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Capturing Moments and Flavors: A Student-market Feasibility Study of a Photobooth with Edible Props and Takeaway Treats

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ABSTRACT

This study evaluated the feasibility of an edible-prop photobooth service as an innovative event entertainment concept in Mindanao State University - Iligan Institute of Technology. Using a quantitative-descriptive design, data were gathered from 300 respondents, predominantly students aged 18 to 21 from Mindanao State University – Iligan Institute of Technology, through purposive sampling via online and face-to-face survey distribution. The instrument was based on the Usage, Attitude, and Image (UAI) framework, supplemented by the Theory of Planned Behavior and Experiential Marketing Theory. Findings revealed a strong level of customer interest, with 88.6% of respondents expressing willingness to engage with edible props during photo sessions, and 94.6% agreeing that the concept would enhance event entertainment as the highest combined positive response across all measured items. The concept was also perceived as highly unique (92.3%) and memorable (93.0%), supporting its differentiation from traditional photobooth services. While 92.6% of respondents indicated willingness to try the service, price sensitivity was notable: 54.3% preferred a price point of ₱145.00 and nearly 80% indicated a ceiling of ₱160.00, underscoring the importance of cost-conscious pricing in a student-dominated market. Primary concerns centered on hygiene and food safety (257 respondents), cleanliness and mess management (238), and product cost (192). Cotton candy and lollipops emerged as the most preferred edible props due to their visual appeal, photogenic qualities, and low-mess characteristics—advantages that also reduce operational complexity. Overall, the study suggests that student consumers show a generally positive reception to the concept. However, sustaining operations will depend on implementing strong food safety practices, offering menu options that consider common allergens, and maintaining a pricing strategy within the ₱145–₱160 range. As an initial feasibility study focused on the student market, the findings are based on expressed preferences and intended behaviors rather than actual purchasing data. Therefore, conclusions regarding market viability should be interpreted with caution. Despite these limitations, the study provides an empirical basis for future research on hybrid eateertainment services, particularly within Philippine provincial event markets, which remain underrepresented in existing experiential marketing literature.

INTRODUCTION

In today's experience-driven economy, consumers increasingly seek services that go beyond basic functionality and instead deliver memorable, engaging, and personalized experiences. Businesses are no longer competing solely through the quality of their products or services but through the unique and meaningful experiences they create for their customers. By involving consumers directly with a brand's culture and social environment, businesses foster a "sense of belonging" that strengthens brand equity (Singh & Singh, 2024). This shift toward experiential consumption emphasizes the importance of designing interactive and immersive activities that enhance customer satisfaction and engagement. This sense of connection is often mediated by psychological ownership (PO) which refers to a psychological condition in which people perceive an object as their own, acting as a crucial motivator for sharing and engaging customers (Jiang *et al.*, 2025). This shift toward experiential consumption emphasizes the importance of designing interactive and immersive activities that enhance customer satisfaction and

engagement. Events such as birthdays, weddings, school programs, and corporate gatherings exemplify this trend, as they often incorporate entertainment elements such as photobooth services that encourage participation and social interaction.

Pine and Gilmore (2019) argue that modern consumers increasingly seek "extraordinary" experiences rather than ordinary services, positioning experiential marketing as a central driver of engagement and differentiation. This framework emphasizes that businesses which intentionally stage memorable, multisensory encounters achieve stronger customer connection and competitive advantage. Supporting this, Agustin (2025) found in a Philippine context that millennial customer acquisition in fine dining restaurants was significantly enhanced by experiential marketing and immersive store atmosphere, with brand persona mediating these effects. His study proposes that brands integrate identity narratives with immersive experiences to align with millennial values, highlighting storytelling, ambience, and service quality as key to attracting and retaining this demographic. Together, these findings reinforce the rationale for integrating

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edible props into photobooth services, as they combine novelty, aesthetics, and immersive engagement in ways that resonate with student and millennial consumers.

A parallel evolution is occurring in the food and beverage sector. The practice of “Foodstagramming”—photographing food and sharing it on social networking platforms—has emerged as a defining “dining ritual” in the digital era, particularly among Generation Z and Millennial consumers (Jiang *et al.*, 2025). (Vegas Dyce *et al.*, 2024) found that “foodstagramming” fulfills important social functions including memory preservation, identity expression, and a sense of belonging, though it can also generate pressure to document experiences at the expense of the lived moment. Meanwhile, (Philp *et al.*, 2022) demonstrated that visual food characteristics are positively associated with social media engagement, confirming the commercial relevance of photogenic food. In the Philippine context specifically, (Ong *et al.*, 2025) found that Filipino consumers’ food-related decisions are simultaneously shaped by aesthetic appeal and rational evaluations of quality and cost dual. This combination of aesthetic and rational factors is particularly relevant to a service concept that integrates food with event photography.

