Preference of Digital Over Traditional Payment System in Thailand

Sabbir Hossain[1], Adarsh Rauniyar[2], Sarah Shrestha[3]

[1,2,3]Siam University,
Thailand

[1]sabbir.hos@siam.edu

ABSTRACT

As the electronic payment segment of Thailand is continuing to grow constantly and it has also become critical for almost any industry to follow these services to a given extent. The primary purpose of this report was to find out the relationship between cost of either of the methods, ease of use for using the procedure, the trust and reliability of people towards the system, risk and security for storage against preference of electronic payment methods amongst private universities in Thailand was done. The objectives of the study are: (1) to recognize the principal reason why individuals, use either of the payment methods (2) to know what could lead to a shift to the other payment method. For the study, approximately 150 students were passed out questionnaires either in digital form or in printed form and the results were analyzed using descriptive, independent sample t test and correlational analysis were done through the usage of IBM SPSS Statistics v20 out of which 81 responded.

Keywords: Cost, Ease of Use, Trust, Risk, Electronic payment method

INTRODUCTION

Background

For the purpose of this study, mobile payment is defined as the ability of a mobile phone user to initiate, authorize, and complete a financial transaction, in which money or funds are transferred over the mobile network, or via the wireless communication technologies to the receiver through the use of a mobile device. (Slade. Emma L., 2014). Digital payment or even electronic payment simply means that no hard cash is involved while conducting transactions. It is a method of payment which is done through digital modes where both parties of the transaction use digital modes to either send or receive money. All financial service users have a demand for simplification of payment whether it is to cut cost or cut time. For almost anyone, hard cash would require proper counting, storage of each note properly and securely, exact pay and receive which requires a bit more work than just a scan to reduce the balance of their electronic card would.

This ease of usage is why electronic payment has become a necessity in many countries to many people. Customers seek low cost financing alternative to cash and now it is starting to become a necessity for any business to involve technology in their activities whether it is on the customer end or in their own end for proper growth of the firm. Digital transaction can

mean anything from payment to a brick and mortar store in exchange for their goods or directly transferring money online to increase balance of some online account and later on using such account to pay for the given specific company's services or goods.

Economic, social, cultural and technological advances have played a critical role in positive changes to our way of life. Today's consumers can shop using a credit or debit card, quick response (QR) codes or Promptpay (Any ID). Financial institutions provide payment system services to customers for everyday spending and to suppliers of products and services; they have created such products in the face of changing behavior and the emergence of a cashless society. The Ministry of Commerce (2018) reported that in Thailand inflation rate increased by 0.97 per cent in the first half of 2018 compared with the same period a year earlier, which assumed that due to their e payment campaign. At present the security of electronic payments through the internet or electronic money relies on information technology development. Electronic payment is convenient because there is no need to travel, which saves time and money, and the risks associated with holding cash are avoided.

Electronic payment can also help to increase the efficiency of financial management. Online payment systems are more convenient because the recipient can get money and manage money in real time (World Bank Development Research Group, 2017). The main factors that have contributed to improvement in electronic payment system are advances in information technology and consumers' increasing openness to the use of technology; these have affected payment service models. The development of applications can support government efforts to drive digital services and increase efficiency. These factors have created opportunities for businesses and people to use electronic payments and thereby increase the country's economic value through innovation and creativity. We were therefore interested in studying factors that influence participation into the cashless society, including reasons why consumers decide not to use electronic payment services. We anticipate that our results will be as guidance on how to improve the digital economy strategy and promote Thailand's electronic payment system.

Statement of Problem

For almost five decades now, Thailand has been a victim of the middle-income trap. From the 1970s to the 2000s, the country was ranked by the World Bank as lower-middle-income, advancing to upper-middle status in 2011. (Peerasit Kamnuansilpa, 2019).

However, now, development is being seen but wealth management is still an issue for common Thai people. Electronic payment could be a solution for this, however, the common people's view towards this intriguing payment system is what needs to be analyzed. As the use of mobile phone technology has become increasingly common in everyday life, there has also been a rapid expansion of services using mobile phone technology as the primary delivery platform. M -payment is one such service that allows mobile phone owners to easily and conveniently undertakes payments and transfer funds using their phones. The transaction conducted through this channel is charged in different ways, such as monthly mobile subscription bills, debit or credit card, separate M-payment account or deducted from prepaid airtime or bank accounts. (Niina Mallat, 2004).

