FACTORS AFFECTING SURFSKATE BECOME A TRENDING SPORT IN THAILAND

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ABSTRACT

Surfskate has become a popular sport. It can be called a rapid trend in Thailand from late 2020 to early 2021, which raises the question of why extreme sports like surfskate can quickly reach people of all ages. This research is designed to provide insights into the needs of surfskate people.

The writer defines variables, including eWOM, WOM, social image, and intent to do, to gain insights into surfskater plus apply Maslow's hierarchy of needs theory for reference. This thematic paper was conducted qualitatively with in-depth interviews with four surfskaters who have come to play surfskate at different times. the analysis of the result shows that all four factors affect the process of becoming surfskater, either getting information from eWOM and WOM, trying surfskate, or even wanting to create a social image. This result shows that all of them are consistent with entering to try surfskate until becoming a surfskater.

KEY WORDS: Surfskate/ eWOM/ WOM/ Social Image/ Intent to do

22 pages

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CHAPTER I
INTRODUCTION

Extreme sports activities are also referred to as motion sports activities or alternative sports activities, wearing activities, or hobbies characterized by high speeds and high risk. The sports most typically grouped on this type are skateboarding, snowboarding, freestyle skiing, in-line roller-skating, road lugging, and BMX and mountain biking. According to the journal article by The Editors of Encyclopedia Britannica (2020) stated that in normally, extreme sports activities play outdoor conventional mainstream sports and are celebrated for his or her adrenaline-pumping thrills. Racing and acrobatic competitions for bikes and snowmobiles also are frequently categorized as "extreme," and the time period may be stretched to consist of such bold hobbies as mountaineering and skydiving. Surfskate is considered as one of the extreme sports as well.

"Surfskate" is one type of skateboards. It was born from a blend of traditional skateboarding and surf sports by developing and improving equipment for players to enhance their surfing skills which gives a feel like to surfing in the sea as much as possible. Due to the pandemic situation of the COVID-19 virus, people still desire for surfing. As a result, people turned their attention and wanted to try and also play surfskate more.

How is surfskate different from skateboard? Normally, skateboard mainly uses the force of the ground kick to move forward, but surfskate uses the twisting and centrifugal force of the hips to drive forward. So, it doesn't require as much plowing force as the skateboard.

The big playground

Extreme sports like a skateboard or even surfskate is a gathering of young people to plow through the city or by various locations that they can play. One thing that makes this sport different from other extreme sports is a matter of less restriction in

playing where they play. It could be a park, a parking lot, or an entire city. According to the description of Woolley & Johns (2001) stated that the whole city it's like a big playground for skaters. However, the people's perspective, there may be both positive and negative aspects for skaters. They may view it negatively if feeling disturbed or in the way of a group of skaters.

Physical Activities

Physical activities are like any activity, whatever. move the main body it's like having exercise. If looking back from the past, there is one example that has been successful. and became a phenomenon like Pokémon Go. Pokémon Go is game application on smartphone, and tablet. It combines AR's technology with physical activities, which is walking around the city to catch Pokémon, and do various missions through the game system (Influence of Pokémon Go on Physical Activity: Study and Implications, 2016). Activities that have physical moved. It tends to be easier to add to groups of interested parties because it's fun to play, getting exercise, but depending on accessibility of that activity as well. So surfskate is one of the physical activities as well.

Why is surfskate in Thailand become phenomenon?

About 10 years ago, surfskate in Thailand had its beginnings similar to California, USA. This is because groups of surfers often gather in sea towns and beaches like Krabi or Phuket. They have to find a solution during the monsoon season until unable to bring the surfboard to play in the sea. They started customizing by taking the longboard's truck to increase the width, and then increase the angle of the curve close to the surfing to practice instead. So, surfskate is an alternative to those groups.

The trend of surfskate in Thailand began to emerge about the middle of last year. We can start to see many people. Including famous people to buy surf skating to play together. Combined with the spread of COVID-19, familiar everyday activities have to be stopped such as walking in a shopping mall, exercise in the park, eating in the shop, travel places, and it also affects one sport that is hot. "Surfboard" to stop the chances of spreading the infection. In the last 3-4 years, surfboard is a sport that has become very popular among extreme sports person. Last year, the surfing business grew

a lot in the southern region, for example: Phuket, Krabi, etc. many students choose to take courses in surf school.

