

## **Comment on the past paper**

### **PRICING UNDER PRODUCT DIFFERENTIATION: A Case form private tutoring in Thailand**

This paper mainly discusses how private tutoring businesses in Thailand charge prices, including types of private tutoring, their characteristics, pricing strategies. In the introduction part, the author has pointed out how private tutoring becomes important to Thai education's, its growth in year-to-year comparison and even asked why parents of students have to pay at that amount. The author also mentioned the failure of budget spending by the government on education as TDRI claimed that Thai education does not perform well in the overall picture even though a lot of budget has spent by government. In my opinion, the author could have attached some evidence showing that the government really spent a lot on education, compared to other departments as I am not convinced that the government did spend much on education. However, I like the way the author makes comparison of definitions of tutoring varied in different countries as it clearly shows how education in each country goes.

For the literature review part, the author picked a great way to emphasize how tutoring market becomes more important by mentioning that "the private tutoring sector has been expanding in many countries, so much that it can be considered the third emerging education sector in addition to public and private school sectors" moreover, the author showed the supporting evidence on the growth of private tutoring by using Kasikorn research center, illustrating the rise in trend of private tutoring by its market value and number of students.

For the analytic framework part, the author adopted SCP as a framework to explain the pricing strategy and differentiated product of private tutoring business, in overall, the author explained clearly in every aspect, Structure, Conduct and Performance.

In the result, I notice some minor typos the author made such as the capitalization in the specific name of tutoring business which could lead to misunderstanding if read carelessly. I would like to give a compliment on how the author categories types of private tutoring institutions. The categories are as follows, general subject tutoring, admission tutoring, international language tutoring and one-to-one private tutoring. However, I think there are a lot more of language institutions to be studied, which may have a different characteristics to the case of OKLS, Inlingua and Fast English that the author mentioned.