

**THE CONSUMERS' PERCEPTIONS TOWARD KALACHUCHI SCENTED  
CANDLE IN ORMOC CITY**

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## ABSTRACT

This study explored consumers' perceptions toward kalachuchi-scented candles in Ormoc City, focusing on scent quality, emotional associations, perceived functionality, value, acceptance, and behavioral intentions. Guided by the Stimulus–Organism–Response model and the three-factor benefits framework, the study aimed to understand how consumers evaluate kalachuchi as a locally inspired home-fragrance product.

A qualitative research design was used, and data were gathered through semi-structured interviews with twelve consumers who resided in or worked in Ormoc City and had prior experience using scented household products. The responses were analyzed using thematic analysis to identify recurring patterns and meanings. Findings revealed that most participants perceived the kalachuchi-scented candle as pleasant, fresh, clean, floral, relaxing, and suitable for home use. The scent was also associated with comfort, nostalgia, local identity, and a calming atmosphere. Participants expressed general acceptance of the product and showed willingness to use, purchase, and recommend it, especially when the candle is affordable, safe, attractive, and consistent in scent performance. However, some participants raised concerns regarding strong fragrance, possible physical discomfort, negative associations, packaging, and price.

The study concludes that kalachuchi-scented candles have promising market potential as a locally meaningful home-fragrance and relaxation product in Ormoc City. It is recommended that product developers improve scent balance, packaging design, safety labeling, affordability, and product variety to strengthen consumer acceptance and marketability.

*Keywords:* kalachuchi, scented candle, consumer perception, home fragrance, Ormoc City, product acceptance.

## **CHAPTER I**

### **INTRODUCTION**

#### **Background of the Study**

A global surge in self-care and wellness trends has become prevalent in today's generation. People across the world are now more aware and becoming conscious of their well-being. This phenomenon made individuals realize and recognize the importance and benefits of prioritizing one's well-being. This shift towards self-care is not just a mere trend; it has underlying reasons. Psychological and sociological studies affirm that this shift of focus on wellness is a part of a broader cultural movement valuing self-care, sustainability, and authenticity, with each consumer from a distinct group with different backgrounds and unique motivations (Callaghan, S., et al., 2021).

Today, scented candles go beyond their traditional role, acting as luxury decor and aromatherapy tools. Their soothing properties have driven global market growth as people increasingly seek ways to enhance their living spaces and promote well-being through sensory experiences (Singh et al., 2023). This occurrence is particularly evident in the rising demand of the aromatherapy and personal care sector, where products like scented candles, involving innovative blends of natural scents infused with essential oils typically derived from candle-grade formulations such as soy wax, offer sensory aromatherapy for stress relief and mood enhancement. This aligns with the "three-factor benefits framework" proposed by Herz et al. (2022), which posits that scented household products offer functional, in-use, and emotional benefits. Specifically, the emotional benefits (such as

mood) and the induction of nostalgia are powerful drivers of consumer preference. However, it is critical to note that the responses of these scents are not universal; rather, they are moderated by the physiological characteristics of the individual. As noted by Herz et al. (2022), the way a consumer perceives and emotionally responds to a scent is deeply rooted in their unique physiological makeup and odor-evoked memories. This explains why the same candle-grade formulation may elicit a profound sense of calm in one individual while remaining neutral for another. Understanding these individual differences is essential for the personal care sector to effectively market aromatherapy products to diverse consumer backgrounds.

In the context of Ormoc City, in Leyte Province, Philippines, characterized by its dynamic economy driven by trade, agriculture, and tourism, residents face similar pressures from rapid urbanization and economic demands (Mercado & Zerrudo, 2020). The city's growing middle class, influenced by global wellness trends, has shown a potential interest in affordable self-care products that align with Filipino values of natural remedies and sustainability. Kalachuchi (*Plumeria rubra*), a locally familiar and widely cultivated flowering tree abundant in the region and the city's official flower, holds cultural significance (Meniano S., 2024). In traditional Filipino healing practices, it is often used for its soothing fragrance, believed to promote relaxation and spiritual balance (Khan et al., 2021).

While international scents such as lavender and eucalyptus have dominated the commercial aromatherapy market, there is no empirical research on the perceptions of consumers toward the kalachuchi scent as a scented candle, creating a critical gap. There

remains a significant gap in understanding how local consumers perceive the integration of this specific flora into modern aromatherapy products. The transition from viewing Kalachuchi as a traditional ornamental plant to a functional wellness product requires an exploration of consumer attitudes and perception.

This study aims to explore consumers' perceptions toward kalachuchi-scented candles in Ormoc City using the Stimulus–Organism–Response (S-O-R) model and the three-factor benefits framework. These frameworks guided the examination of scent quality, product cues, emotional associations, perceived value, acceptance, and behavioral intentions. Ultimately, the study provides insights into the marketability of kalachuchi-scented candles as locally inspired home-fragrance products.

### **Statement of the Problem**

Despite the rising popularity of aromatherapy products derived from local flora, there remains limited insight into consumer responses to kalachuchi (*Plumeria rubra*)-scented candles as a home-fragrance or relaxation item. This study investigates the perceptions of consumers toward the kalachuchi-scented candle in Ormoc City. Specifically, it aims to answer the following questions:

1. How do consumers in Ormoc City perceive a kalachuchi-scented candle in terms of its sensory quality, functionality, and overall in-use experience?
2. What emotional reactions and cognitive evaluations (such as wellness benefits or product suitability) do consumers have toward the candle as a relaxation or home-fragrance product?

3. How do consumers in Ormoc City evaluate the overall value, cultural connection, and market acceptance of this local product?
4. What future actions do consumers express toward the product regarding their willingness to use, purchase, and recommend it?

### **Significance of the Study**

The findings of this study provide a clearer understanding of how consumers in Ormoc City perceive a kalachuchi-scented candle, particularly in terms of scent quality, emotional effect, perceived value, and overall experience as a home-fragrance product. The study also presents how consumers respond to the use of kalachuchi scent in candle form, especially whether they perceive it as pleasant, familiar, meaningful, and suitable for relaxation and personal comfort. Through the participants' responses, this study offers insights into how a locally inspired scented candle may fit into consumers' daily lives and home-care practices.

Consumers in Ormoc City. This study may help consumers become more aware of their preferences regarding scented candles and relaxation products. It may also help them understand whether a kalachuchi-scented candle is suitable for home use, particularly in creating a calm, fresh, and relaxing environment. Their responses also reflect their attitudes, acceptance, and possible interest in locally inspired scented products.

Local Product Developers and Entrepreneurs. The results of this study may help local product developers and entrepreneurs understand what consumers look for in a scented candle product. The findings may guide them in identifying important factors such

as scent preference, emotional connection, packaging appeal, product safety, affordability, and overall product quality. These insights may be useful in developing or improving products that use local scents such as kalachuchi.

Wellness Industry. This study may provide insights to businesses in the wellness industry regarding consumer responses to scented candles as relaxation and home-fragrance products. The findings may help them understand consumer acceptance, perceived value, and the possible market potential of products inspired by local flowers and natural scents.

Future Researchers. This study may serve as a reference for future researchers who are interested in consumer perception, scented products, home-fragrance items, or locally inspired wellness products. The findings may provide useful information for further studies related to consumer behavior, product acceptance, and the marketability of local scent-based products.

### **Scope and Delimitation**

This study examined the perceptions of consumers in Ormoc City toward kalachuchi-scented candles. Specifically, it sought to understand how consumers perceived the scent of kalachuchi, their attitudes toward scented candles as a product, and the value they associated with these products in terms of relaxation, ambiance, and personal well-being. The study employed a qualitative research design and used semi-structured interviews to gather in-depth insights from the participants. The data collected were

analyzed using thematic analysis to identify recurring themes and patterns in their responses.

The participants in this study consisted of twelve (12) consumers selected according to specific inclusion criteria. Eligible participants were individuals who live and work in Ormoc City, who were eighteen (18) years old and above, and who used scented products, including, but not limited to air fresheners, reed diffusers, scented candles, incense, and other similar fragrance products. In addition, participants had purchased or used scented household products within the past three months and had prior experience using scented or aromatic products. A combination of purposive sampling and snowball sampling was used to identify individuals who met these qualifications and who could provide relevant insights for the study.

The study excluded individuals below eighteen (18) years old, participants who were unwilling to participate, individuals living outside Ormoc City, and individuals with severe respiratory conditions, extreme fragrance sensitivity, or medical conditions that could be negatively affected by exposure to scented products.

This study was limited to consumers within Ormoc City; therefore, the findings were not generalizable to other locations or populations. These delimitations were intended to focus the study on understanding the perceptions, attitudes, and insights of the selected participants regarding kalachuchi-scented candles.

## **Definition of Terms**

### **Acceptability**

Refers to the overall approval or willingness of the participants to use or purchase the kalachuchi-scented candle based on its scent, appearance, quality, and perceived usefulness.

### **Candle**

Refers to the finished product made from wax and fragrance, specifically developed with a kalachuchi-inspired scent, and evaluated by the participants.

### **Fragrance**

Refers to the scent or aroma produced by the candle, particularly the kalachuchi scent, which is assessed based on its pleasantness and strength.

### **Kalachuchi**

Refers to the flower used as the main inspiration for the scent of the candle. It is considered for its natural floral aroma and potential appeal to consumers.

### **Kalachuchi-Scented Candle**

Refers to the product developed and evaluated by the researchers, made with candle wax and a kalachuchi-inspired fragrance.

### **Marketability**

Refers to the potential of the kalachuchi-scented candle to be promoted, sold, and accepted by target consumers based on its quality, price, packaging, and overall appeal.

### Packaging

Refers to the container, label, and overall presentation of the kalachuchi-scented candle, which may affect the participants' perception and buying interest.

### Perception

Refers to the participants' opinions, impressions, and evaluation of the kalachuchi-scented candle in terms of scent, appearance, quality, and acceptability.

### Product Quality

Refers to the overall characteristics of the kalachuchi-scented candle, including its scent, appearance, burning performance, durability, and safety.

### Participants

Refer to the individuals who evaluated the kalachuchi-scented candle and provided their feedback through the research instrument.

### Scent Strength

Refers to how noticeable or strong the kalachuchi fragrance is when the candle is used.

### Sensory Evaluation

Refers to the process of assessing the kalachuchi-scented candle using the senses, particularly smell and sight, to determine its acceptability and appeal.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

This chapter reviews related literature and studies organized thematically around aromatherapy, scent perception, scented household products, kalachuchi (*Plumeria rubra*), consumer acceptance, and the Stimulus–Organism–Response framework. It identifies key research gaps in local product perception, sensory marketing, and Filipino consumer behavior, providing a theoretical foundation for the current qualitative study.

#### **Aromatherapy**

In the evolving landscape of wellness products, scented candles have emerged as products commonly associated with aromatherapy and home relaxation. Aromatherapy involves the use of plant-based oils or fragrances to support mood, comfort, and sensory experience. In the context of scented candles, fragrance is not presented as a medical treatment but as a sensory cue that may contribute to relaxation, room freshness, and emotional comfort.

An international study by Sun et al. (2025) explored the effects of essential oils as environmental scents on emotional states among students. The findings showed that selected plant-based scents, including clove and lavender, were associated with improved emotional states such as feeling good, fresh, and relaxed. However, related literature also

clarifies that aromatherapy should not be overclaimed as a cure for illness; rather, it may support mood and perceived comfort (Aćimović, 2021; Cui et al., 2022).

Similarly, frangipani, locally known as kalachuchi in the Philippines, has been associated with floral fragrance and relaxation in aromatherapy contexts (Sriasih et al., 2019). Existing studies mostly focus on direct oil inhalation or general scented products, while local consumer perceptions of kalachuchi in candle form remain limited. This gap provides the basis for exploring how Ormoc consumers perceive a kalachuchi-scented candle as a home-fragrance and relaxation product.

### **Scent, Aromatherapy, and Emotional Response**

Fragrance is one of the most immediate and memorable product cues because it is processed quickly and often linked with emotion, memory, and evaluation. In household products, scent can serve practical functions such as freshening or malodor coverage, but it can also provide experiential and emotional benefits that shape how the product is perceived (Herz et al., 2022). This is one reason scented candles continue to occupy a meaningful place in home-fragrance categories.

The broader aromatherapy literature also helps explain why scent matters in consumer experience. Jo et al. (2013) found that floral scent exposure produced favorable psychological responses, while Sun et al. (2025) reported that selected essential-oil scents improved emotional states among participants in experimental conditions. These findings support the view that scent can influence mood and sensory comfort, even if it should not be overclaimed as a medical intervention.

For the present study, these findings are relevant because a scented candle is experienced primarily through smell. If a scent is perceived as pleasant, calming, or meaningful, consumers may assign greater value to the product. If it is unfamiliar, too strong, or poorly matched to expectations, consumer response may become less favorable. Thus, scent is central to how the product is interpreted.

### **Consumer Perception of Scented Household Products**

Herz et al. (2022) propose a three-factor benefits framework for understanding consumer preference for scented household products. According to this framework, attraction to scented products is shaped by three kinds of benefits: functional benefits, in-use experience benefits, and emotional benefits. This perspective is important for the present study because it shows that consumers may value a scented candle not only for fragrance itself, but also for what the scent communicates about comfort, cleanliness, mood, and everyday experience.

Roschk and Hosseinpour (2020) reinforce this point through a meta-analysis showing that pleasant ambient scents generally improve customer responses. Their findings also suggest that scent effects are stronger when the fragrance is congruent with the setting and sufficiently familiar to consumers. In practical terms, a candle scent that feels appropriate for home use and evokes positive associations may be more readily accepted than one that feels strange or mismatched.

Dalton et al. (2020) further explain that indoor scent influences how people interpret environments, especially in relation to comfort and perceived quality. This helps

clarify why consumers may respond strongly to home-fragrance products such as candles. A candle is not only a utilitarian object; it helps shape atmosphere. Because of this, product perception is likely to include both sensory judgment and emotional interpretation.

### **Kalachuchi (*Plumeria* sp.) as a Locally Meaningful Scent Cue**

Kalachuchi, or *Plumeria*, is widely recognized as an ornamental flowering plant with fragrant blossoms. Bihani (2021) describes the species as notable for its morphology, fragrance, and broad cultural and medicinal relevance, while Dhandapani et al. (2019) identify multiple volatile organic compounds in *Plumeria rubra* flowers, confirming the plant's strong scent profile. These studies support the use of kalachuchi as a plausible fragrance inspiration for a scented candle product.

The relevance of kalachuchi is even stronger in the local context of Ormoc City. Meniano (2023) reports that kalachuchi appears in the city's official seal and is recognized as the official flower of Ormoc City. This local symbolism matters because consumer perception is often shaped not only by sensory qualities but also by familiarity, place identity, and cultural meaning. A kalachuchi-scented candle may therefore be interpreted by consumers not only as a fragrant object but also as a product with local character.

From a marketing standpoint, this combination of fragrance and local identity may strengthen consumer interest. A locally meaningful scent can evoke memory, familiarity, pride, or nostalgia, all of which may contribute to perceived value. For this reason, kalachuchi is not just a botanical reference in the present study; it is also a potentially meaningful sensory and symbolic cue.

## **REVIEW OF RELATED STUDIES**

### **Consumer's Sensory Perception**

In the contemporary marketplace, consumers deliberately purchase scented household products. This proves their preference towards products that have pleasurable scents. The drivers behind the consumers' attraction to scented products were explained through the three-factor framework of Herz et al. (2022), showing that scents enhance a product's functionality. The reason fragrance is considered essential to consumers is because of its functional, in-use experience and emotional benefits, which provide a holistic scent-product experience. Thus scents are used to enhance product perception, purchasing behavior, and consumer responses.

Dalton et al. (2020), in his review of the impacts of indoor malodor, reported that real estate agents often use scent to increase the probability of a home getting purchased by burning candles with pleasant and nostalgic aromas. A potentially under-realized opportunity in the scented candle category is the possibility of creating more scents like kalachuchi with nostalgic fragrance profiles. Thus, in order to fully understand the impact of scent on product perception, this study allows the researchers to understand the sensory perceptions of a certain group towards the scent of kalachuchi which still lack empirical data.

### **Kalachuchi (*Plumeria* sp.) in the Philippine context**

Kalachuchi (*Plumeria* sp.), also known as frangipani, is a well-known ornamental and fragrant flowering tree in tropical countries such as the Philippines (Reyes, 2016).

