

Comment on the research paper of ...

## **Analyzing the factors that make BNK48 received major popularity in Thailand learning from business model of 48 Group Japanese's Idol.**

### Part 1: Description of the paper

The paper that I choose to comment on is the paper of Kwankamol Phuvapatchim on the topic of Analyzing the factors that make BNK48 received major popularity in Thailand Learning from a business model of 48 Group Japanese's Idol. The reason that I choose this research paper is because of it quite similar to what I am doing with my seminar paper in various aspects like in terms of industry and the method being used to answer the question.

In the research paper, the author tried to answer the question that what factors are making BNK48 became very widely well-known in Thailand. The author obtains the data by using both primary and secondary data. By the data collecting, She is trying to concentrate on how the business model of BNK48 affects their support behavior and also the opinion toward the work operation of the BNK48 office. She had applied structure-conduct-performance analysis and survey to find out those factors. In the primary data part, by doing the survey, she got the responses from the BNK48 Facebook fan page, which have a total of 52,525 members but she chose only the first 500 responses to analyze. The secondary data, she used related research, journal, book, article, news, and documentary from many trustworthy sources which these secondary data will be used in further SCP analysis.

After the author analyzed those primary and secondary data by using the SCP analysis method, we found that there are three main factors that make BNK48 very famous in Thailand. First, the uniqueness of the business model, by having a clear concept of the group "Idols you can meet" can easily catch the attention of Thai people. Second, BNK48 has a clear target group which helps them to build strong brand loyalty. Lastly, BNK48 have good marketing strategies which they can convert every aspect of BNK48 to be revenue. Moreover, I think one more factor that makes them successful is they have a very strict rule in many ways which those rules enforce to reinforce those main factors to have high potential.

### Part 2: Reflection on the paper

For me, I think this paper is very interesting for one who would like to know more about BNK48 since the group is quite different from what Thai people experienced and it became very popular within a short period after they debut. I think the thing that I gain from this research paper is in terms of marketing strategies that they use. I feel that the founder is very smart, he could come up with a cool business model and those marketing strategies. I like the way that he could turn every aspect of his product into money.

This paper used many economic theories to explain the result such as the economics of scale, the economics of scope, vertical/horizontal integration and product value-added chain, etc. I think the author uses the right methods to answer the research question and already having appropriate factors used to analyze. As a result, for me, the given result from the author is convincing enough to believe.