Objectives of the Study

2

The Primary objective of this research is to highlight inclination of the Thai students towards the usage of digital payment system and the benefits or drawbacks that this system has over the traditional cash payment system.

1. To recognize the principal reason why individuals, use either of the payment methods.
2. To know what could lead to a shift to the other payment method.

Research Questions

In view of this context and reality, this study has been undertaken to investigate the answer to the following questions:

1. To investigate the decision of digital/mobile payments affected by gender.
2. To explore the relationship between Ease of use, Trust, Risk and Cost with the preference of digital or traditional payment systems.

Significance of the Study

Digital Payment market is booming due to the introduction of new technologies that continuously converge with others and encourage the emergence of innovative payment methods and consequently creating business opportunities. Using the digital payment can be the biggest motivator for easy money transactions. Since it is digital, there will be no need to carry cash, cards or even queue to withdrawals money at ATM. It can be accessed anytime and anywhere. It can ease the user to track back the expenses. It is because digital payment will record all the users' expenditure data. People will have a solid proof in case of scrutiny. So they do not want to carry around cash if they don't have to. They want to make payments from their mobile phones, on the move and whenever they buy products and services. With more and more businesses offering this functionality there is never a better time to introduce this type of payment method to your business. All physical retailers offer this functionality, and so it pays to consider this type of system whether you are physical, online or both.

Organization of the Study

The study has been allocated into five chapters. Firstly, chapter one of this study characterizes the general background, statement of the problem, objectives of the study, significance of the study and organization of the study. Chapter two illustrates a review of literature, theoretical framework and hypothesis of the study, associated with the problem addressed in this study. Chapter three shows the methodology and procedures used for data collection and analysis in this study. This chapter further designates the research design, nature and sources of data, methods of data analysis, population and sample of the study and definition of the variables. Chapter four comprises an analysis of the data and presentation of the results. Chapter five categorizes a summary and discussion of the researcher's findings, implications for practice, and recommendations for future research.

LITERATURE REVIEW

There are multiple innovation adoption theories which have been used in research studies to check user's intention to adopt recent innovations and/or technologies. Some of the theories include innovation diffusion theory (IDT), the theory of reasoned action (TRA), the theory of

planned behavior (TPB), and the technology acceptance model (TAM). IDT explains the possibility and the degree of an innovation being adopted by examining the process by which innovation is interchanged through certain channels over time among the members of a social system (Roger & Alphonsus, 2003). The theory pinpoints the significance of the importance of innovation decision process, the determinants of adoption and the multiple categories of adopters.

The TRA was proposed by Fishbein and Ajzen in 1975 and it suggests that a person's actual behavior is determined by his/her behavioral intentions to perform a specific activity. Behavioral intention is shaped and impacted by the individual's attitude and subjective norms, which are in turn shaped by their beliefs associated with motivations and the evaluation of notions. In order to reflect the parameter of control beliefs that link to a person's abilities, resources and situations, namely perceived as behavioral control, TRA was later extended to the TPB by adding an additional variable to the model (Ajzen, 1991). Finally, the TAM showcases that the two beliefs—perceived usefulness (PU) and perceived ease of use (PEOU) are the major components influencing an individual's behavioral intentions and actual behavior while considering new technology (Davis, 1989).

Comparisons between innovation adoption theories show that TAM appears to have greater benefits over TPB and IDT as a less complex, easier-to-apply model with greater efficiency in forecasting and explaining one's adoption intentions and actual behavior. It has been a quite desired issue among various studies to ascertain whether M-payment services adoption have adopted TAM over other theories because in general, it has been shown to allow a causal validation of variables (Chen, 2008). Even though TAM has been found to be a illiberal model (Venkatesh & Davis, 2000), its ease of simplicity and applicability, as well as any negative consequence of its apprehension can be amended by integrating additional constructs to raise its anticipating power (Shin, 2010). Several empirical studies on the adoption of digital payment systems have used different forms of expanded TAM models to amplify their predictive and explanatory capacity and in the future authors suggest this method. Therefore, based on the inherent superiority of TAM and the suggestions of past studies, this analysis updated the TAM model by retaining the major constructs of PU, PEOU, and behavioral purpose while expanding the model with other related constructs.

