



Application Research of Mobile Payment In Thai Business Field

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Abstract

Under the wave of global economic integration, a new digital financial payment model has emerged, and mobile payment is bound to become the new engine of future economic development. Throughout the world, mobile payment has become mainstream in countries such as Switzerland, China, and Japan. This paper uses the literature research method and the questionnaire research method to study the mobile payment problem in commercial application in Thailand. Through the preliminary research on the research hypothesis and the measurement and analysis of the variables in the questionnaire data, the overall problem of the current mobile payment in Thailand that is the practicality, payment system, safety credit, merchant support, and technology needs to be improved. The author analyzes the problems of the characteristics of the Thai market, namely, the practicality, the insignificant ease of use, the imperfect payment system, the imperfect security credit system, a lack of the business support of the merchant, and the technology that needs to be improved and standardized. Through an in-depth exploration of the causes of the problem and the related literature, this paper proposes relevant solutions to the variables and causes, with hope to provide certain theoretical support and practical value for the development of mobile payment in commercial applications in Thailand.

Keywords: *Safety credit, mobile payment, information technology*

1. Introduction

1.1 Research Background

The source of the topic and the research background: On the one hand, the author has a deep understanding of the management discipline since studying in the business administration major, and finds that the relationship between management discipline and business development is close, especially the great value of the mobile payment in commercial applications. With research value and significance, on the other hand, in the international business field, mobile payment services in Europe, Switzerland, Asia, Korea, and other countries have developed rapidly, and even become the mainstream payment method in the commercial field. Therefore, the author selected this topic to conduct research.

Nowadays, under the trend of global economic integration, Thailand's social construction is gradually improved, and Internet information technology runs through the development of modern society. The role of mobile payment in Thai business has become more prominent. However, there are still some problems in the application of mobile payment in Thailand, such as commercial applications. If it is solved, mobile payments will promote the development of the Thai business sector. On the basis of extensive research on relevant literature and the distribution of multiple research questionnaires, the author has obtained many research data and detailed data. Through qualitative analysis of the data, some problems in the process of commercial application of mobile payment are found out. Based on this, the problem research hypothesis is proposed. The statistical analysis software is used to measure the relevant variables, analyze the specific causes of the problem, and finally improve the solution.

1.2 Literature Review

The combing of the research literature mainly comes from the fact that the variable problem of mobile payment in commercial application in Thailand is the research context.

Based on the technology acceptance and usage model, Chen, H.P (2016) proposed a research model that affects the use of mobile payments. It used a large number of questionnaires to analyze the data and did a series of empirical investigations. Finally, it concluded that the development of mobile payment and the perfection of the payment system are inextricably linked. Postiche et al. believe that although it is in the 4G network era, there are many factors that affect the immature development of mobile payment technology, such as market environment factors and payment environment. Therefore, how to make the



business model of mobile payment effectively integrate with the market environment, how to create a good payment environment are major issues affecting the development of mobile payment (Postiche et al. 2014).

“Statistics and Information Forum” uses the TIF model to analyze mobile payment, and finally summarizes the perfection of mobile payment technology and information technology. The creativity of technology has complementary relationships. Information technology for mobile payment The performance has a great boost. Using other research methods, (Cao Y. Y's 2008) Lucian W.P. Verbal (2011), who studies the basic customer decision-making model, analyzes whether the customer's trust in the service mode of online payment will affect the customer's initial trust in the mobile payment system. The author further studies the main factors affecting consumers' use of mobile payment. It is concluded that trust does play a decisive role in the payment environment. The trust feeling of the positive or negative price will directly or indirectly affect the willingness to pay. (Charoenarparmee. 2016)

Lu (2009) analyzed and studied the interests of banks, mobile-related operators, and third-party merchant platforms, and considered that users are not only with merchants, payment channels, mobile terminal operators, and accounts in the process of using mobile payment. They influence relationships and are also a key factor restricting the development of mobile payments. According to Paul et al., compatibility and mobility models between technologies will significantly affect the attitude and behavior prediction of mobile payment services. In addition, the impact on user attitudes is also reflected in the ease of use. Safety, technological innovation, and other aspects. (Paul et al., 2010).

