Corporate social responsibility and environmentally conscious advertising's impact on brand loyalty

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Abstract

Purpose – This study will investigate the connection amongst company ethics and customer loyalty, as well as the function of corporate social responsibility (CSR) in bridging the gap between "CSR and the Sustainable Development Goals (SDGs) of the United Nations", including green marketing.

Design/methodology/approach – A survey method has been used to collect required data on through a questionnaire was adapted. The data that was gathered was put through structural modelling for the purposes of testing and confirming hypotheses.

Findings–The results suggest that green marketing, packaging and prices of the product have a considerable impact on the brand loyalty. As per the study corporate social responsibility and perceived firm ethicality dose not influence the brand loyalty

Originality/value – Sustainable and environmental concerns, according to the author's most reliable information, have not been investigated with the linkage of CSR. Furthermore, It is innovative to use structural equation modelling analysis to study green marketing tactics, consumer purchasing habits, brand loyalty, and pricing.

Keywords: Green Marketing, SDG, Brand Loyalty, Packaging, CSR

1. Introduction

In recent years, environmentally conscious advertising that is Green Marketing has received a great deal of attention. A growing body of literature from various sources, each describing the concept from a unique perspective, is emerging. No definitive definition has yet been established. It has been primarily defined as the incorporation of environmental concerns into the marketing activities of organisations (Polonsky, 2017). It has been highlighted as a commercial approach to differentiate products and services based on their contribution to the ecological aspect of consumer behaviour (Dangelico and Vocalelli, 2017). In this analysis, "consumer demands" were defined as the factors that influenced customers' decisions to buy environmentally friendly products.. Not only does this look at the impact that the company's activities have on the environment, but it also examines the impact that consumers' own understanding of the environment has on their purchasing habits. The level of success a marketing campaign achieves is proportional to the amount of sway green marketing tactics have on consumers' purchasing choices. (Papadas et al., 2017).

In various contexts, acts of voluntarism and legislation have been attributed due to the change in global marketing and operational strategies of corporations over the past decade. The legislative component has been particularly noticeable in the part of the globe with emerging nations. The growth of green marketing activities has been greatly aided by the consumerist movement, which works to safeguard consumers from unethical marketing tactics. (Chan, 2013a). To safeguard the consumer by means of the customer has been the focus of "green marketing" and "green consumerism." The term "green consumption" refers to the practise of buying and using goods that do not damage the environment since they were made without the use of nonrenewable energy sources or nonrecyclable materials. Concern for the natural environment, as expressed via media outlets and advertising initiatives by manufacturers is widely known and is one of the numerous reasons consumers purchase (Chan, 2013b). These actions have shown the ecological awareness of consumers, which has bolstered the notion of

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corporate environmentalism. The business has been able to expand into new areas because to these techniques, which are also ecologically innovative. According to research conducted in developing nations, environmental knowledge significantly influences the purchasing patterns of consumers. According to the study, green marketing initiatives influence consumer decisions to buy green products or services. 2016 (Zhu and Sarkis) There is evidence that ecolabelling in support of environmental consciousness can be counterproductive when contextual elements are unfavourable and lead to customer confusion when making a purchase decision. (Olsen et al., 2014). The conclusion reached was that ecolabelling can sometimes have a negative impact by misleading customers, particularly when a company's true motivations are at odds with its environmental claims. This discussion paves the way for environmental knowledge to act as a moderator between "green marketing" and consumer "purchasing behaviour".

Additionally, the study focuses on sustainable Development goals. In addition to promoting sustainability, the 2015 "Sustainable Development Goals (SDGs) of the United Nationssought to focus national and international efforts on making the world a peaceful, critical social ills-free place within the next 12 years. Sustainability entails creating products that meet the needs and aspirations of customers without endangering the environment or future generations." (1987; Pomering, 2017) Business strategies that focus on sustainability need to be carefully crafted so that they may infiltrate all levels of an organization's arena of strategic planning focus. These strategies should cascade through the company's "vision, mission goals, and tactical plans, including the marketing mix". it is an instrument that, when used effectively, may provide value and long-term marketing benefits.. It is also a marketing variable that can be controlled and has a conscious effect on customers. Using the marketing mix, marketing strategies are driven by green marketing policies. The design, pricing, packaging, marketing, and sales strategies of a product must all emphasise environmentally sustainable concepts. According to Sidhu (2018), "33% of Unilever consumers select green brands to reflect on socio-environmental values, as "green consumers" represent untapped markets worth $2.7 trillion globally for green brands". When marketing strategies are created with the intention of instilling a sense of sustainability in consumers, this study has implications. This can contribute to the attainment of the SDGs. To have a more significant effect on society, firms may have more of an influence on customers by using more environmentally friendly marketing methods in the product creation process. In order to achieve SDGs "12 and 13 on responsible consumption and production, as well as climate action, marketers can create value. Sustainable development enables the satisfaction of present and future customer needs without jeopardising the future" (Pomering, 2017). Marketers are able to develop and endorse environmentally responsible consumption patterns that actively encourage organic behaviour. Moreover, in order to achieve the SDGs, they must strike a balance between profit motives and social benefits in order to be recognised as good corporate citizens (Sidhu, 2018). The study's aim is to check the extent to which sustainable marketing techniques help to India's achievement of the Sustainable Development Goals (SDGs).

