

---

**| RESEARCH ARTICLE**

## **A Case Study on Factors Affecting the Perception of Customers in Purchasing Air Fryer Products: Basis for a Proposed Enhanced Marketing Promotion Program**

**Terrence Arvin S. Auyong<sup>1</sup>✉ | Shawn Caesar M. De Jesus<sup>2</sup> | Donnel Douglas G. Maralit<sup>3</sup> | Aaron Joshua T. Obeles<sup>4</sup> | Francis Lawrence B. De Jesus, PhD.<sup>5</sup>**

<sup>1234</sup>*College of Commerce and Business Administration; University of Santo Tomas, Manila Philippines*

<sup>5</sup>*College Secretary; College of Commerce and Business Administration; University of Santo Tomas, Manila Philippines*

**Corresponding Author:** Terrence Arvin S. Auyong, **E-mail:** [terrencearvin.auyong.comm@ust.edu.ph](mailto:terrencearvin.auyong.comm@ust.edu.ph)

---

### **| ABSTRACT**

In the Philippine Culture, Filipinos love to eat and cook food, so they will eat up to 5 times per day. In addition, Filipinos love to eat fried foods, and a majority of their breakfast tables entirely consist of fried foods or, at the very least, mixed with other Filipino delicacies. With the latest developments in cooking technology in the present era, the Air Fryer was introduced into the market as a machine that reduces time and helps with cooking efficiency. The problem revolves around the Air Fryer, specifically how aware the Air Fryer Product customers are and what factors affect customer perception in terms of buying Air Fryer. The study is focused on variables such as Customer Value-Centered Perception, Experiential Marketing, Product Features, and Influencers. The study utilizes Qualitative Research in the form of a Case Study. The instruments used in this study were open-ended question surveys. The study utilized the Purposive Sampling Technique of 10 individuals that purchased Air Fryers. The result of the study was analyzed using the Thematic Analysis method. The findings of the study with the utilization of the Thematic Analysis method were sub-themes that arose from the Open-Ended Questionnaire, such as Health Benefits Awareness, Convenience of Time, Product Demonstration/Testing, Marketing Promotional Events, User-Friendly Product Features, Optimized Product Features, Integrity of an Influencer, and Influencer's Degree of Legitimacy & Specialization. The output of the study is a Proposed Enhanced Marketing Promotional Program that will help the Air Fryer manufacturing companies and the customers identify the benefits and knowledge of purchasing an Air Fryer.

### **| KEYWORDS**

Air Fryer, Customer Value-Centered Perception, Experiential Marketing, Product Features, Qualitative Research, Case Study, Open-Ended Question Surveys, Purposive Sampling Technique, Thematic Analysis method, Proposed Enhanced Marketing Promotional Program.

**| ARTICLE DOI:** [10.32996/jbms.2022.4.2.30](https://doi.org/10.32996/jbms.2022.4.2.30)

---

### **1. Introduction**

Filipinos love to eat food Vasquez (2021); whether Filipinos admit it or not, the fact is that Filipinos love to eat a lot of foods, to the point where they eat up to 5 times per day. Filipinos also love to eat fried food; a majority of Filipino breakfast tables are either filled with or mixed with fried foods like bacon, hotdogs, and many more types of meat, which is why the popularity of the Air Fryer made a lot of sense, but before that, let us explain the concept behind an Air Fryer. Air Fryers are similar to a convection oven; according to (Murzaini et al., 2020), Air Fryers or Air Frying are new baking techniques that involve rapid air circulation. This process heats up the air and helps maintain a uniform temperature. Due to this process, cooking with an Air Fryer reduces the amount of time and process and makes cooking time more efficient. Although not a particularly new product, as the product has been around since 2010, these were older models that required a long time before cooling down.

Additionally, according to Moya (2021) from the POST, Air Fryers not only have the capability to Air Fry, but the machine itself is an all-in-one product, as the product has the capability to bake, as aforementioned, roast, steam, broil, deep-fry, not only does an

**Copyright:** © 2022 the Author(s). This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC-BY) 4.0 license (<https://creativecommons.org/licenses/by/4.0/>). Published by Al-Kindi Centre for Research and Development, London, United Kingdom.

Air Fryer have a multitude of uses, but it allows for eating food products that are similar to fried foods but are much healthier as it does not need a lot of oil, even at all, to cook your food. As a side note, this effect can further be boosted through plant-based oils like avocado or olive oils. Lastly, according to Vasquez (2021) & Moya (2021), in the Philippine Market, the cost of an Air Fryer will be anywhere from ₱2,000 - ₱3,000 and up to ₱18,000 - ₱32,000 and above; additionally, the price, assortment of accessories, quality of outcome, and accessibility will vary from brand to brand.

Moving along, with this in mind, the researchers were astounded by the trend of Air Fryer and the number of things that it could accomplish; however, upon further investigation, there were not a lot of Marketing-related journals covering this outstanding product. In addition, there were not a lot of studies covering the factors for why and how consumers are thinking about their purchase intent in regards to an Air Fryer procurement, so the researchers took this opportunity to create a framework for Marketing promotional purposes with the utilization of Air Fryers as the subject.

This research study aims to be an Enhanced Marketing Promotional Program, with Air Fryers being the subject. To determine how the factors that affect the perception of consumers when purchasing a product, in this instance, Air Fryers, can affect their consumer purchasing decisions, in this instance, the subjects will be respondents in the Metro Manila area. By gathering and understanding the results, the researchers can extract relevant results from solidified criteria based on existing literature. The Thematic Analysis method will allow the researchers to create accurate Marketing Strategies, more innovative approaches, and a deeper understanding of consumer purchasing factors & consumer purchasing decision-making. Additionally, this study may be able to help the customers in terms of educating them about the benefits of the products, helping a Marketing team of a company in terms of developing an effective Marketing Plan, and in terms of Promotions related to the product and the Market, and helping a Business with the results of this research study in expanding their segments.

### **1.2 Rationale**

According to El-Ansary (2006), their research paper aims to present marketing strategy concepts and frameworks that help marketers differentiate and help marketers form and implement marketing-based processes. This research paper utilized marketing journals from January 1990 to April 2006 through a conceptual-based review. They also presented selected references of marketing strategy topics that had key issues and their views & experiences based on studies & journals. Their relevant findings to marketing were that marketing-based strategy models should focus on segmenting, targeting, differentiating, and positioning their strategies to deliver value to their customers, which results in marketing teams being able to satisfy customers and gain their loyalty and achieve their goals and objectives. Additionally, in their paper, practitioners (i.e., Marketers) who utilize frameworks & propositions can allow them to set up the guidelines that will help them, or their team formulate strategies accurate and efficiently while being able to help in an academic sense, academic researchers will be able to determine and examine different concepts, explore the relationships between these concepts, or determine how or why these concepts and strategies are validated.

To define the term "Case Study," the researchers found a research paper by Gerring (2004) that defines the Case Study Method as an intensive examination and study of a single unit with the goal of helping generalize a more extensive set of units. The Case Study Method utilizes covariation, or a correlation of two or more variables, as evidence that will be utilized in non-Case Study-based Research. So, to utilize the Case Study Method correctly, a researcher must understand that this method is a way of understanding a particular form of defining cases, not to utilize this method to analyze cases or to utilize this method to model causal relationships. In this paper, they contrast non-Case Study-based Research & proper Case Study Method utilization with the use of strengths and weaknesses as comparative attributes. In their conclusion, the Case Study Method from their methodology is very complementary to examining single & cross units research designs.

A research study by Braun and Clarke (2012) defines Thematic Analysis as a qualitative data analysis method that is reasonably accessible, very flexible, and becoming an increasingly popular method. By understanding the know-how, the how-to, and how to avoid doing it poorly in Thematic Analysis, they state that it will allow a researcher to have the foundation in knowing what is needed to engage in the different approaches to the Qualitative Data Analyses.

The rationale for the basis of the Literature Review and the Extraction of the literature review variables are based on existing works of literature that state that these are the factors affecting the customer perception in terms of buying technology and buying products related to technology.

### **1.3 Research Impediments**

One of the main research impediments that the researchers are facing is the lack of scientific research and literature that is about the Air Fryer product and its benefits and applications of the Air Fryer product. Additionally, there is a lack of scientific research and literature that cover the consumer purchasing behavior of consumers in terms of procuring an Air Fryer.

Another main research impediment is that this research study is mostly concentrated on the product's marketing promotion, specifically Food Technology and Air Fryers.

Additional research impediments include the question of how may this research study be able to help the customers in terms of educating them about the benefits of the products, how may this research be able to help a Marketing team of a company, and how will the researchers be able to develop an effective Marketing Plan in terms of Promotions related to the product and the Market, and how may this research study be able to help a Business with the results of this research study in expanding their segments?

Lastly, another research impediment is the lack of direct communication with respondents due to the restrictions faced by the researchers as the Pandemic, at this time, is still occurring; this has limited the researchers in conducting different types of data collection.

## **2. Literature Review**

### **2.1 What is this newfangled thing called "Air Frying"?**

According to Abd Rahman et al. (2016), the quality of food that an Air-Fried food can be described as being light in color & having a harder texture. Sweet potatoes, as a subject and was compared to deep fat-fried sweet potatoes, showed results of having the previously stated characteristics as well as having a lower content of fat; with those qualities in mind, it can be assumed that the quality of food produced by Air Frying can be considered as a healthier and having a different taste to deep fat-fried. Additionally, this finding may be utilized as an alternate way of preparing fried foods as snacks in the food industry.

A research study by Ferreira et al. (2017) found that Cholesterol products, specifically if eaten to a large degree, are known to many people as having potential hazards to human health. An example, fish, when deep-fried from COPs (cholesterol oxidation products) and PUFAs (Polyunsaturated fatty acids), can lead to diseases related to the heart. Air Frying, in this instance, offers an alternative way to cook food without the usage of oil, a way to lessen COPs and PUFAs in dishes, and its benefits can be boosted even further through the addition of fresh herbs, which are natural antioxidants that help Air Fryer-produced foods to be healthier. Heart diseases, COPs, and PUFAs are things that people would want to keep far away from. This literature can help the researchers help convince people of the benefits obtained from producing Air Fried foods and having more healthy meals that contribute to human health.

(Zaghi et al., 2019) also agree with the previous statement, as studies show that products that have been heated in oil for long periods while under high temperatures could contain polar compounds harmful to the human body. If done too frequently, it could lead to the development of cancer. Air Frying can be an alternative to deep frying as it is capable of reaching similar characteristics to deep-fried products while reducing oil content and compounds. However, further research is needed as it has not been extensively tested and should require a greater focus on the properties of Air Fried foods and how they will affect human health.

In addition, (Feng et al., 2020) hypothesized that preparing a commonly consumed fried meal that was prepared by Air Frying, which does not use a high amount of cooking oil, would result in lower post-meal triglyceride concentrations or postprandial triglyceride (ppTG), which is a contributor to the risk of coronary heart diseases. In their experiment, in which they gave mixed meal tests at random to their respondents, which were prepared by deep-frying and air frying, to which results show that Air Frying did lead to a reduction in the total fat content of the meals, which equals to a lower ppTG response compared to deep-frying. Additionally, they concluded that the use of Air Frying in common meals lowers ppTG responses. This may represent Air Frying as a means of dietary management of ppTG. However, there is still a need to evaluate the short- and long-term effectiveness of replacing conventional frying methods in helping spread awareness of how low-fat frying can help reduce ppTG responses.