In most cases, however, the definitions are not consistent with the cultural characteristics of the country in which they are performed and which may have an impact on the results. Transnational studies often adopt frameworks that have relied on Western research, which are then applied to a culturally different setting (Smith, 2011). The cultural environment in different countries can influence people's behavior and plays an important role in people's use of technology. This notion is consistent with (Mallat, 2007) who noted that M-payment services may rely on cultural differences and market conditions in different countries. Japan and Korea, for example, are widely recognized as global leaders as well as consumers of digital technology and M-payment services. Nevertheless, in most situations, the meanings do not adhere to the cultural characteristics of the nation in which they are conducted and which may affect the results (Zhang & Dodgson, 2007). As a result, the expanded TAM used in this study took into account the cultural aspects of the Thai community using the cultural dimensions of Hofstede (Hofstede, 2005) as a guideline for informing related additional buildings unique to Thai cultural settings in an attempt to align them with factors that may influence the use of M-payment in Thailand. Although several cultural frameworks have been proposed in the literature, Hofstede's framework elaborating different dimensions of culture

is of particular interest to this study because the framework has been frequently used and validated, generally in a variety of management research projects, as well as in information technology research (Myers & Tan, 2015).

(Soonthorn, 2008) found that electronic payment channels that have beautiful screens affect decision-making about payment through electronic channels and that including channels for electronic payment that have good security can build consumer confidence in electronic payments. It was also found that user satisfaction, application functionality and ease of use affected use of electronic payment services. There are descriptions and illustrations explaining how to download applications. In addition, fees that were too high or too low had a negative effect on people's confidence in the quality and security of electronic payment services. A study of factors that affect use of mobile banking (suggested that if the costs of Internet usage and electronic transaction fees are higher than those of other payment methods it will discourage people from using mobile banking.

(Paripunyapat & Kraiwanit, 2019) noted that there are many terms for referring to transactions with banks carried out over the Internet, for example e-banking, cyber-banking, digital banking, Internet banking (I-Banking). Such transaction services are provided through the Internet, and consumers are not required to travel to a branch. The term 'mobile banking' refers to various financial transactions carried out through a dedicated mobile phone application.

Preference of Payment Systems

The choice of switching from traditional payment system to mobile/digital payment system or vice versa is a challenging task for almost all especially students who may not have experienced the usage of all of the tools involved in digital payment system. Alongside this, an attempt is also made to decide which factor is most important to make the decision of such a change through the usage of independent variables which are listed below along with their description.

Ease of Use

There are many factors that make any individual accept or reject information technology. Ease of use is one of those factors that is taken into many research of given nature as a factor to influence such decision. When people think an application will help them perform a task in a much simpler fashion, the will lean towards the usage of the application. We refer to this first variable as perceived usefulness. Ease of use can directly be addressed by the degree to which a person believes that using a particular system would be free of effort. Effort can be described as those finite resource that an individual may allocate to the numerous activities for which he or she is responsible (Roy Radner, 1975). We can claim, an application perceived to be easier to use than another is more likely to be accepted by users. (Davis F. D., 1989)

Trust

Interpersonal relationships are defined in various settings through the concept of trust as it is based mainly on how we interact with others. Both emotional as well as cognitive dimensions are seen to be included in trust as social order's deep underwriting assumption. Sociological reality is rather represented by examples such a lying, family exchange, litigation and

monetary attitudes (J. David Lewis, 1985). Whether or not a person is willing to even consider payment methods is described by initially trust itself.

Risk

Risk is involved in every part of any individual or even creature's life. It starts from the moment we start our day by taking a specific route to start the task to the day's end task and this continues everyday throughout our lives. Hence, we are all certain to risk but what defines risk more properly is the degree of acceptance to which people are willing to take the risk. Sometimes, risk becomes enjoyable to a person and we even seek out to obtain these risks willingly which describes us humans' unpredictable behavior that is hard to address. The essential fact is that "risk" means in some cases a quantity susceptible of measurement, while at other times it is something distinctly not of this character; and there are far-reaching and crucial differences in the bearings of the phenomena depending on which of the two is really present and operating. (Stern, 2014)

Cost

Cost can usually be described as a monetary valuation of all efforts, materials, resources, time and utilities consumed, risk incurred and opportunities forgone in production and delivery of goods and services. (Nwokoye, 2018) Apart from this, the costs that relate to an organization's resources that the organization uses to produce its products are the costs incurred in the acquisition of income generation which can be categorized better as expenses.

