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Paper Review, Suksophin Chandrema

We cannot denied that Digital gateway are highly influenced the customers behavior on nowadays. I am familiar with the fortune teller but I have never watched in Youtube or experienced before. So, this topic is quite interested to know the background of the industry and the customers' intention. I'm impressed the structure she organized that involves the economic theory to explain and show the number and examples to illustrate deeply. I will criticized step by step.

Literature review, She has smoothly intro models and overview to each parts that related to this business and easier to understand due to linking to the topic. However, in Theoretical framework, she takes dependent variables from TCV framework. I think, she should better to explain or reasons a little bit more on how these variables come from. For example, **Functional value**: the consumer decision is based on the functional utility of the product or service. I wonder that what kind of functional utility that we can derive from the fortune teller or how functional value effect to customer decisions.

Methodology, I am the one that not interested in fortune teller. So, I do not know the feeling or which variables will encourage me to pay for the service. In my opinion, filtering the customers' interest who aren't interest in fortune teller at first part of the questionnaires out of the model may avoid the fault or bias response. On the other hand, each variables in questionnaires are clearly meaningful and crystal classify. And, the methodology is correct that when we need to know the probability of customer decision to purchase the product or not, it is supposed to use binary logistic regression. Overall, chi-square is great which significant at 0.05% significant level. But the number of customers who never paid for the YouTuber fortune teller personal service are too little. The result might not show the real data of customers who really intention to pay.

One thing that I see the contrast between the consumption. In the model result, she saids that too expensive personal service charge count for 15% of the reason that obstructs the viewers of their channel to become paid for their service. And the optimal price is 361. However, the average price of the main player is setting the average price with at least 700 baht/time and the answer to except this price at just 30%. This seems to be the main obstacle rather be just 15% of the reason for me.

It is difficult to conclude the result that it is correct or not since the product or service is imperfect information market. Thus, Individuals will have own perspectives . Furthermore, the structure of the paper is well planning. Since start till the end, each parts are supported each others to clarify the topic easier. The model itself can explain the customer behavior enough but she adds more economic theory, the in-depth interview and analyses deeply in price barrier. This shows how delicate and detailed topic.

Otherwise, I may suggest she have to add which marketing or strategy should we apply in fortune teller industry to go further. Since, she has all the customers behavior. Or If the price is the obstacle and famous is the advantage of fortune teller service, which is the other reason to encourage customer to purchased more.