

**A study on the perception from college students in Taiwan towards Third Party  
Payment**

HUANG YU HSUAN, B.A

Wenzao Ursuline University of Languages, 2018

**Abstract**

Taiwan is developing its Third Party Payment due to the improvement of technology and thriving business of online shopping. Though the development of Taiwan's Third Party Payment is not as popular as that in the U.S. or in China, the Third Party Payment might change firms' and consumers' behavior and transaction pattern. This research would like to investigate the ongoing development and function of Third Party Payment in Taiwan. In addition, this research tried to find out the perception of Taiwan college students, which are the main customers of online shopping, toward Third Party Payment through questionnaire.

This research finds that most of Taiwan college students know what Third Party Payment is but they do not use Third Party Payment initiatively. After analysis, this research also finds that if the Third Party Payment had received the certification, it will make college students enhance willingness to use.

Keywords: Third Party Payment, Third Party Payment Platform, The mark of certification