



มหาวิทยาลัยราชภัฏนครปฐม



Chapter 2

E-commerce Models

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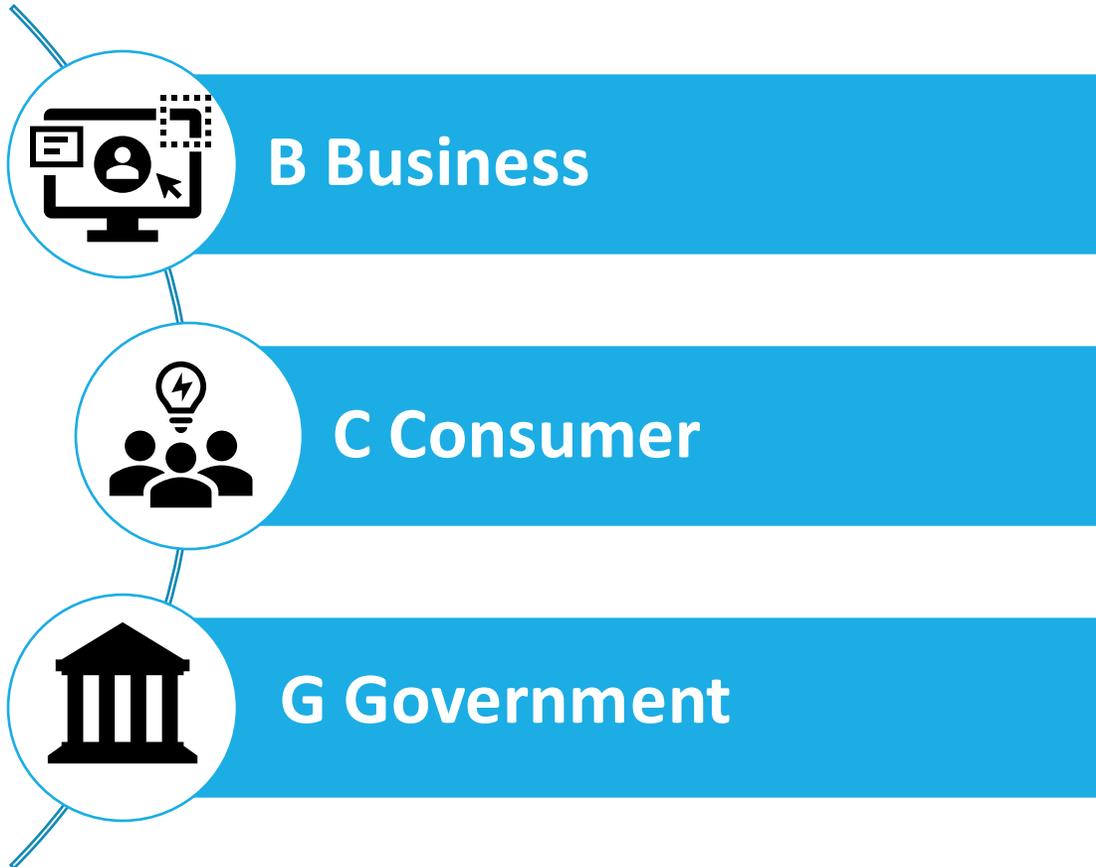
Types of E-commerce



E-commerce, or electronic commerce, refers to the buying and selling of goods and services over the internet. It can be categorized into various types based on different criteria



1. Based on Target Audience





Business-to-Consumer (B2C)

- Direct sale of goods/services to individual consumers.
 - High volume, low-value transactions.
 - Examples: Amazon, Netflix, Zara.
 - Trends: Personalization, subscription models, mobile commerce.





