BRAND CHOICE OF CHINESE CONSUMERS TO ADOPT DIGITAL PAYMENT PLATFORM IN THAILAND FOCUSING ON ALIPAY, WECHAT PAY, AND UNION PAY

BRAND CHOICE OF CHINESE CONSUMERS TO ADOPT DIGITAL PAYMENT PLATFORM IN THAILAND FOCUSING ON ALIPAY, WECHAT PAY, AND UNION PAY

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ABSTRACT

The objective of this study is mainly to find out factors affecting brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay. The 402 questionnaires are randomly distributed to research respondents in top six Chinese customers shopping location in Bangkok, including MBK, Central World, Siam Paragon, Pantip Plaza, Chatuchak Market, and Platinum Fashion Mall. The statistical technique for interpreting the data and testing the research hypotheses at 0.05 level of significance are Mean, Standard Deviation and Multinomial Logistic Regression Analysis. The result has been showed that product, perceived cost, convenience, promotion, physical evidence, people, process, brand equity, technology, risk, customer expectation, facilitating conditions, service quality, degree of innovativeness, social influence significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand.

Keywords: Digital payment, Brand choice, Degree of innovation, Social influence

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CHAPTER 1

INTRODUCTION

In chapter one, the topic of brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay, will be mainly introduced: the first part introduces the background, and focuses on the digital payment platform in Thailand. Next follows the statement of the problem and the research objectives. Then at last, will present the scope and the limitation of this study.

1.1 Background

The innovation in business transaction becomes new technology that strongly impacts on businesses activities (Stewart, 2013). In business transaction, it is important when it involve digital technology because its influence to the system in banking transaction (Fullenkamp and Nsouli, 2004). And a widespread trend towards a globalized market has further extended the need for countries to be equipped with efficient payment systems to promote overall efficiency to the entire economy and provide meaningful cost savings.

Presently, information technology is important for human daily life and the facilities such as computer, internet and cellular phone playing a key role. The relation between payment system and daily life is to start goods trade, exchange and revolution when the economic expansions are growth including more technology advance. The complexity of such economic and technological system has multiplied the importance of

payment system from money transfer or goods and services payment that the consumer must take time for whole day for transaction contact until completion. Nowadays, people can quickly proceed the transactions without travel, and reducing time and expenses of both service provider and customer. According to more complication of some service types and objectivity of information technology, the consumers may not assure how to select electronics payment and rely on technology acceptance or not.

A revolution to facilitated electronic transaction becomes new types of instruments payments that the customers can use by getting the information and communication of the system (Papadopoulos, 2007). It can solve the issue that appear related to demand of money and be substituted for cash, checks, credit/debit cards as current payment media or on deposits and bonds as asset holdings, money supply, and on the practice of monetary policy (Hancock and Humphrey, 1998). Product and services approach by the bank to use electronic transaction called electronic/digital banking as their channel system and help consumers that previously have access limited to easier access (Basle Committee on Banking Supervision, 1998). Changes in payment habits relate to the developments of goods and services commerce. Central banks, banks, other payment service providers, and merchants have several reasons to promote more effective and efficient payment habits. During the recent years, several new payment services have been introduced and existing services have been improved including their "electrification" and "mobilization". Consumers need to evaluate these developments and decide whether or not to change their payment habits.

The World Bank has also suggested that digital payment is crucial for economic development. In its report entitled 'The Opportunities of Digitizing Payments', it states that rapidly developing and extending digital platforms including e-payment can provide all the means to increase financial inclusion at the desired scale. E-payment is able to do this by providing the increased speed, security, transparency, and cost efficiencies.

The benefit of efficient payment systems would also help redeploy resources used for manually or semi-automatically processing payments and help reduce costs related to cash and cheque handling through a more intensive use of e-payment. However, many technological innovations are radical or new to both the consumers and businesses alike (Garcia & Calantone 2002), and can cause apprehension in those who lack sufficient experience with them. Consumers' reluctance to adopt these new technologies has become a hurdle for businesses that want the full cost benefits of technological service innovations. Meanwhile, businesses' reluctance to offer these technologies to their consumers to improve the payment process hinders nationwide adoption.

In recent years, digital payment in China has continued to grow in a strong and steady manner. In China, digital payment achieved a significantly rapid growth, even during the recent economic crisis (2012-2014). The transaction volume of digital payment in China exceeded 5,992 billion RMB (or 966 billion USD) in 2014, an increase of 391.3% over that of 2013(iResearch 2015). Alipay and WeChat payments, backed by two internet giants in China, Alibaba and Tencent, are the two most important and popular digital payment tools in China. WeChat first enabled digital payment on its platform in August 2013. By successfully competing with China's largest digital payment

tool, Alipay, it has become one of the most popular digital payment services in China in less than four years. And nowadays, with the huge tourist trend of Chinese tourists into Thailand, Chinese customers also bring their digital payment into Thai market. Thai market tries to meet Chinese customers' payment needs, lots of retail stores and shopping malls already adopt Alipay, Wechat pay, Union pay to draw Chinese customers' attentions.

Chinese Tourism Situation in Thailand

China has had the largest number of tourists visiting Thailand over the decades with the number expected to keep rising. In 2016, about 8,757,466 Chinese tourists visited Thailand making up for more than 25% of the total number of tourists. During 2017's first quarter, China recorded a total of 2,439,076 tourists bound for Thailand. A large number of Chinese tourists are linked to the low-price package tours which enable small budget travelers to visit Thailand regularly. However, the Thai government has discouraged these package tours as they limit the amount of spending by the tourists, earning little revenue despite a significant number of visitors. The number of Chinese tourists to Thailand is expected to reach 9.5 million in 2017. The number of Chinese tourists to the tropical country has risen drastically from 2.7 million to 8.7 million in the past five years, since year 2017.

Payment Situation of Chinese Customers in Thailand

Over the past few years, Alipay, WeChat, and other mobile financial and non-financial platforms have become ubiquitous in China. This ubiquity has led to a fiercely competitive market, so increasingly these companies have begun to look overseas, expanding into foreign markets including Japan, Korea, and Southeast Asia. Although they are tremendously successful domestically, China's large tech players face multiple challenges when expanding abroad including regulation, which has become a real challenge for Tencent in Thailand as of late.

According to the Central Bank of Thailand there are no restrictions on local merchants using foreign online payment systems in the country but the regulator has released warnings to domestic merchants on the careful usage of such payment methods to avoid security risks. As a result, local businesses will have to balance Acceptableing foreign payment options to attract more consumers while also being cautious about assumed security risks. More specifically the regulator had singled out WeChat pay with a warning about its operations in the country.

Before WeChat Pay, Alipay had faced a similar situation in both Hong Kong and Taiwan in 2014. Alipay had launched its 'face to face payment' which used QR codes. This method quickly gained traction and was soon used by numerous businesses including the Hong Kong Convenience Store, Zhuoyue, Giordano, and Uni-Supermarket in Taipei. Soon after the launch, both Alipay and Uni-Supermarket in Taipei were accused of violating the financial operation regulations. As a result, many local merchants stopped using Alipay payment options.

Alipay was the first of China's big tech to really expand its payment business outside of Mainland China when they entered Hong Kong in 2007. Tencent's WeChat Pay, which is spreading fast domestically, has only recently officially announced its international expansion. WeChat has setup partnerships with banks and provides payment services in over 20 countries. Baidu Wallet has a small number of customers in China and in April released its overseas payment services in Thailand and now covers over 400 merchants with plans to expand in Korea, Japan, Hong Kong, Macao, and Taiwan.

Chinese companies expanding abroad face many difficulties, including differences in language, and business culture. Therefore, companies should have in-depth knowledge about local regulations, consumers and the business environment. But by hiring teams with understanding of the local market and doing forward-looking research Chinese companies mitigate most of the risks, but still they are not fully protected from events similar to those happened in Thailand, Hong Kong and Taiwan.

Two Chinese internet giants, Alibaba Group and WeChat, have a lock on Thailand's mobile third-party payment services for Chinese travellers as they strive to get a bigger slice of a market worth 500 billion. Alibaba, through its Alipay system operated by affiliate Ant Financial, and China's smash-hit messaging app WeChat, via its WeChat Pay run by affiliate Tencent Group, enable Chinese travelling abroad to. Customers can pay using their regular accounts in yuan, and the money arrives in their overseas accounts in the local currency. This means Chinese tourists do not need

to exchange currency when abroad. Thai banks face a loss of revenue from credit card transactions and foreign exchange. WeChat has 0.86 billion active users worldwide, 300 million of which use WeChat Pay. Merchants in Thailand that want to sign up with WeChat Pay's system are required to install QR code scanning systems. Thailand is the most popular destination for Chinese tourists. Some 8 million Chinese tourists visited Thailand in 2015 spending 370 billion baht, with the figure expected to reach. Chinese are one of the highest average spenders among nationalities visiting Thailand, which makes them an attractive target for malls, hotels, restaurants, private transport services and mobile payment. Chinese rely heavily on WeChat payments in everyday life -- to shop, pay for cabs and transfer money to others, Chinese tourists spend on average 52,000 baht per visit. Ant Financial has joined hands with seven companies in Thailand, including some mobile payment service providers, in a drive to tap the small and medium-sized enterprise segment. The integration makes it easier for merchants and businesses to Acceptable mobile payments for goods and services by Chinese customers in yuan. The service is available at four branches of duty-free shop King Power. Alipay has over 450 million active users worldwide. It has over 70,000 retailers overseas including restaurants, shopping malls, duty-free shops and convenience stores, with 10,000 retailers in Thailand.

AliPay in Thailand

Chinese travelers can now make purchases at Thai 7-Eleven convenience stores using the Alipay app on the smartphones at 9,000 Counter Service cashiers - with no

transaction fees. The cross-boarder digital payment service partnership was announced.

Chinese digital payment services have expanded quickly in Thailand over the past two years (2015-2016). In 2016 August, Alipay began online shopping service for Chinese customers at Thailand's largest duty free shop, King Power. Other digital payment services affiliated with China's WeChat and Baidu also started their business in Thailand at the beginning of year 2016. Convenient payments like Alipay will effectively stimulate Chinese tourists spending in Thailand. This will also benefit SMEs that distribute souvenir products for Chinese tourists in 7-Eleven stores.

Alipay has partnered with PAYSBUY, an online payment provider, to allow Chinese tourists visiting Thailand to pay in CNY via Alipay mobile application. Through the partnership, PAYSBUY launched "PAYSBUY Alipay Online-to-Offline (Alipay O2O) service that integrates Alipay digital payment service into its online payment, which enables merchants and businesses to Acceptable online payments for the purchases of goods and services by Chinese customers in CNY, Alipay has over 450 million active users. Over 10 million Chinese tourists are expected to travel to Thailand in 2016. Currently over 70.000 overseas retailers, including restaurants, shopping malls, duty-free shops and convenient stores, support Alipay, over 10.000 stores being in Thailand. Alipay is a payment platform that connects merchants and Chinese customers. PAYSBUY Alipay Online-to-Offline service is available at 4 branches of King Power. The partnership between PAYSBUY and Alipay enhances

Chinese tourist experience in Thailand and allows PAYSBUY to bring its payment services to retail merchants serving Chinese tourists.

We Chat Pay in Thailand

Asset Bright Company, which is listed on the Stock Exchange of Thailand, announced a partnership with Chinese e-commerce giant Tencent Group to provide WeChat Pay facility to capture Chinese tourist spending in Thailand. Tescent and Asset Bright had submitted additional documents to the BOT. Wechat targeted between 3,000 and 5,000 local vendors to apply for membership for the service. Merchants interested in receiving money from this payment service need a bank account and must contact Asset Bright to have their identity verified. This payment system is similar to one used for credit cards, with merchants receiving the money the next day. Asset Bright Company are targeting Chinese tourists in Thailand, as WeChat is the most popular mobile application for Chinese people and we found that the spending per head of Chinese tourists in Thailand is around Bt52,000. China is easily Thailand's No 1 tourism market, with 8 million Chinese visiting the Kingdom last year and spending Bt420 billion. Asset Bright hoped that around 10 percent of Chinese tourist spending would be through WeChat Pay. Chinese tourists are limited in the amount of money they can bring into Thailand. Asset Bright believes the partnership will increase the company's fee income and help increase spending in the tourism sector. Asset Bright runs two businesses, with e-commerce accounting for 20 per cent of its revenue and 80 per cent coming from real estate.

In early 2016, electronic payment was introduced in stores in Thailand in order to increase sales made by the Chinese. WeChat Pay, one of the most popular payment methods in China, has followed the steps of Chinese tourists in Thailand. During the Songkran festival of year 2016, many Chinese tourists used WeChat Pay in convenience stores, restaurants, massage parlors whether in Chiang Mai, Phuket or Bangkok. Although only 20-30% of payments are paid by electronic payment methods, there is a willingness to change payment because the stores have many Chinese customers. For example, a Thai restaurant called Thevaros, where WeChat Pay was introduced 14 months ago in the Thai city of Chiang Mai, reported that their sales had increased by about 50% after WeChat Pay . The goal of Wechat Pay in Thailand is to encourage the Chinese to buy through this relatively simple application to pay.

Union Pay in Thailand

Chinese payments card company, China UnionPay, is a phenomenal growth story. Launched in 2002 it is already the world's largest credit-card provider (measured by number of cards issued) and continues to grow at a rapid pace. Last year, the cross-border. While the company's success up to now has relied on the huge domestic home market in China – which accounts for 99 per cent of all UP credit cards issued – this could be about to change. UnionPay is setting its sights on global expansion and intriguingly Thailand is the catalyst which will help make this happen. Over the past few years several landmark decisions about ATM/debit cards have been

made by the Bank of Thailand (BOT) and the Thai Bankers' Association (TBA), and these are beginning to be implemented this year. To combat the growing incidence of ATM and debit-card fraud, the BOT decided that all new ATM/debit cards in Thailand must carry secure embedded chips, a mandate which comes into force this May. Significantly, the BOT and TBA adopted UnionPay's chip technology as the standard for all of Thailand's debit cards, the first country outside of China to do so.

This will mean a mass transformation of Thailand's 50-million strong debit-card market, as currently few debit cards have embedded chips and they are mainly used as ATM cards and not for retail transactions. Most cards will, therefore, need to be replaced and to support this UnionPay has joined with Bangkok Bank to establish the Thai Payment Network (TPN). Other leading Thai banks are also expected to become shareholders in this joint venture company. Thai banks and other financial service providers will produce the new cards under the TPN and TPN-UnionPay brands, which will be locally issued and processed in line with BOT policy. The launch of TPN in Thailand has great significance and he cited four major reasons for this. It is a new breakthrough in the development of technical standards in China's financial sector, it represents a model for China's policy of Going Global, it lays a solid foundation for large-scale acceptable and issuance of UnionPay cards in other local markets, and it will help UnionPay develop a business-expansion model which can be replicated which will accelerate the roll-out of its global business.

All these developments fit well with the Thai government's digital payments strategy and should ensure that Thailand is at the forefront of using new technology in

the payments industry. The benefits include helping our businesses keep up-to-date with modern technology while ensuring the public has easy and convenient access to financial services.

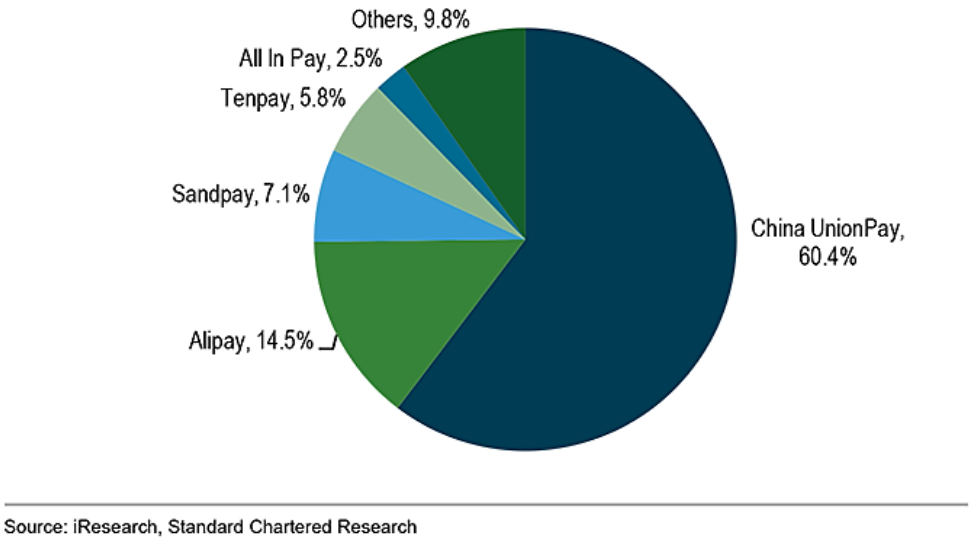


Figure 1.1: Market share of Third Party Payment Platform by Transaction Volume in Thailand Effective on June 29, 2016

The figure 1.1 has been showed that top payment platform of Chinese tourists by transaction volume in Thailand, first platform was China Union Pay which got 60.4% of market share, then followed by Alipay which is 14.5%. And other payments got 9.8%.

1.2 Statement of the Problems

The issue of behavioral intention to use electronic transaction is backed up with rapid change in all types of traditional transactions. Digital payment exists as new technology for electronic transaction. With the development of the integration between digital communication and Internet technology, China is expected to have a large number of digital payment users due to its population size with a large number of mobile users. However, the number of digital payment Chinese tourist users in Thailand is still low and currently there are limited in-depth studies exploring the adoption of digital payment in Thailand by Chinese tourist. Behavioral intention is a process in any type of actual behavior with giving the expression in making decision to the adoption of behavioral intention.

The study focuses on factors affecting brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay. The dependent variable is Brand choice of Chinese consumers to adopt digital payment platform in Thailand focus on Alipay, Wechat pay, Union pay, and the independent variables which include marketing mix, brand equity, technology, risk, customer expectation, facilitating conditions, service quality, degree of innovativeness, social influence.

1.3 Intention and Reason for Study

Changes in payment habits relate to the developments of goods and services commerce. Central banks, banks, other payment service providers, and merchants have

several reasons to promote more effective and efficient payment habits. During the recent years, several new payment services have been introduced and existing services have been improved including their “electrification” and “mobilization”. Consumers need to evaluate these developments and decide whether or not to change their payment habits.

Digital payment has become an important component for the success of businesses and financial services (Hsieh, 2001, Stroborn et al., 2004, Linck et al., 2006, Cotteleer et al., 2007, Kim et al., 2010). Digital payment systems have gained greater recognition over time and have been deployed by businesses throughout the world (Kim et al., 2010). Having efficient payment systems is the backbone of a highly competitive country. The effort to priorities digital payment as a national agenda is important to boost productivity and contribute towards raising a country’s competitiveness.

Therefore, intention and reason for study, researcher is emphasizing on factor affecting brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

1.4 Research Objectives

The objective of this independent study is mainly to find out factors affecting brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay. After that, the significant relationships between the factors and adoption brand choice will be tested. Furthermore, it is to illustrate the relationships between the factors and brand choice. At last, the conclusion of

the independent study can be showed. The purpose of this study is to understand which reasons or factors can decide brand choice of Alipay, Wechat pay, Union pay.

1.5 Assumptions

For the validity and reliability of this study, therefore, the assumptions were made for this study as following:

1. All the respondents have the experiences to use digital payment in Thailand.

2. All the feelings that respondents perceived about experiences of digital payment in Thailand are reliable.

3. And the answers of questionnaire from respondents are exactly same with their thoughts

4. The data that collect from questionnaire are valid and can accurately to represent for this study.

1.6 Scope of Research

The scope of research is to test factors that affecting brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay. And this paper described nine independent variables marketing mix, brand equity, technology, risk, customer expectation, facilitating conditions, service quality, degree of innovativeness, social influence with one dependent variables which is

brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

402 questionnaires will be distributeD to research respondents in top six Chinese customers shopping location of Bangkok, which are MBK, Central World, Siam Paragon, Pantip Plaza, Chatuchak Market, Platinum Fashion Mall with 67 persons for each shopping area, who is the target population of this study. The data collection period is during first and second weeks of March, 2017, researcher applied proportional random sampling which was appropriated for this research as the total number of population was unknown. The sample population selected in this research was those which are readily available and convenient.

1.7 Benefit of the Research

In this study, we have explored reasons for Chinese customers to adopt digital payment in China by considering a set of factors influencing digital payment identified from the literature. This study addressed the knowledge gaps in the area of digital payment adoption by Chinese tourist in Thailand specifically.

Chinese tourist as the top customers shopping in Thai market, the convenience of payment can really help Thai stores, companies, shopping malls, to attract Chinese tourist to spending their money more effective. Thailand service and product providers can adopt the digital payment to draw Chinese tourist attention by providing Chinese digital payment to increase their core competitive advantages compare to other Asia tourism countries. The study can find out the factors that influence Chinese tourist to adopt digital

payment in Thailand which can help the owner of companies who provide service and product to Chinese tourist to reduce the barriers during the payment of transactions. And also can help the whole county of Thailand to drive their market technologies to accept new digital payment to gain competitiveness in the new worldwide industrial revolution 4.0.

1.8 Limitation of the Research

The main limitation of this case is that it was conducted for Chinese tourist user in Thailand market, which has specific features that may not apply to other cases. In addition, this study is based on the study in a single country, without comparing the results to any other cases or countries. Therefore, some modifications may have to be made when applying the framework and generalizing the results.

Due to the scope and the timeframe of this research, there are few limitations of this study. Firstly, the size of research sample is small and therefore the findings cannot be generalized to the entire digital payment users. Moreover, only individuals who have experience in using digital payment in Thailand were chosen as the sample. The people without the experience of using digital payment were not considered.

Finally, the study only explored digital payment adoption by Chinese tourist in Thailand. Different countries may be at different stages of digital payment development and therefore reasons for using digital payment may differ from what have been identified in this study.

CHAPTER 2

LITERATURE REVIEW

Chapter two is literature review and the topic “brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay” will be mainly introduced. And then, the concepts of theories that in chapter 2 will be presented. And within the definition of factors, the theories of this chapter will be better to understand. A study framework is presented. The main purpose of chapter two will be insight in this study.

