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M-commerce Driving Factor and Transaction Variables: Aspects That Constructs The M-commerce Model

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Abstract- The study is specifying the M-commerce's concept of driving factors and M-commerce transaction variables. The work proves that the driving factors and M-commerce transaction variables are constructing forces for the Mcommerce Model. There is clarification of M-commerce models and their related stimulating driving factors and Mcommerce based transaction variables ^[5]. Variables and content of M-commerce's related driving factors are also indicated in the work. The study also throw the light on existing driving M-commerce's factors as well as throw the light on an advance driving factor and related M-commerce model. The study specifies that M-commerce model is based on M-Commerce driving factors as well as M-commerce transaction variables. The work introduces advance equations. (1) M-Commerce model is depending on Mcommerce driving factors and M-commerce driving factor is depending on M-commerce transaction variables. (2) Mcommerce Model is depending M-commerce driving factors individually, (3) M-commerce Model is depending on Mcommerce transaction variables separately. The work utilized case study as research methodology. Analytical study has undertaken for justifying M-Commerce model is depends on M-Commerce driving factors and M-commerce transaction variables.

Keywords- M-Commerce, Driving Factor

I. INTRODUCTION

The study can specify the factors that must be taken into force in implementing m-commerce applications 1.Mobility, 2.Personal identity and built in payment mechanism, 3.Location based service, 4.Time-critical impulse purchasing, 5. Special Market Niches.¹The forces that impel its growth 1.Technology innovation 2. Evolution of new value chain 3.Active customer demand.¹ A newly introduced M-commerce driving factors "Rapid Growth of Customer Use and Adoption of The Broadcasting Agent and Receivers: A Driving M-Commerce Factor" have played important role for estimating present study^[5].

The forces behind the M-commerce "Revolution" have explained by Norman Sadeh.^[2] The work stated forces like 1.Explosion of mobile device, 2. Union of mobile telecommunication networks and Internet. 3. Evolution to thirdgeneration telecommunication technologies and higher data rate they support. 4. Appearance of a broad set of personalized, location-Sensitive and context-aware applications and services, etc. Through out the work M-commerce driving factors and Mcommerce transaction variable played an important role for deciding M-commerce model. The work specifies the Mcommerce driving factor is depending on M-commerce

transaction variable. The equation $\sum_{i=1}^{n} \text{Tr.V}_{(i)} \rightarrow \text{MDF}$ specify

dependency^[5]. The work undergone with the below mention equations.

Equations (1):
$$\sum_{i=1}^{n} \text{Tr.V}_{(i)} \rightarrow \text{MDF} \rightarrow \text{MM}$$

Equations (2): MDF \rightarrow MM
Equations (3): $\sum_{i=1}^{n} \text{Tr.V}_{(i)} \rightarrow \text{MM}$

All the dependencies strengthen M-commerce Model.

II. LITERATURE REVIEW

The forces behind the M-commerce "Revolution" have denoted by Norman Sadeh.^[2] The work instructed forces like 1.Explosion of mobile device, 2. Union of mobile telecommunication networks and Internet. 3. Evolution to thirdgeneration telecommunication technologies and higher data rate they support. 4. Appearance of a broad set of personalized,

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location-Sensitive, and context-aware applications and services, etc. Driving force for M-Commerce success have explained as 1. Technology Modernization 2. Value Chain Development and 3. Active Customer demand.^[1]

Factors Driving Electronic Commerce Initiative in Malaysian' Organization the work carried out by Ali Khatibi, Abasanul Haque Hishamuddin Ismail and Shameeem Al Mahmud. In his work they explain factors driving E-commerce are as follow 1. business values 2. Technology Infrastructure, 3. Customer values and 4. Cooperative regulatory environment.^[3]

The key driving factors have explained by The Silicon Valley World Internet Center and its programs supporter during August 29,2001 at United States.^[4] The study denoted the top driving factors 1.Usability 2.Contextual Marketing

3. Personalization.

The study taken important support from the work that has introduced advance M-driving factor: Trivedi Jaydipkumar H, Dr J G Pandya, Trivedi Prakash H, Patel Jignasha B, Rapid Growth of Customer Use and Adoption of The Broadcasting Agent and Receivers: A Driving M-Commerce Factor, IOSR Journal of Engineering Vol. 1, Issue 1, pp. 61-65^[5].

