

C2C (Consumer to Consumer) E-commerce Performance Improvement

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Abstract: C2C e-commerce plays an important role in modern economy. But in this type of business there can have different advantages or disadvantages or lack of transparency. In this paper I have tried to show an emerging 3rd party or website or facilitator and tried to estimate the performance.

Keyword: transparency, facilitator, credit card, dispute, volunteer action.

I. INTRODUCTION

Consumer-to-consumer e-commerce (occasionally called customer-to-customer e-commerce) can take place by websites offering free classified advertisements, auctions, forums, and individual pages for start-up entrepreneurs. Different go-between websites earn their small money from sellers and provide a secure and convenient payment method.

II. BENEFITS OF C2C E-COMMERCE

C2C has a number of benefits for users. There are minimal costs involved with the lack of retailers and wholesalers, keeping the margins higher for sellers and prices lower for buyers. There is also the convenience factor — instead of trying to sell items in person at a brick-and-mortar store, consumers can simply list their products online and wait for the buyers to come to them. Buyers don't need to drive around and search through stores for an item they want — they just have to search for it on a C2C site. Most C2C sites make their money from fees or commissions charged to sellers for listing items for sale. C2C sites act simply as intermediaries, matching buyers to sellers, and they have little control over the quality of the products being sold [1]. So easier to compare prices, access to stores located remotely, no need for a physical store, common availability of coupons and deals, lots of choices, stores are open all the time, ability to buy and sell to other consumers, ability to have vendors bid for business, ability to scale up rapidly, extraordinarily high reliance on the website, ease of communication, no need to handle currency notes, reduced employee costs are major advantages [2].

III. DIFFICULTIES OF C2C E-COMMERCE

C2C has some difficulties. There may have lack of quality control or payment guarantees. There may have difficulties in making credit card payments. So inability to experience the product before purchase, lack of personal touch, need for an internet access device, need for an

internet connection, credit card fraud, security issues, delay in receiving goods, inability to identify scams, expense and expertise needed for e-commerce Infrastructure are major disadvantages [2].

IV. IMPORTANT ISSUE

Attracting customers is the primary goal of most public-facing businesses, because customer creates demand for goods and services. Businesses often compete through advertisements offering low prices to attract customer.

VI. EXPLANATION OF THE PROPOSED EMERGING MODEL (C2C)

When seller wants to sell some products or services to the buyer then he must take the help from internet/3rd party/facilitator. The internet or 3rd party or facilitator should check the number of items sold. If the items remain in the website for a long time, the site automatically delete the items or services due to less importance.

But before deletion the seller would be reminded to improve his products or services. If any customer gives any dispute about the products or services the site would take the necessary actions to maintain the transparency. So the websites have an important role to play.

VII. CALCULATING THE PERFORMANCE

If there exists a linear relationship between the quality of the web site and transaction security then the acceptability of the web site will be increased (the quality of the web site \propto transaction security).

If there is no linear equation arises then by taking regression analysis we can take the relationship by fitting a straight line curve. The third party can regulate the transaction as it can charge or take fee from the seller.

V. PROPOSED EMERGING MODEL

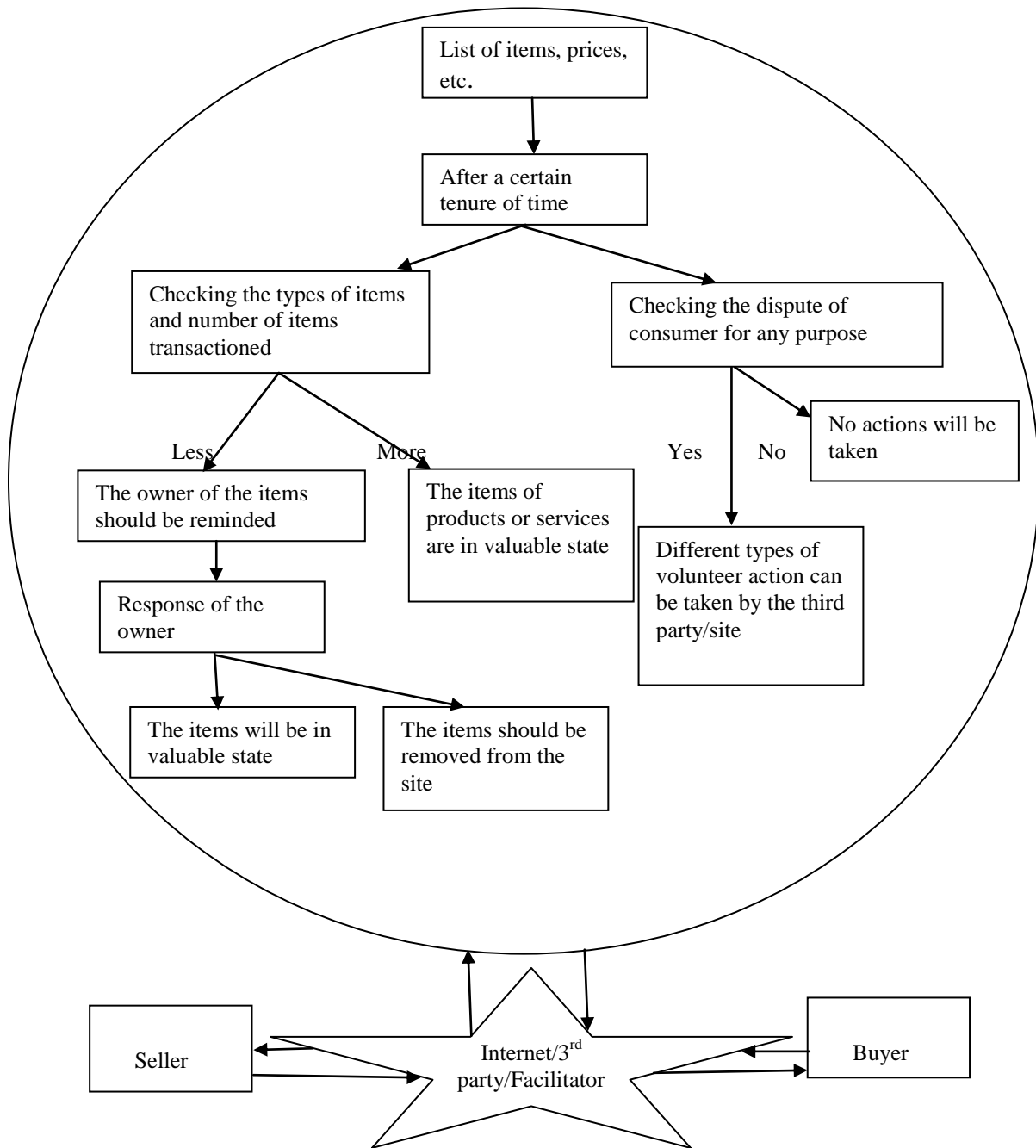


Figure 1 Emerging C2C business model

VIII. FUTURE WORKS

In future it may be calculated the performance by taking different relationships other than linear relationship.

IX. CONCLUSION

Actually C2C e-commerce is a very sensitive issue in respect of customer behavior, sentiment, availability etc. So if we can develop an intelligent software for customer, we can enhance the performance of C2C relationship.

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