

Comment of previous seminar

Why does print magazine still exist during the age of technology?

It's an interesting point of the topic about an existing of printed magazine is that even few year pass from the year of the paper had written, printed magazines still exist. From the paper, it said that in the technological age digital platform is more important.

Magazine had been challenging the revenue stream stolen from film, radio, and especially the internet. So the only exquisite and unique magazine would survive.

We may see that recent research from 2019 said that it have been reinvented because the trend toward multichannel marketing to provide different content to be able to continue the platform. As well as the fact that most of popular one are overshadow but they will never die as same as the newspaper which once predict to be gone but still exist.

Research question of the paper contain (1) Why does print magazine still exist during the age of technology? (2) Who are the customers of this industry including the reasons behind? (3) How did magazine companies respond to the threats? and (4) How is magazine industry going to be in the next 10 years?. The methodology involve to find the answer divided in to 3 step. Firstly, He had find secondary data research to find empirical data like research both online and offline and using porter's five force. Secondly, he had do primary data research by asking 200 respondents to answer surveys about people behaviors towards the print magazine. The questionnaire are separated into 4 sections; purchasing behavior towards print magazine since the past to present, reasons behind the purchasing decision, factors that lead the consumer to forego the traditional media, and general information of respondents. Moreover, the analysis of porter's five force can be told us that magazine publishing business certainly faces some strong challenges in term of substitution and bargaining power of buyers. And the inside interview of Miss Sirirat Norkaew, Features writer from Lisa magazine, have conclude in the perspective of magazine firm that by predicting how the magazine industry is going to be in the next ten years, she personally estimated that only the strong magazine will exist in the market since some content only provided in the magazine.

All in all, I think the questionnaire sections isn't clearly answer the question; How did magazine companies respond to the threats? and How is magazine industry going to be in the next 10 years? And the further method either porter's five force or inside interview couldn't help in answering how the firm actually handle to the threat and in predicting the future trend.

