

**Consumer's alternative choice of restaurant substitution (Sam & Max)**

The paper tries to define the market definition of the restaurant chain market and understand the factors that affected the customer behavior toward the restaurant selection. The authors are using 603 of online surveys of Thai people. The data is cross-sectional data.

The dependent variable consisted of same, diff and gohome. The independent variables consisted of demographic factors, frequency factors and lifestyle factors. The result shows that income, occupation, living region only affect the frequency of going to the restaurants in mall. People value taste first, then cleanliness and service quality, respectively. Moreover, Thai people intend to stick with Northeastern Thai food and go to other restaurants rather than eating outside malls. People have many preferences, their second choice often different from the type of first choice.

The questions are interesting because I want to know what can affect consumer eating decisions as well. The method adopted is appropriate since this is a big data therefore, regression is the most appropriate way to run the results. The variables are enough since it covers all variables which can affect the consuming decisions. The results are convincing because most of people are considering taste first including me. Moreover, income is one of the factors that affect me to go to the malls. Thus, the result is convincing since the results are matching with my perspective. However, the number of surveys is still not enough for true population. Moreover, there is a Covid-19 now, there might be a bias when respondents were doing the survey.