*Plumeria* sp. is a small to medium-sized deciduous tree found in tropical America but is now naturalized and cultivated throughout Asia and the Pacific. Kalachuchi is found in the Philippines in lowland warm and dry places, requiring little maintenance and capable of surviving in poor soils. These characteristics have made it a popular ornamental tree in both urban and rural areas. The flowers have thick waxy petals, a yellow or golden center, and colors such as white, pink, and red, which are all visually striking characteristics of this ornamental tree.

Studies across Southeast Asia and Oceania describe *plumeria* sp. as a symbol of beauty, love, purity, and devotion, as well as a flower associated with religious rituals, temple offerings, and rites of passage (Tanaka 2016). In the Philippine context, anecdotal accounts suggest that kalachuchi is commonly associated with churches, cemeteries, and quiet residential streets, yet it is also appreciated simply as a beautiful and fragrant garden tree. Emerging qualitative work on Filipino plant symbolism shows that flowers such as sampaguita, gumamela, and kalachuchi are used in narratives of nostalgia, childhood, and family spaces.

Recent studies on (*Plumeria acuminata*), commonly known as kalachuchi, have mainly focused on its medicinal and antibacterial properties. Abordo et al. (2019) examined the efficacy of (*Plumeria acuminata*) leaf extract as an antibacterial soap through a randomized controlled trial. Their findings suggest that kalachuchi has potential use in personal care products due to its antibacterial properties.

However, the study focused on the functional and medicinal value of kalachuchi rather than its consumer or marketing aspects. It did not examine consumer perception,

scent acceptability, emotional appeal, cultural meaning, or market potential. This presents a gap that the present study addresses by exploring consumers' perceptions toward kalachuchi-scented candles in Ormoc City, particularly in terms of scent quality, product acceptance, perceived value, and willingness to use, purchase, and recommend the product.

### **Sensory Marketing and its Direct Impact on Consumer Approach**

Olfactory stimuli within a commercial environment serve as fundamental experiential marketing tools that significantly steer consumer behavior and cognitive evaluation. When a consumer encounters a distinct or novel ambient fragrance, the sensory experience alters their psychological state and shapes their initial impression of the brand. According to Anggie and Haryanto (2018), strategic olfactory interventions function as primary drivers of approach behavior, turning an otherwise transactional interaction into a memorable, multi-sensory experience that drastically heightens overall purchase intentions. However, the commercial efficacy of an innovative aroma is heavily moderated by its perceived context and psychological relevance to the consumer. As demonstrated in the comprehensive meta-analysis by Roschk and Hosseinpour (2019), customer evaluations and behaviors shift toward a significantly more favorable outlook when an ambient fragrance is meaningful, familiar, and contextually congruent with the physical space or the product narrative. Together, these frameworks emphasize that while a unique scent can disrupt expectations and draw a consumer in (Anggie & Haryanto, 2018), integrating familiarity and meaningfulness ensures that the sensory experience optimizes customer comfort and positive responses (Roschk & Hosseinpour, 2019).

### **Strategic Alignment of Scent Congruence and Identity in Brand Building**

The strategic integration of culturally resonant botanical markers into non-traditional mediums creates a powerful psychological synergy between product novelty and regional attachment. Embedding localized symbols into a consumer product enables brands to pivot away from generic commercial fragrances and forge an authentic, competitive niche. Zhang et al. (2021) identified that a consumer's global-local identity acts as a major determinant in product perception, revealing that individuals exhibit substantially positive attitudes and higher purchase intentions when goods explicitly appeal to their sense of local pride and geographic identity. Utilizing a familiar regional icon builds immediate emotional connectivity, but the operational success of this strategy relies heavily on maintaining a precise match between the sensory output and consumer expectations. This requirement aligns with the findings of Errajaa et al. (2020), who noted that high scent congruence is a vital prerequisite for strong brand image development. When a product's aroma perfectly matches its underlying cultural narrative, it eliminates cognitive skepticism, reinforces brand authenticity, and solidifies consumer trust (Errajaa et al., 2020). Consequently, leveraging local identity (Zhang et al., 2021) while maintaining strict olfactory accuracy (Errajaa et al., 2020) allows a brand to deliver an innovative product that feels deeply authentic and structurally cohesive.

### **Theoretical/ Conceptual Framework**

This study is anchored in the Stimulus–Organism–Response (S-O-R) Theory developed by Mehrabian and Russell (1974). The theory explains that individuals respond

to external stimuli after processing them internally through emotional and cognitive reactions. According to the model, the stimulus refers to the external cues that individuals first encounter, the organism refers to the internal emotional and cognitive processing of these cues, and the response refers to the resulting judgment, attitude, acceptance, or behavioral intention.

The S-O-R Theory was later applied to consumer behavior by Donovan and Rossiter (1982), who emphasized that product and environmental cues can influence consumers' emotional states, evaluations, and behavioral responses. This theory is appropriate for the present study because consumers first encounter the kalachuchi-scented candle through its scent and product characteristics before forming emotional reactions, cognitive evaluations, perceived value, market acceptance, and behavioral intentions.

In this study, the stimulus refers to the external product cues of the kalachuchi-scented candle. These include sensory quality, functionality, overall in-use experience, and local/cultural cue. These factors are considered stimuli because they represent the first observable and experience-based characteristics of the product encountered by consumers.

Sensory quality is included under stimulus because the candle is mainly experienced through fragrance. This includes the scent's pleasantness, freshness, floral character, strength, and lasting impression. Dalton et al. (2020) explained that indoor scent can influence how individuals perceive comfort and environmental quality. Jo et al. (2013) and Sun et al. (2025) further stated that floral and plant-based scents may contribute to positive emotional responses and relaxation. Since scent is the primary feature of a scented

candle, sensory quality becomes an important external cue that shapes the consumers' first impression of the product.

Functionality is also included under stimulus because consumers evaluate the practical purpose of the candle. In this study, functionality refers to the candle's usefulness in freshening the room, improving ambiance, reducing unpleasant odor, and supporting relaxation. Dalton et al. (2020) emphasized that scent influences how consumers interpret indoor spaces in terms of comfort and perceived quality. Therefore, the candle's functional role as a home-fragrance product serves as an external product cue that may affect consumer perception.

Overall in-use experience is included because consumers may also evaluate how the candle performs during use. This includes scent throw, longevity, burn quality, packaging, appearance, safety, and suitability for home use. Roschk and Hosseinpour (2019) explained that consumers respond more favorably to scents that are meaningful, familiar, and congruent with the intended setting. Anggie and Haryanto (2018) also emphasized that olfactory cues can influence consumer experience and purchase intention. Thus, the overall in-use experience is included as a stimulus because consumers evaluate not only the scent itself but also the product's actual or expected performance.

Local/cultural cue is included because kalachuchi is not only a fragrance source but also a locally meaningful flower in Ormoc City. Consumers may associate the scent with local identity, familiarity, home environments, gardens, or personal memories. Bihani (2021) described *Plumeria* sp. as a fragrant plant with cultural relevance, while Meniano (2023) reported that kalachuchi is associated with Ormoc City's identity. Zhang et al.

(2021) further explained that local identity can positively influence consumer perception and purchase intention, while Errajaa et al. (2020) stated that scent congruence can strengthen brand image and consumer trust. Therefore, the local/cultural cue is included under stimulus because consumers may interpret the candle not only through smell but also through its symbolic and local meaning.

The organism component refers to the consumers' internal emotional and cognitive processing after exposure to the candle's product cues. In this study, organism includes emotional reactions and cognitive evaluations.

Under emotional reactions, relaxation and comfort are included because scented candles are commonly associated with calmness, rest, and a soothing atmosphere. Jo et al. (2013) and Sun et al. (2025) support this by explaining that floral and plant-based scents may contribute to positive emotional states and relaxation.

Nostalgia and memory association are included because scent may trigger memories, personal experiences, and emotional attachment. Consumers may associate the kalachuchi scent with childhood, home surroundings, gardens, or familiar local places. This supports the S-O-R Theory because external stimuli may create emotional meaning after internal processing.

Enjoyment, curiosity, or discomfort are also included because consumers may react differently to the same scent. Some may enjoy or become curious about the candle because kalachuchi is uncommon in scented candle products, while others may experience discomfort because of strong fragrance or negative associations. This reflects the subjective nature of emotional response in consumer behavior.

Under cognitive evaluations, perceived wellness support is included because consumers may evaluate whether the candle contributes to a calming, peaceful, or relaxing atmosphere. Although the study does not claim medical benefits, participants may still perceive the candle as supportive of relaxation and emotional comfort. Sun et al. (2025) supports the idea that plant-based scents may improve emotional states and perceived relaxation.

Product suitability for home use is included because consumers may evaluate whether the candle is appropriate for bedrooms, living rooms, study areas, or relaxation spaces. Roschk and Hosseinpour (2019) explained that scent effectiveness increases when it matches the setting and intended product purpose. Since the study focuses on the candle as a home-fragrance product, suitability for home use becomes an important cognitive evaluation.

Cultural connection and local meaning are included because consumers may cognitively interpret the candle's connection to kalachuchi as a locally familiar flower associated with Ormoc City. Meniano (2023) and Zhang et al. (2021) support the importance of local identity in influencing consumer perception and attachment to products. Therefore, consumers may evaluate the product not only as a scented candle but also as a locally inspired product with cultural relevance.

The response component refers to the consumers' outcome judgments and behavioral intentions after emotionally and cognitively evaluating the product. In this study, response includes perceived value, market acceptance, willingness to use, willingness to purchase, and willingness to recommend.

Perceived value is included because consumers may form a final judgment regarding whether the candle is useful, meaningful, attractive, and worth using or buying. Donovan and Rossiter (1982) explained that the response stage of the S-O-R model includes evaluative judgments formed after exposure to product cues. Herz et al. (2022) also explained that consumers assign value to scented products based on their functional, experiential, and emotional benefits. Therefore, perceived value is treated as a response because it represents the consumers' overall evaluation of the product after internal processing.

Market acceptance is included because consumers may judge whether the kalachuchi-scented candle is acceptable, marketable, and suitable for consumers in Ormoc City. Donovan and Rossiter (1982) support the idea that external stimuli may influence favorable consumer responses and acceptance. Anggie and Haryanto (2018) also explained that olfactory experience may affect purchase intention and consumer acceptance. Thus, market acceptance is considered a response because it reflects consumers' final assessment of the product's acceptability in the market.

Lastly, willingness to use, willingness to purchase, and willingness to recommend are included because they represent the consumers' future behavioral intentions toward the product. These behavioral intentions are consistent with the response stage of the S-O-R Theory because they reflect how consumers may act after evaluating the product's sensory quality, usefulness, emotional appeal, and local meaning.

### **Conceptual Framework of the Study**

The conceptual framework of this study follows the Stimulus–Organism–Response (S-O-R) model. The framework explains how consumers in Ormoc City perceive and respond to the kalachuchi-scented candle. The framework begins with the stimulus, which refers to the external product cues first encountered by consumers. These cues influence the organism, which refers to the consumers’ emotional and cognitive evaluation. These internal evaluations then lead to the response, which includes consumers’ perceived value, market acceptance, and future behavioral intentions.

The stimulus stage includes four product-related cues: sensory quality, functionality, overall in-use experience, and local/cultural cue. Sensory quality refers to the fragrance characteristics of the candle, including its scent, pleasantness, freshness, floral impression, strength, and lasting effect. Functionality refers to the candle’s usefulness in improving room ambiance, freshening indoor spaces, reducing unpleasant odor, and supporting relaxation. Overall in-use experience refers to the consumers’ evaluation of scent throw, longevity, burn quality, safety, packaging, appearance, and suitability for home use. Local/cultural cue refers to the symbolic and local meaning associated with kalachuchi as a familiar flower connected to Ormoc City and local identity.

These stimulus cues influence the organism stage, which consists of emotional reactions and cognitive evaluations. Emotional reactions include relaxation and comfort, nostalgia and memory association, and enjoyment, curiosity, or discomfort. Cognitive evaluations include perceived wellness support, product suitability for home use, and cultural connection and local meaning. These emotional and cognitive evaluations explain

how consumers internally process and interpret the candle after experiencing its scent and product-related cues.

The final stage is the response, which refers to the consumers' outcome judgments and behavioral intentions toward the kalachuchi-scented candle. This includes perceived value, market acceptance, willingness to use, willingness to purchase, and willingness to recommend. These responses are formed after consumers evaluate the product's sensory quality, usefulness, in-use experience, and local meaning.

Therefore, the framework shows that consumers' responses toward the kalachuchi-scented candle are shaped by how they first perceive the product's external cues and how they emotionally and cognitively evaluate these cues before forming acceptance and behavioral intentions.

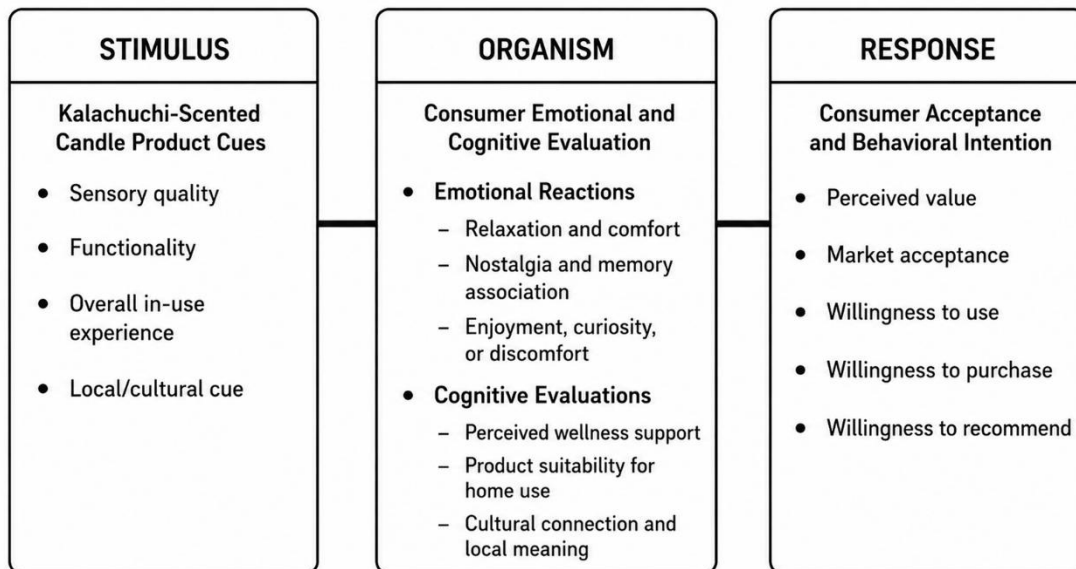


*Figure 1. Conceptual framework of the study*

## **CHAPTER III**

### **METHODOLOGY**

This chapter outlines the research methodology of the study. It discusses the research design, research participants, sampling technique, research locale, research instrument, ethical considerations, data gathering procedure, and data analysis.

#### **Research Design**

The study employed a qualitative research design to explore and understand the perceptions and insights of the participants regarding kalachuchi-scented candles. This design was considered appropriate because the study dealt with subjective experiences, attitudes, and interpretations that could not be adequately measured through numerical data alone. Qualitative research enabled the researchers to examine the complexity of human behavior and to obtain a deeper understanding of the meanings that participants attached to their experiences.

Moreover, the qualitative approach allowed the researchers to gather rich, detailed, and context-based information relevant to the phenomenon under investigation. It was particularly appropriate for studies that aimed to describe and interpret participants' views, rather than to test hypotheses or establish causal relationships. As emphasized by Tenny et al. (2022), qualitative research is useful in exploring participants' perceptions and behaviors and in generating meaningful insights grounded in their lived experiences.

Therefore, the use of a qualitative research design was deemed suitable for the present study, as it provided a comprehensive understanding of the participants perspectives on kalachuchi-scented candles.

### **Research Participants**

The participants of the study were twelve (12) consumers aged 18 (eighteen) years old and above who residing and working in Ormoc City. They were selected based on specific inclusion criteria. Specifically, participants had purchased or used scented household products, such as candles, air fresheners, reed diffusers, incense, or other similar fragrance products, within the past three months. This criterion ensured that the participants had recent and direct experience with scented products and could provide relevant insights for the study.