2. Objectives

2.1 To study analyzes the reasons for the problems in the application of mobile payment in Thailand, and finds reasonable solutions in combination with the characteristics of the Thai market, which can provide a reference for the research in the field of mobile payment in Thailand.

2.2 To provide a theoretical basis for the promotion and application of Thai mobile payment in the commercial field. By summarizing and analyzing the variables of mobile payment in commercial applications in Thailand.

2.3 To add measurement dimensions for future research on mobile payment in Thailand. In addition to the risk perception, personal experience, and ease of use of surveys in mobile payment research in Thailand, practical, security, technical, and payment systems are also the main reasons that affect mobile payment applications and promotion.

3. Research and Methods

3.1 Literature Research Method

This article is accurate, systematic, and comprehensive for the pursuit of research. At the time of writing, the author had been through a large number of reading-related mobile payment theories and learning from and combing the research results of predecessors to deepen their theoretical understanding of the payment system, security credit, technology, and other variables in the application of mobile payment. From this, the origin and evolution of mobile payment construction theory are sorted out, and the theoretical framework of this paper is summarized.

3.2 Questionnaire

This paper analyzes the influencing factors of mobile payment in commercial applications in Thailand and needs many research data as the research basis. Mainly through the small-scale questionnaire in the early stage and combined with the guidance of the instructor, the most prominent problems are summarized to propose the research hypothesis. The data of the questionnaires and five variables of the comprehensive research are used as a starting point of the research, and the analysis is used. Whether the software measurement variable has a positive correlation with the application of mobile payment, the cause of the problem is then analyzed, and a reasonable solution is found.

4. Survey results of mobile payment applications in the Thai business sector

Firstly, a small-scale survey on the commercial application of mobile payment in Thailand was conducted on 95 users, and the ratio of each option was calculated to better analyze the application of



mobile payment in Thai business. The problems in use are the following through the field survey to study the reasons why users use and not use mobile payments.

Table 1 Reasons for accepting mobile payments

Option subtotal	subtotal	ratio
Download images and music available	10	8%
Can buy items online	65	76.3%
Can purchase movie tickets and other entertainment items	42	33.2%
Can recharge online	16	11%
Ability to use bank payment services	29	19.2%
Mobile phones can provide stock and financial services	12	9%
Merchants provide mobile payment	15	10%
Partial payment service	9	7%
Transfer money to family or friends	8	6%
other service	0	0
Effectively investigate the number of interviews	95	

Source: The results of this study

Table 2 Reasons for no longer used or rarely used

Option subtotal	subtotal	ratio
High network usage costs	25	18%
The cost of using the device is too high	32	34.3%
Payment operation is complicated	27	26.3%
Many businesses cannot pay online	85	95.1%
Favorite merchants cannot provide payment functions	65	57.1%
Too few mobile payment partners	68	60%
Too few services provided	76	95%
No perfect payment system	23	25%
Not accustomed to using mobile payments	35	36%
other service	0	0
Effectively investigate the number of interviews	95	

Source: The results of this study

Summary: Based on the small-scale survey and analysis of the use of the mobile payment, the most prominent problems in the current mobile payment use process are analyzed. The summary of the problems mainly includes the practicability, the insignificant ease of use, and the imperfect payment system. The problems of perfecting, unsound safety credit system, lack of merchant support, and technical standardization are needed to provide a reference for the next research hypothesis and measurement of variable dimension.



4.1 Questionnaire design and research hypothesis

Based on the previous chapters on the literature and theoretical background, the paper puts forward the research hypothesis for the problems of small-scale survey data analysis and uses the statistical analysis software to deeply analyze whether the variables of the hypothesis are positively correlated with the application of mobile payment. The questionnaire was designed by combining these evaluation elements. Combining the characteristics of localization of mobile payment in Thailand, and observing the reasons why its factors have caused problems in mobile payment in commercial applications in Thailand.

4.1.1 Research concept

(1) The measurement dimension of the questionnaire; the impractical utility, the insignificant usability, the imperfect payment system, the imperfect safety credit system, the lack of merchant support, and the technology that needs to be standardized.

