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The Right Information at the Right Time: How Philips Can Optimize Touchpoints along the Customer Decision Journey in the Airfryer Market

Supervisor: Marco Francesco Mazzu'
Co-supervisor: Alberto Marcati
Candidate: Tugce Cantepe
Student ID: 714391

Abstract

The aim of this research was to examine what the important touchpoints are that consumers come across in their decision journey when they want to buy an Airfryer. In order to do so, interviews were conducted among consumers who were browsing Airfryers in a physical store. The results lead to insights about the information needs consumers have during the three main stages (pre-store visit, store visit and post-store visit) of their decision journey. It also examined whether these consumers were able to fulfill their information needs in the store. In case of failure to fulfill these information needs, steps the consumers were planning to take post-store visit were examined. With all the data that was gathered, it was also possible to indicate which marketing touchpoints were the most impactful for the consumers' decision journey. This made it possible to provide Philips with advice on how to optimize marketing touchpoints in order to effectively reach and help their potential customers during their decision journey. The implications for these findings and directions for future research are discussed.

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1. Introduction

Philips was the first brand to bring an Airfryer to the market in 2005. Since then, many other brands have followed. The Philips Airfryer is still the most developed Airfryer due to patented technologies. As a result, Philips Airfryers are relatively expensive compared to competitors. Therefore, Philips needs to do more research about how to distinguish themselves from competitors, both in online and offline channels. It is necessary for Philips to analyze the important marketing touchpoints that consumers encounter during their decision journey, and optimize their market strategy in order to respond to consumers' information needs during this decision process.

The concept of this research is that it will mostly focus on how a store visit influences consumers' choice when looking for an Airfryer, and how Philips can ensure that the consumer can find all the information it is looking for in order to be convinced to buy the Philips Airfryer. What is the information that the consumers are looking for while browsing physical stores, and what is the information they actually receive in the stores? Does the store presentation and the information the consumer receives from the sales people clarify why the Philips Airfryer is different from competitors' Airfryers? Another important element to consider is how Philips can improve the provision of the consumers' information needs both in online and offline channels. Moreover, it is necessary to know how the provision of this information can actually convince the consumer to buy the expensive Philips Airfryer instead of a competitor's Airfryer.

In conclusion, the main research will evolve around giving Philips an advice on what to do in order to stimulate the Airfryer sales in the Netherlands and find out whether it is necessary to promote the products differently in stores. This will be accomplished by analyzing the consumer decision-making journey.

This research aims to link all the relevant touchpoints that consumers face during their decision journey to their purchase decision. An advice will be provided to Philips on what to do in order to stimulate the Airfryer sales in the Netherlands and find out how to optimize relevant marketing touchpoints.

1.1 Problem statement

The questions that arise in the problem indication will be addressed through the following main problem statement:

How can Philips effectively respond to the information needs of consumers at the right place and the right time?

A number of sub-questions need to be answered in order to give an accurate advice regarding the main problem statement. The sub-questions are the following:

1. What are the consumer information needs during a store visit?
2. What are the (in-store) touchpoints that are relevant to consumer purchase decision?
3. What information do physical stores lack that are necessary for consumer purchase decisions?
4. What can Philips do to increase consumer brand preference for Philips?

1.2 Relevance of the research

Besides providing Philips with a useful advice based on current consumer information needs, this research also has an academic relevance. There is a lot of theory available about the Customer Decision Journey, but this theory is not always easy to apply to certain markets. Especially since the Airfryer market is a very specific market that provides a high turnover to Philips, it is valuable to do more research about the Customer Decision Journey in the Airfryer market. Technology is changing rapidly in current times, and so are consumer needs. Besides giving valuable advice to Philips, this research will also provide an overview of how certain touchpoints and the integration of both online and offline channels into one decision journey affects consumers’ purchase decisions.

1.3 Research design and data collection

The first chapter of this thesis gives an overview of the research and its aim; it discuss the problem indication in detail, the problem statement, important research questions that arise from the problem indication and problem statement, and the thesis structure.

The second chapter will dive deeper into the relevant theories and background information that is necessary to understand before conducting empirical research. Relevant literature will be reviewed and it will be explained why this literature is relevant and how it can influence and guide this research. Some theories will be included in this chapter, e.g. McKinsey's Consumer Decision Journey theory. This chapter will be concluded by linking the Customer Decision Journey theory to marketing touchpoints. All the secondary sources used for the literature review in this chapter will be collected through several databases and search engines that LUISS University and Tilburg University provide me access to. Google Scholar will also be useful to find relevant scientific information, and lastly information that is provided t by Philips will also be used for the purpose of this research.

Chapter three will focus on the methodology, meaning it will contain information about the sample and data collection, relevant variables and the method of analysis. The questions used during the interview will be added to Appendix 1, and the answers of the respondents will be added to Appendix 2.

Chapter four will discuss the findings that result from the interviews. In this chapter, the data from the interviews will be summarized, and all relevant descriptive data will be discussed and explained.

The final chapter, chapter five, will discuss the final conclusions and recommendations that arise from the analysis. It will also include a discussion of possible limitations of this research. Lastly it will discuss some suggestions for future research.

2. Theoretical framework

In-store decision-making is an important topic to retailers and product manufacturers seeking to boost the sales of their products. Several billion dollars are spent each year on in-store advertising materials in the hope that consumer choice will be influenced as a result (Ferraro, Inman & Winer, 2004). However, the process by which consumers make such decisions is not well understood (Ferraro, Inman & Winer, 2004), even though it can be crucial to understand what information the consumer is looking for when browsing in-store during their decision making journey. Therefore, this paper will focus on gaining more insight on how the information needs of consumers and the in-store information provided by retailers can be connected to each other better, specifically in the Airfryer market.

2.1 Customer Decision Journey

For years, the consumer decision-making journey has been described through the metaphor of a "funnel", where consumers start with a large number of potential brands in mind. Over time, this large number of potential brands reduces as the consumer "moves through" the funnel while being influenced by different marketing strategies and end up choosing one particular brand (Court, Elzinga, Mulder & Vetvik, 2009). However, since in our current society consumers have more open and easily access to information, this funnel approach "fails to capture all the touch points and key buying factors resulting from the explosion of product choices and digital channels, coupled with the emergence of an increasingly discerning, well-informed consumer" (Court, Elzinga, Mulder & Vetvik, 2009). In reality, the consumer decision-making journey is less linear and much more complicated, which calls for the need of a more inclusive and sophisticated approach of the decision-making journey. One widely known concept that manages to describe this decision-making path more adequately is McKinsey's Consumer Decision Journey. This approach is applicable to any geographic market in which consumers have a wide product-range and options to choose from, and access to several types of media and information sources (Court, Elzinga, Mulder & Vetvik, 2009).

Court, Elzinga, Mulder & Vetvik (2009) have developed this approach by exploring and examining the purchasing decisions of around 20,000 consumers across three continents and five industries. Their research showed that the rapid increase of products, brands and media requires marketers to find new approaches in order to get consumers to consider their brands as they begin their decision journey (Court, Elzinga, Mulder & Vetvik, 2009). For example, since it has become easier for consumers to share information and experiences with each other through modern media, marketers need to switch their marketing strategy towards a two-way conversation strategy in order to satisfy consumer demands and influence word-of-mouth marketing (Court, Elzinga, Mulder & Vetvik, 2009). The research also concluded that it is important to align the right elements of marketing with the right stages of the consumer decision journey in order for the marketing message to reach its maximum effectiveness by "reaching consumers in the right place at the right time with the right message" (Court, Elzinga, Mulder & Vetvik, 2009).

2.2 Complexity of the Customer Decision Journey

Research shows that rather than starting with many choices for brands and systematically narrowing down the options, "consumers add and subtract brands from a group under consideration during an extended evaluation phase." (Edelman, 2010). Therefore, in the current era the consumer decision journey does not look like a funnel anymore, but rather like a map.

An interesting point of view on the Customer Decision Journey was given by Dr Julia Wolny and Nipawan Charoensuksai (April 2014). Their study elaborates on the consumer decision journey in multi-channel decision-making, as in the current marketing age online channels have become at least just as important as offline channels for consumers. Multi-channel shopping therefore needs to be mapped and understood in order for marketers to be able to carry out their marketing strategies in an effective manner (Wolny & Charoensuksai, 2014).

Wolny and Charoensuksai have identified three types of decision journeys: (1) impulsive journeys, (2) balanced journeys and (3) considered journeys. Impulsive journeys are journeys in which the consumer has the tendency to make purchasing decisions based on prior experience, word-of-mouth, reviews from friends and family and product trial as information sources in order to make rapid purchases without spending too much time on gathering information. Especially when there is a large amount of information and many brands to consider, consumers can feel overwhelmed and make impulsive or emotionally driven purchase decisions, while being easily affected by factors like mood or exposure to attractive product displays (Wolny & Charoensuksai, 2014).

Similar to impulsive decision journeys, balanced decision journeys can be triggered by emotional purchase intentions, such as attractive product displays, word-of-mouth, status, recommendations and other emotional triggers. However, balanced decision journeys are different from impulsive decision journeys due to the fact that they are supported by cognitive evaluation, meaning that they exhibit an extended search for information and evaluation. (Wolny & Charoensuksai, 2014). Usually at this point, the consumer will also gather information through online and offline channels, and may be influenced by information and touchpoints in stores while browsing for their product of interest.

Considered journeys are similar to impulsive decision journeys but have an extended pre-shopping stage. In this stage, consumers do not think of themselves as shopping, as they are rather gathering information from sources such as news, product reviews, friends and blogs, and store this information until an actual need or want arises that is relevant to the information that the consumer has already collected (Wolny & Charoensuksai, 2014). In other words, consumers in the considered journey collect information in their free time without any purchase intention, and remember the information that they collected once they actually feel the need to buy specific products. At this point, they only need to search for specific information in order to make their final purchase decision, as they have already previously gathered the general information related to the product of interest (Wolny & Charoensuksai, 2014). An important factor during these type of decision making journeys is the Zero Moment of Truth (ZMOT), which has an "extended effect on the ultimate purchase decision by influencing the permission set customers have in their minds" (Wolny & Charoensuksai, 2014). The Zero Moment of Truth was described by Lecinski and Molenaar as a stage of shopping in which consumers are exposed to products and reviews for the first time. Therefore their opinions on products are influenced through media long before the consumer starts to shop for an actual product, but is rather scanning for new trends and products (Wolny & Charoensuksai, 2014). Additionally, Lecinski and Molenaar both have identified two multichannel behaviors during the consumer decision journey, namely (1) showrooming and (2) webrooming.

During showrooming, the focus of the consumer is on the physical attributes while evaluating products. Consumers may visit an offline channel such as a physical store or retailer in order to examine the product of interest physically and therefore decrease the perceived purchase risk (Wolny & Charoensuksai, 2014). However, after this stage the final purchase is made online, possibly due to the ease of price comparison.

Contrary to showrooming, webrooming takes place in online channels. In this stage the consumer uses the internet as an online showroom after they have identified the initial product selection, with the goal of comparing product features and prices with competing products and narrow down the consideration set even further (Wolny & Charoensuksai, 2014). However, in this case the final purchase is completed in-store.

Showrooming and webrooming are a good indication of the complexity of the multi-channel shopping journeys that consumers undergo. Consumers clearly have different information needs and requirements during e.g. the pre-purchase stage than they have during or after a purchase. Engagement with different touchpoints can influence the consumer's decision in different ways during various stages of the decision making journey. Therefore, it is important for brands to analyze channel attribution in order to integrate the online and offline aspects of the consumer decision-making journey, and to manage customer service better.

