



Hygiene And Health Using Combination of Tea and Soap Among Malaysians into Invention of New Aromatherapy Tea Soap Packaging

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Abstract

This study explored the need for a new soap and its aromatherapy benefit from branding soap and branding tea among Malaysians. It also examined the importance of aromatherapy benefiting soap for consumers. This project is based on a survey of respondents all from the Selangor and Klang Valley area, both male and female from various ages. Results shared by respondents suggested that the need for aromatherapy benefits in soap and new fragrances is high among consumers. Furthermore, the outcome of this study shows that many respondents indicated that a combination of tea and aromatherapy soap helps them to reduce their stress and anxiety.

Keywords: Explore; examined; survey; suggested.

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1.0 Introduction

This study demonstrated the results by using one sample of bath soap from a well-known brand manufactured by an international corporation based in Malaysia that also manufactures personal care goods, the primary product of which is bath soap. The outcome of this project was demonstrated using bath soap. In addition to its primary markets of Brazil, India, Thailand, and South Africa, the soap brand is available in Malaysia. This brand was first commercially available in 1925 and can be traced back to the United Kingdom. Lever Brothers, now known as Unilever, introduced the Lux brand in 1899. 2019 (From W. Peter Ward) (From W. Peter Ward) It was a plain white soap wrapped in pastel colours to appear the same high quality as the more expensive French soap. When Lux Soap launched its first national advertising campaign in 1926, it also targeted men and children (Sivulka, Juliann, 2001). Lipton was chosen to participate in the collaboration due to the distinct aroma of their tea beverage. Lipton had a history of working with various companies, including Walls Ice Cream. The main products of this company are tea bags and ready-to-drink iced tea concentrates and flavours. This company's iced tea is extremely popular in Malaysia. Lipton was founded in the year 1890. Ekaterina owns and operates this particular British tea brand. Sir Thomas Lipton, who was also its creator, inspired the company's name. Pepsi Lipton International is a joint venture between Unilever and PepsiCo that oversees Lipton tea sales. The collaboration between Lux bath soap and Lipton tea represents a step forward in the evolution of Lux's regular white soap, according to the end user. Lux and Lipton collaborated to create an aromatherapy soap that works just as well as regular bath soap to relieve stress daily. Creating something innovative and unique, that stands out from the competition and marketing it effectively can increase the likelihood that a customer will purchase your soap. As a result, both brands'

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market value will increase. If the new product meets the demands and expectations of the target market, it will be a huge success. Acceptable processes always begin with analyzing relevant research and administering surveys to solicit customer feedback.

2.0 Literature Review

The goal of this literature review is to achieve its goal of synthesising and organizing information from various sources to achieve a deeper level of comprehension of the current subject matter. The information obtained comes from various sources. It provides a new perspective on the primary endeavor and contributes to the process of connecting all the findings and data analyses.

2.1 Aromatherapy for stress reduction

The essential aromatherapy soap by Lux and Lipton will help consumers who suffer from stress and other psychological issues. Stress is the psychological and physical strain experienced when confronted with an environment that is difficult to adapt to. Song, J. A. (2014). Even if it is only mild stress, everyone is stressed. In 2020, the Malaysian Mental Health Association (MMHA) reported a more than two-fold increase in people seeking stress-related help compared to 2019. (malaysiakini.com). Aromatherapy's new soap will primarily benefit these communities. A review of the relevant published material reveals that this treatment received much attention in the latter part of the 20th century and continues to be very popular in the 21st century. Because of its significance, widespread application, and popularity, it is known as aroma science therapy. E.R. Esposito et al (2014).

2.2 Sustainable packaging

Why is environmentally friendly packaging considered to be important? Using recycled materials in packaging production results in a significant reduction in the carbon footprint caused by packaging. Similarly, the growth of natural products like bamboo or FSC-certified paper or cardboard, which are used in the production of packaging, removes carbon from the atmosphere and is therefore considered environmentally friendly. People's awareness of environmental issues is growing, thanks in large part to the efforts of governments and non-governmental organizations (NGOs) all over the world.