Business-to-Business (B2B)

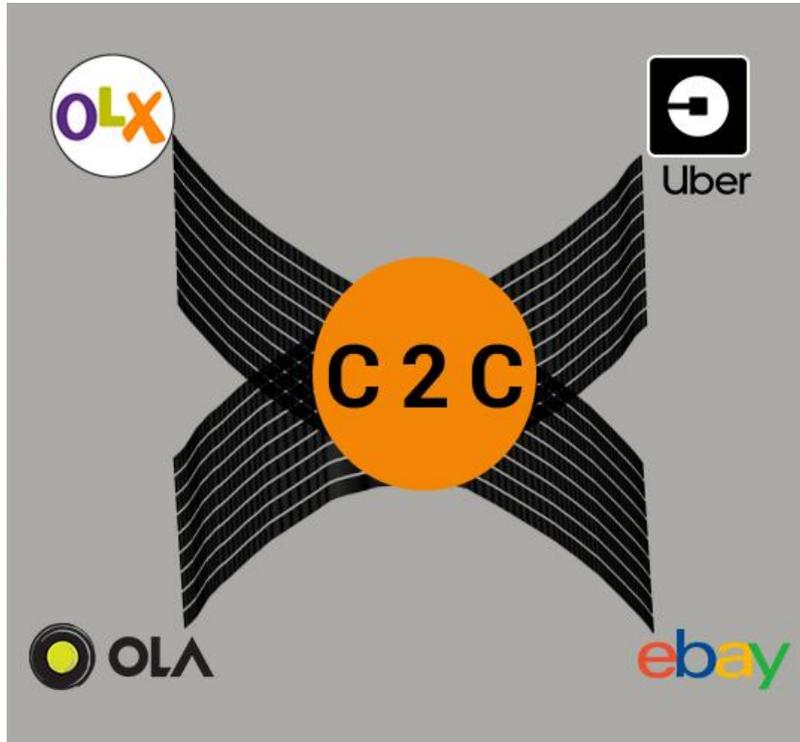


- Transactions between businesses, e.g., manufacturers and wholesalers.
 - Fewer, high-value transactions; longer sales cycles.
 - Examples: Salesforce, Intel, McKinsey.
 - Trends: SaaS, supply chain optimization, B2B marketplaces.

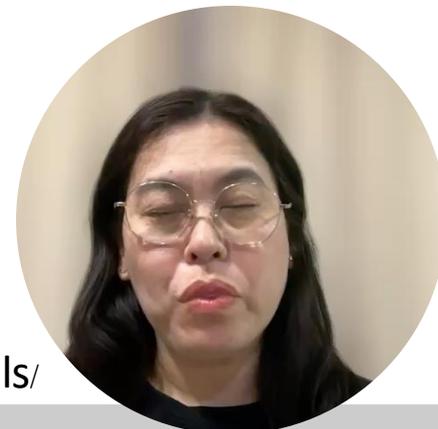




Consumer-to-Consumer (C2C)