2.3 Linking Customer Decision Journey to marketing touchpoints

In order to be able to link the customer decision journey to the effective use of in-store touchpoints, it is important to understand the process of Customer Journey Mapping. Customer Journey Mapping is a strategic management tool that can help an organization to better understand its customer experience by visualizing the different stages that consumers go through and the sequence of events through which they interact with an organization or brand during their decision journey (Rosenbaum, Otalora & Ramírez, 2017). In other words, it explains the possible organizational touchpoints consumers may encounter during their decision making journey, and helps organizations get a better overview of how to optimize these touch points in order to provide a good customer service.

In order to design the Customer Journey Map, one must first identify the touchpoints that consumers might experience during a store visit and diagram these on the map's horizontal axis. One could categorize these touchpoints on the horizontal axis in three stages: ones that arise prior to a store visit, ones that arise during a store visit, and ones that arise after the store visit. However, one of the limitations of the Customer Journey Map model is that it assumes that all touchpoints are equally important, which is not always the case in reality (Rosenbaum, Otalora & Ramírez, 2017). Therefore it is important to do marketing research among customers in order to get an overview of the most important and impactful touchpoints.

Secondly, it is necessary to develop the vertical axis by focusing on managerial practices that, when used together, help ensure consumers who visit a store experience each touchpoint in a satisfactory manner (Rosenbaum, Otalora & Ramírez, 2017). Additionally, "the vertical axis should also depict managerial cross-functional actions within a service system that are inextricably linked to the touchpoints, as doing so connects the Customer Journey Mapping process with service blueprinting and innovation". (Rosenbaum, Otalora & Ramírez, 2017).

It is recommended that managers develop categories on the vertical axis that at each touchpoint link marketing, human resources, operations and information technology (Rosenbaum, Otalora & Ramírez, 2017). However, it is important not to complexify the vertical axis in order to make sure that its complexity does not decrease its efficiency as a management tool. For the horizontal axis it is important not to overcomplicate as well, because it may lead to a complex Customer Journey Map that not all consumers may follow (Rosenbaum, Otalora & Ramírez, 2017). As mentioned before, it is therefore useful to identify the most important touchpoints before designing the Customer Journey Map.

3. Methodology

This chapter will explain how the data for the research was collected. It will also give a short explanation on how the data will be analyzed. The actual analysis of the data will be discussed in the next chapters.

3.1 Collecting data through in-store interviews

As discussed in the previous chapter, Philips needs customer insights in order understand the shopper's Customer Decision Journey to be able to optimize in-store touch points and link them to the correct stages of the Customer Decision Journey. A qualitative method was used in order to gather this information. In-store interviews have been conducted among consumers who were interested in buying an Airfryer. This was done by asking questions to consumers who visited retailers such as Media Markt, Cool Blue and BCC, which are the retailers that contribute most to Philips' Airfryer sales.

The Customer Journey Map framework mentioned in section 2.3 was used in order to link Philips' touchpoints to the customer decision journey. Based on this framework, the Customer Decision Journey in the Airfryer market was divided into three stages: pre-store visit, store visit and post-visit. Consumers were asked questions about touchpoints from all three stages. For the pre-store visit stage, questions were asked that were aiming gain shopper insights by asking consumers who are interested in buying Airfryers about the information sources they have consulted prior to their visit to the store and what kind of information they have searched for through these sources. For the in-store stage, they were asked questions about what kind of information they are currently looking for during the store during their visit, where and how they expect to find this information during their visit (e.g. price tags, information labels, physical product, product specification labels, knowledge and advice from employees etc.) and whether they were able to find the specific information they were looking for. For the post-store visit stage, they were asked questions about their next course of action – were they able to decide on which product to buy, if any, or do they still want to conduct further research after their store visit before making a final decision? If the latter is the case, what information sources are they planning to consult and what information do they want to find before making their final purchase decision?

These interviews have been conducted in a number of retailer stores that sell Philips products. Per store visit, two to three consumers who were not just browsing but were considering to actually buy an Airfryer at some point have been interviewed, which led to 12 respondents in total.

The interview questions can be found in Appendix 1. These questions have been used to lead the course of the interview, but depending on the individual respondent's feedback, it was possible to deviate from these questions, as interesting new insights could arise during the interview. The information about the respondents and their answers and comments during the interview can be found in Appendix 2. The insights that were gained through these interviews are discussed in chapter 4. The recommendations that are given to Philips based on the interview results are discussed in chapter 5. Additionally, photograph of the shelves, price tags and product specification tags have been taken prior to the interviews. A photograph that is relevant to the recommendations that will be given to Philips can be found in Appendix 5 and will be linked to the recommendations in chapter 5.

In order to easily analyze the data that was collected through the interviews, a table with dummy variables was created. This table can be found in Appendix 3.

3.2 Collecting data through in-store demonstrations

Along with in-store interviews with consumers that were interested in buying an Airfryer, there was also an opportunity to gain consumer insights during Airfryer demonstrations in BCC stores. These demonstrations were held on two Saturdays in December 2019 in five different BCC branch stores in the following Dutch cities: Beek, Zoeterwoude, Hengelo, Arnhem and Breda. These branches are the ones that were reported to have the highest number of visitors among all the BCC branch stores, which is why they were specifically chosen for the demonstrations.

During these demonstrations, a promotional stand was placed in the stores, where several dishes were prepared with a Philips Airfryer XXL in order to give consumers the opportunity to taste different types of food that can be prepared with the Philips Airfryer. These demonstrations also provided consumers with the possibility to ask questions and give feedback about the product. This led to an opportunity to gain more insights about what information consumers are looking for in order to be convinced to buy a Philips Airfryer, and which information gaps arise during consumers' store visits. The constructive criticism that consumers have given during the demonstrations were useful for the purpose of this research. The in-depth report of the demonstrations and the consumer insights that were gained were translated to English the purpose of this research and can be found in Appendix 4. These insights will be taken into consideration in chapter 5, where specific recommendations will be given to Philips.

4. Interview results

The insights provided by the respondents can be found in Appendix 2. In order to be able to analyze the results and have an overview of the insights provided by the respondents, it is important to summarize the results in a table. This will be done in section 4.1. The interview results show a number of interesting developments that will be discussed in the following sections.

4.1 Data summary and descriptives

Table 1 below provides an overview of the information needs of the respondents during three stages of their decision journey, namely the information needs pre-store visit, the information needs during the store visit and the information needs post-store visit. It also gives an overview of what actions the respondents have taken during the store visit in order to satisfy their in-store information needs. Table 2 explains how the respondents' product preference evolve during these three stages of the decision journey. Firstly, it shows why the respondents are interested in buying an Airfryer and what requirements they base their purchase decision on. It then proceeds to show what the respondents' initial reference is prior to the store visit, and what their brand preference is directly after the store visit. This makes it possible to draw conclusions about how the information the respondents have gathered - or have failed to gather - during the store visit has influenced their brand preference. It also shows whether the respondent has actually bought the product or not.

	Prior research	In-store information needs	Satisfaction of the information needs	Post-visit information needs
Respondent 1	3	1, 3	1, 3	1, 3, 5
Respondent 2	3, 5, 6	4, 5, 6, 7	1, 2, 3, 4, 5	0
Respondent 3	0	1, 3, 4	1, 2, 3, 6	0
Respondent 4	1, 2, 3,	1, 5	3	5
Respondent 5	3	3, 5, 8	1, 3, 4	5
Respondent 6	0	3, 8, 9	1, 3, 5, 6	1, 2
Respondent 7	1, 2, 4	1, 2	3	0
Respondent 8	0	1, 3, 4, 8, 9	1, 2, 3, 5, 6	0
Respondent 9	0	1, 3, 4, 8	1, 2, 3	1, 5
Respondent 10	3	2, 3	1, 4	0
Respondent 11	0	1, 3, 4	1, 2, 3	1, 3
Respondent 12	0	2, 3, 4, 9	1, 2, 4	0

Table 1

The “Prior research” column in Table 1 indicates whether the respondent has done research prior to the store visit or not. The answers that were given by the respondents are categorized in the following manner: (0) none, (1) brand websites, (2) retailer websites, (3) word-of-mouth, (4) online reviews and ratings, (5) comparison websites, (6) Youtube.

The “In-store information needs” column indicates what type(s) of information the respondent is looking for during the store visit. The answers are categorized in the following manner: (1) size, (2) overall quality (e.g. materials), (3) price, (4) capacity, (5) difference between type numbers or models (other than size), (6) dishwasher resistance, (7) Anti-heating system, (8) physical appearance (does the respondent think the product looks nice?), (9) general specifications (wattage, heat settings etc.), (10) reviews and ratings.

The “Satisfaction of the information needs” column indicates what the respondent does to satisfy their information needs during the store visit. The answers are categorized in the following manner: (1) read price tags, (2) read product specifications, (3) view show models/physical products, (4) address an employee, (5) use comparison websites during the visit, (6) search for ratings/reviews on the internet during the visit.

The “Post-visit information needs” column indicates what type(s) of information, if any, the respondent is planning on gathering after the store visit. The answers that were given by the respondents are categorized in the following manner: (0) none, (1) ratings and reviews, (2) brand website, (3) retailer website, (4) word-of-mouth (e.g. asking friends and/or family for advice), (5) use Google to find cheapest price.

	Reason to buy	Requirements	Initial brand preference	Post-visit brand preference	Product purchased?
Respondent 1	1	1, 3	1	0	0
Respondent 2	1, 2	2, 4	1	1	1
Respondent 3	1	1, 2, 3	0	2	1
Respondent 4	1, 2, 3	1	1	1	0
Respondent 5	1, 2, 3	4, 5	1	1	0
Respondent 6	1	0	1	2	0
Respondent 7	1, 2	4	1	1	1
Respondent 8	1	2	0	2	1
Respondent 9	1	3	0	2	0
Respondent 10	1, 2	3	1	1	1
Respondent 11	1	3	0	2, 3	0
Respondent 12	1	0	0	2	1

Table 2

The “Reason to buy” column in Table 2 indicates the reason why the respondent is considering buying an Airfryer. The answers that were given by the respondents are categorized in the following manner: (1) as a replacement/healthier alternative for oil frying, (2) as a replacement for an oven, (3) to cook other varied healthy meals. The difference between response (3) and the other responses is that it focuses on meals other than the ones that one would usually prepare in an oil fryer or oven, e.g. the preparation of a healthy risotto or quinoa salad using Airfryer accessories.

The “Requirements” column indicates what the respondent’s requirements are that they are looking for in a product. The answers that were given by the respondents are categorized in the following manner: (0) no specific requirements, (1) physical size (should be small, or should simply not be considered too large according to the respondent’s standards), (2) capacity (should be large), (3) price (product should fall within a specific price range and should not be too expensive according to the respondent’s standards), (4) high quality (refers to overall quality, i.e. durability and materials), (5) color.

The “Initial brand preference” column indicates the brand that was considered to be the preferred brand of the respondent prior to the store visit. The answers that were given by the respondents are categorized in the following manner: (0) no brand preference/unsure, (1) Philips.

The “post-visit brand preference” column indicates the brand that the respondent preferred directly after the store visit. The answers that were given by the respondents are categorized in the following manner: (0) no brand preference/unsure, (1) Philips, (2) Tefal, (3) Princess.

The “Product purchased?” column indicates whether or not the respondent has bought a product during the store visit. In case the respondent purchased a product, a (1) will be indicated in this column. In case the respondent did not (yet) buy a product, a (0) will be indicated in this column.

