INTRODUCTION

World over till the decade of 40s most of the consumers were meeting their commodity needs from markets available nearby due to lack of transportation and supply chain. Even when India was closing to the day of independence, while major cities had seen growth of markets to meet consumer’s needs barring far flung states like Bihar, Uttar Pradesh and Rajasthan etc were still meting their requirements were meeting many of their needs even through “Barter system”

Barter is a system of exchange where goods or services are directly exchanged for other goods or services without using a medium of exchange, such as money. It is distinguishable from gift economies in many ways; one of them is that the reciprocal exchange is immediate and not delayed in time.

It is usually bilateral, but may be multilateral (i.e., mediated through barter organizations) and, in most developed countries, usually only exists parallel to monetary systems to a very limited extent. Barter, as a replacement for money as the method of exchange, is used in times of monetary crisis, such as when the currency may be either unstable (e.g., hyperinflation or deflationary) or simply unavailable for conducting commerce.

Limitations of Barter Exchange

The limitations of barter are often explained in terms of its inefficiencies in facilitating exchange in comparison to money. It is said that barter is 'inefficient' because:

- There needs to be a 'double coincidence of wants'
- For barter to occur between two parties, both parties need to have what the other wants.
- There is no common measure of value
- Indivisibility of certain goods
- Lack of standards for deferred payments
- Difficulty in storing wealth

As the Industrial revolution and HaritKranti reached far flung states, even villages too started dumping Barter exchange and with the growth of inter village transportation, interstate transportation and Indian railways started witnessing Mandies and small road side shops of fresh vegetables and grains.
By 1970s all the Govt launched national programs started giving results and with the Nationalisation of Banks and development of transportation as business paved way for intra and interstate business with much easy and also transfer of payments through improved banking system. By this time villages and small towns (kasbas) too started having small grocery shops to meet daily needs of people from eatables to garments, furniture to household equipments etc.

**Evolution of Consumer behaviors over past 60 yrs in Rajasthan**

During the evolution journey of market place in past 60 yrs consumer behaviors too have gone through tremendous change. Consumer has transformed from market dependent to king of market.

**Types of Consumer Buying Behavior**

Types of consumer buying behavior are determined by:

- Level of Involvement in purchase decision. Importance and intensity of interest in a product in a particular situation.
- Buyer’s level of involvement determines why he/she is motivated to seeking information about a certain products and brands but virtually ignores others.

High involvement purchases--Honda Motorbike, high priced goods, products visible to others, and the higher the risk the higher the involvement.

Types of risk:

- Personal risk
- Social risk
- Economic risk

The four type of consumer buying behavior are:

Routine Response/Programmed Behavior--buying low involvement frequently purchased low cost items; need very little search and decision effort; purchased almost automatically. Examples include soft drinks, snack foods, milk etc.

Limited Decision Making--buying product occasionally. When you need to obtain information about unfamiliar brand in a familiar product category, perhaps. Requires a moderate amount of time for information gathering. Examples include Clothes--know product class but not the brand.

Extensive Decision Making/Complex high involvement, unfamiliar, expensive and/or infrequently bought products. High degree of economic/performance/psychological risk.
Examples include cars, homes, computers, education. Spend a lot of time seeking information and deciding. Information from the companies MM; friends and relatives, store personnel etc.

**Six stages of the buying process.**

Impulse buying, no conscious planning.

The purchase of the same product does not always elicit the same Buying Behavior. Product can shift from one category to the next. For example: Going out for dinner for one person may be extensive decision making (for someone that does not go out often at all), but limited decision making for someone else. The reason for the dinner, whether it is an anniversary celebration, or a meal with a couple of friends will also determine the extent of the decision making.

**E Commerce and various types of E Commerce portals etc**

E-commerce businesses may employ some or all of the following:

- **Online shopping** web sites for retail sales direct to consumers
- Providing or participating in **online marketplaces**, which process third-party business-to-consumer or consumer-to-consumer sales
- **Business-to-business** buying and selling
- Gathering and using demographic data through web contacts and social media
- **Business-to-business electronic data interchange**
- Marketing to prospective and established customers by e-mail or fax (for example, with newsletters)
- Engaging in retail for launching new products and services

E-commerce portals are like doorway on the internet. They open to us information from a wide variety of sources & even from other internet users. They also offer a host of services at a single place, (b2b) & (b2c).

An E-commerce website sells things online. The website could be owned by a company, a single person or by a group of people. It supervises the online purchases and transactions.

E-commerce sites have grown into multiple versions and types. Here we have listed them for the better understanding of how different types of trades and selling happen online.