In the report SHS Web of Conferences 74, 04012 (2020), Natali Kozik of 1 Cracow University of Economics, Department of Packaging Science, Poland, asserts that these standards ought to be applied to the entirety of the packaging life cycle, beginning with the manufacturing stage, and continuing through the use of the packaging and the disposal of it. This incorporates the steps of packing, distribution, and transportation, respectively. Natalia Kozik's (2020). It has also been argued that sustainable packaging encompasses the entirety of the package life cycle, which not only incorporates the design of the packaging but also the distribution of the product from the maker to the final consumer.

2.3 Essential oil

Common essential oil contains concentrated hydrophobic liquid containing volatile chemical compounds from plants. Essential oils are also known as volatile oils, ethereal oils, *Lavandulae aetheroleum* (Latin name) or *Lavender oil* (in English), or simply as the oil of the plant from which they were extracted, such as the oil of clove. Cinnamon contains the compound eugenol 3.11% and cinnamaldehyde (90.24%), and coumarin (53.46%), which can reduce acne blemishes on an oily face and have a thinning effect on the stain and acne-busting speed. In addition, cinnamon also contains vitamin C, plays and protects the skin from UV rays from bad influences that cause premature ageing and prevent the formation of melanin (3rd ICTVET 2018)

2.4 Tea infused with soap

One of the companies that already used combination of soap and tea is Old Barrel Tea Company (<https://oldbarreltea.com/blogs/news/tea-infused-soaps>). The Old Barrel Tea company handmade soaps are made with naturally fragrant teas infused with the soaps, used to wash hands and body, or as a gift. This made the combination of tea and soap safe for consumers.

3.0 Methodology

The exact steps or methods used to find, pick, process, and analyse information on a subject are known as research methodology. The methodology part of a research paper gives the reader a chance to assess a study's overall quality critically.

3.1 Research Framework and Approach

A research framework is a way to support collective research efforts. Researchers have used the observation method (qualitative) and questionnaire method (quantitative) to gather data. Finally, the researcher uses mixed method research to gather all the data. Mixed methods research is a research method that combines and integrates qualitative and quantitative research methods in a single research study. These methods are collecting and analyzing qualitative and quantitative data to understand a phenomenon better and answer the research questions.

3.2 Qualitative Method

This study uses qualitative research options using focus group techniques. In this study, a focus group was conducted in Selangor and Klang Valley. This method is suitable for obtaining and exploring the social environment on the need for aromatherapy soap to reduce stress and other benefits.

3.3 Focus Groups

This research conducted for a targeted group of 52 respondents which is using tea and bath soap. Based on the focus group's observation, most observations were made at supermarkets where soaps are sold, and consumers are. As observed, consumers choose to buy a soap with benefits in it. Fragrance and design also play an essential role in attracting consumers to purchase bath soap. Consumers gave feedback on the need for aromatherapy soap, and better promotion of the product is important, which is currently. The consumer's taste in colour and suitable design should be observed.

3.4 Secondary Data

Secondary data means data collected by someone else earlier. Surveys, observations, experiments, questionnaires, personal interviews, etc. Government publications, websites, books, journal articles, internal records, etc. Always specific to the researcher's needs. Based on articles, articles around the internet have detailed info on collaboration and how it helps the brands to do well in the market alongside the competitors. The data about aromatherapy soap is also from articles. Moreover, articles gave more data for this research with all the benefits and background of a topic. The research about sustainable packaging has also been considered when going through this article.

3.5 Questionnaire

This research type aims to collect more reliable opinions and needs from 52 respondents. Consumers' experience with using the Lux products is taken to evaluate. Satisfaction from the consumers is also measured to determine ways to increase consumer satisfaction with the new aromatherapy soap and sustainable packaging. This research shows that consumers are most likely to purchase an aromatherapy soap by Lux and Lipton. Consumers prefer bath soap with benefits compared to just normal bath soap. Besides, respondents also prefer a soap with a good fragrance as an important attribute in a soap. A bath soap with essential oil benefits is preferable chosen by consumers. Good packaging is also expected by consumers.

4.0 Findings and data analysis

A questionnaire in research is a mix of open-ended and closed-ended questions (shown in Table 1 below). Closed-ended questions require respondents to only choose their answer from the available options in each question. Overall, a total of 52 consumers have answered this questionnaire. All who responded to this questionnaire were males and females from various age groups. The questionnaire was distributed to the consumer who lives in Selangor and Klang Valley areas. All responses from respondents are typically their own opinion and choice to respond. Based on the statistical analysis, the results show that the need aromatherapy bath soap is much needed by Lux consumers. From the 52 respondents that participated, the results are as shown below.

