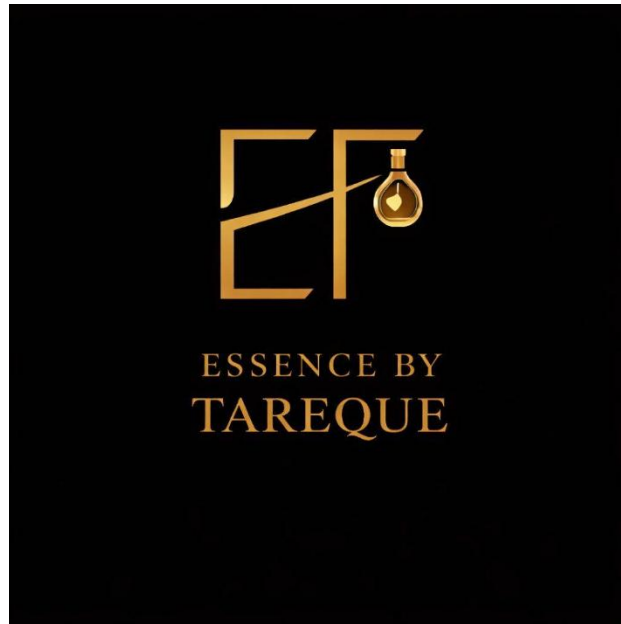


Research Report on Customer Satisfaction and Behavioral Intentions toward Essence by Tareque



This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration

Research Report on Customer Satisfaction and Behavioral Intentions toward Essence by Tareque

Submitted to

Dr. Saad Hasan

Associate Professor, School of Business & Economics (SoBE)

United International University

Submitted By

Tareque Al Islam Akand

ID: 111192025

Major: Supply Chain Management

Registration Trimester: Fall 2025



School of Business and Economics

United International University

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Dr. Saad Hasan

Associate Professor

School of Business & Economics (SoBE)

United International University

Subject: Submission of Research Report on Research Report on Customer Satisfaction and Behavioral Intentions toward Essence by Tareque

Dear Sir,

I am happy to present my research report on “Research Report on Customer Satisfaction and Behavioral Intentions toward Essence by Tareque” as a part of the course requirement. This is the report that I have been written based on my perfume decant business. The report provides a brief description of the business model, product portfolio, monthly sales performance, financial results, inventory details and operational hurdles encountered up until now along with growth prospects. I hope I have made the report informative, realistic and structured in accordance with the format you will need.

I am grateful for your kind support and guiding me to prepare this report properly. I wish that you will not be disappointed with the report and also, it meets the academic requirement of the course.

I herein submit this report for your perusal and consideration.

Yours sincerely,

A handwritten signature in black ink that reads "Tareque". The script is cursive and fluid, with the first letter 'T' being large and prominent.

Tareque Al Islam

ID: 111192025

Acknowledgement

I would like to take this opportunity to thank my mentor Dr. Saad Hasan, Associate Professor, School of Business & Economics (SoBE), United International University for his effort, wise counsel and unflagging help during the entire preparation of this report. His guidance clarified for me the format of a formal business report and allowed me to proceed with this project in an orderly and systematic way.

Lastly I am very grateful to the faculty of School of Business & Economics for all the knowledge they have passed on to us during this academic path. They have assisted me in developing the knowledge and expertise required to prepare this report with success.

Acknowledgments I thank my family and friends for encouraging, motivating and helping me while preparing this report. The way they worked with me motivated and pushed me to get this done on time.

Last but not least, I take credit for writing this report on Essence by Tareque, based on my business experience and my observations and Known Information. In compiling this report I have endeavoured to be clear and realistic, so that it may serve in an academic setting.

Declaration

I Tareque Al Islam Akand declare that this report on " Research Report on Customer Satisfaction and Behavioral Intentions toward Essence by Tareque " is prepared by me based on my business experience and skills. The report is prepared for academic purpose and submitted to Dr. Saad Hasan, Associate Professor, School of Business & Economics (SoBE), United International University.

Further, I confirm that reasonable measures have been taken to ensure the data used in this report is accurate and relevant. Use of documentary sources available for use and company records wherever applicable, has been made judiciously. I am solely responsible for any remaining shortcomings or errors in the report.

I also declare that this report is a work of my own and has not been submitted for the award of any degree/diploma or other certificate in this or any other university/institution.

Tareque Al Islam

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Abstract

This study examined the product- and service-related factors influencing customer satisfaction with Essence by Tareque, an online perfume-decant business. The study adopted a quantitative, cross-sectional research design and collected primary data through a structured questionnaire. A total of 101 respondents participated in the survey, of whom 78 had previously purchased from Essence by Tareque. After data screening and cleaning, 71 complete responses were used for the multiple regression analysis.

The study focused on six independent variables: perceived perfume authenticity, product quality, price reasonableness, packaging, delivery service, and customer service. Overall customer satisfaction was used as the dependent variable. Descriptive statistics, Pearson correlation analysis, and multiple regression analysis were applied to analyse the data.

