

BUSINESS SIMULATION: EVALUATION OF PERCEIVED ACCEPTABILITY OF LEMON BALM LEAF FOR COOLING PROPERTIES IN PERFUME WITH VANILLA SCENT

ABSTRACT

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This study focused on the development and evaluation of a fragrance formulation that harnesses the refreshing, cooling qualities of lemon balm extract, complemented by the warm, comforting essence of vanilla. Reflecting the rising consumer preference for natural and functional ingredients, The research aimed to create a harmonious scent profile that delivers both sensory refreshment and soothing familiarity, catering to the growing market for innovative perfumery and personal care products. This study employed a descriptive-experimental research design using questionnaires to gather relevant data. A purposive sampling technique was used to select respondents, which included five skincare experts and ten 4th-year BS Entrepreneurship students. The combination of an experimental approach and survey questionnaires enabled the researchers to collect targeted insights from both industry professionals and students. The study evaluated the assessments of two respondent groups on the influence of the lemon balm leaf perfume across three dimensions: effectiveness, benefits, and market trends. Effectiveness: Both groups described the fragrance as having a pleasant vanilla note paired with a light, refreshing scent and a cooling effect that enhances the user experience. Benefits: The perfume was recognized for being gentle on fabrics, delivering a long-lasting scent, and possessing a subtle, non-overpowering aroma. Market Trends: The product aligns with contemporary consumer preferences by emphasizing natural ingredients, sustainability, and a distinctive blend of lemon balm and vanilla. Quantitative analysis showed that skincare experts gave an overall weighted mean of 3.35, while 4th-year BS Entrepreneurship students rated it slightly higher at 3.51. A t-test yielded a computed t-value of 0.397 with 13 degrees of freedom and a significance level of 0.05, against a critical t-value of 2.160. Since the critical value is greater than the computed value, there is no statistically significant difference between the two groups' assessments across all measured variables. The findings strongly indicate that the lemon balm leaf perfume, enriched with the warm vanilla scent, resonates well with consumers, highlighting its promising market potential. Based on these insights, the researchers recommend focusing marketing efforts on commuters, who are likely to value a fragrance that is both refreshing and long-lasting. The distinctive combination of natural lemon balm extract and comforting vanilla not only enhances user experience but also provides a unique selling proposition that can effectively differentiate the product in a competitive personal care market.

RECOMMENDED CITATION

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