

CONSUMER SATISFACTION OF SELECTED HAIRMASK BUSINESS AROUND NOVALICHES BAYAN, QUEZON CITY

ABSTRACT

AUTHORS

Chris Rey Labisig
Rose Ann Losaura
Vince Jun Lustan
Christine Mae Militante
Anthony Policarpio

RESEARCH ADVISER

Christine D. Calvo, LPT

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Business

KEYWORDS

*consumer satisfaction; hair
mask products; natural
ingredients; product efficacy;
purchase drivers*

ARTICLE ID

AASGBCPJMRA-B85229

This study examines consumer preferences and satisfaction with hair mask products offered by businesses around Novaliches Bayan, Quezon City. It investigates how product formulation—particularly the use of natural and chemical-free ingredients—affects perceived benefits such as nourishment, repair, and overall hair health. Insights from this analysis aim to guide local sellers in optimizing product attributes to meet customer expectations. This study employs a quantitative descriptive design with purposive sampling to select 20 hair mask sellers and 40 consumers from Novaliches Bayan. Participants completed a structured questionnaire that assessed satisfaction with product formulation, perceived benefits, efficacy, and factors influencing purchase decisions. Data were analyzed using weighted means and percentage distributions to rank satisfaction levels and purchase drivers. Consumers reported high satisfaction with natural, chemical-free formulations, citing improved nourishment, repair, and hair health. Key benefits identified included increased hydration, softness, and smoothness. Efficacy ratings confirmed that hair masks delivered superior results and value. Analysis of purchase factors showed that product quality and effectiveness ranked highest at 11.28 percent, followed by scent and texture and brand reputation at 10.85 percent each. Word-of-mouth feedback (10.64 percent) and packaging (10.21 percent) were also influential, while price, expert recommendations, and promotions each contributed 9.79 percent. Natural ingredients (8.72 percent) and dermatologist testing (8.09 percent) were rated lowest. The findings indicated that formulation and tangible performance drove consumer satisfaction and loyalty. Consumers favored products that combined natural ingredients with proven efficacy. Recommendations included enhancing product scent and application ease, developing specialized formulas for different hair types, eliminating harsh chemicals to extend benefits, and leveraging natural components to improve overall quality. Implementing these improvements was expected to strengthen market positioning and consumer trust.

RECOMMENDED CITATION

Labisig, C. R., Losaura, R. A., Lustan, V. J., Militante, C. M., & Policarpio, A. (2025). Consumer Satisfaction of Selected Hairmask Business Around Novaliches Bayan, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 51.