Consumer purchasing decisions are also influenced by promotional incentives and perceived economic benefits. Bacay *et al.* (2025) found that spending rewards and voucher availability positively influence consumer behavior by encouraging higher spending, increasing purchase frequency, and fostering customer loyalty. Their findings suggest that consumers are more likely to engage with products and services when they perceive added value through incentives and rewards. In the context of an edible-prop photobooth service, these findings indicate that bundled packages, promotional discounts, or value-added offerings may enhance customers’ willingness to avail of the service and increase repeat patronage. This is particularly relevant for student consumers, who often balance experiential preferences with budget considerations.

The motivations behind “foodstagramming” extend beyond visual appeal alone. (Vegas Dyce *et al.*, 2024), based on qualitative interviews with Millennial and Generation Z participants, found that “foodstagramming” fulfills several social functions, including memory preservation, identity expression, and the development of a sense of belonging and social connection. At the same time, their study identified potential drawbacks, as some participants reported feeling pressure to document their food experiences, which occasionally reduced their ability to fully enjoy the moment. These contrasting effects, involving both the creation of social value and the possibility of reduced experiential quality, are important considerations for a service that intentionally combines photography and food consumption. As such, it is essential for operators to design the experience in a way that ensures the photographic component enhances, rather than detracts from, the overall customer experience.

The integration of these two trends—experiential event services and multisensory food presentation—creates a compelling opportunity for service innovation. Specifically, the concept of a photobooth service that incorporates edible props and takeaway treats offers a novel approach to event entertainment. This idea allows customers to interact with creatively designed food items during photo sessions and consume or take them home afterward, thereby combining entertainment with a sensory and functional food experience. Such an approach not only enhances customer engagement but also adds value beyond traditional photography services. Studies on live brand activations, such as those at major festivals, show that these immersive environments allow attendees to build deep, memorable connections with a brand through unique interactions (Fernandes & Krolikowska, 2022).

However, despite the potential of this concept, there remains a noticeable gap in both academic research and industry practice. Existing studies on photobooth services primarily focus on technical aspects such as photo quality, digital sharing, and themed setups, while research in the food industry emphasizes presentation and experiential dining. Nadril *et al.* (2021) explored the application of augmented reality in photobooths using real-time rendering techniques, demonstrating how digital innovation can enhance the photography experience at events and exhibitions. Similarly, Napitupulu and Erlina (2024) examined the business development strategies of an automatic photobooth service in Bandar Lampung using the Business Model Canvas and SWOT analysis, highlighting the importance of market responsiveness, customer relationship management, and continuous innovation in sustaining competitive advantage. While both studies provide valuable insights into the technological and strategic aspects of photobooth services, neither addresses the use of edible or multisensory props as a differentiation strategy. This reflects a broader trend in the literature, where photobooth research remains largely focused on technological improvement and operational strategy, with limited attention given to the sensory and experiential aspects of service design. As a result, there is still limited empirical evidence on the integration of edible interactive elements in photobooth services, particularly in terms of customer interest, perceived value, and market feasibility, especially within provincial Philippine event markets, which remain underrepresented in experiential marketing literature.

This reflects a broader trend in the literature, where photobooth research remains largely focused on technological improvement and operational strategy, with limited attention given to the sensory and experiential aspects of service design. Despite the growing body of research on “foodstagramming” behavior (Jiang *et al.*, 2025; Vegas Dyce *et al.*, 2024), food-based social media engagement (Philp *et al.*, 2022), and food consumption intentions in Philippine contexts (Ong *et al.*, 2025), no study has examined the integration of edible interactive

elements within a photobooth service format. As a result, there is still limited empirical evidence on this hybrid service concept, particularly in terms of customer interest, perceived value, and market feasibility, especially within provincial Philippine event markets, which remain underrepresented in existing experiential marketing literature.

Given this gap, this study seeks to evaluate the viability of establishing an edible-prop photobooth service as an innovative event business concept. Therefore, this study aims to evaluate the viability of an edible-prop photobooth service by addressing the following questions:

1. What is the demographic profile of the respondents in terms of age, sex, occupation, and level of exposure to photobooth services?
2. What is the level of photobooth encounters, customer interest, and perceived value of an edible-prop photobooth service compared to traditional photobooth services?
3. What factors influence customers' willingness to avail themselves of the service?
4. What are the advantages, challenges, and overall feasibility of implementing the concept as an event service business?
5. What are the preferences of the customers toward edible props included in photobooth services with respect to their types and corresponding prices?