2.1 Previous Study

Ricardo et al., (2016) determined that “Intention of adoption of mobile payment: An analysis in the light of the Unified Theory of Acceptance and Use of Technology (UTAUT)”. The technological improvement coupled with the growing use of smartphones has, among other functions, facilitated purchase and payment transactions through the mobile phone. This phenomenon occurs worldwide and provides individuals more flexibility and convenience in carrying out their daily activities. This article aims to evaluate the intention of adopting a future mobile payment service from the perspective of current Brazilian consumers of mobile phones, based on the Unified Theory of Acceptance and Use of Technology (UTAUT). The survey was carried out with mobile customers of a telecommunications company that operates in southeastern Brazil, with a valid sample of 605 respondents. Using structural equation modeling, 76% of behavioral

intention was explained through performance expectation, effort expectation, social influence and perceived risk. Perceived cost was found not statistically significant at the level of 5%. This result serves as a guide to participants in the payments market to develop a service for mobile payments of good performance, easy to use, secure and promotes the action of the social circle of the individual at a fair price, in other words, that meets needs and expectations of today's mobile phone users. As well as serves as a stimulus to the development of communication and marketing strategies that highlight these positive attributes and awaken the intention of adoption of the service by the wider range of people as possible.

Jie and Harry (2016) studied that "An ecosystem view on third party mobile payment providers: a case study of Alipay wallet". To understand why the penetration of handset-based mobile payment in most countries is still low has been an important research topic for the last 15 years, and it has been analyzed from different perspectives. However, the analysis of a single aspect cannot provide a sophisticated answer to the complicated underlying question. The purpose of this paper is to understand how a relatively successful m-payment ecosystem is created and sustained through the coopetition of various actors. To that end, the authors analyze the case of Alipay wallet, the m-payment service provider with the largest market share in China, and focus on understanding the motivations and subsequent actions of the organizations cooperating in the Alipay wallet core ecosystem. The results show that actors with heterogeneous and complementary resources can forge sustainable collaboration. Within an ecosystem, although always constrained by resources and capabilities, the actions that the core actors

take and the resulting power imbalances are dynamically changing, reflecting actors' aim of reducing uncertainty.

Eerika (2007) point out that "A qualitative study to identify factors that influence Finnish consumers to change their payment behavior". The research goal for this study was to identify factors that influence Finnish consumers' payment behaviour. Behavioural change to debit cards and online banking that has already occurred was studied in order to identify influencing factors. These are studied to achieve a better understanding of what kind of new payment instruments are likely to become diffused through Finnish society. Understanding consumer behaviour is vital in situations where payment instrument issuers wish to successfully change payment behaviour. This is a qualitative research study that is part of a larger study by the Bank of Finland into Finnish payment methods. Focus group interviews were selected as the method for the collection of qualitative data because of the exploratory nature of the study. In conjunction with this qualitative study, a quantitative study has been conducted in which a survey was sent to 2000 persons.

Teerapat et al., (2013) studied that "Study of Acceptance Factors for Electronic Payment Services". The aim of this study is to the exploring determinants influencing the acceptance of electronic payment service. Questionnaires are used to gather data from internet users and electronic payment service users, and 100 respondents participated in the study. The model of Unified Theory of Acceptance and Use of Technology (UTAUT) and structural equation modeling (SEM) are used for testing hypotheses. In the addition, this study extends the modulators and three factors: Service Quality, Fee and Security.

The results show that Performance Expectancy, Effort Expectancy, Social Expectancy and Facilitating Conditions are the all main factors enhance to adoption of electronic payment from actual users. Furthermore, E-Payment services are the medium or service providers of E-Payments helping increase convenience, rapidity, and facilitation in today's people daily life. However, there have been not more people to utilize the E-payment in Thailand.

Tiago et la.,(2016) claimed that "Mobile payment: Understanding the determinants of customer adoption and intention to recommend the technology". Mobile payment is receiving growing attention globally, from consumers to merchants, as an alternative to using cash, check, or credit cards. The potential of this technology is enormous. This study aims to identify the main determinants of mobile payment adoption and the intention to recommend this technology. We advance the body of knowledge on this subject by proposing an innovative research model that combines the strengths of two well-known theories; the extended unified theory of acceptance and use of technology (UTAUT2) with the innovation characteristics of the diffusion of innovations (DOI), with perceived security and intention to recommend the technology constructs. The research model was empirically tested using 301 responses from an online survey conducted in a European country, Portugal. Data was analyzed using the structured equation modeling (SEM). We found compatibility, perceived technology security, performance expectations, innovativeness, and social influence to have significant direct and indirect effects over the adoption of mobile payment and the intention to recommend this technology. The relevance of customer's intention to recommend mobile payment

technology in social networks and other means of communication was also confirmed, supporting the recommendation to include it in social marketing campaigns and in future technology adoption studies. For researchers this study provides a basis for further refinement of individual models of acceptance. For practitioners, understanding the key constructs is crucial to design, refine, and implement mobile payment services, applications, and products that achieve high consumer acceptance, value, and high rates of positive recommendations in social networks.

Niousha et al., (2015) studied that "Factors influencing the adoption of electronic payment cards in urban micro-payments". Many factors affect the way that information technology is used in societies and organizations. In this research, the researcher has aimed to analyze the factors affecting the adoption of electronic payment cards in urban micro-payments. This research is based on six hypothesis, analyzing the relationship between the adoption of electronic payments cards and some factors such as satisfaction, compulsion, ease of use, usefulness, norms and network externality. Data analysis has been done by the SPSS software. In this research, researcher has used non-probability random sampling, the means of this research was the questionnaire, after interviewing with the citizens, factors affected the adoption of electronic payment cards in urban micro-payments were explained. The questionnaire included close ended questions based on Likert scale with 5 sets of 28 questions. The reliability and validity of the questionnaire showed that the questionnaire has acceptable reliability and validity. From 450 questionnaires, 421 of them were returned back to the researcher. Data analysis has been done on two levels of descriptive and inferential analysis. The participants were

citizens of Shiraz who were over eighteen years old and who use this card in their payments. The results of this research revealed that all of these 6 factors on the acceptance of electronic payment cards in urban micro-payments are a significant impact on the citizen's payments. Prioritization of these factors is as follows: usefulness, ease of use, satisfaction, compulsion, network externality and norms.

Hans (2002) studied that "Factors Affecting the Successful Introduction of Mobile Payment Systems". A prerequisite to carry out transactions using a mobile phone is an effective mobile payment system. However, no standardized, widely adopted mobile payment system has yet emerged, and this is believed to be one of the factors that inhibits widespread use of mobile commerce. This paper reports on a research project in which the factors are examined that affect the introduction success of mobile payment systems. We start from the venture point that a lot can be learned from research on internet paying systems, payment systems that have been introduced to facilitate payments made over the internet. First we transferred factors affecting the introduction of internet payment systems to a mobile setting. We then contrasted this list with the views of 13 executives we interviewed in Sweden and the Netherlands. We found that while many factors are at play at the same time, a subset of these stood out at the early stages of the lifecycle of mobile payment systems. In the area of consumer acceptance, these are their cost and their ease of use relative to other payment methods, and the perceived risk. In the area of merchant acceptance, transaction fees compared to debit and credit card systems are important, as is, to a significant extent, the ease of use for the merchant. Finally, both

customer and merchant acceptance are highly interdependent as each influences the other, especially during the early stages.

Shuiqing et al., (2012) determined that "Mobile payment services adoption across time: An empirical study of the effects of behavioral beliefs, social influences, and personal traits". Mobile payment is an emerging and important application of mobile commerce. The adoption and use of mobile payment services are critical for both service providers and investors to profit from such an innovation. The present study attempts to identify the determinants of pre-adoption of mobile payment services and explore the temporal evolution of these determinants across the pre-adoption and post adoption stages from a holistic perspective including behavioral beliefs, social influences, and personal traits. A research model that reflects the characteristics and usage contexts of mobile payment services is developed and empirically tested by using structural equation modeling on datasets consisting of 483 potential adopters and 156 current users of a mobile payment service in China. Our findings show that behavioral beliefs in combination with social influences and personal traits are all important determinants for mobile payment services adoption and use, but their impacts on behavioral intention do vary across in different stages. Theoretical and practical implications of the findings are presented.

Yongrok and Lili (2016) studied that "Reuse Intention of Third-Party Online Payments: A Focus on the Sustainable Factors of Alipay". An anonymous transaction environment and the advantage of virtual property have resulted in trust playing an important role in the rapid growth of online shopping in China. To satisfy this trust issue,

Alibaba (China) Co., Ltd. (Hangzhou, China) invented Alipay, the largest third-party online payment service. Using a structural equation model (SEM), this paper attempts to determine whether Alipay's service quality factors are truly sustainable. The results indicate that only two of five factors—convenience and security—are significantly mediated by the sustainable performance of customer satisfaction as a mediator. The other three factors—usefulness, responsiveness and economy—were rejected for the role of customer satisfaction, even if they are accepted regarding the direct effect on reuse intention. This result implies that Chinese web companies need to make greater efforts not to ensure initial success, but instead to ensure sustainable performance.

Wenyue et al., (2010) analyzed that "A Study of Emerging Third-Party Payment and the Profit Model in China". Third-party payment tools use more and more widely today. But as a commercial enterprise, third-party payment companies rarely profit because the existing third-party payment is immature as well as the third-party payment company. The facts tell that a third-party payment company which is desirous to possess some proportions in this industry needs to avoid the competition of homogenization and actively seeks for new ways to profit.

Denis and David (2015) studied that "Trends in mobile payments research: A literature review". Mobile payments (m-payments) are increasingly being adopted by organizations as a new way of doing business in the 21st century. During the last few years, the use of m-payments as a new payment channel has resulted in an increase in the volume of literature dedicated to the topic. For this reason, this paper presents the findings of a review of literature aimed at identifying the key research themes and

methodologies researched. In order to uncover these trends the authors reviewed the top twenty cited papers since 1999 and the twenty most recently published papers on m-payments since August 2014.

Wilko et al., (2008) claimed that "Transaction Pricing and the Adoption of Electronic Payments: A Cross-Country Comparison". After safety, the efficiency of a nation's payment system is a primary concern of central banks. Since electronic payments are typically cheaper than paper-based or cash payments, pricing these transactions should speed up the shift to electronics. But by how much? Norway explicitly priced point-of-sale and bill-payment transactions and rapidly shifted to electronic payments, while the Netherlands experienced a similar shift without pricing. Controlling for terminal availability and differences between countries, direct pricing accelerated the shift to electronics by about 20 percent. The quid pro quo was the elimination of bank-float revenues.

2.2 Definition and Theory of Factors

Digital Payment

Digital payment refers to an electronic device that allows an individual to make electronic transactions (Lee, & Kuo, 2015). This can include purchasing items on-line with a computer or using a smartphone to purchase something at a store. An individual's bank account can also be linked to the digital wallet. They might also have their driver's license, health card, loyalty card(s) and other ID documents stored on the phone. The credentials can be passed to a merchant's terminal wirelessly via near field

communication (NFC). Increasingly, digital payment are being made not just for basic financial transactions but to also authenticate the holder's credentials (Lee, & Kuo, 2015).

An e-commerce payment system facilitates the acceptance of electronic payment for online transactions. Also known as a sample of Electronic Data Interchange (EDI), e-commerce payment systems have become increasingly popular due to the widespread use of the internet-based shopping and banking (Lee, & Kuo, 2015).

Marketing mix

The marketing mix has been defined as the "set of marketing tools that the firm uses to pursue its marketing objectives in the target market" (Kotler, 2000). Thus the marketing mix refers to four broad levels of marketing decision, namely: product, perceived cost, promotion, and place (Kotler, 2000). Marketing practice has been occurring for millennia, but marketing theory emerged in the early twentieth century. The contemporary marketing mix, or the 4Ps, which has become the dominant framework for marketing management decisions, was first published in 1960. In services marketing, a modified and expanded marketing mix is used, typically comprising seven Ps made up of the original 4 Ps plus process, people, physical environment. Occasionally service marketers will refer to eight Ps; comprising the 7 Ps plus performance (Kotler, 2000).

Product

A product is an item that is built or produced to satisfy the needs of a certain group of people (Lauterborn, 1990). The product can be intangible or tangible as it can be in the

form of services or goods. A product has a certain life cycle that includes the growth phase, the maturity phase, and the sales decline phase. It is important for marketers to reinvent their products to stimulate more demand once it reaches the sales decline phase. Marketers must also create the right product mix. It may be wise to expand your current product mix by diversifying and increasing the depth of your product line. All in all, marketers must ask themselves the question "what can I do to offer a better product to this group of people than my competitors" (Lauterborn, 1990).

In developing the right product, have to answer the following questions:

1. What does the client want from the service or product?
2. How will the customer use it?
3. Where will the client use it?
4. What features must the product have to meet the client's needs?
5. Are there any necessary features that you missed out?
6. Are you creating features that are not needed by the client?
7. What's the name of the product?
8. Does it have a catchy name?
9. What are the sizes or colors available?
10. How is the product different from the products of your competitors?
11. What does the product look like?

Perceived cost

Perceived cost is defined as the good or service according to how much consumers are willing to pay for it, rather than upon its production and delivery costs (Kotler & Keller, 2006). Using a perceived cost technique might be somewhat arbitrary, but it can greatly assist in the effective marketing of a product since it sets product pricing in line with its perceived value by potential buyers (Kotler & Keller, 2006). Perceived cost is the cost that a product or service has in the mind of the consumer. For the most part, consumers are unaware of the true cost of production for the products they buy; instead, they simply have an internal feeling for how much certain products are worth to them. To obtain a higher price for products, producers may pursue marketing strategies to create a higher perceived value for their products. A consumer's perceived cost of a good or service affects the price he is willing to pay. While actual value of product is a reflection of the true costs of production coupled with the costs associated with the product's sale, perceived cost is based on customer opinion. It reflects the value of a product as assigned by the aforementioned consumer, which may have little to do with the actual monetary value of the product (Kotler & Keller, 2006).

Place

Placement or distribution is a very important part of the product mix definition (McLean, 2002). Have to position and distribute the product in a place that is accessible to potential buyers. his comes with a deep understanding of your target market.

Understand them inside out and you will discover the most efficient positioning and distribution channels that directly speak with your market (McLean, 2002).

There are many distribution strategies, including:

- Intensive distribution
- Exclusive distribution
- Selective distribution
- Franchising

Promotion

Promotion is a very important component of marketing as it can boost brand recognition and sales (Kotler & Keller, 2006). Promotion is comprised of various elements like:

- Sales Organization
- Public Relations
- Advertising
- Sales Promotion

Advertising typically covers communication methods that are paid for like television advertisements, radio commercials, print media, and internet advertisements (Kotler & Keller, 2006). In contemporary times, there seems to be a shift in focus offline to the online world. Public relations, on the other hand, are communications that are typically not paid for. This includes press releases, exhibitions, sponsorship deals,

seminars, conferences, and events. Word of mouth is also a type of product promotion. Word of mouth is an informal communication about the benefits of the product by satisfied customers and ordinary individuals (Kotler & Keller, 2006). The sales staff plays a very important role in public relations and word of mouth. Word of mouth can also circulate on the internet. Harnessed effectively and it has the potential to be one of the most valuable assets you have in boosting your profits online. An extremely good example of this is online social media and managing a firm's online social media presence (Kotler & Keller, 2006).

People

Of both target market and people directly related to the business. Thorough research is important to discover whether there are enough people in your target market that is in demand for certain types of products and services (French, & Ross, 2015). The company's employees are important in marketing because they are the ones who deliver the service. It is important to hire and train the right people to deliver superior service to the clients, whether they run a support desk, customer service, copywriters, and programmers.

When a business finds people who genuinely believe in the products or services that the particular business creates, it's is highly likely that the employees will perform the best they can (French, & Ross, 2015). Additionally, they'll be more open to honest feedback about the business and input their own thoughts and passions which can scale and grow the business.

Process

Definition for process: the procedures, mechanisms and flow of activities by which service is delivered. The systems and processes of the organization affect the execution of the service (French, & Ross, 2015).

Physical Evidence

In the service industries, there should be physical evidence that the service was delivered (French, & Ross, 2015). Additionally, physical evidence pertains also to how a business and it's products are perceived in the marketplace. It is the physical evidence of a business' presence and establishment. A concept of this is branding.

Brand Equity

A brand is a name, term, design, symbol, or other feature that distinguishes an organization or product from its rivals in the eyes of the customer (Aaker, 1991). Brands are used in business, marketing, and advertising. Branding is a set of marketing and communication methods that help to distinguish a company or products from competitors, aiming to create a lasting impression in the minds of customers. The key components that form a brand's toolbox include a brand's identity, brand communication (such as by logos and trademarks), brand awareness, brand loyalty, and various branding (brand management) strategies (Aaker, 1991). Branding is a concept that extends far beyond the marketing of "brand name" designer jeans and other products. A company's brand represents their market identity—who they are, what they do, what kind of quality

they provide, their reputation for trustworthiness, and more. Consequently, brand marketing is important to nearly every business, from those selling breakfast cereals, to those developing new technologies, to those providing logistic support to other businesses (Aaker, 1991).

Brand preference

Brand preference is strongly linked to brand choice that can influence the consumer decision making and activate brand purchase (Aaker, 1991). "Brand Preferences can be defined as the subjective, conscious and behavioral tendencies which influence consumer's predisposition toward a brand". Understanding the brand preferences of consumers' will dictate the most suitable and successful Marketing Strategies (Aaker, 1991). One of the indicators of the strength of a brand in the hearts and minds of customers, brand preference represents which brands are preferred under assumptions of equality in price and availability.

Measures of brand preference attempt to quantify the impact of marketing activities in the hearts and minds of customers and potential customers. Higher brand preference usually indicates more revenues (sales) and profit, also making it an indicator of company financial performance.

Brand Image

Brand equity describes the value of having a well-known brand name, based on the idea that the owner of a well-known brand name can generate more revenue simply

from brand recognition; that is from products with that brand name than from products with a less well-known name, as consumers believe that a product with a well-known name is better than products with less well-known names (Aaker, 1991). Brand image is the current view of the customers about a brand. It can be defined as a unique bundle of associations within the minds of target customers. It signifies what the brand presently stands for. It is a set of beliefs held about a specific brand. In short, it is nothing but the consumers' perception about the product. It is the manner in which a specific brand is positioned in the market. Brand image conveys emotional value and not just a mental image. Brand image is nothing but an organization's character (Keller, & Kevin, 2003). It is an accumulation of contact and observation by people external to an organization. It should highlight an organization's mission and vision to all. The main elements of positive brand image are- unique logo reflecting organization's image, slogan describing organization's business in brief and brand identifier supporting the key values.

Brand image is the overall impression in consumers' mind that is formed from all sources (Aaker, 1991). Consumers develop various associations with the brand. Based on these associations, they form brand image. An image is formed about the brand on the basis of subjective perceptions of associations' bundle that the consumers have about the brand. Volvo is associated with safety. Toyota is associated with reliability.

Brand awareness

Brand awareness involves a customers' ability to recall and/or recognise brands, logos and branded advertising (Keller, & Kevin, 2003). Brands helps customers to

understand which brands or products belong to which product or service category. Brands assist customers to understand the constellation of benefits offered by individual brands, and how a given brand within a category is differentiated from competing brands, and thus the brand helps customers understand which brand satisfies their needs (Aaker, 1991). Thus, the brand offers the customer a short-cut to understanding the different product or service offerings that make up a category.

Brand awareness is a key step in the customer's purchase decision process, since some kind of awareness is a precondition to purchasing. That is, customers will not consider a brand if they are not aware of it (Aaker, 1991). Brand awareness is a key component in understanding the effectiveness both of a brand's identity and of its communication methods. Successful brands are those that consistently generate a high level of brand awareness, as this can often be the pivotal factor in securing customer transactions. Various forms of brand awareness can be identified. Each form reflects a different stage in a customer's cognitive ability to address the brand in a given circumstance.

Most companies aim for "Top-of-Mind". Top-of-mind awareness occurs when a brand pops into a consumer's mind when asked to name brands in a product category.

- Unaided awareness (also known as brand recall or spontaneous awareness) refers to the brand or set of brands that a consumer can elicit from memory when prompted with a product category

- Aided awareness (also known as brand recognition) occurs when consumers see or read a list of brands, and express familiarity with a particular brand only after they hear or see it as a type of memory aide.
- Strategic awareness occurs when a brand is not only top-of-mind to consumers, but also has distinctive qualities which consumers perceive as making it better than other brands in the particular market. The distinction(s) that set a product apart from the competition is/are also known as the unique selling point or USP.

Brand Loyalty

Brand loyalty is defined as positive feelings towards a brand and dedication to purchase the same product or service repeatedly now and in the future from the same brand, regardless of a competitor's actions or changes in the environment (Keller, & Kevin, 2003). It can also be demonstrated with other behaviors such as positive word of mouth advocacy. Brand loyalty is where an individual buys products from the same manufacturer repeatedly rather than from other suppliers. Businesses whose value rests in a large part on their brand loyalty are said to use the loyalty business model (Keller, & Kevin, 2003).

Technology

Technology is the collection of techniques, skills, methods and processes used in the production of goods or services or in the accomplishment of objectives, such as scientific investigation (Breslin, 2011). Technology can be the knowledge of techniques, processes,

and the like, or it can be embedded in machines which can be operated without detailed knowledge of their workings. Technology has many effects. It has helped develop more advanced economies (including today's global economy) and has allowed the rise of a leisure class. Many technological processes produce unwanted by-products known as pollution and deplete natural resources to the detriment of Earth's environment. Various implementations of technology influence the values of a society and raise new questions of the ethics of technology.

Risk

Perceived risk describe as how the consumers accept some risks if they purchase some products that mainly pointed in two main points of uncertainty and consequences (Schiffman and Kanuk, 2010). Peng Lu, et al.(2005) explored that perceived risk indirectly has impacts on intention of consumers when they use an online application that is under security threats. Giovanis, et. al (2012) founded the perceived usefulness partially had mediated the relationship between perceived ease of use and customers' intentions as effect from the perceived security and privacy risk that had constructs partially to mediate the relationships between compatibility and customers' behavioral intentions. Lee (2009) had investigated the intention of consumer to use the online banking is affected by perceived risk which is mainly affected by the security/privacy risk and financial risk, and it is positively affected by perceived benefit, attitude and perceived usefulness.

Timothy (1998) explored that it is important to manage the risks of e-money and the potential of money laundering that found two variables that influence e-money transaction which are security and regulation. However, Michelle (2004) also found same variables which are regulation but limited on three perceived risks factors that are operational risk, compliance risks and reputational risk. Nobuhiko (2009) discussed electronic money and the law related to the future challenges that have to be focus on the security. Furthermore, these were to help the Government to avoid money laundering crime. Michael and Paul (2010) improved it into regulatory approaches for e-money transaction to protect the customer's funds by using the security and perceived risks (operational risk, compliance risk and reputational risk).