III OBJECTIVES

- 1. Clarify the M-Commerce Model on the basis of driving force And Transaction variables.
- 2. Indicates and study the driving force and Transaction variables.
- 3. Prove that M-commerce model depend on driving factors.
- 4. Prove that M-commerce model depend on M-commerce Transaction variables.
- 5. Prove that M-Commerce model is depending on M-commerce driving factors and M-commerce driving factor is depending

on

M-commerce transaction variables.

IV RESEARCH METHODOLOGY

For estimating the present work, case study is an essential research methodology.

V HYPOTHESIS

Under mention hypothesis have postulated through out the research work.

- 1. M-commerce driving factor and M-commerce transaction Variables are the aspect that constructs the M-commerce model.
- 2. M-commerce model is depending on M-commerce driving factors.

3. M-commerce model is depending on M-commerce transaction

- Variables.
- 4. M-commerce model is depending on M-commerce driving factors and M-commerce driving factor is depending on M-commerce transaction variables.

VI. CONTENT OF THE DRIVING FORCE

The content of the driving force lead towards the development of the M-commerce model. The M-commerce factor provides overall indication for a particular model. **Content Indications:**

- 1. Services: Services based on M-commerce transaction are the indications of the driving force for a M-commerce model.
- 2. Background: Background based on M-commerce transaction is the indication of driving force for a M-commerce model.
- 3. Transaction: Transaction itself based on M-commerce transaction indication of the driving force for a M-commerce model.
- 4 Payment: Payment of the M-commerce transaction is the indication of driving force for a M-commerce model.
- 5. User: User based on M-commerce transaction are the indication of the driving force for a M-commerce model.
- 6. Protocol: Protocol based on M-commerce transaction is the indication of the driving force for a M-commerce model.
- 7. Player: Player based on M-commerce transaction is the indication of the driving force for a M-commerce model.
- 8. Technology: Technology based on the M-commerce transaction is the indication of the driving force for a Mcommerce model.
- 9. Device or Tool: Device or Tool based on M-commerce transaction is the indication of the driving force for a Mcommerce model.
- 10. Nature: Nature based on M-commerce
 - transaction is the indication of the driving force for a Mcommerce model.

Ultimately all the contain utilizing as M-Commerce transaction variable. The equations are using M-Commerce transaction variables.

VII ADVANCE EQUETION THAT IS SUPPORTING **M COMMERCE MODEL**

Equitation for deciding MDF based on Transaction variable, MM based on MDF at the same time MDF based on Transaction variable, MM is based on MDF once again MM based on MDF.MM based on two different thing equally (1) Transaction variable as well as (2) MDF.

(1) Equitation for deciding MDF (M-commerce Driving Factor) based on Transaction Variable:-



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Explanation:-

Equitation for deciding MDF (M-commerce Driving Factor) based on Transaction Variable has already been proved ^[5].It explained as $Tr.V(1) + ..., Tr.V(n) \rightarrow MDF$ The business transaction variable is important for recognizing or deciding of the M-Commerce driving factor. The study has provided a classification of the different business transaction which ultimately leads to the m-commerce driving factors. The equation indicated that MDF (M-Commerce Driving factor) depend on Tr.V(1) + ..., Tr.V(n) (Sum of the transaction variable)^[5].

(2) Equitation for deciding MM (M-Commerce Model) Based on M-commerce Transaction Variable and MDF (M-commerce Driving Factor):-

$$\sum_{i=1}^{n} \text{ Tr.V}_{(i)} \rightarrow \text{MDF} \rightarrow \text{MM}$$

Explanation:-

The equation imply that MM (M-Commerce Model) is depending on MDF. MDF is depending on M-Commerce Transaction. On the basis of the business transaction done by customer, the study introducing the business transaction variable and M-Commerce driving factor.