### **2.2 Customer Valued-Centered Perception**

According to Mahajan (2020), Customer value has a multitude of meanings, and it could mean the price of something or it could mean the value or benefit of something that the user has bought. There are many definitions of customer value, but to clearly define it, this research paper states that Customer value is the perceived worth of a product or service to the consumer versus other alternative products or services. To put it simply, Customer Value is dependent on whether or not the consumer deems their purchases to be beneficial over what they have paid for. Customers do not only pay in monetary terms but other factors such as the time spent in purchasing/using the product or services, effort & energy consumed, and how convenient was their experience with the product or service. These factors can vary depending on the type of product/service being purchased, but what is important is that understanding what is valuable to a customer can benefit customer satisfaction & customer experience, and vice versa, and thus, help create a perception of value.

A research paper by Wiedmann et al. (2007) shares this same sentiment; in their research paper about Measuring Consumers' Luxury Value Perception, they speak on understanding what is the value perception in terms of purchasing Luxury Products in which consumers involve themselves in not only purchasing higher-priced products but also indulging one's ego and through the purchase of luxury goods help represent the value of the item to the individual and those around them. Due to the personal & interpersonal perspective, the value and perception of a luxury product of the same brands will vary from person to person, which equates to consumers' behaviors in relation to luxury brands (i.e., hedonistic and perfectionist motivations). This research created a model dubbed the "Luxury Value Model" that aims to understand all of the relevant value that comes from the consumer's luxury perception. These values include Price, Usability, Quality, Uniqueness, Self-Identity, Hedonic, Materialistic, Conspicuousness, and Prestige. Their results, with their model, will allow marketers to be able to employ a similar model to theirs in an international setting, identify potential cross-cultural segments & help create relevant and appropriate marketing strategies. Additionally, with this research study, a marketer can respond to customer needs & wants, position themselves effectively and accurately, and understand the value of the luxury products to the consumers' perception, which is crucial in a very competitive global marketplace.

In terms of a practical application, this research paper by Gao et al. (2005), from their research study that utilized organizational buyers' perceived value, states that the results showed the perception of relational benefits & costs had a definite effect on their perceived value, they go on to state that these are still relevant even when their purchases were episodic or infrequent.

Another study by Hwang & Griffiths (2017) was about how the perception of value & attitude can affect Millennial consumers; in their study, they utilized 2 scenarios-based studies to conduct their approach and what they discovered was that value perception (utilitarian, hedonic, and symbolic) had different effects of the Millennial consumers in terms of value, attitude, and empathy towards consumption services. They also stated that this is essential for researchers and marketers to understand as for the researchers, their subject group in a trending or an emerging market for consumer services and for the marketers to understand the tactics & effective approaches to this important consumer group.

According to a study by Nowlis et al. (1996), new product features are commonly incorporated into different companies and achieve a competitive advantage. The study found that when a brand has new feature offers, consumers incorporate the brand as more valued, which boosts the brand's choice of share. The results also imply that adding a new feature reduces buyers' price sensitivity for low-quality brands but not for high-quality brands and that multiattribute diminishing sensitivity is a more effective moderator of the unique feature effect than performance uncertainty.

### **2.3 Experiential Marketing**

A research article by Schmitt (1999) states that Experiential marketers view their consumers as actual rational & emotional human beings. These decision-makers are more concerned with their experiences rather than functional features & benefits. Additionally, the main goal of experiential marketing is to create holistic and individual experiences for consumers.

Another research article about Experiential Marketing by Srinivasan & Srivastava (2010) states that the experiential approach is the next step after providing consumers with commodities, goods, and services. Experiential marketing helps create memorable experiences; this type of marketing allows consumers to remember these experiences and want to share these experiences with their friends & family, which allows businesses & markets to generate sales with the usage of Word of Mouth & Consumer Loyalty. Involvement of Consumers is required for Experiential Marketing to function, as this type of marketing is beyond just addressing the stated needs of the consumers. It takes into consideration not only socio-cultural needs but also the image of the consumer, the individual goals of the consumer, emotions of the consumer, and integrated values & desires of the consumer.

According to Amin et al. (2018), consumers might base their decision on their lifestyle and knowledge, design appearance, variation of functions, choices of brand, and price ranges. In conclusion, six (6) main factors help consumers choose their preferred kitchen electrical appliances. They choose based on the Education field, Product appearance, Brand, Price, Knowledge, and consumer product experience. Knowing this, there are also other perceptions regarding product appearance between Industrial design students ranging from ages 18 to 21 and consumers who are 30 to 50 years old. For the industrial design students, when they select their kitchen electrical appliances, they vary more in design appearance, including the details, product advantages, technology applications, and styling. The price and the brand of the product are their most minor concerns. Moving on to the consumers who are 30 to 50 years old, in this group, age consumers tend to go for product designs and other factors such as price, brand, and function. However, it can be said that the design of kitchen appliances can affect consumers' perception of the following: (1) symbolism, (2) life benchmark, (3) product features quality, and (4) self-representative.

Understanding the effects of experiential marketing on customers' perception & business outcomes is a research study conducted by Urdea & Constantin (2021); the researchers in this study discussed the effects of experiential marketing on the perception of consumers & business outcomes. They aim to determine a better understanding of experiential marketing, the challenges &

benefits of experiential marketing & to understand what are the reactions of consumers to marketing touchpoints. As their research instrument, they did an exploratory survey of 31 marketing experts worldwide. Their results were that by understanding the key drivers of experiential marketing, a marketer would be able to determine the correct communication strategies and offer additional insights into experiential marketing. Additionally, a theoretical framework of this study was utilized in order to determine the steps needed for an experiential marketing strategy process was proposed, but further information was not found.

#### **2.4 Product Features**

According to a study by Nowlis et al. (1996), new product features are commonly incorporated into different companies and achieve a competitive advantage. The study found that when a brand has new feature offers, consumers incorporate the brand as more valued, which boosts the brand's choice of share. The results also imply that adding a new feature reduces buyers' price sensitivity for low-quality brands but not for high-quality brands and that multiattribute diminishing sensitivity is a more effective moderator of the unique feature effect than performance uncertainty.

In another study by Coskun et al. (2018), the major benefits of owning a household appliance with smart features were found to be convenience, having peace of mind, optimization, personalizing the home, and impressing others. This indicates that owning an appliance with innovative features affects consumers' purchasing decisions. In addition, Air Fryers are known to have different features that consumers could benefit from. The first is convenience. Air fryers are incredibly simple to use and maintain NewAir.com (2019). With this feature, consumers are likely to be having peace of mind. Optimization and personalizing the home are relevant for Air Fryers as these are incredibly useful kitchen appliances and are compact to fit in every corner of someone's kitchen. Lastly, as Air Fryers do not require a lot of oil and fats, eating healthy is a way of impressing others as this can benefit your physical, mental, and social well-being in powerful ways.

A research study by Zhang et al. (2020) discusses the factors influencing people's willingness to pay a higher price for energy-efficient appliances. Energy-saving appliances are generally more expensive than regular household appliances; as a result, their wider adoption is hampered. However, the findings of this study reveal that consumers' attitudes toward buying energy-efficient appliances have a favorable impact on their willingness to pay a higher price. With the findings of this research, consumers are more likely to purchase Air Fryers even with an expensive price tag. Consumers' purchase attitudes are substantially influenced by their perceptions of quality, price, emotional, and environmental factors. Furthermore, the perceived effectiveness of energy efficiency labeling institutional systems and personal standards greatly influences consumers' purchasing attitudes.

Lastly, a study that is about consumers' perception of the design of kitchen appliances by Amin et al. (2018) states that consumers between the ages of 18 and 21 are more interested in design appearance, which includes detail appearance, product advantages, technology features, and styling, than with brands or pricing. However, consumers aged 30 to 50 are more likely to buy a kitchen electrical appliance depending on the brand, price, design appearance, and features. Both age groups are fond of technology or features of the brand.

#### **2.5 Influencers**

According to a study by Jin et al. (2019), consumers exposed to Instagram celebrity brand posts are more trusting of the source, have a more favorable attitude toward the endorsed brand, perceive the source as having a more substantial social presence, and are more envious of the source than consumers exposed to traditional celebrity brand posts, according to the findings. According to structural equation modeling and bootstrap confidence intervals, social presence appears to mitigate the causal effects of celebrity type on trustworthiness, brand attitude, and envy. According to several regression analyses, the appearance-related actual-ideal self-discrepancy has a moderating influence.

A study by Bakker (2018) stated that social media has evolved into a powerful tool for businesses looking to establish their brands. Influencer marketing has shown to be an efficient method of communicating with stakeholders on social media. In this case, businesses hire social media influencers to leverage their enormous fan following to promote their products and services on behalf of their company. While influencer marketing is related to word-of-mouth marketing as a promotional strategy, academic debate on the subject lacks a theoretical underpinning. This article seeks to bridge this chasm by proposing a framework for operationalizing the new discipline in practice. The conception presents a way for brand owners to select the most appropriate influencers for their brands and guides influencers toward optimal fan engagement. Finally, a consumer perspective is introduced to underscore the importance of influencer marketing in the consumer purchase decision-making process.

According to a study by Hudders et al. (2021), Influencer marketing appears to be a cost-effective and effective marketing tactic, as it is frequently not regarded as advertising by consumers and ensures a broad reach to highly engaged audiences. Numerous organizations leverage social media influencers to market their products and services to their target customers. However, influencer

marketing has primarily been implemented by trial and error, with little understanding of how social media influencers should be properly exploited as a separate instrument in the marketing mix. Academic study on influencer marketing has accelerated in recent years, providing a deeper understanding of how influencer marketing affects buyers.

According to a study by Johan et al. (2018), Influencer marketing originated from more traditional forms of marketing such as print advertisements, celebrity endorsements, and internet marketing. An influencer is defined as someone who has amassed a large following on a social media platform such as Instagram, and businesses are increasingly utilizing these individuals as a marketing tool to reach out to their target demographic effectively. As a result of this increase in popularity and usage, the authors explored how promotional messages affect millennial attitudes, as they are a large and powerful demographic online. This is to better grasp the factors that should be considered before beginning a collaboration between a business and an influencer. A new marketing law was implemented to educate consumers about social media content deemed to be a paid relationship, which has altered how people view influencer marketing. The overall findings of this study reveal that influencer marketing affects millennials' attitudes for various reasons, including the alignment of promotions offered by an influencer, the degree of legitimacy and trustworthiness of the messaging, and an influencer's style shift.

## **2.6 Other Related Studies on Fryer Products**

### **2.6.1 Cost to benefits analyses in production and food-related industries**

A research study by Htwe et al. (2021) states that energy is vital in every stage of the crop production process, therefore ensuring that efficient usage equals tremendous environmental benefits over time. Their research study aims to assess the EUE (energy use efficiency) and the cost-benefit analysis of four different rice cultivation methods in Central Myanmar. The four methods are as follows, (T1) the system of rice intensification, (T2) the modified SRI (System of Rice Intensification) method as well as two conventional rice cultivation methods that are practiced by the farmers in that region, (T3) transplanting method, and (T4) direct seeding method. Their study found that alternative rice cultivation methods required less total energy inputs than conventional methods, as evident by T2 having a better EUE than T3 & T4. Additionally, the cost-benefits analysis showed the same result. It was found that T2 required fewer inputs to produce rice, and the researchers concluded that this method seems promising for rice cultivation strategy in Central Myanmar and its adjoining regions.

Following the cost to benefit analysis on food, food waste is responsible for a significant portion of the waste generation in international airports Lam et al., (2018). Their study aimed to develop an LC-CBA (Life-Cycle Cost-Benefit Analysis) framework to help guide the decision-making in sustainable food waste management. They used an analytical tool to assess the Hong Kong International Airport's environmental and economic performance of different food waste management options, to be demonstrated with six good waste handling scenarios consisting of different combinations of treatment technologies. The results show that incineration was the most sustainable option and led to more economic savings for Hong Kong International Airport, which makes the LC-CBA developed by this study applicable when a company wants to make sustainable food waste management worldwide scale.