2. Review of Literature

Companies develop solutions to societal issues, which may or may not be environmentally friendly. CSR activities also contribute to the resolution of societal problems. Business ethics affect the communities that are supposed to benefit from a company's goods and services.Thus, while businesses seek customer loyalty, society also wants these businesses to exist. They follow moral standards in their commercial dealings, make items that have no adverse effects on the natural world (also known as "green products"), and conduct themselves in a manner that is ecologically responsible. Therefore, businesses are seen to be accomplices or participants in the process of realisation of certain societal objectives, as well as the method by which the Sustainable Development Goals (SDG) may be achieved.

2.1 Brand Loyalty

"A brand is a name, title, mark, symbol, design, or anything else that has been made to represent and set apart the products or services of one vendor from those of other vendors (American Marketing

Association, 1960; Aaker, 1991; Kotler et al., 1996)". From the customer's point of view, Ambler (1992) says that brand loyalty is a set of behaviours. A customer's expectation or trait about how satisfied they are with a brand. This satisfaction could be seen as real, tangible or intangible, logical or emotional. As a result, a satisfied customer would be loyal to the brand and likely to buy it again. Several research conducted throughout the years have shown that"brand loyalty" is good for "brand effect" because it leads to good word-of-mouth, a preference for higher prices, and a higher likelihood of repurchase (Chaudhuri and Holbrook, 2001; Wang and Tzeng, 2012; Lin et al., 2017). Finally, brand loyalty helps businesses generate more money (Aaker, 1991; Lin et al., 2017).

2.2 Corporate social responsibility and Brand loyalty

CSR initiatives encourage value creation and profit (Mulyadi and Anwar, 2012), which manifests as sustained ethical business behaviour and a green marketing focus (Schwartz, 2013). (Mulyadi and Anwar, 2012). (Ko et al., 2013). Despite decades (since the 1950s) of academic interest in corporate social responsibility (Carroll, 2016), there is no universal definition of CSR (Font et al., 2012). Most of the evidence points to this being a cause-and-effect relationship.We conclude, therefore, that:

H1: CSR positively influences brand loyalty positively

2.3 Corporate ethical conduct and perceptions of firm ethics

Right and just conduct and attitudes are at the heart of the concept and study of ethics (Carroll, 1991; Freeman and Gilbert, 1988). What is considered positive or negative, good or bad (right or wrong) is established by ethical principles; an organization's assessment of right and incorrect business behaviour is deemed ethical. Citizenship, respect, accountability, justice, compassion, and corporate credibility are all signs of ethical behaviour (Schwartz, 2013). According to researchers, consumers' perceptions regarding Customers' perceptions of a company's consistency and commitment to ethical practises resonate with their own core beliefs and provide the brand an emotional boost (Pinto et al., 2019; Osburg et al., 2017; Singh et al., 2012). This is because customers must build an emotional relationship to the brand in addition to identifying with it (Pérez, 2009). As a result, corporate ethical behaviour promotes brand loyalty favourably through the brand effect and trust (Singh et al., 2012; Ou et al., 2012). The Ethisphere Institute (Ethics pay for GE, eBay, 2011) revealed that ethical enterprises perform better financially regardless of the economic conditions. This finding suggests that businesses that prioritise ethics will benefit in the long term..

Consequently, it is our working hypothesis that:

H2: The perception of a company's ethics influences customer brand loyalty.

2.4 Environmental marketing and consumer purchasing behaviour

"Green marketing also known as environmental marketing is the promotion of environmentally friendly products, services, and initiatives" (Sarkar, 2012). It is employed to influence this position for emotional or pragmatic reasons. While the emotional aspect addresses advantages and disadvantages on a fundamental level and satisfies the emotional needs of consumers, the functional aspect appeals to rational minds by providing specific information (Willemsen and van der Veen, 2014). The emotional aspect encourages the customer to make a purchase by making them feel good about themselves, while the functional aspect gives them the information they need to make a decision. Emotional branding has proven to be more effective and easier for businesses to implement when compared to functional branding. Emotional branding encompasses altruism, contentment, giving back, and other emotional appeals (Kearney, 2014) This observation leads the author to the following hypothesis:

H3. Green advertising has a favourable effect on brand loyalty.

