

Comment on netflix

The topic is factor affecting the subscription decision for netflix premium of thai people. Firstly, this topic is interesting because I am the one who netflix subscriber. For the first part which is industry background, It is better to show the trend of internet usage as well because i think it is the one factor that directly affect to netflix. Come to the next part which is result part, They should tell that which model they used to estimate the result to make me follow up the result. Moreover, the dependent variable and independent variable should be more explained. For the price factor can be explained by the bundling and the demographic, for example income should be concerned as well for my aspect.. Nevertheless, the result made me surprised because the main factor that affect the netflix subscriber wasn't price but it was resolution, additionally, the genres doesn't statistically significant which was interested for me. For the overall, I think they did well and can answer their research objective.