

The research question, what exactly are the factors affecting the subscription for Netflix Premium of Thai people, is interesting. Most people might think that price is the most important factor to be considered. The methodology is an online survey using cross-tabulation in analysis. The method adopted to answer the question is appropriate since they conducted the survey which covers important factors, categories, payment, number of shared users, and demographics. For the results, they separate into 3 aspects; packages, sharing behavior, and genres. Price is the most influential factor, but the higher the package, the less they consider the price; same as a sharing behavior for those who pay alone along with the free riders which price has the least impact. In addition, the result of the category, the proportion of the category that they watch from people who put the weight on the revolution the most are similar to the whole audience. The genre, thus, does not affect the revolution. These are convincing since the revolution takes major shares from the audience on how they perceive the quality of the package.