4.2 In-store information needs

In order to analyze for which types of information the respondents have visited the physical store, a graph was created showing the number of consumers who were looking for a specific type of information during the store visit (see Figure 1 below). The graph also shows the proportion of respondents who were looking for a specific type of information in percentages. From this graph it is possible to conclude that the main reasons for visiting the store are the following (from most to least frequent): (1) to find information about product prices, (2) to find information about the physical size of the products, (3) to find information about the capacity of the products, (4) to look at the physical appearance of the product, (5) to find information about the difference between two models or type numbers, (6) to find information about the overall quality of the products, (7) to find information about the general specifications of the products, (8) to find out whether the products are dishwasher friendly, (9) to find out whether the products have an anti-heating system.

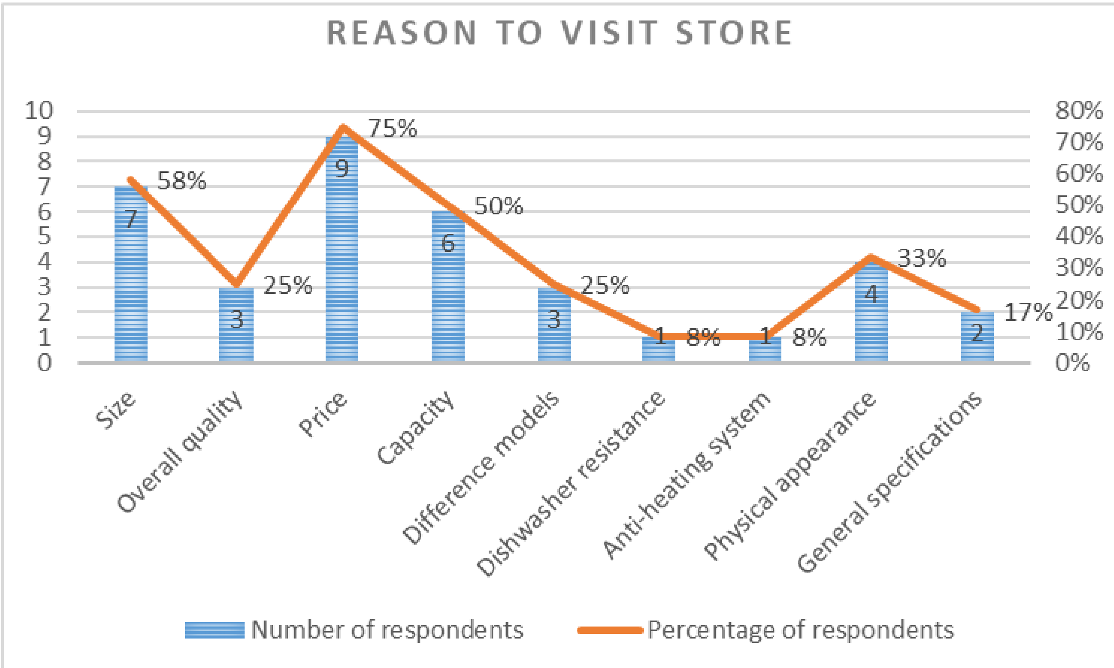


Figure 1

Many of these information needs are needs that could be fulfilled through prior research on the internet (e.g. price and capacity). However, when looking at the data in table 1 it appears that the respondents who are looking for these types of information are usually respondents who have either not done any research prior to the store visit, or only heard positive word-of-mouth about a brand but did no additional research. In the case where a respondent has done prior research but still wants to find information about the capacity of the product, they mention during the interview that they want to ask employees whether a specific Airfryer is able to cook food for a specific number of people in one go (e.g. respondent 2). It seems that they do not always believe the information about the capacity that they find during prior research, and want to see the physical product or ask for employee advice before making a purchase decision.

4.3 Touchpoints leading to a purchase decision

As Philips Airfryers are relatively much more expensive than competing brands, it may be interesting to understand better which customers are prepared to pay a premium price and why. In order to accomplish this, one can analyze the data of the consumes who have a brand preference for Philips after the store visit. As mentioned in section 4.2, 5 out of 12 respondents preferred Philips products after the store visit, namely respondent 2, 4, 5, 7 and 10. All the other respondents had either a preference for a competitor brand, or were unsure about their brand preference.

When looking at table 1, it becomes clear that out of all 7 respondents who did not prefer Philips directly after the store visit (respondent 1, 3, 6, 8, 9, 11 and 12), 6 had not done any research prior to the store visit, whereas all of the respondents who mentioned Philips as post-visit brand of preference had done at least some kind of research (word of mouth or more extensive research). Another notable observation is that all respondents who did not prefer Philips after the store visit were looking for information about the price during the store visit. Out of the 5 respondents who did prefer Philips after the store visit, 4 did not mention requiring their product to fall within a certain price range. The other respondent who did mention preferring a lower product price (respondent 10) was not actually limited by the prices, due to the fact that she mentioned having a family member who was willing to partially pay for the product. Therefore, it is possible to claim that all respondents who preferred Philips post-store visit were flexible when it came to prices.

When looking at all respondents who have asked an employee for advice, it is possible to note that 4 out of 12 respondents have talked to an employee during the store visit (see Figure 2 below). Out of those 4 respondents, 3 preferred Philips after the store visit (see Figure 3 below).

Figure 2

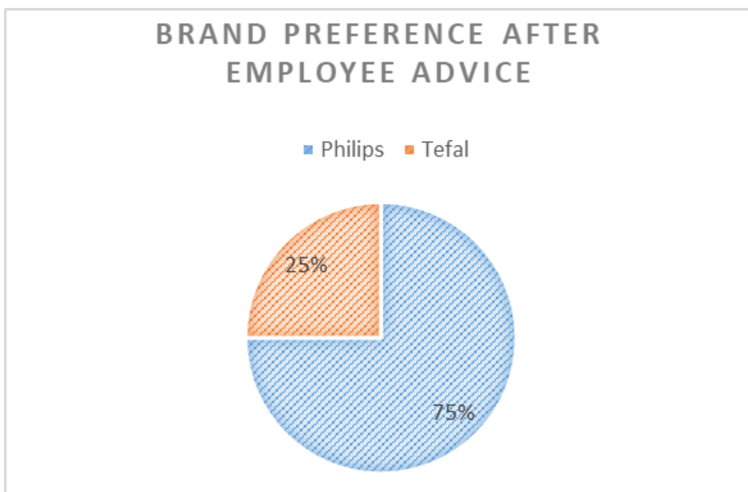


Figure 3

From the numbers it may seem like most employees recommend Philips products. However, from the interview results in Appendix 2 it becomes clear that employees were overall approached with specific questions (about Philips products) or with a specific price range in mind (e.g. respondent 12 wanted recommendations about mid-range priced Airfryers, which excluded Philips and lead to the respondent preferring Tefal). Therefore one cannot draw accurate conclusions about what brand employees tend to recommend. However, it can help to look at the total number of respondents who either bought the product during the store visit, or who will buy the product after searching for the cheapest price online. The information on these respondents can be found in Table 3 below.

Touch points	**Satisfaction of information needs**	**Product purchased in-store**	**Will purchase after price search**	**Total # purchase intentions**	**Purchase intentions in %**
Price tags	10	5	3	8	80%
Product specifications	6	4	0	4	67%
Show models	10	4	3	7	70%
Employee advice	4	3	1	4	100%
Comparison websites	3	2	0	2	67%
Ratings & reviews	3	2	0	2	67%

Table 3

The "satisfaction of information needs" column in table 3 shows the number of respondents that satisfied their in-store information needs by using the touch points mentioned on the left (price tags, product specifications, etc.). The "product purchased in-store" column indicates how many respondents who used a certain touch point actually purchased a product during the store visit. The "will purchase after price search" column indicates how many respondents who used a certain touch point will purchase the product after searching for the cheapest price online. This means that these respondents have made a purchase decision during the store visit regarding which product to buy. The "Total # purchase intentions" indicates how many respondents who used a certain touch point have decided they will buy a specific product (either during the store visit or after doing one last price search). The "Purchase intentions in %" column shows the percentage of people with a specific purchase intentions that have used a certain touch point. Figure 4 below is created based on the data in Table 3 to provide a compact overview.

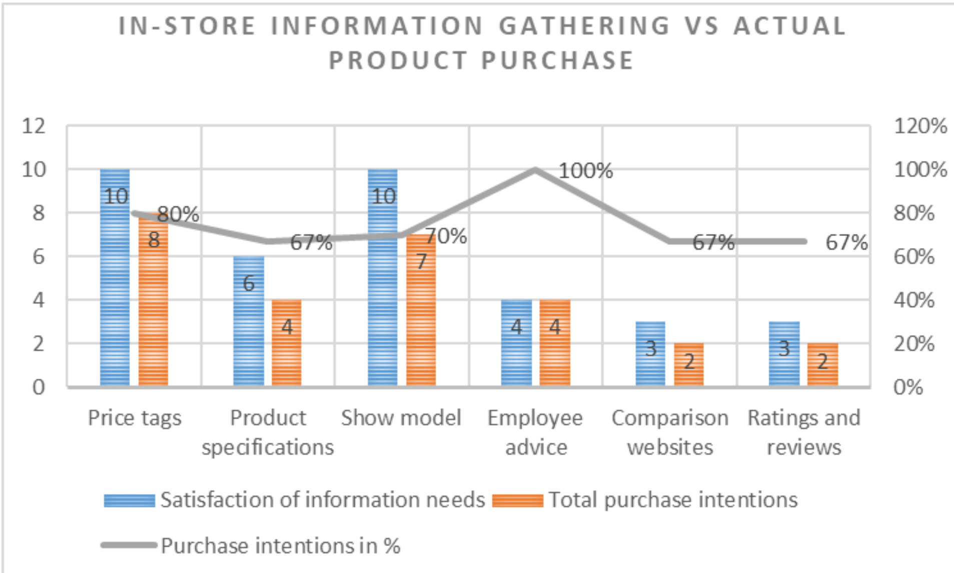


Figure 4

It is notable in Figure 4 that 100% of respondents who addressed an employee either bought the product directly during the store visit, or will buy it after searching for the cheapest price online. This information makes it possible to conclude that employee advice is considered to be valuable to consumers, as 100% of the respondents have followed the employee's advice when making their final purchase decision.

4.4 Post-visit information needs: which in-store touchpoints are lacking?

Figure 5 below can be consulted in order to summarize the respondents' post-store visit information needs. Considering the fact that 6 out of 12 respondents purchased a product during the store visit, they have no post-store visit information needs. From the remaining 6 respondents, 4 want to read additional ratings and reviews after the store visit. Another 4 out of 6 respondents want to search for the cheapest price on Google before making their final purchase. Only 2 out of 6 respondents want to read information on retailer websites, and only 1 out of 6 wants to read information on one or more brands' website before making a final purchase decision. None of the respondents felt the need to ask friends or family for advice prior to making a final purchase decision, meaning that word-of-mouth seems to be more important during the pre-store visit stage of the decision journey.

