

SUSTAINABLE SKINCARE VENTURE: EXPLORING THE PERCEIVED MARKET POTENTIAL OF ORGANIC FACIAL CLEANSER INFUSED WITH DRAGON FRUIT PEEL EXTRACT

ABSTRACT

AUTHORS

Kate Rosiel Curioso
Ji-Ann Gurpido
Angel Divine Pollosco
Mark San Jose
Ryan Mark Tuazon

RESEARCH ADVISER

Christine D. Calvo, LPT

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Marketing

KEYWORDS

*dragon fruit peel; organic
skincare; facial cleanser;
market potential; sustainable
products; consumer
preference*

ARTICLE ID

AASGBCPJMRA-B32794

This study aims to assess the perceived market potential of an organic facial cleanser infused with dragon fruit peel extract. As consumer demand for sustainable and eco-friendly skincare products continues to grow, natural formulations have become increasingly favored. Dragon fruit peel, often discarded as waste, is rich in antioxidants and nutrients, making it a viable ingredient for skincare applications. The study evaluates the product's effectiveness, acceptability, and consumer preferences, providing insight into its potential as a sustainable skincare innovation. A descriptive-experimental research design was employed, using purposive sampling and product testing. Survey questionnaires were distributed to 120 respondents—comprising 5 skincare experts and 115 fourth-year BS Entrepreneurship students. The study sought to determine if a significant difference existed between the two groups' assessments in terms of effectiveness, acceptability, and consumer preference. A z-test was used to analyze the data at a 0.05 level of significance. The skincare experts yielded a z-critical value of 1.960, a z-computed value of 1.315, variance of 0.18, and an overall mean of 3.67. Meanwhile, the student respondents had the same z-critical and z-computed values, a variance of 0.11, and an overall mean of 3.35. With the z-critical being greater than the z-computed, the hypothesis was accepted, indicating no significant difference between the assessments of skincare experts and BS Entrepreneurship students. Both groups generally rated the product as effective and acceptable. The findings suggest promising market potential for the organic facial cleanser infused with dragon fruit peel extract. The study recommends intensifying marketing efforts by targeting diverse age groups and promoting inclusivity across all genders. It also suggests utilizing unique selling propositions (USPs) to highlight the product's sustainability and distinctiveness in the skincare market. These strategies can help position the product as a competitive and eco-conscious alternative within the skincare industry.

RECOMMENDED CITATION

Curioso, K. R., Gurpido, J.-A., Pollosco, A. D., San Jose, M., & Tuazon, R. M. (2025). Sustainable Skincare Venture: Exploring the Perceived Market Potential of Organic Facial Cleanser Infused with Dragon Fruit Peel Extract. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 123.