Due to the spread of COVID-19 is still in an unreliable situation. Traveling across the province to the sea for surfing is difficult. When everyone is bored of staying at home "Surf skate", also known as "surf land", has become a popular sport in the Thai sports market now because it can be played in various places.

According to the aforementioned seems to be the main factor that makes the surf skate boom, whether it's the situation of the epidemic of Covid-19 or ease of play in many places. However, that should be only part of the factor. Therefore, this study was born to find out what triggered the surfskate become phenomenon in Thailand, despite the surfskate being classified as an extreme sport which already has a group of people who like a specific kind of these sport, but nowadays it turns out that everyone of all ages, all gender can easily access this sport, and the phenomenon of surfskate boom in Thailand which led to surfskate's product become a rare commodity. The price of some boards can increase 2-4 times overnight. Therefore, I will come to the cause from the depths of the new skater. What is the reason for them to be encouraged to play the surfskate easily?

CHAPTER II
LITERATURE REVIEW

2.1 Definition of surfskate

Surfskate is a type of skateboard. The origin is similar to other types of boards that come from a surfboard, but it gives a similar feel to surfing more than other types of boards like a regular board or a longboard (HoeNalu, 2019). The main components of the surfskate consist of a wooden board (deck) and trucks, which part of the truck is different from other boards that can be rotated more degrees, and trucks weigh more. Likewise, the deck weighs more than a regular skateboard in order to stand and move the body to move forward without plowing. (Bangkok Post Public Company Limited, 2021).

2.2 eWOM

Electronic word of mouth or eWOM is defined as any positive or negative statements towards any products, companies, or person which are made publicly available on the internet (Ismagilova et al., 2017). eWOM can occur on any online platform such as online forums, online personal blogs, review websites, and social networking platforms (Goldsmith, 2006). According to Hu (2015) the eWOM has become very influential towards consumer's decisions, even more so than interpersonal influence. By sharing information via social media is considered eWOM. A large portion of social media users are sharing what they like on their own personal platforms, these social eWOM can reach unlimited range of audience.

Social media users are passively receiving eWOM continuously (Hu, 2015) A statistical data in Ismagilova et al (2017) shown that eWOM has becoming one of the main sources for consumers go-to for opinions. What people perceived can influence one's expectation, overrate eWOM would leads to high expectation and underrate eWOM will leads to low expectation. The credibility of any product will increase along

with positive reviews from actual users, especially from those that they are related or viewed as trustworthy (Nemchina, 2019).

For this study, context of eWOM can be defined as sharing of information on social media platforms, both positive and negative. Any information received from skater regarding the surfskate will be considered eWOM. This paper will study about the eWOM effect to intention to try and play surfskate or not, and it also study related about credibility, interesting of surfskate.

2.3 WOM

According to Harrigan et al. (2017), WOM is an important dimension in measuring the attractiveness of sports. In line with this, Hultman et al. (2015) mention that WOM is an effective way to promote something like products or services. In this regard, Banyte and Dovaliene (2014) and Hapsari, Clemes, and Dean (2017) propose WOM as an element of consumer loyalty. Thus, if the consumer wants to recommend the product or service to others, it means that they are loyal or fascinate to that thing. WOM will be influenced by several factors, including buying motivation, social interaction, and cultural activities. In addition, activities motivation may relate to some individual characteristics such as places.

In research from de Clerck (2021) stated that word-of-mouth is a natural phenomenon, so the WOM will have the power to attract people through conversation. Regardless of which channel is more other types of recognition because it has been exchanged experiences and attitudes from those who talk to them.

For this study, context of WOM can be defined as results, either positive or negative that helps to motivate intention to playing surfskate.