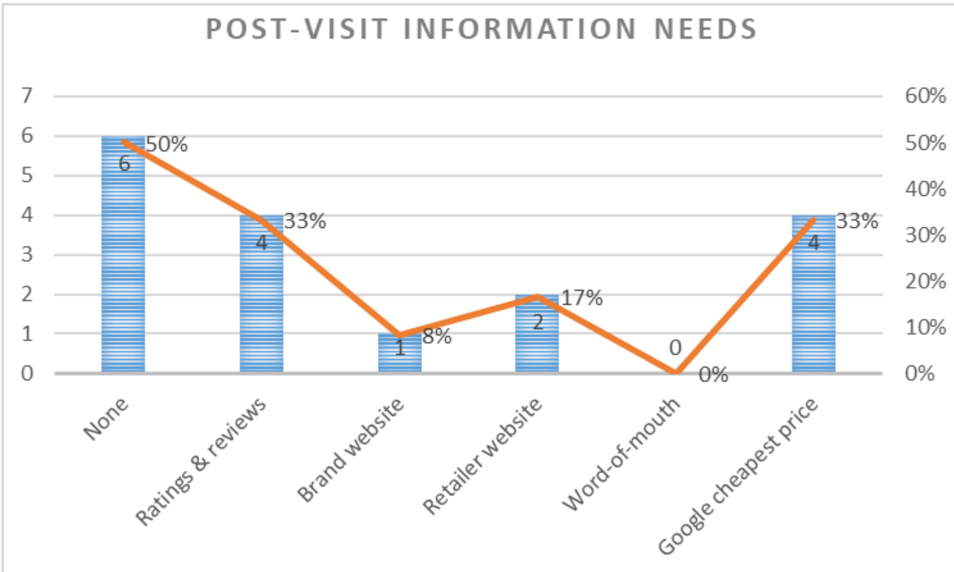


Figure 5

4.5 Touchpoints affecting brand preference

Figure 6 below shows that 58% of the respondent indicated that Philips was their preferred brand prior to the store visit. None of the respondents named other brands as their initially preferred brand. 42% of the respondents had no preference (yet).

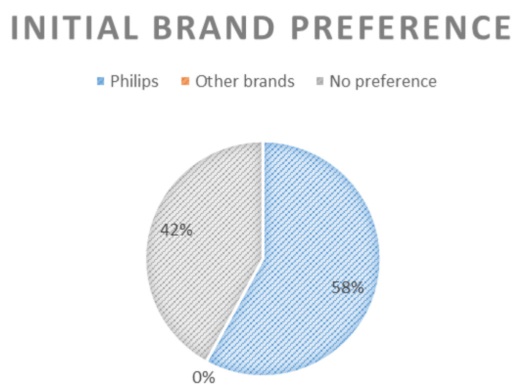


Figure 6

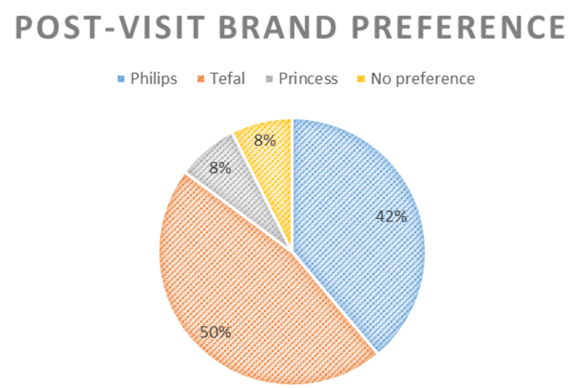


Figure 7

Figure 7 shows how the respondents' brand preference has changed during the store visit. Only 42% of the respondents still prefer Philips, whereas another 42% of respondents prefer Tefal, 8% of respondents prefer Princess and only 8% still has no preference. It is necessary to take a better look at the data in Table 1 in order to find out what changed the respondents' preference.

According to Table 1, out of 7 respondents who preferred Philips prior to the store visit, 5 still prefer Philips. One respondent's (respondent 6) preference for Philips changed into a preference for Tefal, whereas the other respondent (respondent 1) does not have a clear preferred brand anymore after the store visit.

From the data in Table 1 and the interview in Appendix 2 it becomes evident that respondent 6 was initially searching for information about the price and physical appearance, reviews and general specifications of the products. The high price of Philips products made the respondent change her preference to a Tefal product. It could be possible to conclude that the other aspects (physical appearance, reviews, general specifications) of the Philips products were not convincing enough for the respondent to pay a higher price for the product. Respondent 6 also had not done any prior research, which could lead to the assumption that she is flexible when it comes to brand preference.

The data in Table 1 and the interview in Appendix 2 show that respondent 1 mainly focused on information about the price and size of the product. The high price made her not necessarily want to buy a Philips product anymore, but as she has not conducted any prior research she does not know what brand she would prefer based on her budget. However, as she had a strong preference for Philips prior to the store visit due to word-of-mouth, she has not fully excluded Philips as an option yet and is willing to do more research to see if it is necessary to spend more money on an Airfryer than she initially planned.

It is important to note that from the interviews one could deduce that respondent 1 had a stronger preference for Philips prior to the store visit than respondent 6. This could be the reason why respondent 6 switched to another brand so easily, whereas respondent 1 is still unsure about her current brand preference.

The data shows that out of 5 respondents who had initially had no specific brand preference, 4 respondents (respondent 3, 8, 9 and 12) clearly prefer Tefal, whereas one respondent (respondent 11) is in doubt between Tefal and Princess. According to the data, all four respondents who prefer Tefal have in common that they want to buy an Airfryer to only replace an oil fryer, they all did not conduct any research prior to the store visit, and did not have any major requirements besides either price, size and main functionalities like capacity. From the interview in Appendix 2 it becomes evident that all four respondents did not seem to believe that Philips was worth the premium price, or did not even look at Philips products at when they saw the price tags. Similar to the respondents who preferred a Tefal product, respondent 11 had not done much prior research nor had any major requirements.

Another phenomenon that draws attention when one analyzes the data is that the 5 respondents (respondent 2, 4, 5, 7 and 10) who preferred Philips prior- and post-store visit overall have in common that their initial brand preference was relatively strong due to more extensive research prior to the store visit. These respondents are also generally willing to spend more on the product, as none of them mention thinking Philips is too expensive.

As mentioned before, there are respondents who merely think of an Airfryer as a replacement for an oil fryer. If one takes another look at the data of the respondents, one will notice that all respondents have indicated that they want to purchase an Airfryer as a replacement for an oil fryer. However, 7 out of 12 respondents indicated replacing an oil fryer as the only reason to purchase an Airfryer. Table 4 below shows some highlights based on data from consumers who merely think of an Airfryer as a replacement of an oil fryer. It gives an overview of the specific information needs, brand preference and prior research of the mentioned 7 respondents.

Respondents who merely want an Airfryer to replace an oil fryer		
In-store information need for prices	7	100%
In-store information need for product size	5	71%
In-store information need for overall quality	1	14%
In-store information need for product capacity	5	71%
In-store information need for physical appearance of product	3	43%
In-store information need for general specifications	2	29%
Initial brand preference for Philips	2	29%
No initial brand preference	5	71%
Post-store visit brand preference for Philips	0	0%
No prior research at all	6	86%
Only prior research is positive word-of-mouth about Philips	1	14%

Table 4

From the data in table 4 it becomes clear that all respondents who consider an Airfryer to only be a replacement for an oil fryer, are visiting the store to find information about prices of the products. These respondents are also interested in practical information such as product size (5 out of 7 respondents) and product capacity (5 out of 7 respondents). They are less interested in information about the products’ overall quality (1 out of 7 respondents), details about general specifications (2 out of 7 respondents) and the physical appearance of the product (3 out of 7 respondents). Only few of these respondents had an initial brand preference for Philips (2 out of 7 respondents), and none of them preferred Philips after the store visit. Most respondents (5 out of

7) had no initial brand preference at all. In addition, 6 out of 7 respondents mentioned not having conducted any prior research, whereas the remaining respondent mentioned only having heard some positive word-of-mouth about Philips prior to the visit, but not having done any additional research. Out of all this information one can conclude that respondents who merely see an Airfryer as a replacement for an oil fryer, do not seem to be prepared to pay a relatively high price for an Airfryer. Due to the fact that they have not conducted prior research, they may not have knowledge about the additional uses and benefits of an Airfryer, or may not be interested in this knowledge. They do not seem to care much about the brand of the product either, and they merely want a functional product that is not expensive and has a reasonable capacity and size.

5. Conclusion, recommendations and limitations

In this chapter, all the relevant research questions mentioned in chapter 1 will be answered. In addition, recommendations on how to maximize Airfryer sales by maximizing the provision of information at relevant touchpoints in the pre-store visit, store visit and post-store visit stages will be given to Philips based on the theoretical framework in chapter 2 and the results of the interviews in chapter 4. The final part of this chapter will discuss the limitations of this research and will provide recommendations for future research in this area that was out of the scope of this research.

5.1 What are the consumer information needs during a store visit?

Section 4.2 discusses the in-store information needs of the respondents during the store visit. From this section one can conclude that consumers have the following information needs when visiting a physical store during the decision journey (from most frequent information needs to least frequent information needs):

1. **Information about prices of the products.** Out of all respondents, 75% was interested in the difference between prices of the products, and looked at price tags in the store in order to compare different brands and products. Although this is information that consumers can easily access when doing prior research on retailer websites, brand websites and/or Google, some consumers do not conduct any prior research before visiting the store, whereas consumers who do conduct prior research tend to have the need to compare products during the store visit in order to see which product provides the customer with the best value for money. Philips can respond to this information need by making sure that for each Philips Airfryer there is a clear price tag. It is also important that the information provided on the information labels in the stores are explanatory of the prices. Appendix 5 shows a photo taken in one of the stores where the interviews have been conducted. It shows that the Philips Airfryer is more expensive than the Tefal Airfryer it is placed next to, however it does not enable the consumer to

effectively compare prices and specifications due to the fact that information is incomplete. It even shows that the Philips Airfryer has a lower capacity than the Tefal Airfryer, but is nevertheless more expensive, which will not motivate consumers to choose the Philips Airfryer.

2. **Information about the physical size of the products.** Consumers are interested in seeing the physical product in order to get a clear image of the actual size of the product. During the interviews, 58% of respondents indicated that they visited the store to see the physical size of the products. Even though the exact dimensions of products are usually provided on retailer and brand websites, consumers tend to want to see the product in person in order to have a better idea of the amount of space that the product will occupy in their kitchen. Therefore, many consumers prefer looking at show models in stores prior to making a purchase decision. In the case of Philips products, many consumers want to see the difference between the sizes of the Airfryer XL and the Airfryer XXL models. In order to respond to this information need, Philips needs to make sure that all physical stores have a show model for each Airfryer that consumers can easily see.

3. **Information about the capacity of the products.** Half (50%) of the respondents of the interview indicated that they visited the store to gather more information about the capacity of the products. Again, as some consumers may not conduct adequate research prior to the store visit, they will be interested in this type of information. However, consumers who do conduct prior research may already read on retailer websites and brand websites how large the exact capacity of a certain Airfryer is. Either way, it seems that some consumers want to see the physical product or ask an employee for information about how many people a specific Airfryer can cook for in one go. This is especially relevant for consumers who live in a household with multiple people. Philips can respond to this information need by providing information on their website and on retailer websites about the number of people that a certain Airfryer can cook for at once, instead of providing the capacity in liters. Another effective course of action could be

the provision of videos in which consumers can see how much of a specific type of food fits in the Airfryer at once.

4. **Information about the physical appearance of the products.** During the interview, some respondents (33%) indicated that they were interested in seeing the general appearance of a product prior to making a purchase decision. Reasons for this information need are for example that consumers want to touch the physical product to feel the quality of the materials, or want to see the color of the product in person. Again, Philips can respond to this information need by making sure that each retailer has show models for each Philips Airfryer on a location where consumers can easily see and feel the physical product.

5. **Information about the difference between two models or type numbers.** Out of all interviewees, 25% has indicated that they want to find information about the difference between two specific models or type numbers during the store visit. Some respondents have indicated being confused about the fact that some Philips type numbers differ in price while the product seems to be the same. Therefore, it is important for Philips to provide very simple and clear information about this subject. It needs to be clear which models differ from other models in terms of specifications, size, capacity and technology, but perhaps more importantly it needs to become more clear which type numbers include an additional accessory and which do not. It seems that it is a recurring issue for Philips products that consumers do not understand that sometimes two type numbers contain the exact same product while one of the type numbers includes an additional accessory for a discounted price (compared to a situation where one would purchase the accessory separately). This information needs to not only be clarified on brand- and retailer-websites, but also on the in-store price tags and information labels. Another advice for Philips is to keep the amount of different type numbers as low as possible, since a higher number of type numbers seems to lead to a higher degree of confusion among consumers. A possible solution that Philips could look into would be eliminate the type numbers that include an accessory. Instead, Philips and its retailers could provide discounts for consumers who buy a certain accessory with a certain

Airfryer. In order to make this suggestion work, it would be important to clearly communicate this discount to consumers, and make sure that it is clear that buying the accessory by itself would be more expensive.