According to Dagnachew et al. (2020), in Sub-Saharan Africa, nearly 900 million people rely on traditional biomass for cooking; this, of course, has negative impacts on human health and biodiversity, and climate. In their study, they use two modeling frameworks (IMAGE & SDG) to help promote cleaner cooking solutions and provide universal and modern cooking energy that by 2030 should be imposed. Their study wants to add knowledge to understanding what kind of impact individual policy options have on clean cooking solutions, human health, biodiversity, and climate. The study results show that because there is a lack of coordinated actions, policies being enabled, and scaled-up finance, people in Sub-Saharan Africa could be lessened from 900 to 660 - 820 million people only using biomass as their cooking fuel. Additionally, by reaching the SDG target, the people of Sub-Saharan Africa could have social, environmental, and economic benefits, as well as lower total fuel expenditures.

### **2.6.2 Air Frying's perceived convenience to consumers**

According to research conducted by Fang, Huang, & Sung (2021), they wanted to determine if it was possible to reduce the oil content of Fried fish skins while maintaining their fried taste and texture through the use of optimized frying methods. The different optimized frying methods were Air Frying, vacuum frying, electrostatic frying, and traditional deep-fat frying. The results showed that Air Frying, out of the four frying methods, used the least amounts of oil while obtaining the best puff texture. Additionally, Air Frying showed that it was far more effective at significantly reducing oil content while having the best texture and appearance, and the researchers concluded that it has the most promise for the application for industry.

According to Rahman et al. (2016), the researchers want to employ a response surface methodology to obtain the optimum process conditions for frying sweet potatoes through hot-air frying. They tested the sweet potatoes using different frying temperatures and different times. The results were compared to deep-fried potatoes and showed that the Air Fried potatoes had lighter color

and texture and had very low-fat content. Thus, they concluded that frying sweet potatoes through hot Air Frying can be a much healthier alternative to preparing fried foods for consumption.

A research study by Deghannya & Ngadi (2021) stated that because consumers are becoming more aware of healthy food products that have low-fat content and the reduction of oil uptake, different frying processes are a necessity. Their paper found that these different frying methods, such as deep-frying, vacuum frying, hot-air frying, non-fat frying, and microwave frying, all of which should be used with post-frying treatments and process modeling of frying, have a significant impact on the amount of oil uptake by minimizing it while maintaining the familiar texture and flavor of deep-fried products. In addition, the aforementioned frying methods that are accompanied by post-frying treatments and process modeling are essential to producing high-quality fried food products.

### ***2.6.3 How do Air Fryers enhance taste, flavor, and texture?***

The influence of how deep-frying and hot air frying affect the qualities of Giant salamander meatballs was studied by Jin et al. (2021). After the researchers fried the giant salamander meatballs, they compared the meatballs prepared by two different cooking methods. The results showed that hot air-fried giant salamander meatballs were more complex and elastic than deep-fat frying. However, the fat content produced by hot air-fried was relatively lower than deep-fried meatballs. Additionally, there wasn't a difference in terms of how cohesive or how chewy the meatballs were despite being cooked differently, and the volatile flavor compounds (aldehydes, ketones, olefins, etc.) were very distinguishable before and after frying, and with different frying methods. The researchers noted that these conclusions might offer future development and quality control for precooked giant meatballs.

Just like traditional frying, there are multiple ways to influence the outcome of Air Frying. According to Yu et al. (2020), these methods include but are not limited to changing the temperature and the time to cook the food. The methods mentioned affect the texture, the flavor, and how the lipidomic properties are formed. Surimi, or a paste made from grinded-up fish or other meat, was used as a subject in the literature. The results showed that with different cooking temperatures and cooking times, the surimi's properties (flavor, texture, oil content) changed.

The effects of using deep-fat frying and hot-air frying on doughnuts were studied by Ghaitaranpour et al. (2018). The researchers used the impact of different temperatures and the two different frying methods to determine the doughnut's crust formation and crust features. The results showed that through deep-fat frying at high temperature, there was more crust formation on the doughnut than when the doughnuts were fried using hot-air frying at low temperatures had less crust formation. Additionally, decreasing the frying temperature for both methods increased the crust roughness, and during their experimentation, it was found that doughnut crust formation during deep-fat frying was more dependent on temperature than hot-air fried doughnuts. The researchers concluded that their research adds a better understanding of doughnut crust formation through deep-fat and hot-air frying.

### ***2.6.4 How do they (Air Frying VS Traditional Frying) stack up against each other?***

The quality of food that the two cooking methods produce is different in a lot of aspects, which is very much evident. Despite this, there is still a need to fill in the specifics of those aspects. Cao et al., (2020). To use as a subject, in the cited literature, they used the quality of chicken nuggets produced. Air Frying wins in that aspect for oil requirements as deep-frying requires oil even to come close to producing similar attributes. For texture, deep-fried foods are better as although air-fried foods are less oily, this results in lower crispness. Lastly, the overall qualities (color, odor, juiciness, and acceptance) of deep-fried foods are the winner. Although air-fried foods are much healthier, it does not stack up to the overall attributes department. This is significant to the paper as it allows for the researchers and the readers to have similar baselines when comparing the two cooking methods.

In continuation of the previous statement, temperature, time used in cooking, and what types of oils are some of the factors utilized to help compare the two cooking methods. The first two factors, temperature and time used in cooking, were used in a previously stated literature by Yu et al. (2020). In that same literature, the temperature and time used in cooking were used to determine if they affected the quality and attributes of surimi. The results showed that this was the case as depending on the temperature and the amount of time that the surimi was cooked affected the texture and moisture. Additionally, according to the literature, there were also new flavor compounds (aldehydes, ketones, etc.) due to the aforementioned conditions present. When the researchers in the literature put this to the test, the conclusion that they got was that air-fried surimi had more appeal to it while maintaining a healthier snack as it had low oil content.

In terms of the environmental aspect, a research study conducted by Carvalho et al. (2017) when using an Air Fryer and a conventional stovetop using the IPC 2013 GWP 100y method (for environmental concerns) found that Air Frying emitted less carbon dioxide emissions due to it being an electrical appliance. The subjects used for the experiment were homemade potato

chips, and the oil used was refined soybean oil. This is a noteworthy piece of research as if a person or a group of people or a businessman wanted to be environmentally responsible. They may be able to convince other people that the usage of Air Frying is environmentally friendly rather than using traditional frying methods.

**2.7 Theoretical Framework**

The study is anchored on the existing Theory of Reasoned Action (TRA) and the Engel Kollat Blackwell (EKB) Model of Consumer Behavior. The theory of reasoned action of Fishbein & Ajzen (1967) states that consumers act on their behavior if the outcome is desirable or in their best interest. This part is very critical in the decision-making process of every consumer regarding any product. Associating the product to positive/beneficial results will help increase purchase probability.

Another theory that supports this study is the EKB model (1973), which is also related to the above-mentioned theory. Once consumers can absorb this data and information, they use this to decide on a purchase by comparing it from their past experiences and their expected result from the purchase, making it a purchase based on rational insight.

The relevance of the above-mentioned theories to this study is that the researchers can use this information to present the product to help the consumers understand the benefits of Air Frying.

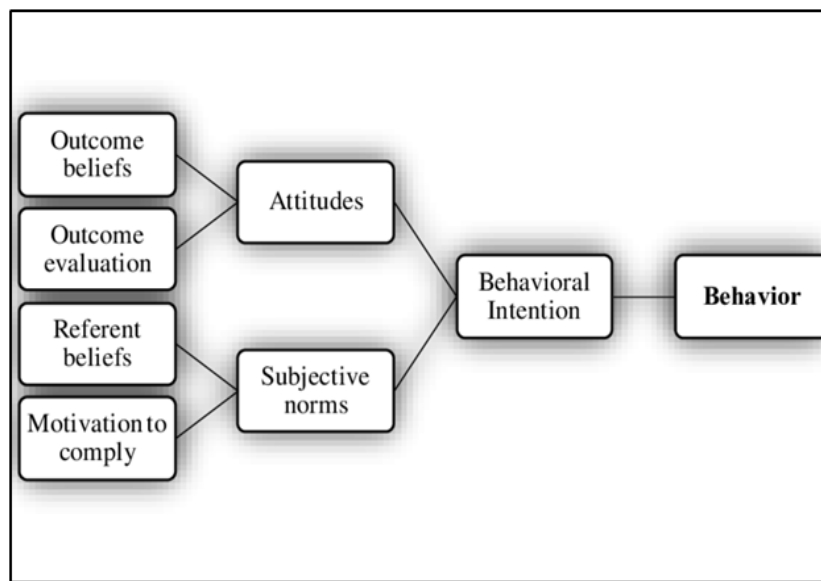


Figure A: Theory of Reasoned Action (TRA) Model

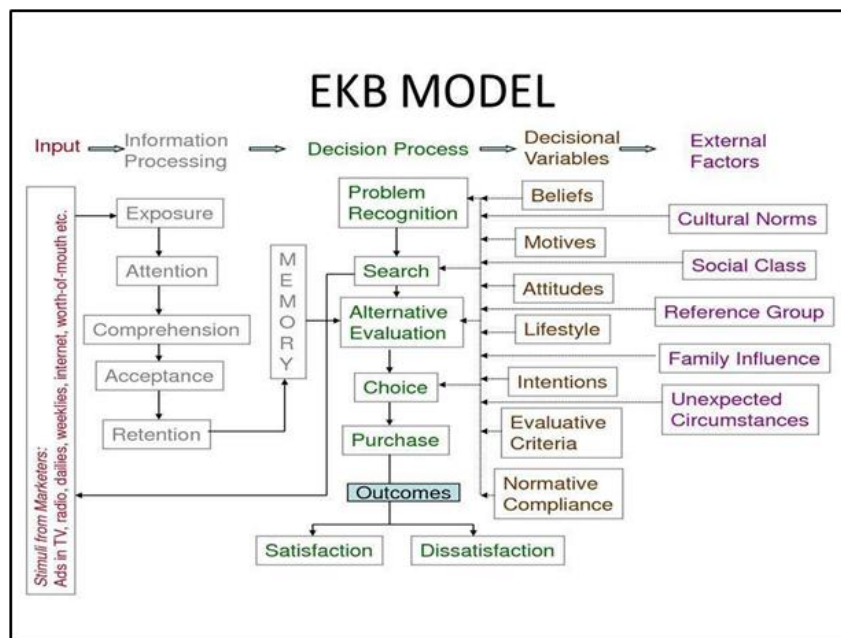


Figure B: Engel-Blackwell-Kollat (EKB) Model



### **2.8 Conceptual Framework**

Figure C shows the overall relationship of the factors that will affect the perception of the consumers, which are the following: As shown in the Diagram, the factors that will affect the perception of the consumers based on the extracted literature will have an effect on the purchasing intention of customers. Customer Value-Centered Perception, Experiential Marketing, Product Features, and Influencer variables will affect the procurement of Air Fryer products. The result of the study proposed to enhance the promotional marketing program.