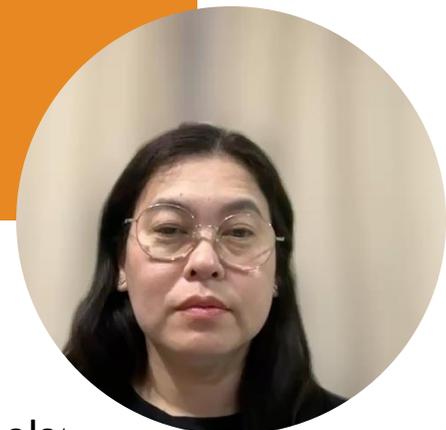
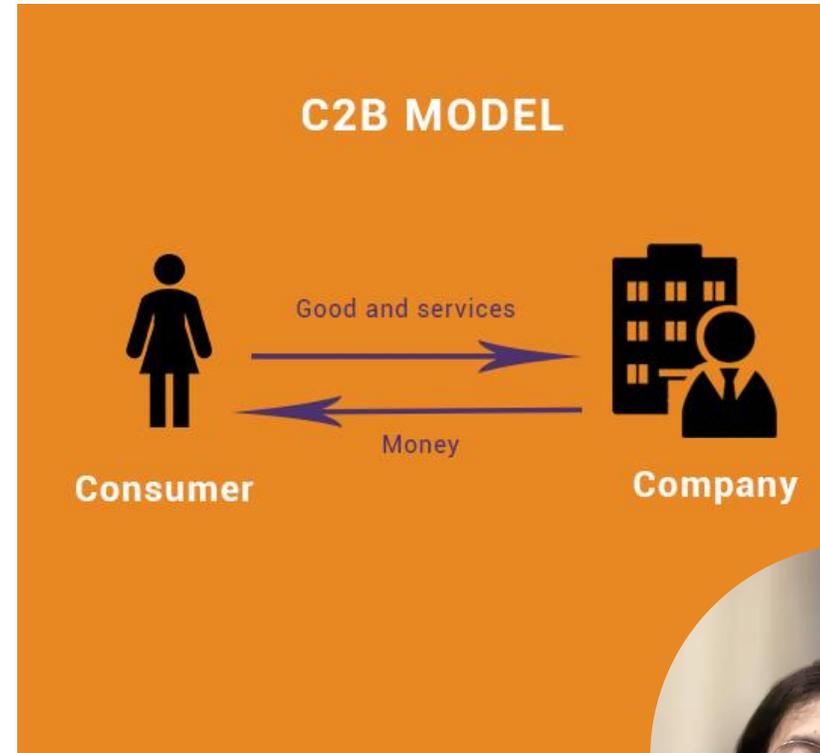
- Peer-to-peer transactions through platforms.
 - Low entry barriers, revenue from fees or ads.
 - Examples: eBay, Airbnb, Facebook Marketplace.
 - Trends: Sharing economy, ratings/reviews for trust.





Consumer-to-Business (C2B)

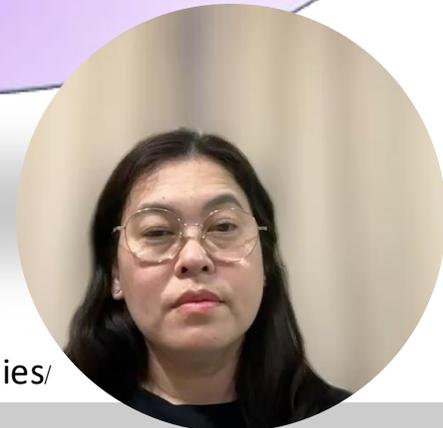
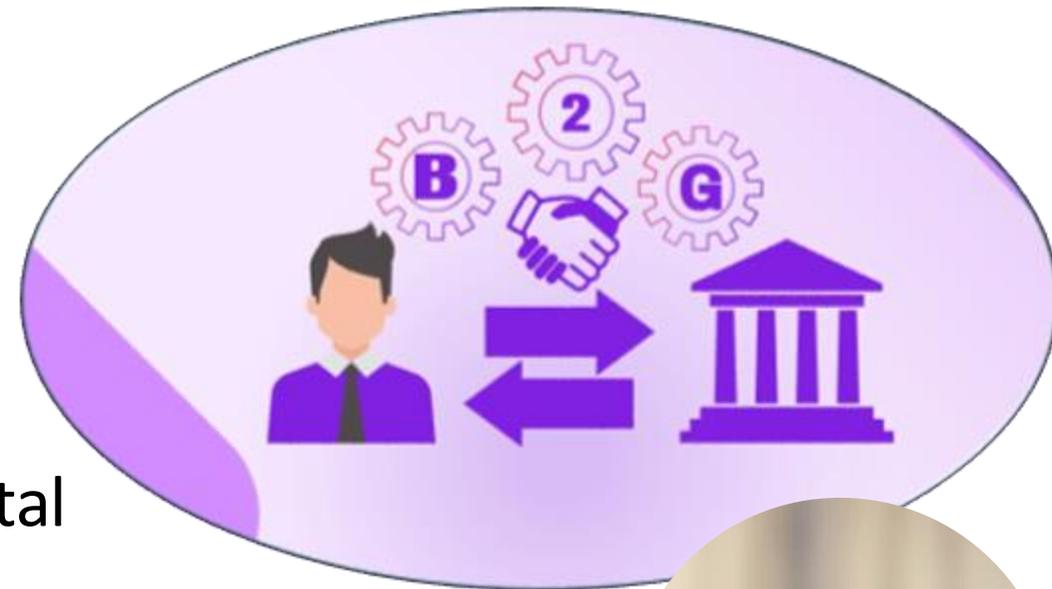
- Individuals providing products/services to businesses.
 - Flexibility for freelancers, content creators, and small entrepreneurs.
 - Examples: Shutterstock, Fiverr, influencers.
 - Trends: Gig economy, monetization of user-generated content.