6. **Information about the overall quality of the products.** 25% of interviewees were interested in information about overall quality of certain products. Often, this information was found by asking a store employee for advice. This employee advice was always followed among the interviewees. An observation worth noting is that when consumers ask for recommendations within a specific price range that does not include Philips products, Philips almost immediately loses the consumer as a potential customer. Therefore it would be advisable for Philips to provide store employees with an adequate training about the advantages of Philips products in comparison to competitors. Employees should try to always point out during their advice that even though Philips products have a higher price, they have advantages due to patented technologies that make the product better than competitors. Consumers may be more willing to pay a higher price when provided with this information.

7. **Information about general specifications of the products.** 17% of interviewees indicated that they were interested in the general specifications of products (besides size and capacity). In order to fulfil this information need, Philips should ensure that the advantages of Philips products are clearly stated on the information and specification tags for each product, while avoiding technical terms in order to avoid confusion.

8. **Information about the dishwasher-resistance of the products.** One respondent was specifically interested in specific characteristics of Philips products, such as the dishwasher-resistance. The Philips website, retailer websites and information tags in the stores claimed that all removable parts of the product are dishwasher-resistant, but the respondent seemed skeptical and felt the need to ask an employee about this statement. The respondent also wanted to see in person which parts were actually removable, and if any other parts that had to be cleaned were not dishwasher resistant. Therefore, it is

recommended to Philips that they not only inform consumers that the removable parts are dishwasher-friendly, but also specify which parts exactly are removable.

9. **Information about the anti-heating system of the products**. One respondent mentioned that the information provided on comparison websites was confusing, because it was incomplete. This made the consumer think that some Airfryer models did not have an anti-heating system when they in fact do. It is recommended that Philips makes sure that all information provided on the brand website and retailer websites are complete, but also that all information pages are set up in the same way. This means that each section on different product pages should contain the same type of information in the same order, so consumers can easily compare and find differences between products. Philips should check the information provided on independent comparison pages (e.g. Kieskeurig) as well.

5.2 What are the (in-store) touchpoints that are relevant to consumer purchase decisions?

In section 4.3 it became clear that the most relevant touch points in-store that lead to a purchase decision are the following (from most to least important):

1. **Employee advice.** Although only a small proportion of interviewees (33%) asked an employee for advice, all of these interviewees (100%) followed the advice that was provided by the employee. One important issue that arised during the interviews is that in some cases it was difficult for a customer to find an employee that had proper knowledge of Airfryers in general. Therefore, as previously mentioned in section 5.2, it is important for Philips to properly educate store employees on differences between Philips products and competitors' products, while also motivating employees to proactively sell Philips products. They should focus on the patented technologies that Philips products use, while also pointing out that Philips Airfryers are not only good for frying, but can also prepare various other healthy dishes when combined with certain accessories that competitors do not have.

2. **Prices.** Out of all interviewees, 83% searched for information about prices during the store visit. Out of those interviewees, 80% made a purchase decision during the store visit, which makes price a relatively important touchpoint for making a purchase decision. The fact that Philips products are relatively expensive compared to competitors' products seems to be a purchase barrier for many consumers. As mentioned in the previous point, it is therefore important that Philips makes consumers aware of the reasons for the relatively high price tag of Philips Airfryers, as most consumers seem unaware of these reasons. This can not only done by training employees to provide the relevant information, but also through the information on the brand website, retailer websites, comparison websites and promotional videos on Youtube.

3. **Show models.** 83% of interviewees were interested in looking at a show model during the store visit, in order to get a clear view of the size and quality of the products. 70% of these interviewees succeeded to make a purchase decision during the store visit. Therefore it is once again recommended that Philips makes sure that each of the different Airfryer models have a show model in the stores, and that these show models are strategically placed where consumers can easily see and compare them to other models and brands.

4. **Product specifications.** Out of all interviewees, 50% searched for information about product specifications in the store, and 67% of these interviewees made a purchase decision during the store visit. Philips should make sure that all relevant product specifications are indicated on the information tags of each model, so that the products can be easily compared to each other.

5. **Ratings and reviews.** 25% of the interviewees felt the need to do a Google search for ratings and reviews while browsing the store. Out of these interviewees, 67% made a purchase decision in-store. It is recommended that Philips makes sure that a large number of reviews are available on different online media. This can be done by inviting customers who recently purchased an Airfryer to leave a review on the brand website

or retailer websites, e.g. by sending an automated e-mail whenever a consumer makes an (online) Airfryer purchase and provides an e-mail address. One interviewee mentioned the need for a 0-5 star system on information tags in-store. This could be relevant to Philips, for example by providing small electronic screens with consumer ratings or the retailers' product recommendations for each product.

6. **Comparison websites.** Out of all interviewees, 25% felt the need to conduct an online search through a comparison website, because the information provided in the store was not adequate enough to help make a purchase decision. Out of these interviewees, 67% made a purchase decision during the store visit. Once again it is recommended to Philips that they confirm that all information on comparison websites, but also all information on the information tags in-store are adequate and complete.

5.3 What information do physical stores lack that are necessary for consumer purchase decisions?

As previously shown in section 4.4, there are certain post-store visit information needs that consumers have. Out of all interviewees, 50% did not purchase a product in-store. However, some of these interviewees did manage to make a purchase decision during the store visit (67%), but did not directly purchase the product due to the fact that they wanted to consult Google to search for the cheapest price of the product of their choice. when they have not been able to make a purchase decision during the store visit. The remaining 33% of interviewees did not manage to make a purchase decision at all, indicated that they want to continue their research after the store visit. These information needs are the following (from most occurring to least occurring need):

1. Read ratings and reviews on the internet.
2. Read information on retailer websites.
3. Read information on brand websites.

If Philips follows the advice provided in the previous sections, the consumer need for consulting retailer and brand websites will likely decrease. However, as many consumers seem to attach a high value to customer ratings and reviews, it is necessary to once again point out that

Philips should incentivize customers to rate and review Philips products, so that a large number of ratings and reviews can be found on different online media. It was also previously recommended that a 0-5 star system in-store could be a solution to the lack of ratings and reviews, and motivate customers to make a purchase decision.

In addition, it is recommended that Philips includes tags or information about being the Consumers Association's best-rated product in-store as well as online. It now seems that many retailers, and Philips' own website, provide this information online, but Philips should make sure that this information is also provided in a clear and noticeable manner in-store, so consumers will be less likely to feel the need to do an internet search instead.

5.4 What can Philips do to increase consumer brand preference for Philips?

An observation that stands out in the interview that was conducted, is that consumers tend to consider Philips as a brand very often due to positive word-of-mouth. This is an advantage that Philips has over its competitors. However, positive word-of-mouth seems to matter mostly in the pre-store visit stage of the decision journey. As Philips Airfryers are relatively expensive, positive word-of-mouth alone may not always be enough to convince consumers to prefer a Philips Airfryer over a competing brand like Tefal.

An interesting observation that was made in chapter 4 is that consumers who conduct extensive prior research are more likely to purchase a Philips Airfryer than consumers who do not. Most of these consumers tend to prefer Philips prior to visiting the store, and tend to be more willing to pay a higher price for Philips products because they understand better why the product is relatively expensive. Consumers who do not conduct extensive research tend to be unaware of the benefits of Philips products compared to competitors' products, and therefore they tend to choose other brands that seem to have a good quality as well. In order to raise awareness of the benefits of Philips products, Philips could try to be more proactively present on social media and Youtube by posting more recipe videos that also explain the benefits of a Philips Airfryer. This way, consumers will be more likely to incidentally come across information about Philips products, and may be more likely to be willing to purchase a Philips Airfryer.

5.5 Recommendations for Philips

In this section, a short summary will be given of the recommendations that were given in this chapter. These recommendations are made based on interviewee statistics and constructive criticism that some interviewees have given during the interviews.

First of all, the most important recommendation for Philips is that they should communicate better to the consumers what the difference is between Philips and competing brands in the area of Airfryers. Tefal seems to be the biggest competitor of Philips, so Philips should clearly indicate the advantages that a Philips Airfryer has that Tefal Airfryers do not have. This can be done by training employees better to proactively explain the advantages of Philips Airfryers in a simple and clear language. Besides the fact that there should be a focus on the different types of meals that a Philips Airfryer can prepare, there should also be a focus on the frying capabilities of Philips Airfryers, as many consumers seem to use an Airfryer as merely an alternative for an oil fryer. Philips should point out that the patented technologies it uses make even simple dishes like fries and snacks more tasteful than competitors' products, meaning that even for consumers who are merely looking to replace an oil fryer, Philips is the best option and worth the premium price.

Another important recommendation is that Philips should use as few type numbers as possible for their products, and eliminate the additional type numbers that are created by including extra accessories with a specific Airfryer. Instead, Philips should continue to sell all accessories separately, but should offer consumers a discount when they purchase a separate accessory along with a specific Airfryer. This will lead to less confusion, as in the current situation it is not always clear to consumers that a certain accessory is included in some type numbers.

Since many consumers are consulting ratings and reviews before making a purchase decision, Philips should include these in their physical stores as well. For instance, Philips could provide each product with a small electronic screen in-store that shows consumer ratings of the product on a scale of 1-5. As an alternative, these ratings can also be based on the retailers' recommendations. Additionally, Philips should make sure to clearly communicate in-store which of its products have been recommended by the Dutch Consumers Association.

As consumers who conduct an extensive research prior to a store visit tend to be more likely to choose Philips, it is important to reach consumers in this preliminary stage as well. Philips can do this by using social media to spread promotional videos, tutorials and Airfryer recipes that also discuss the benefits of a Philips Airfryer. If Philips manages to reach more consumers through social media, in addition to providing clear and adequate product information on their website and on retailers' websites, this should result to better informed consumers, and better informed consumers are more likely to prefer Philips.

A final recommendation is that Philips should make sure that every physical store has a strategically placed and clearly visible show model, so that customers can easily examine and compare the physical attributes of different models.

5.6 Limitations and recommendations for further research

The main limitation of this research is the relatively small sample size. Another limitation is the limited number of elements that the interviews focused on. It is too complicated and time-consuming to analyze a larger amount of data through in-store interviews. Additionally, physical stores have only a small number of consumers who visit with the purpose of buying an Airfryer. Therefore, it is difficult and time-consuming to gather data through this method.

In the future it is recommended to do a more detailed consumer research on a bigger scale, e.g. through online questionnaires. It is also recommended to gather more specific information by conducting a separate research per retailer. This way, Philips could obtain advice about how to utilize in-store touchpoints per retailer. This is important because each retailer has a different organization of touchpoints, and respondents could give varying answers depending on the retailer.