Transaction variable using as Tr.V(1), Tr.V(2), Tr.V(3),... Tr.V(n) .Business transaction matter or content taking as M-commerce based business transaction variable. In the business transaction, a service of the transaction taking as Tr.V(1),_Background of the transaction taking as Tr.V(2), Transaction taking as Tr.V(3), Protocol used in the transaction taking as Tr.V(4), User based on transaction taking as Tr.V(5), Player based on transaction taking as Tr.V(5), Player based on transaction taking as Tr.V(6), Payment based on transaction taking as Tr.V(8).Device or tool based on transaction taking as Tr.V(9), Nature of the transaction taking as Tr.V(10). MDF is depending M-Commerce Transaction variables.^[5]

Now, The MM (M-commerce Model) is depending on MDF. The dependency has been observed through the case study. **Case Transaction 1:-**

No	M-commerce	MDF	MM
	Transaction Variable	(M-	(M -
	(Business transaction	Commerc	Commerce
	matter or content)	e driving	Model)
	Service, Background,	factor)	
	Transaction itself,		
	Protocol, User, Player,		
	Payment, Technology.		
	Device or tool, Nature of		

	the transaction		
1	Tr.V(1) -Charge user for	Value	User Fee
	the content they access	Chain	Business
	-Location base service	Evolution	Model
	-To traffic condition		
	-News		
	-Game		
	-Entertainment		
	Tr.V(2)-		
	-Mobile Transaction		
	Involving small fees		
	-User Pay For News		
	-To traffic condition		
	-Entertainment user will		
	pay for		
	-i-Mode content providers		
	were charging a monthly		
17	subscription.		
	Tr.V(3)-Mobile		
	communication		
	infrastructure and network		
	background		
	Tr.V(4) -WAP		
	Wireless Application		
1	Protocol		
	Tr.V(5) -Customer from		
	all economic sectors of the		
	technology		
	-Mobile device user		
	Tr.V(6) -Mobile device		
	manufacturer are players		
	like Nokiya,		
	Motorola etc.		
	Tr.V(7) -Subscription fees		
	-Transaction fees		
	-On actual basis		
	Commission.		
	PayPerMinute		
	Tr.V(8) -Mobile		
	Technology		
	-Using WAP'S UML (3G		
	Wireless digital Cellular		
	Telephone technology)		
	Tr.V(9) WAP enable		
	mobile Phone		
	-Wireless PDA		
	-Video Camera		
	-Palm hand held		
	Wireless Laptop		
	Tr.V(10) -Serial in nature		
2	Tr.V(1)	-Active	NTT-

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-i-Mode Services	Customer	DOCOMO		Sequential in nature		
-SMS based content	Demand		3	Tr.V ₍₁₎ -Broadcasting	Rapid	Broadcasti
services				Agent provides service for	Growth of	ng and It's
-Commercial services				customer.	customer	Receiving
based on SMS				$Tr.V_{(2)}$ -Business	Use and	Agent
-Ringing Tones and ICON				Transaction done	Adoption	Based M-
Services.				automatically and semi	of the	Commerce
-WAP services-MMS				automatically using	broadcasti	Model
-Operator Create Wireless				broadcasting agent and	ng Agent	
market				receiver	and	
-Poly Phonic Ring Tone				$\mathrm{Tr.V}_{(3)}$	Receiver	
-Mobile Multi Media				-Data communication and		
Service				process for different		
Tr.V(2)-				broadcasting agent and		
-Marinating the account				receiver		
Transaction				agent and receiver.		
-Bookkeeping Bank				-Wireless Network		
-E Payment				-Cellular Network		
M Payment				Mobile Communication		
-Movie Ticket Purchase				Infrastructure.		
-Banking -E-Money				-Network for NFC		
-NFC Times News				$\mathrm{Tr.V}_{(4)}$		
Tr.V(3)				WAP Wireless Application		
-Wireless Network				Protocol		
-Cellular Network			1	-Broadcasting agent based		
Mobile Communication				protocol.		
Infrastructure				-Simple Fixed-delay		
-9.6 PDC Packet Network.				broadcasting protocol		
If. V(4) - WAP wireless				-Harmonic broadcasting		
Application Protocol Tr $N(5)$ Constant on an				protocol		
If. v(5) -Customer or				-Adaptive Pyramid		
Tr V(6)		10 A 10 A 10 A		Protocol.		
Video Phone				$(\mathbf{V}_{(5)})$		
NTT DeCeMe				-Customer or mobile		
FOMA 2G/3G dual mode				Audiance Spectator		
phone-Nokiya				Tr V		
Tr $V(7)$				3G Competent Mobile		
-Credit Card				-3G TV -Data receiver		
-Pay as-you-use				-PC -Radio broadcast		
Mechanism				receiver		
Tr.V(8)				-Telephone Broadcast		
-Mobile Technology				receiver		
-Mobile Multimedia				-Cable radio broadcast		
-Using c-HTML				receiver		
Tr.V(9)				-Satellite Broadcast		
-PC-WAP enable or c-				receiver		
HTML enable phone-				-Web Casting Receiver		
Video Phone				Tr.V ₍₇₎		
Tr.V(10)				-Credit Card -Pay as-you-		
-Do not preserve				use		