(2) The questionnaire mainly deals with the distribution of problems. Practicality accounts for 4 questions, 4 questions for the payment system, 5 questions for safety credit, 3 questions for lack of merchants, and 5 questions for technical aspects.

(3) The scope of choice of consumers includes basic information, age, occupation, and income.

(4) The five dimensions of mobile payment in Thailand are measured using the scoring method using the Likert five-level scale. 5 means very satisfied, the higher the value, the higher the satisfaction, and vice versa.

(5) Questionnaires are issued. Mainly in the field of distribution and random distribution of the network, field research, field research to choose some places with large traffic and high shopping demand such as future, subway stations, and others, and network research with Facebook, ins, and forums to spread survey links.

4.1.2 Proposal of the research hypothesis

The source of the research hypothesis is based on the above variables will affect the application of mobile payment. The research hypothesis includes the security trust system that is not perfect, the technology that needs to be standardized, the payment system that is imperfect, the practicability, the ease of use that is not significant, and the lack of the business support of the merchant. The equivalent variable is the entry point, and whether there is a positive correlation between the hypothetical variable and the mobile payment application through data analysis. If so, the research hypothesis that hinders the application of mobile payment is established.

Table 3 Measurement problem map

Indicator name	Measurement problem
Indicator 1	Practicality and ease of use are not significant
Indicator 2	Technology needs to be standardized
Indicator 3	Lack of merchant business support
Indicator 4	The safety credit system is not perfect
Indicator 5	The payment system is not perfect

Source: The results of this study

4.1.3 Selection of survey objects

10-20 years old are mainly staged student groups. There is no fixed source of income. The cost is mainly dependent on parents, and consumption is staged. However, this group accepts the pursuit of fashion, dares to try new things, and has a strong learning ability.

20-35-year-old, the economically independent youth group that has a wide range of contacts, broad thinking, wide knowledge, and likes new things, but just entering the society, the economy is not strong enough, and the consumption concept changes rapidly, mainly impulsive shopping behavior.

35-50 years old, middle-aged groups have certain economic strength, stable income, relatively rational consumption, little enthusiasm for active learning in the face of new things, weak learning of intelligent operating ability, and relatively conservative concepts.



Over 50 years old, there are certain deposits in the elderly, but the ability to accept new things is relatively low, and the concept of consumption is conservative.

Table 4 Analysis of questionnaire data

SURVEY CHARACTERISTICS	CATEGORY	QUANTITY	PERCENTAGE
GENDER	male		
	Female		
AGE DISTRIBUTION	10-20 years old	30	16%
	20-35 years old	160	53%
	35-50 years old	220	26%
	Over 50 years old	60	5%
CAREER	Student group	80	13%
	Youth group	200	58%
	Middle-aged group	120	20%
	Elderly group	40	9%
INCOME STATUS	Less than 1,000 yuan	29	10%
	3000-5000	197	49%
	5000-9000	173	26%
	9000 or more	50	15%

Source: The results of this study

4.2 Statistical analysis of questionnaire data

4.2.1 Survey data statistics

In response to the survey questionnaire, the author selected two channels for issuing and recycling questionnaires, mainly on-site distribution and random distribution of the network. The field research selected the location where several people have large traffic and high shopping demand, network research with Facebook, ins, and forums to spread the survey link. The questionnaire data was distributed from August 2018 and returned in November 2018. A total of 509 questionnaires were distributed, 350 online surveys were distributed, 159 were field researched, 347 were returned online, 155 were returned on the spot, and invalid questionnaires were removed. The effective questionnaire was 502, and the effective rate was 95.4%. The data obtained from this questionnaire is shown below.