Business-to-Government (B2G)

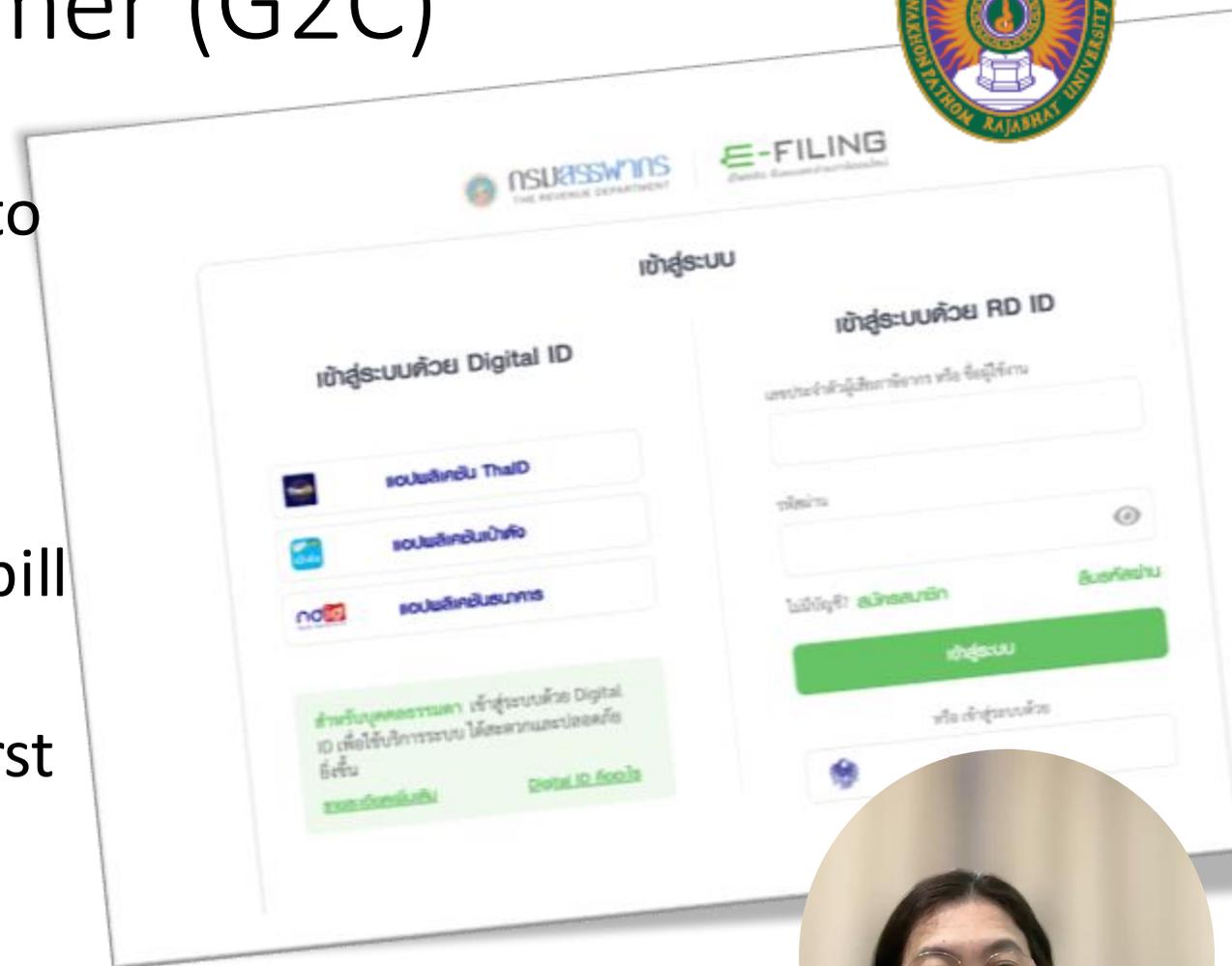
- Businesses supplying goods/services to government entities.
 - Involves tenders, proposals, and high compliance.
 - Examples Lockheed Martin, Microsoft, infrastructure providers.
 - Trends Smart cities, cybersecurity, digital transformation.