The number of participants was considered appropriate for the qualitative interview design of the study. In qualitative research, greater emphasis was placed on the depth and quality of the data rather than on the size of the sample. According to Malterud et al. (2016), a small sample could be sufficient when the study had a clear purpose and the participants were capable of providing rich and relevant information. In addition, Hennink and Kaiser (2022) stated that saturation in qualitative interviews could often be reached with a small number of participants when the topic was narrowly focused and the participants shared similar backgrounds or experiences. Hence, the inclusion of twelve (12) participants was considered adequate for achieving the objectives of the study.

### **Sampling Technique**

This study employed a combination of purposive sampling and snowball sampling, which were both appropriate for qualitative research designs that prioritize depth, relevance, and richness of data. Purposive sampling, a non-probability sampling technique, was used to deliberately select participants whose experiences were central to the research objectives (Benoot et al., 2016).

Criterion-based purposive sampling guided the initial selection of participants. Participants were consumers who resided in or worked in Ormoc City and had used scented household products. These criteria were aligned with the study's aim of exploring consumers' perceptions toward the kalachuchi-scented candle and ensured that the selected participants had relevant product experience and purchasing awareness.

To further support the purposive selection, snowball sampling was also implemented. The initial qualified participants were requested to refer individuals within their social or professional networks who qualified under the established criteria. Snowball sampling was useful in reaching suitable participants and improving participation in qualitative inquiry (Palinkas et al., 2020).

The use of purposive and snowball sampling allowed the researchers to obtain in-depth and relevant insights from participants whose experiences were directly related to the study (Dahal et al., 2024).

**Research Locale**

This study was conducted in Ormoc City. The city was selected as the research locale due to its accessibility to the target participants and the presence of consumers who used or were interested in scented and wellness-related products such as scented candles. Ormoc City provided access to the target participants of the study who resided in the area. The locale was appropriate for this research, allowing the researchers to gather relevant data on the perceptions, attitudes, and experiences of consumers regarding kalachuchi-scented candles. The findings of the study reflected the views of the selected participants within the context of Ormoc City.

**Research Instrument**

The study used semi-structured interviews as the primary research instrument to explore how consumers perceived kalachuchi-scented candles. Semi-structured interviews were appropriate because they allowed the researchers to gather in-depth information while still guiding the discussion through prepared questions. The complete interview guide can be found in Appendix A.

The interview guide with open-ended questions was used to collect data on consumers' experiences with scented household products, perceptions of the kalachuchi scent, possible benefits and concerns, and willingness to use, purchase, or recommend the product. The semi-structured format allowed the researchers to ask follow-up questions when necessary to clarify responses and explore ideas further.

### **Ethical Considerations**

In this study, the researchers ensured that the research process was conducted in a respectful and responsible manner. Since the focus of this research was the perceptions of consumers in Ormoc City toward the kalachuchi-scented candle, the participants were first informed about the purpose of the study and the nature of their involvement. The researchers explained the objectives of the research, the interview procedure, and how the participants' responses would be used in the study. These procedures were guided by the ethical principles of qualitative research discussed by Tenny S. Thomas et al. (2022).

Participation in this research was voluntary. The selected participants were informed that they had the option to decide whether or not to participate in the study. They were also informed that they could withdraw from the research at any time if they no longer wished to continue. The researchers ensured that no participant was forced or placed under any form of pressure to take part in the study.

Prior to the interview, the researchers requested permission from the participants to audio-record the conversation. The recording was used only for the purpose of accurately capturing the participants' responses, particularly their perceptions of the kalachuchi scent, their emotional associations, and their attitudes toward the candle as a home-fragrance or relaxation product. However, if a participant did not feel comfortable with audio recording, the researchers respected such decision and instead documented the responses through written notes.

All information gathered during the data collection process was treated with confidentiality. The real names of the participants were not included in the research paper.

Instead, pseudonyms or participant codes were used in the transcripts and in the presentation of findings. The audio recordings and interview transcripts were stored securely and were only accessed by the researchers. After the data analysis was completed, the recordings were deleted to ensure that the participants' privacy remained protected.

Although this study did not involve physical risks, the researchers recognized that some participants might feel hesitant or somewhat uncomfortable when answering interview questions. In such cases, the participants were allowed to skip any question or discontinue the interview if they chose to do so. The interview questions focused only on the participants' perceptions, attitudes, perceived value, and level of acceptance toward the kalachuchi-scented candle, and did not involve sensitive personal matters.

The researchers ensured honesty and transparency in presenting the results of the study. All responses were transcribed as accurately as possible. While minor human errors might have occurred during transcription, the researchers reviewed the data carefully to maintain its accuracy. Proper citation of related literature was also observed to acknowledge the work of other researchers and to avoid plagiarism.

The researchers ensured that the rights, dignity, and well-being of the participants were protected while conducting this study on consumers' perceptions toward the kalachuchi-scented candle in Ormoc City.

### **Data Gathering Procedure**

The researchers prepared a semi-structured interview guide for data gathering. This allowed the researchers to ask prepared questions while also giving them the flexibility to ask follow-up questions for clarification. The interview guide was validated by the research adviser to ensure its content validity and relevance to the research objectives. The validated interview guide served as the main tool in facilitating the interview process.

The researchers coordinated with the twelve (12) participants who were selected through purposive and snowball sampling techniques. The interviews were scheduled based on the availability and convenience of the participants. Before the actual interview, the researchers oriented the participants about the purpose of the study, the nature of their participation, and their right to withdraw at any time. The participants were also assured of confidentiality and anonymity.

During the interview, the participants were presented with the kalachuchi-scented candle sample. They were allowed to observe the candle's appearance, packaging, and scent before answering the interview questions. The same product sample was used to maintain consistency in product evaluation. Participants were also informed that they could stop the evaluation or skip any question if they experienced discomfort or did not wish to continue.

Prior to the interview, the researchers asked permission from the participants to audio-record the conversation. Field notes were also taken to record important observations and non-verbal cues. After all interview sessions, the researchers transcribed the responses verbatim and checked the transcripts for completeness and accuracy. Lastly, the researchers

ensured confidentiality by securing the interview data and deleting the audio recordings after the completion of the analysis.

### **Data Analysis**

The data gathered through semi-structured interviews were analyzed using thematic analysis following the approach of Braun and Clarke (2006). This method was appropriate because it provided a systematic way to identify, organize, and interpret recurring patterns in qualitative data.

The analysis proceeded through the following phases: familiarization with the data, generation of initial codes, searching for potential themes, reviewing themes, defining and naming themes, and producing the final analytic narrative. During this process, the researchers examined recurring ideas related to scent perception, product features, emotional responses, cognitive evaluations, perceived value, acceptance, behavioral intention, and consumer concerns.

The researchers used manual coding with the assistance of NVivo to organize the codes, themes, and participant responses. The use of NVivo helped manage the interview data more systematically, but the interpretation of the themes was still guided by the researchers' analysis, the research questions, and the Stimulus–Organism–Response framework. Selected verbatim responses were included in the presentation of findings to support the themes and strengthen the credibility of interpretation.

To ensure the trustworthiness of the data, the researchers employed member checking, peer debriefing, and an audit trail. Member checking was conducted by returning

summaries or interpreted responses to the participants to verify the accuracy of the researchers' understanding of their statements. Peer debriefing was carried out through discussions among the research team and with the research adviser to review the codes, themes, and interpretations and to minimize researcher bias. An audit trail was also maintained by documenting the coding process, theme development, revisions, and reflections during the analysis. These strategies helped enhance the credibility, dependability, and confirmability of the study.

## **CHAPTER IV**

### **RESULTS AND DISCUSSION**

This chapter presents the results and discussion of the study on consumers' perceptions toward kalachuchi-scented candles in Ormoc City. Data were gathered through semi-structured interviews and analyzed using thematic analysis. The findings are organized according to the statements of the problem and interpreted through the Stimulus–Organism–Response (S-O-R) theory and the three-factor benefits framework.

#### **4.1 Baseline Consumer Preferences and Product Experience**

Before presenting the findings according to the specific statements of the problem, it is necessary to first establish the participants' baseline experiences with scented candles and other scented household products. This preliminary section provides an overview of the participants' existing product use, scent preferences, purposes for using scented products, and buying considerations. These baseline findings serve as the foundation for understanding how the participants evaluated the kalachuchi-scented candle during the interview.

The participants' responses showed that scented products were already familiar to them in varying degrees. Some participants had used scented candles directly, while others had experience with related products such as air fresheners, humidifier oils, diffusers, and other fragrance-based household items. Their use of these products was commonly

associated with making the room smell pleasant, removing unpleasant odors, creating a cleaner atmosphere, supporting relaxation, and improving mood. These responses suggest that the participants did not evaluate the kalachuchi-scented candle as a completely unfamiliar product category, but rather as part of a broader group of scented household products that they already associated with comfort, freshness, and relaxation.

The baseline responses also revealed that scent was the most influential factor in their product preference. Participants commonly described their preferred scents as floral, mild, calming, fresh, powdery, lavender, eucalyptus, jasmine, citrusy, peppermint, or any fragrance that smelled pleasant and was not too strong. Many participants emphasized that they usually smell the product first before deciding whether to buy or use it. Aside from scent, participants also considered practical and visual factors such as price, packaging, size, shape, color, and overall product presentation. This indicates that their evaluation of scented candles was shaped not only by fragrance quality, but also by affordability, aesthetic appeal, and perceived suitability for home use.

These baseline findings are important because they provide the context for the succeeding discussion of the study's main findings. Since the participants already valued scented products for freshness, relaxation, mood support, affordability, and attractive appearance, their perceptions of the kalachuchi-scented candle can be better understood in relation to these existing preferences. Thus, the following sections present the results according to the statements of the problem and the Stimulus–Organism–Response framework, beginning with the participants' perception of the kalachuchi-scented candle

as a stimulus, followed by their emotional and cognitive responses, and finally their perceived value, acceptance, and behavioral intentions toward the product.

## **4.2 Findings Based on the Stimulus–Organism–Response Framework**

The following discussion presents the findings according to the three stages of the Stimulus–Organism–Response framework: stimulus, organism, and response. The stimulus stage focuses on the scent and product cues of the kalachuchi-scented candle. The organism stage discusses the participants' emotional reactions and cognitive evaluations. The response stage presents the participants' perceived value, acceptance, behavioral intentions, product development suggestions, and market response.

### **4.2.1 Stimulus**

#### **Scent Quality Evaluation**

Participants generally evaluated the kalachuchi-scented candle first through its fragrance. Many described the scent as humot, pleasant, clean, fresh, floral, powdery, or soap-like. These responses show that the scent was mostly perceived as appealing and suitable for home use, especially when it created a clean-room impression or reminded participants of flowers, soap, or laundry freshness.

This finding suggests that scent quality served as the primary stimulus in the participants' evaluation. Since the candle is a fragrance-based product, the scent became the first cue that shaped whether the participants viewed it positively or negatively. This is

consistent with Dalton et al. (2020), who explained that indoor scent may influence how people perceive comfort, freshness, and environmental quality. It also supports Herz et al.'s (2022) view that scented household products are valued not only for their fragrance but also for their functional and in-use benefits, such as improving the atmosphere of a room.

However, participants also considered scent strength and longevity. Some valued a scent that lasted longer and could fill a room, while others were sensitive to strong scents. This means that the product's scent must be noticeable but not overpowering. The implication is that the kalachuchi-scented candle should maintain a balanced fragrance, consistent scent throw, and suitable intensity for home use.

### **Scent Familiarity and Novelty**

Participants showed mixed familiarity with kalachuchi. Some were familiar with kalachuchi as a flower or as something associated with Ormoc City, while others experienced kalachuchi as a candle scent for the first time. This made the product both familiar and new: familiar because of the flower's local meaning, and novel because it was not commonly encountered in candle form.

This finding supports the stimulus stage because familiarity and novelty are external product cues that influenced how participants interpreted the candle. Familiarity helped make the scent recognizable and locally meaningful, while novelty created curiosity and product distinctiveness; this balance aligns with findings that dual sensory traits can stimulate cognitive exploration and heighten user interest in niche products. This is related

to Roschk and Hosseinpour's (2021) finding that scent responses may become more favorable when a fragrance is meaningful, familiar, and congruent with the setting.

In this study, kalachuchi became meaningful because some participants associated it with Ormoc City. This gives the candle a distinct local identity, which serves as a powerful psychological mechanism that enhances domestic consumer preference and builds a stronger emotional attachment compared to foreign or generic options (Zhang et al., 2021). This hyper-localized olfactory profile helps distinguish it from common market scents such as lavender, vanilla, or eucalyptus by transforming the item into a unique storytelling vehicle (Anggie et al., 2018). However, the scent must still be clearly recognizable as kalachuchi to ensure brand authenticity, maintain olfactory congruence, and ultimately strengthen consumer satisfaction and trust (Errajaa et al., 2020).be clearly recognizable as kalachuchi to strengthen authenticity and consumer trust.

### **Product Feature Cues**

Aside from scent, participants considered packaging, design, color, size, shape, safety, and product quality. They preferred packaging that looked presentable and display-worthy, as well as colors and designs that matched the kalachuchi flower. Some also mentioned practical concerns such as bigger size, longer use, clean appearance, safe ingredients, burn quality, and proper scent distribution.

These findings show that the product was evaluated as a complete consumer item, not only as a fragrance. In the S-O-R framework, packaging and product features served as stimulus cues that shaped perceptions of quality, safety, and desirability. Participants'

attention to packaging and appearance suggests that the candle's visual presentation affects how professional, attractive, and worth buying the product appears.

This also connects with Herz et al.'s (2022) framework because product features contribute to functional and in-use benefits. A candle that looks clean, burns properly, has safe ingredients, and has attractive packaging may create stronger consumer confidence. In practical terms, attractive packaging and reliable product quality may increase willingness to buy, while poor appearance, unclear safety information, or weak performance may reduce consumer trust.

Table 1. S-O-R Thematic Coding Matrix of Consumers' Perceptions Toward Kalachuchi-Scented Candles

| <b>Theoretical Stage (S-O-R) STIMULUS</b>   |                                                                                                                                                    |                                       |                                                                                                    |
|---------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|----------------------------------------------------------------------------------------------------|
| <b>Statement of the Problem</b>             | How do consumers in Ormoc City perceive a kalachuchi-scented candle in terms of its sensory quality, functionality, and overall in-use experience? |                                       |                                                                                                    |
| <b>Themes</b>                               | <b>Initial Code</b>                                                                                                                                | <b>Participant Response Frequency</b> | <b>Significant Statement / Verbatim Response</b>                                                   |
| <b>Theme 1:</b><br>Scent Quality Evaluation | Pleasant Scent Perception                                                                                                                          | 11 out of 12                          | P1: "Yes. Nindot siya. Humot... Karon pako naka-smell og kalachuchi. Nagaganahan pud ko sa smell." |
|                                             | Clean/Fresh Scent Perception                                                                                                                       | 3 out of 12                           | P1: "It smells clean... kung makasimhot ko... murag limpyo ang room."                              |
|                                             | Floral/Powdery/Soap-like Scent Association                                                                                                         | 8 out of 12                           | P10: "Mura siya og baho sa sabon... mura siya og gigamit sa powder na sabon."                      |

|                                                  |                                   |              |                                                                                                                                              |
|--------------------------------------------------|-----------------------------------|--------------|----------------------------------------------------------------------------------------------------------------------------------------------|
|                                                  | Scent Strength and Longevity      | 9 out of 12  | P8: “Long-lasting. Unya kana maka-repel gyud siya og odor... Pag sulod pa lang nako sa kwarto... mahumotan na nako siya.”                    |
| <b>Theme 2:</b><br>Scent Familiarity and Novelty | Kalachuchi Familiarity or Novelty | 12 out of 12 | P1: “Maka-smell ako ang kalachuchi na flower pero wala pa ako sa products ng kalachuchi. Sa scented candle ng kalachuchi, karon pa.”         |
| <b>Theme 3:</b><br>Product Feature Cues          | Packaging Appeal                  | 11 out of 12 | P1: “Packaging. Matter, kasi, diba, kaya i-display baya nimo. Dapat nindot pud tanawon yung i-display.”                                      |
|                                                  | Design and Color Preference       | 10 out of 12 | P8: “Usa sa mo-matter kay iyang kadako para longer use. Unya ang iyang color, ganahan ko og pastel color, ug ang design sa iyang packaging.” |
|                                                  | Product Quality and Safety Cues   | 6 out of 12  | P5: “Safety kay there are people nga naay allergy... usa na siya sa factor sa mga scented products.”                                         |

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Note. Participant response frequency refers to the number of participants whose responses supported the initial code. Since the study is qualitative, the frequency is used only to show the extent of support for each theme and not to generalize statistically.