Customer Expectation

Expectation is the result of forecasting, where a person predicts what will happen in the future and consequently expects this prediction to come true (Zhou, et al., 2010). Customer have expectation of the products and services they buy. There are three levels of satisfaction, based on how well expectations are met:

- Meeting: When expectations are met, they are satisfied.
- Exceeding: When expectations are exceeded, they are delighted
- Not meeting: When expectations are not met, they are dissatisfied

Facilitating Conditions

Facilitating conditions (FC) refers to consumers' perceptions of the resources and support available to perform a behavior (Venkatesh et al., 2012). If an operational infrastructure exists and supports the use of mobile payment, the behavioral intention to adopt mobile payment will increase.

Service Quality

Service quality is the customer's overall impression of the relative inferiority/superiority of an organization and its service offerings (Bitner et al., 1990). The firm's ability to create and sustain competitive advantage depends upon the high level of service quality provided by the service provider. Therefore, providing a consistently high quality service quality can differentiate one GSM provider from others. A business with high service quality will meet or exceed customer expectations whilst remaining economically competitive. Evidence from empirical studies suggests that improved service quality increases profitability and long term economic competitiveness. Improvements to service quality may achieved by improving operational processes; identifying problems quickly and systematically; establishing valid and reliable service performance measures and measuring customer satisfaction and other performance outcomes.

The five SERVQUAL dimensions are:

TANGIBLES-Appearance of physical facilities, equipment, personnel, and communication materials

RELIABILITY-Ability to perform the promised service dependably and accurately

RESPONSIVENESS-Willingness to help customers and provide prompt service

ASSURANCE-Knowledge and courtesy of employees and their ability to convey trust and confidence

EMPATHY-Caring, individualized attention the firm provides its customers

Theoretically, positive relationships between service quality, customer satisfaction, and customer loyalty are well documented in the extant literature. Services Quality is considered as a major determinant in customer retention and building value relationship. Service quality results in repeated sales and increased market share, which leads to customer loyalty. Providing a high service quality can lead an organization to charge premium price. High service quality enhances customers' favorable behavioral intentions while simultaneously reduces their unfavorable intentions.

The model of service quality, popularly known as the gaps model. The model identifies the principal dimensions (or components) of service quality; proposes a scale for measuring service quality (SERVQUAL) and suggests possible causes of service quality problems. The model's developers originally identified ten dimensions of service quality, but after testing and retesting, some of the dimensions were found to be auto correlated and the total number of dimensions was reduced to five, namely - reliability, assurance, tangibles, empathy and responsiveness. These five dimensions are thought to represent the dimensions of service quality across a range of industries and settings.

Among students of marketing, the mnemonic, RATER, an acronym formed from the first letter of each of the five dimensions is often used as an aid to recall.

Businesses use the SERVQUAL instrument (i.e. questionnaire) to measure potential service quality problems and the model of service quality to help diagnose possible causes of the problem. The model of service quality is built on the expectancy confirmation paradigm which suggests that consumers perceive quality in terms of their perceptions of how well a given service delivery meets their expectations of that delivery. Thus, service quality can be conceptualized as a simple equation:

$$SQ = P- E$$

where;

SQ is service quality

P is the individual's perceptions of given service delivery

E is the individual's expectations of a given service delivery

Degree of Innovativeness

Innovativeness is a personality trait related to an individual’s receptivity to new ideas and willingness to try new practices and brands (Zhou, 2013). The importance of innovativeness has been examined extensively in the literature on diffusion of innovation and consumer behavior. The results indicate that these groups of firms significantly differs with respect to both subjective and objective measures of new product performance, and with product innovation strategies and activities pertaining to timing of market entry, product quality, marketing synergy, proficiency of market launch, and

management support for innovation (Zhou, 2013). The market opportunities of firms and the development opportunities of regions depend increasingly on their capacity to continuously generate innovative products and processes. A common observation is that individuals high in innovativeness are more venturesome and more willing to try new brands.

In the services sample (telecom brand), there is a positive relationship between the extent to which consumers are innovative and the extent to which services brand extensions are favorably evaluated. The private value of innovation can be quite different from the private value of the intellectual property associated with that of innovation. Innovators differ in their ability to commercialize their innovations, and the value that the innovator can obtain from commercialization depends not only on the appropriability regime but also on the commercialization strategy that the innovator chooses. This aligns with the arguments that an innovative corporate image leads to positive brand extension evaluations (Zhou, 2013). The historic district offers competitive advantages to its constituent firms by providing a unique set of skills and resources that can constitute a distinctive local capability within a "global marketplace and by enabling the rapid circulation of information on market trends and new design innovations that are demanded by a cultural economy. Relative product advantage is the most important product innovation characteristic. A major product advantage typically generates major market share rewards, whereas a moderate advantage generates moderate rewards. Highly innovation-supportive cultures are credited with fostering teamwork and promoting risk-taking and creative actions that seem directly linked to effective new product

development (Zhou, 2013). The need for organizational innovation and renewal has been recognized, not only to withstand the gales of creative destruction,' but also to create them Product innovation have been recognized as a primary means of corporate renewal and as an 'engine of renewal'.

Social Influence

Social influence is the extent to which consumers perceive that important others (e.g., family and friends) believe they should use a particular technology. It reflects the effect of environmental factors such as opinions of a user's friends, relatives, and superiors on behavior, when they are positive it may encourage the user to adopt mobile payment services.

Social influences, are defined in this study as individuals' perceived pressures from social networks on adoption or otherwise of the innovation. In the innovation diffusion literature, social influences have long been considered as a critical element in explaining adoption behavior. The underlying assumption is that individuals tend to interact in social network for consultation and for reducing their anxiety which arises due to uncertainty from adopting an innovation. In this study, following Lu et al. (2005), researcher model the construct of social influences by subjective norm and image with consideration of the voluntariness of using the mobile payment services.

The relationship between social influences and behavior intention has been empirically investigated by many previous studies. Recently, in the context of mobile-technologies based services adoption, a number of studies incorporated social influences

into their research models and found some empirical support. For instance, Hong and Tam (2006) also found that social influences affect adoption intention directly and indirectly via perceived usefulness. In a research on mobile internet services adoption, Lu et al. (2005) found that social influences in form of subjective norm and image positively influence perceived usefulness (or relative advantage). On the other hand, social influences also tend to reduce the perceived risk of adoption because they provide strong evidence indicating the legitimacy and appropriateness of the adoption decision.

Brand Choice Theory

The theory of brand choice is one of the fundamental elements of marketing science. Virtually all decisions made by marketing managers involve assumptions – explicit or implicit – about how consumers make purchase decisions and how strategic marketing variables (such as price, advertising and distribution) impact these decisions. To support this effort, the goal of research in brand choice is to create models that both reflect the behavioral realities of consumer choice and allow accurate forecasts of future choice behavior.

Brand choice models rest upon key assumptions about how consumers make purchase decisions. In contrast to research by psychologists in marketing, theories in choice modeling are not intended to be process models detailing how the organization of the human brain leads to choice outcomes. Rather, theories in choice modeling are artificial in the sense of Simon (1969): they are paramorphic ("as if") representations of choice behavior designed to improve our understanding of the impact of environmental

influences (such as the marketing mix) on choice decisions. In this section, we review pioneering work in psychology that set the stage for future developments.

Definition of a Choice Model

Rearcher define a choice model in the following manner. A consumer is presented with the task of selecting one of N alternatives, denoted A(1), …. , A(N). For each alternative, the exists a mapping from the characteristics of each alternative to a real-valued number V(A(i)) = V(i). The consumer constructs U(V(i)) = U(i), called preference (psychology) or utility (economics), which allows an ordering of the alternatives on a one-dimensional continuum. Using the U(i) values, the consumer selects one alternative by employing some type of decision rule. The decision rule assigns a probability of choosing alternative i as Pr(i) = F(U(1), …, U(N)) where $0 < Pr(i) < 1$ and F(.) is some multivariate function with N arguments. That is, the choice process is assumed to be inherently stochastic: there is no alternative with Pr(i) = 0 or Pr(i) = 1.

Although this definition may seem needlessly formal, it provides the researcher important guidelines for developing a choice model. Clearly, three elements are needed: a set of choice alternatives, a set of corresponding U(i) preference scale values, and a decision rule. The history of brand choice can be viewed as an evolving understanding of how these components ought to be specified in marketing applications.

Thurstone Model

The starting point for brand choice is the work of Louis Thurstone, a psychologist interested in psychophysics (the human perception of physical stimuli such as the intensity of light). His experiments required subjects to determine which of two stimuli was more intense (e.g., which light was brighter). His key insight, reported in his Theory of Comparative Judgment is that humans do not perceive a stimulus in the same fashion on different occasions, even though the stimulus object has not changed. Using our earlier notation, Thurstone postulated a discriminal process of the form

$$U(i) = V(i) + e(i) \qquad (1)$$

where V(i) is the true intensity of A(i), and e(i) is a normally distributed random variable with mean zero. That is, U(i) is the sensation of intensity that is perceived by the individual and is used to decide which stimulus has higher intensity. Thurstone argued that the choice rule is simple: the subject selects the stimulus with the higher U(i) value. Because the e(i) error varies across stimuli and over time, Thurstone's model implies that judgments of intensity made by one individual will be inconsistent, particularly when the true V(i) values are similar. As such, a researcher can only predict the probability that a certain alternative will be judged to be most intense.

In a brand choice setting, V(i) is interpreted as the long-run average preference value of the alternative and e(i) is a situation-specific random effect that masks the relationship between the true V(i) value and perceived U(i). Following Thurstone (1927), researchers in marketing assume that the consumer always chooses the alternative with highest perceived U(i). This combination of a randomly generated U(i) value coupled with a (deterministic) maximum U(i) choice rule is today known as a random utility

theory (RUT) model. Choice probabilities for a RUT model are obtained by writing down the N-dimensional multivariate distribution defined by equation (1) and then computing the probability Pr(i) = Pr{U(i) = max [U(1), …, U(N)]}. (See Train (2003) for details.) When the e(i) are normally distributed (as assumed by Thurstone (1927)), the resulting choice process is known as a probit choice model.

Luce Model

Luce (1959) proposed an alternative theory of choice based upon certain assumptions about choice probabilities. Let Pr(i|S) denote the probability of selecting item i from S, a set of alternatives including both item i and another item j. Let S* be another set of items, also including both i and j. Luce's Choice Axiom takes the form

$$Pr(i|S)/Pr(j|S) = Pr(i|S^*)/Pr(j|S^*) \qquad (2)$$

In words, the Choice Axiom states that the ratio of choice probabilities is a fixed quantity that does not depend upon the choice set. Choice models with this property are said to exhibit independence from irrelevant alternatives. Luce (1959) shows that equation (2) is sufficient to derive an explicit expression for the choice probabilities. If the Choice Axiom holds, then there exists a ratio-scaled preference value Q(i) for each item. Moreover, relative to a set of alternatives S = {A(1), …, A(N)},

$$Pr(i|S) = Q(i)/\{Q(1) + \ldots + Q(N)\} \qquad (3)$$

Luce (1959) argues that Q(i) represent psychologically-real preference values that are fixed over time. Accordingly, the stochasticity of choice (and the need for choice

probabilities) is due to errors made in the decision process. The probability function in equation (3) is called a logit choice model in academic marketing.

Logit models dominated the choice theory literature in marketing science during the 1980's. One key reason is that the model is computationally tractable, even for large choice sets. However, an equally important reason is that logit models are also RUT models. Yellott (1977) showed that logit choice probabilities are consistent with a RUT model in which the e(i) are independent draws from an extreme value distribution. Relative to equation (1), the Luce preference values depend upon RUT utilities according to the expression Q(i) = exp(V(i)), where exp(.) denotes the exponential function. Moreover, McFadden (1980) showed that the logit model can also be derived using a micro-economic argument based upon RUT. (In the economic interpretation of the logit model, the e(i) errors represent variables that impact choice, but are not observed by the researcher.) The popularity of the logit model is due in large part to these connections to theories in both psychology and economics.

Tversky Models

Amos Tversky made major contributions to choice theory that stimulated considerable subsequent work in marketing science. Tversky (1972) proposed the Elimination by Aspects (EBA) model, a choice process based upon a lexicographic choice rule. In contrast to Thurstone and Luce, Tversky assumes that each choice alternative can be subdivided into aspects (characteristics) that are used sequentially to prune the choice set until only one alternative remains. EBA can be viewed as a

generalized Luce choice model and is consistent with RUT. The model stimulated later work in marketing on multi-attribute utility models (such as conjoint measurement and consideration set formation.

Drawing upon findings from laboratory choice experiments, Kahnemann and Tversky (1979) argued that linear utility models (often used in marketing) ignore important elements of the choice decision. Their utility model, known as Prospect Theory, assumes that individuals construct a reference point and then evaluate alternatives in terms of losses and gains relative to the reference point. Individuals are assumed to be risk averse in such a way that losses impact utility more strongly than gains. As will be seen, this work has stimulated research in which a Prospect Theory utility expression is embedded in a logit or probit model formulation.

Diffusion of Innovation Theory

Diffusion research examines how ideas are spread among groups of people. Diffusion goes beyond the two-step flow theory, centering on the conditions that increase or decrease the likelihood that an innovation, a new idea, product or practice, will be adopted by members of a given culture. In multi-step diffusion, the opinion leader still exerts a large influence on the behavior of individuals, called adopters, but there are also other intermediaries between the media and the audience's decision-making. One intermediary is the change agent, someone who encourages an opinion leader to adopt or reject an innovation.

Innovations are not adopted by all individuals in a social system at the same time. Instead, they tend to adopt in a time sequence, and can be classified into adopter categories based upon how long it takes for them to begin using the new idea. Practically speaking, it's very useful for a change agent to be able to identify which category certain individuals belong to, since the short-term goal of most change agents is to facilitate the adoption of an innovation. Adoption of a new idea is caused by human interaction through interpersonal networks. If the initial adopter of an innovation discusses it with two members of a given social system, and these two become adopters who pass the innovation along to two peers, and so on, the resulting distribution follows a binomial expansion. Expect adopter distributions to follow a bell-shaped curve over time.

Adopter Categorization

The criterion for adopter categorization is innovativeness. This is defined as the degree to which an individual is relatively early in adopting a new idea then other members of a social system. Innovativeness is considered "relative" in that an individual has either more or less of it than others in a social system.

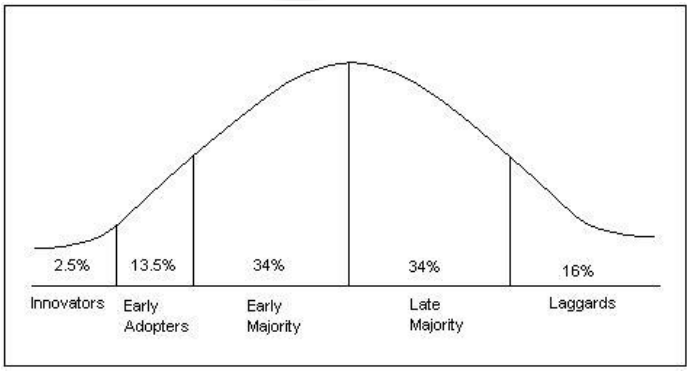


Figure. 2.1: Adopter Categorization on the Basis of Innovativeness

Adopter distributions closely approach normality. The above figure shows the normal frequency distributions divided into five categories: innovators, early adopters, early majority, late majority and laggards. Innovators are the first 2.5 percent of a group to adopt a new idea. The next 13.5 percent to adopt an innovation are labeled early adopters. The next 34 percent of the adopters are called the early majority. The 34 percent of the group to the right of the mean are the late majority, and the last 16 percent are considered laggards.

The above method of classifying adopters is not symmetrical, nor is it necessary for it to be so. There are three categories to the left of the mean and only two to the right. While it is possible to break the laggard group into early and late laggards, research shows this single group to be fairly homogenous. While innovators and early adopters could be combined, research shows these two groups as having distinctly different characteristics. The categories are 1) exhaustive, in that they include all units of study, 2) mutually exclusive, excluding from any other category a unit of study already appearing in a category, and 3) derived from one classificatory principle. This method of adopter categorization is presently the most widely used in diffusion research.

Adopter Categories

Innovators are eager to try new ideas, to the point where almost becomes an obsession. Innovators' interest in new ideas leads them out of a local circle of peers and into social relationships more cosmopolite than normal. Usually, innovators have substantial financial resources, and the ability to understand and apply complex technical

knowledge. While others may consider the innovator to be rash or daring, it is the hazardous risk-taking that is of salient value to this type of individual. The innovator is also willing to accept the occasional setback when new ideas prove unsuccessful.

Early adopters tend to be integrated into the local social system more than innovators. The early adopters are considered to be localites, versus the cosmopolite innovators. People in the early adopter category seem to have the greatest degree of opinion leadership in most social systems. They provide advice and information sought by other adopters about an innovation. Change agents will seek out early adopters to help speed the diffusion process. The early adopter is usually respected by his or her peers and has a reputation for successful and discrete use of new ideas.

Members of the early majority category will adopt new ideas just before the average member of a social system. They interact frequently with peers, but are not often found holding leadership positions. As the link between very early adopters and people late to adopt, early majority adopters play an important part in the diffusion process. Their innovation-decision time is relatively longer than innovators and early adopters, since they deliberate some time before completely adopting a new idea. Seldom leading, early majority adopters willingly follow in adopting innovations.

The late majority are a skeptical group, adopting new ideas just after the average member of a social system. Their adoption may be borne out of economic necessity and in response to increasing social pressure. They are cautious about innovations, and are reluctant to adopt until most others in their social system do so first. An innovation must definitely have the weight of system norms behind it to convince the late majority. While

they may be persuaded about the utility of an innovation, there must be strong pressure from peers to adopt.

Laggards are traditionalists and the last to adopt an innovation. Possessing almost no opinion leadership, laggards are localite to the point of being isolates compared to the other adopter categories. They are fixated on the past, and all decisions must be made in terms of previous generations. Individual laggards mainly interact with other traditionalists. An innovation finally adopted by a laggard may already be rendered obsolete by more recent ideas already in use by innovators. Laggards are likely to be suspicious not only of innovations, but of innovators and change agents as well.

2.3 Hypothesis

$H1_o$: Product does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

$H1_a$: Product does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

$H2_o$: Perceived Cost does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

$H2_a$: Perceived Cost does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

$H3_o$: Convenience does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

$H3_a$: Convenience does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

$H4_o$: Promotion does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

$H4_a$: Promotion does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

$H5_o$: Physical Evidence does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

$H5_a$: Physical Evidence does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

$H6_o$: People does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

$H6_a$: People does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

$H7_o$: Process does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

$H7_a$: Process does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

$H8_o$: Brand equity does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

$H8_a$: Brand equity does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

$H9_o$: Technology does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

$H9_a$: Technology does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

$H10_o$: Risk does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

$H10_a$: Risk does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

$H11_o$: Customer Expectation does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

$H11_a$: Customer Expectation does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

$H12_o$: Facilitating Conditions does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

$H12_a$: Facilitating Conditions does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

$H13_o$: Service Quality does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

$H13_a$: Service Quality does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

$H14_o$: Degree of Innovativeness does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

$H14_a$: Degree of Innovativeness does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

$H15_o$: Social Influence does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

$H15_a$: Social Influence does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

2.4 Conceptual Framework

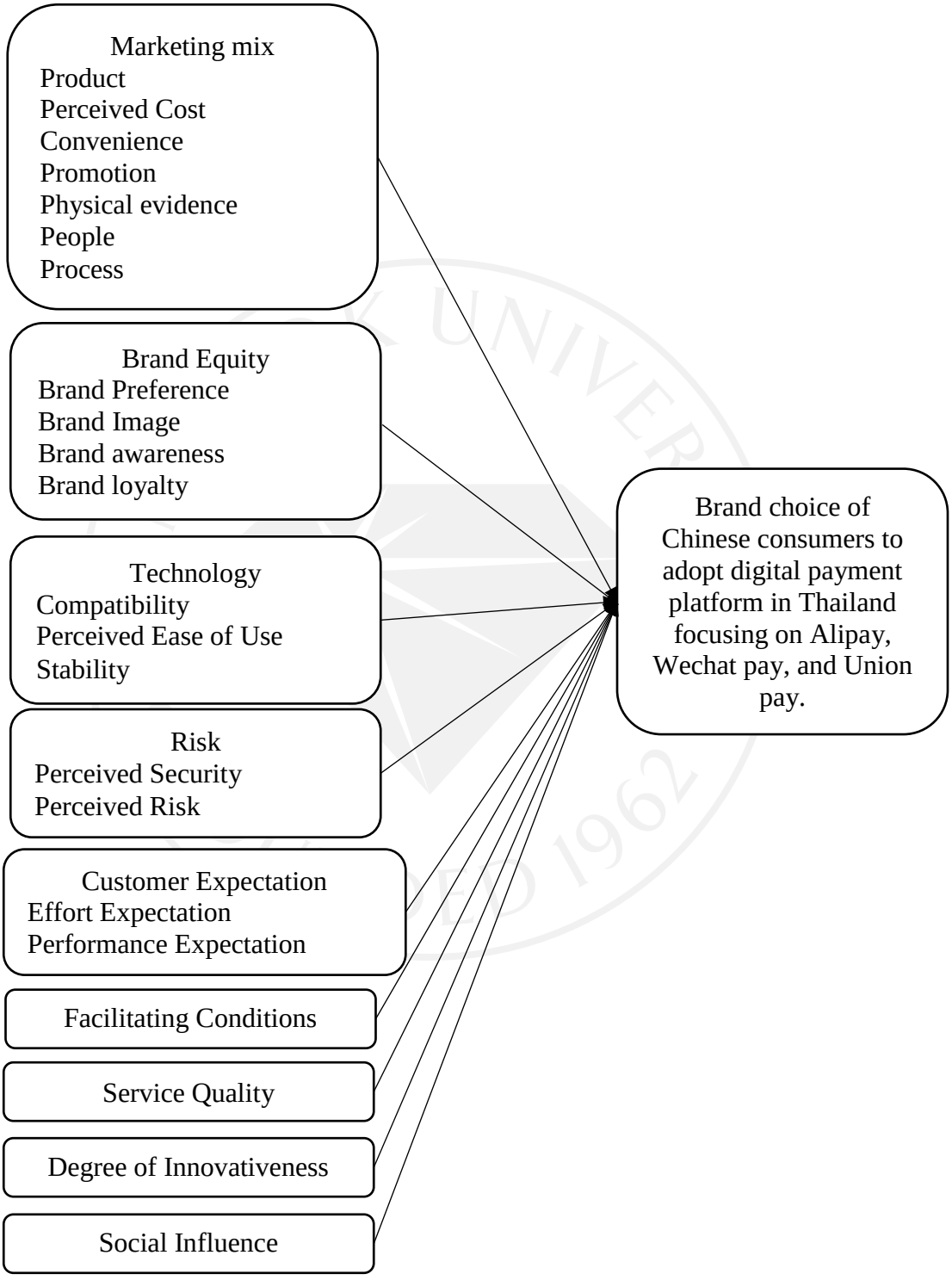


Figure 2.2: Conceptual Framework

CHAPTER 3

RESEARCH METHODOLOGY

This chapter is illustrated the information in term of research methodology which is about the process used to collect data and information on behalf of running data. In this chapter, there are 8 parts including research design, population and sample selection, research instrument, sampling procedure, data collection procedure, research methodology, content validity, reliability analysis of research instrument respectively. Therefore, the additional information of this chapter are as follows.