The descriptive findings showed that customers had highly positive perceptions of all the measured product- and service-related factors. The correlation analysis found that all six independent variables had positive and statistically significant relationships with overall customer satisfaction. Customer service had the strongest correlation with satisfaction, followed by packaging and delivery service.

The regression model was statistically significant and explained 81.2% of the variation in overall customer satisfaction. Customer service, packaging, and delivery service were found to have significant positive effects on satisfaction, while authenticity, product quality, and price reasonableness did not have significant independent effects when all variables were considered together. Customer service was the strongest predictor of overall satisfaction.

The study also found strong behavioural intentions, as 96.2% of customers intended to purchase again and 97.4% intended to recommend Essence by Tareque to others. The study concludes that Essence by Tareque has achieved a high level of customer satisfaction. Maintaining responsive customer service, professional packaging, and reliable delivery is particularly important for sustaining customer loyalty and positive word of mouth.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

Customer satisfaction is an important factor in the success and long-term sustainability of a business. Satisfied customers are more likely to continue purchasing from a business, recommend it to others, and develop a favourable attitude toward the brand. Customer satisfaction is generally formed by comparing customers' expectations with their actual experiences of a product or service (Oliver, 1980).

For online and social-media-based businesses, customer satisfaction depends not only on the physical product but also on the overall customer experience. Product authenticity, product quality, price, packaging, delivery, communication, and customer support may all influence how customers evaluate a business. This is particularly important in the online perfume market because customers are often unable to physically inspect or test the product before making a purchase.

Essence by Tareque is a perfume-decant business that offers original perfumes in smaller quantities. Perfume decants allow customers to experience premium, designer, and niche fragrances without purchasing an entire bottle. This provides customers with a comparatively affordable way to try different fragrances before deciding whether to purchase a larger quantity.

The online perfume and perfume-decant market has become increasingly competitive. Customers can compare sellers, product prices, reviews, packaging, and service experiences through social-media platforms. Therefore, maintaining product authenticity alone may not be sufficient to ensure customer satisfaction. Businesses must also provide reliable delivery, professional packaging, reasonable prices, and responsive customer service.

This study examines customers' perceptions of Essence by Tareque and investigates the factors associated with their overall satisfaction. The study focuses on perceived perfume authenticity, product quality, price reasonableness, packaging, delivery service, and customer service. It also examines customers' repurchase intention and willingness to recommend Essence by Tareque to others.

1.2 Background of the Study

The development of electronic commerce and social-media-based selling has created new opportunities for small businesses. Businesses can now reach customers directly through Facebook, Instagram, and other digital platforms without operating a large physical store. However, the absence of physical interaction may increase customers' uncertainty regarding product quality, authenticity, payment, and delivery.

The perfume market is especially sensitive to the issue of authenticity because counterfeit and imitation fragrances are widely available. Customers purchasing perfume online must often depend on the seller's reputation, product descriptions, reviews, and communication. Therefore, customers' perceptions of authenticity may influence their trust in the seller and their overall satisfaction.

Product quality is another important consideration. In the case of perfume decants, customers may evaluate quality through fragrance performance, longevity, bottle condition, decanting quality, and the accuracy of the product received. Customers generally compare the perceived benefits of a product with the money, time, and effort required to obtain it. This comparison contributes to their perception of value and price reasonableness (Zeithaml, 1988).

Packaging can also influence customer evaluation. Perfume decants require secure packaging because small bottles may leak or become damaged during transportation. Professional packaging may protect the product while also creating a favourable impression of the seller.

Delivery service is particularly important for an online business. Customers expect products to arrive within the promised time and in good condition. Delayed delivery, poor coordination, or product damage may negatively affect satisfaction even when the product itself is acceptable.

Customer service includes communication, responsiveness, helpfulness, order confirmation, handling customer questions, and resolving complaints. Service-quality research suggests that responsiveness, reliability, assurance, and attention to customer needs are important dimensions of customers' service evaluations (Parasuraman et al., 1988).

A satisfied customer may be more willing to purchase again and recommend the seller to other people. Repurchase intention represents a customer's likelihood of buying again from the same

business, while recommendation intention reflects the likelihood of communicating positive opinions to friends, family, or other potential customers.

For a small online perfume business such as Essence by Tareque, positive recommendations can be particularly valuable because customers may rely heavily on personal referrals and online reviews. Understanding the factors that contribute to satisfaction may therefore help the business retain customers and build a stronger reputation.

1.3 Statement of the Problem

Essence by Tareque operates in an online perfume market in which customers have access to many alternative sellers. Customers can compare prices, product claims, reviews, delivery arrangements, and customer-service experiences before making a purchase.

Although the business has customers and receives feedback through online interactions, customer satisfaction had not been systematically examined through structured research. Therefore, the business lacked clear statistical evidence regarding which product- and service-related factors were most strongly associated with overall customer satisfaction.

It was not clear whether customers' satisfaction was mainly related to perfume authenticity and product quality or whether service-related factors such as packaging, delivery, and customer service played a more important role. There was also limited evidence regarding customers' willingness to purchase again and recommend the business to others.

Without such information, business decisions may be based mainly on personal assumptions or informal customer comments. A structured analysis is therefore necessary to examine customer perceptions, measure satisfaction, and identify the factors that significantly influence the customer experience.