#### 4.2.2 Organism

##### Positive Emotional Response

Participants generally described the kalachuchi-scented candle as pleasant, calming, fresh, and relaxing. Many associated the fragrance with comfort, peace of mind, and a soothing atmosphere, especially when used in bedrooms or personal spaces. Some

participants also expressed feelings of enjoyment and excitement because the scent was both locally familiar and unique as a candle fragrance product. These responses suggest that the candle created a positive emotional experience and was perceived not only as a scented product but also as something that could support relaxation and emotional comfort.

This finding suggests that the kalachuchi-scented candle produced positive emotional responses among participants through its fragrance and overall sensory experience. Since scented candles are commonly associated with relaxation and mood enhancement, the pleasant floral scent of kalachuchi became an important factor influencing emotional evaluation. According to Herz et al. (2022), scented household products provide emotional and in-use benefits, particularly through feelings of comfort, calmness, and sensory enjoyment.

However, emotional responses toward scent may still vary depending on personal preference and prior experiences. While most participants associated the scent with relaxation and comfort, others may interpret the same fragrance differently based on their emotional background and scent familiarity. This implies that the kalachuchi-scented candle should maintain a balanced and pleasant fragrance profile to strengthen its relaxing and emotionally comforting qualities for consumers.

### **Memory and Meaning**

Participants also connected the kalachuchi scent with memory, familiarity, and personal meaning. Some associated the fragrance with childhood experiences, gardens, home environments, laundry freshness, and joyrides, while others associated it with Ormoc

City and local identity. These responses show that the scent carried symbolic and emotional meaning beyond its fragrance quality, making it personally meaningful and culturally familiar to several participants.

This finding suggests that the kalachuchi scent functioned not only as a fragrance stimulus but also as a memory and identity cue among consumers. Because scent is closely linked to emotional memory, participants interpreted the fragrance through their personal experiences and cultural associations. According to Larsson et al. (2016), fragrances activate brain systems connected to long-term emotional memory, making scents highly effective in triggering nostalgia and personal meaning.

Furthermore, the association of kalachuchi with Ormoc City suggests that the scent may carry local and cultural significance for consumers. Since some participants viewed kalachuchi as part of the city's identity, the candle became more meaningful and recognizable beyond its role as a home-fragrance product. This implies that the local familiarity and symbolic value of kalachuchi may strengthen consumer attachment and acceptance toward the product.

### **Negative Emotional/Physical Response**

Although many participants responded positively toward the kalachuchi-scented candle, some expressed negative emotional or physical reactions to the fragrance. A few participants associated kalachuchi with cemeteries, death, sadness, or discomfort, while others mentioned headaches, rhinitis, sinus sensitivity, or irritation caused by strong scents.

These responses show that not all participants interpreted the fragrance positively and that scent perception differed according to personal experience and physical sensitivity.

This finding suggests that emotional and physical responses to fragrance are subjective and influenced by individual memory, emotional associations, and physiological reactions. While some participants experienced relaxation and comfort, others connected the scent with unpleasant memories or physical discomfort. According to Dalton et al. (2020), exposure to strong fragrances may influence indoor comfort perception and trigger headaches, irritation, or discomfort among scent-sensitive individuals.

However, these responses also indicate the importance of maintaining an appropriate scent intensity and balanced fragrance formulation. While consumers may appreciate a noticeable and long-lasting scent, overly strong fragrances may reduce comfort and product acceptance for scent-sensitive individuals. This implies that the kalachuchi-scented candle should maintain a mild and balanced fragrance strength to improve consumer comfort and broader product acceptability.

### **Cognitive Evaluation**

Participants also evaluated whether the kalachuchi-scented candle was suitable for home use, room fragrance, decoration, relaxation, or personal space. Many considered it suitable because the scent was pleasant and appropriate for bedrooms, living rooms, study areas, or areas where a fresh and relaxing atmosphere is desired. According to Spence (2020), ambient scent influences how consumers evaluate a space and the products associated with it, especially when the scent contributes to comfort, mood, and perceived

appropriateness. Their judgments show that consumers process scent internally before deciding whether a product is practical and fitting for specific spaces such as bedrooms, living rooms, or study areas. This means that the candle's value depends not only on emotional appeal but also on cognitive evaluation of product fit and usefulness. This theme belongs to the organism stage because it reflects participants' judgments about product fit and usefulness. Their evaluations show that the candle was not only emotionally appealing but also practically relevant as a home-fragrance product. This supports the S-O-R framework because participants processed the stimulus internally before forming judgments about suitability and usefulness.

The implication is that the candle's value depends on both emotional appeal and practical suitability for everyday home use. A pleasant scent alone is not enough; the product must also fit the spaces and situations where consumers expect to use scented candles.

Table 2. Organism Stage: Thematic Coding Matrix for Emotional Reactions and Cognitive Evaluations Toward the Kalachuchi-Scented Candle

| Theoretical Stage (S-O-R)            |                                                                                                                                                                                      | ORGANISM                       |                                                   |
|--------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|---------------------------------------------------|
| Statement of the Problem             | What emotional reactions and cognitive evaluations (such as wellness benefits or product suitability) do consumers have toward the candle as a relaxation or home-fragrance product? |                                |                                                   |
| Themes                               | Initial Code                                                                                                                                                                         | Participant Response Frequency | Significant Statement / Verbatim Response         |
| Theme 1: Positive Emotional Response | Relaxation and Comfort                                                                                                                                                               | 9 out of 12                    | P11: “Ako na-feel kay peaceful. I really like the |

|                                                      |                                       |              |                                                                                                                    |
|------------------------------------------------------|---------------------------------------|--------------|--------------------------------------------------------------------------------------------------------------------|
|                                                      |                                       |              | scent gyud... murag relaxed and peaceful.”                                                                         |
|                                                      | Positive Emotional Reaction           | 4 out of 12  | P6: “Na excite... Kay first time man gud, na pwede siya maging part ani sa market.”                                |
| <b>Theme 2: Memory and Meaning</b>                   | Memory and Personal Association       | 7 out of 12  | P1: “Ako ma remember kay katong mag joy ride mi, unya mo sulod ang scent sa kalachuchi, sauna pa since childhood.” |
|                                                      | Local/Cultural Association            | 6 out of 12  | P7: “Si Mayor og ang Ormoc.”                                                                                       |
| <b>Theme 3: Negative Emotional/Physical Response</b> | Negative Emotional Association        | 1 out of 12  | P2: “When I hear the word Kalachuchi, I think of death. It reminds me of the cemetery...”                          |
|                                                      | Health or Physical Discomfort Concern | 4 out of 12  | P2: “Kuan siya strong na murag labad siya sa ulo... murag dili siya pang kalma para sa akua.”                      |
| <b>Theme 4: Cognitive Evaluation</b>                 | Product Suitability                   | 11 out of 12 | P4: “Yes, suitable siya. Ang kalachuchi humot man gyud siya, so bagay ra gyud siya nga naa sa candles.”            |
|                                                      | Perceived Home/Room Functionality     | 11 out of 12 | P8: “Pwede siya alternative for freshening the room.”                                                              |

Note. Participant response frequency refers to the number of participants whose responses supported the initial code. Since the study is qualitative, the frequency is used only to show the extent of support for each theme and not to generalize statistically.

### 4.2.3 Response

#### Perceived Value and Acceptance

Participants perceived the kalachuchi-scented candle as valuable because it could freshen the room, support relaxation, improve ambience, serve as decoration, and carry

local meaning. Product acceptance was commonly connected to pleasant scent, comfort, home use, and the uniqueness of using kalachuchi as a candle fragrance.

This theme reflects the response stage of the S-O-R framework because participants moved from perception and evaluation toward acceptance. Their acceptance was shaped by both emotional and practical considerations. This result is consistent with Herz et al.'s (2022) framework, which explains that consumers value scented household products through functional benefits, in-use experience, and emotional benefits.

The findings suggest that consumers may accept the product when it provides sensory, functional, emotional, and local value. However, acceptance still depends on whether the candle is affordable, safe, attractive, and consistent in scent performance.

### **Behavioral Intention**

Many participants expressed willingness to use, purchase, or recommend the kalachuchi-scented candle. Their intention was influenced by the scent, relaxation benefit, local identity, product uniqueness, and the possibility of supporting a local or student-made product. However, some responses were conditional and depended on price, scent strength, packaging, and personal scent preference.

In the S-O-R framework, behavioral intention represents the response stage. This means that participants' willingness to use, purchase, or recommend the product came after they had already processed the candle's scent, emotional effect, and usefulness. Positive sensory and emotional evaluations led to stronger behavioral intention, while discomfort, price concerns, or weak presentation reduced it.

In addition, sensory marketing research shows that positive sensory experiences can strengthen consumer attitudes and behavioral responses, especially for hedonic products. This supports your finding that consumers may be willing to purchase or recommend the kalachuchi-scented candle when the scent is pleasant, the packaging is attractive, and the product feels affordable and unique. For marketability, the product should remain affordable and should clearly communicate its scent, safety, and local identity. This will help consumers confidently decide whether to purchase or recommend the product.

### **Product Development Response**

Participants suggested improvements related to packaging, color, cover, scent variety, presentation, motivational labels, and product cleanliness. Some wanted the product to look more attractive, more complete, and more suitable for display or gifting. Others emphasized the need for safety, proper ingredients, and a better scent experience. These suggestions are consistent with Herz et al.'s (2022) three-factor benefits framework, which emphasizes that consumers evaluate scented household products not only through fragrance but also through functional and in-use experience benefits, including packaging quality, product safety, and overall presentation.

These suggestions show that behavioral intention is affected by product development decisions. Even when consumers like the scent, they still look for visual appeal, practicality, and assurance of quality. This finding supports the idea that consumer response is shaped not only by the scent but also by the total product experience. As

Donovan and Rossiter (1982) explained, favorable consumer responses in the response stage of the S-O-R model are influenced by the full range of product cues encountered, not solely by the primary sensory stimulus.

The implication is that product developers should improve packaging, use kalachuchi-inspired colors, provide clear labels, and test scent strength and burn quality before wider selling. This aligns with Errajaa et al. (2020), who emphasized that scent congruence with brand image and product presentation strengthens consumer trust and satisfaction.

### **Market Response**

Participants generally saw market potential in the kalachuchi-scented candle, especially for consumers who like floral scents, home-fragrance products, and locally inspired items. Some responses indicated that the candle could be sold, recommended, or positioned as a unique Ormoc-related product. This finding is consistent with Anggie and Haryanto (2018), who explained that olfactory experience may affect purchase intention and consumer acceptance, particularly when the scent is novel and contextually relevant.

This theme completes the response stage because it shows how participants viewed the product's possible movement into the market. The candle's market potential comes from the combination of pleasant scent, relaxation use, visual appeal, and local identity. However, stronger market acceptance will depend on affordable pricing, consistent scent quality, safe formulation, and appealing packaging. As Zhang et al. (2021) noted, a hyper-localized product identity provides a powerful psychological mechanism that enhances

domestic consumer preference and builds stronger emotional attachment compared to foreign or generic alternatives, which supports the marketability of the kalachuchi-scented candle as a locally meaningful product

Table 3. Response Stage: Thematic Coding Matrix for Perceived Value, Acceptance, Behavioral Intentions, and Market Response

| Theoretical Stage (S-O-R)                          |                                                                                                                                                                                                                                                          | RESPONSE                       |                                                                                                                             |
|----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| Statement of the Problem                           | How do consumers in Ormoc City evaluate the overall value, cultural connection, and market acceptance of this local product? What future actions do consumers express toward the product regarding their willingness to use, purchase, and recommend it? |                                |                                                                                                                             |
| Themes                                             | Initial Code                                                                                                                                                                                                                                             | Participant Response Frequency | Significant Statement / Verbatim Response                                                                                   |
| Theme 1:<br>Perceived Value and Acceptance         | Perceived Product Value                                                                                                                                                                                                                                  | 12 out of 12                   | P4: “Magamit nako siya as decoration pud sa balay... maka-kuan gyud sa ambience sa balay. Then maka-relax pud siya sa tao.” |
| Theme 2:<br>Behavioral Intention                   | Willingness to Use                                                                                                                                                                                                                                       | 11 out of 12                   | P1: “Yes, humotan ko. Makarelay as well... relaxation and comfort lang.”                                                    |
|                                                    | Purchase Intention                                                                                                                                                                                                                                       | 11 out of 12                   | P5: “Yes. If naay budget. Mupalit gyud ko! yes.”                                                                            |
|                                                    | Recommendation Intention                                                                                                                                                                                                                                 | 11 out of 12                   | P5: “Yes, I would say, I would probably recommend this to other people.”                                                    |
| Theme 3:<br>Purchase Barriers and Decision Factors | Price Sensitivity / Purchase Barrier                                                                                                                                                                                                                     | 7 out of 12                    | P10: “Ang price... kung magmatter gyud siya sa price... ang mga mahal na kaayo, kay dili naman ko mopalit ana.”             |

|                                              |                                       |              |                                                                                                             |
|----------------------------------------------|---------------------------------------|--------------|-------------------------------------------------------------------------------------------------------------|
| <b>Theme 4:</b> Product Development Response | Product Improvement Suggestions       | 12 out of 12 | P1: “Mas ganahan ko nga naa pay something i-add... you have a cover?... Nindot siya kay minimalist ba?”     |
|                                              | Social or Business Support Motivation | 6 out of 12  | P11: “Create ninyo siya as a business... Pwede ninyo i-sell sa tourism, especially in terms of kalachuchi.” |
| <b>Theme 5:</b> Market Response              | Market Potential                      | 7 out of 12  | P9: “Para nako gud, yes. Mupatok siya sa mga kanang mga scented candle.”                                    |

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Note. Participant response frequency refers to the number of participants whose responses supported the initial code. Since the study is qualitative, the frequency is used only to show the extent of support for each theme and not to generalize statistically.

### 4.3 Synthesis of Findings Based on the Statements of the Problem

Based on the first statement of the problem, consumers perceived the kalachuchi-scented candle mostly as pleasant, clean, floral, familiar, and locally meaningful. The scent was generally accepted as suitable for home use because it created impressions of freshness, cleanliness, and relaxation. However, some participants also emphasized that scent strength, longevity, and consistency should be improved to strengthen product satisfaction.

For the second statement of the problem, emotional reactions and cognitive evaluations were mostly associated with relaxation, comfort, peace, nostalgia, and local pride. Participants viewed the candle as appropriate for bedrooms, living rooms, study areas, and personal spaces. However, the findings also showed that scent perception is

subjective, since some participants associated kalachuchi with cemeteries, death, or physical discomfort such as headache, rhinitis, or sinus sensitivity.

For the third statement of the problem, the value and acceptance of the kalachuchi-scented candle came from its perceived freshness, relaxation benefit, suitability for home use, local identity, and product design. Participants generally accepted the product when the scent was pleasant and when the candle appeared useful, attractive, safe, and appropriate for home settings.

For the fourth statement of the problem, many participants expressed willingness to use, purchase, and recommend the product. However, their final decision was influenced by price, packaging, safety, scent strength, and overall product performance. This indicates that the product has market potential, but consumer intention will depend on whether the candle is affordable, well-presented, safe, and consistent in quality.

Overall, the findings show that the kalachuchi-scented candle has potential as a locally inspired home-fragrance product. Its strongest appeal comes from the combination of pleasant scent, relaxation value, local identity, and visual presentation. However, its marketability can be improved by refining scent performance, ensuring safety, strengthening packaging, and maintaining an affordable price.

## **CHAPTER V**

### **SUMMARY, CONCLUSION, AND RECOMMENDATIONS.**

This chapter presents the summary, conclusions, and recommendations of the study on consumers' perceptions toward kalachuchi-scented candles in Ormoc City. It consolidates the major findings from the semi-structured interviews, focusing on scent quality, emotional associations, perceived functionality, value, acceptance, and behavioral intentions. Based on the emerging themes, this chapter draws conclusions on the product's consumer appeal and marketability and provides recommendations for product improvement and future research

#### **Summary of Findings**

This study explored consumers' perceptions toward the kalachuchi-scented candle in Ormoc City using a qualitative research design. Through semi-structured interviews, the study examined how consumers perceived the product in terms of scent quality, emotional associations, perceived functionality, in-use experience, value, acceptance, and behavioral intention. The findings revealed that scent quality served as the most immediate and influential basis of evaluation. Most participants described the candle's fragrance as pleasant, fresh, clean, floral, and generally appealing. The scent was often associated with soap-like, powdery, and freshly cleaned environments, suggesting that consumers did not only assess the candle aesthetically, but also functionally, as a product capable of

improving the sensory atmosphere of a room. At the same time, participants remained attentive to performance-related concerns such as scent intensity, longevity, and consistency, showing that fragrance quality was judged not only by pleasantness but also by how effectively the product performed during use.

