

Paper Review

The research paper of Chonwanee is related to factors affecting the decision of consumers selecting restaurants in the country's capital, Bangkok.

In literature review, researchers can explain in detail the reason why platforms can influence the decision of consumers when choosing restaurants or explain research done earlier. The researcher can explain what has the research added in research that no other has ever done or some researcher has ever done and how the factors can be differentiated from many other researches. In a paragraph before Table 3.1 some research done to demonstrate buyers' response can be added for broader understanding of the readers apart only from the researcher's attitude because of the extended explanation for Demographics and Customer's decision-making Process are missing. In the "Reliability Test" part, the explanation of Cronbach's alpha in the year of 1951 is missing, the authors or organizations are missing. The "results" part is well explained and detail oriented however there are some tables of results in "The analysis of the marketing strategies" part that have no explanation for the existence of the stars that researcher can mention to make the results absolutely perfect. For the "Suggestions" part, it is helpful to also conduct interviews or surveys with owners of restaurants to get more insight of the perspectives of restaurant selection. The researcher can further explain that the researcher can apply some approaches to discover the relation between the opinions and perspectives from both parties. The researcher can also demonstrate how the factors of consumers were at least 20 years earlier so the reader can perceive more perspectives, trends and changes in decisions made by consumers. The researcher can explain whether the increasing trend of using the internet has changed the opinions of consumers when choosing restaurants. It is undeniable that with the growth of the

internet, consumers have more options, not only mouth-to-mouth opinions from acquaintances, but also internet platforms that consumers can check reviews and commentions of the consumers who have used services at the restaurant. The existence of restaurants on internet platforms can also influence the decision of consumers in terms of increasing attractiveness from wider insight in consumer's perspectives and further analysis in fame, uniqueness and qualities in both the dishes and services. These are some of the recommendations that can be somewhat applied in this research paper.