Table5 Questionnaire recovery statistics

	Field research		Network research	
	Student group	Working group	Student group	Working group
Total number of questionnaires issued	70	89	110	240
Questionnaire recovery	67	86	108	236
Effective recycling	64	85	100	224
Invalid recycling	92.0%	92.3%	94.1%	96.7%

Source: The results of this study



4.2.2 Data analysis of core variables

Table 6 Statistical analysis of variable indicators

measurement standard	survey	Minimum extremum	Maximum extremum	average value	Standard deviation	Skewness statistics	error	Kurtosis statistics	error
Practicality, not significant 1	502	1	5	4.23	.886	-.454	.106	-.823	.213
Practicality is not significant 2	502	1	5	4.24	1.031	-.332	.106	-.723	.213
Practicality is not significant 3	502	1	5	3.37	.867	-.437	.106	-.602	.213
The payment system is not perfect 1	502	1	5	4.28	1.151	-.568	.106	-1.021	.213
The payment system is not perfect 2	502	1	5	4.43	.722	-.542	.106	-.783	.213
The payment system is not perfect 3	502	1	5	3.44	.679	-.721	.106	-1.019	.213
The payment system is not perfect 4	502	1	5	4.37	.724	-.198	.106	-.765	.213
The safety credit system is not perfect 1	502	1	5	4.74	1.022	-.672	.106	-.873	.213
The safety credit system is not perfect 2	502	1	5	4.86	.576	-.536	.106	-.763	.213
The safety credit system is not perfect 3	502	1	5	3.35	.744	-.476	.106	-.692	.213
The safety credit system is not perfect 4	502	1	5	3.57	.787	-.325	.106	-1.101	.213
The safety credit system is not perfect 5	502	1	5	4.24	1.003	-.364	.106	-.631	.213
Lack of	502	1	5	3.67	.602	-.932	.106	-.753	.213



merchant business support 1										
Lack of merchant business support 2	502	1	5	3.69	.876	-.393	.106	-.892	.213	
Lack of merchant business support 3	502	1	5	4.32	.676	-.672	.106	-.541	.213	
Technology to be standardized 1	502	1	5	4.24	1.098	-.531	.106	-.631	.213	
Technology needs to be standardized 2	502	1	5	3.65	.732	-.232	.106	-.773	.213	
Technology to be standardized 3	502	1	5	4.56	.882	-.1.012	.106	-.793	.213	
Technology to be standardized 4	502	1	5	3.37	.564	-.653	.106	-.823	.213	
Technology to be standardized 5	502	1	5	4.39	.435	-.873	.106	-.687	.213	

Source: The results of this study

From the statistical data, the survey data of mobile payment in Thailand's commercial application has a maximum value of 5, a minimum of 1, and the standard deviation of each indicator is between .844 and 1.1.25, indicating that The scope of the investigator's inquiry is relatively wide. The absolute value of the skewness of the sample data is less than 3 on average, and the absolute value of the kurtosis is less than the average of 10, which belongs to the range of positive distribution. It also shows that the variables such as payment system, security credit, and technology do have certain obstacles to the application of mobile payment.

4.2.3 Reliability analysis of variables

Table 7 Reliability analysis of each variable

Variable name	Measurement item	Reliability analysis	according to standard items
Practicality is not significant	1	.768	.832
Practicality is not significant	2	.802	.815
Practicality is not significant	3	.712	.821
The payment system is not perfect	1	.871	.872



The payment system is not perfect	2	.753	.853
The payment system is not perfect	3	.839	.821
The payment system is not perfect	4	.812	.822
The safety credit system is not perfect	1	.721	.835
The safety credit system is not perfect	2	.825	.872
The safety credit system is not perfect	3	.852	.835
The safety credit system is not perfect	4	.808	.823
The safety credit system is not perfect	5	.734	.843
Lack of merchant business support	1	.881	.826
Lack of merchant business support	2	.823	.835
Lack of merchant business support	3	.723	.831
Technology needs to be standardized	1	.821	.725
Technology needs to be standardized	2	.702	.811
Technology needs to be standardized	3	.891	.893
Technology needs to be standardized	4	.870	.869
Technology needs to be standardized	5	.862	.770

Source: The results of this study

For the analysis results of the variable reliability, the reliability value is distributed above 0.8, which has good consistency, so the reliability is feasible. Explain that the above-mentioned safety credit system, technology, payment system, and other variables do have a certain impact on the application of mobile payment.

