

BUSINESS STIMULATION: THE PERCEIVED EFFICACY OF HAIR OIL INFUSED WITH ONION PEELS

ABSTRACT

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This study examines the perceived efficacy of a hair oil infused with onion peels in the context of business stimulation. It aims to determine how effective the infused hair oil product is with respect to quality, texture, and consumer preference. This study employs purposive sampling to select respondents who possess specific characteristics, namely dermatologists and fourth-year Bachelor of Science in Entrepreneurship students. A descriptive-experimental design is used to gather the necessary information and to evaluate cause-and-effect relationships. Data are collected via a structured survey questionnaire that assesses respondents' perceptions of the hair oil's efficacy. The results showed that respondents perceived the hair oil as having a non-greasy, fast-absorbing consistency that prevented a heavy or sticky feel on the scalp. Participants also indicated that the product had a mild and pleasant scent. Furthermore, the hair oil was reported to provide long-lasting nourishment, ensuring continuous protection and improvement of hair quality. The findings indicated that there was no significant difference between the two respondent groups in their ratings of the product. Fourth-year entrepreneurship students gave a mean rating of 3.567 with a variance of 0.120, while dermatologists gave a mean rating of 3.307 with a variance of 0.177. Statistical testing of the difference between these means revealed that it was below the threshold for significance. This suggests that both groups held similar opinions regarding the product's quality, texture, and consumer preference.

RECOMMENDED CITATION

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