Government-to-Consumer (G2C)

- Services provided by government to individuals.
 - Focus on accessibility and convenience via digital platforms.
 - Examples Tax payments, utility bill payments, online licensing.
 - Trends E-governance, mobile-first solutions, digital services.

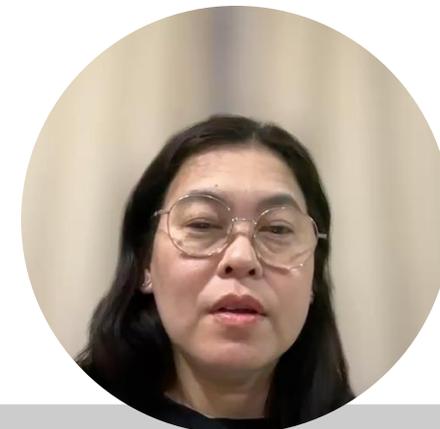
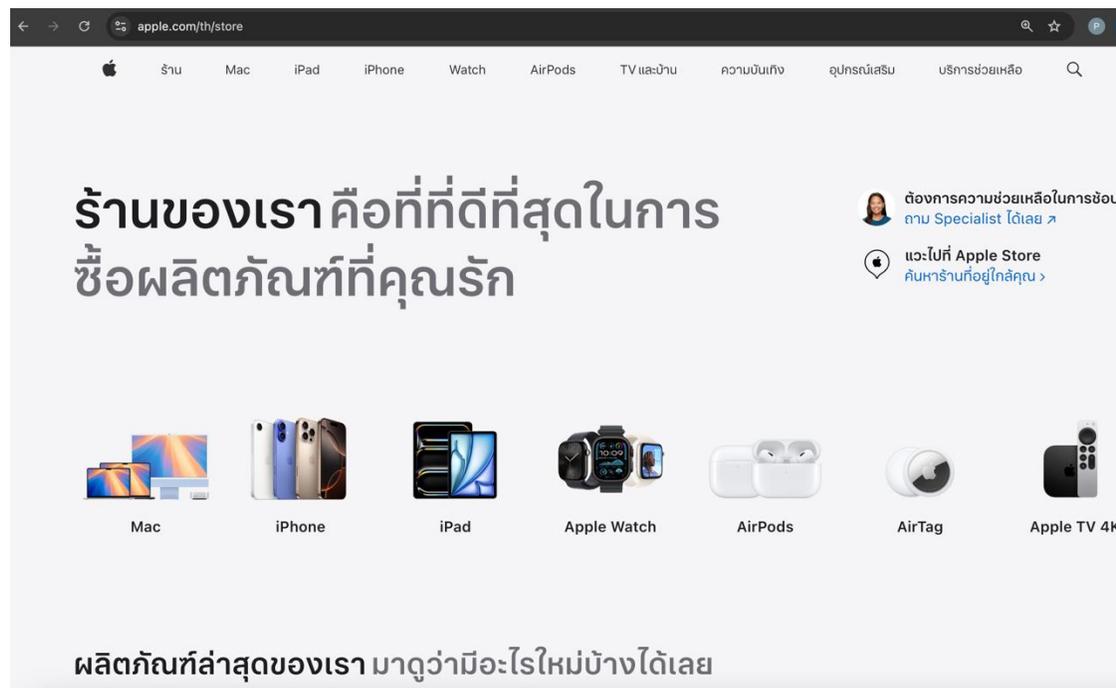


2. Based on Business Model



Online Store

Websites that sell goods and services directly to consumers.

