

C2C Consumer to Consumer

- Consumer-to-consumer e-commerce or C2C is simply commerce between private individuals or consumers.
- This type of e-commerce is characterized by the growth of electronic marketplaces and online auctions, particularly in vertical industries where firms/businesses can bid for what they want from among multiple suppliers. It perhaps has the greatest potential for developing new markets

C2C Consumer to Consumer Cont.

C2C e-commerce comes in at least three forms

- auctions facilitated at a portal, such as eBay, which allows online real-time bidding on items being sold in the Web;
- peer-to-peer systems, such as the Napster model (a protocol for sharing files between users used by chat forums similar to IRC) and other file exchange and later money exchange models; and
- Classified ads. at portal sites such as Excite Classifieds, and E- Wanted (an interactive online marketplace where buyers and Sellers can negotiate and which features as Buyer Leads and Want Ads.)

Thank You