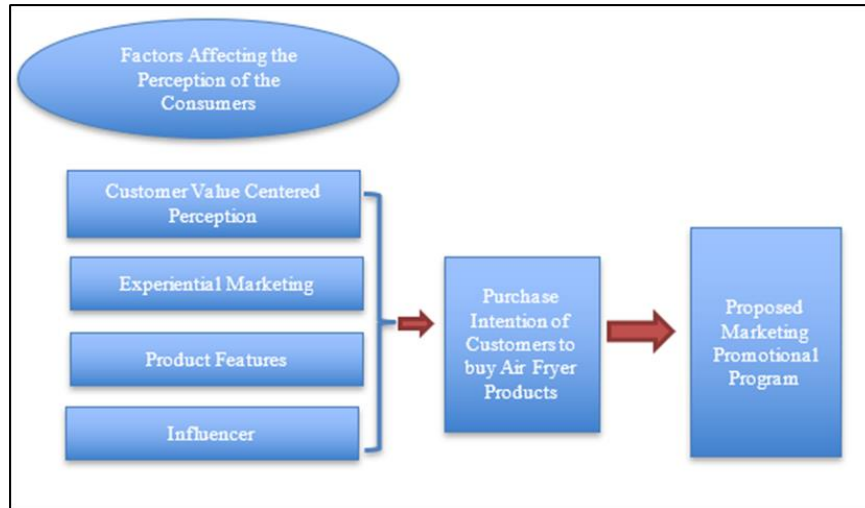


Figure C: Conceptual Framework

### **2.9 Research Questions**

This research study aims to be an Enhanced Marketing Promotional Program, with Air Fryers being the subject. To determine how the factors that affect the perception of consumers when purchasing a product, in this instance, Air Fryers, can affect their consumer purchasing decisions, in this instance, the subjects will be respondents in the Metro Manila area.

The research aims to answer the following research questions;

1. How could Customer Valued-Centered Perception affect the perception of a consumer to buy an air fryer?
2. How does Experiential Marketing affect the perception of a consumer to buy an air fryer?
3. How could the Product Features affect the perception of a consumer to buy an air fryer?
4. How would Influencers affect the perception of a consumer to buy an air fryer?
5. What Marketing Promotional Plan could be recommended for Air fryer Products?

This study will benefit people involved or interested in Air Frying, such as household cooks and businessmen who are interested in Air Frying, future researchers who would like to research Air Frying, and businessmen who are interested in Air Frying and would like to establish their ground through the usage of this Marketing Promotional Framework.

## **3. Methodology**

### **3.1 Research Design**

Qualitative Methods were used in the research to analyze and collect data. This research used the Case Study Method to gain insights and provide background data to explain socio-psychological processes. This type of research involves comprehensive and extensive examinations of a particular group or situation over a period of time. It provides information on where to draw conclusions.

Thematic Analysis was used to analyze the themes based on the answers of the respondents to an open-ended question format. This method provides an improved understanding of the factors affecting consumers' perception of Air Fryer.

### **3.2 Subjects and Study Site**

#### **3.2.1 Respondents /Population**

The selection of respondents will be drawn from people in the Metro Manila area who are using an Air Fryer and are familiar with Air Frying. Since protocols are to be followed because of the pandemic, the survey questionnaires will be conducted online through

online survey platforms. To ensure the participants' safety, the study site will be located in the comfort of their own homes. Respondents' privacy must be protected just as it was during the on-site survey. Only individuals who agree to participate in the study will be considered research participants. Potential participants will only be entertained if they are a resident of Metro Manila.

### 3.2.2 The Sampling of the Population

The study used the Purposive Sampling Technique with the following criteria:

Respondents (# of Respondents)	Months in Using Air Fryer	Location	Industry
(5) Restaurant Owners/Managers	6 months – 1 year	Metro Manila	Fast-Food
(5) Household	6 months – 1 year	Metro Manila	Member of the household that mostly utilizes Air Fryer

### 3.2.3 Research Instruments

The data gathering instrument used in this research was in the form of survey open-ended questionnaires. The target audience is living in Metro Manila, which consists of a large population. The survey questionnaire was administered using the online survey method through Google Forms. The first part of the survey will determine the basic information of the respondents. This will be followed by asking the respondents details that help prove the validity of the research questions. The study conducted had a total of 10 respondents.

It consisted of age, gender, location, optional income range, occupation, and the factors that affect consumers' perception, which are Customer Valued-Centered Perception, Experiential Marketing, Product Features, and Influencers.

### 3.2.4 Data Gathering Procedure

The researchers began by preparing the instruments used to collect the data. Google Forms will be used to collect data from the target respondents. Because of the distance between data collectors and respondents and the strict regulations and restrictions on physical interactions, the researchers primarily collected data through an online survey. Google Forms made by the researchers will be distributed through online platforms such as email and Facebook messenger. Furthermore, it is strongly advised to conduct the surveys online because it reduces the expense of transportation, printing, and data gathering. Also, the data can be reached by a more significant number of respondents. It saved both the researchers and the respondents time and resources. The researchers will be using the Purposive Sampling technique defined.

### 3.2.5 Ethical Considerations

1. Researchers are expected to follow the universities and local guidelines about the quarantine protocol in deploying the questionnaires.
2. Data gathered by the researchers are only to be used for research purposes.
3. Researchers must follow the Republic Act 10173 or the Data Privacy Act of 2012.
4. Researchers must present credible information about their research and institution before conducting surveys with people.
5. The identity and answers of every participant in this research must be protected by the hands of the researchers.
6. Participants must feel comfortable in answering the survey questions and do not feel threatened or forced by the researchers.
7. Researchers must professionally deploy their survey questionnaires.
8. Deploying this research must be done with the university's consent.
9. Researchers are expected to work as a group and promote collaboration.

10. References that are used in this research must be cited to give credentials to the authors.

**3.2.6 Data Validity and Reliability**

A psychometrician and a marketing instructor validated the researcher's questionnaires to check the questionnaire's substance and comprehensive approach upon execution.

The respondents' answers to open-ended questions will be analyzed using Thematic Analysis to understand the connections of the variables/themes in the research problems.

**3.2.7 Data Analysis**

The researchers used a qualitative methodology to use in this research to analyze & collect data and to be able to focus on thematic data to explain or establish an objective measurement. With this method, the researchers are able to get an improved understanding of the factors and benefits of air frying as perceived by the respondents on the established Purposive sampling.

Of 10 respondents, five (5) Restaurant Owners/Managers in fast-food restaurants and five (5) household members involved in food preparation and familiar with air fryer products. Because of the pandemic, all survey procedures will be conducted strictly online. These survey procedures will be, and potential participants will only be entertained if they are residents of Metro Manila and if the respondents have agreed to participate in the survey.

As aforementioned, the data gathering instrument that will be used for this research is a questionnaire, specifically an online survey through Google Forms. The first part of the survey will be about basic information about the respondents, followed by questions that help validate the research questions and the hypotheses.

Lastly, again, Google Forms will be used to collect and analyze the collected data. These online surveys will be distributed via social media platforms like Facebook Messenger. The stratified sampling method will be used to help the aforementioned sub-grouping of the respondents.

**4. Results and Discussion**

**4.1 Presentation and Analysis of Data**

**4.1.1 Results**

**1. How could Customer Valued-Centered Perception affect the perception of a consumer to buy the air fryer?**

*Table 1: Thematic Presentation of the Factors Influencing the Customer Perception in Purchasing Air-Fryer Customer Value-Centered Perception*

<b>Sub Themes</b>	<b>Responses/answers</b>	<b>Key Informant (KI-RO/M /KI-HC)</b>
<b>1. Health Benefits as a factor affecting the Customer Value-Centered Perception towards purchasing an air fryer</b>	<b>Oil-Less cooking results in a good and healthy fried food</b>	<b>KI-HC # 1</b>
	<b>Using an air fryer is a space saver.</b>	<b>KI-HC # 2</b>
	<b>Heathy process of cooking</b>	<b>KI-HC # 3</b>

	<b>Health benefits</b>	<b>KI-HC # 4</b>
	<b>Brand</b>	<b>KI-HC # 5</b>
	<b>Oil efficient, luxurious, convenient, and mobility</b> <b>Food outcome is nice, especially for health-conscious</b>	<b>KI-RO/M # 1</b>
	<b>Very easy to use</b>	<b>KI-RO/M # 2</b>
	<b>Very compact and space-saving</b>	<b>KI-RO/M # 3</b>
	<b>Healthier benefits</b>	<b>KI-RO/M # 4</b>
	<b>Makes cooking/frying quick and easy, and healthier without using any oil.</b>	<b>KI-RO/M # 5</b>
<b>2. Convenience of Time as a factor affecting the Customer Value-Centered Perception towards purchasing air-fryer</b>	<b>Convenience of time</b>	<b>KI-HC # 1</b>
	<b>Using an air fryer is healthier.</b>	<b>KI-HC # 2</b>
	<b>Easy to use and healthy process of cooking</b>	<b>KI-HC # 3</b>

	<b><i>The Use of less consumption of oil</i></b>	<b><i>KI-HC # 4</i></b>
	<b><i>Health</i></b>	<b><i>KI-HC # 5</i></b>
	<b><i>Time-efficient, safe, easy to clean, and diet</i></b>	<b><i>KI-RO/M # 1</i></b>
	<b><i>The convenience of frying / reheating foods</i></b>	<b><i>KI-RO/M # 2</i></b>
	<b><i>Time-saving and less greasy</i></b>	<b><i>KI-RO/M # 3</i></b>
	<b><i>Refuse the usage of oil or any kind of fat in your food</i></b>	<b><i>KI-RO/M # 4</i></b>
	<b><i>For healthier cooking (no need to use oil). Fast and easy to use.</i></b>	<b><i>KI-RO/M # 5</i></b>

Tables 1 Results based on the thematic analysis defined Health Benefits and Convenience of Time as a factor affecting the Customer's Value-Centered Perception towards purchasing an air fryer. Thus, it supports the study conducted by Mahajan (2020), wherein the result shows that Customer Value is dependent on whether or not the consumer deems their purchases to be beneficial over what they have paid for. Customers do not only pay in monetary terms, but other factors such as the time spent in purchasing/using the product or services, effort & energy spent, and how convenient was their experience with the product or service; these factors can vary depending on the type of product/service being purchased, but what is important is that understanding the what is valuable to a customer can benefit customer satisfaction & customer experience, and vice versa, and thus, help create a perception of value.

A research paper by Wiedmann et al. (2007) shares this same sentiment. In their research paper about Measuring Consumers' Luxury Value Perception, they speak on understanding what is the value perception in terms of purchasing Luxury Products, in which consumers involve themselves in not only purchasing higher-priced products but also indulging one's ego and through the purchase of luxury goods help represent the value of the item to the individual and those around them.

