

**Review Paper: *Key Element to Join Each Music Streaming Platform Compared to Spotify* by Nassamon Niyomdecha 6004640253**

The research study about the consumer behavior and the factors affect consumer's decision making towards each online music streaming platform in Thailand. This research is well structured and very easy to follow. The author started with a clear introduction, the objective of the research is also stated in this part, followed by literature review, theoretical framework, methodology, result and data analysis, and end with conclusion.

The author begins with the basic information about transmission of music distribution channels, then gradually introduces Spotify and other online music streaming channels as the latest and the most updated for online music streaming platforms. The introduction provides the big picture of the research before the reader reads the rest of the research. The research objectives and the research questions are clear and concise, this also guides the research conception to the readers.

The author provides comprehensive and strong literature reviews to support the author's research and argument. The basic information of Spotify's market share globally, proving that Spotify is the prominent online music streaming platform among other platforms. The author also supports the research main idea with the related literature of consumer behavior on online music streaming platform service, Thai music streaming platform market, music piracy, and competitive advantage in this online streaming platform market. The literature that the author adopted contributes various aspects about this market. However, most of the aspects presented are supported with little literature each. The reviewer suggests that the author might use more and various sources to prevent the bias.

The theoretical frameworks and the methodology applied are also adequate and suitable for this topic research. The author explains details of each framework, *Porter's five competitive forces* and *4P Marketing and 4C Marketing Mix*. Each component of the framework is well explained. The reader with no economics, business, and marketing background can understand the concept of the framework. The methodology clearly stated the survey questions and data sources, where the author applies both primary data sources and secondary data sources.

The author started the data analysis and result part with the Spotify Porter's five competitive forces analysis and followed by 4P marketing and 4C marketing mix from the secondary data sources. For the Spotify Porter's five competitive forces analysis part, the author provides details of each Spotify's competitor in the competitive rivalry component

section. The details contribute to further understanding in each online streaming platform. The other components are also well discussed. The 4P marketing and 4C marketing mix is shown in the table to compare each streaming platform which is easy to understand with the big picture. The primary data source answers the examination of factors affecting user's decision making, and relationship between online music streaming platform and consumer behavior. The author also uses tables to explain this part. The author applies a pivot table for more accuracy. The consumer behavior and their decision makings that are linked with their demographic are answered in this part.

Overall, this research is well structured. All of the research questions are answered and the research objectives are met. The author concludes and discusses in the conclusion precisely. The suggestion for further research is mentioned at the end of the limitation section.