Hypotheses of the study

According to this relationship, and consistent with the previous literature and empirical research, the following null hypotheses were developed to test the relationship between preference of payment systems and the independent variables. The following hypotheses are formulated for the study:

H01: There is no significant difference on Ease of Use across gender.
H02: There is no significant difference on Trust across gender.
H03: There is no significant difference on Risk across gender.
H04: There is no significant difference on Cost factor across gender.

Conceptual Framework

The study has taken the significance of ease of use, trust, risk and cost to find out which of the factors stated has the most effect on individuals decision while choosing the payment system which is most preferred. Refer to Figure 1 for theoretical framework that has been depicted based on the theoretical review and review of empirical studies. Ease of use, trust, risk and cost factor are the independent variables under study and preference of payment system is the dependent variable under study.
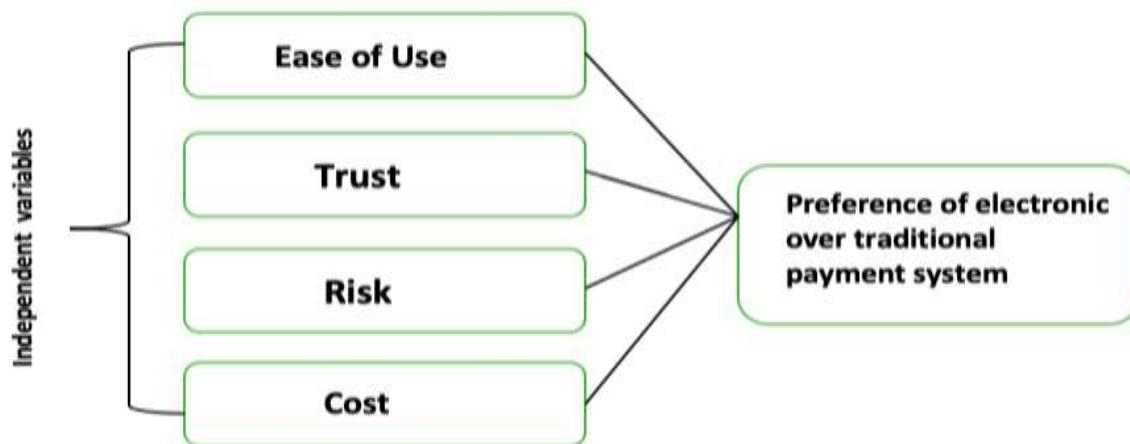
Figure 1: Conceptual Framework of the Preference of Digital Payment System

RESEARCH METHODOLOGY

Research Design

The research design adopted in this study consists of descriptive and relational research designs to deal with the various issues raised in this study. Thus, descriptive research design is selected for the study to present and describe the data collection and to describe the characteristics of the students in private universities of Thailand. While, relational research design seeks the associations among variables. It provides empirical evidence suggesting whether the two or more variables are related or not. The correlational research design is selected for the study to show the correlation analysis between dependent and independent variables.

Population and Sample of the Study

The empirical goal of this research is to investigate the factors that affect the student's decision during the payment methods. To analyze the factors, students of two private universities of Thailand which are Siam University and Kasem Bundit University were taken as the population for the study. To collect the data, convenient sampling method was adopted. Convenient sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher. The sample was taken from a group of students easy to contact or to reach and those who showed willingness to participate in the survey. The entirety of 81 samples from these private universities were taken in order to conduct the research, out of which 68 samples were from Siam University and 13 samples were from Kasem Bundit University. The only criteria that represented data selection was if the person was a student or not which were verified through two questions.

Nature and Sources of Data

The study is based only on primary data for the analysis. Primary data was collected using questionnaires. The questionnaire items represented four categories: Ease of use, Trust, Risk and Cost section. The questionnaires were administered to the individual students personally,

The questionnaire was adopted from the journal article (Phonthanukitithaworn, Sellitto, & Fong, 2015). This method was appropriate since it encouraged prompt responses from the respondents. The questionnaire was structured primarily into two sections. Section 1 sought to capture the general data about the student. Section II was concerned with the data on factors that affect payment system selection decisions. The developed questionnaire included items which corresponded to Ease of use of Digital/Mobile Payment systems, Trust associated with these systems, perceived risk of using these systems and the relation of costs to determine the usage of either of these systems. Respondents were asked to indicate their degree of how they are influenced by each of the items on five-point Likert scale.