3.1 Research Design

Zikmund (2003) stated that descriptive research is created to explain the characteristics of a population or incident. Descriptive research is the process to define the answers for who, what, where, when, and how questions. In The SPSS process, there are 2 most appropriate factors for descriptive research, the first one is frequencies, and the second one is means, this was stated. The descriptive research is used to test the relationship between brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay and the factors that may affect it. The factors include are marketing mix, brand equity, technology, risk, customer expectation, facilitating conditions, service quality, degree of innovativeness, social influence.

Zikmund (2003) explained that the representative of population which is not a

sample could be stated as biased. The procedures of selecting sample aimed to minimize bias which is in the sample.

The researchers used the sample survey method as the data collection process and preceded into the statistical test steps. And also used the survey method to distribute the composition of questionnaires to collect the information from the respondents. Zikmund (2003) stated that a survey is a technique of conducting research which could gather information from a sample of people by using questionnaires as a tool to collect information.

3.2 Population and Sample Selection

Population in Research

Data used in this study were obtained from MBK, Central World, Siam Paragon, Pantip Plaza, Chatuchak Market, Platinum Fashion Mall in Bangkok, Thailand which are grocery and general merchandising retailers headquartered in Bangkok, Thailand. They are the leading hypermarket chain in Thailand. This study will be opened for Chinese shopping segment. Besides, it can accurately reflect the population.

Sample Size in Research

The researcher will determine sample size by applying an equation proposed by Yamane (1973) at confidences level of 95% and precision levels = 0.05

The total of sample size is

$$n = \frac{Z^2 p(1-p)}{E^2}$$

$$n = \frac{1.96^2 * 0.5(1-0.5)}{(0.05)^2}$$

n = 384.16 samples

≈385 samples

So researcher try to use 400 samples to conduct the questionnaires to collect data.

3.3 Research Instrument

The researcher conduct research instrument in the following order

3.3.1 Research from books, documents, articles, and Journals that relate to the marketing mix, brand equity, technology, risk, customer expectation, facilitating conditions, service quality, degree of innovativeness, social influence, brand choice to adoption responsibility, together with guidance and assistance from an advisor.

3.3.2 Creating a questionnaire from theory in related researches, which are marketing mix, brand equity, technology, risk, customer expectation, facilitating conditions, service quality, degree of innovativeness, social influence, behavioral intention to adoption with the approval of an advisor, Dr. Sumas Wongsunopparat, and 3 more relative industries experts, Ms. Meng Zhang, Business executives of China CITIC bank Kunming branch; Ms. Fenglin Yao, Sales executives of China Minsheng Bnaking

Corp., Ltd Qingdao branch; Mr. Shujia Mei , Staff of Patent department of Tencent.

3.3.3 Using comment and guidance from the advisor to remake the questionnaire. After that, launch 40 pilot test questionnaires and analyze the reliability of each variable in each factor using Cronbach's Alpha Coefficient. Value of Cronbach's Alpha is between $0 \leq \alpha \leq 1$, higher value mean higher reliability and closely related of section.

This research using questionnaire, which created from a related literature review, for collected data. The questionnaire can be divide into 4 parts:

Part 1: Close-ended response question about brand choice.

Part 2: 37 Close-ended Response Question about “The factors positively affect the customer’s satisfaction of C supermarket’s customers in Bangkok." consist of

Product	3	Questions
Perceived Cost	3	Questions
Convenience	3	Questions
Promotion	3	Questions
Physical Evidence	2	Questions
People	3	Questions
Process	3	Questions
Brand Preference	3	Questions
Brand Image	3	Questions
Brand Awareness	3	Questions
Brand loyalty	3	Questions

Compatibility	3	Questions
Perceived Ease of Use	1	Questions
Stability	3	Questions
Perceived Security	2	Questions
Perceived Risk	4	Questions
Performance Expectation	3	Questions
Effort Expectation	4	Questions
Facilitating Conditions	3	Questions
Service Quality	5	Questions
Personal Innovativeness	4	Questions
Social Influence	3	Questions
Brand choice to adopt	5	Questions

This part is measured in interval scale by using a five-level Likert Scale to measure the level of agreement.

Strongly Agree	5	points
Agree	4	points
Neutral	3	points
Disagree	2	points
Strongly Disagree	1	points

To get the result, using Class Interval formula to find the value of the class width.

$$\text{Class Interval} = \frac{\text{Highest Value - Lowest Value}}{\text{number of classes you want to have}}$$

$$= \frac{5-1}{5}$$

$$= 0.8$$

In the segment that use Interval Scale, researcher uses average measurement as

At 4.21-5.00 mean participants' acceptance level on marketing mix, brand, technology, risk, expectation, facilitating conditions, service quality, and degree of innovativeness, social influence, and behavioral intention to adoption are at the highest level.

At 3.41-4.20 mean participants' acceptance level on marketing mix, brand equity, technology, risk, customer expectation, facilitating conditions, service quality, and degree of innovativeness, social influence, and brand choice to adoption are at high level.

At 2.61-3.40 mean participants' acceptance level on marketing mix, brand equity, technology, risk, customer expectation, facilitating conditions, service quality, and degree of innovativeness, social influence, and brand choice to adoption are at moderate level.

At 1.81-2.60 mean participants' acceptance level marketing mix, brand equity, technology, risk, customer expectation, facilitating conditions, service quality, and degree of innovativeness, social influence, and brand choice to adoption are at low level.

At 1.00-1.80 mean participants' acceptance level on marketing mix, brand

equity, technology, risk, customer expectation, facilitating conditions, service quality, and degree of innovativeness, social influence, and brand choice to adoption are at lowest level.

Part 3: 7 Close-ended Response Question about participant demographic and general information consist of Gender, Age, Status, Education, Salary, and Occupation, Marital status.

Part 4: 4 Close-ended Response Question about participant lifestyle information.

3.4 Sampling procedure

The researchers applied the non-probability to find the sampling unit in this study. Zikmund (2003) stated that probability sample is the process of probability sampling which is randomly chosen and non-probability sampling is the probability of specific member of the population which is unknown information for the researchers. The sampling unit is an individual component or group of components point to the selection of the sample stated by Zikmund (2003).

The researchers in this study applied simple random sampling, quote sampling, judgment sampling and convenience sampling. All details are as follows:

Step 1: Simple Random Sampling

Simple Random sampling is the processes which affirm that there is an equal chance among the population to be chosen as a sample. The researcher chose to conduct simple random sampling on customers who have experienced to shopping in Bangkok. The researcher used drawing techniques to draw respondents from top six Chinese

customers shopping location of Bangkok, which are MBK, Central World, Siam Paragon, Pantip Plaza, Chatuchak Market, Platinum Fashion Mall, because there is no any data to show the market share percentage for each shopping area of Chinese customers, research decided to conduct this sample by distribute questionnaires equally of total six shopping area.

The sample size is 400 samples, the researchers collected data from each shopping area equally

$$400/6 = 66.66$$

$$\approx 67 \text{ respondents per shopping area}$$

Step 2: Quota Sampling

Quota Sampling is the process for ensuring that the categories in population can represent the relevant characteristics of sample. In this study the sample size is about 402 respondents which the researchers selected from top six shopping are in Bangkok area. The researcher collects information for 67 persons for each shopping area.

Table 3.1: Quota Sampling

Shopping Area	Quota Sampling
6 shopping are * 67 respondents	402 respondents
Total respondents	402 respondents

Step 3: Judgment Sampling

Judgment sampling also called purposive sampling involves choosing objects/

samples that are believed will give accurate results. An experienced individual selects the sample based on his or her judgment about some appropriate characteristics required of the sample member. The researcher chose to conduct judgment sampling on Chinese customers who have experienced at digital payment at Thailand.

Step 4: Convenience Sampling

The sampling procedure of obtaining the people or units that are most conveniently available (Zikmund, 2003). Convenience sampling, this kind of sampling focuses on people who are available to answers questions from researchers. The researchers distributed questionnaires to 402 respondents.

3.5 Data Collection Procedure

The following procedures described data collection for the survey:

3.5.1 In this study, the original questionnaire is in English. In order to investigate factors affecting of brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay, researcher had translated questionnaire into Chinese. Later, the two versions were simultaneously given out among different responders. Certainly, in order to reduce misunderstand due to translation problem, the two version of original were constantly crosschecked and corrected before implement.

3.5.2 Due to this survey focuses on Chinese customers who have experiences to use digital payment shopping in Thailand. To begin with, the questionnaires were

distributed to 40 samples to be pretested. After pretesting to 40 Chinese customers, there were no discrepancies to be found between the two versions of English and Chinese questionnaires. The questionnaire was proved the credibility and feasibility.

3.5.3 Then the questionnaires were distributed to Chinese customers at MBK, Central World, Siam Paragon, Pantip Plaza, Chatuchak Market, Platinum Fashion Mall, Bangkok. The researcher filled up the questions independently and completed the survey within 10 to 15minutes.

3.5.4 During the process of completing questionnaires, it roughly spent seven days to collect data and responders were selected randomly. Finally, there were 402 questionnaires to be returned and the raw data was entered in SPSS.

3.6 Research Methodology

Statistical analysis method in this research consist of

3.6.1 Reliability of the Test using Cronbach's Alpha Coefficient (Vanichbuncha, 2009)

$$\alpha = \frac{n}{n-1}\left[1-\frac{\sum S_i^2}{S_t^2}\right]$$

α reliability value of total questionnaire

n number of question

$\sum S_i^2$ total variability of questionnaire

S_t^2 variability of total questionnaire

3.6.2 Descriptive Statistics Analysis

3.6.2.1 Percentage

$$p = \frac{f}{N} \times 100$$

P	percentage
f	percentage frequency
N	frequency

3.6.2.2 Mean

$$\bar{x} = \frac{\sum x}{n}$$

$\bar{x}$	mean
$\sum X$	total group score
n	number of group score

3.6.2.3 Standard Deviation

$$S.D. = \sqrt{\frac{\sum (X - \bar{x})^2}{n - 1}}$$

S.D.	standard deviation
X	score
n	number of score in each group
$\sum$	Total amount

3.6.3 Multinomial Logistic Regression

Multinomial logistic regression is a classification method that generalizes logistic regression to multiclass problems, i.e. with more than two possible discrete outcomes. That is, it is a model that is used to predict the probabilities of the different possible outcomes of a categorically distributed dependent variable, given a set of independent variables (which may be real-valued, binary-valued, categorical-valued, etc.). Multinomial logistic regression is known by a variety of other names, including polytomous LR, multiclass LR, softmax regression, multinomial logit, maximum entropy (MaxEnt) classifier, and conditional maximum entropy model.

Multinomial logistic regression is used to predict categorical placement in or the probability of category membership on a dependent variable based on multiple independent variables. The independent variables can be either dichotomous (i.e., binary) or continuous (i.e., interval or ratio in scale). Multinomial logistic regression is a simple extension of binary logistic regression that allows for more than two categories of the dependent or outcome variable. Like binary logistic regression, multinomial logistic regression uses maximum likelihood estimation to evaluate the probability of categorical membership. Multinomial logistic regression does necessitate careful consideration of the sample size and examination for outlying cases. Like other data analysis procedures, initial data analysis should be thorough and include careful univariate, bivariate, and multivariate assessment. Specifically, multicollinearity should be evaluated with simple correlations among the independent variables. Also, multivariate diagnostics (i.e. standard multiple regression) can be used to assess for multivariate outliers and for the

exclusion of outliers or influential cases.

Multinomial Logistic Regression is the linear regression analysis to conduct when the dependent variable is nominal with more than two levels. Thus it is an extension of logistic regression, which analyzes dichotomous (binary) dependents. Since the SPSS output of the analysis is somewhat different to the logistic regression's output, multinomial regression is sometimes used instead. Like all linear regressions, the multinomial regression is a predictive analysis. Multinomial regression is used to describe data and to explain the relationship between one dependent nominal variable and one or more continuous-level(interval or ratio scale) independent variables.

Standard linear regression requires the dependent variable to be of continuous-level(interval or ratio) scale. Logistic regression jumps the gap by assuming that the dependent variable is a stochastic event. And the dependent variable describes the outcome of this stochastic event with a density function (a function of cumulated probabilities ranging from 0 to 1). Statisticians then argue one event happens if the probability is less than 0.5 and the opposite event happens when probability is greater than 0.5.

The basic idea behind logits is to use a logarithmic function to restrict the probability values to (0,1). Technically this is the log odds (the logarithmic of the odds of y = 1). Sometimes a probit model is used instead of a logit model for multinomial regression. The following graph shows the difference for a logit and a probit model for different values (-4,4). Both models are commonly used as the link function in ordinal regression. However, most multinomial regression models are based on the logit

function. The difference between both functions is typically only seen in small samples because probit assumes normal distribution of the probability of the event, when logit assumes the log distribution.

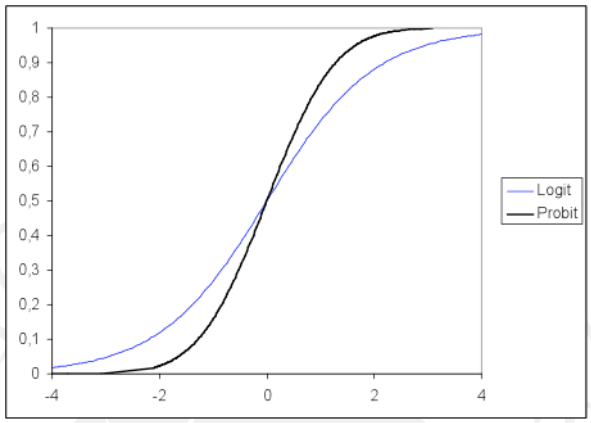


Figure 3.1: Multinomial Logistic Regression

At the center of the multinomial regression analysis is the task estimating the k-1 log odds of each category. In our k=3 computer game example with the last category as reference multinomial regression estimates k-1 multiple linear regression function defined as

$$\text{logit(y=1)} = \log\left(\frac{p(y=1)}{1-(p=1)}\right) = \beta_0 + \beta_1 \cdot x_{i2} + \beta_2 \cdot x_{i2} + \ldots + \beta_p \cdot x_{in} \text{ for } i = 1 \ldots n .$$

$$\text{logit(y=2)} = \log\left(\frac{p(y=2)}{1-(p=2)}\right) = \beta_0 + \beta_1 \cdot x_{i2} + \beta_2 \cdot x_{i2} + \ldots + \beta_p \cdot x_{in} \text{ for } i = 1 \ldots n .$$

Multinomial regression is similar to the Multivariate Discriminant Analysis. Discriminant analysis uses the regression line to split a sample in two groups along the levels of the dependent variable. In the case of three or more categories of the dependent

variable multiple discriminant equations are fitted through the scatter cloud. In contrast multinomial regression analysis uses the concept of probabilities and k-1 log odds equations that assume a cut-off probability 0.5 for a category to happen. The practical difference is in the assumptions of both tests. If the data is multivariate normal, homoscedasticity is present in variance and covariance and the independent variables are linearly related, then we should use discriminant analysis because it is more statistically powerful and efficient.

Sample size guidelines for multinomial logistic regression indicate a minimum of 10 cases per independent variable. Multinomial logistic regression is often considered an attractive analysis because; it does not assume normality, linearity, or homoscedasticity. A more powerful alternative to multinomial logistic regression is discriminant function analysis which requires these assumptions are met. Indeed, multinomial logistic regression is used more frequently than discriminant function analysis because the analysis does not have such assumptions. Multinomial logistic regression does have assumptions, such as the assumption of independence among the dependent variable choices. This assumption states that the choice of or membership in one category is not related to the choice or membership of another category (i.e., the dependent variable). The assumption of independence can be tested with the Housman-McFadden test. Furthermore, multinomial logistic regression also assumes non-perfect separation. If the groups of the outcome variable are perfectly separated by the predictor(s), then unrealistic coefficients will be estimated and effect sizes will be greatly exaggerated.

3.7 Content Validity

The questions from questionnaires had been review by the 3 qualified experts in the field of high education industry and researcher can get the content validity from the questionnaire.

To prove the consistency of questions, the author use Index of Item - Objective Congruence (IOC) method to calculate the consistency between the objective and content or questions and objective.

$$IOC = \frac{\Sigma R}{N}$$

Where: IOC = Consistency between the objective and content or questions and objectives.

Σ R= Total assessment points given from all qualified experts.

N = Number of qualified experts.

The consistency index value must have the value of 0.5 or above to be accepted.

There are 3 levels of assessment point as follow:

+1 means the question is certainly consistent with the objective of the questionnaire.

0 means the question is unsure to be consistent with the objective of the questionnaire.

-1 means the question is inconsistent with the objective of the questionnaire.

The consistency index value must have the value of 0.5 or above to be accepted.

Index of Item - Objective Congruence (IOC) from three experts result are as followed;

The researcher applied this questionnaire to 3 experts (Ms. Meng Zhang, Business executives of China CITIC bank Kunming branch; Ms. Fenglin Yao, Sales executives of China Minsheng Bnaking Corp., Ltd Qingdao branch; Mr. Shujia Mei, Staff of Patent department of Tencent) in related social media area, and then they will review the question. Researcher can get content validity by the reviewing result.

Table 3.2: Table of Content Validity

No.	Expert1			Expert2			Expert3			ΣR	IOC	Data analysis
	1	0	-1	1	0	-1	1	0	-1			
PR1	✓			✓			✓			3	1	Acceptable
PR2	✓			✓			✓			3	1	Acceptable
PR3		✓		✓			✓			2	0.67	Acceptable
PC1	✓				✓		✓			2	0.67	Acceptable
PC2	✓			✓				✓		2	0.67	Acceptable
PC3	✓			✓			✓			3	1	Acceptable
CO1	✓			✓			✓			3	1	Acceptable
CO2		✓		✓			✓			2	0.67	Acceptable
CO3	✓			✓				✓		2	0.67	Acceptable
PRO1	✓			✓			✓			3	1	Acceptable
PRO2		✓		✓			✓			2	0.67	Acceptable

(Continued)

Table 3.2 (Continued): Table of Content Validity

No.	Expert1			Expert2			Expert3			ΣR	IOC	Data analysis
	1	0	-1	1	0	-1	1	0	-1			
PRO3	✓				✓		✓			2	0.67	Acceptable
PE1	✓			✓				✓		2	0.67	Acceptable
PE2		✓		✓			✓			2	0.67	Acceptable
PLE1	✓			✓			✓			3	1	Acceptable
PLE2	✓			✓			✓			3	1	Acceptable
PLE3	✓			✓			✓			3	1	Acceptable
PES1	✓				✓					2	0.67	Acceptable
PES2	✓			✓			✓			3	1	Acceptable
PES3	✓			✓			✓			3	1	Acceptable
BP1	✓			✓			✓			3	1	Acceptable
BP2	✓			✓			✓			3	1	Acceptable
BP3	✓			✓			✓			3	1	Acceptable
BI1	✓			✓				✓		2	0.67	Acceptable
BI2	✓			✓			✓			3	1	Acceptable
BI3		✓		✓			✓			2	0.67	Acceptable
BA1	✓			✓				✓		2	0.67	Acceptable
BA2	✓			✓			✓			3	1	Acceptable

(Continued)

Table 3.2 (Continued): Table of Content Validity

No.	Expert1			Expert2			Expert3			ΣR	IOC	Data analysis
	1	0	-1	1	0	-1	1	0	-1			
BA3		✓		✓			✓			2	0.67	Acceptable
BL1	✓				✓		✓			2	0.67	Acceptable
BL2	✓			✓				✓		2	0.67	Acceptable
BL3		✓		✓			✓			2	0.67	Acceptable
COM1	✓			✓			✓			3	1	Acceptable
COM2	✓			✓			✓			3	1	Acceptable
COM3	✓			✓			✓			3	1	Acceptable
PEU1	✓			✓			✓			3	1	Acceptable
PEU2	✓			✓			✓			3	1	Acceptable
STA1	✓			✓			✓			3	1	Acceptable
STA2	✓			✓			✓			3	1	Acceptable
STA3	✓			✓			✓			3	1	Acceptable
PS1	✓			✓				✓		2	0.67	Acceptable
PS2	✓			✓			✓			3	1	Acceptable
PS3		✓		✓			✓			2	0.67	Acceptable
PS4	✓			✓			✓			3	1	Acceptable
PR1	✓			✓			✓			3	1	Acceptable

(Continued)

Table 3.2 (Continued): Table of Content Validity

No.	Expert1			Expert2			Expert3			ΣR	IOC	Data analysis
	1	0	-1	1	0	-1	1	0	-1			
PR2		✓		✓			✓			2	0.67	Acceptable
PR3	✓			✓				✓		2	0.67	Acceptable
PR4	✓			✓			✓			3	1	Acceptable
PEN1		✓		✓			✓			2	0.67	Acceptable
PEN2	✓				✓		✓			2	0.67	Acceptable
PEN3	✓			✓				✓		2	0.67	Acceptable
EE1		✓		✓			✓			2	0.67	Acceptable
EE2	✓			✓			✓			3	1	Acceptable
EE3	✓			✓			✓			3	1	Acceptable
EE4	✓			✓			✓			3	1	Acceptable
FC1		✓		✓			✓			2	0.67	Acceptable
FC2	✓			✓			✓			3	1	Acceptable
FC3	✓			✓			✓			3	1	Acceptable
SQ1	✓			✓			✓			3	1	Acceptable
SQ2	✓				✓					2	0.67	Acceptable
PI1	✓			✓			✓			3	1	Acceptable
PI2	✓			✓			✓			3	1	Acceptable

(Continued)

Table 3.2 (Continued): Table of Content Validity

No.	Expert1			Expert2			Expert3			ΣR	IOC	Data analysis
	1	0	-1	1	0	-1	1	0	-1			
PI3	✓			✓			✓			3	1	Acceptable
PI4	✓			✓			✓			3	1	Acceptable
SI1		✓		✓			✓			2	0.67	Acceptable
SI2	✓				✓		✓			2	0.67	Acceptable
SI3	✓			✓				✓		2	0.67	Acceptable
BIN1		✓		✓			✓			2	0.67	Acceptable
BIN2		✓		✓			✓			2	0.67	Acceptable
BIN3	✓			✓			✓			3	1	Acceptable
BIN4	✓			✓			✓			3	1	Acceptable
BIN5		✓		✓			✓			2	0.67	Acceptable

$$\text{IOC} = \frac{61.11}{72}$$

$$= 0.85$$

The index of item objective congruence (IOC) of this questionnaire is 0.85 which is more than 0.5; it means that the questions are all acceptable.