2.4 Social Image

Social image is how a person is perceived through others in society. Normally, people attempt to build more attractiveness for themselves by worrying about what others think about them. Some people care a lot about the social image that they've steady anxiety, which is neither healthy nor logical. However, a positive stage of

worrying about other people's opinions is natural and essential for reaching the favored social status (The Great Courses, 2020)

However, people can lie to create a higher social image rather than reality. People usually care about the social image that determines the extent of recognition in the society (The Great Courses, 2020). If someone is considered negatively and no one accepts them as a member of the group, their chances of belonging in that social will dropped. Thus, people care about what others might judge them.

In the end, anxiety about being viewed by society will become under pressure from society or social pressure (te Velde, V. L., 2019). In spite of all which can have happened because of us that cannot reach the social image as expected.

For this study, context social image refers to desire to be want, to be like everyone else, want to be seen as a different person, even want to be seen as a cool person by playing surfskate.

2.5 Maslow's hierarchy of needs

Maslow (1943, 1954) stated that people are stimulated to reach certain needs and that a few needs prioritize others. The simplest need is for body survival, and this can be the primary issue that motivates our behavior. Once that stage is fulfilled, the following stage up is what motivates us, and so on.

1. Physiological needs - these are necessities for human survival, e.g., air, food, drink, shelter, clothing, warmth, sex, sleep. If these needs aren't fulfilled, the human body cannot function optimally. Maslow considered physiological needs the most essential as all of the different needs come to be secondary until these needs are met.

2. Safety needs - once an individual's physiological needs are fulfilled, the needs for safety and protection come to be salient. People need to revel in order, predictability, and management of their lives. These needs may be fulfilled through the own circle of relatives and society—for example, emotional safety, economic safety (e.g., employment, social welfare)

3. Love and belongingness needs - after first and second stage needs had been fulfilled, the third stage of human needs is social and consists of feelings of

belongingness. Belongingness refers to a human emotional need for interpersonal relationships, affiliating, connectedness, and being a part of a group. Examples of belongingness need consist of friendship, intimacy, trust, acceptance, receiving and giving affection, and love.

4. Esteem needs are the fourth stage in Maslow's hierarchy and consist of self-worth, accomplishment, and appreciation. Maslow categorized esteem needs into categories. The first one is the esteem for oneself (dignity, achievement, mastery, independence), and the other is the preference for popularity or appreciation from others (e.g., status, prestige).

5. Self-actualization needs are the very best stage in Maslow's hierarchy, and talk to the realization of a person's potential, self-fulfillment, looking for private increase and height experiences. Maslow (1943) describes this stage as the preference to perform the whole thing that one can, to come to be the most that one maybe. For this study,

For this study, Although the content of Maslow's hierarchy of needs has been around for a long time, but in this study, it was necessary because I want to know in-depth for skater psychology, therefore, in this study, the 3rd and 4th stages of need, social and self-esteem, are used in the following sections to find motivation insights for surf skaters.

2.6 Intent to do

In this study, I focus on people's intention to play surfskate which is an extreme sport, and have a community of skater. Bönsch, A. & Kuhlen, T. W. (2020, October) stated that the motivation for people to come together to do something. It often comes from similar common points, such as duties, preferences, or other factors. For the surfskate common point. It may be lots of things such as preferences, places, fashion, or anything else that we don't yet know. On the other hand, the factors that drive people out of the group. It can come from many factors as well. Although there are common points, but to maintain social groups to be consistently. There are still many factors. which most often comes from internal factors of the individual. They can weigh the pros

and cons. (Bönsch, A. & Kuhlen, T. W.2020, October) If someone feels more disadvantage It is possible that he chose to leave the group of that society.

For this study, intent to do refers as interest in trying surfskate. In other words, interested in opening up their mind. Then try to join the social group, extreme sports.

CHAPTER III
RESEARCH METHODOLOGY

The objective of the study is to investigate the factor that affect to motivate people to become surfskaters which key related: eWOM, WOM, Social image, Maslow's hierarchy of needs have an influence on people perception which can lead to an intention to become one of the surfskater. Due to limited of time, there is only one method the writer chose to do data collection which is Qualitative methods.

