

Comment on the seminar: Analyzing the factors that make BNK48 received major popularity in Thailand learning from business model of 48 Group Japanese's Idol (2017)

I think that this research is well conducted in term of the survey. Researcher uses 500 respondents accessed from the Facebook fan page which has all kinds of BNK48's fan. The SCP framework researcher use is also suit to the objective of the research.

However, although the results come from trustable data sources and the comprehensive analysis of SCP, there are 2 main points to add more which I believe that these can improve the research. (There are also some grammatical errors.)

First, the research objectives does not give the clear answer of factors. Researcher asks "how they can create outstanding business model and what method they use to create dedicate fan base?" In fact, to find the factors, researcher should understand 'How the unique business model of BNK48 fit with Thai consumer?' or 'Why the new business model of BNK48 does work in Thailand?' The answer of these question can give insights for the implication of factors. The point of 'outstanding' business model should be also informed but it does not give the insight.

Second, the factors can be explained more rigorously and more mechanically. I believe that the research does a very good job at conducting SCP. However, some explanation can be more rigorous. For example, saying that "BNK48 has good marketing strategies that convert every aspect of BNK48 to be revenue" is too broad. Yes, it generates the profit and many aspects do engage people to buy more. However, it is value of Idol you can meet that engage people to buy and maybe the fact that people want to move to the upper tier create the incentive for people to buy more. The result of the factors should not depend on the SCP analysis and result of questionnaire only. Here, the researcher should think more and be a bit more specific, create the connection and some synthesis.