and security in e- business

STATEMENT OF THE PROBLEMS

The problem undertaken for the study purpose in customer satisfaction of online business. The services provided from internet and e-business companies. On what basis the consumer prefers and which influence him to buy the product from online.

METHODOLOGY

Survey Method is followed in the study. This study is concerned with customer satisfaction for online business. The whole study has been conducted with the help of both primary and secondary data. The researcher could not study the whole of the total population due to time constraints. So the information was collected through Questionnaire from 100 sample respondents in Pattukkottai town.

COLLECTION OF DATA

Primary data:
Questionnaire was the instrument being used for collecting the primary data.
Secondary data:
The data was collected from journals, magazines and records of the company.

NAME OF THE COMPANIES INVOLVING ON-LINE BUSINESS

FLIPKART
Flipkart is an e-commerce company founded in 2007 by Sachin Bansal and Binny Bansal. The company is registered in Singapore, but has its headquarters in Bangalore, Karnataka. Flipkart has launched its own product range under the name "DigiFlip" with products including tablets, USBs, and laptop bags. They worked for Amazon.com, and left to create their new company incorporated in October 2007 as Flipkart Online Services Pvt. Ltd. The first product they sold was the book Leaving Microsoft To Change The World. Flipkart now employs more than 33,000 people.[16] Flipkart allows payment methods such as cash on delivery, credit or debit card transactions, net banking, e-gift voucher and card swipe on delivery.

AMAZON.COM
Amazon.com, Inc. (Amazon.com), incorporated on May 28, 1996, is an e-commerce company. The Company offers a range of products and services through its Websites. The Company's products, offered through consumer-facing Websites, include merchandise and content that the Company purchases for resale from vendors and those offered by third-party sellers. The Company offers its own products as well as third-party products across various categories, through its retail Websites and through its mobile Websites and applications.

SNAPDEAL
Snapdeal is an online marketplace, New Delhi, India. The company was started by Kunal Bahl, a Wharton graduate as part of the dual degree M&T Engineering and Business program at Penn, and Rohit Bansal, an alumnus of IIT Delhi in February 2010. Snapdeal was started on 4 February 2010 as a daily deals platform but expanded in September 2011 to become an online marketplace. Snapdeal has grown to become one of the largest online marketplace in India offering an assortment of 10 million products across diverse categories from over 100,000 sellers, shipping to 5,000+ towns and cities in India. In March 2015.

YEPME
Yepme is an online shopping company headquartered in Gurgaon, Haryana, India. It was established in April 2011.[1] The company specializes in the online retailing of men's and women's garments and accessories. In August 2011, the company positioned itself as a fully-fledged private label fashion brand.
The researcher referred percentage analysis to find out the social status of the respondents.

TABLE- 1 RESPONDENTS ON THE BASIS OF EDUCATIONAL QUALIFICATION

S.No	Educational Qualification	No. of Respondents	Percentage
1	H.Sc	20	20
2	U.G	22	22
3	P.G	26	26
4	Professional course	32	32
	Total	100	100

Source: Primary data

Inference:
The above table indicates that 32% of respondents have studied professional degree level, 26% of respondents studied P.G Degree, 22% of the respondents are U.G. degree and only 20% of the respondents are in Higher secondary level.

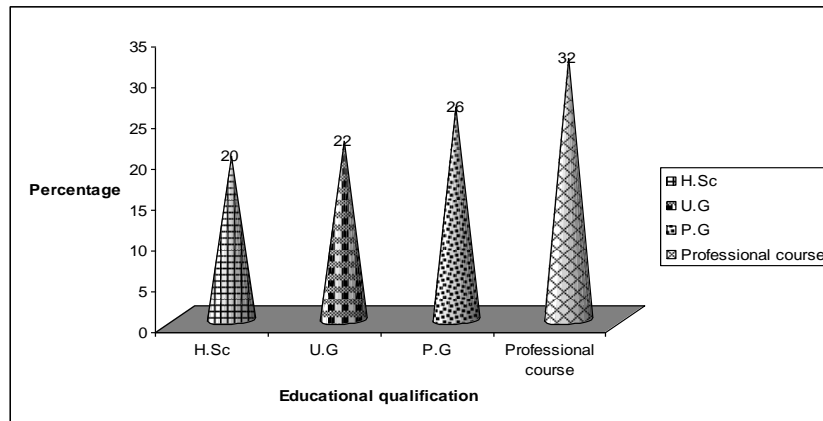**CHART- 1 RESPONDENTS ON THE BASIS OF EDUCATIONAL QUALIFICATION**

TABLE -2 PERIOD OF USING ONLINE BUSINESS

S.No	Period of using	No. of Respondents	Percentage
1	1 to 2 years	34	34
2	2 to 3 years	37	37
3	3 and above	29	29
	Total	100	100