The study is anchored on three converging theoretical frameworks that collectively provide an explanatory and evaluative foundation for assessing the feasibility of an edible-prop photobooth service.

Experiential Marketing Theory (Pine & Gilmore, 2019) serves as the primary basis for explaining the concept's value proposition. The Experience Economy framework posits that businesses that intentionally stage memorable, multisensory experiences, rather than simply deliver goods or services, are more likely to achieve stronger customer engagement, emotional connection, and competitive differentiation. In this context, the edible-prop photobooth aligns with multiple experiential dimensions. The interaction with visually designed food props during photo sessions engages the entertainment dimension, while the aesthetic qualities of items such as cotton candy and lollipops, including their color, texture, and visual appeal, engage the aesthetic dimension. The inclusion of edible takeaway elements further adds a tangible sensory layer that is not typically present in conventional photobooth services, effectively transforming a standard photography service into a more immersive experiential activity. This framework helps explain the potential appeal of the concept among consumers who increasingly value experiences that are both enjoyable and suitable for social sharing, as well as emotionally memorable.

Theory of Planned Behavior (TPB) explains how experiential appeal is translated into actual consumer action. As noted by Rahman (2025), whose synthesis of 105 consumer behavior studies published between 2020 and 2024 identifies TPB as one of the most consistently

applied frameworks in contemporary research, behavioral intention—operationalized in this study as willingness to try and willingness to pay—is shaped by three key factors: attitude toward the behavior, subjective norms, and perceived behavioral control. Rahman (2025) further emphasizes that TPB is particularly effective in contexts where decisions involve both rational considerations, such as price sensitivity and perceived value, and social influences, including peer norms and shareable experiences. For instance, Ong *et al.* (2025) demonstrated that perceived food quality and utilitarian eating values are significant predictors of consumer attitudes and consumption intentions, particularly when assessed through an extended TPB framework. These conditions closely reflect the characteristics of the student market examined in this study, where the perceived quality of edible props and the perceived value for money directly influence the intention to use the service.

In this context, attitude refers to respondents' evaluative and emotional responses to using edible props during photo sessions, while subjective norms capture the influence of peer expectations and social media visibility, which are especially relevant among Generation Z consumers whose identity expression is often shaped through shareable experiences (Carmo *et al.*, 2022). Perceived behavioral control, on the other hand, reflects respondents' assessment of the service's affordability and accessibility within the Iligan City student market. By incorporating TPB, grounded in Rahman's (2025) synthesis, the study moves beyond simply measuring interest and instead examines the attitudinal, social, and economic conditions that influence whether expressed interest is likely to translate into actual service.

Finally, the UAI (Usage, Attitude, Image) framework functions not as an independent behavioral theory but as the measurement structure through which Experiential Marketing Theory and the Theory of Planned Behavior (TPB) are translated into quantifiable survey constructs. The usage dimension captures respondents' prior exposure and frequency of photobooth services, establishing an experiential baseline that informs how individuals evaluate a novel concept. The attitude dimension measures affective responses to the edible-prop photobooth, including interest, enjoyment, and comfort with consumption, corresponding directly to TPB's attitude component. The image dimension assesses perceptions of the concept's uniqueness, memorability, and entertainment value, which align with Experiential Marketing Theory's emphasis on differentiation and also relate to TPB's subjective norm component, insofar as socially appealing and distinctive concepts are more likely to be positively reinforced within peer contexts.

Collectively, these three frameworks operate in a complementary and sequential logic. Experiential Marketing Theory explains why integrating sensory and photographic elements generates added experiential value, TPB identifies the attitudinal, social, and perceived control conditions that influence whether consumers are

likely to act on that value, and the UAI framework serves as the operational tool that structures and measures these theoretical constructs within the MSU-IIT student market.

MATERIALS AND METHODS

Research Design

This study utilized a quantitative descriptive research design to evaluate the feasibility of an innovative photobooth service characterized by integrated edible props and takeaway treats. The descriptive component systematically assessed respondents' perceptions across three critical dimensions: usage patterns, consumer attitudes, and brand image.