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				· · · · · ·		
	Mechanism				customer Use and	Receiving Agent Based M-
	-NFC agent -E-payment				Adoption of the	Commerce Model
	-M-payment				broadcasting Agent and	
	$\mathrm{Tr.V}_{(8)}$				Receiver	
	Mobile Technology			Result	t: The case study indicates th	hat M-commerce model have
	-Mobile Multimedia			depend	dency on M-commerce drivi	ng factor.
	-Using c-HTML			(4) Eq	uitation for deciding MM	(M-Commerce Model)
	-Embedded Technology			Ba	sed on M-commerce Trans	saction Variable:-
	-FM broadcasting			Γ		
	Technology				$\sum_{n=1}^{n} \mathbf{T}_{n} \mathbf{V}_{n} \rightarrow \mathbf{V}_{n}$	1M
	-Digital Broadcasting				$\sum_{i=1}^{n} \mathbf{11. v}_{(i)} \rightarrow \mathbf{1v}_{i}$	
	Technology				1=1	
	-Digital radio broadcasting			Expla	nation:- M-commerce transa	action variables are small bits
	Technology			for con	nstructing M-Commerce mod	del. The transaction variables
	-Digital audio broadcasting			are de	pending on real functionality	of business transaction done
	Technology			by the	customer and contents or ma	atter related to Business
	-Digital Multimedia			transad	ction.	
	broadcasting Technology.				The case transaction and	the work has undergone with
	-DVB-T System.			observ	ation on different M-comm	erce transaction variables and
	Tr.V ₍₉₎			their re	elated depended M-commerc	e models.
	-PC -WAP enable or c-			Case 7	Fransaction 3:-	
	HTML enable phone -			No	M-Commerce	MM
	Video Phone				Transaction Variable	
	Tr.V ₍₁₀₎			1	Tr.V(1) -Charge user for	User Fee Business
	Do not preserve Sequential				the content they access	Model
	in nature -All the				-Location base service	
	broadcasting agent and				-To traffic condition	
	receiver based transaction				-News	
Resul	t: MM is depending on MDF, a	nd MDF <mark>is d</mark>	epending on		-Game	
M-coi	mmerce transaction variable ^[5] .				-Entertainment	
(3) Ec	quitation for deciding MM (M	-Commerce	Model)		Tr.V(2)-	
Ba	ased on MDF (M-commerce D	riving Facto	or):-		-Mobile Transaction	
Γ			1000		Involving small fees	
					-User Pay For News	
	MDF→MM		10 N. 19 I		-To traffic condition	
					-Entertainment user will	
Explanation:-				pay for		

All most all M-commerce models have dependencies with their own MDF. Independently MDF took great part for deciding M-commerce Model. MDF leads towards an idea about constructing related M-commerce model. MDF is recognizing as a variable through which different real driving factor working as parameters. The work has undergone with observation on different M-commerce models and their related depended Mcommerce driving factors. The case transaction highlights the dependency with their related M-commerce model.

Case Transaction 2:-

No	MDF	MM
1	Value Chain Evolution	User Fee Business Model
2	Active Customer Demand	NTT-DOCOMO
3	Rapid Growth of	Broadcasting and It's

-i-Mode content

Tr.V(3)-Mobile

communication

Tr.V(4) -WAP

the technology -Mobile device user

Protocol

infrastructure and

network background

Wireless Application

Tr.V(5) -Customer from all economic sectors of

providers were charging

a monthly subscription.