## 2. How does Experiential Marketing affect the perception of a consumer to buy an air fryer?

Table 2: Thematic Presentation of the Factors Influencing the Customer Perception in Purchasing Air-Fryer Experiential Marketing

<b>Sub Themes</b>	<b>Responses / Answers</b>	<b>Key Informant (KI-RO/M /KI-HC)</b>
<b>Product Demonstration/Testing as a factor of Experiential Marketing affecting the perception of a customer towards purchasing an air fryer</b>	<b>It will greatly affect me</b>	<b>KI-HC # 1</b>
	<b>Testing and demonstrations in malls are satisfying to watch. It can convince me, especially if it is shown effectively.</b>	<b>KI-HC # 2</b>
	<b>Just show the good benefits of the machine</b>	<b>KI-HC # 3</b>
	<b>When they show me perfectly cooked food</b>	<b>KI-HC # 4</b>
	<b>How it was marketed or being sold</b>	<b>KI-HC # 5</b>
	<b>It guarantees us that the product is safe and useful.</b>	<b>KI-RO/M # 1</b>
	<b>If it demonstrated its effectiveness and overall benefits</b>	<b>KI-RO/M # 2</b>
	<b>If the demonstrator manages to make me stay while demonstrating the product</b>	<b>KI-RO/M # 3</b>
	<b>It really helps and boosts the product more if it is demonstrated right in front of you how it functions and what are its pros and cons.</b>	<b>KI-RO/M # 4</b>
	<b>Product demonstration is an effective way to explain the product's features and benefits. Thus, an important basis for buying a product.</b>	<b>KI-RO/M # 5</b>

<b>Marketing Promotional Events as a factor of Experiential Marketing affecting the perception of a customer towards purchasing an air fryer</b>	<b>Well, it will affect me, but I don't know if it will push me enough to buy an air fryer.</b>	<b>KI-HC # 1</b>
	<b>Mall events have a lot of gimmicks, and they can attract a lot of customers.</b>	<b>KI-HC # 2</b>
	<b>The look, price, and good benefits presented in the market event</b>	<b>KI-HC # 3</b>
	<b>When food is delicious</b>	<b>KI-HC # 4</b>
	<b>For some who don't know how to use it, it is a factor for the customer to want to buy in the form of a marketing gimmick or event.</b>	<b>KI-HC # 5</b>
	<b>Gives us the option of which brand is better</b>	<b>KI-RO/M # 1</b>
	<b>If they give me perfectly cooked foods with the use of an air fryer</b>	<b>KI-RO/M # 2</b>
	<b>The difference between each air fryer brand and its effectiveness in cooking or frying foods</b>	<b>KI-RO/M # 3</b>
	<b>By trying it out.</b>	<b>KI-RO/M # 4</b>
	<b>Same with product demonstration, marketing events are an effective way to showcase your product.</b>	<b>KI-RO/M # 5</b>

Table 2 Results based on the thematic analysis defined that Product Demonstration/Testing and Marketing Events factors of Experiential Marketing affect the perception of a customer towards purchasing an air fryer; thus, it supports the study of Schmitt (1999), who states that Experiential marketers are about viewing their consumers as to actual rational & emotional human beings. These decision-makers are more concerned with their experiences rather than functional features & benefits. Additionally, the main goal of experiential marketing is to create holistic and individual experiences for consumers.

Also another research article about Experiential Marketing by Srinivasan & Srivastava (2010) states that the experiential approach is the next step after providing consumers with commodities, goods, and services. Experiential marketing helps create memorable experiences. This type of marketing allows consumers to remember these experiences and want to share these experiences with their friends & family, which will enable businesses & markets to generate sales with the usage of Word of Mouth & Consumer Loyalty. Involvement of Consumers is required for Experiential Marketing to function, as this type of marketing is beyond just addressing the stated needs of the consumers. It takes into consideration not only socio-cultural needs but also the image of the consumer, the individual goals of the consumer, emotions of the consumer, and integrated values & desires of the consumer.

According to Amin et al. (2018), consumers might base their decision on their lifestyle and knowledge, design appearance, variation of functions, choices of brand, and price ranges. In conclusion, six (6) main factors help consumers choose their preferred kitchen electrical appliances. They choose based on the Education field, Product appearance, Brand, Price, Knowledge, and consumer product experience. Knowing this, there are also other perceptions regarding product appearance between Industrial design students ranging from ages 18 to 21 and consumers who are 30 to 50 years old. For the industrial design students, when they select their kitchen electrical appliances, they vary more in design appearance, including the details, product advantages, technology applications, and styling. The price and the brand of the product are their most minor concerns. Moving on to the consumers who are 30 to 50 years old, in this group, age consumers tend to go for product designs and other factors such as price, brand, and function. However, it can be said that the design of kitchen appliances can affect consumers' perception of the following: (1) symbolism, (2) life benchmark, (3) product features quality, and (4) self- representative.

Understanding the effects of experiential marketing on customers' perception & business outcomes is a research study conducted by Urdea, A. M., & Constantin, C. P. (2021), in which the researchers in this study discussed the effects of experiential marketing on the perception of consumers & business outcomes are. They aim to determine a better understanding of experiential marketing, the challenges & benefits of experiential marketing & to understand what are the reactions of consumers to marketing touchpoints. As their research instrument, they did an exploratory survey of 31 marketing experts worldwide. Their results were that by understanding the key drivers of experiential marketing and through that, a marketer would be able to determine the correct communication strategies and the ability to offer additional insights into experiential marketing. Additionally, a theoretical framework of this study was utilized in order to determine the steps needed for an experiential marketing strategy process was proposed, but further information was not found.

**3. How could the Product Features affect the perception of a consumer to buy an air fryer?**

*Table 3: Thematic Presentation of the Factors Influencing the perception of a consumer when purchasing an Air Fryer in terms of Product Features*

<b>Sub Themes</b>	<b>Responses / Answers</b>	<b>Key Informant (KI-RO/M /KI-HC)</b>
<i>User-Friendly Feature as a factor of Product Features affecting the perception of a customer towards purchasing an air fryer</i>	<i>Well, as long as it gives me convenience</i>	<i>KI-HC # 1</i>
	<i>It can affect me if it is not confusing to use.</i>	<i>KI-HC # 2</i>
	<i>Cause it easy to use</i>	<i>KI-HC # 3</i>
	<i>If it's easy to use</i>	<i>KI-HC # 4</i>
	<i>How it's easy to operate and the variants on cooked meals</i>	<i>KI-HC # 5</i>



**A Case Study on Factors Affecting the Perception of Customers in Purchasing Air Fryer Products: Basis for a Proposed Enhanced Marketing Promotion Program**

	<i>Ofc, this will be a concrete basis since almost all products in the market are the same. Most of them only vary in specification and attributes.</i>	<i>KI-RO/M # 1</i>
	<i>If it is user-friendly</i>	<i>KI-RO/M # 2</i>
	<i>If it allows me to work productively in terms of preparing orders from my customers</i>	<i>KI-RO/M # 3</i>
	<i>As a customer, one must really have knowledge of what the product is capable of and how it functions. This is to really be convinced to purchase such a product.</i>	<i>KI-RO/M # 4</i>
	<i>Yes, it's much better when you buy an air fryer that can do a lot of things (Fry, Bake, Defrost, etc.)</i>	<i>KI-RO/M # 5</i>
<i>Product Optimization Feature as a factor of Product Features affecting the perception of a customer towards purchasing air fryers</i>	<i>Pre-settings of different food</i>	<i>KI-HC # 1</i>
	<i>Air fryers are accessible and easy to use. For me, that makes it unique for cooking equipment.</i>	<i>KI-HC # 2</i>
	<i>No oil is needed, and you can cook anything here</i>	<i>KI-HC # 3</i>
	<i>Should be see-through</i>	<i>KI-HC # 4</i>
	<i>Different variations of heat, cook, or different functionality</i>	<i>KI-HC # 5</i>
	<i>Its heating element runs the air fryer to cook the food</i>	<i>KI-RO/M # 1</i>
	<i>Reheating foods with an air fryer makes the food taste newly cooked</i>	<i>KI-RO/M # 2</i>

	<i>Faster and less hassle in preparing foods</i>	<i>KI-RO/M # 3</i>
	<i>Fast and efficient</i>	<i>KI-RO/M # 4</i>
	<i>The one that can bake goods</i>	<i>KI-RO/M # 5</i>

Table 3 Results based on the thematic analysis defined that User-Friendly Features and Product Optimization Features are factors of Product Features that affect the perception of a customer towards purchasing an air fryer; thus, it supports this study by Nowlis et al. (1996), which states that new product features are commonly incorporated to different companies and achieve a competitive advantage. The study found that when a brand has new feature offers, consumers incorporate the brand as more valued, which boosts the brand's choice of share. The results also imply that adding a new feature reduces buyers' price sensitivity for low-quality brands but not for high-quality brands. That multi-attribute diminishing sensitivity is a more effective moderator of the unique feature effect than performance uncertainty.

Another study by Coskun et al. (2018) also supports this claim, wherein the major benefits of owning a household appliance with smart features were found to be convenience, having peace of mind, optimization, personalizing the home, and impressing others. This indicates that owning an appliance with innovative features affects consumers' purchasing decisions. In addition, Air Fryers are known to have different features that consumers could benefit from. The first is convenience. Air fryers are incredibly simple to use and maintain NewAir.com (2019). With this feature, consumers are likely to be having peace of mind. Optimization and personalizing the home are relevant for Air Fryers as these are incredibly useful kitchen appliances and are compact to fit in every corner of someone's kitchen. Lastly, as Air Fryers do not require a lot of oil and fats, eating healthy is a way of impressing others as this can benefit your physical, mental, and social well-being in powerful ways.

Lastly, a study that is about consumers' perception of the design of kitchen appliances by Amin et al. (2018) also states that consumers between the ages of 18 and 21 are more interested in design appearance, which includes detail appearance, product advantages, technology features, and styling, than with brands or pricing. However, consumers aged 30 to 50 are more likely to buy a kitchen electrical appliance depending on the brand, price, design appearance, and features. Both age groups are fond of technology or features of the brand.

**4. How would Influencers affect the perception of a consumer to buy an air fryer?**

Table 4: Thematic Presentation of the Factors Influencing the Customer Perception in Purchasing Air-Fryer in terms of Influencers

<b>Sub Themes</b>	<b>Responses/Answers</b>	<b>Key Informant (KI-RO/M /KI-HC)</b>
<i>The integrity of An Influencer as a factor of Influencer affecting the perception of a customer towards purchasing an air fryer</i>	<i>Not so much</i>	<i>KI-HC # 1</i>
	<i>It depends on the influencer because there are some influencers who we're not saying they're real review of a certain product.</i>	<i>KI-HC # 2</i>
	<i>Just show some good food that they cooked on the air fryer</i>	<i>KI-HC # 3</i>
	<i>When the market it really nicely</i>	<i>KI-HC # 4</i>
	<i>The trust of influencers is can be a factor</i>	<i>KI-HC # 5</i>

	<i>Some influencers give an honest reviews of products. This helps us to decide which brand is better and fits our needs.</i>	<i>KI-RO/M # 1</i>
	<i>When I see, famous chefs/celebrity chefs use air fryers as their cooking tools.</i>	<i>KI-RO/M # 2</i>
	<i>As long as the influencer is an expert in these criteria</i>	<i>KI-RO/M # 3</i>
	<i>By giving honest reviews and feedback on the product.</i>	<i>KI-RO/M # 4</i>
	<i>Yes, I always look for product reviews online before buying a product. This will help me to fully understand the features and if it is worth buying.</i>	<i>KI-RO/M # 5</i>
<i>Influencer's Degree of Legitimacy &amp; Specialization as a factor of Influencer affecting the perception of a customer towards purchasing an air fryer</i>	<i>Nope. It will just help me decide what brand I should buy</i>	<i>KI-HC # 1</i>
	<i>If they are saying their real experience of using the product.</i>	<i>KI-HC # 2</i>
	<i>Yes, as long as the Influencer is an expert in the field/product being endorsed.</i>	<i>KI-HC # 3</i>
	<i>Yes, If the Influencer has suitable knowledge in their respective field and experience in using the product.</i>	<i>KI-HC # 4</i>
	<i>Yes, as long as the influencer is a valid source of information and knowledge in his/her specialized field related to the product.</i>	<i>KI-HC # 5</i>
	<i>Yes, we can have different insights from them.</i>	<i>KI-RO/M # 1</i>
	<i>Yes, especially I copy other techniques and recipes from different celebrity chefs.</i>	<i>KI-RO/M # 2</i>
	<i>It depends if the influencers are famous in the cooking industry</i>	<i>KI-RO/M # 3</i>
	<i>No</i>	<i>KI-RO/M # 4</i>
	<i>Not really. It will always be based on the product.</i>	<i>KI-RO/M # 5</i>

Table 4 Results based on the thematic analysis defined the Integrity of An Influencer & Influencer's Degree of Legitimacy & Specialization as factors to Influencer affecting the perception of a customer towards purchasing an air fryer; thus it supports the study by Bakker (2018) wherein it is stated that social media has evolved into a powerful tool for businesses looking to establish their brands. Influencer marketing has shown to be an efficient method of communicating with stakeholders on social media. In this case, businesses hire social media influencers to leverage their enormous fan following to promote their products and services on behalf of their company. While influencer marketing is related to word-of-mouth marketing as a promotional strategy, academic debate on the subject lacks a theoretical underpinning. This article seeks to bridge this chasm by proposing a framework for operationalizing the new discipline in practice. The conception presents a way for brand owners to select the most appropriate influencers for their brands and guides influencers toward optimal fan engagement. Finally, a consumer perspective is introduced to underscore the importance of influencer marketing in the consumer purchase decision-making process.