This study addresses this problem by analysing customers' perceptions of authenticity, product quality, price reasonableness, packaging, delivery service, and customer service. It also examines the relationships between these factors and overall customer satisfaction.

1.4 General Research Objective

The general objective of the study is to examine the product- and service-related factors influencing customer satisfaction with Essence by Tareque.

1.5 Specific Research Objectives

1. To assess customers' perceptions of perfume authenticity, product quality, price reasonableness, packaging, delivery service, and customer service at Essence by Tareque.
2. To determine the level of overall customer satisfaction with Essence by Tareque.
3. To examine the relationships between the selected product- and service-related factors and overall customer satisfaction.
4. To identify the product- and service-related factors that significantly influence overall customer satisfaction.
5. To assess customers' intentions to purchase again from Essence by Tareque.
6. To assess customers' willingness to recommend Essence by Tareque to friends and family.

1.6 Research Questions

1. How do customers perceive the authenticity, product quality, price reasonableness, packaging, delivery service, and customer service of Essence by Tareque?
2. What is the level of overall customer satisfaction with Essence by Tareque?
3. What relationships exist between the selected product- and service-related factors and overall customer satisfaction?
4. Which product- and service-related factors significantly influence overall customer satisfaction?
5. Are customers willing to purchase again from Essence by Tareque?
6. Are customers willing to recommend Essence by Tareque to friends and family?

1.7 Research Hypotheses

The following hypotheses were developed to examine the proposed relationships between the independent variables and overall customer satisfaction:

H1: Perceived perfume authenticity has a significant positive effect on overall customer satisfaction.

H2: Product quality has a significant positive effect on overall customer satisfaction.

H3: Price reasonableness has a significant positive effect on overall customer satisfaction.

H4: Packaging has a significant positive effect on overall customer satisfaction.

H5: Delivery service has a significant positive effect on overall customer satisfaction.

H6: Customer service has a significant positive effect on overall customer satisfaction.

The null hypotheses state that the respective variables do not have statistically significant effects on overall customer satisfaction.

1.8 Conceptual Framework

The conceptual framework of the study proposes that six product- and service-related factors influence overall customer satisfaction.

1.8.1 Independent Variables

- Perceived perfume authenticity
- Product quality
- Price reasonableness
- Packaging
- Delivery service
- Customer service

1.8.2 Dependent Variable

- Overall customer satisfaction

1.9 Scope of the Study

The study focuses on customers and potential customers of Essence by Tareque. The main statistical analysis is limited to respondents who reported that they had previously purchased products from the business.

The study examines six factors: authenticity, product quality, price reasonableness, packaging, delivery service, and customer service. Overall customer satisfaction is used as the main dependent variable.

The research also considers customers' intentions to purchase again and recommend the business to others. However, the study does not examine the financial performance, operational costs, supplier relationships, or overall market share of Essence by Tareque.

The study uses cross-sectional survey data collected at one point in time. Therefore, it presents respondents' perceptions and experiences during the survey period.

1.10 Significance of the Study

The study is expected to be useful to Essence by Tareque by providing evidence about customers' perceptions and satisfaction. It can help the business identify its strengths and determine which areas require greater attention.

The results may assist the business in improving product presentation, packaging, delivery arrangements, communication, and customer-service practices. The findings may also support decisions relating to customer retention and positive word of mouth.

The study may be useful to other small online perfume and perfume-decant businesses. It demonstrates how both product-related and service-related factors can be examined to understand customer satisfaction.

From an academic perspective, the research provides an application of customer-satisfaction concepts in the context of a small social-media-based perfume business in Bangladesh. It may also provide a foundation for future studies involving larger samples, multiple perfume sellers, or more detailed measures of service quality and customer loyalty.

1.11 Limitations of the Study

1. The respondents were selected using convenience sampling. Therefore, the sample may not fully represent all customers of Essence by Tareque.
2. Although 101 responses were collected, only 78 respondents had previously purchased from the business. The main customer-experience analysis was therefore based on a relatively small sample.

3. Each factor was measured using a single questionnaire statement. Broad concepts such as customer service and product quality could have been measured more comprehensively through several statements.
4. Some respondents selected multiple responses for questions that required only one Likert-scale answer. These entries had to be treated as missing during data cleaning.
5. Most respondents gave highly positive answers. This limited variation may have affected the ability of the statistical analysis to identify differences among customers.
6. The study used cross-sectional data collected at one point in time. Therefore, the findings show statistical relationships but do not provide conclusive evidence of causation.

1.12 Organization of the Report

Chapter One presents the introduction, background, problem statement, research objectives, research questions, hypotheses, conceptual framework, scope, significance, and limitations of the study.

Chapter Two explains the research methodology, including the research design, sample, sampling technique, questionnaire, data-collection process, data cleaning, and statistical methods.

Chapter Three presents the data analysis and results, including descriptive statistics, correlation analysis, regression analysis, hypothesis testing, repurchase intention, and recommendation intention.

Chapter Four discusses the main findings and explains their meaning in relation to the study objectives and the context of Essence by Tareque.