3.8 Reliability Analysis of Research Instrument

The researcher apply pilot test to examine the reliability of the questionnaire. The

reliability test for this research is processed on computer program by using Cronbach's alpha coefficient.

Table 3.3: Criteria of Reliability

Cronbach's Alpha Coefficient	Reliability Level	Desirability Level
0.80 – 1.00	Very High	Excellent
0.70 – 0.79	High	Good
0.50 – 0.69	Medium	Fair
0.30 – 0.49	Low	Poor
Less than 0.30	Very Low	Unacceptable

Table 3.4: The Summary of Reliability

Variables	Coronhach's Alpha
Marketing Mix	.798
-Product	.749
-Perceived Cost	.781
-Convenience	.859
-Promotion	.867
-Physical Evidence	.717
-People	.756
-Process	.855

(Continued)

Table 3.4 (Continued): The Summary of Reliability

Brand equity	.854
-Brand Preference	.882
-Brand Image	.809
-Brand Awareness	.852
-Brand loyalty	.873
Technology	.792
-Compatibility	.869
-Perceived Ease of Use	.706
-Stability	.802
Risk	.742
-Perceived Security	.712
-Perceived Risk	.772
Customer Expectation	.882
-Performance Expectation	.874
-Effort Expectation	.890
Facilitating Conditions	.765
Service Quality	.728
Personal Innovativeness	.795
Social Influence	.771
Brand Choice	.773

All alpha coefficients passed the 0.7 recommended level and had provide to be reliable variables.

CHAPTER 4

DATA ANALYSIS

Researcher conduct the questionnaire in chapter 3, the samples are Chinese customers who have experiences to use digital payment shopping in Thailand, and this questionnaire will collect 402 forms which is calculated by formula of Cochran. The questionnaire has been translated from English to Chinese language, data collected from first and second weeks of March, 2017. A total of 402 questionnaires for this survey.

So the information acquired from 402 valid questionnaires survey which collected, and then the results of data collection and analysis were presented based on the research methodology discussed in chapter 3. The data were showed in two parts; the first part was hypothesis test. Then second part was the data analysis of demographic characteristics by using cross table analysis. The data presented also explored to support research questions mentioned in chapter 3. The reliability of research instrument will be test.

The result from the research consists of 2 parts as following:

Part 4.1: Hypothesis test

Part 4.2: Cross table analysis

4.1 The Analytical Results for Hypothesis Testing

Table 4.1: Likelihood Ratio Tests

Likelihood Ratio Tests

Effect	Model Fitting Criteria: -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests: Chi-Square	df	Sig.
PR1	122.398	5.877	8	.661
PR2	127.789[a]	11.268	6	.080
PR3	139.834[a]	23.313	8	.003

Table 4.2: Likelihood Ratio Tests

Likelihood Ratio Tests

Effect	Model Fitting Criteria: -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests: Chi-Square	df	Sig.
PC1	264.662	148.142	8	.016
PC2	180.080	63.559	8	.039
PC3	141.056[a]	24.535	8	.012

Table 4.3: Likelihood Ratio Tests

Likelihood Ratio Tests

Effect	Model Fitting Criteria: -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests: Chi-Square	df	Sig.
CO1	148.242[a]	31.721	6	.008
CO2	214.939	98.419	6	.000
CO3	149.280[a]	32.760	8	.000

For product factor, only PR3 (PR3 =.003) whose p-values < .05, therefore

we can reject H_o that product does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay and accept Ha that product (especially PR3) does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay. Product is described as follows:

Product factor

PR1. (insignificant) People who influence my behavior would think I should use digital payment

PR2. (insignificant) I feel social pressure if I don't use it

PR3. (significant)People who are important to me could assist me in the use of digital payment

Therefore, Hypothesis 1:

Reject $H1_o$: Product does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

Accept $H1_a$: Product does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

For Perceived Cost, all of PC1, PC2 and PC3 (PC1 = .016, PC2= .039, PC3=.012) whose p-values < .05, therefore we reject H_o that PC1, PC2 and PC3 (described below) does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay and accept our Ha that PC1, PC2 and PC3 do significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay. PC1, PC2 and PC3 are described as follows:

Perceived Cost factor

PC1. (significant) I believe that using digital payment services would be very expensive to me

PC2. (significant) I believe I would have to do a lot of effort to obtain the information that would make me feel comfortable in adopting digital payment.

PC3. (significant) It takes time to go through the process of moving to a new means of payment

Therefore, Hypothesis 2:

Reject $H2_o$: Perceived Cost does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

Accept $H2_a$: Perceived Cost does significantly influence brand choice of Chinese

consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

For Convenience, all of CO1, CO2 and CO3 (CO1 = .008, CO2= .000, CO3=.000) whose p-values < .05, therefore we reject H_o that CO1, CO2 and CO3 (described below) does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay and accept our Ha that CO1, CO2 and CO3 do significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay. CO1, CO2 and CO3 are described as follows:

Convenience factor

CO1. (significant) It's much easier than using any other digital payment service

CO2. (significant) It's much more convenient than any other digital payment service

CO3. (significant) It has no limits its use at any time and in anyplace

Therefore, Hypothesis 3:

Reject $H3_o$: Convenience does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

Accept $H3_a$: Convenience does significantly influence brand choice of Chinese

consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

Table 4.4: Likelihood Ratio Tests

Likelihood Ratio Tests

Effect	Model Fitting Criteria: -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests: Chi-Square	df	Sig.
PRO1	163.945	32.792	8	.901
PRO2	225.397	94.244	8	.841
PRO3	223.739	92.586	6	.007

Table 4.5: Likelihood Ratio Tests

Likelihood Ratio Tests

Effect	Model Fitting Criteria: -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests: Chi-Square	df	Sig.
PE1	223.033	91.879	6	.000
PE2	191.177	60.024	6	.671

Table 4.6: Likelihood Ratio Tests

Likelihood Ratio Tests

Effect	Model Fitting Criteria: -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests: Chi-Square	df	Sig.
PLE1	263.642	132.489	8	.041
PLE2	221.506	90.353	6	.000
PLE3	235.213	104.060	6	.000

For Promotion factor, only PRO3 (PRO3 = .007) whose p-values < .05, therefore we can reject H_o that promotion does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay and accept Ha that promotion (especially PRO3) does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay. Promotion is described as follows:

Promotion factor

PRO1. (insignificant) I can get discount by using digital payment

PRO2. (insignificant) I can get member point by using digital payment

PRO3. (significant) I always find the advertisement about the digital payment

Therefore, Hypothesis 4:

Reject $H4_o$: Promotion does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

Accept $H4_a$: Promotion does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

For Physical Evidence, only PE1 (PE1 = .000) whose p-values < .05,

therefore we can reject H_o that PE2 (described below) does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay and accept our Ha that physical evidence (especially PE1) do significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay. PE1 are described as follows:

Physical Evidence factor

PE1. (significant) I very enjoy the appearance design of the digital payment

PE2. (insignificant) The system of digital payment is very fit for customer's fashion attitude

Therefore, Hypothesis 5:

Reject $H5_o$: Physical Evidence does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

Accept $H5_a$: Physical Evidence does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

For People, all of PLE1, PLE2 and PLE3 (PLE 1 = .041, PLE 2= .000, PLE 3=.000) whose p-values < .05, therefore we reject H_o that PLE1, PLE2 and PLE3

(described below) does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay and accept our Ha that PLE1, PLE2 and PLE3 do significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay. PLE1, PLE2 and PLE3 are described as follows:

People factor

PLE1. (significant) Customer service staffs are very effective

PLE2. (significant) I can communicate with customer service staffs very well

PLE3. (significant) Customer service staffs can help me to solve problem

Therefore, Hypothesis 6:

Reject $H6_o$: People does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

Accept $H6_a$: People does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

Table 4.7: Likelihood Ratio Tests

Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
PES1	219.923	38.840	8	.000
PES2	280.991	99.908	6	.000
PES3	212.385	31.302	6	.000

For Process, all of PES1, PES2 and PES3 (PES 1 = .000, PES 2= .000, PES 3=.000) whose p-values < .05, therefore we reject H_o that PES1, PES2 and PES3 (described below) does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay and accept our Ha that PES1, PES2 and PES3 do significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay. PES1, PES2 and PES3 are described as follows:

Process factor

PES1. (significant) It's very easy to for whole process of digital payment

PES2. (significant) I am very enjoy the whole process of digital payment

PES3. (significant) The whole process of digital payment can really save my time

Therefore, Hypothesis 7:

Reject $H7_o$: Process does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

Accept $H7_a$: Process does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

Table 4.8: Likelihood Ratio Tests

Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
BP1	245.349	120.333	8	.154
BP2	228.914[a]	103.898	8	.651
BP3	179.371[a]	54.355	8	.000

Table 4.9: Likelihood Ratio Tests

Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
BI1	329.353	204.338	8	.684
BI2	341.135	216.119	6	.104
BI3	281.289	156.274	6	.047

Table 4.10: Likelihood Ratio Tests

Likelihood Ratio Tests

Effect	Model Fitting Criteria: -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests: Chi-Square	df	Sig.
BA1	349.719	113.282	8	.481
BA2	278.621	42.184	6	.081
BA3	313.651	77.215	4	.039

Table 4.11: Likelihood Ratio Tests

Likelihood Ratio Tests

Effect	Model Fitting Criteria: -2 Log Likelihood of Reduced Model	Likelihood Ratio Tests: Chi-Square	df	Sig.
BL1	386.662	150.225	6	.417
BL2	288.405	51.968	6	.000
BL3	358.003	121.566	4	.000

For Brand Equity factor, only BP3,BI3,BA3,BL2, and BL3 (BP3 = .000, BI3 = .047, BA3 = .039, BL2 = .000, BL3 = .000) whose p-values < .05, therefore we can reject H_o that brand equity does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay and accept our Ha that brand equity (especially brand preference 'BP1,BP2', brand image 'BI1,BI2',BA1,BA2, and BL1) does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay. Brand equity is described as follows:

Brand Equity factor

Brand Preference

BP1 (insignificant) I like this brand of digital payment more than any other brands

BP2 (insignificant) I would use this brand of digital payment more than any other brands

BP3 (significant) This brand meets my requirements for digital payment better than other brands

Brand Image

BI1. (insignificant) I have a clear understanding on this brand of digital payment

BI2. (insignificant) This brand comes to my mind when I think of digital payment

BI3. (significant) The brand is outstanding

Brand Awareness

BA1. (insignificant) I can easily recognize the brand of digital payment

BA2. (insignificant) I can know this digital payment from its brand

BA3. (significant) I can get the information from brand of this digital payment

Brand loyalty

BL1. (insignificant) I will say positive things about this brand to other people.

BL2. (significant) I will keep using this brand if it is held again in the future.

BL3. (significant) I will recommend this brand y to my relatives and friends

Therefore, Hypothesis 8:

Reject $H8_o$: Brand Equity does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

Accept $H8_a$: Brand Equity does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

Table 4.12: Likelihood Ratio Tests

Likelihood Ratio Tests

	Model Fitting Criteria	Likelihood Ratio Tests		
Effect	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
COM1	159.959	156.089	4	.000
COM2	32.578[a]	28.708	4	.000
COM3	5.223[a]	1.354	6	.969

Table 4.13: Likelihood Ratio Tests

Likelihood Ratio Tests

	Model Fitting Criteria	Likelihood Ratio Tests		
Effect	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
PEU1	33.590[a]	29.720	4	.000

Table 4.14: Likelihood Ratio Tests

Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
STA1	3.869[a]	.000	4	1.000
STA2	3.869[a]	.000	4	1.000
STA3	63.020[a]	59.150	4	.000

For Technology, only COM1, COM 2, PEU, STA3 (COM 1 = .000, COM 2= .000, PEU1 = .000, STA3 = .000) whose p-values < .05, therefore we can reject H_o that COM 3, STA1, STA2 (described below) does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay and accept our Ha that COM1, COM 2, PEU, STA3 do significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay. COM1, COM 2, PEU, STA3 are described as follows:

Technology factor

Compatibility

COM1. (significant) The digital payment is compatible with different payment situation

COM2. (significant) Using digital payment is completely compatible with technological requirements

COM3. (insignificant) I think that using digital payment fits well with the coming technology society

Perceived Ease of Use

PEU1. (significant) I find it cumbersome to use digital payment

Stability

STA1. (insignificant) Digtial payment has high stability on technology

STA2. (insignificant) Digital payment never instable before

STA3. (significant) I trust the stability of digital payment

Therefore, Hypothesis 9:

Reject $H9_o$: Technology does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

Accept $H9_a$: Technology does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

Table 4.15: Likelihood Ratio Tests

Likelihood Ratio Tests

	Model Fitting Criteria	Likelihood Ratio Tests		
Effect	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
PS1	12.320[a]	7.143	8	.521
PS2	16.364[a]	11.188	6	.083

Table 4.16: Likelihood Ratio Tests

Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
PRK1	46.188[a]	41.012	8	.000
PRK2	78.859[a]	73.682	8	.000
PRK3	12.783[a]	7.606	8	.473
PRK4	5.302[b]	.125	8	1.000

For Risk, only PRK1, PRK 2, (PRK 1 = .000, PRK 2= .000) whose p-values < .05, therefore we can reject H_o that PS1, PS2, PRK3, PRK4 (described below) does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay and accept our Ha that PRK1, PRK 2 do significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay. PRK1, PRK 2 are described as follows:

Risk factor

Perceived Security

PS1. (insignificant) I would feel secure when I use digital payment

PS2. (insignificant) Digital payment is a secure when it record my personal information

Perceived Risk

PRK1. (significant) I wouldn't feel completely safe by providing personal information through the digital payment system

PRK2. (significant) I'm worried about the future use of digital payment services, because other people might be able to access my data.

PRK3. (insignificant) I don't feel protected when sending confidential information via the digital payment system.

PRK4. (insignificant) The likelihood that something wrong will happen with the digital payment systems is high

Therefore, Hypothesis 10:

Reject $H10_o$: Risk does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

Accept $H10_a$: Risk does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

Table 4.17: Likelihood Ratio Tests

Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
PEN1	50.020[a]	.	8	.078
PEN2	50.579[a]	.559	8	1.000
PEN3	100.302[a]	50.283	6	.000

Table 4.18: Likelihood Ratio Tests

Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
EE1	74.091[a]	24.072	6	.001
EE2	50.020[a]	.000	4	1.000
EE3	57.772[a]	7.752	8	.458
EE4	50.020[a]	.000	6	1.000

For Customer Expectation, only PEN3, EE1, (PEN3 = .000, EE1 = .001) whose p-values < .05, therefore we can reject H_o that PEN1, PEN2, EE2, EE3, EE4 (described below) does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay and accept our Ha that PEN3, EE1do significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay. PEN3, EE1 are described as follows:

Customer Expectation factor

Performance Expectation

PEN1. (insignificant) I believe digital payment would be a useful service in my day to day activities

PEN2. (insignificant) Using digital payment would make me perform my financial transactions more quickly

PEN3. (significant) Using digital payment would save time so I can do other activities in my day to day.

Effort Expectation

EE1. (significant) My interaction with the digital payment service would be clear and easy to understand

EE2. (insignificant) It would be easy for me to develop the skills to use the digital payment service.

EE3. (insignificant) I believe that it is easy to use the digital payment.

EE4. (insignificant) Learning to use the digital payment system would be easy for me.

Therefore, Hypothesis 11:

Reject $H11_o$: Customer Expectation does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

Accept $H11_a$: Customer Expectation does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

Table 4.19: Likelihood Ratio Tests

Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
FC1	380.296	157.099	4	.000
FC2	286.561	63.363	6	.037
FC3	443.929	220.732	6	.043

Table 4.20: Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
SQ1	396.876	173.679	4	.009
SQ2	279.467	56.270	6	.000
SQ3	179.371[a]	11.188	6	0.841
SQ4	329.353	41.012	8	0.941
SQ5	341.135	73.682	4	1.000

Table 4.21: Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
DI1	4.728[a]	.000	8	.078
DI2	143.964	139.236	6	.000
DI3	99.745[a]	95.017	8	.481
DI4	4.728[a]	.000	6	.000

Table 4.22: Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
SI1	48.061[a]	43.334	6	.000
SI2	15.776[a]	11.048	6	.087
SI3	36.399[a]	31.671	4	.000

For Facilitating Conditions, all of FC1, FC2 and FC3 (FC1 = .000, FC2= .037, FC3=.043) whose p-values < .05, therefore we cannot reject H_o that FC1, FC2 and FC3 (described below) does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay and accept our Ha that FC1, FC2 and FC3 do significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay. FC1, FC2 and FC3 are described as follows:

Facilitating Conditions factor

FC1. (significant) I have the resources necessary to use digital payment

FC2. (significant) I have the knowledge necessary to use digital payment.

FC3. (significant) Digital payment is compatible with other systems I use.

Therefore, Hypothesis 12:

Reject $H12_o$: Facilitating Conditions does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

Accept $H12_a$: Facilitating Conditions does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

For Service Quality, only SQ1, SQ2, (SQ1 = .009, SQ2= .000) whose p-values < .05, therefore we can reject H_o that SQ3, SQ4, SQ5(described below) does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay and accept our Ha that SQ1, SQ2 do significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay. SQ1, SQ2 are described as follows:

Service Quality factor

SQ1. (significant) The system of digital payment can provide good service quality

SQ2. (significant) The service of digital payment is dependable and accurate

SQ3. (insignificant) I can get the service of digital payment immediately when I need

SQ4. (insignificant) Service solution to your problem is useful, and professional

SQ5. (insignificant) I can feel I am got attentions from service of digital payment system

Therefore, Hypothesis 13:

Reject $H13_o$: Service Quality does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

Accept $H13_a$: Service Quality does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

For Degree of Innovativeness, only DI2, DI4, (DI2 = .000, DI4= .000) whose p-values < .05, therefore we can reject H_o that DI1, DI3 (described below) does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay and accept our Ha that DI2, DI4 do significantly influence brand choice of Chinese

consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay. DI2, DI4 are described as follows:

Degree of Innovativeness factor

DI1. (insignificant) If I heard about a new information technology, I would look for ways to experiment with it

DI2. (significant) I am usually the first to explore new information technologies

DI3. (insignificant) I like to experiment with new information technologies

DI4. (significant) In general, I am hesitant to try out new information technologies.

Therefore, Hypothesis 14:

Reject $H14_o$: Degree of Innovativeness does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

Accept $H14_a$: Degree of Innovativeness does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

For Social Influence, only SI1, SI3, (SI1 = .000, SI3= .000) whose p-values < .05, therefore we can reject H_o that SI2 (described below) does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay and accept our

Ha that SI1, SI3 do significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay. SI1, SI3 are described as follows:

Social Influence factor

SI1. (significant)People who influence my behavior would think I should use digital payment

SI2. (insignificant) I feel social pressure if I don't use it

SI3. (significant) People who are important to me could assist me in the use of digital payment.

Therefore, Hypothesis 15:

Reject $H15_o$: Social Influence does not significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

Accept $H15_a$: Social Influence does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

4.2 The Analytical result of Crosstab Method for Demographic and Lifestyle

Table 4.23: Crosstable of Brand Choice with Gender

gender * When you're in Thailand, which digital payment platform is your most preferred choice Crosstabulation

			When you're in Thailand, which digital payment platform is your most preferred choice			
			Ali Pay	WeChat Pay	Union Pay	Total
gender	male	% within gender	29.5%	40.0%	30.5%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	48.7%	65.5%	34.3%	47.5%
		% of Total	14.0%	19.0%	14.5%	47.5%
	female	% within gender	28.1%	19.0%	52.9%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	51.3%	34.5%	65.7%	52.5%
		% of Total	14.8%	10.0%	27.8%	52.5%
Total		% within gender	28.8%	29.0%	42.3%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	100.0%	100.0%	100.0%	100.0%
		% of Total	28.8%	29.0%	42.3%	100.0%

As table 4.23 showed that

Chinese consumers to adopt digital payment platform in Thailand who are male (40.0%) most prefer to use Wechat Pay.

Chinese consumers to adopt digital payment platform in Thailand who are female (52.9%) most prefer to use Union Pay

For digital payment platform choice:

Chinese consumers to choice Ali Pay as digital payment platform in Thailand, the number of female (51.3%) are more than male (48.7%).

Chinese consumers to choice WeChat Pay as digital payment platform in Thailand, the number of male (65.5%) are more than female (34.5%).

Chinese consumers to choice Union Pay as digital payment platform in Thailand, the number of female (65.7%) are more than male (34.3%).

Table 4.24: Crosstable of Brand Choice with Age

age * When you're in Thailand, which digital payment platform is your most preferred choice Crosstabulation

			When you're in Thailand, which digital payment platform is your most preferred choice			
			Ali Pay	WeChat Pay	Union Pay	Total
age	Less than 20	% within age	32.7%	26.5%	40.8%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	27.8%	22.4%	23.7%	24.5%
		% of Total	8.0%	6.5%	10.0%	24.5%
	21-30	% within age	32.6%	26.3%	41.1%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	49.6%	39.7%	42.6%	43.8%
		% of Total	14.3%	11.5%	18.0%	43.8%
	31-40	% within age	27.4%	17.9%	54.7%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	22.6%	14.7%	30.8%	23.8%
		% of Total	6.5%	4.3%	13.0%	23.8%
	More than 40	% within age		84.4%	15.6%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice		23.3%	3.0%	8.0%
		% of Total		6.8%	1.3%	8.0%
Total		% within age	28.8%	29.0%	42.3%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	100.0%	100.0%	100.0%	100.0%
		% of Total	28.8%	29.0%	42.3%	100.0%

As table 4.24 showed that

Chinese consumers to adopt digital payment platform in Thailand who are age less than 20 (40.8%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand who are age between 21-30 (41.1%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand who are age between 31-40 (54.7%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand who are age more than 40 (84.4%) most prefer to use WeChat Pay.