Another study supported is a study by Hudders et al. (2021), wherein Influencer marketing appears to be a cost-effective and effective marketing tactic, as it is frequently not regarded as advertising by consumers and ensures a broad reach to highly engaged audiences. Numerous organizations leverage social media influencers to market their products and services to their target customers. However, influencer marketing has primarily been implemented by trial and error, with little understanding of how social media influencers should be properly exploited as a separate instrument in the marketing mix. Academic study on influencer marketing has accelerated in recent years, providing a deeper understanding of how influencer marketing affects buyers.

**5. What Marketing Promotional Programs could be recommended for Air Fryer Products based on the result of the study?**

Table 5: Proposed Marketing Promotional Program for Air Fryer Products

<b>Factors</b>	<b>Programs for Marketing Promotion</b>	<b>Person/Office Responsible</b>	<b>Time Frame</b>	<b>Promotional Benefits</b>
1. Health Benefits Awareness as a Customer Value-Centered Perception	1. Emphasize the Product Information, which includes reduction of oil use in terms of using Air fryer through Packaging should have the necessary information or Product Testing/Demonstration	Top Management  Marketing Department  Research and Product Development Department	Depends on the Annual Strategic Planning Outcome	Increasing awareness of the products in terms of health benefits, thus it will increase potential customers and product knowledge
2. The convenience of Time as Customer Value-Centered Perception	2. Emphasize the Product Information, which includes the convenience of time in terms of using an Air fryer through Packaging that includes necessary information or Product Testing/Demonstration	Quality Assurance Department		Increasing awareness of the products in terms of Convenience of Time benefits, thus it will increase potential customer and product knowledge.
3. Product Demonstration/Testing as a factor of Experiential Marketing	3. Product Demonstration in Malls will increase customers' awareness and experience in using the product.	Top Management  Marketing Department  Mall Product Promoter	Quarterly (at least twice a month)	Increasing awareness of products through product testing/demonstration will help increase customer experience; thus, it will help in increasing the sales or potential customers.

**A Case Study on Factors Affecting the Perception of Customers in Purchasing Air Fryer Products: Basis for a Proposed Enhanced Marketing Promotion Program**

<p>4. Marketing Promotional Events as a factor of Experiential Marketing.</p>	<p>4. Marketing Promotional Events will increase customer awareness and knowledge of the product in terms of live Marketing Events in the malls, specifically during Shopping Day Sales.</p>		<p>Depending on the Mall Marketing Advisory of Shopping Day Sale</p>	<p>Increasing awareness through Live Marketing Events/Promotions will help increase customer knowledge and live experience; thus, it will help in increasing the sales or potential customers.</p>
<p>5. User-Friendly Product Features</p>	<p>5. Emphasize the Product Information, which includes User-Friendly Features in terms of using an Air fryer through Packaging that includes necessary information and Product Testing or Product Testing/Demonstration</p>	<p>Top Management  Marketing Department  Research and Product Development Department  Quality Assurance Department</p>	<p>Depends on the Annual Strategic Planning Outcome</p>	<p>Increasing awareness through an emphasis on User-Friendly Product Features in terms of Product Packaging and Product Testing/ Demonstration will help increase customer knowledge and life experience; thus, it will help in increasing the sales or potential customers.</p>

<p>6. Optimized Product Features</p>	<p>6. Emphasize the Product Information, which includes Optimized Product Features in terms of using Air fryer through Packaging that includes necessary information and Product Testing or Product Testing/Demonstration</p>			<p>Increasing awareness through an emphasis on Optimize Product Features in terms of Product Packaging and Product Testing/ Demonstration will help increase customer knowledge and life experience; thus, it will help in increasing the sales or potential customers.</p>
<p>7. Integrity of An Influencer</p>	<p>7. Emphasize the Product Information, which includes the Integrity of a selected Influencer through online platforms that will help increase product awareness and customer interaction online.</p>	<p>Top Management  Marketing Department  Entertainment Marketing Service Specialist</p>	<p>Depends on the Criteria of the Company and the Entertainment Marketing Service Specialist</p>	<p>Increasing awareness and trust with the help of an Influencer with Integrity, thus customer confidence, and online experience will increase the same when sales or potential customers.</p>
<p>8. Influencer's Degree of Legitimacy &amp; Specialization</p>	<p>8. Emphasize the Product Information, which includes Legitimacy and Specialization of a selected Influencer through online platforms that will help increase product awareness and customer interaction online.</p>		<p>It depends on the Criteria of the Company and the Entertainment Marketing Service Specialist.</p>	<p>Increase awareness and trust with the help of an Influencer with a degree of legitimacy and specialization. Thus, customer confidence and online experience will increase the same with the sales or potential customers.</p>

Table 5 shows specific Marketing Promotional Program or Action plan in increasing the promotion of the Air fryer in terms of the areas such as Health Benefits Awareness as a Customer Value-Centered Perception wherein emphasize the Product Information which includes reduction of oil use in terms of using Air fryer through Packaging should have the necessary information or Product Testing/Demonstration. The convenience of Time as Customer Value-Centered Perception emphasizes the Product Information, which includes the convenience of using an Air fryer through Packaging that includes necessary information or Product Testing/Demonstration. Product Demonstration/Testing is a factor of Experiential Marketing wherein product demonstration in

Malls will increase customers' awareness and experience in using the product—marketing Events Product Demonstration/Testing as a factor of Experiential Marketing.

Marketing Promotional Events will increase customer awareness and knowledge of the product in terms of live Marketing Events in the malls, specifically during Shopping Day Sales. User-Friendly Product Features Wherein Emphasize the Product Information which includes User Friendly Features in terms of using Air fryer through Packaging that includes necessary information and Product Testing or Product Testing/Demonstration. Optimize Product Features Emphasize the Product Information, which includes Optimize Product Features in terms of using an Air fryer through Packaging that includes necessary information and Product Testing or Product Testing/Demonstration. The integrity of An Influencer wherein emphasizes Product Information, which includes the Integrity of a selected Influencer through online platforms that will help increase product awareness and customer interaction online. Influencer's Degree of Legitimacy Emphasizes the Product Information, which includes Legitimacy and Specialization of a selected Influencer through online platforms that will help increase product awareness and customer interaction online.

## **5. Conclusion**

Based on our conducted qualitative research through a Case Study with the utilization of thematic analysis, the following was concluded by the researchers:

The Customer Value-Centered Perception is important in influencing customers' purchase intent in buying a premium product. Thus, it proved the research study conducted by Wiedmann et al. (2007) wherein in Measuring Consumers' Luxury Value Perception, they speak on understanding what is the value perception in terms of purchasing Luxury Products, in which consumers involve themselves in not only purchasing higher-priced products but also indulging one's ego and through the purchase of luxury goods help represent the value of the item to the individual and those around them. Thus, it supports the study conducted by Mahajan (2020), wherein the result shows that Customer Value is dependent on whether or not the consumer deems their purchases to be beneficial over what they have paid for. The sub-themes in the Air fryer Case Study fortified the Health Benefits and Convenience and Convenience of Time as factors affecting the Customer Value-Centered Perception variable /theme towards purchasing an air fryer.

Experiential Marketing is one of the influencing factors affecting the intent of customers to buy a premium product. The research outcome supported the study conducted by Srinivasan & Srivastava (2010), wherein the study states that the experiential approach is the next step after providing consumers with commodities, goods, and services. Experiential marketing helps create memorable experiences. This type of marketing allows consumers to remember these experiences and want to share these experiences with their friends & family, which will enable businesses & markets to generate sales using Word of Mouth & Consumer Loyalty. Involvement of Consumers is required for Experiential Marketing to function, as this type of marketing is beyond just addressing the stated needs of the consumers. It takes into consideration not only socio-cultural needs but also the image of the consumer, the individual goals of the consumer, emotions of the consumer, and integrated values & desires of the consumer. The sub-themes in the Air fryer Case Study fortified the Product Demonstration/Testing and Marketing Events as factors of Experiential Marketing variables/themes that affect customers' buying behavior in terms of purchasing an air fryer.

Product Features are one influencing factor affecting customers' intent to buy a premium product. Thus, the outcome of the conducted research supports the study of Coskun et al. (2018), wherein the significant benefits of owning a household appliance with innovative features were convenience, having peace of mind, optimization, personalizing the home, and impressing others. This indicates that owning an appliance with innovative features affects consumers' purchasing decisions. In addition, Air Fryers are known to have different features that consumers could benefit from. The first is convenience. Air fryers are incredibly simple to use and maintain NewAir.com (2019). With this feature, consumers are likely to be having peace of mind. Optimization and personalizing the home are relevant for Air Fryers as these are incredibly useful kitchen appliances and are compact to fit in every corner of someone's kitchen. Lastly, as Air Fryers do not require a lot of oil and fats, eating healthy is a way of impressing others as this can benefit your physical, mental, and social well-being in powerful ways. The sub-themes in the Air fryer Case Study fortified the User Friendly and Optimization Product Features as factors of Product Feature variable /theme that affects the buying behavior of the customers in terms of purchasing an air fryer.

Influencers are one of the influencing factors affecting the intent of customers to buy a premium product. The research outcome supports the study by Hudders et al. (2021). Influencer marketing appears to be a cost-effective and effective marketing tactic. It is frequently not regarded as advertising by consumers and ensures a broad reach to highly engaged audiences. Numerous organizations leverage social media influencers to market their products and services to their target customers. However, influencer marketing has largely been implemented by trial and error, with little understanding of how social media influencers should be properly exploited as a separate instrument in the marketing mix. Academic study on influencer marketing has accelerated in

recent years, providing a deeper understanding of how influencer marketing affects buyers. A study by Bakker (2018) stated that social media has evolved into a powerful tool for businesses looking to establish their brands. Influencer marketing has shown to be an efficient method of communicating with stakeholders on social media. In this case, businesses hire social media influencers to leverage their enormous fan following to promote their products and services on behalf of their company. While influencer marketing is related to word-of-mouth marketing as a promotional strategy, academic debate on the subject lacks a theoretical underpinning. The sub-themes in the Air fryer Case Study fortified the Integrity of the Influencer and the Degree of legitimacy and Specialization of an Influencer as factors of Influencer variable/theme that affects the customers' buying behavior in terms of purchasing an air fryer.

### 5.2 Recommendations

1. The researchers recommended that additional variables in the factors affecting customer perception be explored so that it will give a more complex relationship in the behavioral studies in terms of customer perception literature.
2. Increase the sample size and target population of the study so that other areas or themes will give further emphasis on the relationship of the variables in customer perception literature.
3. Utilization of a quantitative form of research supplemented by qualitative research will give further analysis in terms of the causality and relationship of the variables in the customer perception study.

