CONSUMER TO CONSUMER E-COMMERCE

C2C-consumer- to-consumer or C2c is simply commerce between private individuals or consumers. This type of e-commerce is characterised by the growth of electronic marketplaces and online auctions, particularly in vertical industries where firms/business can bid for what they want from among multiple suppliers. It perhaps has the greatest potential for developing new markets. This type of 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 wed

- Classified ads at portal sites such as excite classified and e-Wanted, olx.in (an interactive, online marketplace where buyer and seller can negotiate and which features " buyer leads and want ads")

Customer –To-customer Market/ C2C-consumer- to-consumer

Customer to Customer (C2C) markets are innovative ways to   allow customers to interact with each other. While traditional markets require business to customer relationships, in which a customer goes to the business in order to purchase a product or service. In customer to customer markets the business facilitates an environment where customers can sell these goods and or services to each other.

Customer to Customer marketing has become more popular recently with the advent of the internet. Companies such as Craigslist, eBay ,olx.in and other classified and auction based sites have allowed for greater interaction between consumers, facilitating the Customer to Customer model. Furthermore, as it becomes more economical for individuals to network on the internet via social websites and individual content creation, this marketing model has been greatly leveraged by businesses and individuals alike.

The following diagram shows the C2C E-Commerce process.
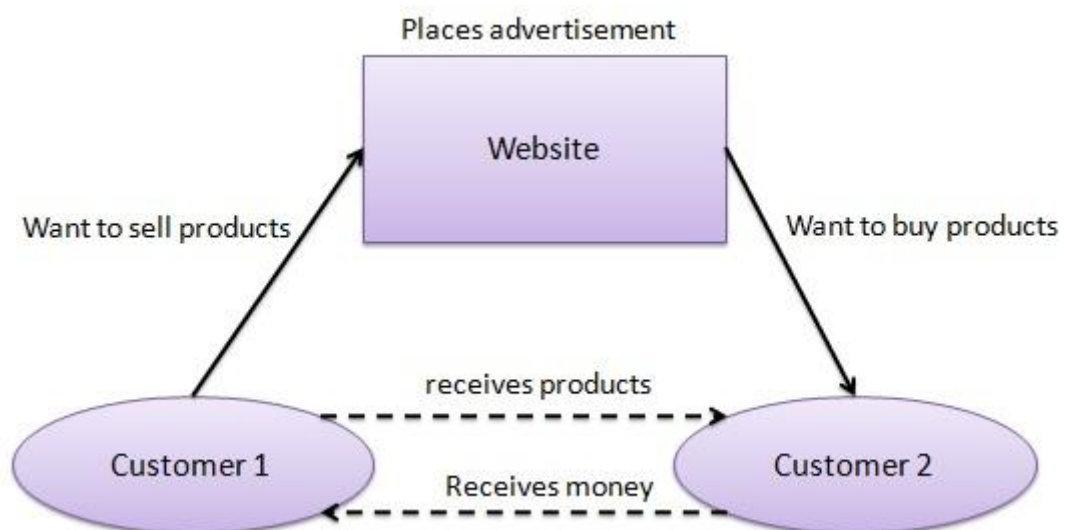
2.6 **Limitations of E-Commerce**

- Among disadvantages of selling online includes the inability to touch and feel merchandise. As one analyst puts it, to "Kick the Tyres". This is a psychological barrier, but as consumers become more familiar with shopping online, this barrier goes away.

- Further, a big rush with the growing importance of e-commerce and computer communication technologies is that people don't have social contacts anymore. Everything can be arranged with a computer, you don't have to go to market anymore, because you can do that at home.

- Furthermore, because online stores do not exist for very long, many companies do not know exactly how to set up a store. This result in large group of annoyed customers, who wants to buy something, but it is clear how they should and there is no one whom they can ask, like in a normal shop.