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(IOSRJEN)	www.iosrjen.org	ISSN: 2250-3021

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			· · · ·			
	Tr.V(6) -Mobile device			Infrastructure		
	manufacturer are players			-9.6 PDC Packet		
	like Nokiya,			Network.		
	Motorola etc.			Tr.V(4) -WAP Wireless		
	Tr.V(7) -Subscription			Application Protocol		
	fees			Tr.V(5) -Customer or		
	-Transaction fees			mobile device user		
	-On actual basis			Tr.V(6)		
	Commission.			-Video Phone		
	PavPerMinute			-NTT DoCoMo		
	Tr.V(8) -Mobile			FOMA 2G/3G dual		
	Technology			mode phone-Nokiya		
	-Using WAP'S UML			Tr V(7)		
	(3G Wireless digital			-Credit Card		
	Cellular			-Pay as-you-use		
	Telephone technology)			Mechanism		
	Tr $V(9)$ WAP enable			Tr V(8)		
	mobile Phone			-Mobile Technology		
	-Wireless PDA			-Mobile Multimedia		
	-Video Camera			-Using c-HTMI		
	Palm hand held			$T_r V(0)$		
	Wireless Lepton			$\mathbf{P} \mathbf{C} \mathbf{W} \mathbf{A} \mathbf{P}$ anabla or c		
	Tr $V(10)$ Serial in			HTML enable phone		
	naturo			Video Phone		
2		NTT DOCOMO		$T_{\rm T} V(10)$		
Z	II.V(I) i Mada Samiaaa	NTI-DOCOMO		Do not prosorivo		
	-I-Mode Services			-Do not preserve		
	-SIVIS based content			Sequentiar in nature		
	Commonial comvises		Dec	ult. The acceptudy indicate that	M acommana ma	dal hava
	-Commercial services		done	and an automatical and and an automatical a	M-commerce mo	uel nave
	Dinging Topos and		uepe	endency on M-commerce transa	ction variable.	
	-Kinging Tones and					
	WAD services.	100 A 100 A	- 12		AL 1 515	
	- WAF Services-Initia Operator Create		- H POI	m I GEO I PONCOOTION I		
			Eno	m the ages transaction 1 the wor	1. instants d	
	Wireless market	10	-Fro	om the case transaction 1 the wor	k instructed.	a Dusinasa
	Wireless market	10	-Fro Thre	om the case transaction 1 the work the different M-Commerce mode	k instructed. I like 1. User Fe	e Business
	Wireless market -Poly Phonic Ring Tone -Mobile Multi Media	10	-Fro Thre Mod	m the case transaction 1 the work ee different M-Commerce mode del, 2.NTT-DOCOMO, 3. Broa nt Pasad M Commerce Model	k instructed. I like 1. User Fe dcasting and It's	e Business Receiving
	Wireless market -Poly Phonic Ring Tone -Mobile Multi Media Service	10	-Fro Thre Mod Age	om the case transaction 1 the work ee different M-Commerce mode del, 2.NTT-DOCOMO, 3. Broa nt Based M-Commerce Model	k instructed. el like 1. User Fe dcasting and It's . Three different	e Business Receiving model has
	Wireless market -Poly Phonic Ring Tone -Mobile Multi Media Service Tr V(2)-	10	-Fro Thre Moc Age thein	om the case transaction 1 the wor ee different M-Commerce mode del, 2.NTT-DOCOMO, 3. Broa nt Based M-Commerce Model r own dependency with their M-	k instructed. I like 1. User Fe dcasting and It's Three different commerce driving	e Business Receiving model has factor
	Wireless market -Poly Phonic Ring Tone -Mobile Multi Media Service Tr.V(2)- -Marinating the account	10	-Fro Thre Mod Age thein Like	m the case transaction 1 the wor ee different M-Commerce mode del, 2.NTT-DOCOMO, 3. Broa nt Based M-Commerce Model r own dependency with their M- e	k instructed. I like 1. User Fe dcasting and It's Three different commerce driving	e Business Receiving model has factor
	Wireless market -Poly Phonic Ring Tone -Mobile Multi Media Service Tr.V(2)- -Marinating the account Transaction		-Fro Thre Moc Age thein Like 1. V	m the case transaction 1 om the case transaction 1 the work del, 2.NTT-DOCOMO, 3. Broa nt Based M-Commerce Model r own dependency with their M- calue Chain Evolution otive Customer Domand	k instructed. el like 1. User Fe dcasting and It's . Three different commerce driving	e Business Receiving model has factor
	Wireless market -Poly Phonic Ring Tone -Mobile Multi Media Service Tr.V(2)- -Marinating the account Transaction -Bookkeeping Bank		-Fro Three Moo Age thein Like 1. V 2. A	m the case transaction 1 om the case transaction 1 the work del, 2.NTT-DOCOMO, 3. Broa nt Based M-Commerce Model r own dependency with their M- calue Chain Evolution ctive Customer Demand and Growth of customer Use and	k instructed. el like 1. User Fe dcasting and It's . Three different commerce driving	e Business Receiving model has factor
