

1.1.5. Types of E-Commerce

There are several types of e-commerce models which are classified based on the nature of interaction with players. Some of them are as below:

- 1) Business-to-Consumer (B2C)
- 2) Business-to-Business (B2B)
- 3) Consumer-to-Consumer (C2C)
- 4) Consumer-to-Business (C2B)
- 5) Business-to-Employee (B2E)
- 6) Business-to-Government (B2G)
- 7) Peer-to-Peer(P2P)
- 8) M-Commerce

1.1.5.1. Business-to-Consumer (B2C)

In B2C model of e-commerce, businesses sell products and services to individual consumers directly. All the products and services are offered online through electronic channels in e-commerce which supplements the traditional commerce. Internet acts as an electronic channel.

For example, www.flipkart.com, www.infibeam.com, www.homeshop18.com, www.amazon.in are websites that comes under this category. Through these websites individual can purchase clothes, mobiles & electronic products etc.

1.1.5.2. Business-to-Business (B2B)

Business-to-Business (B2B) e-commerce model describes electronic transactions between businesses such as between manufacturer and wholesaler.

The major factors in increasing the acceptance of B2B e-commerce are Internet and dependence of many business operations upon other businesses for supplying raw materials, utilities and services. It is very fast developing segment in e-commerce. Company can check and updates purchase orders, invoices, inventory and shipping status directly through the Internet.

1.1.5.3. Consumer-to-Consumer (C2C)

Consumer-to-Consumer (C2C) e-commerce is a business model that facilitates the transactions of product and services between two consumers. In this e-commerce model, consumers sell product and services directly to other consumers using Internet and Web technologies.

An individual customer uses classified advertisements to advertise or promote different products and services on web or through online auction sites. **For example**, eBay.com, quickr.com, craigslist.org, gittigidiyor.com. It entails lower cost for both buyer and seller customers.

Using this e-commerce model, customers can also advertise and sell their products and services to other employees over organizational Intranet.

1.1.5.4. Consumer-to-Business (C2B)

Consumer-to-Business (C2B) is an e-commerce model where consumers (individuals) sell products and services which are consumed by businesses and organisations. This model is opposite to B2C model.

In this model, price and value for specific products and services are created by individuals. **For example**, when a customer writes reviews for new product or gives a useful idea for new product development then he/she is creating value for the company if the company adopts the review or idea. Company can facilitate C2B model by setting discussions forums on their websites.

For example, the websites such as www.mobshop.com, www.pazaryerim.com and www.priceline.com are organizers of C2B transactions.

1.1.5.5. Business-to-Employee (B2E)

B2E model is a business model where business provides many services or products to their employees and the transactions between the business and employee are known as B2E services.

This model of e-commerce allows companies to deliver products and/or services to their employees using intrabusiness network (Intranet). **For example**, employee portal forms the B2E model between company and employee.

It is time consuming for an employee to search for a specific kind of information from the large database of information. Employees are provided with self-service capability by B2E applications. These applications play a crucial role in better business-employee relationship.

B2E includes all things that employees need to work for communication, compensation and benefits.

1.1.5.6. Business-to-Government (B2G)

B2G model is business model that facilitates transactions between government and business over the electronic network.

There are many activities which are done by businesses over the Internet like filing tax returns, public procurement, apply and issue of commercial licences and many other government related formalities. **For example**, Classic Shoes Ltd files the annual tax return over the Internet to the Income Tax Department. This forms the B2G model.

1.1.5.7. Peer-to-Peer (P2P)

The P2P business model connects users and helps them for file and computer resource sharing without involvement of a common server. It helps individuals to make their information and resources available for anyone's use by linking users *via* the internet.

Traditionally, peer-to-peer technology has been used for sharing copyrighted music that violates digital copyright law. Developing a feasible, authorised business model that will help P2P venture to make money is a major challenge. **For example**, Kazaa is a P2P business model.

1.1.5.8. M-Commerce

M-commerce is a part of e-commerce and refers to electronic transactions using mobile devices. Electronic transactions may be financial services or shopping. Here, the medium is wireless as opposed to wire line used in e-commerce.

"M-commerce (mobile commerce) is the buying and selling of goods and services through wireless handheld devices such as cellular telephone and Personal Digital Assistants (PDAs)"

The benefit of m-commerce is that it offers Internet connectivity to everyone, anytime, anyplace by the help of wireless devices.