2.5environmentally responsible marketingcorporate social responsibility andBusiness ethics

According to (Ferrell et al., 2018), CSR and ethical activity appear to influence customers' "brand perceptions". It suggests that consumer CSR responses and loyalty are influenced by their perceptions of a company's ethical conduct. The manner in which consumers respond to CSR initiatives has a substantial impact on how ethically consumers view businesses. CSR has a positive effect on how ethically a company is perceived. Lin et al. (2017) were unable to establish a clear "correlation between perceived corporate ethics and CSR". They strongly imply that CSR is influenced by the perception of

strong ethics. Given the preceding, it can be demonstrated that adopting a green perspective can be successful and long-lasting if green marketing refers to any activities that promote a green trade to meet human needs while causing minimal harm to the environment (Polonsky, 1994). (Peattie, 1995). This is due to the fact that moral conduct permeates every aspect of effective business strategies and initiatives (Trevino and Nelson, 2011). Consequently, we postulate the following:

H4: Packaging influences Brand Loyalty positively.

Similarly, in light of the above, we suggest the following hypothesis:

H5. Price of the product influence brand loyalty.

According to the determinations of Banyte and Gadeikien (2008) and Chen (2010), there is a "correlation between green marketing and brand loyalty". As a result, it is anticipated that green marketing will impact various business activities and strategies, for instance ethical conduct, whereas "CSR" will influence "brand loyalty". In addition, If perceived business ethics have an effect on green marketing in a way that is equivalent to how brand loyalty has an impact on environmentally conscious advertising, then it is anticipated that environmentally conscious advertising will control the connection between morality and continued patronage of a brand.

3. Research methodology

This study is founded on the principles of the deductive method, as it begins with the development of hypotheses base-forming a review of the relevant literature and is based on contemporary research methods. The present research is explanatory in the sense that it evaluates a hypothesis based on previous literature in the context of theoretical underpinnings rather than examining unique notions.Surveys and questionnaires are used to collect data, which is then analysed using the appropriate methods based on statistics and mathematics to produce the desired outcomes. This is the most suitable method to consider when determining relationships between multiple variables.

The quantitative research methodology was deemed appropriate for examining the relationship between brand loyalty and the ethical perception of a company. Using the technique of purposive sampling, data from patrons of Pune's premier shopping centres were gathered. The respondents were well-educated enough to learn about green goods and understand how they impacted the environment and their own health, according to Khare's (2015) findings. Therefore, these individuals were capable of completing the survey and were an excellent fit for the research. The hunt for clients with an awareness of environmental issues was sped up by concentrating on these customers..

3.1 Instrument development

The survey consisted of two parts for this study. The first half of the instrument concentrated on the respondents' demographic information. The second section of the data centred on significant research constructs. Respondents were given a Likert scale with five points, ranging from 1 (strongly disagree) to 5 (strongly agree), and asked to indicate the degree to which they agreed or disagreed with a series of statements (strongly agree). Prior to data collection, The validity and reliability of the instrument were tested on a sample of 15 individuals chosen at random.Green marketing frameworks were developed with the help of the work of Cronin et al. (2011) and Leonidou et al. (2013). However, the idea of ethics served as the basis for the development of the construct of the public's impression of businesses (Markovic et al., 2018; Pérez, 2009).From the standpoint of the firm's consumers, this research examines how the perception of ethical behaviour influences their perception of the firm's ethics (ethics). Based on research by Kang and Hustvedt (2014) and Qu (2002), the CSR model was developed (2014). In addition, we used elements of Jacoby and Chestnut's brand loyalty approach (1978). To ensure data quality, the convergence and discrimination validity of the measurement model were assessed.

3.2 Collection of Data

A self-administered survey was circulatedby applying a technique of purposive sampling. The online version of the questionnaire was distributed via email. The final number received totaled 35. All of the questions on the questionnaire are derived from previous research. The questionnaire consists of two sections, with Section 1 containing questions about the respondents' demographics and Section 2

containing questions about the study's variables. All questions in Section 2 of the questionnaire are measured using a Likert scale with five points.