The first question is: **About Gender:** Even though only 52 people responded to the survey, statistics show that females make up 57.7% of all respondents, while males make up 42.3%. The question was posed to a group of 52 people. The next question is: **About age:** the answer shows that a sizable proportion, 84.6%, are between the ages of 19 and 30. Only 11.5% of the population is between the ages of 51 and 70. According to the findings, approximately 3.8% of those polled are between the ages of 31 and 50.

The next question is: **Have you used Lux soap before?** Most people (86%) have used Lux soap at some point. However, 12% of those polled were unsure. Furthermore, 2% have never used Lux soap. The next question asks: **How long have you been using Lux Bath Soap?** The survey had 52 respondents, and the results show that a sizable proportion (57.7%) have used Lux products on occasion. However, 17.3% of respondents said they had used it for more than nine years, while 13.5% said they had used it for less than eight years. Furthermore, 11.5% of those who took part have been using it for more than 15 years.

The next question is: **How satisfied are you with Lux overall, considering everything up to this point?** The findings show that 48.1% of consumers are only slightly satisfied with Lux, while 36.5% are extremely satisfied. In contrast, 13.5% of respondents express neither satisfaction nor dissatisfaction. And only 1.9% are even slightly dissatisfied. The following question is: **What appeals to you about bath soap?** According to the findings, 47 respondents (90.4%) consider aroma the most important factor. In comparison, 18 respondents (34.6%) consider price the most important factor. Quality is ranked third most important by most respondents (32.7%). Two respondents (3.8%) mentioned ethical concerns and recyclability.

The next question is: **Would you be interested in purchasing a new fragrance bath soap if Lux introduced it?** With 52 people responding to the survey, the results show that 55.8 per cent of people think Lux should try it. 23 respondents (44.2 per cent) are eager to make a purchase. Meanwhile, four respondents, or 7.7% of the total, said Lux should stick with its current fragrance lineup. The following question is: **What aspects of your bath soap are most important to you?** According to the study's findings, 46.2% of respondents want a soap that provides all of the benefits, while 36.5% want a soap that keeps the body smelling fresh and clean. Despite this, 11.5% of people responded positively to cleaning. And 5.8% said they did it to avoid being dry or oily.

The next question: **Is it necessary for Bath Soap to have a fragrance?** According to the findings, most respondents, 53.8%, believe that fragrance in soap is very important. Meanwhile, 42.3% of people thought it was somewhat important. A similar proportion (around 1.9%) said it is neither significant nor unimportant, and the same proportion said it is only moderately important. The following question: **What is the type of fragrance you'd like to see in the upcoming soap lineup?** The question was posted to 52 people, and

the results show that a higher percentage, 69.2%, of those polled want to see something new with natural colour. Only 11.5% of respondents said they preferred the same scent as in previous years, while 19.2% preferred artificial fragrances.

The next question is: **Do you prefer essential oil-infused bath soap instead?** According to the findings, 75% of respondents said yes to the inclusion of essential oil in bath soap, while only 25% said no. The following question: **Whether you prefer the therapeutic benefits of using your soap?** This result shows that 92.3% of responses demonstrate the therapeutic benefits that the consumer requires from soap, with only 7.7% of responses being no responses at all.

The next question is: **Which soap essential oil do you prefer?** 52 responses show essential oil preferences. 29 people—55.8%—selected lemon essential oil. Tea tree essential oil is second with 20 responses (38.5%), followed by green tea essential oil with 11 responses (21.2%). The following question is: **What are the essential oil benefits you want in bath soap?** 38.5% of responders favour essential oils for their benefits. 25% choose essential oils for stress and anxiety. Antibacterial treatment helped 13.5% of patients with antiseptic and antifungal effects.