The qualitative method, the writer conduct interviewed interviewees via phone call including make interviews in person. This method provides in-depth and unique information to study and analyze. The respondents are able to freely disclose their experiences, thoughts and feelings without constraint. The writer has conducted a phone call with 4 surfskaters who has come to play surfskate at different times, both before and during the surfskate boom in Thailand.

Interview's method was picked up. It is the most effective way to find the insights of the consumer or this study call surfskater. We can continue to ask more in-depth questions based on the answers of the interviewees. Then ask until the real insights of the interviewees are discovered. In addition, the interview can also observe the facial expressions of the interviewees. Indicates feelings about the question, but there are some people who are interviewed by phone call, the only noticeable point is the tone of voice.

Interviewee Selection Criteria

The writer decided to interview four surfskater that has enough experience in surfskate society by using phone call, and video call interview. The length of the interview is approximately 40 minute per interview. All of the interviewees have experience in surfskate about a half of year (The highest is playing for 8 months and the lowest is at 2 months.) The writer tried to get different idea perspective by choosing the interviewee that join the surfskate society in the different period of time which will be

able to find motivation in each moment. There may be some consistent motivation that drives them to come to the surfskater.

Selected Surfskaters

Surfskaters 1: Ms.D

Duration: 40 min

Personal Information: Ms.D is a 27 years old woman, live in Bangkok. She has her family business. She has been playing surfskate for about 3 months. Initially, she was willing to spend an hour and a half commuting to the skate court every day.

Surfskaters 2: Ms.N

Duration: 40 min

Personal Information: Ms.N is a 28 years old woman, live in Bangkok. She has her business with her family as well. She starts with buy cheap skateboard from Lazada in price 500 Bath, then she buys the new board price 7,000 Bath, even though she still can't play surfskate.

Surfskaters 3: Mr.S

Duration: 30 min

Personal Information: Mr.S is a man with 27 years old, live in Bangkok. He is an office worker. He said he was an introvert person, but he still comes into the surfskate society.

Surfskaters 4: Ms.K

Duration: 40 min

Personal Information: Ms.K is a 28 years old woman, live in Bangkok. She is an office worker for now. She said that she was going to study abroad in Australia that she looks at all the places to play the surfskate and other extreme sport, but she still doesn't know where to eat.

Research Question

The research question for this paper is "What is the real factors affecting surfskate become a trending sport in Thailand" The writer tends to make an open question in order to allow the interviewees to fully share their experiences.

Below is the question that the writer has asked the interviewee.

- What is the starting point for becoming a surfskater?

- When did you start playing?

- When you got to know the surfskate How long does it take to decide to come and play?

- How do you feel when you see other people play surfskate?

- Are you afraid of getting hurt?

- What other extreme sports experiences have you had?

- Why not choose other extreme sports?

- How do you feel when surfing the board?

- How do you feel different from other sports?

- What are your expectations for playing?

- Do you feel cool when you can do new moves?

- Are there any obstacles in playing?

- How is society in surfskate? and do you like it?

- Nowadays, you go to play because you go to play the board or go to the community. What is your first priority?

- What do you do while playing server? (Playing, resting, talking, eating…etc.)

- Do you have any photos taken on social media?

- How much super stars or influencers does it have on this trend?

CHAPTER IV
FINDINGS ANALYSIS

After interview and observation sessions, there are many interesting points that have to be categorized and discuss in order to find out the factors that significantly affect the surfskate's phenomenon in Thailand. The interview sessions were held on 18-21 June 2021via phone call, and video call.

The writer has analyzed data from the interview and has come up with 5 interesting factors that the interviewee was motivated to become the surfskater. The five factors are 1) Power of WOM/eWOM, 2) Social image, 3) Boosting self-esteem 4) Unexpected community, and 5) Thing in common.

Below is the analysis that gathering from the finding diving by external and internal factors that could affect to consumer behavior that is the key to surfskate get boom situation.

