

Application of AirPay e-wallet payment solution for the online sales channel of Duy Shop Thai Nguyen fashion store.

Truong Cong Duong

Abstract: In the context of the rapidly growing e-commerce landscape, applying technological solutions to enhance customer experience and business efficiency has become essential. This study aims to research and implement the AirPay e-wallet application into the online sales system of Duy Shop Thai Nguyen fashion store, in order to overcome difficulties with traditional payment methods. The methodology includes analyzing customer needs, designing a user-friendly interface, and conducting practical trials to evaluate effectiveness. The expected results will provide a useful solution for fashion businesses in utilizing electronic payment technology, contributing to the development of e-commerce.

Keywords: E-wallet payment, e-commerce, fashion store, AirPay, online sales system