

**MARKET ACCEPTABILITY OF POMELO (*Citrus maxima*) PEEL EXTRACT AS  
MOSQUITO REPELLENT SPRAY FORMULATIONS IN HIGHLY ENDEMIC AREA  
(Passi, Iloilo)**

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By:

Nebit, Lou Margaret S.

Recaña, Grecela C.

Ontanillas, Mary Ann P.

Salcedo, Leonily D.

Parreño, Sheena Jane P.

Silva, Camille E.

Pineda, Mary Leolyn Gee B.

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Mary Leolyn Gee B., Recaña, Grecela C., Salcedo, Leonily D., Silva, Camille E.

**ABSTRACT**

The pharmaceutical industry has continuously developed from merely requiring approved product's safety and efficacy to ensuring product satisfaction or its market acceptability to attain market authorization. The present research is a manifestation of this development. This study assesses the market acceptability of Pomelo mosquito repellent spray formulations in 50% and 75% concentrations in Arac, Passi, Iloilo, and F. Palmares, Passi, due to the prevalent Dengue cases in these areas. The market acceptability of each formulations were measured through surveys and utilization of a multi-stage random sampling technique. Data were then collected based on the physical standard of spray formulations using the Likert 7-point scale survey questionnaires. The data gathered were then analyzed by computing the mean of the respondents' ratings during the assessment of formulations. Findings show that there is higher market acceptability in rural areas such as Arac, Passi, Iloilo. It also revealed that although both formulations garnered favorable receptions among the public, the 75% formulations was rated as preferable. In addition, empirical results utilizing One-way Analysis of Variance (ANOVA) and a T-test for Independent samples indicated that factors such as age, educational attainment, monthly income, and family history of Dengue Fever have a significant influence on the respondents' perceptions towards the formulations.