Abstract

In location based M Commerce services, the service provider provides service to mobile users like their locations with a certain level of granularity to maintain a degree of secrecy. This level of granularity depends on their perceived risk as well as the incentives they receive in the form of monetary benefits or improved M-Commerce services. The factors included perceived risk are unauthorized access hidden and unconscionability computing derived from mobile applications. Thus, perceived risk has a negative effect on intention to use M – Commerce by mobile users. To build the trust in the mobile user and to reduce the access cost of the M-Commerce, a mathematical model using Mixed Integer Programming has been developed.

References

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Index Terms

Computer Science  
Applied Mathematics
Keywords
Perceived Risk    LBS    HLR    M-Commerce    LPP