The C2C Model in the Service Sector: Market Transformation in the Digital Age

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Introduction

- The C2C model is becoming a key factor in the digital transformation of the services sector. It is changing approaches to user interaction, influencing the tourism and hotel industries, and contributing to the formation of new standards of competitiveness.

Problem Formulation

- The rapid diffusion of the C2C model in services introduces novel challenges spanning regulation, consumer protection, service quality assurance, and cybersecurity. Examining C2C dynamics is theoretically and practically salient, as it clarifies ongoing market transformations, informs national policy options, and identifies competitiveness levers in an era of accelerating digitalization.
- The study aims to substantiate the role of the C2C model in the contemporary service economy, assess its impact on market restructuring, and delineate prospects and pathways for its further development.

Results

The C2C model is conceptualized as a distinct form of interaction enabling consumers to directly exchange goods and services without traditional intermediaries. Within the contemporary digital economy, it emerges as a critical driver of structural transformation in the service sector, reshaping market dynamics, business models, and consumer behavior.

C2C in the Travel Industry

- 🏠 **Airbnb** – direct short-term rentals, reshaping global hospitality.
- ⭐ **TripAdvisor** – reviews & ratings shaping consumer decisions.
- 🌍 **Couchsurfing** – cultural exchange and community building.

Results

Key Factors in the Digital Age

- **Social networks** – a foundation of trust and peer-to-peer communication.
- **User-generated content** – enhances transparency and influences consumer decisions.
- **Innovative technologies** – mobile applications, artificial intelligence, and Big Data as drivers of transformation.
- **Globalization and digitalization** – expanding the scale and accessibility of services.

Conclusions

- Platform self-regulation (ratings, verification, insurance) strengthens trust and reputation.
- Technological innovations (AI, blockchain) enhance transparency, safety, and fraud prevention.
- Multidimensional regulation requires balancing state oversight, corporate responsibility, and digital tools.
- Regulatory fragmentation persists; international standards are needed for harmonization.
- Future prospects: C2C models can boost efficiency and inclusivity but demand careful risk management and adaptation.

Thank you for attention !

Дякую за увагу !