Secondary data was used for gaining knowledge on the variables and the theories used by researchers in their research studies on similar topic. Secondary data refers to data which is collected by someone who is someone other than the user. The data was collected through journals, websites and articles published.

Findings

The findings of this research also have important implications for the functional context in which the digital payment system in Thailand is operated and popularized. In general, the four attributes: ease of use, risk, trust and cost were contemplated, that have major impact on the preference of digital payment services over the traditional cash payment system. A survey was conducted and questionnaires were prepared and flowed on both English as well as Thai language to the students studying in two private universities of Thailand. A sample of 81 students was taken and their response were thoroughly analyzed on the basis of each factors that affected this research. 8 hypotheses were tested through independent sample t-test and correlation respectively, and the collected data was illustrated by mean and sig. values. The primary outcomes that have been procured are listed below:

1. There were a total of five variables out of which four variables: Ease of use, Risk, Trust and Cost were independent and one variable: Payment system preference was dependent. While gender was the moderating variable.
2. The students' perception of ease of use and its impact on payment preference was not different across gender.
3. The students' perception of risk and its impact on payment preference was not different across gender.
4. The trust of students and its impact on payment preference was not different across gender.

8

Table 1: Findings

Researchers	Findings
(Phontanukitithaworn, 2015)	Found that the results indicate that consumer adoption of M-payment services in Thailand was determined by four factors—compatibility, subjective norm, perceived trust, and perceived cost.
(Kraiwanit, 2019)	Concluded analysis of factors affecting participation in the cashless society showed that gender and occupation did not significantly affect access to the cashless society, regardless of the test statistic used. However, age, education, income and use of the Internet had a significant effect.
(Slade,2013)	Investigated that current m-payment and m-banking adoption research perceived risk and trust were chosen as appropriate extensions of UTAUT2 in the m-payment context and the relationships were hypothesized.
(Gohwang, 2017)	Determined that Thai Baht still has its intrinsic values because of strong trust of Thais on its values.

Statistical Tools Used

For the study, IBM SPSS Statistics 20 was used as the primary software to analyze the data. The data, for the period mentioned above, were analyzed by using frequency tables, correlation and independent sample t-test, and the hypotheses were tested at (α = 0.05) level of significance (0.95 confidence level).

Independent Sample T-test

The Independent sample T-test compares the means of two independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different. In this test, we used independent sample T-test to compare means on each of the factors affecting digital payment system across gender.

Correlation analysis

Correlation analysis is used to identify the relationship or connection between independent variables (ease of use, trust, cost and risk) and dependent variable i.e. preference of payment system. As we are analyzing secondary data we use spearman correlation under one tail.

For correlation analysis, the following formula was used:

$$r = \frac{n(\sum xy, -(\sum x)(\sum y)}{\sqrt{[n\sum x^2 - (\sum x)^2][n\sum y^2 - (n\sum y)^2]}}$$

Where,

x and y are two distinct variables

n = Sample size

r = Correlation coefficient between variable x and y

9

Regression analysis

The process of regression analysis has allowed us to determine which factors matter most, which factors can be ignored, and how these factors influence each other. From the regression analysis conducted, we can see that the factors that mattered the most are ease of use and risk whereas trust and cost did not matter and can be ignored when relating to the final decision of preference of payment system.

RESULTS AND DISCUSSION

Presentation of data

This study aspires to determine the attributes and their impact on the preference of digital payment over traditional methods among Thai students. Numerous approaches and mechanisms have been taken into account to figure out and interpret the facts and figures, therefore, to result into the sensible deductions. This chapter has been categorized into two sections: the first section comprises of the presentation and analysis of data and the second sections includes the conclusion remarks. With the help of tools that we have exploited, the findings have also been showcased with the genuine numerical terms and their illustrations, from the sample that have been considered. The chapter basically provides a comprehensive knowledge and information on the results of the study along with the sophisticated findings and discussions.

Analysis of Data

This study is based on the interpretation and comprehension of primary data that have been collected by the survey on the form of questionnaires distributed among the students. This section has been further categorized into two subsections. The first segment showcases the analysis and results obtained from independent sample t-test of the input data. While the second portion depicts the analysis and illustration of the correlation of data.