4.2.4 Summary of this chapter

Based on the above research, the author summarizes the problems existing in the commercial application of mobile payment in Thailand. According to the collected data analysis, it can conclude that the user's acceptance of mobile payment applications is affected by many factors. One of the important reasons for the extremely slow development of mobile payments in Thailand. Combining the research results of the predecessors and the author's data analysis of the questionnaire, it can conclude that the slow development of mobile payment and security, ease of use, security credit, technical level, and payment system are inextricably linked. The next chapter will analyze the problems of data analysis and combine the market characteristics of Thailand to analyze the reasons for the problems.



4.3 Analysis of the causes of the above variables

4.3.1 Reasons for the lack of practicality and ease of use

Because the main components of the mobile payment service are mobile-related service providers and operators, financial institutions, third-party platform providers, merchants and users, if banking institutions and mobile payment are combined, it will bring great convenience to users, but Thailand Banking institutions are considered by security factors and have been skeptical about the payment services provided by mobile operators. There is almost no direct cooperation with mobile operators. So the convergence between Thai banks and mobile operators has limited the development of mobile payments. Thai mobile operators, banks, and other third-party platforms are each developing their own systems, and no single organization is integrating these resources into a unified platform. The barriers between the various sectors in Thailand make it extremely difficult to integrate between systems. Therefore, the development of the mobile payment service needs to feel the user's needs from the perspective of the user and to improve and upgrade the technology according to the user's needs, and truly have the use value to meet the needs of the user. Emphasis on practicality and ease of use.

4.3.2 Reasons for the imperfect payment system

There is a system for storing information in the Thai government. However, because the system is relatively incomplete, it still cannot effectively protect the user's information security, so it cannot meet the needs of users. In addition, whether the mobile payment system is safe and reliable is still an important checkpoint for detecting the promotion and application of mobile payment. At present, the application of mobile payment in Thailand has not eliminated the concerns of consumers. Most payment systems are not perfect. There are still many loopholes. Some criminals use this loophole to steal basic information from consumers and pay passwords. Moreover, account information such as bank card passwords, thus causing consumers to distrust mobile payments, because they are worried that the payment method will be unsafe, thus revealing personal information.

4.3.3 Reasons for the unsound security credit system

Because the security of the payment environment is the root cause of whether users will use it. Therefore, the degree of security in the mobile payment process is an important indicator to measure the credit system. An unhealthy security credit system will become the primary condition hindering the development of the mobile. Personal mobile phones carry, the probability of loss is high, and it is easy to cause the leakage of personal information, and the binding of mobile phones and bank cards further aggravates the degree of user's concern, which has a huge limitation on the development of mobile payment. Therefore, the application of mobile payment requires payment and reform of mobile operators, financial institutions and other platforms.

4.3.4 Reasons for lack of business support for merchants

According to Forrester's survey data analysis, through data analysis, 2/1 users believe that security is a key factor affecting mobile payment applications, and one-third of users think that the most worrying issue is the inconvenience of operation. In this report, it is also pointed out that 65% The above users are reluctant to send their own information to other application platforms, and only 15% of users believe that mobile payment brings convenience to life. According to the characteristics of localization of mobile payment in Thailand, while increasing the practicality of payment operations, it will continue to expand its value-added services, so as to better attract users' use. At present, Thailand's mobile payment form is relatively simple, and many applications are paid on mobile phones. The field of inquiry has not extended to other fields. In fact, Thailand should learn from and learn from the advanced technology and development experience of countries with better development of mobile payment services. In combination with Thailand's national conditions, we have developed a payment method that suits the country's own country. Only in this way can we increase the attractiveness of users, and gradually adjust and improve the use of customers, and gradually expand the market scale.



4.3.5 Reasons for technology to be improved and standardized

The SIM card is the so-called mobile phone card, and the STK card is based on the traditional SIM card. STK technology is integrated. Compared with the traditional SIM card, the STK is upgraded in the original technology to realize the user information from the bottom layer. Encryption processing, expand the use of additional menus to achieve mobile phone online and merchant service docking to complete trading activities. However, at present, the SIM card used in the mobile phone market in Thailand is basically used, and it is still difficult to solve the compatibility problem between the card and the card of the mobile payment.

