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 unconsciousness 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.

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Index Terms

Computer Science  Applied Mathematics
Keywords

Perceived Risk  LBS  HLR  M-Commerce  LPP