Table 1 shows that, the total number of males and females who responded to the survey are 45 and 35 respectively. From the mean data, we can analyze that among the overall respondents, males tend to have higher feedbacks on the independent attributes related to the study than females in the population. The standard deviation from the table depicts the spread of the data, how far are the total factors deviating from the mean value. The values seem to be higher for males in comparison to females.

Gender		N	Mean	Std. Deviation	Std. Error Mean
Ease of Use	Male	45	2.0074	.43513	.06487
	Female	35	1.9429	.47476	.08025
Trust	Male	45	2.1852	.51520	.07680
	Female	35	2.0571	.44638	.07545
Risk	Male	45	2.6593	.75708	.11286
	Female	35	2.6381	.59613	.10076
Cost	Male	45	3.7389	.51111	.07619
	Female	35	3.9357	.43447	.07344

Independent Sample T-test Analysis

Table 2 represents the independent sample t-test analysis of the variables under study. Difference in mean is checked for ease of use, trust, risk and cost across the moderating variable gender. All the independent variables, ease of use, trust, risk and cost, have Sig. value higher than 0.05 being 0.586, 0.349, 0.163 and 0.595 respectively. Looking at equal variances assumed for Sig. (2-tailed), all the hypotheses are accepted, ease of use (0.529), trust (0.246), risk (0.892) and cost (0.072) indicating that none of the variables have a significant difference in mean across gender.

Table 2: Independent Sample T-test between moderating variable and independent variable

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Ease of Use	Equal variances assumed	.299	.586	.632	78	.529	.06455	.10206	-.13863	.26773
	Equal variances not assumed			.626	69.888	.534	.06455	.10319	-.14125	.27035
Trust	Equal variances assumed	.887	.349	1.168	78	.246	.12804	.10962	-.09020	.34628
	Equal variances not assumed			1.189	77.044	.238	.12804	.10766	-.08634	.34243
Risk	Equal variances assumed	1.986	.163	.136	78	.892	.02116	.15586	-.28912	.33145
	Equal variances not assumed			.140	77.981	.889	.02116	.15130	-.28005	.32237
Cost	Equal variances assumed	.286	.595	-1.822	78	.072	-.19683	.10800	-.41184	.01819
	Equal variances not assumed			-1.860	77.343	.067	-.19683	.10582	-.40753	.01388

On the other hand, it is observed that while applying the independent sample t-test to test the significance in relationship between the independent variables (ease of use, trust, risk and cost) and the dependent variable (M-payment over traditional method), the analysis was done based on a question asked to the respondents regarding their preference of technologically advanced M-payment system versus the traditional payment system. This question was then checked in correspondence to the questions asked and whether the dependent variable is affected or not by the independent variable. Table 3 and 4 further clarifies as to how these

independent variables resulted in the change in preference of M-payment system amongst the students studying in private universities.

Table 3: Group Statistics between independent and dependent variable

Do you prefer M payment over traditional payment system?		N	Mean	Std. Deviation	Std. Error Mean
Ease of Use	Yes	58	1.8506	.33141	.04352
	No	23	2.3768	.46389	.09673
Trust	Yes	58	2.0632	.47739	.06268
	No	23	2.3188	.47650	.09936
Risk	Yes	58	2.6552	.65773	.08636
	No	23	2.5942	.78468	.16362
Cost	Yes	58	3.8017	.50384	.06616
	No	23	3.8696	.43868	.09147

Table 4: Independent Sample Test between independent and dependent variable

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Ease of Use	Equal variances assumed	5.178	.026	-5.724	79	.001	-.52624	.09193	-.70921	-.34326
	Equal variances not assumed			-4.961	31.312	.001	-.52624	.10607	-.74247	-.31000
Trust	Equal variances assumed	.022	.882	-2.174	79	.033	-.25562	.11757	-.48965	-.02160
	Equal variances not assumed			-2.176	40.521	.035	-.25562	.11748	-.49296	-.01828
Risk	Equal variances assumed	.816	.369	.356	79	.723	.06097	.17136	-.28011	.40205
	Equal variances not assumed			.330	34.921	.744	.06097	.18501	-.31466	.43659
Cost	Equal variances assumed	.175	.677	-.566	79	.573	-.06784	.11990	-.30649	.17081
	Equal variances not assumed			-.601	46.161	.551	-.06784	.11289	-.29505	.15937

By independent sample T-test, we can verify that ease of use definitely has a great impact upon whether to use M-payment over traditional methods as the alternate hypothesis is accepted. It means that there is a significant relationship between Ease of use and Payment system preference. Also, the null hypothesis for trust factor is also rejected as the data obtained shows that there is significant relationship between Trust and payment system as well. However, the other variables, risk and cost are not factors that come into immediate requirement for most who want to use modern M-payment system instead of the traditional payment system as the data shows that there is no significant relationship between Risk and payment system preference as well as between cost and payment system preference. Hence, ease of use and trust both would be a requirement for those wishing to use M-payment system instead of traditional payment system.

