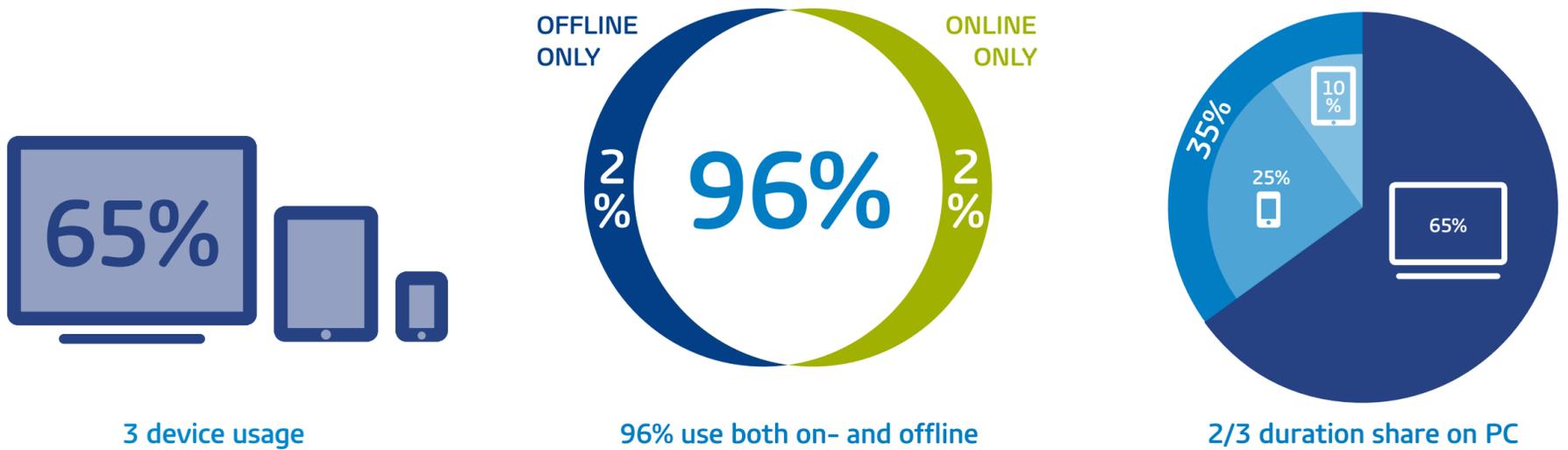


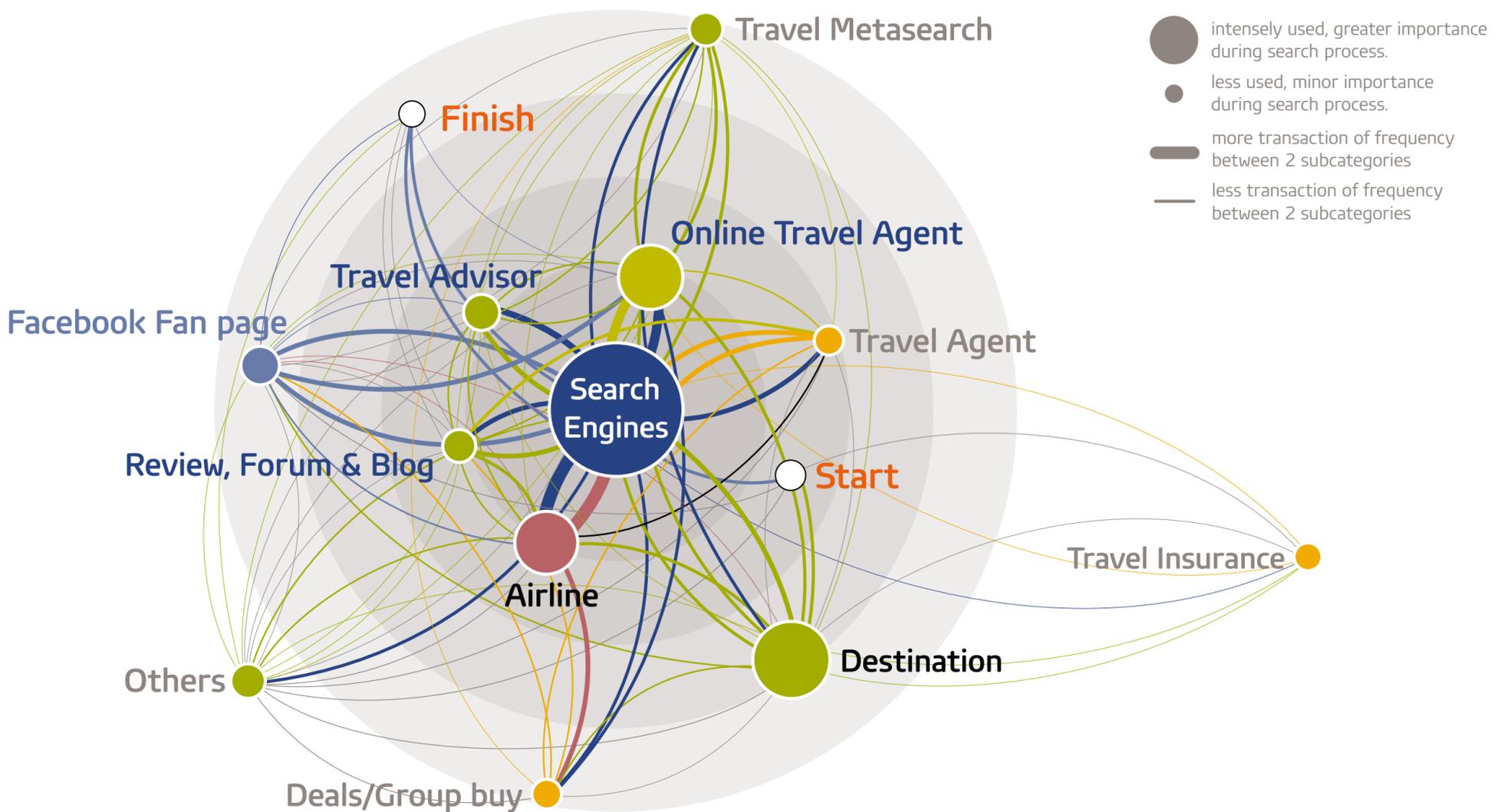
PURCHASE JOURNEY FOR FLIGHT TICKETS IN HONG KONG



Strong multi-device and omni-channel behavior during research process



Interactions and role of touchpoints by industry category



Consumers willing to spend nearly five hours buying a flight ticket

OFFLINE PURCHASERS



ONLINE PURCHASERS



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