For digital payment platform choice:

Chinese consumers to choice Ali Pay as digital payment platform in Thailand, the number of age between 21-30 (49.6%) are more than age less than 20 (27.8%), and age between 31-40 (22.6%).

Chinese consumers to choice WeChat Pay as digital payment platform in Thailand, the number of age between 21-30 (39.7%) are more than age more than 40 (23.3%), age less than 20 (22.4%), and age between 31-40 (14.7%).

Chinese consumers to choice Union Pay as digital payment platform in Thailand, the number of age between 21-30 (42.6%) are more than age between 31-40 (30.8%), age less than 20 (23.7%), and age more than 40 (3.0%).

Table 4.25: Crosstable of Brand Choice with Education Level

Education level * When you're in Thailand, which digital payment platform is your most preferred choice Crosstabulation

			When you're in Thailand, which digital payment platform is your most preferred choice			
			Ali Pay	WeChat Pay	Union Pay	Total
Education level	Lower than Bachelor Degree	% within Education level	23.9%	28.4%	47.7%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	18.3%	21.6%	24.9%	22.0%
		% of Total	5.3%	6.3%	10.5%	22.0%
	Bachelor Degree	% within Education level	18.9%	41.7%	39.4%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	20.9%	45.7%	29.6%	42.3%
		% of Total	13.5%	9.5%	19.3%	42.3%
	Master Degree	% within Education level	32.0%	22.5%	45.6%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	47.0%	32.8%	45.6%	31.8%
		% of Total	6.0%	13.3%	12.5%	31.8%
	Doctor Degree	% within Education level	100.0%			100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	13.9%			4.0%
		% of Total	4.0%			4.0%
Total		% within Education level	28.8%	29.0%	42.3%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	100.0%	100.0%	100.0%	100.0%
		% of Total	28.8%	29.0%	42.3%	100.0%

As table 4.25 showed that

Chinese consumers to adopt digital payment platform in Thailand who are education level lower than Bachelor Degree (47.7%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand who are education level of Bachelor Degree (41.7%) most prefer to use WeChat Pay.

Chinese consumers to adopt digital payment platform in Thailand who are education level of Master Degree (45.6%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand who are education level of Doctor Degree (100%) most prefer to use Ali Pay.

For digital payment platform choice:

Chinese consumers to choice Ali Pay as digital payment platform in Thailand, the number of education level of Master Degree (47.0%) are more than Bachelor Degree (20.9%), lower than Bachelor Degree (18.3%), and Doctor Degree (13.9%).

Chinese consumers to choice WeChat Pay as digital payment platform in Thailand, the number of education level of Bachelor Degree (45.7%), are more than Master Degree (32.8%), lower than Bachelor Degree (21.6%).

Chinese consumers to choice Union Pay as digital payment platform in Thailand, the number of education level of Master Degree (45.6%), are more than Bachelor Degree (29.6%), lower than Bachelor Degree (24.9%).

Table 4.26: Crosstable of Brand Choice with Major of Your Education

Major of your education * When you're in Thailand, which digital payment platform is your most preferred choice Crosstabulation

			When you're in Thailand, which digital payment platform is your most preferred choice			
			Ali Pay	WeChat Pay	Union Pay	Total
Major of your education	Economic and business	% within Major of your education	26.2%	21.3%	52.5%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	13.9%	11.2%	18.9%	28.5%
		% of Total	13.3%	4.0%	11.3%	28.5%
	Philosophy	% within Major of your education	46.5%	14.0%	39.5%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	46.1%	13.8%	26.6%	15.3%
		% of Total	4.0%	3.3%	8.0%	15.3%
	Law	% within Major of your education	7.4%	33.8%	58.8%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	4.3%	19.8%	23.7%	17.0%
		% of Total	1.3%	5.8%	10.0%	17.0%
	Education and History Science	% within Major of your education	52.1%	39.6%	8.3%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	21.7%	16.4%	2.4%	12.0%
		% of Total	6.3%	4.8%	1.0%	12.0%
	Medical	% within Major of your education		54.9%	45.1%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice		33.6%	18.9%	17.8%
		% of Total		9.8%	8.0%	17.8%
	Literature and Arts	% within Major of your education	42.1%	15.8%	42.1%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	13.9%	5.2%	9.5%	9.5%
		% of Total	4.0%	1.5%	4.0%	9.5%
Total		% within Major of your education	28.8%	29.0%	42.3%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	100.0%	100.0%	100.0%	100.0%
		% of Total	28.8%	29.0%	42.3%	100.0%

As table 4.26 showed that

Chinese consumers to adopt digital payment platform in Thailand who are Major of Economic and business (52.5%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand who are Major of Philosophy (46.5%) most prefer to use Ali Pay.

Chinese consumers to adopt digital payment platform in Thailand who are Major of Law (58.8%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand who are Major of Education and History Science (52.1%) most prefer to use Ali Pay.

Chinese consumers to adopt digital payment platform in Thailand who are Major of Medical (54.9%) most prefer to use WeChat Pay.

Chinese consumers to adopt digital payment platform in Thailand who are Major of Literature and Arts (42.1%) most prefer to use both Ali Pay and Union Pay.

For digital payment platform choice:

Chinese consumers to choice Ali Pay as digital payment platform in Thailand, the number of Major of Philosophy (46.1%) are more than Education and History Science (21.7%), Economic and business and Literature and Arts (13.9%), and Law (4.3%).

Chinese consumers to choice WeChat Pay as digital payment platform in Thailand, the number of Major of Medical (33.6%) are more than Law (19.8%),

Education and History Science (16.4%), and Philosophy (13.8%), Economic and business (11.2%), Literature and Arts (5.2%).

Chinese consumers to choice Union Pay as digital payment platform in Thailand, the number of Major of Philosophy (26.6%), are more than Law (23.7%), Economic and business and Medical (18.9%), Literature and Arts (9.5%), Education and History Science (2.4%).

Table 4.27: Crosstable of Brand Choice with Work Situation

Work situation * When you're in Thailand, which digital payment platform is your most preferred choice Crosstabulation

			When you're in Thailand, which digital payment platform is your most preferred choice			
			Ali Pay	WeChat Pay	Union Pay	Total
Work situation	Government officer	% within Work situation		48.3%	51.7%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice		12.1%	8.9%	7.3%
		% of Total		3.5%	3.8%	7.3%
	Governmental enterprise	% within Work situation			100.0%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice			17.8%	7.5%
		% of Total			7.5%	7.5%
	Employees of private enterprises	% within Work situation	66.7%	23.8%	9.5%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	36.5%	12.9%	3.6%	15.8%
		% of Total	10.5%	3.8%	1.5%	15.8%

(Continued)

4.27 (Continued): Crosstable of Brand Choice with Work Situation

	Students	% within Work situation	27.5%	32.6%	39.9%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	42.6%	50.0%	42.0%	44.5%
		% of Total	12.3%	14.5%	17.8%	44.5%
	Freelance and entrepreneurs	% within Work situation			100.0%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice			12.4%	5.3%
		% of Total			5.3%	5.3%
	Unemployed	% within Work situation	48.0%		52.0%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	20.9%		15.4%	12.5%
		% of Total	6.0%		6.5%	12.5%
	Retired	% within Work situation		100.0%		100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice		25.0%		7.3%
		% of Total		7.3%		7.3%
Total		% within Work situation	28.8%	29.0%	42.3%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	100.0%	100.0%	100.0%	100.0%
		% of Total	28.8%	29.0%	42.3%	100.0%

As table 4.27 showed that

Chinese consumers to adopt digital payment platform in Thailand who are Government officer (51.7%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand who are Governmental enterprise (100%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand who are Employees of private enterprises (66.7%) most prefer to use Ali Pay.

Chinese consumers to adopt digital payment platform in Thailand who are Students (39.9%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand who are Freelance and entrepreneurs (100%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand who are Unemployed (52.0%) most prefer to use and Union Pay.

Chinese consumers to adopt digital payment platform in Thailand who are Retired (100%) most prefer to use WeChat Pay.

For digital payment platform choice:

Chinese consumers to choice Ali Pay as digital payment platform in Thailand, the number of Students (42.6%) are more than Employees of private enterprises (36.5%), Unemployed (20.9%).

Chinese consumers to choice WeChat Pay as digital payment platform in Thailand, the number of Students (50%) are more than Retired (25%), Employees of private enterprises (12.9%), and Government officer (12.1%).

Chinese consumers to choice Union Pay as digital payment platform in Thailand, the number of Students (44.5%), are more than Employees of private enterprises

(15.8%), Unemployed (12.5%), Governmental enterprise (7.54%), Government officer and Retired (7.3%), Freelance and entrepreneurs (5.3%).

Table 4.28: Crosstable of Brand Choice with Marital Statues

Marital statues * When you're in Thailand, which digital payment platform is your most preferred choice Crosstabulation

			When you're in Thailand, which digital payment platform is your most preferred choice			
			Ali Pay	WeChat Pay	Union Pay	Total
Marital statues	Married	% within Marital statues	38.5%	56.7%	4.8%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	34.8%	50.9%	3.0%	26.0%
		% of Total	10.0%	14.8%	1.3%	26.0%
	Single	% within Marital statues	26.8%	20.4%	52.9%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	65.2%	49.1%	87.6%	70.0%
		% of Total	18.8%	14.3%	37.0%	70.0%
	Divorced	% within Marital statues			100.0%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice			9.5%	4.0%
		% of Total			4.0%	4.0%
Total		% within Marital statues	28.8%	29.0%	42.3%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	100.0%	100.0%	100.0%	100.0%
		% of Total	28.8%	29.0%	42.3%	100.0%

As table 4.28 showed that

Chinese consumers to adopt digital payment platform in Thailand who are Married (56.7%) most prefer to use WeChat Pay.

Chinese consumers to adopt digital payment platform in Thailand who are Single (52.9%) most prefer to use WeChat Pay.

Chinese consumers to adopt digital payment platform in Thailand who are Divorced (100.0%) most prefer to use Union Pay.

For digital payment platform choice:

Chinese consumers to choice Ali Pay as digital payment platform in Thailand, the number of Single (65.2%) are more than Married (34.8%).

Chinese consumers to choice WeChat Pay as digital payment platform in Thailand, the number of Married (50.9%), are more than Single (49.1%).

Chinese consumers to choice Union Pay as digital payment platform in Thailand, the number of Single (87.6%), are more than Divorced (9.5%), Married (3%).

Table 4.29 Crosstable of Brand Choice with "How often you usually use digital payment?"

How often you usually use digital payment? * When you're in Thailand, which digital payment platform is your most preferred choice Crosstabulation

			When you're in Thailand, which digital payment platform is your most preferred choice			
			Ali Pay	WeChat Pay	Union Pay	Total
How often you usually use digital payment?	Every day	% within How often you usually use digital payment?		47.5%	52.5%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice		25.0%	18.9%	15.3%
		% of Total		7.3%	8.0%	15.3%
	At least 1 times per 1 week	% within How often you usually use digital payment?	47.6%	13.6%	38.7%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	79.1%	22.4%	43.8%	47.8%
		% of Total	22.8%	6.5%	18.5%	47.8%
	At least1 times per 1 month	% within How often you usually use digital payment?	21.8%	20.9%	57.3%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	20.9%	19.8%	37.3%	27.5%
		% of Total	6.0%	5.8%	15.8%	27.5%
	At least1 times per 1 year	% within How often you usually use digital payment?		100.0%		100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice		32.8%		9.5%
		% of Total		9.5%		9.5%
Total		% within How often you usually use digital payment?	28.8%	29.0%	42.3%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	100.0%	100.0%	100.0%	100.0%
		% of Total	28.8%	29.0%	42.3%	100.0%

As table 4.29 showed that

Chinese consumers to adopt digital payment platform in Thailand who use digital payment by every day (52.5%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand who use digital payment at least 1 times per 1 week (47.6%) most prefer to use Ali Pay.

Chinese consumers to adopt digital payment platform in Thailand who use digital payment at least1 times per 1 month (57.3%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand who use digital payment at least1 times per 1 year (100%) most prefer to use WeChat Pay.

For digital payment platform choice:

Chinese consumers to choice Ali Pay as digital payment platform in Thailand, the number of using digital payment at least 1 times per 1 week (79.1%) are more than at least1 times per 1 month (20.9%).

Chinese consumers to choice WeChat Pay as digital payment platform in Thailand, the number of using digital payment at least 1 times per 1 year (32.8%) are more than every day (25%), at least 1 times per 1 week (22.4%), at least1 times per 1 month (19.8%).

Chinese consumers to choice Union Pay as digital payment platform in Thailand, the number of using digital payment at least 1 times per 1 week (43.8%) are more than at least1 times per 1 month (37.3%), every day (18.9%).

Table 4.30: Crosstable of Brand Choice with "Who you come with for traveling in Thailand?"

Who you come with for traveling in Thailand? * When you're in Thailand, which digital payment platform is your most preferred choice Crosstabulation

			When you're in Thailand, which digital payment platform is your most preferred choice			
			Ali Pay	WeChat Pay	Union Pay	Total
Who you come with for traveling in Thailand?	Alone	% within Who you come with for traveling in Thailand?	22.7%	31.3%	46.0%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	29.6%	40.5%	40.8%	37.5%
		% of Total	8.5%	11.8%	17.3%	37.5%
	Friends	% within Who you come with for traveling in Thailand?	28.8%	29.4%	41.9%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	40.0%	40.5%	39.6%	40.0%
		% of Total	11.5%	11.8%	16.8%	40.0%
	Wife/Husband	% within Who you come with for traveling in Thailand?	38.2%	21.8%	40.0%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	18.3%	10.3%	13.0%	13.8%
		% of Total	5.3%	3.0%	5.5%	13.8%
	Tour	% within Who you come with for traveling in Thailand?	40.0%	28.6%	31.4%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	12.2%	8.6%	6.5%	8.8%
		% of Total	3.5%	2.5%	2.8%	8.8%
Total		% within Who you come with for traveling in Thailand?	28.8%	29.0%	42.3%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	100.0%	100.0%	100.0%	100.0%
		% of Total	28.8%	29.0%	42.3%	100.0%

As table 4.30 showed that

Chinese consumers to adopt digital payment platform in Thailand who are traveling in Thailand alone (46.0%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand who are traveling in Thailand with friends (41.9%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand who are traveling in Thailand with wife/husband (40.0%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand who are traveling in Thailand with tour (40.0%) most prefer to use Ali Pay.

For digital payment platform choice:

Chinese consumers to choice Ali Pay as digital payment platform in Thailand, the number of traveling in Thailand with friends and tour (40%) are more than by alone (29.6%), with wife/husband (18%).

Chinese consumers to choice WeChat Pay as digital payment platform in Thailand, the number of traveling in Thailand with friends and alone (40.5%) are more than with wife/husband (10.3%), with tour (8.6%).

Chinese consumers to choice Union Pay as digital payment platform in Thailand, the number of traveling in Thailand by alone (40.8%) are more than with friends (39.6%), with wife/husband (13%), with tour (6.5%).

Table 4.31: Crosstable of Brand Choice with "What's purpose for traveling in Thailand?"

What's purpose for traveling in Thailand? * When you're in Thailand, which digital payment platform is your most preferred choice Crosstabulation

			When you're in Thailand, which digital payment platform is your most preferred choice			
			Ali Pay	WeChat Pay	Union Pay	Total
What's purpose for traveling in Thailand?	Business	% within What's purpose for traveling in Thailand?	22.1%	34.4%	43.5%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	25.2%	38.8%	33.7%	32.8%
		% of Total	7.3%	11.3%	14.3%	32.8%
	Visit	% within What's purpose for traveling in Thailand?	31.4%	26.7%	41.9%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	47.0%	39.7%	42.6%	43.0%
		% of Total	13.5%	11.5%	18.0%	43.0%
	Vocation	% within What's purpose for traveling in Thailand?	31.9%	26.4%	41.7%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	20.0%	16.4%	17.8%	18.0%
		% of Total	5.8%	4.8%	7.5%	18.0%
	Medical	% within What's purpose for traveling in Thailand?	36.0%	24.0%	40.0%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	7.8%	5.2%	5.9%	6.3%
		% of Total	2.3%	1.5%	2.5%	6.3%
Total		% within What's purpose for traveling in Thailand?	28.8%	29.0%	42.3%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	100.0%	100.0%	100.0%	100.0%
		% of Total	28.8%	29.0%	42.3%	100.0%

As table 4.31 showed that

Chinese consumers to adopt digital payment platform in Thailand whose purpose for traveling in Thailand of business (43.5%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand whose purpose for traveling in Thailand of visit (41.9%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand whose purpose for traveling in Thailand of vocation (41.7%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand whose purpose for traveling in Thailand of medical (40.0%) most prefer to use Union Pay.

For digital payment platform choice:

Chinese consumers to choice Ali Pay as digital payment platform in Thailand, the number of purpose for traveling in Thailand of visit (47%) are more than business (25.2%), vocation (20%), and medical (7.8%).

Chinese consumers to choice WeChat Pay as digital payment platform in Thailand, the number of purpose for traveling in Thailand of visit (39.7%) are more than business (38.8%), vocation (16.4%), and medical (5.2%).

Chinese consumers to choice Union Pay as digital payment platform in Thailand, the number of purpose for traveling in Thailand of visit (42.6%) are more than business (33.7%), vocation (17.8%), and medical (5.9%).

Table 4.32: Crosstable of Brand Choice with "How many times have you been to Thailand?"

How many times have you been to Thailand? * When you're in Thailand, which digital payment platform is your most preferred choice Crosstabulation

			When you're in Thailand, which digital payment platform is your most preferred choice			
			Ali Pay	WeChat Pay	Union Pay	Total
How many times have you been to Thailand?	First time	% within How many times have you been to Thailand?	40.6%	31.3%	28.1%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	11.3%	8.6%	5.3%	8.0%
		% of Total	3.3%	2.5%	2.3%	8.0%
	not more than 5 times	% within How many times have you been to Thailand?	31.9%	26.4%	41.8%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	25.2%	20.7%	22.5%	22.8%
		% of Total	7.3%	6.0%	9.5%	22.8%
	Between 5 times to 10 times	% within How many times have you been to Thailand?	26.6%	25.9%	47.5%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	32.2%	31.0%	39.1%	34.8%
		% of Total	9.3%	9.0%	16.5%	34.8%
	more than 10 times	% within How many times have you been to Thailand?	26.1%	33.3%	40.6%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	31.3%	39.7%	33.1%	34.5%
		% of Total	9.0%	11.5%	14.0%	34.5%
Total		% within How many times have you been to Thailand?	28.8%	29.0%	42.3%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	100.0%	100.0%	100.0%	100.0%
		% of Total	28.8%	29.0%	42.3%	100.0%

As table 4.32 showed that

Chinese consumers to adopt digital payment platform in Thailand who been to Thailand at first time (40.6%) most prefer to use Ali Pay.

Chinese consumers to adopt digital payment platform in Thailand who been to Thailand not more than 5 times (41.8%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand who been to Thailand between 5 times to 10 times (47.5%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand who been to Thailand more than 10 times (40.6%) most prefer to use Union Pay.

For digital payment platform choice:

Chinese consumers to choice Ali Pay as digital payment platform in Thailand, the number of visit between 5 times to 10 times (32.2%) are more than “more than 10 times” (31.3%), not more than 5 times (25.2%), and first time (11.3%).

Chinese consumers to choice WeChat Pay as digital payment platform in Thailand, the number of visit “more than 10 times” (39.7%) are more than between 5 times to 10 times (31%), not more than 5 times (20.7%), and first time (8.6%).

Chinese consumers to choice Union Pay as digital payment platform in Thailand, the number of visit between 5 times to 10 times (39.1%) are more than “more than 10 times” (33.1%), not more than 5 times (22.5%), and first time (5.3%).

Table 4.33: Crosstable of Brand Choice with "Which country you have been to in Southeast Asia?"

Which country you have been to in Southeast Asia? * When you're in Thailand, which digital payment platform is your most preferred choice Crosstabulation

			When you're in Thailand, which digital payment platform is your most preferred choice			
			Ali Pay	WeChat Pay	Union Pay	Total
Which country you have been to in Southeast Asia?	Thailand	% within Which country you have been to in Southeast Asia?	25.0%	32.6%	42.4%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	28.7%	37.1%	33.1%	33.0%
		% of Total	8.3%	10.8%	14.0%	33.0%
	Indonesia	% within Which country you have been to in Southeast Asia?	37.3%	20.0%	42.7%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	24.3%	12.9%	18.9%	18.8%
		% of Total	7.0%	3.8%	8.0%	18.8%
	Malaysia	% within Which country you have been to in Southeast Asia?	25.3%	36.1%	38.6%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	18.3%	25.9%	18.9%	20.8%
		% of Total	5.3%	7.5%	8.0%	20.8%
	Vietnam	% within Which country you have been to in Southeast Asia?	18.0%	15.3%	26.7%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	17.2%	14.5%	17.4%	16.5%
		% of Total	5%	4.2%	7.4%	16.5%
	Others	% within Which country you have been to in Southeast Asia?	12.0%	10.2%	17.8%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	11.5%	9.6%	11.6%	11%
		% of Total	3.3%	2.8%	4.9%	11%

(Continued)

Table 4.33(Continued): Crosstable of Brand Choice with "Which country you have been to in Southeast Asia?"

Total	% within Which country you have been to in Southeast Asia?	28.8%	29.0%	42.3%	100.0%
	% within When you're in Thailand, which digital payment platform is your most preferred choice	100.0%	100.0%	100.0%	100.0 %
	% of Total	28.8%	29.0%	42.3%	100.0 %

As table 4.33 showed that

Chinese consumers to adopt digital payment platform in Thailand who have been to Thailand in Southeast Asia (42.4%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand who have been to Indonesia in Southeast Asia (42.7%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand who have been to Malaysia in Southeast Asia (38.6%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand who have been to Vietnam in Southeast Asia (26.7%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand who have been to other countries in Southeast Asia (17.8%) most prefer to use Union Pay.

For digital payment platform choice:

Chinese consumers to choice Ali Pay as digital payment platform in Thailand, the number of been to Thailand and Vietnam in Southeast Asia (17.2%) are more than Indonesia (24.3%), Malaysia (18.3%), others (11.5%).