Correlation Analysis

We also used correlation statistics to verify whether one independent variable was affected form the other or not as data with higher correlation would have to be avoided in the analysis due to redundancy of data. The correlation statistics between each of Ease of Use, Trust, Risk and cost showcased different results which enabled us to use these data in the analysis of data

to ultimately obtain the results of preference of M-payment method of payment versus traditional methods of payment.

Correlations between independent variables

		Ease of Use	Trust	Risk	Cost
Ease of Use	Pearson Correlation	1	.133	-.023	-.100
	Sig. (2-tailed)		.237	.837	.374
	N	81	81	81	81
Trust	Pearson Correlation	.133	1	.061	-.002
	Sig. (2-tailed)	.237		.588	.988
	N	81	81	81	81
Risk	Pearson Correlation	-.023	.061	1	.208
	Sig. (2-tailed)	.837	.588		.062
	N	81	81	81	81
Cost	Pearson Correlation	-.100	-.002	.208	1
	Sig. (2-tailed)	.374	.988	.062	
	N	81	81	81	81

From the correlation data, we can verify that:
There is a positive correlation of moderate strength for Ease of Use and trust variables.
There is a negative correlation of low magnitude between Ease of Use and Risk variables.
There is a negative correlation of low magnitude between Ease of Use and cost variables.

Regression Analysis

We also tested the data using regression which yielded the same results. Other additional results were also obtained from the linear regression done. From table 3.1, R square is 33.2% of the variability in the dependent variables can be accounted for by the preference of payment method. After Adjustment of R square, 29.6% is seen in the variability due to the large sample size. The Sig value in table 3.2 shows that the predictors i.e. the dependent variables successfully show that an increase or decrease in one of these variables would lead to a change in the preference of payment method. Furthermore, from table 3.3, we can see that both Ease of Use as well as Trust are significant in the decision made for preference of payment system whereas Risk and Cost do not account for the preference of payment system.

3.1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.576[a]	.332	.296	.381

a. Predictors: (Constant), Cost, Trust, Ease of Use, Risk

3.2 ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	5.460	4	1.365	9.424	0.001
Residual	11.009	76	.145		
Total	16.469	80			

a. Dependent Variable: Do you prefer M payment over traditional payment system?
b. Predictors: (Constant), Cost, Trust, Ease of Use, Risk

3.3 Coefficients[a]

	Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
(Constant)	-.445	.442		-1.007	.317	-1.326	.435
Ease of Use	.539	.098	.524	5.501	.000	.344	.734
Trust	.151	.088	.163	1.714	.041	-.025	.327
Risk	-.031	.063	-.048	-.495	.622	-.157	.094
Cost	.107	.090	.115	1.192	.237	-.072	.287

a. Dependent Variable: Do you prefer M payment over traditional payment system?

Limitations of the Study

The shortcomings and deficiencies still cannot be ignored despite the research being carried out diligently. Thus, it is undeniable that all the studies certainly face limitations. This research emphasizes on exploring the adoption of digital payment system among the students in Thailand. With survey data obtained from 81 Thai students, the proposed model was empirically validated. The results of the study show that any technique to encourage the adoption of digital payment system should be underpinned by customer expectations of compatibility. However, due to the time limit, this research has been carried out only on a small population scale. On the other hand, the outcomes may not apply to all Thai people as well as students as we have used convenience sampling method for our analysis.