### 5.3 Direction for Future Research

1. Future research exploration of the other studies or identification of research gaps in the areas of customer perception and factors influencing that were unexplored be included in the future research study.
2. Future Research inclusion of respondents in other countries with the exact case study in an air fryer be conducted for additional knowledge and research findings.
3. For Future Research, translating the qualitative form of the study into quantitative form is needed for further development of the study in terms of research findings.

**Funding:** This research received no external funding

**Acknowledgments:** As the researchers pass this paper, it will be forever embedded in our legacy moving forward, all of the memories, experiences, hardships, and circumstances that the researchers have faced; the researchers would like to thank the number of people who have helped the researchers through this journey. Firstly, our professors - Ms. Castaño, Mr. Dacayo, Mr. Etrata, Ms. Posadas, Dr. De Jesus, Mr. Mondejar, and Ms. Perkins- thank you for your guidance to the researchers in accomplishing this study. Second, the respondents - the researchers can say that without you, a majority of our paper wouldn't even be valid, so from the bottom of the researcher's heart, Thank you! Thirdly, to our families, for allowing the researchers even to study, to get to a very prestigious college, to begin with, and to support the researcher's endeavors through in and out, again, from the bottom of the researcher's heart; thank you! Fourthly, to the researchers' friends, the researchers couldn't have done it without the help of our friends, from lucky breaks to support to helping each other out in this challenging situation. The researchers want to thank you all! Above all, the researchers would like to thank you, Lord, above, the Lord who has guided the researchers through this path, the Lord who has helped the researchers in our darkest times, the Lord who gave the researchers strength to persevere, again, the researchers thank you!

**Conflicts of Interest:** The authors declare no conflict of interest.

### References

- [1] Abd Rahman, N. A., Abdul Razak, S. Z., Lokmanalhakim, L. A., Taip, F. S., & Mustapa Kamal, S. M. (2016). Response surface optimization for hot air-frying technique and its effects on the quality of sweet potato snacks. *Journal of Food Process Engineering*, 40(4). <https://doi.org/10.1111/jfpe.12507>
- [2] Adrian, M. (2021, September 28). What Does It Mean To Be In Middle Class In The Philippines? iMoney.Ph. <https://www.imoney.ph/articles/middle-class-sector-philippines/?fbclid=IwAR00oJ2-5cE>
- [3] Amin, M. H., Hamid, A. H., & Jamaluddin, J. (2018). Kitchen electrical appliances design and its influences on the consumer's perceptions. *Proceedings of the Art and Design International Conference (AnDIC 2016)*, 227–236. [https://doi.org/10.1007/978-981-13-0487-3\\_25](https://doi.org/10.1007/978-981-13-0487-3_25)
- [4] Bakker, D. (2018). Conceptualizing influencer marketing. *Journal of emerging trends in marketing and management*, 1(1), 79-87. [http://www.etimm.ase.ro/RePEc/aes/jetimm/2018/ETIMM\\_V01\\_2018\\_57.pdf](http://www.etimm.ase.ro/RePEc/aes/jetimm/2018/ETIMM_V01_2018_57.pdf)
- [5] Braun, V., & Clarke, V. (2012). Thematic analysis. *APA Handbook of Research Methods in Psychology, Vol 2: Research Designs: Quantitative, Qualitative, Neuropsychological, and Biological*, 57–71. <https://doi.org/10.1037/13620-004>
- [6] Cao, Y., Wu, G., Zhang, F., Xu, L., Jin, Q., Huang, J., & Wang, X. (2020). A comparative study of physicochemical and Flavor characteristics of chicken NUGGETS during Air frying and deep-frying. *Journal of the American Oil Chemists' Society*, 97(8), 901–913. <https://aocs.onlinelibrary.wiley.com/doi/10.1002/aocs.12376>



- [7] Caoile, G. (2021, February 17). Why is Everybody Getting an Air Fryer? When In Manila. [https://www.wheninmanila.com/why-is-everybody-getting-an-air-fryer/?fbclid=IwAR2TA2vO\\_25PZjtr26RXhRWSf4\\_wbRuaRpNWzGnFUHpOy40BVUDii-xmS-w](https://www.wheninmanila.com/why-is-everybody-getting-an-air-fryer/?fbclid=IwAR2TA2vO_25PZjtr26RXhRWSf4_wbRuaRpNWzGnFUHpOy40BVUDii-xmS-w)
- [8] Carvalho, M., Grilo, M. M., & Abrahao, R. (2017). Comparison of greenhouse gas emissions relative to two frying processes for homemade potato chips. *Environmental Progress & Sustainable Energy*, 37(1), 481–487. <https://doi.org/10.1002/ep.12661>
- [9] Chang, C., Wu, G., Zhang, H., Jin, Q., & Wang, X. (2019). Deep-fried flavor: characteristics, formation mechanisms, and influencing factors. *Critical Reviews in Food Science and Nutrition*, 60(9), 1496–1514. <https://doi.org/10.1080/10408398.2019.1575792>
- [10] Coskun, A., Kaner, G., & Bostan, I. (2017). Is smart home a necessity or a fantasy for the mainstream user? A study on users' expectations of smart household appliances. *International Journal of Design*, 12(1), Xy-Yy.
- [11] Dagnachew, A. G., Hof, A. F., Lucas, P. L., & van Vuuren, D. P. (2020). Scenario analysis for promoting clean cooking in Sub-Saharan Africa: Costs and benefits. *Energy*, 192, 116641. <https://doi.org/10.1016/j.energy.2019.116641>
- [12] Data Bridge Market Research. (2021, March). Air Fryer Market – Global Industry Trends and Forecast to 2028 | Data Bridge Market Research. Data Bridge Market Research, <https://www.databridgemarketresearch.com>, All Right Reserved 2021. <https://www.databridgemarketresearch.com/reports/global-air-fryer-market>
- [13] Dehghannya, J., & Ngadi, M. (2021). Recent advances in microstructure characterization of fried foods: *Different frying techniques and process modeling*. *Trends in Food Science & Technology*, 116, 786–801. <https://doi.org/10.1016/j.tifs.2021.03.033>
- [14] El-Ansary, A. I. (2006). Marketing strategy: taxonomy and frameworks. European business review. <https://www.emerald.com/insight/content/doi/10.1108/09555340610677499/full/html>
- [15] Fadairo, O., Nandasiri, R., Alashi, A. M., Eskin, N. A. M., & Thiyam-Höllander, U. (2021). Air frying pretreatment and the recovery of lipophilic sinapates from the oil fraction of mustard samples. *Journal of Food Science*, 86(9), 3810–3823. <https://doi.org/10.1111/1750-3841.15861>
- [16] Fang, M., Huang, G.-J., & Sung, W.-C. (2021). Mass transfer and texture characteristics of fish skin during deep-fat frying, electrostatic frying, air frying, and vacuum frying. *LWT*, 137, 110494. <https://doi.org/10.1016/j.lwt.2020.110494>
- [17] Favi, C., Formentini, G., & Rodríguez, N. B. (2020). Eco-design of cooking appliances based on food habits and diets. *Procedia CIRP*, 90, 372–376. <https://doi.org/10.1016/j.procir.2020.02.054>
- [18] Fender, M. (2021, August 6). Air fryer vs. deep fryer: which makes better fries? Real Homes. <https://www.realhomes.com/features/air-fryer-vs-deep-fryer>
- [19] Feng, X., Li, M., Liu, H., Higgins, P. B., Tang, Y., Cao, Y., Shen, J., Jin, S., & Ge, S. (2020). Reduced postprandial serum triglyceride after a meal prepared using hot air frying: A randomized crossover trial. *NFS Journal*, 19, 1–8. <https://doi.org/10.1016/j.nfs.2020.03.001>
- [20] Ferreira, F. S., Sampaio, G. R., Keller, L. M., Sawaya, A. C. H. F., Chávez, D. W. H., Torres, E. A. F. S., & Saldanha, T. (2017). Impact of air frying on cholesterol and fatty acids oxidation in sardines: Protective effects of aromatic herbs. *Journal of Food Science*, 82(12), 2823–2831. <https://onlinelibrary.wiley.com/doi/10.1111/1750-3841.13967>
- [21] Gao, T., Sirgy, M. J., & Bird, M. M. (2005). Enriching Customer Value Research with a Relational Perspective. *Journal of Relationship Marketing*, 4(1–2), 21–42. <https://doi.org/10.1300/j366v04n0103>
- [22] GERRING, J. (2004). What Is a Case Study and What Is It Good for? *American Political Science Review*, 98(2), 341–354. <https://doi.org/10.1017/s0003055404001182>
- [23] Ghaitaranpour, A., Koocheki, A., Mohebbi, M., & Ngadi, M. O. (2018). Effect of deep fat and hot air frying on doughnuts physical properties and kinetic of Crust Formation. *Journal of Cereal Science*, 83, 25–31. <https://doi.org/10.1016/j.jcs.2018.07.006>
- [24] Ghaitaranpour, A., Mohebbi, M., & Koocheki, A. (2021). An innovative model for describing oil penetration into the doughnut crust during hot air frying. *Food Research International*, 147, 110458. <https://doi.org/10.1016/j.foodres.2021.110458>
- [25] Gouyo, T., Mestres, C., Maraval, I., Fontez, B., Hofleitner, C., & Bohuon, P. (2020). Assessment of acoustic-mechanical measurements for the texture of french fries: Comparison of deep-fat frying and air frying. *Food Research International*, 131, 108947. <https://doi.org/10.1016/j.foodres.2019.108947>
- [26] Gouyo, T., Rondet, É., Mestres, C., Hofleitner, C., & Bohuon, P. (2021). Microstructure analysis of crust during deep-fat or hot-air frying to understand French fry texture. *Journal of Food Engineering*, 298, 110484. <https://doi.org/10.1016/j.jfoodeng.2021.110484>
- [27] Grafström, J., Jakobsson, L., & Wiede, P. (2018). The impact of influencer marketing on consumers' attitudes. <https://www.diva-portal.org/smash/record.jsf?pid=diva2%3A1214105&dsid=4735>
- [28] Halse, K. (2020, May 20). Air Fryers vs. Deep Fryers: Compare & Save. Heavy.Com. <https://heavy.com/home/2018/10/air-fryer-vs-deep-fryer/>
- [29] Htwe, T., Sinutok, S., Chotikarn, P., Amin, N., Akhtaruzzaman, M., Techato, K., & Hossain, T. (2021). Energy use efficiency and cost-benefits analysis of rice cultivation: A study on conventional and alternative methods in Myanmar. *Energy*, 214, 119104. <https://doi.org/10.1016/j.energy.2020.119104>
- [30] Hwang, J., & Griffiths, M. A. (2017). Share more, drive less: Millennials value perception and behavioral intent in using collaborative consumption services. *Journal of Consumer Marketing*. <https://www.emerald.com/insight/content/doi/10.1108/JCM-10-2015-1560/full/html>
- [31] Jeuland, M., Tan Soo, J.-S., & Shindell, D. (2018). The need for policies to reduce the costs of cleaner cooking in low-income settings: *Implications from a systematic analysis of costs and benefits*. *Energy Policy*, 121, 275–285. <https://doi.org/10.1016/j.enpol.2018.06.031>
- [32] Jin, S. V., Muqaddam, A., & Ryu, E. (2019). Instafamous and social media influencer marketing. *Marketing Intelligence & Planning*. <https://www.emerald.com/insight/content/doi/10.1108/MIP-09-2018-0375/full/html>
- [33] Jin, W., Pei, J., Chen, X., Geng, J., Chen, D., & Gao, R. (2021). Influence of frying methods on quality characteristics and volatile flavor compounds of giant salamander (*Andrias Davidianus*) meatballs. *Journal of Food Quality*, 2021, 1–10. <https://doi.org/10.1155/2021/8450072>
- [34] Lam, C. M., Yu, I. K., Medel, F., Tsang, D. C., Hsu, S. C., & Poon, C. S. (2018). Life-cycle cost-benefit analysis on sustainable food waste management: The case of Hong Kong International Airport. *Journal of Cleaner Production*, 187, 751–762. <https://doi.org/10.1016/j.jclepro.2018.03.160>
- [35] Liberty, J. T., Dehghannya, J., & Ngadi, M. O. (2019). Effective strategies for reduction of oil content in deep-fat fried foods: A Review. *Trends in Food Science & Technology*, 92, 172–183. <https://doi.org/10.1016/j.tifs.2019.07.050>