4.1 Power of WOM/eWOM

According to the four interviewees, all had different reasons for starting. Some people love extreme sports. Some people feel that the surfskate is different. Some people just want to find something to do in their free time. However, all four of them share one compelling decision-making point: WOM or referrals from an acquaintance. After becoming interested in surfskate, the four interviewees were invited by their friends. So, let's try to play! This sounds like a key that quickly opens the door to the world of the surfskate. Then, surfskate quickly became popular because it was talked about by word of mouth as the saying goes "word-of-mouth is a natural phenomenon word" (de Clerck, 2021)

According to Harrigan et al. (2017) stated that WOM is a good measure of the effectiveness of a particular interest or obsession. Compared to a surfskate, it's as if someone who has played it already likes it. As a result, they will feel fascinated and

ready to invite acquaintances to enjoy (Hultman et al. 2015). Even those who usually don't like sports still open their minds, indicating that word-of-mouth invites have great potential.

When people who are passionate about surfskate share information through their own online platform (Ismagilova et al., 2017). So, most of the information online is positive about surfskate which will affect the next factor, which is social image. Including the behavior of consumers in this era, everyone, before making a decision to buy or do something, always looks for information in many aspects before making a decision, like Mr.S, one of the interviewees said. He studied a lot of information about the surf skate, both advantages and disadvantages, how to play, various risks. including expenses. All of information come from both online and offline. He asks those who are more skilled than him, so the media, whether online or offline, but if it is in the opinion of real user, the skaters seem to be paying more attention.

4.2 Social image

"I don't want to look cool" Response from Mr.S, said one of the interviewees. After hearing that answer, the writer almost thought that this factor did not influence people to play surfskate, but the answer after asking the question about Why don't you play other types of skateboards? Instead, the answer was about the image. Yes, the interviewees didn't want to look cool, but there is concern about the image that others will look into. If going to play other types of boards may be viewed as someone who is more like a street boy. Although it's not really about other board players, but after asking this kind of question, all of the interviewees said the same way that surfskate has a better, more classy appearance, despite the fact that other boards are more expensive. This is because the type of people who play the board forge the image of that sport. People generally view skateboards as being a teenager in black shirt, smoking, and having tattoos. All four interviewed had the same opinion, so if you want to be cool, fashionable, a surfskate can get you there more easily than any other board in this time.

Social image is an important factor that stimulates the phenomenon of surfskate in Thailand. People want a difference, people want to be accepted in society (The Great Courses, 2020) surfskate has become a symbol of being accepted as a classy

street person. During the peak of surfskate in Thailand, people want to be part of the cool. It is accepted in society as a person following the trend. So, the incident surfskate prices have jumped many times, but from the information that Ms.D said famous brand surfskates can sell out quickly. Even second hand for sale, within five minutes it can be sold. This is a sign that people are less concerned with cause and effect. If they want to reach some goal especially emotional.

4.3 Boosting self-esteem

According to the data collection of the four interviewees What are the goals of server skating questions? What is it that keeps you on it for 4-5 hours? From the analysis of the answers of the four interviewees, it was found that extreme sports, it is to overcome yourself in each step as well as being a part of this sport because many sports You don't even need to beat your competitors.

For surfskate that may not have a fixed field. There are no definite rules except that the rules of each field are what it is. Turns out, the greatest fun of surfskate is challenging yourself again and again. Surfskaters must learn from the training of balance, practice moving beautifully, and practice various postures. After they were able to complete the practice, I asked, "What's next?" They all said in the same voice that they would continue practicing the new move, so that's why people fell in love with surfskate after they tried it. You will continue to be successful as long as you can find new moves to play. After being able to do a new move, you will immediately become admired by beginners or those who do not. It means you practice and overcome yourself. Ms.D said that when people come to praise or let her teach them, it often feels good. Including Ms.K, Mr.S and Ms.N, who said they were proud of themselves every time they were able to do new moves, and ready to show off to others through their own online platform like Instagram as well.

It seems like Maslow (1943,1954) stated that self-esteem needs are the fourth stage in Maslow's hierarchy and consist of self-worth, accomplishment, and appreciation. To be admired or praised surfskate, so it's one way to make you proud of yourself as well.