Chinese consumers to choice WeChat Pay as digital payment platform in Thailand, the number of been to Thailand in Southeast Asia (37.1%) are more than Malaysia (25.9%), Vietnam (14.5%), Indonesia (24.3%), others (9.6%).

Chinese consumers to choice Union Pay as digital payment platform in Thailand, the number of been to Thailand in Southeast Asia (33.1%) are more than Vietnam (17.4%), Malaysia and Indonesia (18.9%), others (11.6%).

Table 4.34: Crosstable of Brand Choice with "What will you do, when you in holiday?"

What will you do, when you in holiday * When you're in Thailand, which digital payment platform is your most preferred choice Crosstabulation

			When you're in Thailand, which digital payment platform is your most preferred choice			
			Ali Pay	WeChat Pay	Union Pay	Total
What will you do, when you in holiday	Go Travel	% within What will you do, when you in holiday	43.7%	35.9%	20.4%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	39.1%	31.9%	12.4%	25.8%
		% of Total	11.3%	9.3%	5.3%	25.8%

(Continued)

Table 4.34 (Continued): Crosstable of Brand Choice with "What will you do, when you in holiday?"

	Go Party	% within What will you do, when you in holiday	36.5%	16.7%	46.9%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	60.9%	27.6%	53.3%	48.0%
		% of Total	17.5%	8.0%	22.5%	48.0%
	Reading	% within What will you do, when you in holiday		42.5%	57.5%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice		26.7%	24.9%	18.3%
		% of Total		7.8%	10.5%	18.3%
	Go Shopping	% within What will you do, when you in holiday		50.0%	50.0%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice		13.8%	9.5%	8.0%
		% of Total		4.0%	4.0%	8.0%
Total		% within What will you do, when you in holiday	28.8%	29.0%	42.3%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	100.0%	100.0%	100.0%	100.0%
		% of Total	28.8%	29.0%	42.3%	100.0%

As table 4.34 showed that

Chinese consumers to adopt digital payment platform in Thailand who likely go travel (43.7%) most prefer to use Ali Pay.

Chinese consumers to adopt digital payment platform in Thailand who likely go party (46.9%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand who likely reading (57.5%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand who likely go shopping (50.0%) most prefer to use WeChat Pay and Union Pay.

For digital payment platform choice:

Chinese consumers to choice Ali Pay as digital payment platform in Thailand, the number of likely go party (60.9%) are more than go travel (39.1%).

Chinese consumers to choice WeChat Pay as digital payment platform in Thailand, the number of likely go travel (31.9%) are more than go party (27.6%), reading (26.7%), go shopping (13.8%).

Chinese consumers to choice Union Pay as digital payment platform in Thailand, the number of likely go party (53.3%) are more than reading (24.9%), go travel (12.4%), go shopping (9.5%).

Table 4.35: Crosstable of Brand Choice with "What kind of food is your favorite food?"

What kind of food is your favorite food? * When you're in Thailand, which digital payment platform is your most preferred choice Crosstabulation

			When you're in Thailand, which digital payment platform is your most preferred choice			
			Ali Pay	WeChat Pay	Union Pay	Total
What kind of food is your favorite food?	Vegetable	% within What kind of food is your favorite food?			100.0%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice			18.9%	8.0%
		% of Total			8.0%	8.0%
	Meat	% within What kind of food is your favorite food?	32.4%	20.8%	46.8%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	60.9%	38.8%	59.8%	54.0%
		% of Total	17.5%	11.3%	25.3%	54.0%

(Continued)

Table 4.35 (Continued): Crosstable of Brand Choice with "What kind of food is your favorite food?"

	Cake	% within What kind of food is your favorite food?	28.3%	48.7%	23.0%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	27.8%	47.4%	15.4%	28.3%
		% of Total	8.0%	13.8%	6.5%	28.3%
	Cola	% within What kind of food is your favorite food?	33.3%	41.0%	25.6%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	11.3%	13.8%	5.9%	9.8%
		% of Total	3.3%	4.0%	2.5%	9.8%
Total		% within What kind of food is your favorite food?	28.8%	29.0%	42.3%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	100.0%	100.0%	100.0%	100.0%
		% of Total	28.8%	29.0%	42.3%	100.0%

As table 4.35 showed that

Chinese consumers to adopt digital payment platform in Thailand whose favorite food is vegetable (100%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand whose favorite food is meat (46.8%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand whose favorite food is cake (48.7%) most prefer to use WeChat Pay.

Chinese consumers to adopt digital payment platform in Thailand whose favorite food is cola (41.0%) most prefer to use WeChat Pay.

For digital payment platform choice:

Chinese consumers to choice Ali Pay as digital payment platform in Thailand, the number of favorite food of meat (60.9%) are more than cake (27.8%), cola (11.3%).

Chinese consumers to choice WeChat Pay as digital payment platform in Thailand, the number of favorite food of cake (47.4%) are more than meat (28.8%), cola (13.8%).

Chinese consumers to choice Union Pay as digital payment platform in Thailand, the number of favorite food of meat (59.85%) are more than vegetable (18.9%), cake (15.4%), cola (5.9%).

Table 4.36: Crosstable of Brand Choice with "In the last 12 months how often have you participated in some kind of exercise?"

In the last 12 months how often have you participated in some kind of exercise? * When you're in Thailand, which digital payment platform is your most preferred choice Crosstabulation

			When you're in Thailand, which digital payment platform is your most preferred choice			
			Ali Pay	WeChat Pay	Union Pay	Total
In the last 12 months how often have you participated in some kind of exercise?	3 to 4 times per week	% within In the last 12 months how often have you participated in some kind of exercise?	46.7%		53.3%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	12.2%		9.5%	7.5%
		% of Total	3.5%		4.0%	7.5%

(Continued)

Table 4.36 (Continued): Crosstable of Brand Choice with "In the last 12 months how often have you participated in some kind of exercise?"

	1 to 2 times per week	% within In the last 12 months how often have you participated in some kind of exercise?	18.2%	21.6%	60.2%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	13.9%	16.4%	31.4%	22.0%
		% of Total	4.0%	4.8%	13.3%	22.0%
	1 to 2 times per month	% within In the last 12 months how often have you participated in some kind of exercise?	25.5%	46.6%	27.9%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	46.1%	83.6%	34.3%	52.0%
		% of Total	13.3%	24.3%	14.5%	52.0%
	Not at all	% within In the last 12 months how often have you participated in some kind of exercise?	43.2%		56.8%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	27.8%		24.9%	18.5%
		% of Total	8.0%		10.5%	18.5%
Total		% within In the last 12 months how often have you participated in some kind of exercise?	28.8%	29.0%	42.3%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	100.0%	100.0%	100.0%	100.0%
		% of Total	28.8%	29.0%	42.3%	100.0%

As table 4.36 showed that

Chinese consumers to adopt digital payment platform in Thailand who have participated in some kind of exercise3 to 4 times per week in the last 12 months (53.3%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand who have participated in some kind of exercise 1 to 2 times per week in the last 12 months (60.2%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand who have participated in some kind of exercise 1 to 2 times per month in the last 12 months (46.6%) most prefer to use WeChat Pay.

Chinese consumers to adopt digital payment platform in Thailand who have did not participated in some kind of exercise in the last 12 months (56.8%) most prefer to use Union Pay.

For digital payment platform choice:

Chinese consumers to choice Ali Pay as digital payment platform in Thailand, the number of have participated in some kind of exercise 1 to 2 times per month in the last 12 months (46.1%) are more than no exercise (27.8%), 1 to 2 times per week (13.9%), 3 to 4 times per week (12.2%).

Chinese consumers to choice WeChat Pay as digital payment platform in Thailand, the number of have participated in some kind of exercise 1 to 2 times per month in the last 12 months (83.6%) are more than 1 to 2 times per week (16.4%).

Chinese consumers to choice Union Pay as digital payment platform in Thailand, the number of have participated in some kind of exercise 1 to 2 times per month in the last 12 months (34.3%) are more than 1 to 2 times per week (31.4%), no exercise (24.9%), 3 to 4 times per week (9.5%).

Table 4.37: Crosstable of Brand Choice with "How much do you want to make a trial on new technologies"

How much do you want to make a trial on new technologies * When you're in Thailand, which digital payment platform is your most preferred choice Crosstabulation

			When you're in Thailand, which digital payment platform is your most preferred choice			
			Ali Pay	WeChat Pay	Union Pay	Total
How much do you want to make a trial on new technologies	Strongly unlike	% within How much do you want to make a trial on new technologies	44.1%	30.4%	25.5%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	39.1%	26.7%	15.4%	25.5%
		% of Total	11.3%	7.8%	6.5%	25.5%
	Un-like	% within How much do you want to make a trial on new technologies		66.7%	33.3%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice		27.6%	9.5%	12.0%
		% of Total		8.0%	4.0%	12.0%
	Neutral	% within How much do you want to make a trial on new technologies	14.4%	9.0%	76.6%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	13.9%	8.6%	50.3%	27.8%
		% of Total	4.0%	2.5%	21.3%	27.8%
	like	% within How much do you want to make a trial on new technologies	30.2%	39.6%	30.2%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	13.9%	18.1%	9.5%	13.3%
		% of Total	4.0%	5.3%	4.0%	13.3%
	Strongly like	% within How much do you want to make a trial on new technologies	44.2%	25.6%	30.2%	100.0%
		% within When you're in Thailand, which digital payment platform is your most preferred choice	33.0%	19.0%	15.4%	21.5%
		% of Total	9.5%	5.5%	6.5%	21.5%

(Continued)

Table 4.37 (Continued): Crosstable of Brand Choice with "How much do you want to make a trial on new technologies"

Total	% within How much do you want to make a trial on new technologies	28.8%	29.0%	42.3%	100.0%
	% within When you're in Thailand, which digital payment platform is your most preferred choice	100.0%	100.0%	100.0%	100.0%
	% of Total	28.8%	29.0%	42.3%	100.0%

As table 4.37 showed that

Chinese consumers to adopt digital payment platform in Thailand who are strongly unlike to make a trial on new technologies (44.1%) most prefer to use Ali Pay.

Chinese consumers to adopt digital payment platform in Thailand who are unlike to make a trial on new technologies (66.7%) most prefer to use WeChat Pay.

Chinese consumers to adopt digital payment platform in Thailand who are neutrally want to make a trial on new technologies (76.6%) most prefer to use Union Pay.

Chinese consumers to adopt digital payment platform in Thailand who are like to make a trial on new technologies (39.6%) most prefer to use WeChat Pay.

Chinese consumers to adopt digital payment platform in Thailand who are strongly like to make a trial on new technologies (44.2%) most prefer to use Ali Pay.

For digital payment platform choice:

Chinese consumers to choice Ali Pay as digital payment platform in Thailand, the number of who are strongly unlike to make a trial on new technologies (39.1%) are more than strongly like (33%), neutral and like (13.9%).

Chinese consumers to choice WeChat Pay as digital payment platform in Thailand, the number of who are strongly unlike to make a trial on new technologies (26.7%) are more than unlike (27.6%), strongly like (19%), like (18.1%), neutral (8.6%).

Chinese consumers to choice Union Pay as digital payment platform in Thailand, the number of who are neutrally want to make a trial on new technologies (50.3%) are more than strongly unlike and strongly like (15.4%), unlike and like (9.5%).

CHAPTER 5

DISCUSSION AND CONCLUSION

This research is to test factors that affecting brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay. And this paper described nine independent variables marketing mix, brand equity, technology, risk, customer expectation, facilitating conditions, service quality, degree of innovativeness, social influence with one dependent variables which is brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

402 questionnaires will be distribute to research respondents in top six Chinese customers shopping location of Bangkok, which are MBK, Central World, Siam Paragon, Pantip Plaza, Chatuchak Market, Platinum Fashion Mall with 67 persons for each shopping area, who is the target population of this study. The data collection period is during first and second weeks of March, 2017, researcher applied proportional random sampling which was appropriated for this research as the total number of population was unknown. The sample population selected in this research was those which are readily available and convenient.

This chapter presents the summary and discussion about the findings found from this survey research along with the theoretical explanation. This chapter aims to summarize and do discussion on the implication of the quantitative findings of all the 15

hypothesis, as well as summarizing the limitations of the study and offering recommendations for the research and recommendations for the further application.

5.1 Conclusion

Summary and Discussion of Descriptive Findings

In the first study is an analysis on the demographic profile of 402 samples, which include gender, age, level of education and personal monthly income, frequency of travelling, purpose for traveling, and life style questions. The descriptive analysis on the demographic profile of the sample revealed that Chinese consumers to adopt digital payment platform in Thailand who are female (52.5%), age between 21-30 (43.8%), education level of bachelor degree (42.3%), major of education level of economic and business (28.5%), and work situation of students (44.5%), single (70%), using digital payment at least 1 times per 1 week (47.8%), traveling in Thailand with friends (40%), purpose for traveling in Thailand of visit (43%), been to Thailand between 5 times to 10 times (34.8%), have been to Thailand in South Asia (33%), and who likely go party (48%), and whose favorite food is meat (54%), who have participated in some kind of exercise 1 to 2 times per week in the last 12 months (52%), who are neutrally want to make a trial on new technologies (27.8%).

From these results, it can be inferred that majority of customers may drive the sale of usage and development of digital payment platform in Thailand to a higher level. This indicates that there is potential market for young and new Chinese customers of digital payment platform in Thailand.

Summary and Discussion of Alipay, Wechat pay, and Union pay Descriptive Findings

For Ali Pay:

To choice Ali Pay as digital payment platform in Thailand are female (51.3%), age between 21-30 (49.6%), with master degree (47.0%), major of philosophy (46.1%), students (42.6%) single (65.2%) and using digital payment at least 1 times per 1 week (79.1%), who traveling in Thailand with friends and tour (40%) with purpose for traveling in Thailand of visit (47%), visit between 5 times to 10 times (32.2%), who been to Thailand and Vietnam in Southeast Asia (17.2%), and likely go party (60.9%), favorite food of meat (60.9%), have participated in some kind of exercise 1 to 2 times per month in the last 12 months (46.1%), and who are strongly unlike to make a trial on new technologies (39.1%).

For WeChat Pay:

To choice WeChat Pay as digital payment platform in Thailand are male (65.5%), age between 21-30 (39.7%), education level of bachelor degree (45.7%) with major of medical (33.6%), students (50%), married (50.9%), using digital payment at least 1 times per 1 year (32.8%), traveling in Thailand with friends and alone (40.5%), purpose for traveling in Thailand of visit (39.7%), visit “more than 10 times” (39.7%) , and been to Thailand in Southeast Asia (37.1%), likely go travel (31.9%), have participated in some kind of exercise 1 to 2 times per month in the last 12 months (83.6%), who are strongly unlike to make a trial on new technologies (26.7%).

For Union Pay:

To choice Union Pay as digital payment platform in Thailand, are female (65.7%), age between 21-30 (42.6%) are more than age between 31-40 (30.8%), age less than 20 (23.7%), education level of master degree (45.6%), major of philosophy (26.6%), students (44.5%), single (87.6%), using digital payment at least 1 times per 1 week (43.8%), traveling in Thailand by alone (40.8%), purpose for traveling in Thailand of visit (42.6%), visit between 5 times to 10 times (39.1%), and been to Thailand in Southeast Asia (33.1%), likely go party (53.3%), favorite food of meat (59.85%), have participated in some kind of exercise 1 to 2 times per month in the last 12 months (34.3%), who are neutrally want to make a trial on new technologies (50.3%).

Summary and Discussion of Hypothesis Testing Findings

The Hypothesis testing results can be summarized and discussed as follows:

Hypothesis 1: Product does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay. The significant level was set at Alpha 0.05.

The findings of multinomial logistic regression analysis revealed that product does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay, including PR3 “People who are important to me could assist me in the use of digital payment” (PR3 =.003) whose p-values < .05.

Hypothesis 2: Perceived Cost does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

The findings of multinomial logistic regression analysis revealed that perceived cost does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay, including PC1 "I believe that using digital payment services would be very expensive to me", PC2 "I believe I would have to do a lot of effort to obtain the information that would make me feel comfortable in adopting digital payment", and PC3 "It takes time to go through the process of moving to a new means of payment" (PC1 = .016, PC2= .039, PC3=.012) whose p-values < .05. From the study of Ricardo et al., (2016) determined that "Intention of adoption of mobile payment: An analysis in the light of the Unified Theory of Acceptance and Use of Technology (UTAUT)". Perceived cost was found not statistically significant at the level of 5%, which is not the same result from the researcher's study. The reasons might be that Chinese customers use digital payment outside of China, can cause some problems, such as, exchange rate, bank transfer fee; which are the extra cost when Chinese customers using digital payment in Thailand, and can effect Chinese customer use decisions. The digital payment of Alipay, Wechat pay, and Union pay can reduce the cost which other payment cannot provide to Chinese customer in Thailand, the perceived cost can affect customers to apply digital payment of Alipay, Wechat pay, and Union pay.

Hypothesis 3: Convenience does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

The findings of multinomial logistic regression analysis revealed that convenience does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay, including CO1 "It's much easier than using any other digital payment service", CO2 "It's much more convenient than any other digital payment service" and CO3 "It has no limits its use at any time and in anyplace" (CO1 = .008, CO2= .000, CO3=.000) whose p-values < .05. From other research of Yongrok C. & Lili S. (2016) studied that "Reuse Intention of Third-Party Online Payments: A Focus on the Sustainable Factors of Alipay". The results indicate convenience is significantly mediated by the sustainable performance of customer satisfaction as a mediator.

Hypothesis 4: Promotion does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

The findings of multinomial logistic regression analysis revealed that promotion does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay, including only PRO3 ". I always find the advertisement about the digital payment" (PRO3 = .007) whose p-values < .05.

Hypothesis 5: Physical Evidence does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

The findings of multinomial logistic regression analysis revealed that physical evidence does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay, including only PE1 “I very enjoy the appearance design of the digital payment” (PE1 = .000) whose p-values < .05.

Hypothesis 6: People does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

The findings of multinomial logistic regression analysis revealed that people does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay, including PLE1 “Customer service staffs are very effective”, PLE2 “I can communicate with customer service staffs very well” and PLE3 “Customer service staffs can help me to solve problem” (PLE 1 = .041, PLE 2= .000, PLE 3=.000) whose p-values < .05.

Hypothesis 7: Process does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

The findings of multinomial logistic regression analysis revealed that process does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay, including PES1 "It's very easy to for whole process of digital payment", PES2 "I am very enjoy the whole process of digital payment" and PES3 "The whole process of digital payment can really save my time" (PES 1 = .000, PES 2= .000, PES 3=.000) whose p-values < .05.

Hypothesis 8: Brand Equity does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

The findings of multinomial logistic regression analysis revealed that brand equity evidence does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay, including only BP3 "This brand meets my requirements for digital payment better than other brands", BI3 "The brand is outstanding", BA3 "I can get the information from brand of this digital payment", BL2 "I will keep using this brand if it is held again in the future", and BL3 "I will recommend this brand y to my relatives and friends" (BP3 = .000, BI3 = .047, BA3 = .039, BL2 = .000, BL3 = .000) whose p-values < .05.

Hypothesis 9: Technology does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

The findings of multinomial logistic regression analysis revealed that technology does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay, including COM1 "The digital payment is compatible with different payment situation", COM 2 "Using digital payment is completely compatible with technological", PEU1 "I find it cumbersome to use digital payment", STA3 "I trust the stability of digital payment" (COM 1 = .000, COM 2= .000, PEU1 = .000, STA3 = .000) whose p-values < .05. The technology can be the factor that significantly effect on customers to adopt digital payment (Guo, J., & Bouwman, H., 2015).

Hypothesis 10: Risk does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

The findings of multinomial logistic regression analysis revealed that risk does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay, including PRK1 "I wouldn't feel completely safe by providing personal information through the digital payment system", PRK 2 "I'm worried about the future use of digital payment services, because other people might be able to access my data", (PRK 1 = .000, PRK 2= .000) whose p-values < .05. Peng Lu, et al.(2005) explored that perceived risk indirectly has impacts on intention of consumers when they use an online application that is under security threats. Giovanis, et. al (2012) founded the perceived usefulness partially had

mediated the relationship between perceived ease of use and customers' intentions as effect from the perceived security and privacy risk that had constructs partially to mediate the relationships between compatibility and customers' behavioral intentions. Lee (2009) had investigated the intention of consumer to use the online banking is affected by perceived risk which is mainly affected by the security/privacy risk and financial risk, and it is positively affected by perceived benefit, attitude and perceived usefulness.

Hypothesis 11: Customer Expectation does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

The findings of multinomial logistic regression analysis revealed that customer expectation does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay, including PEN3 "Using digital payment would save time so I can do other activities in my day to day", EE1 ". My interaction with the digital payment service would be clear and easy to understand", (PEN3 = .000, EE1 = .001) whose p-values < .05. Teerapat J. et al., (2013) studied that "STUDY OF ACCEPTANCE FACTORS FOR ELECTRONIC PAYMENT SERVICES". The results show that Performance Expectancy, Effort Expectancy, Social Expectancy are the all main factor enhance to adoption of electronic payment from actual users.

Hypothesis 12: Facilitating Conditions does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

The findings of multinomial logistic regression analysis revealed that facilitating conditions does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay, including all of FC1 “I have the resources necessary to use digital payment”, FC2 “I have the knowledge necessary to use digital payment” and FC3 “Digital payment is compatible with other systems I use” (FC1 = .000, FC2= .037, FC3=.043) whose p-values < .05. Teerapat J. et al., (2013) studied that “STUDY OF ACCEPTANCE FACTORS FOR ELECTRONIC PAYMENT SERVICES”. The results show that Facilitating Conditions is main factor enhance to adoption of electronic payment from actual users.

Hypothesis 13: Service Quality does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

The findings of multinomial logistic regression analysis revealed that service quality does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay, including only SQ1 “The system of digital payment can provide good service quality”, SQ2 “The service of digital payment is dependable and accurate”, (SQ1 = .009, SQ2= .000) whose p-values < .05.

Hypothesis 14: Degree of Innovativeness does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

The findings of multinomial logistic regression analysis revealed that degree of innovativeness does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay, including only DI2" I am usually the first to explore new information technologies", DI4 "In general, I am hesitant to try out new information technologies", (DI2 = .000, DI4= .000) whose p-values < .05. Tiago O. et la.,(2016) claimed that "Mobile payment: Understanding the determinants of customer adoption and intention to recommend the technology". The study found innovation to have significant direct and indirect effects over the adoption of mobile payment and the intention to recommend this technology.