The next question is: **What kind of lather do you prefer in your soap?** According to the survey results, 63.5% prefer a gentle lather, while 25% prefer a strong one. Furthermore, 11.5% of people would prefer less foam. The question is, how important is the product's presentation? The next question is: **What kind of packaging should be expected in that case?** According to this finding, 38.5% of respondents prefer environmentally friendly packaging, while 26.9% prefer all available packing options. A response rate of 17.3% was received for appealing and original packaging and a response rate of 17.3% for creative packaging.

The next question is: **What do you think is the most crucial factor to consider when purchasing bath soap?** according to the 52 study respondents, 28 (53.8%) prioritized scent when selecting bath soap. Natural or organic is second most important with 26 (50%) replies. 19 respondents (36.5%) identified a product that meets a need and is readily available in stores. The least-response criteria were internet accessibility, with 11 responses (21.2%). The following question is: **How important is it to have a brand name on a bath soap when purchasing it?** According to these results, 26 respondents indicated bath soap brand is very significant. 17 respondents (32.7%) considered the topic important, while 6 (11.5%) did not. 5.8% claimed it was unimportant. Only two (3.8%) considered the question unimportant.

The next question is: **Do you prefer bar soap or liquid soap when taking a bath?** 37 respondents (71.2%) preferred liquid soap in these 52 studies. 22 (42.3%) used bar soap. The next question is **whether your bath soap's design or shape is important to its overall appeal?** Design and shape are significant to 18 respondents (34.6%) and extremely important to 16 (30.8%). 11 (21.2%) believe it is neither significant nor insignificant. Both minor and unimportant responses garnered 4 votes (7.7%).

The next question is: **Would you be interested in participating if Lux formed a partnership?** 29 respondents (55.8%) and 28 respondents (53.8%) want Lux to cooperate with a well-known brand to create a new aroma soap, respectively. Only one respondent (1.9%) is opposed to partnership. The following question is: **Whether you would buy a Lux Tea Soap if it was made in collaboration with Lipton tea?** According to this result, 32 respondents (61.5% of the total) are anxious to purchase if Lux joins with Lipton, and 15 respondents (28.8%) will purchase if the bath soap is appropriately advertised. Six (11.5%) answered negatively.

Table 1: Questionnaire for 52 respondents

Questions	Answer
About Gender	females 57.7% of all respondents, males 42.3%.
About age	84.6% are between the ages of 19 and 30. Only 11.5% of the population is between the ages of 51 and 70. 3.8% of those polled are between the ages of 31 and 50.
Have you used Lux soap before	Most people (86%) have used Lux soap at some point. However, 12% of those polled were unsure. 2% have never used Lux soap. The next question asks:
How satisfied are you with Lux overall, considering everything up to this point	48.1% of consumers are only slightly satisfied with Lux, while 36.5% are extremely satisfied. In contrast, 13.5% of respondents express neither satisfaction nor dissatisfaction. And only 1.9% are even slightly dissatisfied.
How long have you been using Lux Bath Soap	57.7% have used Lux products on occasion. 17.3% of respondents said they had used it for more than nine years, while 13.5% said they had used it for less than eight years. 11.5% of those who took part have been using it for more than 15 years.
What appeals to you about bath soap	47 respondents (90.4%) consider aroma the most important factor. In comparison, 18 respondents (34.6%) consider price the most important factor. Quality is ranked third most important by most respondents (32.7%). Two respondents (3.8%) mentioned ethical concerns and recyclability.
Would you be interested in purchasing a new fragrance bath soap if Lux introduced it	55.8% of people think Lux should try it. 23 respondents (44.2 per cent) are eager to make a purchase. Meanwhile, four respondents, or 7.7% of the total, said Lux should stick with its current fragrance lineup.
What aspects of your bath soap are most important to you	46.2% of respondents want soap that provides all of the benefits, while 36.5% want soap that keeps the body smelling fresh and clean. Despite this, 11.5% of people responded positively to cleaning. And 5.8% said they did it to avoid being dry or oily.
Is it necessary for Bath Soap to have a fragrance	53.8% believe that fragrance in soap is very important. Meanwhile, 42.3% of people thought it was somewhat important. A similar proportion (around 1.9%) said it is neither significant nor unimportant, and the same proportion said it is only moderately important.