Chapter Five provides the conclusion and recommendations of the study.

CHAPTER TWO

RESEARCH METHOD

2.1 Research Design

This study adopted a quantitative, cross-sectional research design. A quantitative approach was appropriate because the study collected numerical survey data to examine customers' perceptions of Essence by Tareque and test the relationships between selected product- and service-related factors and overall customer satisfaction. Quantitative research allows researchers to measure variables and statistically examine relationships among them (Creswell & Creswell, 2018).

The study was both descriptive and explanatory. The descriptive component was used to present respondents' purchase behaviour, perceptions, satisfaction, repurchase intention, and recommendation intention. The explanatory component was used to determine whether authenticity, product quality, price reasonableness, packaging, delivery service, and customer service influenced overall customer satisfaction.

As data were collected from respondents at one point in time, the study followed a cross-sectional design.

2.2 Population and Sample

The target population consisted of existing and potential customers of Essence by Tareque. A total of 101 respondents completed the survey. However, 23 respondents reported that they had never purchased products from the business.

Questions relating to authenticity, product quality, price, packaging, delivery, customer service, and overall satisfaction required actual purchase experience. Therefore, the main statistical analysis was conducted using the responses of the 78 respondents who had previously purchased from Essence by Tareque.

After the removal of incomplete and invalid responses, 71 complete observations were available for the multiple regression analysis.

2.3 Sampling Technique

The study used a non-probability convenience sampling technique. Respondents were selected based on their accessibility and willingness to participate in the survey. Convenience sampling is commonly used when a complete list of the study population is unavailable and respondents must be approached through accessible networks or online platforms.

Although this method enabled the student to collect data within the available time and resources, the results may not fully represent all customers of Essence by Tareque. Therefore, the findings should be interpreted within the context of the respondents included in the study.

2.4 Data Collection Instrument

Primary data were collected using a structured questionnaire. The questionnaire included questions relating to respondents' demographic characteristics, perfume-purchasing behaviour, experience with Essence by Tareque, perceptions of the products and services, overall satisfaction, repurchase intention, and recommendation intention.

The main variables included in the analysis were perceived perfume authenticity, product quality, price reasonableness, packaging, delivery service, customer service, overall customer satisfaction, repurchase intention, and recommendation intention. Customer perceptions and satisfaction were measured using a five-point Likert scale. Likert-type scales are widely used to measure respondents' attitudes, opinions, and perceptions by asking them to indicate their level of agreement with a statement (Joshi et al., 2015).

Table 2.1. Lickert scale

Response	Numerical Code
Strongly disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly agree	5

Repurchase intention and recommendation intention were measured using the response options “Yes,” “Maybe,” and “No.”

Each product- and service-related factor was measured using a single survey statement. Therefore, the factors were treated as observed variables rather than multi-item latent constructs. Internal-consistency measures such as Cronbach’s alpha were not calculated because each variable was represented by only one item.

2.5 Data Collection Procedure

The questionnaire was distributed electronically to individuals who were familiar with Essence by Tareque or had purchased products from the business. Participation was voluntary, and respondents completed the questionnaire based on their own perceptions and experiences.

After the responses were collected, the data were exported to a spreadsheet for screening, cleaning, coding, and statistical analysis.

2.6 Data Screening and Cleaning

The collected responses were reviewed before conducting the statistical analysis. Respondents who had never purchased from Essence by Tareque were excluded from the analysis of customer experience and satisfaction.

Some respondents had selected more than one response for questions that were intended to permit only one Likert-scale answer. These multiple-response entries could not be assigned a single valid numerical value. Therefore, they were treated as missing values for the respective questions.

The number of valid observations consequently differed slightly across variables. Pairwise valid observations were used for the correlation analysis, while only complete observations across all variables were included in the multiple regression model.

2.7 Data Analysis Techniques

The cleaned data were analysed using descriptive and inferential statistical techniques. Statistical analysis helps researchers summarise data, examine associations, and estimate the independent effects of predictor variables (Field, 2024).

2.7.1 Descriptive Statistics

Frequencies and percentages were used to analyse purchase status, repurchase intention, and recommendation intention.

Means and standard deviations were calculated for authenticity, product quality, price reasonableness, packaging, delivery service, customer service, and overall customer satisfaction. The mean was used to identify the average level of agreement, while the standard deviation indicated the level of variation in respondents' answers.

2.7.2 Pearson Correlation Analysis

Pearson correlation analysis was conducted to examine the direction and strength of the relationship between each independent variable and overall customer satisfaction.

The correlation coefficient ranges between -1 and +1. A positive coefficient represents a positive relationship, while a negative coefficient represents a negative relationship. A value closer to either -1 or +1 indicates a stronger linear relationship.

The relationships examined were authenticity and overall satisfaction, product quality and overall satisfaction, price reasonableness and overall satisfaction, packaging and overall satisfaction, delivery service and overall satisfaction, and customer service and overall satisfaction.

Correlation analysis identifies association but does not, by itself, establish a causal relationship between variables.