The findings also showed that familiarity and novelty shaped consumer responses to the product. While many participants were already familiar with kalachuchi as a flower and as a symbol associated with Ormoc City, several of them were encountering kalachuchi in candle form for the first time. This combination of recognition and newness made the product both accessible and distinctive. Familiarity helped participants interpret the scent as authentic and locally meaningful, while novelty sparked curiosity and interest. In addition, the participants evaluated the candle not only through its scent but also through its packaging, color, size, shape, and overall presentation. Attractive and presentable packaging, flower-inspired colors, and aesthetically pleasing design were viewed as important cues of quality and marketability. Participants also expressed concern regarding safety, ingredient quality, burn performance, and scent distribution, indicating that product appeal depended on both visual and functional attributes.

In terms of emotional and cognitive responses, the kalachuchi-scented candle was commonly associated with relaxation, comfort, peace of mind, and a calming home environment. Many participants viewed the candle as suitable for bedrooms, living spaces, and personal areas intended for rest and quiet time. The product also evoked memory and meaning, including childhood memories, home experiences, and associations with local identity in Ormoc City. However, the findings also revealed that not all consumers

interpreted kalachuchi positively. A few participants associated the scent with cemeteries, death, sadness, and discomfort, while others raised concerns about rhinitis, headache, and sinus irritation. These responses indicate that scent perception is deeply subjective and influenced by prior emotional associations and physiological sensitivity. Overall, the study found that the kalachuchi-scented candle was generally perceived as a promising local home-fragrance product with emotional, functional, and cultural value. Many participants expressed willingness to use, purchase, and recommend the product, provided that it remained affordable, attractive, safe, and effective in performance. Price, packaging, scent strength, and quality were identified as the main decision factors influencing market acceptance.

## **Conclusion**

Based on the findings of the study, the kalachuchi-scented candle was generally perceived by consumers in Ormoc City as an acceptable and potentially marketable home-fragrance product. Scent quality served as the most immediate basis of evaluation, as many participants described the fragrance as pleasant, clean, floral, and suitable for home use.

The study also concludes that the product's appeal comes from the combination of familiarity and novelty. Kalachuchi was recognized by some participants as a flower associated with Ormoc City, giving the candle local meaning and cultural relevance. At the same time, using kalachuchi as a candle scent made the product unique and interesting to consumers.

Furthermore, consumer acceptance was shaped not only by fragrance but also by packaging, color, size, safety, burn quality, and overall presentation. The candle may offer functional, emotional, and symbolic value, but the findings also show that scent preference is subjective. Some consumers may respond positively to the scent, while others may experience negative associations or physical discomfort.

Overall, the study concludes that the kalachuchi-scented candle has promising local market potential. Its success will depend on maintaining a balanced fragrance, improving scent consistency, using attractive and meaningful packaging, ensuring product safety, and keeping the price accessible to consumers.

### **Recommendations**

Based on the findings and conclusions of the study, the following recommendations are proposed:

First, product developers should improve the scent quality of the kalachuchi-scented candle. The fragrance should remain pleasant, balanced, and clearly identifiable as kalachuchi. Scent strength should be noticeable but not overpowering, especially for consumers who are sensitive to strong fragrances. The scent throw, longevity, and consistency should also be tested before wider selling.

Second, the product packaging should be improved to make the candle more attractive, presentable, and display-worthy. Kalachuchi-inspired colors such as white, yellow, and soft floral tones may be used to strengthen the product's local identity. A clean

container, proper cover, clear label, and neat product finish may also improve consumer trust and visual appeal.

Third, safety and quality information should be included on the product label. The label may include ingredients, candle-use instructions, and safety reminders. This can help address consumer concerns about allergies, rhinitis, sinus sensitivity, toxic ingredients, and safe candle use.

Fourth, the product should be offered at an affordable and reasonable price. Since price was identified as an important factor in purchase intention, product developers may consider offering small, medium, and large sizes to make the candle accessible to different types of consumers, including students and budget-conscious buyers.

Fifth, product developers may consider offering mild scent variations or complementary fragrance blends. This may help attract consumers who prefer lighter, sweeter, or less intense scents while still maintaining the kalachuchi identity of the product.

Lastly, future researchers are encouraged to expand the study by involving a larger number of participants or by using quantitative or mixed-methods research. Future studies may also compare kalachuchi with other floral or home-fragrance scents such as lavender, jasmine, eucalyptus, citrus, or vanilla. Researchers may also examine actual buying behavior after product testing or market release to further assess the market potential of kalachuchi-scented candles.

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## APPENDICES

### APPENDIX A

#### Semi-Structured Interview Guide

Good day. We are conducting a study entitled “Consumers’ Perceptions Toward Kalachuchi-Scented Candles in Ormoc City.” The purpose of this interview is to understand how consumers in Ormoc City perceive kalachuchi-scented candles as a home-fragrance and relaxation product.

Your participation in this interview is voluntary. You may choose not to answer any questions and may stop the interview at any time. The information you share will be kept confidential and will be used only for academic purposes. With your permission, this interview will be audio-recorded to help ensure the accuracy of your responses.

#### I. Screening Questions

| Screening Item                                                                                                                                                              | Yes                      | No                       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| Are you 18 years old or above?                                                                                                                                              | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you reside in or work in Ormoc City?                                                                                                                                     | <input type="checkbox"/> | <input type="checkbox"/> |
| Have you purchased or used scented household products such as candles, air fresheners, reed diffusers, incense, or similar fragrance products within the last three months? | <input type="checkbox"/> | <input type="checkbox"/> |
| Have you had prior experience using scented candles or similar aromatic products?                                                                                           | <input type="checkbox"/> | <input type="checkbox"/> |

#### II. Participant Profile

Age: \_\_\_\_\_

Sex: \_\_\_\_\_

Occupation: \_\_\_\_\_

residence/work: \_\_\_\_\_

Place of

How often do you use scented household products?: \_\_\_\_\_

Preferred scented products or scents: \_\_\_\_\_

#### III. Interview Proper

### A. Warm-Up and Product Experience

1. Can you tell me about your usual experience with scented candles or other scented household products?

**Optional follow-up question:** What products do you usually use? How often do you use them? What scents do you usually prefer? For what purpose do you use them?

2. What usually attracts you to a scented candle when choosing one?

**Optional follow-up question:** Scent, appearance, packaging, price, burn quality, relaxing effect, ingredients, brand, or something else?

### B. Stimulus: Sensory Perception and Product Cues

3. Before this interview, how familiar were you with kalachuchi as a scent?

**Optional follow-up question:** Where do you usually encounter kalachuchi? What comes to mind when you hear the word “kalachuchi”?

4. How would you describe the kalachuchi scent when it is used in candle form?

**Optional follow-up question:** Is it pleasant or unpleasant? Mild or strong? Natural or artificial? Fresh, floral, calming, sharp, or too sweet?

5. What qualities of the scent stand out to you the most?

**Optional follow-up question:** Pleasantness, familiarity, strength, uniqueness, naturalness, or lasting impression?

6. Aside from the scent itself, what product features would matter to you when evaluating a kalachuchi-scented candle?

**Optional follow-up question:** Packaging, size, design, candle color, price, burn quality, scent throw, ingredients, safety, or overall presentation?

7. What possible benefits do you think a kalachuchi-scented candle could offer to users?

**Optional follow-up question:** Freshening the room, creating ambiance, helping relaxation, improving mood, making the home feel inviting, or evoking local identity?

### C. Organism: Emotional Reactions and Cognitive Evaluations

8. What feelings or emotional reactions do you think a kalachuchi-scented candle may create for you?

**Optional follow-up question:** Relaxation, comfort, calmness, nostalgia, enjoyment, curiosity, hesitation, or something else?

9. Does the kalachuchi scent remind you of any place, person, event, or experience?  
**Optional follow-up question:** Home, garden, church, school, childhood memories, family gatherings, or other meaningful experiences?
10. In your opinion, is kalachuchi a suitable scent for a candle product? Why or why not?  
**Optional follow-up question:** Does it fit a candle better as a home fragrance, decoration, relaxation aid, or special-occasion product?
11. How suitable do you think a kalachuchi-scented candle is for home use and relaxation?  
**Optional follow-up question:** Would you use it in a bedroom, living room, study area, bathroom, or while resting, studying, or entertaining guests?
12. Compared with other scented candles you know, how do you think a kalachuchi-scented candle would be similar to or different from them?  
**Optional follow-up question:** Would it feel more local, more meaningful, more unique, more relaxing, less familiar, or less appealing than other scents?

#### **D. Response: Perceived Value, Acceptance, and Behavioral Intention**

13. What value do you think a kalachuchi-scented candle can offer to consumers?  
**Optional follow-up question:** Emotional value, cultural meaning, relaxation, comfort, decoration, freshness, or practical home use?
14. What would make you consider a kalachuchi-scented candle acceptable, desirable, or worth using?  
**Optional follow-up question:** Scent quality, balanced fragrance, attractive packaging, affordable price, good burn quality, local identity, or quality ingredients?
15. Are there any concerns or negative impressions that might make you hesitate to use or buy a kalachuchi-scented candle?  
**Optional follow-up question:** Too strong, too common, unpleasant association, poor quality, safety concerns, or not suited for candle use?
16. Would you be willing to use a kalachuchi-scented candle? Why or why not?  
**Optional follow-up question:** What would encourage or discourage you from using it?
17. Would you consider buying a kalachuchi-scented candle if it were available in the market? Why or why not?  
**Optional follow-up question:** What factors would influence your decision to buy it? Price, scent quality, appearance, availability, or recommendations from others?

**18.** Would you recommend a kalachuchi-scented candle to other people? Why or why not?

**Optional follow-up question:** Who do you think would be most interested in this product?

**19.** What suggestions can you give to improve a kalachuchi-scented candle so that more consumers would accept or prefer it?

**Optional follow-up question:** Scent blend, packaging, branding, price, size, design, or target market?

**20.** Is there anything else you would like to share about your perceptions or opinions regarding kalachuchi-scented candles?

**Optional follow-up question:** Any final thoughts, concerns, recommendations, or personal experiences you would like to add?

## **APPENDIX B:**

### **Cleaned Participant Responses**

#### Response of Participant 1

1. Ah, okay. Sige, ako ang ginagamit kay, akoy ra mo mention og brand? Kayo ng Bath and Body Works ba? Oo, ako usually ginagamit. ka ng mga giveaways. Pero usually, ang humot kay Bath and Body Works.
2. Siguro mga, recently, dili na kaayo. Pero kay nagkakuan mo po ka ng rhinitis, rhinitis, and sinusitis. Pero katong bagay ko, almost everyday, magdagkot ko para mahumot ang room.
3. Ang smell, gyud. Example, no? Ang mga products mangod nga ako nakita kay dili man gyud siya sealed, maka smell naman ko. So ako naman, mamili ko through smell. Matter pud ang kuan, packaging.
4. Maka-smell ako ang kalachuchi na flower pero wala pa ako sa products ng kalachuchi. Sa scented candle ng kalachuchi, karon pa.
5. Kung maka-smell ko sa kalachuchi na, hindi ko na ku-imagine ang flower. Ma-picture out na po ang flower. Kuan mo siyang scent. Kung maka simhot ka magkahibaw ka nga kalachuchi.
6. Describe? Kuan siya kanang, it smells kanang, kung maka-smell ko, murag feeling, or it smells clean. O, murag, kana, clean. So, paman, clean na ko ma-imagine. Kung makasimhot ko, most step-in ko yun sa the room nga, yun ano, yung smell, murag limpyo ang room, mura nga na.

7. ganahan kog ingon ani mga clean na scent, Or flowery, or mga kuan pud, ganang mga peppermint, ganamaya na na ganahan ko.
8. Kuan, packaging. Matter, kasi, diba, kaya i-display baya nimo. Dapat nindot pud tanawon yung i-display.
9. Hindi ko kakuan. Pero siguro, scented candles in general, makakuan man siya. Relaxing. Muna kung ganahan, muna magdagkot ko kay makarelay.
10. feeling kato relaxing, makarelay man. In general ha, scented candles, not only ang kanang kalachuchi. Pero if magkanyan lang sa karon, kay clean yung scent niya. Diba kung kibaw ka nga ang imong palibot kay clean, may humot, makarelay man gyud siya.
11. ako ma remember kay katong mag joy ride mi, unya mo sulod ang scent sa kalachuchi, sauna pa since childhood.
12. Yes. Nindot siya. Humot. Kay kuan man. Hilig man ko og scented candle. Karon pako nnaka-smell og kalachuchi. Nagaganahan pud ko sa smell humot
13. Sa home, akong maingon home. Pwede pud. Decoration, relaxation aid pwede pud
14. Sa room. Naa man sa room ang candle.
15. Wait lang, ha. Different siya. Different siya ang scent. Pero actually, same naman siya. Same parang purpose, same of purpose, same of, same katong imong giingon, unsa iyang makuha niya feeling.
16. Siguro ang smell niya, kay karon pa ako ka-smell og scented candle nga kalachuchi
17. Relaxation and comfort and before matulog. Or kanang magkuan lang, relax lang sa kwarto. Magdagkot jud ko

18. Siguro first, tan-awon pud nako ang price, kung pila siya, kung pila siya i-compare sa uban product. In general. Econsider sad nako ang longevity sa scent.
19. Siguro, kuan. Same naman ang kuan, ingredients. I'm not sure kung same ingredients ang tanan scented candles. Basin naa lang yung mga toxic ingredients nga dili safe.
20. Yes, humotan ko. Makarela as well. So, na-mention nako ganiha, relaxation and comfort lang.
21. Depende sa price. Kita ka nako-buy sa price.
22. in terms of smell Ganahan gyud.
23. Siguro, kung may opportunity, kung maestoryahan.
24. Kuan lang, suggestion. Pero di maganda ko, at first, naka-smell, ano, kung new yun siya ba, new yun siya nga product, mas ganahan ko, kuan, clean siya. Kaya ako naman, spotless kumbaga, wala yung mga puti-puti sa gilid. Kana-kana. Kana mang inani. So, hindi pud ko sure kung inana siya, kay ka daghan naman ko. Kana lang, unya. Ganahan ko ani. Pero mas ganahan ko nga naa pay something i-add. Maybe dito, or sa... you have a cover? Ano siya, cover ani? O, inana sa suggestion lang. Nindot siya kay minimalist ba?
25. Actually, okay na ang white. Pero nindot siya kay naay yellow. Di ba, white and yellow na yung kalachuchi?
26. For me, nindot siya. For me, sa mga hilig gyud og scented candles, ang hilig og scented candles, mupalit gyud sila, I think. Basta kato lang akoang suggestion kumbaga. Itong kani, clean. Natry na ninyo nga dugay ninyo? Kung mura siya, mas mubati ka kusog siya pag magtika dako ang pool. Nga kung magtika kagamay na siya, mukha niya po

siya. Mao man gud na ako sa kay akoang mga pet peeve kung pagkasa kanang mga scented candle, labi na mga barato hon. Di ba, may ranas. Sugod lang, pero kadugayan, gani na. Wla nay scent, Siguro, ang outer layer lang siguro ang smell niya, ang ilawm, kaya murag filler siguro.

**27.** Sige, ma'am. Thank you. Love it.

Response of Participant 2

**1.** I usually use scented candles as a person who has anxiety, and I feel like I'm at peace.

I'm calm because of the scent and not just the scent but it feels relaxed using scented candles. It's different.

**2.** Usually every time or every day. But it depends on my mood. If I'm sad, I want to use a scented candle so I can relax.

**3.** I want the eucalyptus scents or lavender scents.

**4.** I prefer the scent. The scent is the most important because it makes you relax. It makes you calm, right? So it depends on the scent, good scents are good. I've tried other scented candles that have motivational quotes on them. They have quotes printed around the candle. I'm not sure if others would prefer this, but most people use scented candles to feel relaxed, like you're in a spa or a cozy environment.

