

## ABSTRACT

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As we all know, the E-commerce market has become more and more familiar by people over the past several years. All the E-commerce has one or more third-party payment platforms or companies to support in order to survive in such fierce competition environment. Therefore, more and more people focus on the development of Third-party payment, including the operation mode, the profit model, the legal issues, the safety issues and so on. However, the development of E-commerce and Third-party payment in China is more concerned by the world and the third-party payment platforms or companies in China aiming at providing a safe and convenient life to users.

This article mainly researches in the profit model of the third-party payment with case study - Alibaba Group's Alipay. From this paper, people will know how the Third-party payment platforms generate profit and the factors (Market share, Technology, Applications) that influence the profit model. Moreover, this paper also analysis the development prospects of the Third-party payment in Thailand.

After establishing the conceptual framework and hypotheses, then analyzing data collected by questionnaire by SPSS technology, the results rejected the null hypotheses of there is no relationship between Market share/ Technology/ Applications with the profit. Moreover, all the three independent variables have strongly positive relationship with profit model of third-party payment, in which the technology variable has the most strongly positive relationship with the profit model of third-party payment with Pearson Correlation 0.910. Continuously, this paper gave a case study with a most successful third-party payment provider – Alipay, with analyzing its key factors for success and suggested the third-party payments should focus on the user volume by enhancing the brand

awareness and aiming to provide the credible and convenient service to users. Meanwhile, the third-party payment has to concentrate on the technology and applications issues which supplement each other. The vital strategies are to perfect the information system with technology and enrich the data information through various applications to collect the users' information.

For the development prospects of third-party payment in Thailand, it is feasible and anticipated as Thailand has the supportive condition of tourism, which drives the consumption effectively. What is more, along with the popularization of intelligent terminal and sustainable growth of 4G internet users, Alipay and Ant Financial reached cooperation with Thai enterprise which is not only the opportunity, but challenge for Thailand market. Hence, the development prospects of third-party payment in Thailand are expected and around the corner.

Key words: Third-party payment; Alipay; Profit model; Development prospects; Market share;

Technology; Applications