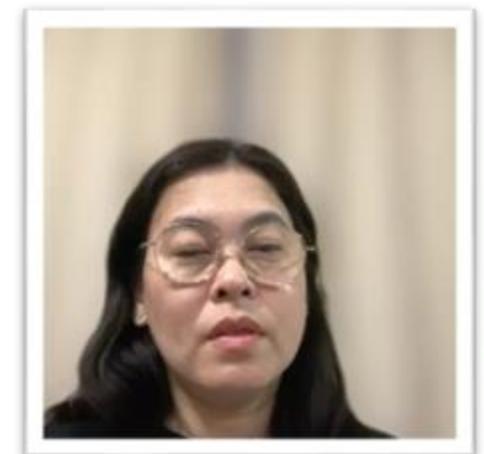
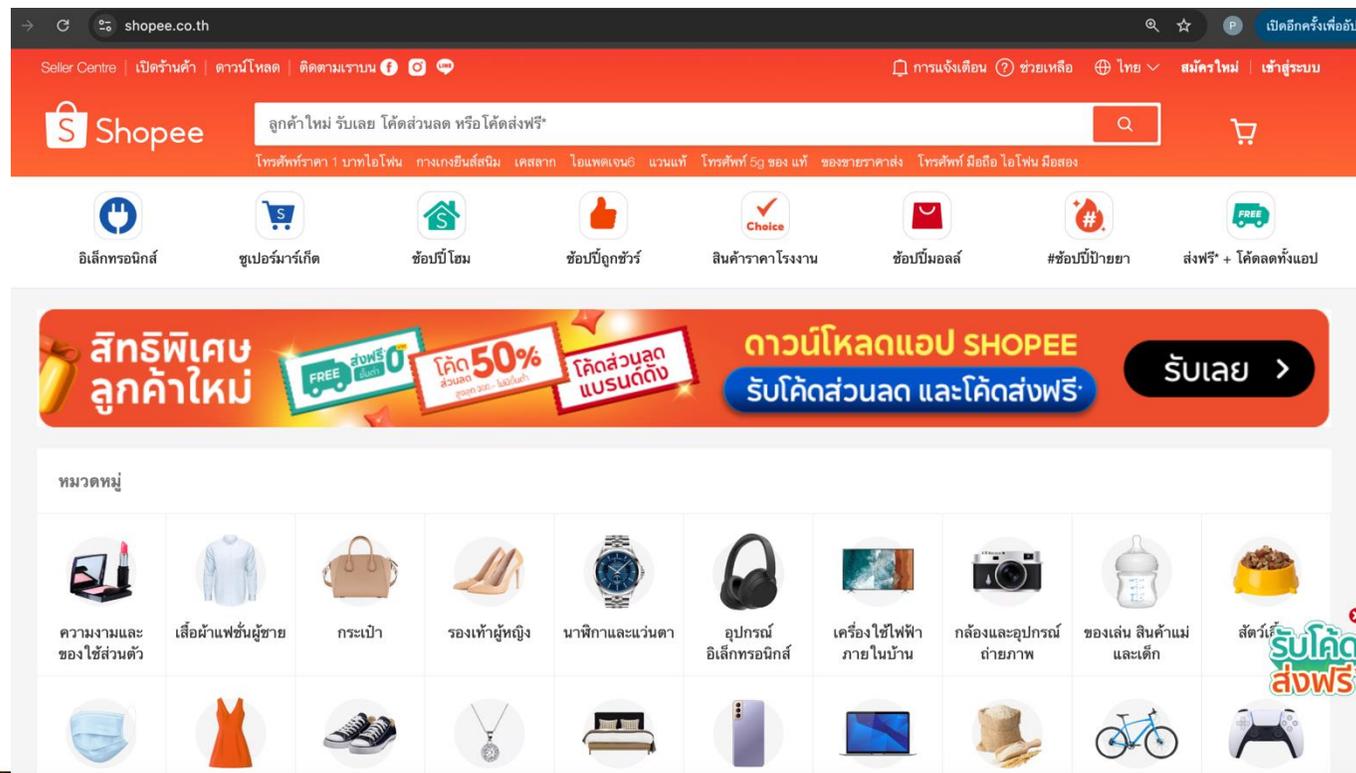




2. Based on Business Model

Online Marketplace

Platforms that allow multiple sellers to list and sell their products, such as Lazada or Shopee.