**5.** I'm familiar with Kalachuchi because it's all around the place, and you can smell it when the wind blows. But personally, I don't like it. I feel like it's associated with a bad smell, and I have allergic rhinitis. It feels uncomfortable to me.

**6.** When I hear the word Kalachuchi, I think of death. It reminds me of the cemetery because of the plants there. When I see it, I feel bothered, like it's related to death.

7. In candle form, it reminds me of death. Every time I smell it, I feel like I'm not at peace, like I'm in a cemetery. It's not relaxing for me. I'd prefer other scents instead.
8. Kuan siya strong na murag labad siya sa ulo, nga murag dili siya pang kalma para sa akua, mura siyag something pwede siya sa lain aspect sa life or event but para sa akua murag di nako prefer.
9. As I mentioned, I prefer scents that make me relax and feel comfortable. I like citrusy, lavender scents – something light and calming.
10. I would prefer the kanang maka catch sa akua attention, which is kasagaran baya sa mga tao karon kay nay anxiety they have depression, so they want to feel calm so mao na nay motivational na naka wrap up sa candle abd the every mg use silag candle naa silay makit,an na motivation, so mao murag pa feel sad nil ana murag na kalma sila na relax,I prefer dako siya unya dugay siya maubos, packaging,shape
11. Maybe people who like floral scents would feel relaxed from the fragrance. But for me, I have a different preference. I like citrus or lavender, something that's more soothing.
12. When I smell Kalachuchi, I feel sad and not relaxed. I feel bothered, especially since I associate it with death and the cemetery. It's just not a calming scent for me.
13. AS ive mention mit reminds me of cemetery or deatch kau usually ma kit,an man siya adto. Bisan pag asa siya eh butang sa plaza, mall, murag scary man siya kuanon kay diba flower
14. I don't prefer Kalachuchi because it doesn't help me relax. The scent feels heavy, and especially when it's lit, the aroma fills the room strongly. It reminds me of

uncomfortable places, like a car with a strong scent, which makes me feel uneasy. It's not a calming experience for me.

15. Different, because the smell would differ man ma butang man nimo sa imo mindset, kay pag smell nimo mind man nimo dayun and mo dagan so maka ingon ka dayon na dili ka ganahan.
16. Maybe people na ganahan og floral scent they can feel relax, its just the same feeling sa akua na maka relax sa akua ang citrucy, lavender ucalyptos, murag sa il ana side pariah ramig feeling pero iba rami og preference.
17. as entrepreneur sad I would consider buying this, if you are selling if the proceed is aim to help community or other people ne nanginahanglan, I would buy those thing or product you are selling kay most of the time I buy nonsense thing if makita nako na na naay padulngan padulngan or makatabang sa akua geh palitan, but para di sad nausik akua siya eh hatag sa kinsa sad ganahan para di masayang. So kung dili ta mag focus sa scent maybe mo palit ko siguro sa iyang style, design or packaging if cute kay diba naa may butang na mop alit ka kay cute bisag di kayka ganahan
18. akua emotional wellbeing, mao na siya rason ngano di ko mo buy, kay akua man geh hatagan og priorities akua mind nga at peace ko, na okay ko. Kay mao lagee to kay everytime na maka smell kos kalachuchi murag ma sad ko, labi na kay naa koy daghan family na deceased maka feel mo na murag nay nawala.
19. Honestly, no. I don't want to use Kalachuchi because my sinus can be triggered, especially when the candle is lit. The scent is too strong for me, and it causes

discomfort. Karon gani naka smell inyo sample murag ni sakit akoo ilong murag ni labad akoo ulo, mua kog naa sa van na nay pahumot ang sakyanan di ko ganahan ana.

20. Yes, I would recommend it, especially to small business owners. I want to help people who are starting their businesses or students working on their entrepreneurship subjects. I would support them by recommending their products.
21. If you're focused on the product, I would suggest offering more variety in scents so people can choose what they like. Also, the packaging needs to be more presentable and attractive or catchy siya na product so ang mga consumer kay mo palit sila whether ganahan sila sa scent or dili. Basta kay nindot iya appearance.
22. I prefer olive or yellow. Yellow feels relaxing to me. It's calming, especially in the evening. It's a nice, peaceful color.

#### Response of Participant 3

1. Kuan, kanang dili siya isog gud.
2. Dili uy. Kibisaya gani, no?
3. Akong experience kay kanang... humot siya sa balay.
4. Kanang humot siya sa balay, unya ang scented candle kay kanang dili siya dulngan sa langaw ang balay.
5. Oo.
6. Oo inig gamiton.
7. Ang sakura. Sakura nga candle. Katong pink gani nga murag buwak. Kuan humot pud siya. Dili pareha sa uban nga scented candle.
8. Wala pa... sakit sa ilong. Mild lang. Makakuan... makahilo ba.

**9.** Oo yun.

**10.** Kuan, kanang humot siya. Mild lang gyud siya nga baho. Mild scent. Pero naa pay...  
kanang dako siya nga kuan ba. Kay kaning black iyang packaging...

**11.** Ingon ani ang kuan ba... kani black iyang kuan. Pero wala pa man kani siyay design.  
Kani puti. Kani murag in-ani.

**12.** Pero pag-interview, gihapon mo.

**13.** Kanang murag ako nakasanayan gyud. Ang kuan gyud siya, ang sakura. Ang sakura  
nga kanang scented candle. Kanang... ang kahumot niya kay mulong last gyud siya og  
2 to 3 weeks.

**14.** Kanang nindot siya kuan gani, idisplay sa balay kay kasagaran raba... nindot siya kay  
humot. Ang uban nga scented candle kay mubaho or unsa gani siya kay labad sa ulo.

**15.** Oo sa packaging kay depende man sa manufacture gani. Nindot pud ilang packaging  
ana.

**16.** Ang kalachuchi baya nga scented kay kumbaga sikat pud. Ilado siya nga scented candle.  
Maong kasagaran mamalit ana.

**17.** Wala na kay kasagaran man nga scented candle kay gagmay gani, inato lang ang size.  
Oo, inato.

**18.** Atong sakura?

**19.** Mas nindot siya sa mga kalachuchi nga scented candle, ibutang sa table, makapahumot  
sa balay.

**20.** Makaless siya sa mga fly gani. O, makahumot pud siya sa balay. Maka-presko siya.

**21.** Kanang relax. Relaxing. Relaxation.

22. Ang relax ra gyud siya.
23. Ang Ormoc gyud. Kay kalachuchi bayang Ormoc.
24. Yes. Okay na siya.
25. So sa balay no. Oo, sa balay.
26. Ang kasagaran sa ako kanang mapalit gani, isog kaayo iyang baho. Tagdugay mawala.  
Wala pa ko ka try ani kuan gyud...
27. Pareha ra gyud siya nga makaless og langaw gani. Ang sa baho pud... murag wala pa  
ko ka try kay kasagaran among i-order kay isog kaayo ang baho.
28. Kanang maka-less gani sa stress. Kay nindot man siya tan-awon nga mag siga-siga.  
Unya humot ba.
29. Kung makagamit nako ani, mas ganahan ko ani nga baho. Kay kasagaran nako magamit  
kay isog gyud. Ang kani siya kay mild lang.
30. Wala ra.
31. Oo, mu-use ko. I-try lang pud nako ang baho, kay kasagaran nako gamit mag labad  
akong ulo.
32. Kanang ang pagsimhot nako sa scent. Oo.
33. Oo, mupalit.
34. Mahilig man ko anang pahumot-humot sa balay. Ang scent.
35. Depende kay dili man tanan tao parehas og panimaho. Makuwan ko, ma recommend,  
pero depende gihapon.
36. Katong hilig mamalit gani. Kay kasagaran mamalit ana katong mag brownout lang,  
gamiton nila.

37. Ang color.

38. Pink. Kasagaran pink. Mga light pink.

39. Sa candle. Mas nindot mga light colors. Bati ang black.

40. Kuan kanang simple lang gani siya, dili same sa uban nga grabe kaayo ang design, mas maayo ipa-improve pa gyud.

41. Ang scented candle dali ra siya mahilis. Pareha sa ordinary nga candle. Dali mahilis, mga usa ka oras.

#### Response of Participant 4

1. Ang ako experience ana kay usahay if, example, magregalo sa amo, or diha nami maka-experience og gamit og scented candles.

2. Pampahumot sa balay.

3. Ma-attract ko sa iyahang humot, and then ang iyahang packaging kay nice pud siya. And then if naa pud siya'y pilianan nga mga flavors, like naa'y options.

4. Makita nako ang kalachuchi sa tanom. Diba sikat man na siya sa Ormoc? Pero ang iyang scent, wala pa gyud ko ka-simhot as in unsa gyud iyang humot.

5. Fresh nga humot, floral, sweet nga scent.

6. Mild lang iyahang humot, then natural sad siya. Fresh pud siya, and then sweet iyahang scent. May pagka-floral iyang scent.

7. Kuan, ang iyang pagka-natural. And then unique sad siya. Ang uban nga scented candles, wala pa ko'y nabatian nga kalachuchi-scented candle. Unique ko sa iya.

8. First, ang packaging attractive siya, or kanang naay design like naay kalachuchi sa iyang packaging. And then ang iyaha pud price and quality, and then ang iyaha pud scent.

9. Maka humot sa room, fresh sa room and makahatag sad siyag relaxation sa tao ma improve sad sa mood
10. Ang ako mahinumduman is murag garden. Naa ko sa garden or naa sa home.
11. Yes, suitable siya. Ang kalachuchi humot man gyud siya, so bagay ra gyud siya nga naa sa candles.
12. Pwede siya magamit sa living room, sa kwarto, or sa pag-study. Maka-relax pud siya.
13. Ang ako, i-compare nako siya sa lain nga candle kay ang uban candle kay woody man siya nga scent, niya kani siya floral siya nga scent. So mas unique gyud niya siya, mas relaxed para nako.
14. Magamit nako siya as decoration pud sa balay. And then ifmp gamit mi ani niya, maka-kuan gyud sa ambience sa balay. Then maka-relax pud siya sa tao.
15. First gyud kay iyahang scent ang pinaka-important thing. And then iyahang packaging. And then dapat affordable ang price. And then good quality scent.
16. Oo, if unpleasant ang iyahang humot, magduha-duha ko og palit. If unpleasant ang iyahang humot, or poor ba kaha ang quality.
17. So far, humotan man ko niya, and then murag high quality.
18. Willing gyud ko mogamit kay sa balay, magamit gyud ni siya.
19. Iyahang scent quality, iyahang appearance, iyahang price.
20. Yes, ma-recommend nako siya sa family and friends.
21. Siguro ang iyahang packaging kay plain ra kaayo. Mas maayo tag i-improve ang packaging, kanang naay design sa kalachuchi sa gawas. And then ang size, maayo unta naay dako nga size, naay medium and small size para makapili ang mga customers.

22. Overall, ang ako maingon is maayo unta i-improve pa ninyo inyong packaging. Unya mag-add pa mo og lain nga sizes, and then affordable price sad para makapalit ang uban.
23. If kalachuchi ra pud inyong scent, i-explore ninyo ang iyang mga varieties. Basin lain-lain pud iyang scent para lain-lain pud nga flavor. Para naa'y kapilian ang mga customers, and then ang iyang color, lain-lain nga colors.

#### Response of Participant 5

1. I have experience sa scented candle and also sa product nga, kuan ba, example ba ang air freshener? Murag pwede kay scented household products. O kanang gamitan siya og kanang electricity gani nga murag ipagawas ang iyang scent, ang baho niya, tapos naa siyay tubig. And then, kato siya is oil-based nga product. And ako experience with regards to that, sa scented candle, kuan. Ang flavor, ang scent ato kay blueberry. And first thing nga na-smell nako siya kay kuan siya, very relaxing. It's very good in terms of you want to relax something, matulog ka, you have dates, ganahan ka nga more romantic. And then, sa katong kuan, sa katong oil-based, good to siya pampa-kuan sa mood, pampa-relax sa mood. Tapos kuan pod, hygienic or hygiene para makuha ang mga air bacterias nga naglupad-lupad. So, how often I usually use that? I just experienced it once or twice. Sa apartments, sa akong mga boarding house, sa akong classmates, hotels. And that's it ra.
2. Um, Aside sa scent, ang appearance, the design. For example, you know mostly attractive ang candle if naa siyay mga layout, kumbaga kanang petals sa flowers ang gigamit. kay, nice siya tutukan. Aside sa nice ang light nga inig dagkot nimo, ang

reflection with regards to the petals, kumbaga matawag nato nga iyang layout. Okay, diha na man padulong. Nice siya. Ang price, o, makita nimo sa price. Kasagaran sa scented candles, medyo pricey siya. From the word scented, and they have ingredients nga ginagamit, ingredients paghimo sa kuan, sa candle, sa scent, mga materials, everything. So, magdepende gyud siya.

3. Um, what comes in my mind if I hear kalachuchi, Ormoc gyud. It's Ormoc representing... representing how beautiful it is, how beautiful our mayor. Then...
4. As a scent, so i-rate nako siya mga... oh, mga 8 out of 10 lang. Hindi pa kaayo ko swito sa scent ana. Kay Kalachuchi, ang scent man gud niya kay... kuan. Di ba nagpuyo man ko sa bukid. So, ang scent namo is fresh air. Wala mi anang kanang sa candle, kanang mga ingon ana. Fresh man amoa. So, hindi siya familiar sa amoa. But, makita nimo siya sa hotel, sa online, sa mall. So, nakita nako siya. Akong familiarity with this is 8 over 10. Yeah.
5. We all know that white is very calm. So, the kalachuchi itself, usually it's white, but naa man uban nga variety, di ba? Naay yellow, and naay pink. So, since it's kalachuchi, it's flowers, so, kuan siya. Dili siya strong, calm siya, pleasant. Sa good side, if imo siyang masimhutan, bisan hindi nimo makita ang buwak nga kalachuchi.
6. Hmm, lasting impression. You know why? Kay kung lasting impression man gud, once nga naa kay masugatan nga tao or things tapos masimhutan nimo siya, you can say, "Hala, kuan man to, kalachuchi!" Kalachuchi man tong sa candle, kanang buwak gani. Kalachuchi man to siya. Mas maayo na siya ma-reminisce gani nimo. Once nga, you know, naa kay mga kuan nga tao, kanang ingon ana.

7. Safety and the color. Safety kay there are people nga naay allergy, allergyhon ba.  
Magsige silag atsing pag maka-simhot sila ana, usa na siya sa factor sa mga scented products. And then next is colorful. When there's color in everything nga atong makitaan, it's kuan siya, attractive siya. That's all. Yes.
8. Ang kalachuchi kay, kuan siya... I guess welcoming siya. That's why nga Ormoc chose representing kalachuchi as one of the flowers nga nindot kay we welcome different people outside Ormoc. So, from the scent nga gigamit anang products, welcoming siya, kay relax, nindot, nindot.
9. Relaxation, and calmness.
10. Garden. Sa garden. We have here kalachuchi sa... kuan ba na, ang katong padulong pinyahan. Oh, there's kalachuchi there. So, garden na siya nga naay road, agianan. Sa garden ra gyud siya.
11. I would say yes. From the appearance itself, nindot na gani, how much more the smell if we use it? Lahi ra gyud hinuon na siya. Ang figure niya, ang buwak niya, nasa pongpong sa kanang kuan. Pero once nga makuha nimo ang hangin, ang hangin mubangga sa iya, tapos muari sa imo, humot kaayo siya. How much more if like this product, scented candle nga ang use ninyo kay kalachuchi. So, yes. \_\_\_\_
12. Um, kuan... Study area, bed, and sa living room. Mas nice siya. Um, sa bathroom, murag... kuan siya... murag makatulog ka ngadto. Lami kaayo iyang humot. Imbes maligo ka, matulog. Tulog na lang. Kung siguro brownout siya, tapos imo dad-on didto... So, adto na lang ka matulog sa bed nimo, sa study room nimo, pero kung dako

ra imo study room, adto sa kwarto. Living room para pag naay bisita, humot lagi. Welcoming kaayo.

