

## **Analyzing factors that make BNK48 received major popularity in Thailand learning from business model of 48 Group Japanese's Idol**

This paper conducted by Miss Kwankamol Phuvapatchim, a BE alumnus, tried to illustrate key factors making BNK48 which is a Japanese-style girl group famous in Thailand. Author collected both primary data and secondary data. Primary data was collected from the survey conducted for 500 respondents who are BNK48 fans that are active in 'BNK48 Thailand community' facebook fan page. The author gathered secondary data from related books, news, research, and documentaries. The analytic tool applied by this paper is Structure-Conduct-Performance, SCP, paradigm. The results showed us that this market is determined as Oligopoly since there are few large firms. Moreover, the barrier to entry is quite high. BNK48 engages in both price competition and non-price competition. The stand prominent strategy of BNK48 is product differentiation such as launching the album containing members' photo cards, hand-shake cards and more. The performance of BNK48 in that year was great due to the number of times being nominated , and also won the award, at music and entertainment award, the album sales, activity tickets sales, escalated number of BNK48's media appearance, and the rank in the music chart.

The reason why I choose to comment on this paper is that this paper is about thai music and entertainment industry which relates to my seminar paper which is about 'music festival in Thailand'. I think this topic is very interesting since , as we know, BNK48's business model is unique and new for thai people. Unfortunately, I think that the author failed to analyze the data by mentioning only a few parts for economic theories. The theories mentioned in this paper are product differentiation, horizontal and vertical integration, and barrier to entry. This paper focuses more on 'business model' not 'economic model'. I think she was doing well in the data collection method since her observation requires about 500 fans of every single member of BNK48 to avoid the biases which is a normal problem emerging from conducting the survey. The finding of this research is good but it would be better if the author applied more economics theory such as pricing strategy or game theory to illustrate the movements and strategies of BNK48 ,itself, and its main competitor.

Furthermore, in my opinion, the interesting point should be added in this paper is the secondary market since I heard that there is a large number of people trading in BNK48's secondary market just to make the margin. Those margins are such a big portion that many people do it as a serious business since the target group of BNK48 is very unique and their willingness to pay is quite high. Although, I am impressed by her detailed-oriented paper. She tried to use graphs and infographics to explain the subtle business model, cycle of japanese-style girl group, and consumer journey.