2. Based on Business Model

- **Auction Website** Websites where users can bid on items, such as eBay.





2. Based on Business Model

- **Price Comparison Website** Websites that aggregate product information from various sources to allow consumers to compare prices.





2. Based on Business Model

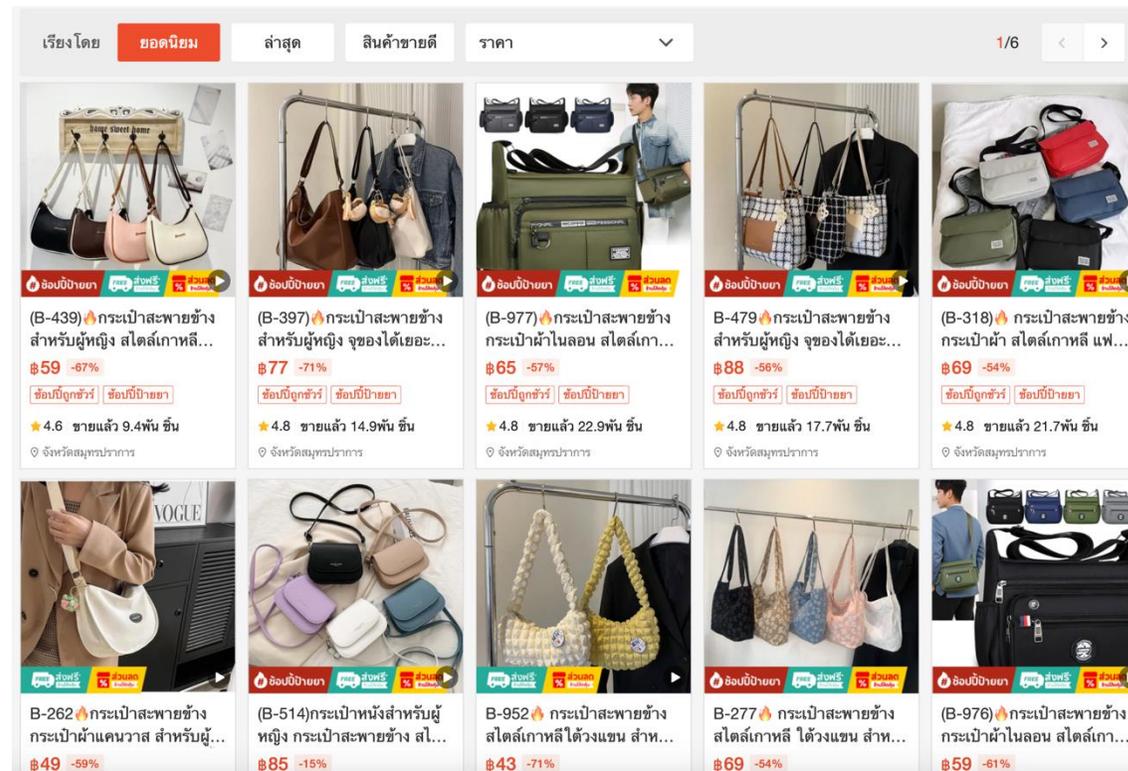
Coupon Website Websites that offer discount coupons for various products and services.



Based on Product/Service Type



Physical Goods Tangible products that can be touched, such as clothing, books, or electronics.



Based on Product/Service Type



Digital Goods Products that exist in digital format, such as music, videos, or software.