2.7.3 Multiple Regression Analysis

Multiple linear regression analysis was conducted to determine the individual and combined effects of the six independent variables on overall customer satisfaction. Multiple regression is appropriate when a study seeks to estimate the effect of several predictor variables on one continuous dependent variable (Hair et al., 2019).

The regression model was specified as follows:

$$\text{Overall Customer Satisfaction} = \beta_0 + \beta_1(\text{Authenticity}) + \beta_2(\text{Product Quality}) + \beta_3(\text{Price Reasonableness}) + \beta_4(\text{Packaging}) + \beta_5(\text{Delivery Service}) + \beta_6(\text{Customer Service}) + \varepsilon$$

In this model, β_0 represents the constant, β_1 to β_6 represent the regression coefficients, and ε represents the error term.

The coefficient of determination, or R-squared, was used to determine the proportion of variation in overall customer satisfaction explained by the independent variables. The F-test was used to determine whether the regression model was statistically significant as a whole.

The individual regression coefficients, t-values, p-values, and confidence intervals were used to determine whether each independent variable had a statistically significant effect on overall satisfaction.

2.8 Hypothesis Testing

The study applied a 5% level of significance. A relationship was considered statistically significant when its p-value was less than 0.05.

The following decision rule was applied: when $p < 0.05$, the proposed relationship was considered statistically significant and the hypothesis was supported; when $p \geq 0.05$, the proposed relationship was considered statistically insignificant and the hypothesis was not supported.

2.9 Ethical Considerations

Participation in the survey was voluntary. Respondents were not required to provide information that was unnecessary for the purpose of the study. The collected responses were used only for academic analysis.

The findings were reported in aggregate form rather than being used to identify individual respondents. The student also attempted to present the results accurately and avoided intentionally changing or misrepresenting the survey responses.

2.10 Methodological Limitations

The study has several methodological limitations. First, convenience sampling limits the generalisability of the findings. Second, the customer sample was relatively small, particularly after incomplete responses were removed.

Third, each factor was measured using only one questionnaire item. The measurement of broad concepts such as product quality and customer service would have been stronger if several questionnaire statements had been used for each construct.

Fourth, the highly positive responses created limited variation in some variables, particularly repurchase and recommendation intention. Finally, as the study used cross-sectional data, the statistical relationships should be interpreted as associations rather than conclusive evidence of causation.

CHAPTER THREE

DATA ANALYSIS AND RESULTS

3.1 Introduction

This chapter presents the results of the survey conducted to examine customer perceptions and overall satisfaction with Essence by Tareque. The analysis includes data screening, descriptive statistics, Pearson correlation analysis, multiple regression analysis, hypothesis testing, repurchase intention, and recommendation intention.

A total of 101 survey responses were collected. However, only 78 respondents reported that they had previously purchased products from Essence by Tareque. As the questions relating to authenticity, product quality, price, packaging, delivery, customer service, and overall satisfaction required actual purchase experience, the primary analysis was conducted using the responses of these 78 customers.

After excluding observations with missing or invalid responses, 71 complete cases were available for the multiple regression analysis.

3.2 Data Preparation and Coding

The study used five-point Likert-scale questions to measure respondents' perceptions of the products and services provided by Essence by Tareque. The responses were coded as follows:

Table 3.1. Code

Response	Numerical Value
Strongly disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly agree	5

During data screening, some respondents were found to have selected more than one response for questions that required only one Likert-scale answer. Such responses were treated as invalid and coded as missing for the relevant variables.

The six independent variables were perceived authenticity, product quality, price reasonableness, packaging, delivery service, and customer service. Overall customer satisfaction was used as the dependent variable.

3.3 Respondents' Purchase Status

Table 3.2 presents the purchase status of the respondents.

Purchase Status	Frequency	Percentage
Previously purchased	78	77.2%
Never purchased	23	22.8%
Total	101	100.0%

Out of the 101 respondents, 78 respondents, representing 77.2%, had previously purchased products from Essence by Tareque. The remaining 23 respondents, representing 22.8%, had never purchased from the business. Only the responses of the 78 actual customers were used for the customer perception, satisfaction, correlation, and regression analyses.

3.4 Descriptive Analysis of the Study Variables

Descriptive statistics were calculated to identify the level of customer perception regarding the products and services offered by Essence by Tareque.

Table 3.3. Rank order

Variable	Valid N	Mean	Standard Deviation	Rank
Customer service	78	4.54	0.62	1
Authenticity	71	4.54	0.61	2
Overall satisfaction	78	4.51	0.58	3
Price reasonableness	78	4.38	0.65	4
Packaging	78	4.38	0.61	5
Delivery service	78	4.37	0.65	6
Product quality	76	4.36	0.83	7

Table 3.3 shows that the mean scores for all variables were above 4.00 on the five-point scale. Customer service had the highest mean score of 4.54, with a standard deviation of 0.62. Authenticity also had a mean score of 4.54, with a standard deviation of 0.61. Overall customer satisfaction had a mean score of 4.51 and a standard deviation of 0.58.

Price reasonableness and packaging both had mean scores of 4.38. Delivery service had a mean score of 4.37, while product quality had a mean score of 4.36. The results show that respondents generally selected “Agree” or “Strongly agree” for the product- and service-related statements.