	Wireless market -Poly Phonic Ring Tone -Mobile Multi Media Service Tr.V(2)- -Marinating the account Transaction -Bookkeeping Bank -F Payment		-Fro Three Moo Age thein Like 1. V 2. A 3. R	m the case transaction 1 om the case transaction 1 the work del, 2.NTT-DOCOMO, 3. Broa nt Based M-Commerce Model r own dependency with their M- calue Chain Evolution apid Growth of customer Use an roadcasting A cont and Bacaiwar	k instructed. el like 1. User Fe dcasting and It's . Three different commerce driving nd Adoption of the	e Business Receiving model has factor
	Wireless market -Poly Phonic Ring Tone -Mobile Multi Media Service Tr.V(2)- -Marinating the account Transaction -Bookkeeping Bank -E Payment M Payment		-Fro Three Moc Age thein Like 1. V 2. A 3. R B	m the case transaction 1 m the case transaction 1 the wor de different M-Commerce mode del, 2.NTT-DOCOMO, 3. Broa nt Based M-Commerce Model r own dependency with their M- calue Chain Evolution ctive Customer Demand apid Growth of customer Use ar roadcasting Agent and Receiver	k instructed. el like 1. User Fe idcasting and It's . Three different commerce driving ad Adoption of the	e Business Receiving model has factor
	Wireless market -Poly Phonic Ring Tone -Mobile Multi Media Service Tr.V(2)- -Marinating the account Transaction -Bookkeeping Bank -E Payment M Payment -Movie Ticket Purchase		-Fro Three Moo Age thein Like 1. V 2. A 3. R B -The	m the case transaction 1 m the case transaction 1 the wor de different M-Commerce mode del, 2.NTT-DOCOMO, 3. Broa nt Based M-Commerce Model r own dependency with their M- calue Chain Evolution ctive Customer Demand apid Growth of customer Use ar roadcasting Agent and Receiver e same case transaction indicatin	k instructed. el like 1. User Fe idcasting and It's . Three different commerce driving and Adoption of the ng MDF is depend (a 1 Service 2 B	e Business Receiving model has factor
	Wireless market -Poly Phonic Ring Tone -Mobile Multi Media Service Tr.V(2)- -Marinating the account Transaction -Bookkeeping Bank -E Payment M Payment -Movie Ticket Purchase -Banking -E-Money		-Fro Three Moo Age thein Like 1. V 2. A 3. R 3. R 9 -The com	m the case transaction 1 m the case transaction 1 the work del, 2.NTT-DOCOMO, 3. Broa nt Based M-Commerce Model r own dependency with their M- calue Chain Evolution active Customer Demand apid Growth of customer Use an roadcasting Agent and Receiver e same case transaction indicatin imerce Transaction Variables lil Gransaction itself A Protocom	k instructed. el like 1. User Fe dcasting and It's . Three different commerce driving nd Adoption of the ng MDF is depend the 1.Service, 2. Ba	e Business Receiving model has factor factor
	Wireless market -Poly Phonic Ring Tone -Mobile Multi Media Service Tr.V(2)- -Marinating the account Transaction -Bookkeeping Bank -E Payment M Payment -Movie Ticket Purchase -Banking -E-Money -NEC Times News		-Fro Three Moo Age thein Like 1. V 2. A 3. R 3. R 9 -The com 3. T	m the case transaction 1 the work ee different M-Commerce mode del, 2.NTT-DOCOMO, 3. Broat nt Based M-Commerce Model r own dependency with their M- e alue Chain Evolution active Customer Demand apid Growth of customer Use at roadcasting Agent and Receiver e same case transaction indicating interce Transaction Variables lil Gransaction itself ,4. Protocoment & Technology, 9 Device	k instructed. el like 1. User Fe dcasting and It's . Three different commerce driving nd Adoption of the ng MDF is depend te 1.Service, 2. Bi of, 5. User, 6.	e Business Receiving model has factor ling on M- ackground, Player, 7.
	Wireless market -Poly Phonic Ring Tone -Mobile Multi Media Service Tr.V(2)- -Marinating the account Transaction -Bookkeeping Bank -E Payment M Payment -Movie Ticket Purchase -Banking -E-Money -NFC Times News Tr.V(3)		-Fro Thre Moc Age thein Like 1. V 2. A 3. R 3. R 9 -The com 3. T Payu	m the case transaction 1 m the case transaction 1 the work del, 2.NTT-DOCOMO, 3. Broat nt Based M-Commerce Model r own dependency with their M- alue Chain Evolution ctive Customer Demand apid Growth of customer Use ar roadcasting Agent and Receiver e same case transaction indicating merce Transaction Variables lil fransaction itself ,4. Protocoment, 8.Technology, 9 Device saction	k instructed. el like 1. User Fe dcasting and It's . Three different commerce driving nd Adoption of the ng MDF is depend ke 1.Service, 2. Ba ol, 5. User, 6. or tool, 10. Nat	e Business Receiving model has factor ling on M- ackground, Player, 7. ure of the
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The equation is parameterized and prove the dependency. From Case Transaction 2

