Abstract

Customers agent sent into the network for shopping are always faced with some complex choices of products, prices and brands. This paper presents a supporting scheme to solve the problems faced by agent in decision making in purchasing online products. Our model consist consists of negotiating semantic for customer and merchant agent with possible advise in accordance to the user preferences and motivations. Investigations are made prior to the user's reactions to responses from the customer agent. A provision of decision trees indication merchant and customers view are also incorporated in the model. The results of the risk analysis with expected response shows that transaction risk reduces with increase in expected response.

References


Index Terms

Computer Science
Information Systems
Keywords
E-payment  Agents  Decision Support System  Transaction Risk and Transaction Validation