

**What Are The Reasons Thai Consumers Aged More Than 45 Are Less Likely To Use
E-Commerce Platforms?**

The research paper is very well done from the research question, the author has used a proper approach to the research subject, forming suitable questionnaires in order to get the proper data to analyze the sample representing the population in the research question. A more efficient industry background can be added in order to improve such as the portion of the consumers in the market of the research as of present days or the total value of the e-commerce and the types of products collected by official organizations would improve the paper to be even better. The knowledge that the author tries to get out of the research question can be proved useful to many of the producers or the players in the market and the positives can also be spread further to the middle-age consumers as well. The conclusion and the suggestion towards the players in the market of e-commerce to attract more of the population are also interesting and very possible making the research paper very useful.