4.4 Based on the analysis of the above problems, propose relevant solutions

4.4.1 Increase the practicality and ease of use of mobile payment

At present, users of mobile payment services in Thailand have high barriers to entry and use of the platform. Installation and application and post-transaction procedures are relatively mixed. In addition, the complexity of operation makes many users discourage mobile payments, so relevant in the case of ensuring the security of user information; operators should try to simplify the operating procedures and design a reasonable use process in order to reduce the user's usage threshold. According to a survey of mobile payment users, consumers prefer software that is simple to operate and easy to use and is easy to accept products that were suitable for their own habits.

4.4.2 Accelerate the improvement of the payment system

By protecting consumer privacy, we can eliminate concerns about payment security from the root cause. From the merchant's point of view, they want to obtain valuable data information, and use the computer system to automatically record the data of each consumer's web page, transaction records and so on. In the case that consumers have not fully accepted mobile online payments, this seriously dampens the enthusiasm of customers, because customers care most about the security of personal information and payment systems, they will think that information will be completely exposed, resulting in fear. Although, with the advancement and development of technology, there are solutions in terms of data transmission and information security. However, in order to provide customers with real peace of mind, further rectification and regulation are needed. The future development environment of mobile payment really handle and protect the privacy of consumers. In addition, in terms of payment security for consumers, we also need to strengthen security technology monitoring. It will provide a good payment environment.

4.4.3 Standardization of enhanced technology

Technology is the driving force behind the development of mobile payment services. Without perfect technical standards and technical applications, the service level of mobile payment services cannot be well developed. The so-called practicality is just empty talk. Efforts should be made to build a diversified technology application for mobile payment services, improve its practicability and operability, and implement multi-channel payment methods, so as to truly make users happy to use and promote word of mouth. In addition, the payment method cannot be limited to a certain field. The relevant operators of mobile payment should strengthen the cooperation of various links, broaden the payment channels, and operate not only in the user terminal, but also pay the cash registers, POS machines, and so on to the users. The field has reached an extension. To achieve this mode of operation, there must be a unified technical standard to pave the way, which is conducive to cooperation between other industries.

4.4.4 Enhance the perception and support of merchants in the market

Mobile payment platforms cover a wide range, including mobile operators, users, and businesses. They have a high-quality resource position and leading position in the early stage of the mobile payment use platform. They should explore cooperation with third-party merchant platforms based on mobile payment, break the mobile payment market, and strengthen the training and training of user consumption payment habits. Mobile payment promotion. Relevant operators can enhance the coordination and application of mobile payment according to the actual needs of the industry and according to customer needs. At present, some industries have a greater demand for mobile payment in order to improve their service level to customers. They will be the most potential people in the future for mobile payment



promotion. For example, an insurance company sells insurance to its customers, but a good payment channel is lacking. In this case, the mobile payment provider can integrate the users, provide mobile payment services to them, and strengthen the promotion of mobile payment.

4.4.5 Strengthening the construction of a secure credit system for mobile payment services

Integrity and security of the payment environment is the basis for the protection of market operations, the hub to ensure the maintenance of contract and transaction activities between merchants and customers, and a booster for the development of the payment market. Since the integrity system greatly affects transaction costs, market transactions cannot operate well without integrity. The credit mechanism is one of the bottlenecks restricting the development of e-commerce and mobile payment in Thailand. Therefore, as a new payment tool, mobile payment should strengthen the construction of the credit system.

5. Conclusion

Through the small-scale survey in the early stage, the problems existing in the process of mobile payment in Thailand are analyzed. The research hypotheses are put forward in combination with these problems, and the variable dimensions in the research hypothesis are measured. It is determined that there is a direct correlation between the variables and the application of mobile payment. In-depth analysis of the problem and the reasons for the existence of the problem find the relevant solutions in the hope that the measurement results of the variable dimension can provide more research perspectives for the application research of mobile payment in Thailand, and also for mobile payment. Related research provides a reference.

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