Source: Primary data

Inference:

The above table indicate that majority 37% of the respondents are using the online business for 2to 3 years, 34% of the respondents are using online business for 1 to 2 years and 29% of the respondents are using more than 3 years.
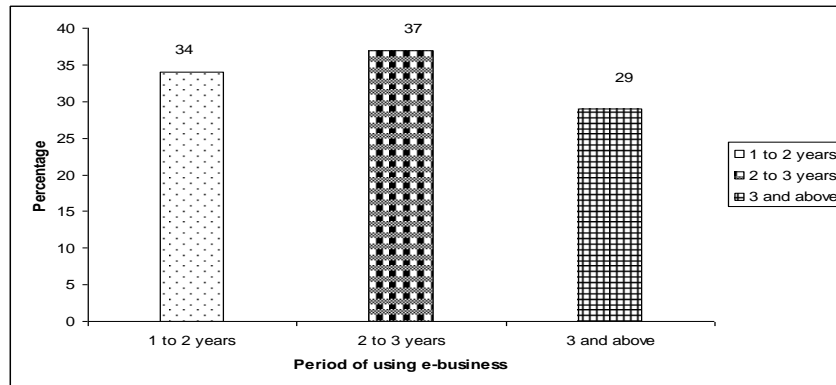
CHART -2 PERIOD OF USING ONLINE BUSINESS

TABLE 3. PRODUCT AVAILABLE FOR E-BUSINESS

S.No	Product	No. of Respondents	Percentage
1	Mobile phone	35	35
2	Luxury goods	30	30
3	Medicines	10	10
4	Cosmetics	15	15
5	Food items	04	04
6	Others	06	06
	Total	100	100

Source: Primary data

Inference:

The table no: 3.11 shows that majority 35% of the respondents buy mobile phone from online mode, 30% of the respondents buy luxury goods, 15% buy cosmetics, 10% medicines, 6% buy others and only 4% of the respondents buy food items from online mode.
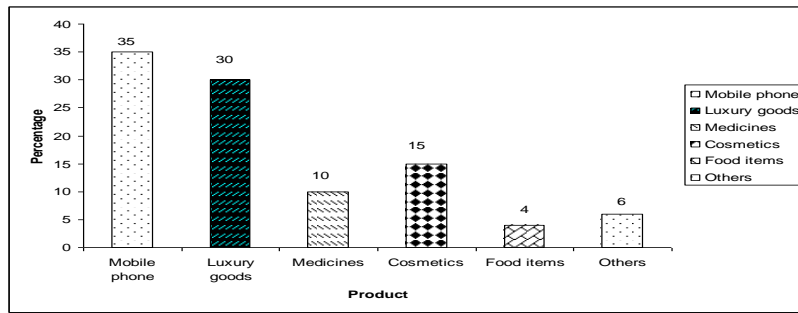
CHART- 3. PRODUCT AVAILABLE FOR E-BUSINESS

TABLE- 4 SATISFACTION ON E-BUSINESS

S.No	Level of satisfaction	No. of Respondents	Percentage
1	Highly satisfaction	40	40
2	Satisfaction	35	35
3	Neutral	15	15
4	Unsatisfied	06	06
5	Highly unsatisfied	04	04
	Total	100	100

Source: Primary data

Inference:

The above table shows that 40% of the respondents are highly satisfied with e-business, 35% are satisfied, 15% are neutral, 6% are unsatisfied and 4% of the respondents are highly unsatisfied with the e-business.
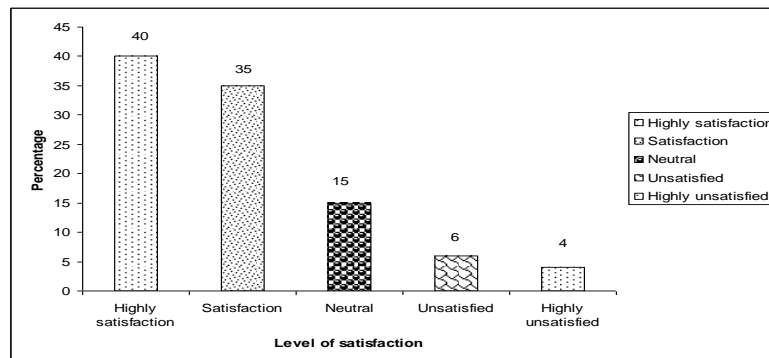
CHART- 4 SATISFACTION ON E-BUSINESS

**TABLE- 5 CLASSIFICATION OF RESPONDENTS ON THE BASIS OF PROBLEMS FACED**

S.No	Problems	No. of Respondents	Percentage
1	Fraudulent activities	35	35
2	Delay in goods delivery	25	25
3	No change in the product	30	30
4	Late processing	10	10
	Total	100	100

Source: Primary data

Inference:

The above table shows that majority of the respondents face the problems from e-business for fraudulent activities, 30% for not exchanging the product, 25% for the delay in goods delivery and 10% of the respondents for late processing.

CHART- 3.17 CLASSIFICATION OF RESPONDENTS ON THE BASIS OF PROBLEM FACED
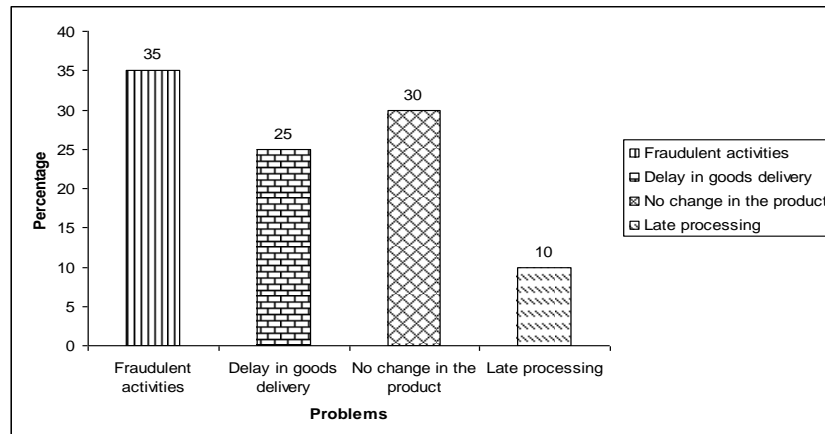
In this chapter the research presents his findings, suggestions and conclusion.
- ❖ Majority (72%) of respondents are male
- ❖ 52% of the respondents are in the age group of 30-40 years
- ❖ 32% of the respondents are qualified on professional course
- ❖ Majority 35% of the respondents purchase mobile phone from online business
- ❖ 48% of the respondents prefer the online business for any time usage of on line
- ❖ 40% of the respondents are highly satisfied in the online business
- ❖ 40% of the respondents are satisfied with e-business
- ❖ Majority (40%) of the respondents are in the opinion that the improve faithful and honesty from customer to online business
- ❖ Majority (35%) of the respondents face the problems for fraudulent activities involved in online business
- ❖ Majority (40%) of the respondents are in opinion that there is need for safety on online transactions.

Following are a few suggestions by the researcher. So as to improve the online business.
- ❖ Consumers have more faith and feel closer to the company when interacting with supermarkets on Facebook
- ❖ Online social networks, especially Facebook bring company closer to consumers and the other way around as well. The company can get more direct feedback from consumers through Facebook. So the author suggest that every specific stores should open their own Facebook page to bring consumer closer.
- ❖ The economical significance of the proposed study is to provide and develop inexpensive software that is cheaply in demand for larger market.
- ❖ The system by including online payment through PayPal, thus giving their client the ease of easily and immediately paying their reservation fee without leaving their own home.

CONCLUSION
Increasing the security and confidentiality of each files and report by providing a security module, a log-in form that will have two (2) levels of access. The first will be the administrator of the system and the customer for the second level of access. Each will have a unique username and password thus making the system more secured not only for the company but also to other users of the system. In addition only those who are registered members of the system will have the privileged of reserving and booking of rooms and events, thus restricting unregistered members from reserving/booking a room or event, making their system more organized and efficient.

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