

PERCEIVED ACCEPTABILITY OF PERFUME INFUSED WITH GREEN TEA LEAVES AMONG COLLEGE STUDENTS OF BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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This study examines the distinctive qualities and potential applications of green tea leaves in perfumery. Although green tea is commonly consumed as a beverage, its unique aroma and beneficial properties have not yet been fully utilized in the fragrance industry. The study employed a quantitative-descriptive approach using product testing and survey questionnaires, with purposive sampling to select respondents. Participants included five skincare experts and ten fourth-year BS Entrepreneurship students, chosen for their relevance to the study. Their feedback provided insights into the perception of offering a perfume product infused with green tea leaves. The results of the study, both skincare experts and fourth-year BS Entrepreneurship students evaluated the potential of green tea-infused perfume in terms of aroma effects, consumer preference, and calming effects. The aromatic profile was found to significantly enhance the product's appeal. Respondents noted that the natural benefits of green tea could influence consumer perceptions and preferences, and that the product has the potential to promote relaxation and calmness. The skincare experts gave an overall weighted mean of 3.39, while the BS Entrepreneurship students gave a mean of 2.83. The t-computed value was 1.378 with 41 degrees of freedom, compared to a t-critical value of 2.020 at a 0.05 significance level. Since the t-computed value is less than the t-critical value, the null hypothesis is accepted, indicating no significant difference between the two groups' assessments across the three variables. The findings revealed positive reviews regarding the product's quality and potential, particularly emphasizing the distinctive aroma of green tea as a valuable component in perfume formulation. The researchers recommend using premium-grade green tea leaves to enhance the fragrance's potency and ensure superior product performance.

RECOMMENDED CITATION

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