13. Similarities nila, welcoming and relaxation. Countless ang ilahang scent. The difference between them is the scent type. The flavor, the scent itself. There's a lot of flavors. Sa kanang naay mga different kanang gina-apply nila. Strawberry, blueberries. Ang ako, akoo to, cacao and blueberries pa akong nasimhotan. Ang cacao is very strong, murag musamot og buho sa ilong. Hindi ka maka-relax pero kani siya, naa siyay uniqueness, uniqueness itself. Mao na siya.
14. Kuan... katong sa customer. Unsa to? Sa customer? Sa follow-up ah? Unsa gani to katong...
15. Kuan siya... balik-balik naman, rampant naman ang kuan sa mga candles na scented. Naa po didto sa cultural. Ito sad ang makuha sa consumers nga ma-offer sa candle. Kadto, sa calmness, balik-balik ra siya, kay mao man gina-usually. Relaxation niya. Pero, kung uniqueness lang, katong sa cultural. kay. Kuan man ang tao, once nga mapalit nang product, it's very proud to say pwede kani sa Ormoc, Ormoc is representing Kalachuchi. Diba nag-represent sila og Kalachuchi? Now, they're making a scented candle that's made of Kalachuchi scent.
16. Local identity and fragrance. That's it.
17. Yes. If it's... if the... What's it called? Kuan gud. Wick. Oh, kana sigurong if it is safe? Dali ra ba siya mugamay. Di ba? Mugamay. Kay there's a product man gud nga dugay siya mahurot. So, kana. Safetiness. Dili lang sa pagsunog. The health. Allergies. O, kana.

- 18.** Yes. Most especially right now that... If I am pressured, magka-anxiety attack ko, which is normal, the good thing about ana is how to handle it. So, I would say yes. Since I love books, every time na padulong na depressed or overthinking, I really have to read books para ma-outloss ang akong mind sa akong gihuna-huna. So, good thing ana is naa kay nindot nga ambience, nindot pa imo panimahong, nindot imo gibasa. In total, calm and relaxing imo mind.
- 19.** Yes. If naay budget. Mupalit gyud ko! yes.
- 20.** Availability and the price. Yes, ang kana ra gyud.
- 21.** Yes, I would say, I would probably recommend this to other people. Most especially we're having the same path. So, I'd like to introduce to them what are the things that helped me to go through.
- 22.** The scent niya. And then, appearance. Sakto ba? Katong mga taong nga ganahan sila dili lang sa words ma-welcome ang ilang bisita kundi sa scent. Katong mga tao nga same sa akong situation, and katong mga tao nga hilig gyud kaayog mga ingon ani. Yes.
- 23.** Since the kalachuchi have yellow at the center of the petals, kanang something I would suggest niya, um, okay ra ba? Kanang, murag... murag gani ang kanang tunga niya, kanang tunga na nga yellow, kanang murag butangan ninyog yellow, or something yellow lang sa tunga. And then, murag siya mag-blush dinhi nga yellow. Very, um, simple yet elegant tan-awon. Attractive. Unsa man na, kanang i-carve ba na? O pinturahan og color na? Depends. Something like that nga, murag siya flowers siya dinhi nga yellow and then yellow. Okay. If kuan man gud, kanang flower. Plain lang.

If inani lang siya, kanang scent lang, kuan siya. Yes, the product itself is good because of the scent. Pero aminin na nato nga kita mga tao, we only have kanang attitude gyud na eh. Atong mata kay attracted lang gyud basta colorful. Labi na sa palitanan. Mukuha og attention sa tao pag colorful. Pag plain lang, okay, yes, naay mga tao nga in love sa plain, pero pag colorful, mas nice siya as yun. It's attractive.

- 24.** Okay. Okay, mao ra to siya. Sa unsaon ninyo siya mas ipa-attractive ang kuan. Okay na ko sa scent. Hindi siya strong, hindi siya labad sa ulo. Hindi siya sakit sa ilong. Nice, sakto ra, balance. Katu lang gyud. If budget is an issue... Naa moy deal nga ma-sold ninyo. Ma-kuan ninyo, na-value. Oo, na-value ninyo ang product. Kay kabalo mo nga sa marketing, ma-sold na diritso. Kay kamo pa lang, ganahan na mo sa product. Dili lang sa baho, kundi apil sad sa iyang appearance. So, I would suggest nga yes, mag-add mo og color. Yellow. Different. Actually yung mga different colors sa kalachuchi. Attractive. Oo nga, attractive siya. Nice kaayo tan-awon. So, mao lang sad.

#### Response of Participant 6

- 1.** So, naggamit gihapon ko og mga essential oils gani. Pero murag sa mga hotel gani. Makabantay ko sa mga hotel gani ang mga scent.
- 2.** Kuan, ummm, calming siya eh. Pag matulog ko, it's very calming. So, para sa ako pag maka-smell gani ko kuan, ma-relax ako.
- 3.** Ummm, the smell, of course. And of course, ang iya, unsay tawag ani, ang iyang packaging.

4. Actually, first time nako. First time nako maka-smell og Kalachuchi nga scent. Usually, diba, mga vanilla, mga ganun po. Pero, this is my first time. So, I guess, mga five.
5. Um, flower of course. Flower.
6. For me ha, kuan man gud, subjective man din. For me, nice-an ko sa iya. Oo, calming ko sa iya nga ano, nga scent. Tapos hindi siya strong, parang mas ganahan ko siguro pag naa sa kwarto. For me lang ha. Unsa gani to nga butang? Like, there's something pa na? or I don't know what it looks like. Sa iyang wax? Mahumot para nako.
7. What do you mean quality?
8. Actually, kuan lang siya, parang, first time nako man siya, parang kakaiba siya, pero ganahan ko sa iya.
9. Ah, okay. Mild lang siya. Mild lang siya. Mild ang scent. And sa natural, yeah, natural gyud siya nga flower. Flower di ba yung flower?
10. ...packaging, and also sizes Kala ko mag-amoy simbahan. Pero mahumot man siya. Actually mahumotan ko sa iya. Murag sabon. No? Murag sabon. Mahumot siya. Pero mahumotan ko sa iya. Parang pang diffuser. Pwede gihapon siya. Pwede ka magbuhat gihapon og pang diffuser. Kanang mga essential. Parang hindi mo ma-feel niyon. Sige.
11. Benefits. Unsa to atong mga benefits? O kuan siya, parang it makes you... Parehas atong ginaingon nako. Actually, nakaka-relax siya ba. So, that is the benefit nga ginahatag niya, parang, the relaxation, no? Pag maka-amoy ka, like, kapoy ka, no? Pag-uli nimo, kuan, pag matulog ka na parang, for me, it's very relaxing.
12. Ano, unsa ba na nga emotional reaction nato? Na excite ha iya, Kay first time man gud, na pwede siya maging part ani sa market.

13. May na-remind ba sa iyo? Wala, room lang. Room, di ba? Walang, walang tao. Hotels.
14. Yes, for me.
15. Wala parang, ayun nga sinasabi ko, parang may potential siya sa market. Kasi parang, ayun nga, sinasabi ko sa inyo na, meron siyang potential na pwede siya maka-level sa other nga mga scented candles.
16. Ah, relaxation. Actually, pwede sa home, of course, sa home. Sa kwarto.. Usually, magamit man gud sa kwarto. Sa mga clothes, kuan gud yung ano.
17. Similar? Similar gihapon siya parang pare-pareho lang naman pero yeah for me, parang meron siyang gamayng kakaiba.
18. Value? Unsa na ba? Hindi pa gani. Hindi pa. Ang makuha nato sa iya. In terms of what?
19. Actually, hindi naman ganun ko ka-mahilig anang mga candles, no? So, siguro the benefits nga makuha nimo diri is, um, parang the calmness or, yeah.
20. Worth it siyang bilhin. Unsa to gani? Ano na mga factors, any feature?
21. Siguro kung, ummm, is this your final product? Hindi pa, prototype pa lang. Pero kung akoo, like, ah, the innovation, like the color, the packaging, no. Parang for me, ah, white man gud siya, no. Siguro kung, we will base sa other nga mga scented candles, no, like, sa iyang shapes, no, so, So, pwede siya. Actually, yung sinasabi ko sa inyo na may potential gyud siya para nako, if you will make other colors. Mas attractive kasi siya.
22. Kani siya, since kalachuchi man siya, yellow, yellow nga may white. The combination, parang yung kalachuchi mismo talaga. Para inig tan-aw nimo sa candle, is kalachuchi talaga ganun siya. Kasi di ba yung iba, like, For example, may mga violet lang, pink

lang, so minsan hindi mo ma-identify agad pag hindi nimo gisimhot, di ba? Pero pag kalachuchi siya, nag kalachuchi mo siya, so, madali lang. So, mas ganahan, siguro, mas better siguro kung mag-combination ka man, yellow and... parang flower gyud siya, no?

**23.** Oh, hindi. Yung color lang. Kasi pag white, parang very plain man gud yung white.

Pero pag ibahon siguro ninyo ang color, since this is, ano, scented candle man gud ni nga product. Kasi diba yung connotation natin sa white kay more on like pang simbahan lang siya, ganun. So, you have to change siguro the color. As for kuan naman, okay ra kaayo ang scent. Sa scented candle niya karon. Kuan, wala na koy lain negative impressions. Kuan ra gyud... The color lang. Yung white lang, parang, siyempre pag ganito, di ba, parang, pag ganito yung connotation kasi natin. Parang plain lang siya. Ordinary candle lang siya. For church lang gyud siya. For altar lang gyud siya.

**24.** Yes, ganahan man gyud ko sa kahumot niya, sa scent.

**25.** Yes, yun nga, gusto ko talaga ang iyang scent.

**26.** Para ma-experience gihapon nila na.

**27.** Yun yung example kanina, the color, ang packaging ninyo, and the sizes, di ba?

**28.** Okay, so your product is, for me, there's a potential in the market and of course, you just have to innovate na lang siguro sa other features niya, the color, the sizes, or you can use something nga pwedeng lagayan ba, mga baso, para pwede gihapong ma-display sa balay. Or either sa mga hotel.

**29.** Thank you.

### Response of Participant 7

1. So usually, kuan ra, murag twice a week ra ko mag-use og scented candles. Gamiton nako siya para pang-sleep.
2. Kuan, ang una kay color. Diba kay naa man na'y box. Pagpaliton nimo, simhoton nako mismo ang scented candle before nako siya paliton, kay naa'y uban nga scented candle nga baho.
3. Diba mao na siya ang flower sa Ormoc sauna? So didto ra ko unang nakaila sa kalachuchi kay dili man kaayo ko into flowers.
4. Humot siya. Kung ganahan ka nga imong balay kay humot og buwak, pwede siya.
5. Ang baho gyud. Ang smell.
6. Kuan, ang iyang packaging. Kanang naay uban nga dinalian ra og himo. Nakakita ko sa TikTok nga buak gani siya. So, mo-matter nako ang packaging para mo-long last sa ako, kay pwede baya siya imong pasigaan niya, imong pasigaan unya mog ahi raba siyag balik.
7. Kuan, para good sleep.
8. First, ma-feel nimo ang nature since puro naman ta building diri. And then, ma-relax ka, murag ma-comfort ka. When it comes to normally, naa gyud anxiety ang tao. So, if mag-overthink ka, with the scented candle, makatabang nimo nga maka-relax imong thoughts.
9. Si Mayor og ang Ormoc.

10. Yes. Kay mostly ang uban pa kay rose ang gamit. Why not gamiton ang kalachuchi, which is ang flower sauna sa Ormoc, para mas madagdagan ang product diri sa atoa, like for souvenirs, kana.
11. For home fragrance.
12. Sa kwarto.
13. Lahi ra siya, kay walay ing-ani nga baho sa ubang candle. Ang uban kay orange, lemon, fruits. Karon pa ko nakasabot ani nga baho.
14. I think naa man siguro'y mga tanom ani diri, so murag easy access siya. Compared to rose ang gamiton, mas mahal siya. So, sa taga-dirir sa Ormoc, mas dali siya kay pwede ra nato siya itanom niya himuon.
15. Makatabang siya sa akoang mental health. Murag comfort man gud nako siya when it comes to daghan kog huna-hunaon, unya pilawon ko.
16. The smell, of course, ang quality og ang packaging. Unya ang design sa gawas, kanang attractive siya para sa mga mopalit.
17. Wala. Wala man.
18. Yes. Humot kaayo siya. Kung makasimot ka, humot siya.
19. Sa smell pa lang niya, sa comfort nga mahatag niya, and good sleep nga iya ma-offer sa ako.
20. Yes, kay diba ilado na ang kalachuchi sa atoa. So why not introduce kalachuchi since nailhan na ni siya as part sa Ormoc? Mas i-broaden pa nato nga ang kalachuchi naa biya siya.

**21.** Kuan, kanang murag petals, petals. Kanang mga gold, pwede ninyo mabutang diri.

Pwede gani ninyo siya designan or i-carve, like butterfly.

**22.** Ang ako, wala na koy ma-suggest, wala koy negative comments. Pero gi-admire nako iyang baho. Ganahan ko sa inyong gihimo. Karon pa sad ko nga nakahibalo nga naa diay ani.

#### Response of Participant 8

**1.** Giunsa ninyo pagkuha sa kuan niya, pag-extract sa iyang scent?

**2.** Ang scented household product lang ako nagamit is ang kanang ginabutangan og essential oil nga itulo sa humidifier.

**3.** Mga at least two times a week.

**4.** Katong mint.

**5.** Pakuha lang, pawala lang sa odor sa kwarto.

**6.** Ang scent niya. Usahay pud ang iyang packaging og iyang color. More on mas ma-attract ko og pastel color nga candle.

**7.** In a scale of 1 to 5, Naa sa 4. Before, katong nagpuyo pa ko sa among unang house, naa man toy mga kalachuchi sa agianan. So matagak man ang flowers sa kalachuchi. Mao nang naka-familiar ko sa baho sa kalachuchi.

**8.** Sa karon, kay kuan naman siya sa Ormoc. So Ormoc akong mahuna-hunaan.

**9.** If ma-mix na siya, wala na nako dayon na-recognize ang baho sa kalachuchi. Siguro pud kay dugay-dugay na ko wala naka-smell sa baho sa kalachuchi. So wala na nako na-recognize.

10. Sa karon, sa katong product, okay siya. I feel like need lang siya nga murag naa pay i-improve sa iyang scent, nga at least murag mo-sweet siya. Murag ing-ana nga scent, kay I prefer man gud. Pareha sa katong mint, naa siya'y murag tam-is nga baho nga inig sulod nako sa kwarto, dili na nako mabahuan ang odor. Pero sa kuan lang, i-improve pa siya ang scent niya. Humot siya. In a scale of 1 to 5, naa siya sa 3.
11. Long-lasting. Unya kana maka-repel gyud siya og odor. Pag sulod pa lang nako sa kwarto, bisan layo pa lang ko sa kwarto, mahumotan na nako siya.
12. Since wala pa ko ka-use gyud og scented candle, siguro if mogamit ko og scented candle, usa sa mo-matter kay iyang kadako para longer use. Unya ang iyang color, ganahan ko og pastel color, ug ang design sa iyang packaging.
13. Siguro in terms of household gamit, alternative nako siya for essential oil. Kay essential oil, mahal man gud ang usa ka bottle. Pero long-lasting man gihapon siya kay two drops will do naman. Pero dili kaayo siya dugay mo-last, mga siguro three hours. Unya if scented candle, kung dako, dugay-dugay man siya mahilis. So pwede siya alternative for freshening the room.
14. Sa karon, sa pag-smell nako sa candle, actually ang first nako is na-curious ko kung unsa ang ingredients. Unsa na ingredient ang naka pa strong sa baho sa kalachuchi and at the same time bag,o siya sa akua panimaho
15. As of now, wala koy ma-think. Pero katong giingon nimo nga sa inyong balay sauna, mahinumduman nako ang among unang gipuy-an.
16. Para nako, kung candle product nga pangpahumot gyud, okay man siya. For people nga gusto lang og mild, mild man gud ni iyang baho. Pero ako, prefer nako kanang murag

naay pagka-sweet. Ganahan sad ko og murag sweet-sweet gamay nga baho. If naay isagol nga other ingredients para murag mo-sweet ang baho. Pero if gusto ninyo nga kalachuchi lang gyud nga baho ang inyong i-preserve, okay na pud nga ing-ani. Mild ra iyang humot.

