E-Commerce Models and Payment Systems

E-Commerce Models

1. B2B (Business-to-Business):

- Involves electronic marketplaces and direct market links between businesses (e.g., supermarkets

and suppliers).

- Solely web-based models.

- Example websites:

  * Alibaba.com

  * Commodityindia.com

  * Indiaconstruction.com

  * Clickforsteel.com

2. B2C (Business-to-Consumer):

- Enterprises provide an online shopping environment for consumers.

- Enables online purchases and payments, saving time and improving transactional efficiency.

- Example websites:

  * Amazon.com

  * LLBean.com

  * CompUSA.com

  * Travelocity.com

  * Hotels.com

  * Rediff.com

3. C2C (Consumer-to-Consumer):

- Allows trading of products and services between consumers via platforms.

- Includes auction sites where consumers list items for sale.

- Example websites:

  * eBay.com

  * Baazee.com

* ICQ.com

  * MSN.com

4. C2B (Consumer-to-Business):

- A consumer requests services or products, and businesses respond with offers.

- The consumer sets an estimate for the service.

5. B2G (Business-to-Government):

- A variant of B2B for government use.

- Used for auctions, tenders, and information exchange with businesses.

6. G2B (Government-to-Business):

- Government websites used to approach businesses for auctions, tenders, and applications.

Electronic Payment Models

1. Credit Cards:

- Plastic cards with magnetic strips or embedded EMV chips.

- Key features:

  * Personal account number, expiration date, and security code.

  * Contactless payment capabilities.

- Used for credit-based transactions.

2. Debit Cards:

- Transactions deduct directly from the bank account.

- Requires sufficient balance for completion.

- Types:

  * Online debit cards: Immediate transactions.

  * Offline debit cards: Delayed processing.

3. Smart Cards:

- Embedded with a microprocessor chip to store customer data securely.

- Requires a PIN for access.

4. E-Money:

- Digital currency used for transactions over a network.

- Reduces paperwork, transaction, and labor costs.

5. Electronic Funds Transfer (EFT):

- Transfers money electronically between financial institutions.

- Used via ATMs or computers, without involving intermediaries.

Key Features of Payment Systems

- Advantages:

  * Paperless, efficient, and cost-saving.

- Security Features:

  * Cards include EMV chips, magnetic strips, and security codes for fraud prevention.