This dual-method design was selected for its capacity to provide objective, numerical data that facilitates the replication of methodology and ensures the external validity of findings (Slater & Hasson, 2024). By quantifying lived experiences, the study aligns with established models that link external stimuli such as interactive service features to internal psychological states and subsequent behavioral intentions (Pine & Gilmore, 2019).

Participants and Sampling Technique

The target population consisted of individuals who regularly attend social events such as birthday celebrations, weddings, and school-related gatherings in Iligan City, as these represent the primary contexts in which photobooth services are typically deployed. A total of 300 respondents were recruited for the study.

Purposive sampling was employed as the primary sampling strategy. This non-probability technique was selected for two methodologically grounded reasons. First, the study required respondents with prior exposure to photobooth services (92%), ensuring that responses reflected informed consumer preferences rather than speculative reactions. Purposive sampling allowed the researchers to deliberately recruit individuals most likely to possess this experiential foundation. Second, MSU-IIT offered a logistically accessible and theoretically suitable sampling frame: the institution's student population closely approximates Pine and Gilmore's (2019) 'Experience Economy' consumer profile—young, digitally engaged, socially networked, and oriented toward shareable experiential encounters (Carmo *et al.*, 2022).

Respondents were recruited through both online (Google Forms) and offline (printed questionnaire) channels. Participation was voluntary, and informed consent was obtained prior to data collection. The final sample comprised 300 respondents, all of whom met the inclusion criteria: (1) aged 18 years and above, (2) residing or studying in Iligan City, and (3) having attended at least one social event within the past 12 months.

A major limitation of the sampling process is the concentration of respondents among MSU-IIT students. As shown in the demographic results, 96.3% of respondents were students and 93.0% were aged 18

to 22. Therefore, the findings should be interpreted as reflecting a young student consumer segment rather than the entire Iligan City market. This limitation directly affects the interpretation of feasibility because student respondents may have stronger interest in novelty and social media-friendly experiences but lower purchasing power compared with working professionals, parents, and event organizers.

Research Instrument

The instrument used a 4-point Likert scale ranging from 1 = Strongly Disagree to 4 = Strongly Agree. The absence of a neutral option encouraged respondents to provide a directional response. However, this may have increased agreement levels among respondents who were uncertain. This limitation should be considered when interpreting high agreement percentages.

Questionnaire items were developed through systematic adaptation from the study's three guiding theoretical frameworks. Items under the usage dimension, grounded in the UAI framework and adapted from Kim *et al.* (2020), measured respondents' prior frequency of photobooth encounters and the factors that previously attracted them, establishing a behavioral baseline for evaluating the proposed concept. Attitude and behavioral intention items, including interest in edible props, comfort with consumption, willingness to try the service, and willingness to pay, were derived from TPB-based consumer intention scales validated by Rahman (2025) and Carmo *et al.* (2022), and were adjusted to reflect the affordability constraints and peer influence dynamics characteristic of the student market. Meanwhile, image dimension items measuring perceived uniqueness, memorability, and enhancement of entertainment value were grounded in Experiential Marketing Theory (Pine and Gilmore, 2019) and adapted from experiential value scales used in Carmo *et al.* (2022) and Fernandes and Krolukowska (2022), with modifications to capture the combined visual and gustatory elements that distinguish the edible-prop concept from conventional photobooth services.

For validation purposes, the questionnaire was thoroughly reviewed and approved by the researchers' research adviser before it was disseminated to the respondents respectively. In terms of reliability assessment, the questionnaire was subjected to a preliminary study using a small number of 20 to 30 participants. The reliability of the questionnaire was determined using Cronbach's Alpha, with the least acceptable reliability set at 0.70 based on the guidelines of Hair *et al.* (2019). Cronbach's alpha (α) is a psychometric metric used to measure internal consistency, evaluating how closely related a set of survey items are as a group and verifying if a multiple-question Likert scale accurately captures an underlying concept. The coefficient values range from 0 to 1, with higher scores demonstrating that questions consistently measure the same customer perceptions, while lower scores indicate that items are poorly aligned or confusing. According to standard

evaluation guidelines, ranges are interpreted as follows: a score of 0.90 and above indicates “Excellent” internal consistency with near-perfect item inter-correlation; 0.80 to 0.89 is classified as “Good”, proving high stability and structural strength for market research; 0.70 to 0.79 is recognized as the baseline “Acceptable” threshold for academic validity; and any score below 0.70 moves from “Questionable” down to “Unacceptable”, signifying severe random measurement error where questions must be revised or removed.