Hypothesis 15: Social Influence does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay.

The findings of multinomial logistic regression analysis revealed that social influence does significantly influence brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay, including only SI1 "People who influence my behavior would think I should use digital payment", SI3 "People who are important to me could assist me in the use of digital payment", (SI1 = .000, SI3= .000) whose p-values < .05. Tiago O. et la.,(2016) claimed that "Mobile

payment: Understanding the determinants of customer adoption and intention to recommend the technology". The study found social influence to have significant direct and indirect effects over the adoption of mobile payment and the intention to recommend this technology.

5.2 Discussion

The findings of this study also have practical implications for designing, managing, and marketing an innovative digital payment system. For instance, this study shows that risk, marketing mix, service quality have greater impacts on Chinese consumers' intention to accept digital payment in the Thai market. This means that when an innovative digital payment service is launched, app developers and service providers should pay more attention to reducing potential users' perceptions of risks and uncertainties and to eliciting more positive feelings related the experience of digital payment. Our findings that technology, customer expectation, facilitating conditions, degree of innovativeness have a significantly greater impact provide insight to digital payment service providers. When an innovative digital payment system has been adopted by innovators and early adopters, companies should be more concerned about enriching usage scenarios and linking more merchants to increase consumers' usefulness. In addition, this study proposed and confirmed the significant direct and indirect influences of social influence in digital payment system acceptance. Thus, when encouraging users to accept an innovative digital payment service, managers can offer gifts and discounts and add interesting usage scenarios, and also some other social media to promote digital

payment which can induce users' social influence and encourage users to form more favorable attitudes toward the digital payment system and introduce to other potential customers.

5.3 Limitations

1. Limitation in sampling procedure, the data only collected in Thailand, and the samples only traveling in Thailand. Thus, the findings may not represent consumers in other countries since the size of customers are very large the life-style factors might be different.

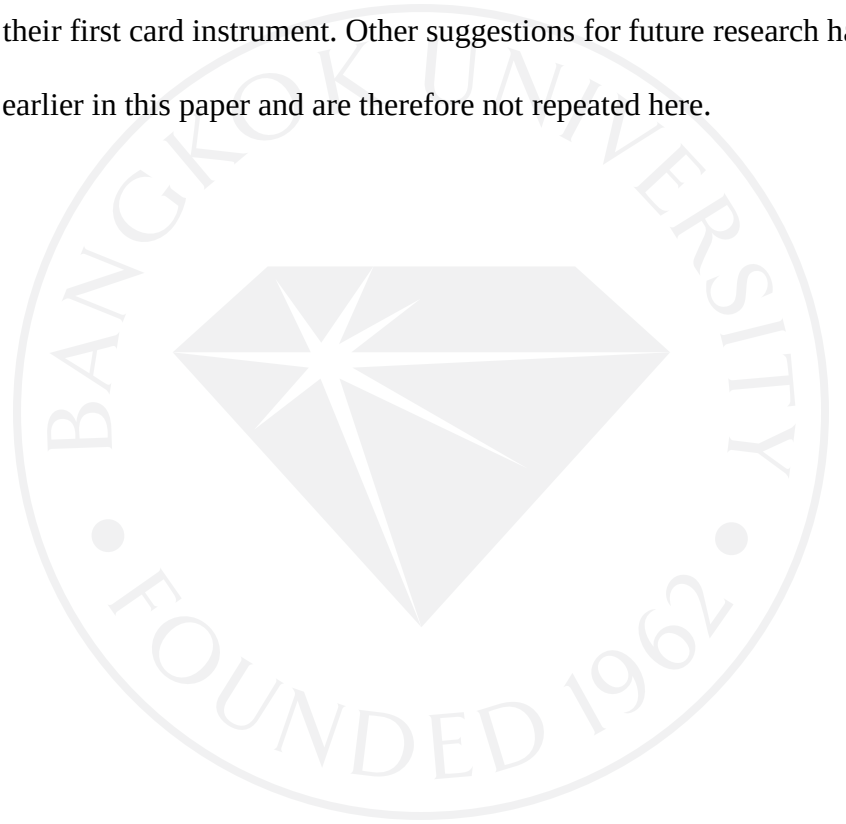
2. The limitation of using different languages in the research instruments, which is developed in English and later on, was translated into Chinese. Therefore, there might be discrepancy between English and Chinese, which can affect the accuracy of the results. However, researcher has reduced this translation discrepancy by conducting back translation to verify the face validity of the research.

3. This study sampled user experience in a single moment in time in a close-to-reality setting; a longer period of time with a larger sample of users in the field is a next step. This can validate the extent of acceptance when people have experiences under stressful or tired conditions.

5.4 Suggestion for Future Study

Future studies should attempt to generalize the results to other types of digital payments in other countries. Second, future research should integrate more relevant

affective factors, such that a more comprehensive understanding of digital payment adoption would be achieved. Third, the current study investigates users' adoption intention. An important recommendation is to elaborate the concept of acceptance to better represent real-life payment scenarios. Another suggestion for future research is the adoption of credit cards by those who have already adopted international online debit cards as their first card instrument. Other suggestions for future research have been put forward earlier in this paper and are therefore not repeated here.



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APPENDIX

Master of Business Administration Program

Survey Questionnaire

"Brand Choice of Chinese Consumers to Adopt Digital Payment Platform in Thailand focusing on Alipay, Wechat Pay, and Union Pay"

My name is Longhui Feng. I am a MBA student of MBA program at Bangkok University. I am doing the research on "brand choice of Chinese consumers to adopt digital payment platform in Thailand focusing on Alipay, Wechat pay, and Union pay". This questionnaire is part of a thesis conducted for the requirement of a Master's degree in Business Administration of University of Bangkok University, the information acquired from this questionnaire will be confidentially kept and used for academic purpose only. Thank you for taking the time to fill in this questionnaire.

Part I Digital Payment Choice

1. When you're in Thailand, which digital payment platform is your most preferred choice?

□ Ali Pay □ WeChat Pay □Union Pay

2. Please rank these factors that influence your digital payment choice?

0 (No influence at all) 1 (Low influence) 2 (Slightly influence)

3 (Somewhat influence) 4 (Moderately influence) 5 (Very influence)

6 (Strongly influence) 7 (Extremely influence)

	0	*1*	*2*	*3*	*4*	*5*	*6*	*7*
1. Product								
2. Perceived Cost								
3. Convenience								
4. Promotion								
5. Physical evidence								
6. People								
7. Process								
8. Brand equity								
9. Technology								
10. Risk								
11. Customer Expectation								

12. Facilitating Conditions								
13. Service Quality								
14. Degree of Innovativeness								
15. Social Influence								
16. Brand Choice								

Part II. Measuring Independent Variables

Please answer the following question by mark "√" in the space given below and do kindly answer truthfully and complete all questions. The following factors affect Chinese customers to adopt digital payment abroad in Thailand.

1 (Strongly Disagree) 2 (Slightly Disagree) 3 (Neutral)

4 (Slightly Agree) 5 (Strongly Agree)

	Strongly Disagree	Slightly Disagree	Neutral	Slightly Agree	Strongly Agree
Product					
1.Digital payment app is quite good for me	1	2	3	4	5
2.Ditgital payment app has quite high quality	1	2	3	4	5
3.I like the product of app very much	1	2	3	4	5
Perceived Cost					
1. I believe that using digital payment services would be very expensive to me	1	2	3	4	5

2. I believe I would have to do a lot of effort to obtain the information that would make me feel comfortable in adopting digital payment.	1	2	3	4	5
3. It takes time to go through the process of moving to a new means of payment	1	2	3	4	5
Convenience					
1.It's much easier than using any other digital payment service	1	2	3	4	5
2. It's much more convenient than any other digital payment service	1	2	3	4	5
3. It has no limits its use at any time and in anyplace	1	2	3	4	5
Promotion					
1. I can get discount by using digital payment	1	2	3	4	5
2. I can get member point by using digital payment	1	2	3	4	5
3. I always find the advertisement about the digital payment	1	2	3	4	5
Physical Evidence					
1.I very enjoy the appearance design of the digital payment	1	2	3	4	5
2. The system of digital payment is very fit for customer's fashion attitude.	1	2	3	4	5
People					
1. Customer service staffs are very effective	1	2	3	4	5
2. I can communicate with customer service staffs very well	1	2	3	4	5
3. Customer service staffs can help me to solve problem	1	2	3	4	5
Process					

1.It's very easy to for whole process of digital payment	1	2	3	4	5
2.I am very enjoy the whole process of digital payment	1	2	3	4	5
3. The whole process of digital payment can really save my time	1	2	3	4	5
Brand Equity					
Brand Preference					
1. I like this brand of digital payment more than any other brands	1	2	3	4	5
2. I would use this brand of digital payment more than any other brands	1	2	3	4	5
3. This brand meets my requirements for digital payment better than other brands	1	2	3	4	5
Brand Image					
1. I have a clear understanding on this brand of digital payment	1	2	3	4	5
2. This brand comes to my mind when I think of digital payment	1	2	3	4	5
3. The brand is outstanding	1	2	3	4	5
Brand Awareness					
1.I can easily recognize the brand of digital payment	1	2	3	4	5
2. I can know this digital payment from its brand	1	2	3	4	5
3. I can get the information from brand of this digital payment	1	2	3	4	5
Brand loyalty					
1. I will say positive things about this brand to other people.	1	2	3	4	5
2. I will keep using this brand if it is held again in the future.	1	2	3	4	5

3. I will recommend this brand y to my relatives and friends	1	2	3	4	5
Technology					
Compatibility					
1. The digital payment is compatible with different payment situation	1	2	3	4	5
2. Using digital payment is completely compatible with technological requirements	1	2	3	4	5
3. I think that using digital payment fits well with the coming technology society	1	2	3	4	5
Perceived Ease of Use					
1. I find it cumbersome to use digital payment	1	2	3	4	5
Stability					
1.Digtial payment has high stability on technology	1	2	3	4	5
2.Digital payment never instable before	1	2	3	4	5
3.I trust the stability of digital payment	1	2	3	4	5
Risk					
Perceived Security					
1.I would feel secure when I use digital payment	1	2	3	4	5
2. Digital payment is a secure when it record my personal information	1	2	3	4	5
Perceived Risk					
1. I wouldn't feel completely safe by providing personal information through the digital payment system	1	2	3	4	5
2. I'm worried about the future use of digital payment services, because other	1	2	3	4	5

people might be able to access my data.					
3. I don't feel protected when sending confidential information via the digital payment system.	1	2	3	4	5
4. The likelihood that something wrong will happen with the digital payment systems is high	1	2	3	4	5
Customer Expectation					
Performance Expectation					
1. I believe digital payment would be a useful service in my day to day activities	1	2	3	4	5
2. Using digital payment would make me perform my financial transactions more quickly	1	2	3	4	5
3. Using digital payment would save time so I can do other activities in my day to day.	1	2	3	4	5
Effort Expectation					
1. My interaction with the digital payment service would be clear and easy to understand	1	2	3	4	5
2. It would be easy for me to develop the skills to use the digital payment service.	1	2	3	4	5
3. I believe that it is easy to use the digital payment.	1	2	3	4	5
4. Learning to use the digital payment system would be easy for me.	1	2	3	4	5
Facilitating Conditions					
1. I have the resources necessary to use digital payment	1	2	3	4	5

2. I have the knowledge necessary to use digital payment.	1	2	3	4	5
3. Digital payment is compatible with other systems I use.	1	2	3	4	5
Service Quality					
1. The system of digital payment can provide good service quality	1	2	3	4	5
2. The service of digital payment is dependable and accurate	1	2	3	4	5
3. I can get the service of digital payment immediately when I need	1	2	3	4	5
4. Service solution to your problem is useful, and professional	1	2	3	4	5
5. I can feel I am got attentions from service of digital payment system	1	2	3	4	5
Degree of Innovativeness					
1. If I heard about a new information technology, I would look for ways to experiment with it	1	2	3	4	5
2. I am usually the first to explore new information technologies	1	2	3	4	5
3. I like to experiment with new information technologies	1	2	3	4	5
4. In general, I am hesitant to try out new information technologies.	1	2	3	4	5
Social Influence					
1. People who influence my behavior would think I should use digital payment	1	2	3	4	5
2. I feel social pressure if I don't use it	1	2	3	4	5
3. People who are important to me could assist me in the use of digital payment	1	2	3	4	5
Brand Choice					

1. I intend to use digital payment in future	1	2	3	4	5
2. I predict I would use digital payment future	1	2	3	4	5
3. I plan to use digital payment future	1	2	3	4	5
4. I will try to use digital payment in my daily life.	1	2	3	4	5
5. Interacting with my financial account over digital payment is something that I would do.	1	2	3	4	5

Part III Demographic Information

1. Gender?

□ Male □ Female

2. Age?

□ Less than 20 □ 21-30 □ 31-40 □ More than 40

3. Education level?

□ Lower than Bachelor Degree □ Bachelor Degree

□ Master Degree □ Doctor Degree

4. Major of your education (expectation)?

□ Economic and business □ Philosophy □ Law

□ Education and History Science □ Medical □ Literature and Arts

5. Work situation:

□ Government officer □ Governmental enterprise

□ Employees of private enterprises □ Students

□ Freelance and entrepreneurs □ Unemployed □ Retired

6. Marital statues

□ Married □ Single □ Divorced

7. How often you usually use digital payment?

□ Every day □ At least 1 times per 1 week

□ At least1 times per 1 month □ At least1 times per 1 year

8. Who you come with for traveling in Thailand?

□ Alone □Friends □Wife/Husband □ Tour

9. What's purpose for traveling in Thailand?

□ Business □Visit □ Vocation □ Medical

10. How many times have you been to Thailand?

□First time □ not more than 5 times

□Between 5 times to 10 times □ more than 10 times

11. Which country you have been to in Southeast Asia?

□ Thailand □ Indonesia □ Malaysia □ Vietnam □ Others

Part IV Lifestyle Information

1. What will you do, when you in holiday?

□Go Travel □Go Party □Reading □Go Shopping

2. What kind of food is your favorite food?

□ Vegetable □ Meat □ Cake □Cola

3. In the last 12 months how often have you participated in some kind of exercise?

□ 3 to 4 times per week □ 1 to 2 times per week □ 1 to 2 times per month □ Not at all

4. How much do you want to make a trial on new technologies?

□Strongly unlike □Un-like □ Neutral

□like □Strongly like

********** Thank you very much **********

第一部分 电子支付选择

1. 当你在泰国，是你最优先的电子支付平台选择为？

□ 支付宝　　□ 微信支付　　□银联支付

2. 请对这些影响你电子支付选择的因素进行排序？

0 (毫无影响)　　1 (较低影响)　　2 (微弱影响)

3 (一定影响)　　4 (适度影响)　　5 (较为影响)

6 (强烈影响)　　7 (极度影响)

	0	*1*	*2*	*3*	*4*	*5*	*6*	*7*
17. 产品								
18. 感知成本								
19. 方便度								
20. 宣传度								
21. 实物证据								
22. 服务人员								

23. 过程								
24. 品牌价值								
25. 科技								
26. 风险								
27. 顾客期望								
28. 便利的条件								
29. 服务质量								
30. 创新性程度								
31. 社会影响								
32. 品牌选择								

第二部分 测量独立变量

请在 ( )选择您的想法

(1 = 非常不同意, 2 = 不同意, 3 = 中立 , 4 = 同意 5 = 非常同意)

	非常不同意	不同意	中立	同意	非常同意
产品					
1. 电子支付应用程序对我来说是很好	1	2	3	4	5
2. 电子支付应用有相当高的质量	1	2	3	4	5
3.我非常喜欢电子支付应用	1	2	3	4	5
感知成本					
1. 我相信使用数字支付服务将是非常昂贵的	1	2	3	4	5

2. 我相信我将会做很多努力来采用数字付款，获取的信息会让我感觉很舒服	1	2	3	4	5
3. 需要花费一定的时间去使用电子支付	1	2	3	4	5
方便度					
1.非常容易使用电子支付	1	2	3	4	5
2. 非常方便使用电子支付	1	2	3	4	5
3. 使用电子支付没有地区限制	1	2	3	4	5
宣传度					
1. 使用电子支付能获取折扣	1	2	3	4	5
2. 使用电子支付可以获取会员积分	1	2	3	4	5
3. 我能找到电子支付的广告	1	2	3	4	5
实物证据					
1. 我非常喜欢电子支付的外观设计	1	2	3	4	5
2. 电子支付系统非常适合客户年代时尚态度	1	2	3	4	5
服务人员					
1. 客户服务人员是非常有效的	1	2	3	4	5
2. 我可以与客服人员沟通得很好	1	2	3	4	5
3. 客户服务人员可以帮我解决问题	1	2	3	4	5
过程					
1.电子支付的整个过程都是很容易的	1	2	3	4	5
2. 我很享受电子付款的整个过程	1	2	3	4	5
3. 电子支付的整个过程可以节省我的时间	1	2	3	4	5
品牌价值					
品牌偏好					
1. 对比其他任何品牌，我喜欢这个品牌的电子支付	1	2	3	4	5

2. 对比其他任何品牌，我会用这个牌子的数字支付	1	2	3	4	5
3. 这个品牌更好的符合我的电子支付要求	1	2	3	4	5
品牌形象					
1. 对于这个品牌的电子付款，我有一个清晰的理解	1	2	3	4	5
2. 当我想到电子支付，我会想到这个品牌	1	2	3	4	5
3. 这个品牌是优秀	1	2	3	4	5
品牌意识					
1. 我可以很容易地识别电子支付品牌	1	2	3	4	5
2. 我从品牌上可以知道这个电子支付	1	2	3	4	5
3. 我能从品牌上获得信息	1	2	3	4	5
品牌忠诚度					
1. 我会对其他人说关于这个品牌积极的事情。	1	2	3	4	5
2. 将来我会继续使用这个品牌	1	2	3	4	5
3. 我会将这个品牌推荐给亲朋好友	1	2	3	4	5
科技					
兼容性					
1. 电子支付兼容不同的支付情况	1	2	3	4	5
2. 使用电子支付完全符合科技要求	1	2	3	4	5
3. 我认为使用电子支付符合未来科技的社会	1	2	3	4	5
感知易用性					
1. 我觉得使用数字支付较为繁琐	1	2	3	4	5
稳定					
1. 电子支付具有较高的稳定技术	1	2	3	4	5

2. 数字支付从未不稳定	1	2	3	4	5
3. 我相信电子支付的稳定性	1	2	3	4	5
风险					
感知安全性					
1. 当我使用电子支付我会感到安全	1	2	3	4	5
2. 电子支付时我的个人信息记录是安全的	1	2	3	4	5
感知风险性					
1. 通过电子支付系统提供个人信息，我不觉得完全安全	1	2	3	4	5
2. 我担心将来使用的数字支付服务, 因为其他人可以访问我的数据。	1	2	3	4	5
3.在发送机密信息通过电子支付系统，我不觉得保护。	1	2	3	4	5
4.电子支付系统将会发生较高的错误率	1	2	3	4	5
顾客期望					
执行预期					
1. 在我的日常活动，我相信电子支付将会是一个有用的服务	1	2	3	4	5
2. 使用数字付款会让我更快地执行我的金融交易	1	2	3	4	5
3. 使用数字支付会节省时间,所以我可以在我的每一天做其他的活动。	1	2	3	4	5
效用期望					
1. 我与电子支付服务的交互是清晰和易于理解	1	2	3	4	5
2. 使用电子支付服务这对我来说很容易开发的技能。	1	2	3	4	5
3. 我相信使用的电子付款是容易的。	1	2	3	4	5

4. 学习使用电子支付系统对我来说很容易。	1	2	3	4	5
便利的条件					
1. 我有使用电子支付所需的资源	1	2	3	4	5
2. 我有使用电子支付所需的知识。	1	2	3	4	5
3. 使用电子支付与其他系统兼容。	1	2	3	4	5
服务质量					
1. 我可以立即使用数字付款当我有所需要	1	2	3	4	5
2. 服务解决方案,有用的,和专业	1	2	3	4	5
创新性程度					
1. 如果我听说了一个新的信息技术,我将寻找使用方法	1	2	3	4	5
2. 我总是第一个去探索新的信息技术	1	2	3	4	5
3. 我喜欢尝试新的信息技术	1	2	3	4	5
4. 一般来说, 我是不愿意尝试新的信息技术。	1	2	3	4	5
社会影响					
1. 影响我的行为的人认为我应该使用数字支付	1	2	3	4	5
2. 如果我不使用它，我感觉社会压力	1	2	3	4	5
3. 对我重要的人可以帮助我使用电子支付	1	2	3	4	5
品牌选择					
1. 将来我打算使用电子支付	1	2	3	4	5
2. 我语言将来我打算使用电子支付	1	2	3	4	5
3. 我计划使用电子支付	1	2	3	4	5
4. 我试着使用电子支付	1	2	3	4	5
5. 我想用电子支付处理我的金融业务	1	2	3	4	5

第三部分 人口统计信息

1. 性别?

□ 男 □ 女

2. 年纪?

□ 低于 20 □ 21-30 □ 31-40 □ 高于 40

3. 教育水平?

□ 低于本科 □ 本科 □ 研究生 □ 博士

4. 主要的专业?

□ 商科 □ 哲学 □ 法律 □教育和历史科学 □ 医学 □ 文学

5. 工作:

□政府机构 □国营企业 □私营企业的员工 □ 学生

□ 自由职业 □ 未就职 □ 退休

6. 婚姻状况

□ 已婚　　□单身　　□ 离婚

7. 使用电子支付频率?

□ 每天　　□ 至少一周一次　　□至少一月一次　　□至少一年一次

8.您和谁一起来泰国旅游?

□ 自己　　□朋友　　□夫妻　　□ 旅游团

9. 到泰国的目的

□ 商务　　□探亲　　□ 度假　　□ 医美

10. 至泰国的次数？

□第一次　　□ 不超过 5 次　　□5 到 10 次　　□ 超过 10 次

11. 您去过哪些东南亚国家

□ 泰国　　□ 印度尼西亚　　□ 马来西亚　　□ 越南

第四部分 生活问题

1. 当你度假，你会做什么

□旅游　　□聚会　　□读书　　□购物

2. 你最爱吃的食物?

□ 蔬菜　　□ 肉　　□ 蛋糕　　□可乐

3. 在 12 个月内，你的运动频率?

□ 一周 3-4 次　　□一周 1-2 次　　□一月 1-2 次　□ 完全没有

4. 你对新科技是试用态度为?

□非常不同意　　□不同意　　□中立　　□同意　　□非常同意

********** 非常感谢 **********

BIODATA

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