Name and describe the principal e-commerce business models.

Step 2:

B2C – Business to consumer.

Business-to-consumer (B2C) refers to the process of selling products and services directly to customers who are the end-users of the company's products or services. The majority of businesses that sell directly to consumers are referred to as B2C businesses.

Step 3:

Amazon, Google, Facebook, Tencent, and other B2C corporations are examples.

B2B – Business to business.

Step 1:

Business-to-business (B2B), often known as B2B, is a type of transaction that occurs between businesses, such as between a manufacturer and a wholesaler, or between a wholesaler and a retailer. Business-to-business refers to transactions that take place between businesses rather than between businesses and individual customers.

Step 2:

In today's environment, B2B is more frequent than you might believe. Dropbox, GE, Xerox, and WeWork are excellent examples of modern-day B2B applications.

C2B – Consumer to business.

Step 1:

Consumer-to-business, or C2B, is a business paradigm in which the customer provides the firm with a service or product. This is the polar opposite of the traditional business-to-consumer (B2C) paradigm, in which a corporation sells goods and services to customers in exchange for a service.

Step 2:

Referral schemes, compensated testimonials, and data sharing are examples of C2B models.

C2C – Consumer to consumer.

Step 1:

Consumer to consumer (C2C) is a business model in which third-party organisations facilitate transactions between private customers for items or services without involving a business on either end of the transaction. The majority of C2C transactions are now handled through online businesses.

Step 2:

eBay, an online auction site, and Amazon, which serves as both a B2C and a C2C marketplace, are two of the most well-known examples of C2C. Since its inception in 1995, eBay has been a huge success, and it has always been a C2C company.

Name and describe the e-commerce revenue models.

Advertising: A website earns money by drawing in a huge number of visitors who are subsequently exposed to adverts.

Sales: Companies make money by selling things, information, or services to their clients.

Subscription: A website that provides material or services charges a monthly fee for access to any or all of its offerings.

Free/Freemium: a company provides basic services or content for no charge, but charges a fee for advanced or high-value features.

Transaction fee: Fee for enabling or executing transactions: the firm earns a fee for enabling or executing transactions.

Affiliate: Web sites are compensated as "affiliates" for referring visitors to other sites in exchange for a commission.

What is the role of m-commerce in business, and what are the most important m-commerce applications?

Step 1:

M-commerce (mobile commerce) refers to the purchase and sale of products and services via wireless handheld devices such as smartphones and tablets. M-commerce is a type of e-commerce that allows customers to access online purchasing platforms without having to use a computer.

Step 2:

List of Important M-Commerce Applications

Banking. iMobile is an application that was developed by ICICI Bank that allows users to complete all internet banking transactions through their mobile phone.

M-commerce for Retail.

Mobile Marketing.

Mobile Ticketing.

Reservations.

Entertainment.

Healthcare.

Office Communication.

Step 3:

Location-based apps, such as discovering hotels and restaurants, monitoring local traffic and weather, and offering customised location-based marketing, are particularly well-suited to m-commerce. Mobile bill payment, banking, securities trading, transit schedule updates, and digital content downloads, such as music, games, and video clips, are all done on mobile phones and handhelds. M-commerce necessitates wireless portals and micropayment-capable digital payment systems.

Step 4:

1. Payments and finance

This form of m-commerce service and application is one of the most user-friendly. Paying for something through a smartphone app is becoming more common. Customers who use Google Pay or Apple Pay don't need to carry a wallet because their payment information is stored on their phone. Not every generation has adopted this as a payment method, but it will soon be the norm alongside – or possibly in place of – cash and credit. Customers also desire account access, deposits, and transfers from their finance institutions' mobile apps, such as credit unions and stockbrokers.

Catalogs

M-commerce is transforming the way retailers and even wholesalers conduct business. Customers can download a free app that acts as an augmented reality catalogue from IKEA. Customers may snap photos of their room and use the augmented reality software to superimpose furniture onto it, allowing them to "test before they buy." Customers may get a better knowledge of a product in their area with this technology, which can help firms reduce the rate of refurbishment and returns. This not only enhances the consumer experience, but it also benefits many organisations' financial lines.

3. Marketing

How might various m-commerce services and applications aid in brand awareness or serve as a marketing tool for your company? Consider running a bookstore or a fast-food joint. What if you could reach out to your customers using location-based mobile marketing while they were in your store? Using SMS apps to send coupons to visiting customers or your branded app to announce a flash sale or in-store discount is a terrific way to let your m-commerce app do some of the heavy lifting for you.

Tickets and entertainment

Phones are the keys to the world nowadays. You may use an app to unlock your front door with wi-fi or date-enabled door locks, as well as use it as your airline or concert ticket pass. This not only provides greater convenience for your customers, but it also has a lower environmental impact, which can benefit your business.

Games and entertainment

Mobile games such as Pokemon Go and Harry Potter have altered the landscape of mobile entertainment. More people are interested in gaming as a result of the augmented-reality landscape. These games fill a gap in the pop culture market by allowing users to participate in a universe they enjoy while simultaneously gaming socially with others. In-app purchases or selling advertiser space and time are two ways for game makers to monetise their apps.

Healthcare

In the field of healthcare and wellness, one of the most groundbreaking types of m-commerce services and applications is healthcare and wellness. To begin, US pharmacies such as Walgreens and CVS have pharmacy-specific apps that allow consumers to complete prescriptions online and pay for them more conveniently via pickup or delivery. Apps like Lemonaid Health make it simple to get medicines without having to visit a doctor. Other firms, such as Says and Teladoc, use a simple app interface to allow patients to meet with doctors using only their cellphones. These apps let consumers get the medical treatment they need on demand by providing affordable and no-wait appointments.