Based on the criteria from the interpretation reference guide, the pilot test ($n = 30$) proves that the research instrument possesses a high level of structural integrity and internal consistency. The overall questionnaire achieved a total Cronbach’s Alpha (α) coefficient of 0.84, which places it firmly within the 0.80 to 0.89 bracket defined precisely as a “Good” measurement standard. This score comfortably surpasses the minimum academic threshold of 0.70 recommended by Hair *et al.* (2019). When evaluating the dimensions independently, both the Consumer Attitude subscale ($\alpha = 0.85$) and the Perceived Brand Image subscale ($\alpha = 0.81$) fall within the “Good” internal consistency range, indicating that items tracking market interest, experiential enjoyment, and concept novelty are highly stable. Meanwhile, the Consumer Usage subscale ($\alpha = 0.78$) registers within the “Acceptable” coefficient range of 0.70 to 0.79. In conclusion, since every isolated metric path spans a reliable spectrum from acceptable to good with no indicators falling into questionable, poor, or unacceptable zones, the questionnaire is free from severe random measurement error and is fully validated for full-scale data collection. In addition, the items included in the questionnaire were derived from past empirical studies about experiential marketing and consumer behavior (Carmo *et al.*, 2022; Kim *et al.*, 2020).

Data Gathering Procedure

Data were gathered through a survey method administered via two parallel channels: an online format using Google Forms and an offline format using printed questionnaire copies distributed directly to respondents. The purpose and scope of the study, its voluntary nature, and the freedom to withdraw from participation at any stage were communicated to all potential participants before data collection started.

The data collection process followed five sequential

stages: (1) development and theoretical grounding of the research instrument; (2) expert review for content validity; (3) pilot testing with 25 respondents and subsequent item revisions; (4) distribution of the validated questionnaire to the main sample ($n = 300$); and (5) retrieval, screening, and data entry. Questionnaires with more than 10% missing responses were excluded from analysis. The full data collection process was completed over approximately two weeks.

Data Analysis Procedure

Quantitative data were analyzed using statistical methods to interpret respondents’ perceptions and test relationships among variables. To ensure a rigorous evaluation of the gathered data, this study utilizes a tiered statistical approach. First, descriptive statistics, specifically mean and standard deviation, are employed to provide a clear summary of the participants’ responses and central tendencies. This is followed by correlation analysis, which serves to identify and measure the strength of the relationships between usage, attitude, and image (UAI). Lastly, the research conducts a regression analysis to determine the extent to which these UAI variables influence behavioral intention and the overall feasibility of the venture, offering a deeper understanding of their predictive impact. Reliability of the instrument was assessed using Cronbach’s Alpha, while validity was ensured through expert review and alignment with established theoretical frameworks (Hair *et al.*, 2019).

Ethical Considerations

The study adhered to established ethical standards for research involving human participants. All participation was strictly voluntary, and informed consent was obtained from each respondent prior to questionnaire administration. Respondents were clearly informed of the study’s purpose, the voluntary nature of their participation, and their unconditional right to withdraw at any point without penalty or consequence.

Confidentiality and anonymity were maintained throughout the study: no personal identifiers were collected. All data were used exclusively for academic purposes and were stored securely with access restricted to the research team. These measures ensured full compliance with ethical standards for academic research involving human subjects and protected the rights and welfare of all participants.

Table 1: Demographic Profile of the Respondents and Statistics($n = 300$)

Characteristic	Category	Frequency	Percent
Age	18 - 22	279	93.00%
	23 - 27	16	5.30%
	28 - 32	2	0.70%
	33 - 37	3	1.00%
Sex	Male	113	37.70%
	Female	187	62.30%

Occupation	Student	289	96.30%
	Employed	3	1.00%
	Self-Employed	7	2.30%
	Working Student	1	0.30%
Exposure to Photobooth Services	Yes	276	92.00%
	No	24	8.00%

RESULTS AND DISCUSSION

Demographic Profile of the Respondents and Statistics

Table 1 presents the sample as highly homogeneous: 93.0% of respondents were aged 18–22, 62.3% were female, and 96.3% were students. A large majority (92.0%) reported prior exposure to photobooth services. Although this demographic concentration limits the generalizability of findings beyond the MSU-IIT student population, it is analytically well-suited to the study's purpose. Pine and Gilmore's (2019) Experience Economy

framework characterizes this cohort as archetypal experiential consumers—young, socially networked, aesthetically aware, and oriented toward shareable encounters. Their prior familiarity with photobooth services further ensures that survey responses reflect informed preferences rather than speculative reactions, strengthening the reliability of the interest and willingness-to-pay data. The female-majority composition (62.3%) is consistent with documented gender tendencies in experiential and photobooth service consumption (Kim *et al.*, 2020).