Appendix

Appendix 1

Interview questions

1. Is the respondent considering buying an Airfryer?

   A. Yes: continue the interview

   B. No: stop

2. Which statement applies to the respondent the most?

   A. I am not sure whether I want to buy an Airfryer yet.

   B. I want to buy an Airfryer, but I do not know which brand or model yet.

   C. I want to buy an Airfryer, but I am still in doubt between a few brands or models.

   D. I know which brand I want to buy but I am still in doubt about the model.

   E. I know which Airfryer I want to buy already.

3. What is the reason the respondent wants to buy an Airfryer?

   A. To replace an old Airfryer.

   B. For frying purposes (replacing an oil fryer)

   C. For the ease of easily making different types of dishes in one machine.

   D. Because of the health benefits it provides.

   E. To replace an oven.

   F. Easy to clean (less dishes and less time consuming to clean).

   G. Other reason, namely: …

4. a) Has the respondent used an Airfryer before, and if yes, which one? (If not, continue with question five)

   b) What was the respondent satisfied about when using the Airfryer?

c) What was the respondent dissatisfied about when using the Airfryer?

5. a) What sources of information has the respondent been using to orientate prior to the store visit?

   A. Internet pages (e.g. websites of the different brands).

   B. Retailer websites (e.g. Bol.com, Media Markt etc.).

   C. Friends/family/acquaintances who have experience with the product (e.g. word-of-mouth)

   D. Physical store (Media Markt, BCC, etc.).

   E. Comparison websites (e.g. Kieskeurig).

   F. They have not yet orientated or done any previous research.

   G. Others, namely: …

   b) What type of information was the respondent specifically looking for when consulting the information sources, if any, mentioned in question 5a?

   A. Product specifications (e.g. is it easy to clean/safe for the dishwasher, does it have accessories, how many heat and time settings does the product have, what is the basket size etc.)

   B. Price comparison with other models or brands.

   C. Others' opinion about a specific model or brand (e.g. reviews and ratings).

   D. Appearance and/or size of the product.

   E. Others, namely: …

6. a) What type of information is the respondent looking for during the store visit?

   A. Physical size

   B. Other physical attributes (e.g. color, quality of the materials)

   C. Price

   D. Technological specifications

   E. Others, namely: …

b) Where would the respondent expect to find this specific information (e.g. price tag, product specifications, consulting an employee etc.)

c) Was the respondent actually able to find the information they were looking for? If not, how will they continue their search?

7. a) How much was the respondent prepared to spend on an Airfryer prior to the store visit?
   A. Up to 50 euros.
   B. Between 50 and 99 euros.
   C. Between 100 and 149 euros.
   D. Between 150 and 200 euros.
   E. More than 200 euros.

   b) How much is the respondent prepared to spend on an Airfryer after the store visit? If this amount differs from the amount indicated in question 7a, why did the respondent change their mind?

8. a) What brand, if any, did the respondent prefer prior to the store visit?

   b) What brand, if any, does the respondent prefer after the store visit?

   c) Does the respondent's current brand preference indicated in question 8b differ from their initial brand preference indicated in question 8a?
   A. Yes: continue with question 9.
   B. No: continue with question 10.

9. Why did the respondent's initial brand preference change?

10. Why does the respondent have a preference for this brand?

11. Will the respondent actually buy the product during their store visit?

    A. Yes: stop.

    B: No: continue with question 12.

12. Why is the respondent not buying the product yet?

    A. They want to look for more information on the brand's website

    B. They want to read more reviews.

    C. They want to ask friends/family/acquaintances for advice.

    D. They want to think about it before making a final decision.

    E. They think the product is too expensive.

    F. Others, namely: …

Appendix 2

The in-store interviews can be summarized into three parts:

1. Situation sketch: why does the consumer want to buy an Airfryer? What is the prior research that he/she has done, if any? What are his/her requirements?
2. What information is the consumer looking for during the store visit?
3. Does the consumer manage to find this information, and if yes, how? If no, how will the consumer continue his/her research?

<u>Respondent 1</u>

1. **Situation sketch: why does the consumer want to buy an Airfryer? What is the prior research that he/she has done, if any? What are his/her requirements?**

The respondent is considering purchasing an Airfryer. She knows Philips is a good brand for Airfryers due to positive word-of-mouth, therefore she is strongly considering buying a Philips. However, she has not done any other prior research. The main requirement that she has is that the Airfryer should not be too large, since she lives alone and does not want it to take up too much space in her kitchen. Besides the size, she also mentions that she requires the product's price to not be higher than 100 euros. The reason the respondents considers buying an Airfryer is because it is a healthy alternative for oil frying.

2. **What information is the consumer looking for during the store visit?**

The respondent is currently mainly looking for information about the size of the Airfryers. She also wants to see the prices of the different models.

3. **Does the consumer manage to find this information, and if yes, how? If no, how will the consumer continue his/her research?**

The respondent satisfies her information needs by looking at the show models and the price tags. The respondent initially wanted to spend up to a 100 euros on the product. However, in the store she saw that the Philips Airfryers are much more expensive, so she has second thoughts now. Her next course of action will be looking at reviews online, and perhaps looking at other cheaper brands on retailers' websites as well.

Respondent 2

1. **Situation sketch: why does the consumer want to buy an Airfryer? What is the prior research that he/she has done, if any? What are his/her requirements?**

The respondent is considering purchasing an Airfryer. She knows she wants a Philips, because she has done previous research through a comparison website (Kieskeurig) and Youtube, and decided Philips has the best overall quality and satisfies her needs. In addition she believes Philips is a good brand when it comes to Airfryers due to word-of-mouth. She wants an Airfryer because it's an healtier alternative for making fries and snacks. She also likes the fact that it not only replaces an oil fryer, but an oven as well. She requires a large Airfryer, due to the fact that she has a family of six.

2. **What information is the consumer looking for during the store visit?**

The respondent wonders if the Philips Airfryer XXL big enough to cook e.g. fries for six people at a time. In addition, she doubts between two types, and it is unclear to her what the difference is between these two types (HD9654/90 and HD9650/90. The store visit confuses her even more, because there are show models for both type numbers, but the difference is unclear. One of the show models shows a price, the other one does not. Also, there is another version of the Airfryer XXL which does not have a digital display, but it is unclear whether there are other differences aswell except the display. She also wants to know which parts of the Airfryer can be safely cleaned in the dishwasher.

3. **Does the consumer manage to find this information, and if yes, how? If no, how will the consumer continue his/her research?**

In order to find the information she is looking for, the customer first tries to compare the HD9654/90 and the HD0650/90 on Kieskeurig. This is not successful, because the information seems incomplete. For example, the website indicates that one of them, which she believes is the older model, has a anti-heating system for the outside of the machine, whereas for the newer model this is not indicated at all. This makes her believe the newer, more expensive model does not have this anti-heating system, which is very confusing to her. When the customer decides to ask an employee for information, she has to address three different employees before she finally gets help, because all the employees she addresses indicate that they do not have specific knowledge about Airfryers. Eventually the respondent manages to find an employee who can help her. This employee explains to her that both Airfryers are the exact same products, except one of the items comes with an extra accessory, while the other does not. The respondent also asks if all the parts of the Airfryer are dishwasher-friendly. The employee tells her most of them are, except the main container, because the dishwasher could damage the non-stick coating over time. This information is not clearly indicated on the box of the product or in product descriptions on the Philips website or retailer websites, because it is usually mentioned that all removable parts of the Airfryer are completely dishwasher-friendly.

Respondent 3

1. **Situation sketch: why does the consumer want to buy an Airfryer? What is the prior research that he/she has done, if any? What are his/her requirements?**

The consumer is considering buying an Airfryer, but does not know which brand or model she wants yet. She is interested in buying an Airfryer as a replacement for an oil fryer. The consumer has not done any previous research about different brands and models of Airfryers. The respondent's requirements are that the product should not be too expensive, and should have a decent size-to-capacity ratio, meaning that the physical product should not be too big but it should still have a relatively big capacity for its size.

2. **What information is the consumer looking for during the store visit?**

The main specifications that the consumer is interested in are the size and the capacity of the Airfryer. Also she wants one that is not too expensive and is prepared to spend up to a maximum of 100 euros on an Airfryer. The consumer expects to find this information on the information labels in the store.

3. **Does the consumer manage to find this information, and if yes, how? If no, how will the consumer continue his/her research?**

The consumer is looking at the information labels and the show models in order to make a decision. She ends up hesitating between two brands: Princess or Tefal. She is not interested in the Philips Airfryers because they are out of her price range, and the cheaper brands seem to have a good quality too, so it does not make sense for her to buy an expensive Airfryer. After googling some quick reviews, she ends up buying the Tefal Easy Fry Precision, due to the value she gets for the money.

Respondent 4

1. **Situation sketch: why does the consumer want to buy an Airfryer? What is the prior research that he/she has done, if any? What are his/her requirements?**

The respondent is a student who wants to buy an Airfryer that she can use with her roommates in their student house. Due to good word-of-mouth she believes Philips is a good brand for an Airfryer, and has prior experience with Philips Airfryers due to the fact that her parents have an older model of the product at home. The respondent has also seen on social media that it is possible to not only use a Philips Airfryer for frying, but also for preparing varied healthy meals. This and the fact that she wants to replace a small old oven that she has in her student house are why her and her roommates decided to buy an Airfryer. She has done some prior research through retailer websites (Media Markt and Bol.com) and read information about the Airfryer XL and Airfryer XXL models on the Philips website.

2. **What information is the consumer looking for during the store visit?**

The respondent knows she wants to buy either an Airfryer XL or Airfryer XXL from the Philips brand, but came to the store because she wanted to see what the physical size difference is between the two models, due to the limited space she has in her student house. As she lives with five others, and believes the high price of this brand is reasonable when shared with six people in total, she concludes that the Airfryer XXL is a suitable model for her and her roommates' needs.

3. **Does the consumer manage to find this information, and if yes, how? If no, how will the consumer continue his/her research?**

The respondent was able to see show models of the Airfryer XL and Airfryer XXL in the store, and indicated that the Airfryer XXL was large but not as large as she expected, and therefore would not take up too much space in her kitchen. This helped to make her decide that she would rather buy the Airfryer XXL instead of the XL. However, she does not want to buy the product during her store visit, because she wants to do further research to see which retailer sells the product for the cheapest price. She mentioned that she is a bit confused about the different type numbers for the same product, and the store visit did not help clear up the confusion. She would rather do her research online instead of asking an employee during her store visit, so she can make her final decision based on the cheapest price that she can find on Google among all retailers.

Respondent 5

1. **Situation sketch: why does the consumer want to buy an Airfryer? What is the prior research that he/she has done, if any? What are his/her requirements?**

The respondent wants to buy an Airfryer to replace her old one, which is an older model of the Philips Airfryer. She mainly uses an Airfryer for frying snacks and fries, however she would like to use her new Airfryer to prepare meat instead of doing this in a pan or in an oven. She has also heard from a friend that the newer models of the Philips Airfryers are suitable for preparing various healthy dishes and recipes. She believes Philips is a good brand and that its Airfryers are durable, and therefore she already knows she wants to buy one from Philips. Another requirement is that the product is black, because that color is the most suitable with her kitchen. She has not done previous research herself, except that she has heard recommendations from a friend who has the Philips Airfryer XXL.

2. **What information is the consumer looking for during the store visit?**

She is visiting the store because she wants to look at the physical appearance of the different Philips models to see if it will look nice in her kitchen. She also wants to compare prices of the different models.

3. **Does the consumer manage to find this information, and if yes, how? If no, how will the consumer continue his/her research?**

The respondent was able to find the information that she was looking for, by looking at the show models of the products and the price tags. However, she was confused about the fact that there were for example multiple Aifryer XXL's with different prices. She decided to ask an employee and was told that the price difference is due to the fact that one of the products comes with an extra accessory and the other does not. The respondent decides to buy the Airfryer XXL with the accessory, because she believes it is worth paying a slightly higher price for what seems to be the best Airfryer to her, compared to the price of the Airfryer XL. However, she does not want to purchase the product in the store yet, because she wants to purchase it online after searching for the cheapest price available among retailers.