4.4 Unexpected community

According to Ms.D, one of the interviewees. This term became the first priority before surfing skate. As mentioned in the WOM section, word-of-mouth is very effective. If there is a matter of passion or emotion added to it. From the interview information, it can be seen that surfskate has become a very fast-growing community. Moreover, other board types also get benefited from the surfskate popular. As a result of making a community that can be called that number of skaters growing up rapidly in the past short time.

In the part that why Ms.D wants to be in community rather than playing on the surfskate because surfskate is an extreme sport that is not fun to play alone. Even though one board can be used by one person at a time, but the four interviewees said that if friends don't go, then they also didn't want to go as well. Some interviewees are willing to spend hours commuting to a familiar field instead of playing in a field near their home that's because they were more attached to the old community. The feeling of ownership of this field is more attractive. The sense of belonging affect to emotional need for interpersonal relationships, affiliating, connectedness, and being a part of a group (Maslow 1943,1954). So, that's why they still want to play as the same place.

4.5 Thing in common

For the last factor is the thing in common that skaters shared in-depth interviews with four interviewees. What makes surfskaters feel different from other sports, including common points that are common curiosity to try. Like if we look back like Pokémon Go. At that time, the key point that made this game has become a trend, it is famous Pokémon cartoon that teenagers or even the first jobber of that era, we all know that cartoon as well. Because of that, the common point of server skating is curiosity.

From all of the interviews, if it's an extreme sport, the only person who has been interested since the beginning is Ms.K while three others see extreme sports as a distant subject. They think that it must be physically strong, prone to injury, and also costs a lot, but on the other hand, when surfskate is known in Thailand. It makes people

who have never been interested in sports like Ms.N turned to grab the board and plow for the first time. Because it is like an alternative sport that removes many of the limitations that mentioned above, such as price, location or physical fitness. When surfskate are easily accessible, then it makes people who know surfskate have a desire to try it. Which is not everyone who wants to play sports or socialize. Mr.S said it's common thing to see people buying expensive boards, dressed in sexy clothes to take pictures on the field, just to want to feel fit-in with the skater community only. However, they will give more opportunities for newcomers to try surfskate.

As Bönsch, A. & Kuhlen, T. W. (2020, October) mentioned intention to do something as a group, it often comes from similar common points, such as duties, preferences, or other factors. Some of the interviewees felt that the surfskate society was more than expected in the positive way. It turns out that surfskate is a group of people who share the same point, which is surfskate, to become a society that is incredibly relationship.
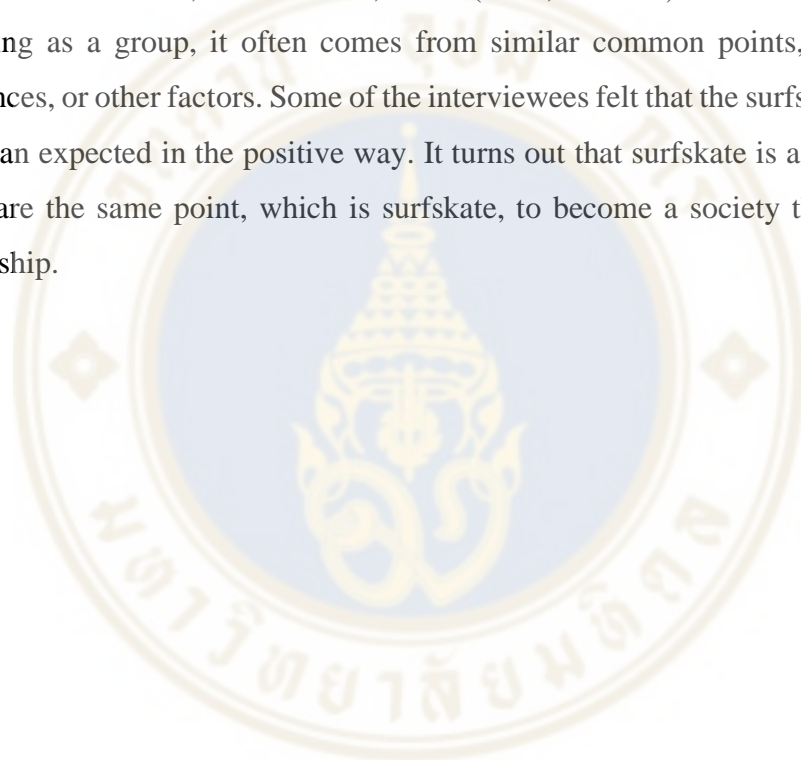
CHAPTER V
CONCLUSION

