

### **Comments on Classmates' Seminar Presentations**

#### **Which factors accounted for an increasing popular in YUM restaurant**

This seminar would like to identify whether the social media factors affect consumer decision towards YUM consumption or not while also would like to demonstrate the characteristics of people who have willingness to purchase YUM. According to the COVID-19 situation, Issada had to change the methodology to collect the data from a depth interview to an online survey which I think is an appropriate way since this would allow her to gather a larger amount of information with an easier way to interpret data through google form. For the both dependent and independent variables, Issada has determined them clearly for their definition and how she coded them as dummies. There are two specification models in this seminar. Ordered Probit and probit regression models are suitable applied due to the dependent variables characteristics.

The results also make sense, for instance, in the way it represents that people who value much on trend are likely to go to YUM restaurants since this food category is popular and trendy now. Or online-media reviews significantly influence consumers to go to YUM restaurants etc. For further improvements, if suggestions could be drawn for YUM restaurants' future strategies to develop their business model and respond with the consumer's preference, it would be a lot beneficial. Also, limitations from conducting this research should be included as well.

#### **Consumer Alternative Choice of Restaurant substitution**

This study aims to define the market definition of chain restaurants while also would like to identify potential factors influencing customer behavior in selecting the restaurants in department stores. According to Sam and Max's Literature review, the background information was able to help illustrate the current situation and trend for chain restaurants in Thailand very well and also consistent with their research topic. The theoretical framework they adopt are Marketing Mix (7Ps) and SCP paradigm which contributes to how their survey was conducted. For the methodology and data collection, cross sectional data were gathered and transformed into groups of independent variables like demographic, lifestyle, and consumption frequency factors. Thanks to their survey respondents, the gender proportion of respondents seems to appear that females are the majority with a very large proportion compared to males. This could lead to some bias in their survey results and the interpretation. While the proportion of respondents living in Bangkok to other provinces are shown in the similar proportion. Multinomial Probit models were adopted according to their multiple codings in the dependent variables.

The result suggests that income, occupation, and living region positively affect the consumption frequency of restaurants in malls. Esaan restaurants is the consumer preferable choice when they need to stick with the same food category when it comes to their alternated choice. In the last part, Sam and Max has summarized the suggestions as a guidance to the restaurants which I think would be beneficial to them.