

Comment paper

Name: SVOD USAGE INTENSITY FACTORS

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The title of the paper and the main result that was shown: in the abstract are relevant to each other, but it would be better if the conclusion has more specific on the demographic factors, which the paper will have a clear result and more detail.

The literature reviews are relevant to this topic. The author uses some important factors for running the regression to test like the ease of use, demographic, price value, and social influence.

In the sampling part, the author mentions using the secondary data but does not mention where it is from. There are four purposes of subscribing 1. Fun 2. Joyfulness 3. Knowledge 3. Idea inspiring. Fun and joyfulness are an overlap variable to each other. How is it different from each other?

In Category Preferences (Ci), it would be better if the author explains more what definition of a Tv show, series and variety is

There is a redundant word in the limitation part

The conclusion goes along with the result very well, but it is not clear and does not answer the primary objective for an instant what factors are the most affecting SVOD intensity of usage.

There is not enough sufficient data to comment on the result part then I will skip it.

The author chooses to tell objectives at the introduction part so that the reader will know what is the point of the paper looking for and should show the number of people (n) at each category they are looking for and the descriptive statistic of independent variables there is a missing one which Extra features: downloadable factor.

The author did not communicate to the reader what is the benefit of this paper. So that the reader will gain after finishing reading, for example, this paper will help the owners of a streaming platform to understand each customer and focus on the important factor which leads to increase the customer base. They will find out the factor that can increase the total duration of video streaming usage for their brand. Furthermore, there is no theoretical framework or any economic problem to support how the author conducts the survey and uses it to interpret the result of this paper.