3.5 Pearson Correlation Analysis

Pearson correlation analysis was conducted to measure the direction and strength of the relationship between each independent variable and overall customer satisfaction. The Pearson correlation coefficient ranges from -1 to +1. A positive coefficient indicates that the two variables move in the same direction, while a negative coefficient indicates that they move in opposite directions.

The statistical significance of each relationship was examined at the 5% significance level. A relationship was considered statistically significant when the p-value was less than 0.05.

Table 3.4. Co-relation

Independent Variable	Valid N	Pearson Correlation, r	p-value	Relationship
Authenticity	71	0.707	<0.001	Strong positive
Product quality	76	0.469	<0.001	Moderate positive
Price reasonableness	78	0.647	<0.001	Moderate positive
Packaging	78	0.803	<0.001	Very strong positive
Delivery service	78	0.772	<0.001	Strong positive
Customer service	78	0.857	<0.001	Very strong positive

3.5.1 Authenticity and Overall Satisfaction

The correlation coefficient between perceived authenticity and overall customer satisfaction was 0.707, with a p-value below 0.001. This result indicates a strong positive and statistically significant relationship between authenticity and overall satisfaction.

3.5.2 Product Quality and Overall Satisfaction

The correlation coefficient between product quality and overall satisfaction was 0.469. The relationship was statistically significant at $p < 0.001$. This represents a moderate positive relationship between product quality and overall customer satisfaction.

3.5.3 Price Reasonableness and Overall Satisfaction

The correlation coefficient between price reasonableness and overall satisfaction was 0.647, with a p-value below 0.001. The result shows a moderate positive and statistically significant relationship between perceived price reasonableness and customer satisfaction.

3.5.4 Packaging and Overall Satisfaction

The relationship between packaging and overall satisfaction produced a correlation coefficient of 0.803. The p-value was below 0.001. This indicates a very strong positive and statistically significant relationship between packaging and overall customer satisfaction.

3.5.5 Delivery Service and Overall Satisfaction

The correlation coefficient between delivery service and overall satisfaction was 0.772, with a p-value below 0.001. The result represents a strong positive and statistically significant relationship between delivery service and overall customer satisfaction.

3.5.6 Customer Service and Overall Satisfaction

Customer service had a correlation coefficient of 0.857 with overall satisfaction. The p-value was below 0.001. This was the strongest correlation found in the analysis and indicates a very strong positive and statistically significant relationship between customer service and overall satisfaction.

3.6 Ranking of Correlations

The independent variables were ranked according to the strength of their relationships with overall customer satisfaction.

Table 3.5. Ranking co-relation

Rank	Variable	Correlation with Overall Satisfaction
1	Customer service	0.857
2	Packaging	0.803
3	Delivery service	0.772
4	Authenticity	0.707

5	Price reasonableness	0.647
6	Product quality	0.469

Customer service had the strongest correlation with overall satisfaction, followed by packaging and delivery service. Product quality had the weakest correlation, although its relationship with satisfaction remained positive and statistically significant.

3.7 Multiple Regression Analysis

Multiple regression analysis was conducted to determine the combined effect of authenticity, product quality, price reasonableness, packaging, delivery service, and customer service on overall customer satisfaction. A total of 71 complete observations were included in the regression analysis.

$$\text{Overall Customer Satisfaction} = \beta_0 + \beta_1(\text{Authenticity}) + \beta_2(\text{Product Quality}) + \beta_3(\text{Price Reasonableness}) + \beta_4(\text{Packaging}) + \beta_5(\text{Delivery Service}) + \beta_6(\text{Customer Service}) + \varepsilon$$

3.8 Regression Model Summary

Table 3.6. Regression Model

Model Statistic	Result
Number of complete observations	71
R	0.901
R-squared	0.812
Adjusted R-squared	0.794
F-statistic	46.098
Model p-value	<0.001

The multiple correlation coefficient, R, was 0.901. The R-squared value was 0.812, indicating that the six independent variables jointly explained 81.2% of the variation in overall customer

satisfaction. The adjusted R-squared value was 0.794. After adjusting for the number of predictors included in the regression model, the variables explained 79.4% of the variation in overall satisfaction.

The F-statistic was 46.098, with a model p-value below 0.001. Therefore, the overall regression model was statistically significant.

3.9 Analysis of Regression Coefficients

Table 3.7. Regression coefficients

Predictor	B	Std. Error	t-value	p-value	95% Confidence Interval	Result
Constant	0.424	0.257	1.654	0.103	-0.088 to 0.937	Not significant
Authenticity	0.094	0.092	1.031	0.306	-0.089 to 0.278	Not significant
Product quality	-0.024	0.057	-0.426	0.672	-0.139 to 0.090	Not significant
Price reasonableness	-0.033	0.080	-0.412	0.682	-0.193 to 0.127	Not significant
Packaging	0.233	0.092	2.517	0.014	0.048 to 0.418	Significant
Delivery service	0.189	0.087	2.170	0.034	0.015 to 0.363	Significant
Customer service	0.453	0.095	4.753	<0.001	0.263 to 0.644	Significant

Based on the unstandardized regression coefficients, the estimated regression equation was:

$$\text{Overall Satisfaction} = 0.424 + 0.094(\text{Authenticity}) - 0.024(\text{Product Quality}) - 0.033(\text{Price Reasonableness}) + 0.233(\text{Packaging}) + 0.189(\text{Delivery Service}) + 0.453(\text{Customer Service})$$

3.9.1 Effect of Authenticity

Authenticity had an unstandardized regression coefficient of 0.094. Its t-value was 1.031, and its p-value was 0.306. As the p-value was greater than 0.05, authenticity did not have a statistically significant independent effect on overall customer satisfaction in the regression model.