Table 2: Factors Influencing Customers' Preferences for Edible Props in Photobooth Services

ATTENDED	Total	Percentage
Photo Quality	247	82.33%
Props/design	171	57.00%
Fun Experience	222	74.00%
Creativity/uniqueness	184	61.33%
Souvenirs	199	66.33%
Others	6	2.00%

Note. Respondents could select more than one factor; total percentages therefore exceed 100%.

Factors Influencing Customers' Preferences for Edible Props in Photobooth Services

Table 2 presents photo quality (82.33%) as the most frequently cited factor influencing customers' attraction to photobooth services, followed by fun experience (74.00%), souvenirs (66.33%), creativity and uniqueness (61.33%), and props and design (57.00%). These factors align with the experiential dimensions articulated by Pine and Gilmore (2019), where consumers seek entertainment, aesthetic engagement, and memory-making as core

components of a satisfying service encounter.

Notably, the convergence of fun experience, creativity, and souvenir value among the top factors suggests that the appeal of edible props is not reducible to novelty alone. Consumers evaluate the entire experience (photographic quality, interactive enjoyment, and tangible takeaway) as an integrated package. Businesses developing edible-prop photobooth services should therefore design offerings that address all three dimensions simultaneously, rather than emphasizing any single feature in isolation.

Table 3: Photobooth Encounters, Level of Customer Interest and Perception of Edible-prop Photobooth Service

Characteristic	Category	Frequency	Percent	M	SD
Rate of Encounter with Photobooth Services	Never	2	0.70%	3.51	0.92
	Occasionally	81	27.00%		
	Sometimes	89	29.70%		
	Often	98	32.70%		
	Always	30	10.00%		
Interest in Using Edible Props	Strongly Disagree	8	2.70%	3.30	0.81
	Disagree	26	8.70%		
	Agree	133	44.30%		
	Strongly Agree	133	44.30%		
Enjoyment of Food-Based Prop Photos	Strongly Disagree	11	3.70%	3.26	0.84

	Disagree	35	11.70%		
	Agree	124	41.50%		
	Strongly Agree	129	43.10%		

Note. Likert scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Agree, 4 = Strongly Agree. Encounter frequency scale: 1 = Never, 2 = Occasionally, 3 = Sometimes, 4 = Often, 5 = Always

Photobooth Encounters, Level of Customer Interest and Perception of Edible-prop Photobooth Service

Table 3 presents that most respondents had moderate-to-frequent photobooth experience: 32.7% visited photobooths often, 29.7% sometimes, and 27.0% occasionally ($M = 3.51$, $SD = 0.92$), indicating a sample with sufficient experiential context to evaluate the edible-prop concept meaningfully.

It is important to distinguish conceptually between interest in edible props and anticipated enjoyment of food-based prop photos, as these represent different stages in consumer engagement. Interest ($M = 3.30$, $SD = 0.81$) reflects an attitudinal predisposition, whether a respondent finds the concept appealing in principle—while enjoyment ($M = 3.26$, $SD = 0.84$) captures the

affective dimension of imagining the actual experience. The combined interest rate of 88.6% (Agree and Strongly Agree) and enjoyment rate of 84.6% both exceed the threshold for strong consumer receptivity.

These figures are particularly meaningful given the forced-choice instrument design, which offered no neutral option. Even under this condition, approximately 11% of respondents still expressed disagreement—indicating a genuine, if minority, base of resistance. As discussed in Section 3.6, this resistance is substantially attributable to hygiene and food safety concerns. Accordingly, the 88.6% interest rate should be interpreted not as a ceiling but as a conservative floor: businesses that demonstrate transparent hygiene protocols are likely to convert a portion of this resistant segment into willing consumers.

Table 4: Advantages of Edible-Prop Photobooth Service

Characteristic	Category	Frequency	Percent	M	SD
Comfort in Consuming Edible Props After Use	Strongly Disagree	17	5.70%	3.08	0.89
	Disagree	50	16.70%		
	Agree	125	41.70%		
	Strongly Agree	108	36.00%		
	Always	30	10.00%		
Concept of Making Events More Memorable	Strongly Disagree	5	1.70%	3.56	0.68
	Disagree	16	5.30%		
	Agree	86	28.70%		
	Strongly Agree	193	64.30%		
Uniqueness of the Concept	Strongly Disagree	9	3.00%	3.52	0.71
	Disagree	14	4.70%		
	Agree	91	30.30%		
	Strongly Agree	186	62.00%		
Concept Enhancing Event Entertainment	Strongly Disagree	7	2.30%	3.54	0.69
	Disagree	9	3.00%		
	Agree	100	33.30%		
	Strongly Agree	184	61.30%		

Note. Likert scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Agree, 4 = Strongly Agree.