-From the case transaction 2, the work instructed MDF (M-commerce driving factor) and MM (M-commerce Model)

- 1. User Fee Business Model has dependency on MDF, Value Chain Evolution.
- 2. NTT-DOCOMO Business Model has dependency on MDF, Active Customer Demand.
- 3. Broadcasting and It's Receiving Agent Based M-Commerce Model has dependency on MDF, Rapid Growth of customer

Use and Adoption of the broadcasting Agent and Receiver. Utilization Of an equation:

MDF→MM

The equation is parameterized and prove the dependency. **From Case Transaction 3**

-From the case transaction 3 the work instructed M-commerce Transaction Variables and observed Tr.V(1), Tr.V(2), Tr.V(3), Tr.V(4), Tr.V(5), Tr.V(6), Tr.V(7), Tr.V(8), Tr.V(9), Tr.V(10). - All the M-commerce Transaction Variables are the basics for M-commerce Model and Observed (1) User Fee Business Model (2) NTT-DOCOMO as M-commerce Models.

$$\sum_{i=1}^{n} \ \mathrm{Tr.V}_{(i)} \to \mathrm{MM}$$

Observed equation using M-commerce transaction variables for showing M-commerce model is based on M-commerce transaction variables. It also parameterized with the variables.

VIII RESULT AND CONCLUSSION

- The equation $\sum_{i=1}^{n} \text{ Tr.V}_{(i)} \rightarrow \text{MDF} \rightarrow \text{MM}$ has parameterized and

obtained the MM M-commerce Model is depend on MDF (Mcommerce driving factors) and also obtained MDF (Mcommerce driving factors) is depend on M-commerce Transaction variable.

-The second equation $MDF \rightarrow MM$ denoted M-commerce model individually shown the dependency on MDF (M-commerce Model) and properly parameterized.

-The third equation $\sum_{i=1}^{n} \text{ Tr.V}_{(i)} \rightarrow \text{MM}$ shown the M-Commerce

Model has dependency on Transaction Variables independently and also parameterized.

-The dependency shown in the all the three equation proves the basic aspect for constructing M-Commerce Model.

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