

Which factor accounted for an increasing popular in Yum restaurant?

The researcher try to find what influential factors for an increase in popular Yum restaurant. According to Wongnai press, a spicy salad (YUM) has been number one searching trend for looking to the review via Wongnai application. At first, the researcher will collect the data by in-depth interview. However, with the spread of COVID-19, the online survey is used to collect the data. The survey consist of 23 question including demographic, social media and engagement, price sensitivity, preference and peer factors. The researcher using probit regression to find the frequency of customer goes to YUM restaurant. As a result, it shows that female are more likely to go to YUM restaurant, education level are statistically significance decrease the probability of going to YUM restaurant, high-income people less likely to go to YUM restaurant. The influence of social media that have the most impact is Facebook. By review and upload photo increase the chance for people to visit. Moreover, all of price sensitivity factors are not statistically significant.

With the popular trend of YUM restaurant, it is interesting to see the influence factors in this market. I wonder if it can use the same condition or variable like other restaurant affecting popularity. The result is convincing for me. The only recommendation is describe and give the reason more about the social media factors, why those channel is the most effective to promote.