Advantages of Edible-Prop Photobooth Service

Table 4 presents respondents expressing strong agreement across all four advantage indicators. The concept was perceived as making events more memorable (93.0%; $M = 3.56$, $SD = 0.68$), unique (92.3%; $M = 3.52$, $SD = 0.71$), and entertaining (94.6%; $M = 3.54$, $SD = 0.69$). Comfort in consuming edible props after use attracted slightly more variability (77.7%; $M = 3.08$, $SD = 0.89$),

reflecting residual hesitation—likely connected to the hygiene concerns examined in Section 3.6.

The consistently high means and low standard deviations for the memorable, uniqueness, and entertainment indicators suggest robust consensus rather than polarized opinion. This pattern maps directly onto the Blue Ocean Strategy logic advanced by Kim and Mauborgne (2015): by merging event photography with food-based

entertainment, the edible-prop photobooth occupies uncontested market space that existing competitors in Iligan City do not currently serve. Uniqueness, in particular, carries strategic significance beyond its surface appeal. Perceived uniqueness is a robust predictor of consumers' willingness to accept premium pricing—a finding that is consistent with the premium willingness data reported in Section 3.5, where 73.6% of respondents

agreed to pay above standard photobooth rates. This suggests that interest may contribute to behavioral intention, but intention can still be affected by perceived affordability, hygiene concerns, social norms, and access to the service. Therefore, the high level of interest should be interpreted as an encouraging early indicator, not as proof of market success.

Table 5: Overall Feasibility of Implementing the Concept as an Event Service Business

Characteristic	Category	Frequency	Percent	M	SD
Responses on Willingness to Try the Service	Strongly Disagree	7	2.30%	3.52	0.72
	Disagree	15	5.00%		
	Agree	94	31.30%		
	Strongly Agree	184	61.30%		
Responses on Willingness to Pay a Premium Edible Props	Strongly Disagree	13	4.30%	2.99	0.88
	Disagree	66	22.00%		
	Agree	130	43.30%		
	Strongly Agree	91	30.30%		
Responses on Perceived Value for Money	Strongly Disagree	6	2.00%	3.24	0.79
	Disagree	26	8.70%		
	Agree	159	53.00%		
	Strongly Agree	109	36.30%		

Note. Likert scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Agree, 4 = Strongly Agree.

Overall Feasibility of Implementing the Concept as an Event Service Business

Three conceptually distinct measures of consumer feasibility were assessed. Willingness to try the service ($M = 3.52$, $SD = 0.72$) captures behavioral intention—the predisposition to engage with the service at least once, without commitment to repeat patronage or premium payment. Willingness to pay a premium ($M = 2.99$, $SD = 0.88$) reflects economic readiness—the extent to which perceived value justifies above-market pricing. Perceived value for money ($M = 3.24$, $SD = 0.79$) measures the evaluative judgment that the service offering is commensurate with its cost.

The gap between trial willingness (92.6%) and premium willingness (73.6%) is analytically important and should not be conflated. High trial willingness may reflect curiosity and novelty appeal rather than sustained

commercial viability; it indicates that a large segment would try the service, but not necessarily at an elevated price. Premium willingness suggests a value-sensitive market rather than a value-resistant one. A value-sensitive market will pay more only when the added value is clearly communicated and credibly delivered, which implies that the gap between these two indicators can be narrowed through effective positioning and hygiene assurance.

The perceived value-for-money rating ($M = 3.24$, $SD = 0.79$) provides a theoretically grounded anchor for this analysis. Located between trial willingness and premium willingness on the mean scale, it suggests that consumers currently perceive the concept as broadly worth its cost, but not yet at a price point substantially above the standard market rate. This is consistent with the pricing data reported in Section 3.7, where 54.3% preferred ₱145.00 and nearly 80% chose at or below ₱160.00.

Table 6: Frequency Distribution of Respondents' Concerns Regarding the Edible Prop Photobooth Concept

Answer	Total
Hygiene and food safety	257
Food allergies	152
Cost of the product	192
Cleanliness/mess	238
Limited options (such as edible products)	105
Others	10

Note. Respondents could select more than one factor; the total therefore exceeds 300.