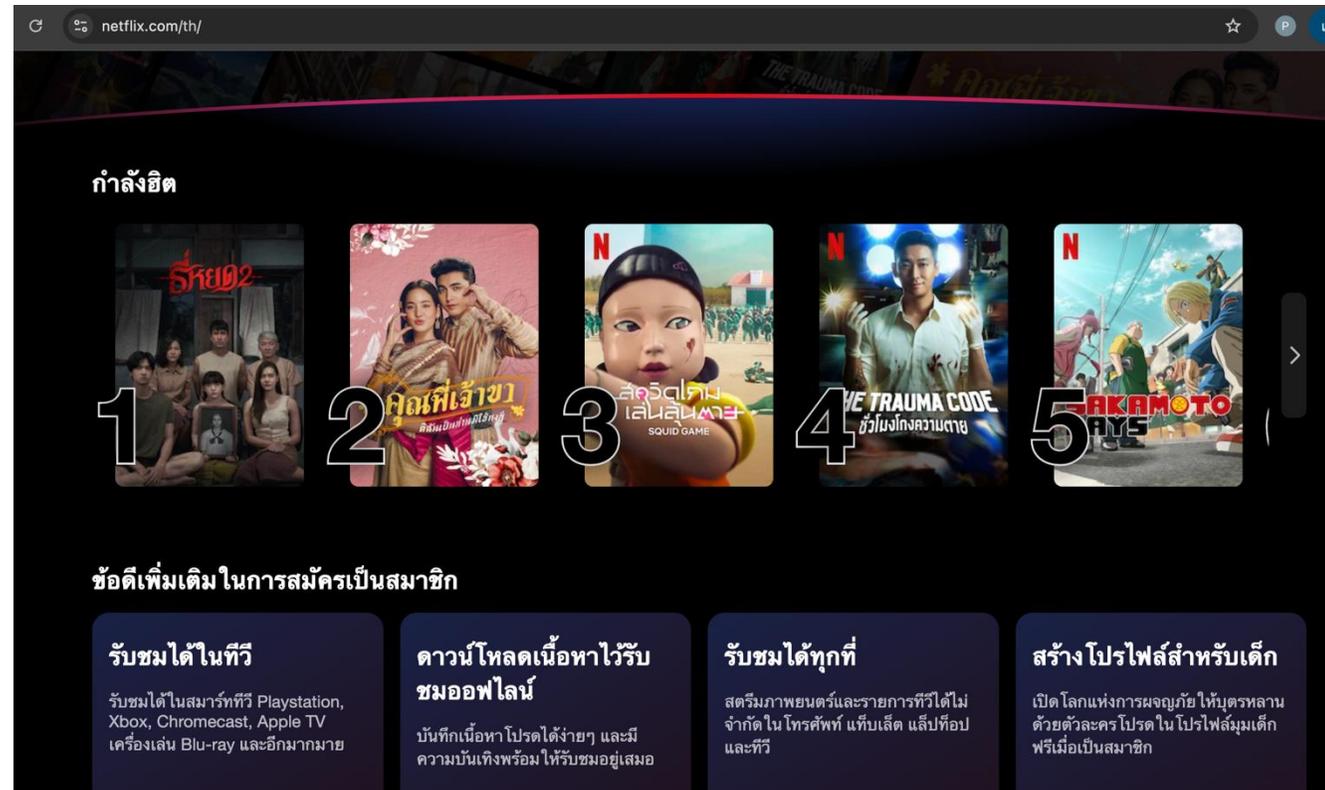


Based on Product/Service Type



Services

Intangible offerings, such as hotel bookings, airline tickets, or online courses.



Based on Payment Method



Online Payment: Payments made over the internet, such as credit cards, debit cards, or PayPal.



Based on Payment Method



Cash on Delivery: Payment made when the goods are delivered.



Based on Payment Method



Bank Transfer: Transferring funds from the buyer's bank account to the seller's bank account



Summary



The world of e-commerce is vast and full of opportunities. With a variety of models available, including B2B, B2C, and C2C, entrepreneurs can choose the model that best suits their business and effectively reach their target audience. The key to success is analyzing the market, understanding customer needs, and adapting to trends in the digital age.





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