



## Original Article

### An Analytical Study of E-Commerce Business Models and Their Role

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Manuscript ID: **Abstract**

JRD -2025(I)-170914

ISSN: 2230-9578

Volume 17

Issue 9(I)

Pp. 62-64

Sept. 2025

Submitted: 9 Aug. 2025

Revised: 20 Aug. 2025

Accepted: 20 Sept. 2025

Published: 30 Sept. 2025

*E-commerce has developing as a very important in modernization of business, various drastic changes happen in the international trade due to digitalization. Business-to-Consumer (B2C), Business-to-Business (B2B), Consumer-to-Consumer (C2C), Consumer-to-Business (C2B), and hybrid marketplaces are the play important role in an e-commerce business various channels that are study in this article. Their system, functions, and contributions in the business by the business concern with digital economy. The study Present how these models affect customers are to reach, revenue policies, and using secondary data from reports, scholarly sources, and case studies. According to the findings, C2C and C2B platforms empower people through peer-to-peer trade and reverse value creation, B2B platforms promote supply chain efficiency, and B2C and hybrid platforms increase access to international markets. When taken as a whole, these models support employment, cost effectiveness, innovation, and the inclusion of small business owners and rural entrepreneurs. E-commerce keeps bolstering growth and resilience in spite of obstacles like competition, regulations, and cyber security threats. Aligning business strategies with changing consumer expectations and technological advancements is essential for success.*

**Keywords:** E-commerce, Business Models, B2C, B2B, C2C, C2B, Digital Economy, Online Marketplace

#### Introduction:

The purchasing and selling of goods and services on digital equipment as on the Internet and other computer networks, is called e-commerce. Digital funds transfer, supply chain management, online marketing, trade processing, digital data interchange (EDI), stock controlling systems, and auto data collection techniques are all works of electronic commerce. Although a wider range of technologies, including e-mail, mobile devices, and telephones, may also be included in modern electronic commerce, it typically makes use of the World Wide Web at least once during the transaction's life cycle. The sales component of e-business is generally regarded as electronic commerce. It also includes the exchange of data to make the financing and payment aspects easier. Since businesspeople face a lot of competition, they ought to conduct business online and have a functioning website. It is essential to regularly check out your online rivals and determine what they are doing if you want to be successful online. Find out what they want to accomplish. How do they get information and keep in the contact with their clients? Find out if they are simply expanding their existing offers online or creating new business. Throughout the e-business life cycle, organizations automate, organize, standardize, and stabilize their services in order to establish and maintain a long-lasting computer-mediated relationship. Before the internet became popular, the idea of e-business existed. E-business was already popular for financial services in the 1970s. However, e-Business would not have been possible on such a large scale without the internet.



Quick Response Code:



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#### How to cite this article:

*G. A.Bhurke, Karpe A.P. (2025).An Analytical Study of E-Commerce Business Models and Their Role . Journal of Research & Development, 17(9(I)),62-64*





The feature's business and communication environment is the Internet. In order to connect critical business systems directly to critical business constituencies—customers, employees, and suppliers—through internet extranets and via the web, businessmen must combine the resources of traditional information systems with the vast reach of the internet. It becomes an e-business by connecting traditional IT systems to the internet. The majority of businesses use online applications to make doing what you do easier.

## **Objective of the Study:**

To identify and describe the major e-commerce business models, including B2C, B2B, C2C, C2B, and hybrid platforms.

To analyze the operational features, advantages, and limitations of different e-commerce business models.

## **Methodology**

This study adopts a descriptive and analytical research design using secondary data. Sources include Government and industry reports, Academic literature on digital business models, and Case studies from leading global and Indian e-commerce platforms. The models are analysed in terms of structure, operational process, customer base, revenue generation, and challenges.

## **Different kinds of electronic trade models :-**

### **1. Business-to-Consumer (B2C)**

Business-to-Consumer is the business model of the companies selling products and services which concerned with individual customers for consuming themselves, rather than to other businesses. This is a common model in e-commerce, but also applies to traditional retail and service industries.