What is the type of fragrance you'd like to see in the upcoming soap lineup	69.2% of those polled want to see something new with natural colour. Only 11.5% of respondents said they preferred the same scent as in previous years, while 19.2% preferred artificial fragrances.
Do you prefer essential oil-infused bath soap instead	75% of respondents said yes to the inclusion of essential oil in bath soap, while only 25% said no.
Whether you prefer the therapeutic benefits of using your soap	This result shows that 92.3% of responses demonstrate the therapeutic benefits that the consumer requires from soap, with only 7.7% of responses being no responses at all.
Which soap essential oil do you prefer	29 people—55.8%—selected lemon essential oil. Tea tree essential oil is second with 20 responses (38.5%), followed by green tea essential oil with 11 responses (21.2%).
What are the essential oil benefits you want in bath soap	38.5% of responders favor essential oils for their benefits. 25% choose essential oils for stress and anxiety. Antibacterial treatment helped 13.5% of patients with antiseptic and antifungal effects.
What kind of lather do you prefer in your soap	63.5% prefer a gentle lather, while 25% prefer a strong one. Furthermore, 11.5% of people would prefer less foam.
What kind of packaging should be expected in that case?	38.5% of respondents prefer environmentally friendly packaging, while 26.9% prefer all available packing options. A response rate of 17.3% was received for appealing and original packaging and a response rate of 17.3% for creative packaging.
What do you think is the most crucial factor to consider when purchasing bath soap	28 (53.8%) prioritised scent when selecting bath soap. Natural or organic is second most important with 26 (50%) replies. 19 respondents (36.5%) identified a product that meets a need and is readily available in stores. The least-response criteria were internet accessibility, with 11 responses (21.2%).
How important is it to have a brand name on a bath soap when purchasing it	According to these results, 26 respondents indicated bath soap brand is very significant (50%). 17 respondents (32.7%) considered the topic important, while 6 (11.5%) did not. 5.8% claimed it was unimportant. Only two (3.8%) considered the question unimportant.
Do you prefer bar soap or liquid soap when taking a bath	37 respondents (71.2%) preferred liquid soap in these 52 studies. 22 (42.3%) used bar soap.
Whether your bath soap's design or shape is important to its overall appeal	Design and shape are significant to 18 respondents (34.6%) and extremely important to 16 (30.8%). 11 (21.2%) believe it is neither significant nor insignificant. Both minor and unimportant responses 4 votes (7.7%).
Would you be interested in participating if Lux formed a partnership	29 respondents (55.8%) and 28 respondents (53.8%) want Lux to cooperate with a well-known brand to create a new aroma soap, respectively. Only one respondent (1.9%) is opposed to partnership.
Whether you would buy a Lux Tea Soap if it was made in collaboration with Lipton tea	32 respondents (61.5% of the total) are anxious to purchase if Lux joins with Lipton, and 15 respondents (28.8%) will purchase if the bath soap is appropriately advertised. Six (11.5%) answered negatively.

5.0 Conclusion and Recommendations

After reaching this conclusion, the researchers concluded that collaborating is essential because it is preferred by the audience and because it is an easier way to gain customers for an essential oil and soap brand. After reaching this stage, the researchers asserted that collaboration is crucial for several reasons, including the fact that it is favored by the target audience and that it is easier for a business to get new customers. The results, which included collecting data and analysing content, led the researchers to the conclusion that collaboration is the most effective marketing method for expanding the reach of a product or brand. The promotion of aromatherapy soap as a distinct product would benefit the entire community, which deals with stress and other psychological challenges. The limitations of this research are: This research only conducted to the consumer in the Klang Valley, it is not reflected the overall consumer in Malaysia. This research was also conducted for a group of 52 respondents only. For further research other researcher can carry out the questionnaire to the other Malaysia region or states and also can conducts research for other sustainable packaging.

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Paper Contribution to Related Field of Study

The findings of this study, which are described in this report, have assisted in improving the new combination of tea and aromatherapy soap concept that will be carried out from of this project. Within the confines of this investigation, it is recommended to include a visual strategy to satisfy the demand for a new soap that combines the advantages of aromatherapy with new sustainable packaging that is friendly to the environment (avoid pollution by implementing sustainable packaging). This would satisfy the desire for a product that would fulfil both requirements. Research not only assists in directing the process of producing the final progress but also in organizing it so that it can be put into action.

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