17. Okay siya for decoration and home fragrance.
18. Para nako, ang scented candle mas kuan ang iyang baho pag naa siya sa room, since gamay-gamay man og area ang kwarto.
19. Siguro ang kuan lang, kasagaran scented candle kay pare-pareha ra man og baho. Kani siya, unique iyang baho. Karon ra ko naka-kuan sa iyang baho kay mostly sa scented candle pare-pareho ra ang baho na murag tamis. Makahibalo gyud ka nga kalachuchi ni siya nga scented candle.
20. In terms sa price siguro, if mas cheaper siya compared sa usual nga scented candle sa market. Unya mas ganahan sila mo-patronize og local product. So advantage gyud ang kalachuchi-scented candle, especially if local product siya sa Ormoc.
21. Same-same lang sa usual essential oil nga akong mapalit. Like, pahumot sa kwarto. At the same time, naa pud siya'y feeling nga ma-relax ka.
22. In a scale of 1 to 5, naa sa 4.
23. Kung naa na koy idea pila iyang price. As of now, kay wala pa nako na-test kung unsa siya ka-humot gyud sa kwarto, or unsa kadugay ang iyang baho, dili pa nako siya kaayo ma-weigh karon. Pero siguro, it's the feeling of remembering sa imong gigikanan.

24. Wala ra man pud. Pero dili pa man pud final inyong packaging, so ma-improve pa ninyo ang packaging, especially if nindot inyong scent, especially if gusto ka og other scents.
25. Oo, for other options lang pud aside sa usual nga among gigamit.
26. If mahutdan mi og essential oil, ang kalachuchi akong gamiton.
27. Of course.
28. Just the feeling of, I want to try.
29. In terms of scent, pwede nako ma-recommend siya kay unique man gud iyang baho. Pero dili lang ko sure kung unsa siya ka-strong or ka-humot gyud inig mabutang na sa kwarto kay wala pa man nako na-test.
30. Siguro, like sa akong giingon ganina, ang kani nga scent nga inyong gihimo okay na siya for mild nga scent, unique iyang baho. If gusto pud mo maka-target og consumers nga prefer og naay pagka-sweet, pwede pud mo makahimo og other scent. Kalachuchi gihapon, pero i-improve lang gamay ang iyang humot.
31. Siguro kato lang akong i-recommend, nga other scent niya nga naay pagka-sweet.

#### Response of Participant 9

1. Kuan, most nga na-try nako ba, kay isog at first, but later on, mawala ra siya. Especially, if kanang gamay na lang didto kaayo murag isog na siya.
2. Especially stress. Kuan, nga ma-stress ka na.
3. Kuan, sometimes, ma-attract didto sa iyang presentation. The way nga gi-package na siya. Then, pero mas mu-matter gyud nako ang scent gyud.
4. Hindi. Kuan wala ko ka-try sa Kalachuchi as a flower.

5. Sa plaza diha. Pero most diha dapita wala siya.
6. Kuan eh. From Ormoc gyud. From Ormoc gyud.
7. Sa kato? Hmm. Humot siya. Actually, relaxing kaayo siya.
8. Kuan siya para nako, meron siyang may pagka-sweet nga, like vanilla-like gani ang kuan, pero much stronger sa vanilla gani, pero nice niya simhuton.
9. Kuan didto ang presentation, packaging. Sometimes ang colors gani. Kay na-amaze ko nga, may nice color, nice that's it. I-try ninyo ang color, like purple. Kanang relaxing pastel nga mga pastel.
10. Siguro, in a way ma-remind ka sa kanang kuan sa Ormoc, nga it came from Ormoc. If ever, like, naa ko sa Manila, then, in-ani nga candle, it will send me home, kanang in-ana gani, ma-remind ka sa home.
11. Kuan siya, makalipay siya ba kay naay nakahuna-huna og in-ani nga kalachuchi ba, kay it's a flower lang, hindi nako huna-huna nga makuan siya.
12. Ormoc.
13. Para nako gud, yes. Mupatok siya sa mga kanang mga scented candle.
14. Pwede siya. Para nako, pwede siya sa balay, pwede siya sa workplace, especially if naa kay personal space.
15. Kung i-rate siya, siguro 10 out of 10, para nako.
16. Una gyud, relaxation.
17. Kuan lang. Mu-give siya og sense of identity or feelings. Tapos kuan siya, something new, something unique siya, nga naka-idea having this kind of scented candle ba.

18. Kuan, hindi, sa inyo nga mag-study, ang question lang nako is, feasible ba siya? Or like, ma-sustain ba siya, kung pananglitan mupatok siya? Ang question nako is, ma-sustain ba siya nga mukuha mog pirmi or naa ba moy i-supply sa kalachuchi mismo? Since i-preserve siya sa Ormoc, kanang in-ana gani.
19. Okay ra, okay ra siya. Sakto ra kaayo siya kung gamiton nimo.
20. Of course. Kuan siya... humot gyud siya. Maka-relax ka. Dili siya strong. Sakto lang.
21. Puhon. Puhon.
22. Ang una nako i-consider, siyempre ang scent, ang packaging, ang price of course, if affordable siya.
23. Yes. Since especially bago siya, kanang para ma-share sa Ormoc ba, nga ma-introduce ninyo pa rin yung scent to a bigger market kuan.
24. Kung sa scent, wala na. Pero sa kuan, colors, presentation, diha na lang ang inyong i-kuan. Kay sa ako, okay na gyud siya.
25. If feasible gyud siya, sustainable ang pag-supply, kay mukuha mog mga buwak. Kana maoy usa nga point. Oo, pero if in-ana lang, okay na siya. Sustain siguro.
26. Thank you.

#### Response of Participant 10

1. Maggamit ko ana mga twice a week sa mga scented candle. So, usually ako gigamit kay kanang mga gift sa akong friend or gift sa mga bata, or nakabuy ko ana sa kanang Robinson's.
2. Kanang smell niya, kay mura siya og kanang mura siya powder, mura siya flower, inana.
3. Not familiar.

**4.** Mura siya og baho sa sabon. Mura siya og ganang gigamit sa powder na sabon ba?

Kanang mura ba kaayo na siya og baho?

**5.** Pleasant ra. Anong pleasant ka nang mura siya o maka-relax.

**6.** sudlanan,sudlanan sa candle or the jaar

**7.** It can relax. Kay ang smell niya, makarelay na yung smell.

**8.** Maybe, since it's the first time, exciting. Kay it's my first time to try nga naay kalachuchi-scented candle.

**9.** event, manglaba

**10.** Suitable because ang smell is pleasant naman yung smell. Hindi man siya kanang lain sa ilong ba. Nindot naman yung smell.

**11.** Very suitable. Kay base ako karon na simhot, nindot ra man siya, nindot ra siya, makarelay ra siya.

**12.** Similar-similar ra. Pari-pari para kay naa ra siyay familiar nga smell pud from the other scented candle na nagamit na ko. Pero naa ra siyay distinction, like ang iyahang smell murag paduong lagi sa sabon ba. Pero naa ra siyay kapari-pariha og smell pud sa uban nga gamit na ko.

**13.** Comfort. Kay relaxing man.

**14.** Ang price. Kay most of the time ang mga scented candle kay kanang kuan man siya, humot ra man gyud sila. Pero kung magmatter gyud siya sa price, kay kanang ang mga mahal na kaayo, kay dili naman ko mopalit ana. Anyway, makarelay ra man gihapon ning mga barato pud, pero naa gihapon siyay smell nga makakuan.

**15.** None so far. Basta dili lang mahal.

16. Willing. Because it smells good, basta dili lang siya mahal kaayo.
17. Yes. Price. Oo, ang price. Improve the packaging.
18. friend
19. ang packaging kay eye-catchy siya sa mata ang packagi niya. Inyong color pud. pwede siya siya pink, or yellow, white. Murag inana pa kung isunod ninyo sa color sa flower ba.
20. Usually, akong gamiton nga mga scented candle kay kanang murag naay mga sagul ba. O, may mga papel-papel. So, ganun siya. Ang kani ganing wala yung mga papel, mga dahon-dahon, ang ako, kuan na, dili kaayo siya humot, pero kini ang inyo product bisag wala siyay mga dahon-dahon.

#### Response of Participant 11

1. Wait, sir. Kay sa mag-start ta, spoke eh. Sige, balik.
2. Actually, dili ko ka-determine og product or brand, but I'm more into scent. Most likely nga scent akong pili-on kay more into flowery-like scent siya. Naa koy bag-o nga gipalit karon. Sa Robinsons nako siya gipalit, bag-o lang. Two hundred kay naka-markdown man siya. Ang akong gipili kay lavender og mint.
3. First and foremost, the scent itself. Second, if buyable ba siya, kaya ba nako ma-afford. Kung naa ana duha, like katong akong gipalit bag-o lang.
4. Kalachuchi? First time nako naka-smell og kalachuchi, and actually I quite love it. I think mas humot siya if naa siya sa kwarto. First time nako siya, pero I'm fond also sa scent sa kalachuchi. Ganahan gyud ko sa iyang baho.

5. Ormoc, most likely. Ormoc gyud siya. Then most likely, ang color nga mosulod sa akong mind is white. Favorite color nako is white. Mao na ang kalachuchi.
6. First smell nako, wala kaayo ko naka-kuan nga kalachuchi gyud siya. But pagka-dugay siguro, once nga close na mi sa baho, ma-recognize na nako nga kalachuchi siya.
7. Fragrance niya ang pinaka-the best, labi na kung madugay siya. Naa gyud ang scent sa kalachuchi. But at first, dili gyud nimo siya mabantayan. But I guess kung close na gyud ka, mas ma-smell nimo ang baho.
8. In terms of candles, ang shape niya. Kay ganahan ko og candles nga naay shape. And ang color niya. Mao na ang maka-attract nako, labi na kung naa siya sa room. Dili siya kanang plain lang; gusto ko nga naay shape, purma, kanang aesthetic siya. Kung naa sa kwarto, ako man na siya pasigaon para maka-relax ko.
9. As a user in the future, I guess relaxation is one because I really like the scent of kalachuchi. I really hope that this kind of product will emerge in the future. I hope nga inyo siya padayonon. Create ninyo siya as a business, or corporate business ninyo as individuals. Pwede ninyo i-sell sa tourism, especially in terms of kalachuchi.
10. Ako na-feel kay peaceful. I really like the scent gyud. Labi na katong na-smell na nako siya, murag relaxed and peaceful.
11. I remember my childhood sauna kay daghan mi og kalachuchi sa among balay. That's why I'm a fan of kalachuchi. It has a good place in my heart.
12. Yes, of course. Recommended siya para nako. Kay I never heard of a kalachuchi candle before. Even ang kalachuchi scent niya, wala pa ko kahagilap. Fan gyud ko og scented candles, pero wala gyud ko kasugat og kalachuchi.

13. Pwede siya, most likely sa room. Para nako, sa room.like kung asa ka matug imo pasigaon, Kay pang pawa man sad siya sa baho
14. If eh scale of 1 to 100 I guess,, for initial nako, 90. Kay humot man gyud siya. Actually, ganahan ko sa baho.
15. Dili siya similar, I think, because since daghan na ko og scented candles nga napalit and nagamit. Dili siya similar because unique man gyud ang kalachuchi. Wala pa man gyud ko kasugat og kalachuchi. Other scented candles that I bought before kay naa'y lavender, mint, pang-dagat nga fragrance, and flowers. So for me, unique siya.
16. Benefit nako, most likely, kung mo grow gyud ni inyong gihimo, nga inyong i-market gyud siya, makabenefit ni sa inyo and sa atong local. Of course, I will support local gyud. So, dako siya benefit sa atong nasod. At the same time, like I said earlier, maka-benefit siya nako in terms of reminiscing my younger years. Kay daghan kaayo mi og kalachuchi trees sa among backyard and even sa front. Maka-reminisce siya sa akong childhood days. Nindot siya kung ma-consistent, dili siya ma-stop, and padayon ninyo siya i-produce into market.
17. Worth it siya because naa siya'y distinct nga scent, and dili siya pareha sa naa sa market. Like I said, wala pa ko kasugat og kalachuchi. For me, distinct siya, lahi siya, unique siya, and I really like this one.
18. Wala.
19. Yes, I'll be willing. Kung ma-establish na gyud siya og maayo, I really hope nga ma-establish ninyo siya puhon in the future.

20. Of course. Ako siyang paliton because, like I said, local ko nga tao. I'll be very glad if some of my students are the ones producing this. I'm very proud of ninyo kung inyo siya ma-establish gyud.
21. Because first and foremost, I love kalachuchi. I love the color, I love the scent. At the same time, kamo students man mo, so of course ako gyud na siyang paliton as support.
22. Of course. 100%.
23. I-style ninyo ang color, I think. Mas nindot siya kung yellow (center). Then designan ninyo siya og kalachuchi para mas nindot siya.
24. Sa color sa packaging, it would go white and yellow para aesthetic lang siya. Pag-abri nila, purma gyud siya og kalachuchi.
25. My advice or my last insight is just go with this product. I-release gyud ninyo kung mahimo, tabangan ninyo, kay unique man gyud siya. Wala pa mi kasugat ani. For me, unique siya sa akong tan-aw. Just keep this product alive, and dapat mas mo-grow pa ni siya. I'm looking forward nga makita nako ni sa market.

#### Response of Participant 12

1. I-open, kaya parang pagsood ako sa kwarto, pagsood nimo, hindi amoy kilikili.
2. Ah, okay. I really feel good, you know, when going inside my room, there's something smell. Oh, nice. So refreshing and, hmm, not like bad odors, sir. Something like kilikili o makapajat, you know. Like this one is okay. Yeah, nice one.
3. I just ask for my pamangkin, you know. I don't know. I don't know. I don't know. But there's something good in my room. But I really appreciate it. Any smell.

4. when It is available. Or weeks, you know, every week or once a week lang. No, naman to siya dito alam. Ako lang ginabutang dito ah, somewhere everyday na po. Oh, ganoon na lang siya nakulot. Ah yeah, it's 20 percent na siya discount.
5. I really prefer jasmine, pero bisag unsa bast nindot ang humot, I love it.
6. Using this one? Using it? For me, it really feels good, especially in the room. Going inside, magsulod pa lang ninyo sa balay in a certain place, but especially it's in my room. Oh my God, it's amazing. The scent, yeah. Ang katibokan niya ba? Ang mga doon ay sa product, what do you mean, or the product? Ang features niya. Any features yung mag-attract nila. The features? Ang iyang scent, of course. I'm not necessarily, as long as there's scent, there's a candle, oh yeah. That's okay with me.
7. Familiar. This is my first time, this one.
8. It's a flower. It's familiar with ato Mayor, but use it for the hair and everything. Ang saragingan na natin yung other term? Dessert rose? That's dessert rose, yeah? Uh-huh, yeah. Dessert rose, I think. Yeah.
9. Something like pretty nice one. Ganahan na po d'ko. Is it really kalachuchi oil scent?
10. Yes. Pag himo mo niya, pamaligyan mo, papalita ko. Ah, yeah. Because here in Ormoc, and the city Ormoc is blah, blah, blah, of the kalachuches. Okay, go ahead. Go, go, go.
11. anything scent will do. Basta as long that it's summer. Basta ayaw lang ng baho. Humot na kuis. Yeah, I love it.
12. Well, the first one is the packing. And then after that, of course, akong simhuton. But as long as it's nice, nice smell, I will vote for that.

13. For me in my room, that's very perfect. So for... Nag-iisa lang ako sa kwarto ko and I don't mind at all. So for refreshing, you know, make my mind at peace. Cool. Relaxing. Okay.
14. Turn me on. Going to sleep.
15. Relaxing.
16. No, I mahinumduman ako nga tong mayor and how she, how beautiful she is, you know? She's always wearing the kalachuchi. Yeah. Uh-huh.
17. Yeah. Perfect.
18. Because, as for me, gina-appreciate gyud nako on any scent, as long dili lang siya bad odor. And I love this one, bina kalachuchi, but I really prefer unta jasmine. But you, inyo man gi-promote ang kining kalachuchi, which is really nice too. So, okay. That's okay with me. Tapos yung inyo, free. Kaya nahihatang na niya muna ako.
19. Atunan na sa ko room. Sa room.
20. No, no, no, it's different. Actually, yeah, I remember, naa ko'y nasimutan dito somewhere like, I will not mention the place, but, yun, di ko ganahan. Kaya, naglahin mo lang ako, paminaw. But this one is really nice. Actually, I think, ipalit ra to anang the one. Kaya, nabagyan na ba dito, nalang kalinkod? Lain mag-dress. But this one is nice
21. For me, it's really nice. Good one, nice one. For relaxation and that's nice.
22. Yes, I'm willing.
23. Okay, try it on. Market gyud ninyo.
24. Thank you.