

EE489 : Friends' paper (Restaurant)

Consumer's alternative choice of restaurant substitution

The objective of this paper is to define the market definition of the restaurant chain market and understand the factors that affected the customer behaviour toward the restaurant selection since they do not mention the research question in the video presentation. The type of data that they used to answer the question is cross-sectional data from the online survey. The amount of sample is 603 respondents. They obtain men and women in Bangkok and Metropolitan region. For variable, the author separates into 3 main factors which are demographic factors, frequency factors, and lifestyle factors. There are three dependent variable : same, diff, and gohome. For demographic factors, the author includes gender, age, income, job (student, public officer, government officer, bus driver, unemployed, and freelance), and resident (in Bangkok and not in Bangkok). For frequency factors, the author includes the frequency of restaurants visiting before the Covid-19 situation and types of food (Fast food, Western food, Japanese food, Hot pot restaurant, Isaan food restaurant, Thai food, and Chinese food). For lifestyle factors, the author includes taste of food, cleanliness of the restaurant, service quality, brand awareness, location, atmosphere, variety of menu, go restaurant with somebody (alone, family, partner, friend, and colleague), and waiting time. The results are 1) Income, occupation, living region only affect the frequency of going to restaurant in malls 2) People value taste as the first priority followed by cleanliness and service quality 3) Issan food restaurant is the type of restaurant that consumers highly intend to stick with the same type when it comes to their alternate choice 4) People tend to still go to other restaurants instead of eating outside malls 5) People's preference is more than one since their second choice tend to be different type of restaurants more than same types as their alternative choice.

In my opinion, if the authors focus on food delivery, the questions will be more interesting. The benefits that I get from the results are the trend if consumer's choice in terms of choosing restaurant. The theory that the authors use is marketing mix or 7Ps which are Products, Price, Place, Promotion, People, Process, and Physical evidence. The method that is adopted to answer research question is appropriate for Covid-19 situation. For variables, they should set the appropriate name of variables in the same category to be easy to understand. For example, they should put job_... in front of the jobs such as job_student, job_public, and so on. For the results, they are quite not convincing because the majority of the results are not significant.

EE489 : Friends' paper (Lazada)

The impact of double-digit day campaign on consumers' delay consumption behavior

The question of this paper is 1) Does the double-digit day campaigns result in consumers waiting-for-campaign behaviour? 2) Which product categories do the consumers tend to wait for the campaigns? and 3) Does the campaign frequency and its predictable frequency result in consumers postpone behaviour?. The type of data that they used to answer the question is cross-sectional data from the online survey via google survey. The amount of sample is 500 respondents who use Shopee, Lazada, and JD Central. They obtain men and women in Bangkok and Metropolitan region. The dependent variable is waiting decision. For independent variable, the author separates into 4 main factors which are demographic factors, shopping behaviour, product categories preference and promotional tools. For demographic factors, the author includes gender, age, income, occupation. For shopping behaviour, the author includes online shopping frequency and spending amount. For product categories preference, the author includes product categories. Lastly, the author includes delivery promotion, application coupon, brand's discount, product category discount, and less frequency of double-digit campaign for promotional tools factors. The results are 1) 53.47% of female respondents have ever waited for double-date day campaign. The product categories that they have willingness to wait are beauty, fashion, and personal care. 2) 49.09% of male respondents have ever waited for double-date day campaign. The product categories that they have willingness to wait are IT, gadget, Electric. 3) 80.6% of respondents believe that the double-digit day campaign would be held continuously in the coming months.

In my opinion, this topic is interesting since the online shopping platform in Thailand is booming. The benefits that I get from the results are the trend to do the campaign for each product categories if I want to sell something in online shopping platform. The theory that the authors use is waiting for discount behaviour and products types the is sensitive to sales promotion in both marketing and economic. The method that is adopted to answer research question is appropriate for Covid-19 situation. For the results, they are convincing because the majority of the results are significant.