Respondent 6

1. **Situation sketch: why does the consumer want to buy an Airfryer? What is the prior research that he/she has done, if any? What are his/her requirements?**

The respondent is considering buying an Airfryer as a healthier replacement for a deep fat fryer. She has not done much research prior to the store visit, but believes Philips is a good brand due to its overall brand image, and is considering buying a Philips Airfryer. However, she is open to other brands aswell. She mentions that she does not have specific requirements yet.

2. **What information is the consumer looking for during the store visit?**

The respondent is browsing the shelves for information about price and physical appearance of the different brands and models. Even though the respondent expected Philips Airfryers to be more expensive than other brands, she did not expect the price difference to be as large as it is. Therefore, she is interested in other brands as well. While browsing the shelves for other brands, the respondent also uses comparison websites to look at product specifications and looks at online ratings of other brands.

3. **Does the consumer manage to find this information, and if yes, how? If no, how will the consumer continue his/her research?**

It was not very clear to the respondent why there is such a large price gap between the Philips Airfryers and other brands that seem to have a good quality as well, like Tefal. Therefore her initial brand preference for Philips is now less strong, and she wants to look more into other brands before making her final purchase decision. Therefore she does not want to buy the product yet, and wants to look for reviews of alternative brands like Tefal and look on brand websites of other brands before making a decision.

Respondent 7

1. **Situation sketch: why does the consumer want to buy an Airfryer? What is the prior research that he/she has done, if any? What are his/her requirements?**

The respondent wants to buy an Airfryer because of its ease in use and as a way to fry and grill food in a healthier way. She has done extensive research before visiting the store by reading online reviews, looking at product pages on the websites of brands and by comparing products on Bol.com. She has decided that she wants a Philips Airfryer XXL, and due to her extensive research, she believes that this model is worth the premium price and will be a good investment. Quality and durability of the product is an important requirement for this respondent.

2. **What information is the consumer looking for during the store visit?**

The only reason why the respondent has not bought the Philips Airfryer XXL online yet is that she wants to see the physical product before purchasing it so she can get a good image of the actual size and the quality of the product.

3. **Does the consumer manage to find this information, and if yes, how? If no, how will the consumer continue his/her research?**

The respondent finds the information by looking at the show model. She manages to make her final purchase decision by looking at the show model of the Philips Airfryer XXL, and buys the HD9654/90 during her store visit.

Respondent 8

1. **Situation sketch: why does the consumer want to buy an Airfryer? What is the prior research that he/she has done, if any? What are his/her requirements?**

The respondent is considering buying an Airfryer, but does not know which one yet. He has not conducted any extensive prior research and wants to browse the shelves in the store to see which Airfryer he would like to buy. It is important to him that the Airfryer is large enough to cook a meal for around five people. The respondent says he will mainly use the Airfryer as a replacement for an oil fryer.

2. **What information is the consumer looking for during the store visit?**

Since the respondent has not conducted any prior research, he is looking at many aspects in the store. He wants to compare prices, general product specifications such as wattage, heat settings, etc., and wants to take a look at the physical products to compare sizes, capacity and general physical appearance. He notices that the prices vary greatly, and wants to find out why some brands are much more expensive than others.

3. **Does the consumer manage to find this information, and if yes, how? If no, how will the consumer continue his/her research?**

The respondent realizes that some brands are much more expensive than others, especially Philips, and wonders whether this is only the case because of Philips' brand image and general quality or if there are other attributes that explain the high prices. When looking at the product specifications and the physical quality of the Philips Airfryer, he says he can see that the Philips Airfryers have a good quality, but he is unsure if it is worth paying a premium price for. Cheaper models from other brands seem to have a good quality and specifications as well. After doing some quick research on Google and comparing products on Kieskeurig, the respondent decides to buy a Tefal Easy Fry, because of the good reviews and the fact that the product was named Best Buy by the Dutch Consumers' Association (2019).

Respondent 9

1. **Situation sketch: why does the consumer want to buy an Airfryer? What is the prior research that he/she has done, if any? What are his/her requirements?**

The respondent is considering buying an Airfryer. She has not owned an Airfryer before but wants to purchase one as a replacement for an oil fryer. She has not done any research prior to the store visit. She does not yet know which brand she prefers, but is willing to spend up to 120 euros on the product.

2. **What information is the consumer looking for during the store visit?**

The respondent visited the store because she wanted to see which brands and models are available, and wanted to be able to compare the prices, capacity and physical attributes (including size) of different models to each other.

3. **Does the consumer manage to find this information, and if yes, how? If no, how will the consumer continue his/her research?**

The respondent was able to compare different brands and models using the information on the price tags, show models and specification tags in the store. After collecting all the information she was looking for, she says she prefers the Tefal Easy Fry Precision, because she believes Tefal is a good brand and the product falls within her price range of 120 euros. However, she does not want to buy the product online yet, because she prefers ordering it online so she can do some online research by reading reviews and finding the cheapest price first.

Respondent 10

1. **Situation sketch: why does the consumer want to buy an Airfryer? What is the prior research that he/she has done, if any? What are his/her requirements?**

The respondent is a student who is considering buying an Airfryer because she wants to be able to easily cook healthy dishes that she would usually prepare in an oven or oil fryer. She has not done much prior research, but due to good word-of-mouth her initial preference is a Philips product. Her main requirement for the product is that it should have a good value for money, and it should not be very expensive.

2. **What information is the consumer looking for during the store visit?**

During the store visit, the respondent wants to find out which Airfryer would be recommended by employees and which one has the best value for money. The respondent is initially prepared to pay up to 50 euros for the product herself, as her mother is willing to partly finance her purchase as well.

3. **Does the consumer manage to find this information, and if yes, how? If no, how will the consumer continue his/her research?**

The respondent manages to find this information by talking to an employee. However, the first employee she addresses indicates that he does not have much knowledge about Airfryers, and eventually the respondent manages to find an employee who does. She also mentions that employee knowledge is the main reason for her to visit a physical store. However, she also mentions that would perhaps like to see a rating/review method on the price tags, where each product has a 0-5 star rating, preferably based on consumer ratings, or otherwise the retailer's own rating. She knows she can still find consumer ratings on the internet, but mentions it would be convenient to have an overview of everything in the store instead of having to search for everything one by one, which can be time consuming. In addition, some products may not have many reviews online and may therefore be less useful. The respondent also mentions that her brand preference is still Philips after the store visit, and that she is now prepared to pay up to 100 euros for a product as she realizes that Philips products are more expensive than she initially expected. Eventually she buys the smallest Philips Airfryer model.

<u>Respondent 11</u>

1. **Situation sketch: why does the consumer want to buy an Airfryer? What is the prior research that he/she has done, if any? What are his/her requirements?**

The respondent wants to buy an Airfryer as a replacement for an oil fryer. She has not done any prior research about brands or models, so her decision journey starts in the store. Her only requirement is that the product should cost no more than around 80-100 euros.

2. **What information is the consumer looking for during the store visit?**

The respondent wants to see how much Airfryers costs and is interested in the physical size and capacity of the product.

3. **Does the consumer manage to find this information, and if yes, how? If no, how will the consumer continue his/her research?**

The consumer manages to find this information by looking at the price tags, show models and the specification tags. After looking at the information, she is still unsure about which Airfryer she wants to buy, but is drawn towards Tefal or Princess due to the reasonable prices. She also believes Tefal is generally a good brand for kitchen appliences, but thinks the Princess products seem good as well as far as she can tell from the information in the store. As the respondent is still unsure about which product to buy, he does not buy anything yet. She wants to do more research about Tefal or Princess Airfryers by looking at retailer websites and reading online reviews.

<u>Respondent 12</u>

1. **Situation sketch: why does the consumer want to buy an Airfryer? What is the prior research that he/she has done, if any? What are his/her requirements?**

The respondent wants to buy an Airfryer as a gift for his wife. He has not done any previous research and does not have any specific requirements yet. He does not have any specific requirements when buying an Airfryer yet and wants to explore all his options during the store visit.

2. **What information is the consumer looking for during the store visit?**

The respondent is interested in the prices, the product capacity and the general features like wattage and heat settings. He is also interested in finding a product with the best quality within his preferred budget.

3. **Does the consumer manage to find this information, and if yes, how? If no, how will the consumer continue his/her research?**

The consumer finds the information he was searching for on the price tags and the specification tags of the products. He also takes a quick look at Philips products, but mentions that he believes they are too expensive for just a fryer. He is unsure about which product he wants to choose, so he decides to ask a store employee for advice about which mid-range priced Airfryer is the best option. After his conversation with the employee, he decides to buy a Tefal Airfryer.

Appendix 3

Respondent	Prior research 0	Prior research 1	Prior research 2	Prior research 3	Prior research 4	Prior research 5	Prior research 6	Prior research 7	In-store information needs 1	In-store information needs 2	In-store information needs 3	In-store information needs 4	In-store information needs 5	In-store information needs 6	In-store information needs 7	In-store information needs 8	In-store information needs 9
1	0	0	0	1	0	0	0	0	1	0	1	0	0	0	0	0	0
2	0	0	0	1	0	1	1	0	0	0	0	1	1	1	1	0	0
3	1	0	0	0	0	0	0	0	1	0	1	1	0	0	0	0	0
4	0	1	1	1	0	0	0	1	1	0	0	0	1	0	0	0	0
5	0	0	0	1	0	0	0	0	0	0	1	0	1	0	0	1	0
6	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0
7	0	1	1	0	1	0	0	0	1	1	0	0	0	0	0	0	0
8	1	0	0	0	0	0	0	0	1	0	1	1	0	0	0	1	1
9	1	0	0	0	0	0	0	0	1	0	1	1	0	0	0	1	0
10	0	0	0	1	0	0	0	0	0	1	1	0	0	0	0	0	0
11	1	0	0	0	0	0	0	0	1	0	1	1	0	0	0	0	0
12	1	0	0	0	0	0	0	0	0	1	1	1	0	0	0	0	1

Respondent	Satisfaction 1	Satisfaction 2	Satisfaction 3	Satisfaction 4	Satisfaction 5	Satisfaction 6	Post-visit information needs 0	Post-visit information needs 1	Post-visit information needs 2	Post-visit information needs 3	Post-visit information needs 4	Post-visit information needs 5	Reason to buy 1	Reason to buy 2	Reason to buy 3
1	1	0	1	0	0	0	0	1	0	1	0	1	1	0	0
2	1	1	1	1	1	0	1	0	0	0	0	0	1	1	0
3	1	1	1	0	0	1	1	0	0	0	0	0	1	0	0
4	0	0	1	0	0	0	0	0	0	0	0	1	1	1	1
5	1	0	1	1	0	0	0	0	0	0	0	1	1	1	1
6	1	0	1	0	1	1	0	1	1	0	0	0	1	0	0
7	0	0	1	0	0	0	1	0	0	0	0	0	1	1	0
8	1	1	1	0	1	1	1	0	0	0	0	0	1	0	0
9	1	1	1	0	0	0	0	1	0	0	0	1	1	0	0
10	1	0	0	1	0	0	1	0	0	0	0	0	1	1	0
11	1	1	1	0	0	0	0	1	0	1	0	0	1	0	0
12	1	1	0	1	0	0	1	0	0	0	0	0	1	0	0