3.9.2 Effect of Product Quality

Product quality had a regression coefficient of -0.024, a t-value of -0.426, and a p-value of 0.672. The p-value was greater than 0.05. Therefore, product quality did not have a statistically significant independent effect on overall customer satisfaction.

3.9.3 Effect of Price Reasonableness

Price reasonableness had a regression coefficient of -0.033. The t-value was -0.412, while the p-value was 0.682. The relationship was not statistically significant because the p-value was greater than 0.05.

3.9.4 Effect of Packaging

Packaging had a positive regression coefficient of 0.233. The t-value was 2.517, and the p-value was 0.014. Therefore, packaging had a statistically significant positive effect on overall customer satisfaction. Holding the other independent variables constant, a one-unit increase in the packaging score was associated with a 0.233-unit increase in overall customer satisfaction.

3.9.5 Effect of Delivery Service

Delivery service had a positive coefficient of 0.189. The t-value was 2.170, and the p-value was 0.034. Therefore, delivery service had a statistically significant positive effect on overall customer satisfaction. Holding the other variables constant, a one-unit increase in the delivery-service score was associated with a 0.189-unit increase in overall customer satisfaction.

3.9.6 Effect of Customer Service

Customer service had a positive regression coefficient of 0.453. Its t-value was 4.753, and its p-value was below 0.001. Customer service therefore had a statistically significant positive effect on

overall customer satisfaction. Holding the other variables constant, a one-unit increase in the customer-service score was associated with a 0.453-unit increase in overall customer satisfaction. Customer service had the largest statistically significant regression coefficient among the six independent variables.

3.10 Hypothesis Testing

The study hypotheses were tested using the multiple regression results. A hypothesis was supported when the p-value of the relevant predictor was below 0.05.

Table 3.8. Hypothesis testing

Hypothesis	Proposed Relationship	p-value	Decision
H1	Authenticity has a significant positive effect on overall customer satisfaction.	0.306	Not supported
H2	Product quality has a significant positive effect on overall customer satisfaction.	0.672	Not supported
H3	Price reasonableness has a significant positive effect on overall customer satisfaction.	0.682	Not supported
H4	Packaging has a significant positive effect on overall customer satisfaction.	0.014	Supported

H5	Delivery service has a significant positive effect on overall customer satisfaction.	0.034	Supported
H6	Customer service has a significant positive effect on overall customer satisfaction.	<0.001	Supported

Three of the six proposed hypotheses were supported. Packaging, delivery service, and customer service had statistically significant positive effects on overall customer satisfaction. The hypotheses concerning authenticity, product quality, and price reasonableness were not supported by the multiple regression analysis.

3.11 Repurchase Intention

Respondents who had purchased from Essence by Tareque were asked whether they intended to purchase again.

Table 2.10. Repurchase intention

Response	Frequency	Percentage
Yes	75	96.2%
Maybe	3	3.8%
No	0	0.0%
Total	78	100.0%

Among the 78 customers, 75 respondents, representing 96.2%, stated that they intended to purchase again. Three respondents, representing 3.8%, selected “Maybe.” No respondent selected “No.”

3.12 Recommendation Intention

Customers were also asked whether they would recommend Essence by Tareque to their friends and family.

Table 2.11. intention

Response	Frequency	Percentage
Yes	76	97.4%
Maybe	2	2.6%
No	0	0.0%
Total	78	100.0%

A total of 76 respondents, representing 97.4% of the customers, stated that they would recommend Essence by Tareque. Two respondents, representing 2.6%, selected “Maybe.” No respondent selected “No.”

3.13 Summary of Results

The descriptive analysis showed that all the study variables had mean scores above 4.00. Customer service and authenticity received the highest mean scores, while product quality received the lowest mean score.

The Pearson correlation analysis showed that all six independent variables had positive and statistically significant relationships with overall customer satisfaction. Customer service had the strongest correlation with overall satisfaction, followed by packaging and delivery service.

The multiple regression model was statistically significant and explained 81.2% of the variation in overall customer satisfaction. Packaging, delivery service, and customer service had statistically significant positive effects on overall satisfaction. Authenticity, product quality, and price reasonableness did not have statistically significant independent effects in the multiple regression model.

The behavioural intention results showed that 96.2% of customers intended to purchase again and 97.4% intended to recommend Essence by Tareque to others. The interpretation of these results, comparison with previous studies, theoretical implications, and practical implications are presented in the following chapter.

