

Comment on E-Commerce presentation (Alice)

There are many research questions in this paper and it also interesting. The researcher try to find the reason why many Thai middle-aged adults are resistant to the ever growing popularity of e-commerce.

On the industry background part, the researcher divided the e-commerce platform in Thailand into 3 main categories and also compare the growth between year 2018 and 2017 which is fine. For the methodology part, the researcher conduct an online survey and use a questionnaire as a tool to gather the information from the respondent. However, SCP framework was not mention in this paper. The researcher did not use the data that obtained to analyse further in the SCP framework. The summary table of demographic characteristics is more likely to be a summary table but it did not show how the researcher use the data to analyze the factors that affect middle-aged behavior on e-commerce. Also the summary table of online shopping and the summary table of middle-aged consumers' perception and attitude towards online shopping seem to be a summary from the respondent rather than obtained the data from respondent and analyse further.

In conclusion part, the result are not convincing enough since some research questions are not answer clearly. Moreover, In my opinion, I would like to suggest the researcher to use the obtained data to analyse more in the SCP framework since this framework explains the relationship between market structure, market conduct, and market performance. Also I would like to suggest the researcher to use more economic theory in this paper.