- [36] Liu, Y., Tian, J., Hu, B., Yu, P., & Fan, L. (2021). Relationship between crust characteristics and oil uptake of potato strips with hot-air pre-drying during the frying process. *Food Chemistry*, 360, 130045. <https://doi.org/10.1016/j.foodchem.2021.130045>
- [37] Llemit, K. A. (2021, March 1). LIST: Benefits of air fryer and recipes. Philstar.Com. <https://www.philstar.com/lifestyle/food-and-leisure/2021/03/01/2079645/list-benefits-airfryer-and-recipe>
- [38] Llemit, K. A. (2021, March 1). LIST: Benefits of air fryer and recipes. Philstar.Com. <https://www.philstar.com/lifestyle/food-and-leisure/2021/03/01/2079645/list-benefits-airfryer-and-recipes>
- [39] Lobefaro, S., Piciocchi, C., Luisi, F., Miraglia, L., Romito, N., Luneia, R., Foti, S., Mocini, E., Poggiogalle, E., Lenzi, A., & Donini, L. M. (2021). Cooking techniques and nutritional quality of food: A comparison between traditional and innovative ways of cooking. *International Journal of Gastronomy and Food Science*, 25, 100381. <https://doi.org/10.1016/j.ijgfs.2021.100381>
- [40] Lu, W., Zhang, M., Zhang, T., Wang, Q., Wang, J., Song, G., Wang, H., Feng, J., & Shen, Q. (2021). Impact of air-frying on the plasmalogens deterioration and oxidation in oyster revealed by mild acid hydrolysis and HILIC-MS-based lipidomics analysis. *ELECTROPHORESIS*, 42(16), 1552–1559. <https://doi.org/10.1002/elps.202100106>
- [41] Mahajan, G. (2020). What Is Customer Value and How Can You Create It? *Journal of Creating Value*, 6(1), 119–121. <https://doi.org/10.1177/2394964320903557>
- [42] Moya, J. (2021, February 1). AIR FRYERS ARE DOMINATING EVERY KITCHEN IN THE WORLD, BUT ARE THEY REALLY WORTH THE HYPE? The POST. <https://thepost.net.ph/the-feed/food/air-fryers-are-dominating-every-kitchen-in-the-world-but-are-they-really-worth-the-hype/>
- [43] - Murzaini, N. M. N., Taip, F. S., Aziz, N. A., & Rahman, N. A. A. (2020). Effect of Pre-treatment in Producing Pumpkin Powder Using Air Fryer and Its Application in "Bingka" Baking. *Current Research in Nutrition and Food Science Journal*, 8(1), 48–64. <https://doi.org/10.12944/crnfsj.8.1.05>
- [44] Nowlis, S. M., & Simonson, I. (1996). The effect of new product features on Brand choice. *Journal of Marketing Research*, 33(1), 36–46. <https://doi.org/10.1177/002224379603300104>
- [45] Patel, S., Khandelwal, A., Leavey, A., & Biswas, P. (2016). A model for cost-benefit analysis of cooking fuel alternatives from a rural Indian household perspective. *Renewable and Sustainable Energy Reviews*, 56, 291–302. <https://doi.org/10.1016/j.rser.2015.11.047>
- [46] Pongpichaiudom, A., & Songsermpong, S. (2017). Characterization of frying, microwave-drying, infrared-drying, and hot-air drying on protein-enriched, instant noodle microstructure and qualities. *Journal of Food Processing and Preservation*, 42(3). <https://ifst.onlinelibrary.wiley.com/doi/10.1111/jfpp.13560>
- [47] Rajgopal, R., Cox, R. H., Lambur, M., & Lewis, E. C. (2002). Cost-benefit analysis indicates the positive economic benefits of the expanded food and nutrition education program related to chronic disease prevention. *Journal of Nutrition Education and Behavior*, 34(1), 26–37. [https://doi.org/10.1016/s1499-4046\(06\)60225-x](https://doi.org/10.1016/s1499-4046(06)60225-x)
- [48] Ray, J. (2018, May 10). Are Air Fryers Worth It? Wired. <https://www.wired.com/story/air-fryers/>
- [49] Ryan, A. (2019, April 2). Are air fryers healthy? Medical News Today. <https://www.medicalnewstoday.com/articles/324849#summary>
- [50] Santos, C. S., Cunha, S. C., & Casal, S. (2017). Deep or air frying? A comparative study with different vegetable oils. *European Journal of Lipid Science and Technology*, 119(6), 1600375. <https://onlinelibrary.wiley.com/doi/10.1002/ejlt.201600375>
- [51] Schmitt, B. (1999). Experiential Marketing. *Journal of Marketing Management*, 15(1–3), 53–67. <https://doi.org/10.1362/026725799784870496>
- [52] Science Direct. (2012). Consumer Behavior - an overview | ScienceDirect Topics. Retrieved March 9, 2022, from <https://www.sciencedirect.com/topics/engineering/consumer-behavior>
- [53] Science Direct. (2013). Theory of Reasoned Action - an overview | ScienceDirect Topics. Retrieved March 9, 2022, from [https://www.sciencedirect.com/topics/medicine-and-dentistry/theory-of-reasoned-action#:~:text=The%20Theory%20of%20Reasoned%20Action%20\(TRA\)%20suggests%20that%20a%20person's,Fishbein%20%26%20Ajzen%2C%201975.](https://www.sciencedirect.com/topics/medicine-and-dentistry/theory-of-reasoned-action#:~:text=The%20Theory%20of%20Reasoned%20Action%20(TRA)%20suggests%20that%20a%20person's,Fishbein%20%26%20Ajzen%2C%201975.)
- [54] Silverman, B. G., Hanrahan, N., Huang, L., Rabinowitz, E. F., & Lim, S. (2016). Artificial Intelligence and Human Behavior Modeling and Simulation for Mental Health Conditions. *Artificial Intelligence in Behavioral and Mental Health Care*, 163–183. <https://doi.org/10.1016/b978-0-12-420248-1.00007-6>
- [55] Srivivasan, S. R., & Srivastava, R. K. (2010). Creating the futuristic retail experience through experiential marketing: Is it possible? An exploratory study. *Journal of Retail & Leisure Property*, 9(3), 193–199. <https://doi.org/10.1057/rlp.2010.12>
- [56] Teruel, M. del, Gordon, M., Linares, M. B., Garrido, M. D., Ahromrit, A., & Niranjani, K. (2015). A comparative study of the characteristics of French fries produced by Deep Fat Frying and air frying. *Journal of Food Science*, 80(2). <https://doi.org/10.1111/1750-3841.12753>
- [57] Tian, J., Chen, S., Shi, J., Chen, J., Liu, D., Cai, Y., Ogawa, Y., & Ye, X. (2017). Microstructure and digestibility of potato strips produced by conventional frying and air-frying: An *in vitro* study. *Food Structure*, 14, 30–35. <https://doi.org/10.1016/j.foostr.2017.06.001>
- [58] Urdea, A. M., & Constantin, C. P. (2021). Experts' Perspective on the Development of Experiential Marketing Strategy: Implementation Steps, Benefits, and Challenges. *Journal of Risk and Financial Management*, 14(10), 502. <https://doi.org/10.3390/jrfm14100502>
- [59] Vasquez, D. C. (2021, February 5). The air fryer is the hottest small appliance right now | Dinna Chan Vasquez. BusinessMirror. <https://businessmirror.com.ph/2021/02/06/the-air-fryer-is-the-hottest-small-appliance-right-now/>
- [60] Vow, T. W. (2021, January 19). 9 Best Air Fryers in the Philippines for Healthier Cooking | Best of Home 2021. The Wedding Vow. <https://www.theweddingvowsg.com/air-fryer-philippines/>
- [61] Wang, B., Close Scheinbaum, A., Li, S., & Krishen, A. S. (2021). How Affective Evaluation and Tourist Type Impact Event Marketing Outcomes: Field Studies in Experiential Marketing. *Journal of Advertising*, 1–16. <https://doi.org/10.1080/00913367.2021.1909516>
- [62] Watson, S. (2019, August 18). Do Air Fryers Have Health Benefits? WebMD. <https://www.webmd.com/food-recipes/air-fryers>
- [63] What Are The Benefits Of Air Frying? |. (2020, February 10). Myhanabishi.Com. <https://myhanabishi.com/blog/air-frying-benefits/>
- [64] Wiedmann, K. P., Hennigs, N., & Siebels, A. (2007). Measuring consumers' luxury value perception: a cross-cultural framework. *Academy of Marketing Science Review*, 2007, 1. [https://www.researchgate.net/profile/Klaus-Peter-Wiedmann/publication/228344191\\_Measuring\\_consumers'\\_luxury\\_value\\_perception\\_A\\_cross-cultural\\_framework/links/0c960524146a1d3e28000000/Measuring-consumers-luxury-value-perception-A-cross-cultural-framework.pdf](https://www.researchgate.net/profile/Klaus-Peter-Wiedmann/publication/228344191_Measuring_consumers'_luxury_value_perception_A_cross-cultural_framework/links/0c960524146a1d3e28000000/Measuring-consumers-luxury-value-perception-A-cross-cultural-framework.pdf)

- [65] Ye, G., Hudders, L., de Jans, S., & de Veirman, M. (2021). The Value of Influencer Marketing for Business: A Bibliometric Analysis and Managerial Implications. *Journal of Advertising*, 50(2), 160–178. <https://doi.org/10.1080/00913367.2020.1857888>
- [66] Yu, X., Li, L., Xue, J., Wang, J., Song, G., Zhang, Y., & Shen, Q. (2020). Effect of air-frying conditions on the quality attributes and lipidomic characteristics of surimi during processing. *Innovative Food Science & Emerging Technologies*, 60, 102305. <https://doi.org/10.1016/j.ifset.2020.102305>
- [67] Zaghi, A. N., Barbalho, S. M., Guiguer, E. L., & Otoboni, A. M. (2019). Frying Process: From Conventional to Air Frying Technology. *Food Reviews International*, 35(8), 763–777. <https://doi.org/10.1080/87559129.2019.1600541>
- [68] Zhang, J., & Fan, L. (2021). Effects of preliminary treatment by ultrasonic and convective air drying on the properties and oil absorption of potato chips. *Ultrasonics Sonochemistry*, 74, 105548. <https://doi.org/10.1016/j.ultsonch.2021.105548>
- [69] Zhang, X., Zhang, M., & Adhikari, B. (2020). Recent developments in Frying Technologies applied to Fresh Foods. *Trends in Food Science & Technology*, 98, 68–81. <https://doi.org/10.1016/j.tifs.2020.02.007>
- [70] Zhang, Y., Xiao, C., & Zhou, G. (2020). Willingness to pay a price premium for energy-saving appliances: Role of perceived value and energy efficiency labeling. *Journal of Cleaner Production*, 242, 118555. <https://doi.org/10.1016/j.jclepro.2019.118555>