**According to the Type of the Market**

If the parties of a trade are both businesses, both customers or one customer and one business. These known types are seen in the normal, offline business world. Any E-commerce
site is defined mainly by one of these types. Its customer demography, scale and other factors could be understood by understanding which category or categories it falls in.

1. B2B (Business to Business)
2. B2C (Business to Customer)
3. C2C (Customer to Customer)

According to the Number of the Sellers
The number of the sellers available on the site defines in which category the site falls in.

1. **Vendor Specific – Single Seller**
2. **Online Retailers – Selected Premium Sellers**
3. **Online marketplace – Everyone Is a Seller**

According to the Product Range

1. **Single Product**
2. **Product, Customers or Industry Specific**
3. **All Products Types**

**Typical Online Shopping Business model and flow chart**

Online retail business model- The online retail business model provides a foundation for delivering products to consumers and generating revenue. Online retail business opportunities are numerous and choosing the appropriate business model for selling products can make or break a business opportunity. For example, the ecommerce model delivers a catalog through a website that provides a shopping cart. The website serves as a catalog that customers can review and select items to purchase. The ecommerce online retail business model requires an online shopping cart solution. Shopify offers an ecommerce hosting package that delivers important tools, including email, a domain name and unlimited bandwidth.

Online retail business opportunities
Multiple online retail business opportunities exist and selecting the appropriate model depends significantly on what a business owner wants to accomplish and how involved they are willing to be. If a business owner is just starting, online retail business prospects deliver a range of moneymaking opportunities, from selling handcrafted products to sourcing products from distributors. For example, some business opportunities allow business owners to sell products and have them drop shipped if the business owner does not have a warehouse to store goods.
Other opportunities require the business owner to house products, arrange for their purchase and manage the distribution process.

Starting an online retail business offers an exciting endeavor and it requires the appropriate online tools. If you are just starting, online retail business tools provided by Shopify can help you successfully launch a website that delivers the appropriate security for customer purchases. In addition, our domain name and hosting packages ensure our customers receive all that is required to start a profitable business.

**Entry of Online Shopping business models Ebay, Amazon etc**

Social media marketing create our own business page-global business, online digital marketing.

**Ebay -Business Model “Canvas”** developed the popular business model canvas. The canvas is described as "a shared language for describing, visualizing, assessing, and changing business models." It’s made up of nine building blocks that help focus attention on key attributes of a business.

The business model “canvas” works best when applied to a single company, but the following is my attempt to summarize the subscription business model in a single canvas. Alexander Osterwalder and Yves Pigneur, authors of Business Model Generation, have While the building blocks will change slightly depending on the company, some blocks are more important than others to the subscription business regardless of the company.

**Customer satisfaction status from traditional shopping to Online shopping.**

With the advancement of technology & awareness customers’ satisfaction is shifting from traditional to online as online shopping give ease to order, delivery and payment 24x7 services.

**Flipkart Business model and flow chart**

Flipkart has two types of business models

1. They sell product by name of W S Retail
2. They allow sellers sell their products on their marketplace and charge commission on every product sold.

Since 2013 flipkart has moved to Marketplace Model.

Flipkart is currently targeting three broad domains –

1. Commerce – the customer and seller side where the online shopping is taking place.
2. Supply chain – the logistics, inventory and employee management to fulfill the commerce part.
3. Advertisements – Because of its massive user base and access to their habits of buying, Flipkart has decided to foray into advertisement. They have also acquired Ad equity in 2015. They are also venturing into digital ads. Ad revenue can be generated in three ways:

1. by selling so-called banner and other ads where all kinds of consumer brands advertise to Flipkart users
2. by getting brand partners such as Xiaomi to spend on marketing on the shopping app

by charging fees for promoting products of third-party sellers. Figure 6- Flip-Kart Business Model

2. Need for Study & its benefits

Past 60-70 years have been brought significant changes in Business Models of almost all kinds of commodities. Over the time most of the business models have taken shape as consolidated business models selling multiple items under one roof. This changed scenarios of business strategies has also triggered tremendous shift in consumer behavior from Barter exchange in villages/small towns to online shopping preferences buying with greater ease in terms convenience of buying, competitive pricing, home delivery etc. Flip-Kart has been a big name in the online shopping segment which has set many business and consumer trends in the market of all ranges from Metros to small village in India.

Hence there is a need to study paradigm shift in marketing strategies and consumer behaviors and possible future trends. This Research study will help the new entrepreneurs and start up ventures with ready data and analysis to take strategic decisions.