CHAPTER FOUR

DISCUSSION OF FINDINGS

4.1 Discussion

The findings of the study show that customers generally have a highly positive perception of Essence by Tareque. All the major variables, including authenticity, product quality, price reasonableness, packaging, delivery service, customer service, and overall satisfaction, received mean scores above 4.00. This indicates that most respondents agreed or strongly agreed that they were satisfied with the products and services of the business.

The correlation analysis showed that all six independent variables had positive and statistically significant relationships with overall customer satisfaction. Among them, customer service had the strongest relationship with satisfaction, followed by packaging and delivery service. This suggests that customers value not only the perfume itself but also the way the business communicates, responds to queries, presents the product, and delivers the order.

The multiple regression analysis further showed that customer service, packaging, and delivery service had significant positive effects on overall customer satisfaction. Customer service was the strongest predictor. This finding is reasonable because Essence by Tareque mainly interacts with customers through online and social-media-based channels. In such a business, quick responses, helpful communication, accurate information, and problem-solving can strongly influence the customer's overall experience.

Packaging was also found to have a significant effect on satisfaction. In the perfume-decant business, packaging is important because it protects the product, reduces the risk of leakage or damage, and creates a professional impression. Attractive and secure packaging may also increase customers' confidence in product quality and authenticity.

Delivery service had a significant positive effect as well. Customers of an online business depend on timely and reliable delivery. Delays, damaged products, or poor coordination can negatively affect satisfaction even when the product itself is good. Therefore, maintaining an efficient delivery process is important for Essence by Tareque.

Authenticity, product quality, and price reasonableness had significant positive correlations with satisfaction but were not significant in the regression model. This does not mean that these factors are unimportant. Rather, their individual effects became weaker after customer service, packaging, and delivery were included in the same model. One possible reason is that most respondents already rated authenticity, quality, and price very highly, leaving limited variation in the responses.

The study also found very strong behavioural intentions. Most customers intended to purchase again and recommend Essence by Tareque to others. These findings are consistent with the high overall satisfaction score. They suggest that satisfied customers are likely to remain loyal and contribute to positive word of mouth.

Overall, the results indicate that Essence by Tareque should continue maintaining product authenticity and quality while giving particular attention to customer service, packaging, and delivery performance. These service-related factors appear to play the most important role in shaping overall customer satisfaction.

CHAPTER FIVE

CONCLUSION

This study examined the factors influencing customer satisfaction with Essence by Tareque. The findings showed that customers generally had highly positive perceptions of the business, particularly in relation to authenticity, product quality, price, packaging, delivery, customer service, and overall satisfaction.

The correlation analysis found that all six factors were positively associated with customer satisfaction. However, the regression analysis showed that customer service, packaging, and delivery service were the most important significant predictors of overall satisfaction. Among these, customer service had the strongest influence.

The results also showed that most customers intended to purchase again and recommend Essence by Tareque to others. This indicates a high level of customer loyalty and positive word of mouth.

Overall, the study concludes that Essence by Tareque has achieved a strong level of customer satisfaction. To maintain and improve this position, the business should continue ensuring product authenticity and quality while placing particular emphasis on responsive customer service, professional packaging, and reliable delivery.

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APPENDIX A
SURVEY QUESTIONNAIRE

Customer Satisfaction Survey on Essence by Tareque

Dear Respondent,

This questionnaire is designed to collect information about customers' perceptions and satisfaction regarding Essence by Tareque. The information collected will be used only for academic purposes. Your responses will remain confidential, and no personally identifying information will be disclosed.

Please select the response that best represents your opinion or experience.

Section A: Respondent Information

1. Age

☐ Below 18 ☐ 18–25 ☐ 26–35 ☐ 36–45 ☐ Above 45

2. Gender

☐ Male ☐ Female

3. Occupation

☐ Student ☐ Service holder ☐ Businessperson ☐ Freelancer ☐ Other: _____

Section B: Purchase Behaviour

4. Have you ever purchased perfume decants from Essence by Tareque?

☐ Yes ☐ No

5. How did you first learn about Essence by Tareque?

☐ Facebook ☐ Friend or family member ☐ University group ☐ Other: _____

6. Which decant size do you usually prefer?

☐ 5 ml ☐ 10 ml ☐ 15 ml

7. What is your main reason for purchasing perfume decants?

- ☐ Affordable price
- ☐ Opportunity to try a fragrance before buying a full bottle
- ☐ Variety of fragrances
- ☐ Easy to carry
- ☐ Other: _____

Section C: Customer Perceptions and Satisfaction

Please indicate your level of agreement with each of the following statements.

Scale	Meaning
1	Strongly disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly agree

8. The perfumes offered by Essence by Tareque are authentic.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

9. The product quality meets my expectations.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

10. The prices are reasonable.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

11. The packaging is attractive and secure.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

12. The delivery service is satisfactory.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

13. The customer service is prompt and helpful.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

14. I am satisfied with my overall purchase experience.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Section D: Behavioural Intentions

15. Would you purchase from Essence by Tareque again?

☐ Yes ☐ Maybe ☐ No

16. Would you recommend Essence by Tareque to your friends or family?

☐ Yes ☐ Maybe ☐ No

Thank you for participating in this survey.