

Participants needed !

Research Topic: The cross-culture study: How culture influences Western travelers to Thailand and local Thai to purchase sea line transfer through online-offline channel.

I am conducting a study about cross-cultural influences in purchasing behaviours of Western vs. Thai travellers. The study aims to understand the different background factors that influence the attitudes and behaviour of Western and Thai travellers in purchasing sea line transfer via online and offline channel.

The interview takes approximately 30-45 minutes to complete in-person or via MS team.

Who is eligible?

- Participants aged 26 – 60 years old.
- Race/Ethnicity: White, or other races who are born and raised in the West
- Have participated or interested in travelling across the sea

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