Extensive product variety

Customer-focused marketing strategies

### **2. Business-to-Business (B2B)**

Business-to-business (B2B) known also known as B-to-B marketing, is a transaction between businesses with another business concern such as like as the product sales by a manufacturer and wholesaler or a wholesaler and a retailer. Business-to-business mentions to trade that occurs between two companies, not business to and individual consumers.

Bulk ordering and wholesale pricing

Long-term contracts and partnerships

### **3. Consumer-to-Consumer (C2C)**

C2C is also known as viewpoints for “consumer to consumer” or “customer to customer”; it’s a business system which concern that fosters trade happening between individual customers, usually in an online environment. C2C concerns act just like a mediator for the foster assignment and help consumers get a bigger audience. Nowadays, C2C bases are not only focused on the goods and services with quality content of product, but this type of e-commerce classification facilitates trade between people. We’ll see how C2C trading of products works and explain how this business ideal works.

### **4. Consumer-to-Business (C2B)**

Consumer to business, or C2B, differs from other e-commerce models because it's the consumers who create value for a product or business. In the traditional methods of e-business model, business trade in the company sells the product and the service directly not any intermediaries are to a consumer. With them of C2B, consumers gives some profits and benefits to the business and on behalf of business services.

**Examples:** Fiverr, Upwork, Shutterstock.

Freelance or gig-based work arrangements

Reverse marketplace structure

### **5. Hybrid and Marketplace Models**

The Marketplace is the Business model that connects buyers and sellers on a central place of Market. As a general rule, the market is not stocked. Instead, they act as intermediaries, contribute to the transaction, and receive a share of income through fees, subscriptions, or other funds. The secured and flexibility of this methods very attractive to any entrepreneurs for business and investors for investing money.

**Examples:** flipkart (B2C + C2C), Meesho (C2C + B2C).

Integration of multiple seller and buyer types



Multiple revenue streams (commissions, ads, subscriptions)

**The significance of e-commerce's business models:** Organizations favor e-business due to the following significance:

**Accessibility and sales reach across the globe:**

Through e-business entrepreneurs can be increase their busienss sales, increase their customer base, introduce their products to a wider audience, and even expand their product line.

**2) Closer connection:** Customers can approach sellers, and businessmen can develop relationships with other businesses. With them, businessmen can develop closer relationships.

**3. Free trial:**The business relies heavily on the sample. Products can be sampled for free and easily through the internet in e-business.

**4. Cost Efficiency:**If businesspeople sell their products online, they can save money in a number of ways and cut down on expensive production by raising prices.

**5. Media pauses:**The number of media breaks required to transport information is reduced by the internet.

**6. Loyalty from clients:**Through easier access to the most recent information, businesspeople can increase customer loyalty and service through e-business.

**Economic Growth:** E-commerce business models contribute to GDP growth, job creation, and market diversification.

**Market Access:** B2C and hybrid models allow businesses to access global consumers without physical stores.

**Innovation:** C2B and C2C foster creativity, enabling individuals to become economic participants.

**Cost Efficiency:** B2B platforms reduce procurement costs and improve operational efficiency.

**Inclusion:** Hybrid models bring small sellers, rural entrepreneurs, and micro-businesses into the digital economy.

**Conculsion :**

International trade has been radically altered by e-commerce business models, including B2C, B2B, C2C, C2B, and hybrid, because of their diverse structures, income streams, and competitive advantages. Although B2B enhances supply chain effectiveness and establishes enduring relationships, B2C and hybrid models provide worldwide reach without requiring physical stores. Individuals are can be participate actively in the new era of digital economy through both C2B and C2C. In addition to their operational benefits, these models promote economic growth, inclusion, and creativity by introducing small sellers, microbusinesses, and rural entrepreneurs to global markets. But challenges including legal compliance, competition, cyber security, and rapid technological advancements call for strategic adaptation. For sustainability, business strategies must be in line with new technologies and customer expectations.

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