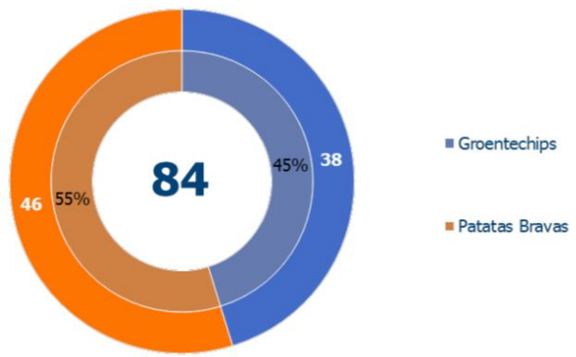
Respondent	Requirements 0	Requirements 1	Requirements 2	Requirements 3	Requirements 4	Requirements 5	Initial brand preference 0	Initial brand preference 1	Post-visit brand preference 0	Post-visit brand preference 1	Post-visit brand preference 2	Post-visit brand preference 3	Product purchased?
1	0	1	0	1	0	0	0	1	1	0	0	0	0
2	0	0	1	0	1	0	0	1	0	1	0	0	1
3	0	1	1	1	0	0	1	0	0	0	1	0	1
4	0	1	0	0	0	0	0	1	0	1	0	0	0
5	0	0	0	0	1	1	0	1	0	1	0	0	0
6	1	0	0	0	0	0	0	1	0	0	1	0	0
7	0	0	0	0	1	0	0	1	0	1	0	0	1
8	0	0	1	0	0	0	1	0	0	0	1	0	1
9	0	0	0	1	0	0	1	0	0	0	1	0	0
10	0	0	0	1	0	0	0	1	0	1	0	0	1
11	0	0	0	1	0	0	1	0	0	0	1	1	0
12	1	0	0	0	0	0	1	0	0	0	1	0	1

Appendix 4

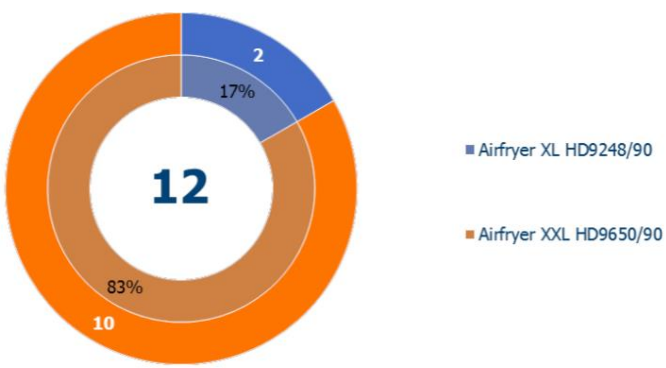
<u>Scope number of shoppers addressed, tasters & sales</u>

Average results (week 50):

Tasters on average per day



Sales on average per day



Results week 51:

Scope number of shoppers addressed, tasters & sales

Total results

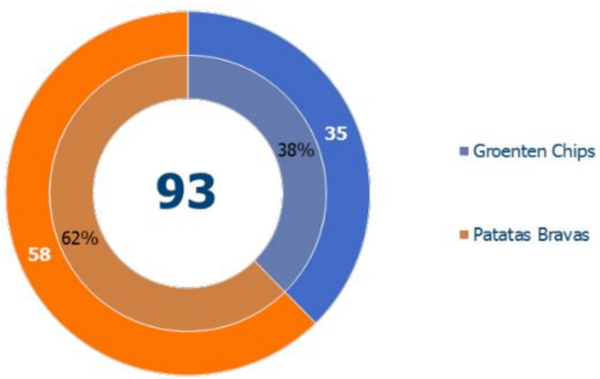
Addressed 1.019 shoppers in total, with an average of 204 shoppers per day.

There were 466 tasters in total, with an average of 93 tasters per day.

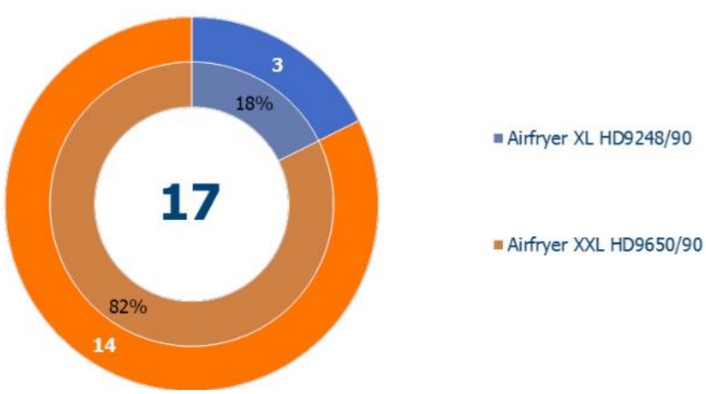
Sold 86 products in total, with an average of 17 products per day.

Average results

Tasters on average per day



Sales on average per day



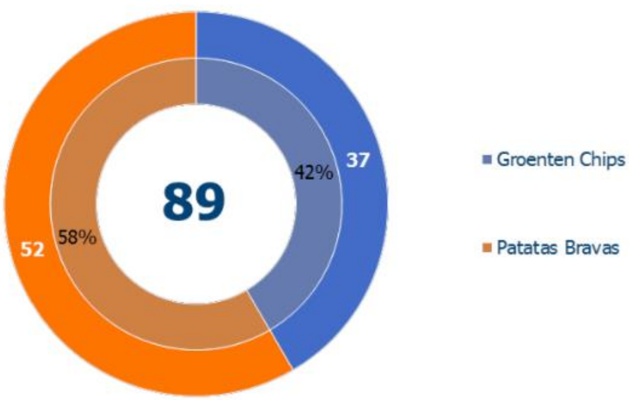
Results total:

Scope number of shoppers addressed, tasters & sales

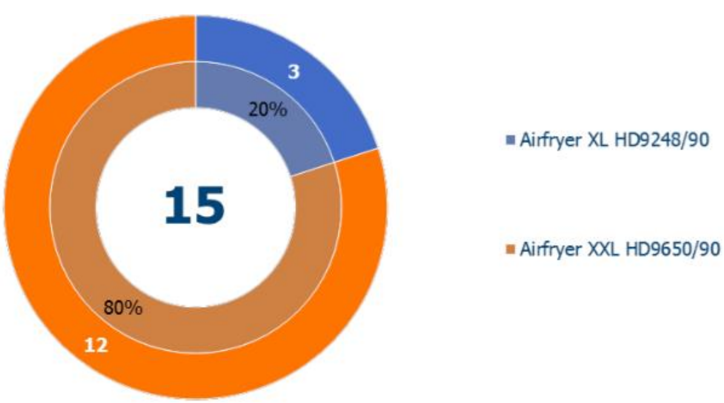
Addressed 1.738 shoppers in total, with an average of 174 shoppers per day.
There were 888 tasters in total, with an average of 89 tasters per day.
Sold 148 products in total, with an average of 15 products per day.

Average results

Tasters on average per day



Sales on average per day



Findings during the demonstrations

Reaction to the price

With regards to the price of the Airfryers the discount mechanism is experienced as appealing and attractive towards the shoppers. The difference in price between the Airfryer XL HD9248/90 and the Airfryer XXL HD965/90 is experienced small by shoppers.

Despite the small difference in price a few shoppers indicate that the price of the Airfryer XXL HD965/90 is a little on the high end.

Reaction to the taste

The Patatas Bravas is experienced as very tasteful by our tasters. The taste is well seasoned, and they are found to be crunchy.

A slightly smaller proportion of shoppers are prepared to taste the Vegetablechips. Those who taste the Vegetablechips experience the taste as: tasty and crispy.

A small part of the tasters is curious about the difference between: snacks from the Airfryer and snacks from the frying pan.

Additional reactions

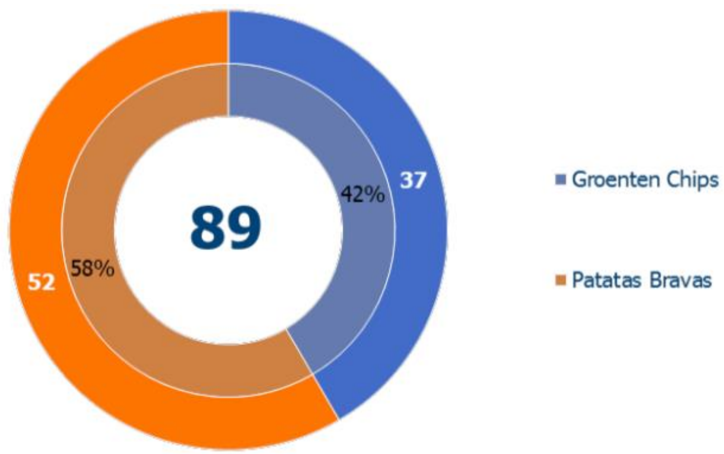
The shoppers are enthusiastic about the gift package which can be ordered when purchasing an Airfryer. A small portion of tasters indicates to have a preference for other savory dishes from the Airfryer instead of the Patatas Bravas and the Vegetablechips.

The brand ambassadors indicate that the KPI tasters are not achieved by the low turn-out of the shoppers in BCC.

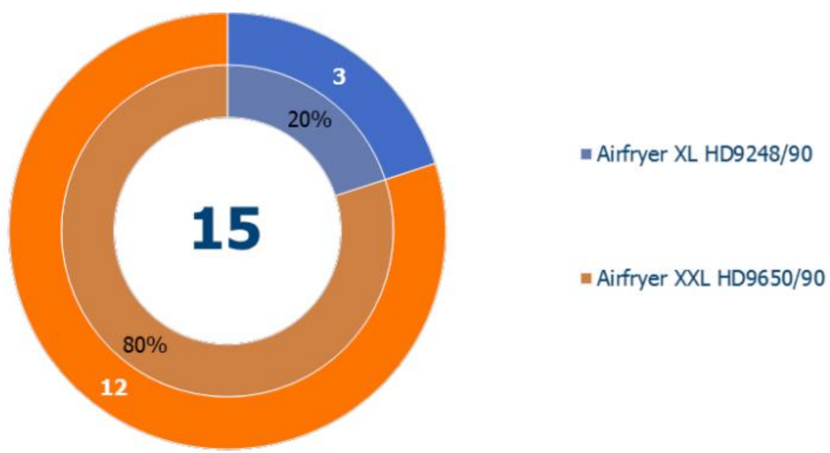
Results, conclusions and recommendations

Results BCC in total

Tasters on average per day



Sales on average per day



Conclusions & recommendations

Conclusions:

- KPI tasters is achieved for 59%.
- KPI sales is achieved with 375%

- The shoppers have responded positively to the gift package which can be ordered after purchasing an Airfryer.
- The flavour of the Vegetablechips is experienced as tasty and crunchy by some of the tasters.
- The flavour of the Patatas Bravas is experienced as delicious by the tasters.

Conclusions and recommendations

- A lower KPI was reached for the number of tasters because of the low number of shoppers at the BBC.
- It is recommended to advertise with savoury snacks which shoppers are curious to try.

Additional comments

In general: At the store's request, the brand ambassadors at BCC Beek and BCC Breda had snacks tasted by shoppers. The number of tasters of the snacks is not included in the evaluation report.

At BCC Beek 95 Airfryers were sold during the two activation days. Without this store, an average of 7 Airfyers were sold per day, resulting in a KPI of 175%.

Appendix 5


TEFAL
Heteluchtfriteuse
Ultimate Fry FX2020
Maximaal vermogen:
Inhoud frituurmand:
Instelbare temperatuur:
Timer:
Koudewandisolatie:
N.A.
1.2 kg
Ja
Digitale timer
N.A.
Prijs
149.98
Art. nr 1591728
PHILIPS
Heteluchtfriteuse
Viva Airfryer HD9721/10
Maximaal vermogen:
Inhoud frituurmand:
Instelbare temperatuur:
Timer:
Koudewandisolatie:
1500 W
0.8 kg
Ja
Ja
Ja
Prijs
189.98
Art. nr 1559276
U

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