The study of this research paper is to understand factors that affecting surfskate become trending in Thailand. Why surfskate is so popular to become a shortage of surfskate product. The price has risen several times despite surfskate being an extreme sport. The writer has conducted a qualitative research using phone calls and video call interview techniques to understand the insight for each of the encouraging factors that the interviewees have mentioned. The writer has interviewed four surfskater who have experience at least two months, and they have become the surfskater each time. The interviewees are an office worker, and two of them have own business. Suppose there is no problem with the covid-19 pandemic. All of the interviewees continued to play surfskate almost every day.

The writer has analyzed data from the interview and has identified five exciting factors that the interviewee was motivated to become the surfskater. The five factors are 1) Power of WOM/eWOM, 2) Social image, 3) Boosting self-esteem, 4) Unexpected community and 5) Thing in common.

Power of WOM/eWOM

They are involved in the perception of information of people who do not know surfskate. Including the credibility of the data, both eWOM and WOM have a significant impact on becoming a surfskater because consumers get information from people they know or even online channels they will get an experience, opinion, comment of the actual user. As a result, word-of-mouth has excellent potential for surfskate to grow. It comes from people who play, are fascinated, tell others, and invite people to play, be interested, and then tell others. This loop comes again and again indefinitely, also known as a snowball.

Social image

Social image is the deep desire of consumers. It is the need to be something or get something, not just for yourself, but to feel part of society and society's accepted. In this study, it was seen that deep down, people who play surfskate not only play for exercise or playing extreme sports but also play like a symbol of difference from other activities, coolness, trendiness that is easily accessible. For example, from the information obtained from the interview, it can be seen that some people are willing to buy boards that prices are many times higher than usual. To get dressed and take pictures at the field. To create an image for social like I've been admitted to being trendy, cool, stuff like that, and the social image is pretty effective for discriminating against reasoning.

Boosting self-esteem

The strength that the writer finds the most interesting is that the purpose of playing surfskate each day. The thing that almost all surfskaters have in common is their daily challenge. They will set the goals of the play that they must achieve, and when it reaches the destination, they will continue to create new plans as if repeatedly. This achievement is why it makes the skaters proud every time and ready to show off on their social media.

Unexpected community

When the first fun is playing surfskate, but over time, the fun is being in the surfskate community. Almost everyone in the interviews found that the place to play surfskate today has become "comfort zone." It is necessary both the point of the place familiarity and the society of people who play together. Surfskaters tend to play together in groups rather than play alone. Everyone tends not to play, no matter how much they want to play. Suppose places and people are not familiar. It shows that surfskate can fill the gap of social needs as well.

Thing in common

Curiosity to try became the thing in common before becoming surfskater. After the sample group knew about the surfskate, interest to try extreme sports that they had never played before, moreover, it is an extreme sport that is easy to access, doesn't look very dangerous, make people of all ages feel like "I want to come and try to plow surfskate once". So, all of the samples started from wanting to try whether to do it until becoming a surfskater today.

Limitation in the scope of study

After conducting the study, the writer has found two main limitations. First, the limitation of the geographic scope of participants. The people who attended an interview only live in Bangkok. So, the data collected from them may not be truly random and can be understood as a sample bias because the data was constrained to only a group of people. Second, data collection methods are one of the study's limitations. It may have to do a quantitative method along with an interview to distribute the sample because surfskates are played all over Thailand. Therefore, to see the overall picture at least the subject of demographic data, surveys should be useful. An unequal number of interviewees make the in-depth data ineffective because the writer conducted the interviews with four people with similar things, such as age job. The number of interviewees should be more diverse in each personal information that the writer aims to study and avoid biased information.

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