Conclusion

This research focuses on the payment system preference of the students of the private universities in Thailand along with their decisions to agree or deny the acceptance of the digital services. It attempts to understand the main factors that could influence the decision to select digital payment system. Ease of use, Risk, Trust and Cost were the main factors identified and taken into consideration for the study. According to the findings, the main influencing factors affecting the payment preference did not differ across gender of the students. Both male and female students have the same perception towards ease of use, risk, trust and cost across the payment decision. Alongside this, only ease of use and trust had a significant impact on the student's decision regarding choice of M-payment system versus traditional payment system. Risk as well as cost were insignificant and did not have any impact on the choice relating to preference of payment system. Furthermore, it could be that

the issues regarding the services' compatibility with Thai consumers should be considered carefully. The services that could be offered to customers should be ensured to meet their current preferences, value and norms which also should be incorporated easily into the purchasing activity of consumers. To increase the degree of acceptance of digital payment system, the social ties and status of the individuals could also be taken into consideration for further study. In addition, it is equally important is to create consumer confidence for the use of the services offered. Thai people are more likely to accept digital payment services when they find the service providers to be more reliable and efficient because Thailand seems to apparently avoid high uncertainty due to the involvement of trust factor. The negative impact of perceived costs shows that high costs can be a burden on many consumers as they have to pay consumption costs but still will not matter as much if trust and ease of use come into play. The service providers should therefore consider offering a reasonable fee ensuring consistency in the charges alongside maintaining ease of use as well as trust. Implementing free or discount strategies may enable the digital payment system and related services to be adopted. Moreover, the customers are seemed to be more concerned regarding the online payment security and strict actions for the restrictions of the cyber-crime frauds as risk has been one of the factors due to which the people are being reluctant to use the digital payment services.

REFERENCES

Ajzen. (1991). User Intentions to Adopt Mobile Payment Services: A Study of Early Adopters in Thailand. *Journal of Internet Banking and Commerce*.

Chen, L. D. (2008). A Model of ConsumerAcceptance of Mobile Payment. *Journal of Mobile Communications*, 29.

Davis. (1989). User Acceptance Enablers in Individual Decision Making About Technology: Toward an Integrated Model. *Journal of the decision Science Institutes*.

Davis, F. D. (1989). Perceived Usefulness, Perceived Ease Of Use, And User Accep. *MIS Quarterly*, 319.

Hofstede. (2005). Cultures and organizations software of the mind. *Journal of Internet Finance*.

J. David Lewis, A. W. (1985). Trust as a social reality. *Social Forces*, 967-985.

Mallat, e. a. (2007). Exploring consumer adoption of mobile payments - A qualitative study. *The Journal of Strategic Information Systems*, 29.

Myers, & Tan. (2015). An integrative model of organizational trust. The Academy of Management Review. *Journal of Internet Banking and Commerce*.

Niina Mallat, M. R. (2004). Mobile Banking servies. *Communications of the ACM*, 42-46.

Nwokoye, E. S. (2018). Theory of Costs. *Principle of economics*.

Paripunyapat, D., & Kraiwanit, T. (2019). Financial Technology Acceptance of People in Bangkok Metropolis and Vicinity. *Review of Integrative Business and*.

Peerasit Kamnuansilpa, L. A. (2019). Thailand's 'wicked' development trap. *Bangkok Post*. Phonthanukitithaworn, C., Sellitto, C., & Fong, M. (2015). User Intentions to Adopt Mobile Payment Services: A Study of Early Adopters in Thailand. *Journal of Internet Banking and Commerce*, 29.

Roger, G., & Alphonsus, W. (2003). The cross-cultural transfer of managementpractices: The case of Japanese human resourcemanagement

practices in Singapore. *The International Journal of Human ResourceManagement*.

Roy Radner, M. R. (1975). On the allocation of effort. *Journal of Economic Theory*, 358-376.

Shin, D. H. (2010). Modeling the interaction of users and mobile payment system:. *International Journal of Human-Computer Interaction*, 29.

Slade. Emma L., W. D. (2014). Devising a research model to examine adoption of mobile payments: An extension of UTAUT2. *The marketing review*, 310-335.

Smith, e. a. (2011). Opportunities and challenges in the expansion of cross-national survey research. *International Journal of Social Research Methodology*.

Soonthorn. (2008). Factor affects to choosing electric payment. *Review of Integrative Business and Economics Research*.

Stern. (2014). *What is risk?* NYU.

Venkatesh, V., & Davis, F. D. (2000). A theoretical extension of the technology acceptance model: Four longitudinal field studies. Management Science. *Journal of Internet Banking and Commerce*, 29.

Zhang, & Dodgson. (2007). High-tech entrepreneurship in Asia: innovation, industry and institutional dynamics in mobile payments. *Journal of UK publishing*.