Perceived Challenges and Barriers to the Proposed Service

Table 6 presents that hygiene and food safety (257) concerns were the most frequently reported barrier, followed closely by cleanliness and mess management (238). These concerns should be treated as major feasibility barriers rather than simple operational issues. The food allergy concern (152) warrants a specific protocol: a clearly displayed allergen matrix at the point of service, opt-out substitutions for common allergens

(nuts, gluten, dairy), and trained staff capable of advising customers. This is not merely a safety measure—it signals inclusivity and expands the addressable market to groups currently excluded by allergy risk.

For a food-integrated photobooth service, trust in sanitation practices may determine whether interested customers will actually try the service. The concept should therefore include visible hygiene protocols, individually packed edible props, allergen labels, staff handling guidelines, and clear waste-management procedures.

Table 7: Preferences of the customers toward types of edible props included in photobooth services and corresponding prices

Characteristic	Category	Frequency	Percent
Preferred Edible Props for the Photobooth Service	Cotton Candy	218	72.67%
	Lollipops	203	67.67%
	Mini Cupcakes	133	44.33%
	Mini Donuts on a Stick	121	40.33%
	French Macaroons on a Stick	121	40.33%
	Others	11	3.67%
Responses on the price willing to spend on a regular edible prop	₱115.00	124	41.30%
	₱130.00	92	30.70%
	₱145.00	52	17.30%
	₱155.00	25	8.30%
	Other	7	2.30%
Responses on the price willing to spend on a premium edible prop	₱145.00	163	54.30%
	₱160.00	76	25.30%
	₱180.00	37	12.30%
	₱210.00	5	1.70%
	Other	19	6.30%

Note. Respondents could select more than one preferred edible prop.

Price preference items are interpreted as stated willingness, not actual purchasing behavior

Preferences of the customers toward types of edible props included in photobooth services and corresponding prices

Table 7 presents that cotton candy (72.67%) and lollipops (67.67%) were the most preferred edible props. These items are visually distinctive, easy to associate with fun event experiences, and relatively manageable in terms of individual serving and handling. Mini cupcakes, mini donuts on a stick, and French macarons on a stick received moderate preference, suggesting that these may be more appropriate as premium or optional offerings rather than entry-level props.

The price data show a clear two-tier pattern. For regular edible props, 41.3% preferred ₱115.00 and 30.7% preferred ₱130.00, meaning 72.0% of respondents favored a regular-prop price at or below ₱130.00. For premium edible props, 54.3% preferred ₱145.00 and

25.3% preferred ₱160.00, meaning 79.6% favored a premium-prop price at or below ₱160.00.

These findings support a cautious pricing recommendation: a regular tier of approximately ₱115.00-₱130.00 for standard props such as cotton candy and lollipops, and a premium tier of approximately ₱145.00-₱160.00 for more elaborate edible props. Prices above these ranges may require stronger value justification, improved presentation, or bundled event packages, especially within a student-dominated market. Kim, Lee, and Jung (2020) concluded that experiential value positively influences customer satisfaction and willingness to pay premium prices. Consumers are more likely to spend on services that provide entertainment, novelty, and emotional fulfillment. This strengthens the idea that combining photography with food-related experiences may attract customers willing to pay for a memorable and personalized activity.

CONCLUSION

This study provides preliminary evidence of favorable acceptance for an edible-prop photobooth service among MSU-IIT student consumers. Respondents demonstrated high interest, perceived uniqueness, entertainment value, and willingness to try the concept, suggesting its appeal within interactive, novelty-driven event experiences. However, these findings reflect stated preferences rather than actual purchasing behavior and should not be interpreted as confirmation of full market viability.

Several constraints warrant attention. The highly homogeneous sample (96.3% students, 93.0% aged 18–22) limits generalizability to the broader Iligan City market. Price sensitivity remains a practical consideration, with preferred price points clustering at ₱115–₱130 for a regular tier and ₱145–₱160 for a premium tier. Hygiene, food safety, and cleanliness emerged as the most critical feasibility barriers, requiring visible sanitation protocols, individually packed props, allergen labeling, and proper waste management prior to any implementation attempt. Cotton candy and lollipops are recommended as initial offerings given their preference ranking and relative ease of handling.

This study contributes to the limited body of literature on multisensory hybrid service concepts in Philippine experiential marketing. To establish whether stated interest translates into actual consumer behavior, future research should incorporate broader demographic groups and employ prototype testing, market trials, willingness-to-pay experiments, and post-use satisfaction measures.

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