3.3 Common method bias

Data for both dependent and independent variables were collected from the same respondent as suggested by Mackenzie and Podsakoff (2012), in order to reduce the choice of a cross-sectional design in this research raises the prospect of a common procedure bias having an effect on the findings of the investigation. This potential bias may jeopardise the reliability of the conclusions drawn from the hypothesised links (Podsakoff et al., 2003). To prevent respondents from concluding that certain items were redundant, similar items were dispersed throughout the entire questionnaire. Harman's one-factor test was utilised to assess the potential for common technique bias.

3.4 Descriptive Statistics

CSR, how people thought about the ethics of the company, green marketing, brand loyalty, packaging, and pricing were all evaluated. An analysis of the model's convergence was carried out.

Table 1. Variables in the model and their respective scales

Concept	Items
CSR	1.1 like to purchase goods and services from businesses that engage in sustainable corporate social responsibility. 1.2 Companies' CSR initiatives influence my purchase decisions. 1.3 Sustainability frameworks must be included in CSR policies.
Perceived ethicality effect	2.1 will only buy from firms who are genuine and true in their advertising. 2.2 I like to buy items from firms that have information on sustainability on their packaging. 2.3 Exaggerated advertisements irritate me 2.4 I avoid buying things from firms whose advertising channels harm the environment.
Green Marketing	3.1 Green marketing influences my food purchases. 3.2 My buying of electrical devices is influenced by green marketing. 3.3 Consumers must be made aware of companies' green marketing initiatives. 3.4 I will not buy things that are not environmentally friendly.
Brand Loyalty	4.1 My purchase decision is heavily impacted by elements of CSR, purpose, and green marketing. 4.2 If I decide to purchase a new product today, I will continue with the same brand that has been impacted by CSR, purpose, and Eco-friendly advertising concerns due to its fulfilment and benefit. 4.3 I will always support CSR/cause-related/green marketing products/services.
Packaging	5.1 I have an emotional attachment to items and services related to the SDGs.(Sustainable Development Goals) 5.2 I will buy items with biodegradable or compostable packaging. 5.3 I will buy items from firms that ensure raw materials are produced in a sustainable manner. 5.4 I like to buy items from firms that promote sustainability.
Price	6.1 I will pay a premium for items if the cost rise is due to making these things more ecologically friendly. 6.2 I choose sustainable items at premium or high costs over unsustainable products at cheaper rates. 6.3 I buy items based on price rather than sustainability.

The demographics of the survey are shown in Table 2. Gender, age, education, marital status, and income constructs are included. The age construct is broken down into five sub-groups: 18–25, 34–40, 41–48, 49–56, and 57+. The age group of 18 to 25 has the greatest frequency of 13 and percentage of 37 out of the 35 respondents. Ages 34 to 40 have the second-highest percentage (21.9%). Males and females make up the two subcategories of the gender concept. 65.7% of the questionnaire's responders are men, with 34.3% of them being women.

Table 2. Background information

Variable	Frequency	(%)
Gender		
Male	23	65.7
Female	12	34.3
Age		
18–25 years	13	37.1
34–40 years	8	22.9
41–48 years	6	17.1
49–56 years	6	17.1
57 plus	2	5.7
Marital Status		
Single	19	54.3
Married	16	45.7
Education Level		
12th	4	11.4
Graduate/professional	8	22.9
Postgraduate	23	65.7
Employment		
Self-employed	13	37.1
Government employee	1	2.9
Private employee	21	60.0
Employment Status		
Below Rs.200000	13	37.1
200000-500000	5	14.3
500000-1000000	7	20.0
above 1000000	10	28.6
Total	35	100

There are three subcategories within the education construct: secondary, or 12th grade; graduate/professional; and postgraduate. The percentage of responders with a postgraduate degree is the greatest, at 65.7%. The graduates' frequency of 8 is second-highest. Below Rs. 200000, 200000–500000, 500000–1000000, and over Rs. 1000000 are the four categories for yearly income. The income category with a frequency of over one million dollars has the greatest proportion (10). The next highest is 20% for the population between 500000 and 1000000. These demographics will provide a greater grasp of the data gathered and aid in further analysis and comprehension.

4. Results

The independent and dependent variables have been tested and analysed using SPSS and AMOS. The research methodology's stated hypothesis will either be proven or disproven based on the study's findings and data analysis. As a result of the data analysis, the descriptive analysis, confirmatory factor analysis, discriminant validity, reliability of the variables, Cronbach's alpha, and regression coefficients will all be shown. Additionally, structural equation modelling, confirmatory factor analysis, descriptive analysis, and confirmatory factor analysis will also be shown.

4.1 Construct reliability

The data's internal trustworthiness was assessed using Cronbach's alpha reliability test (Bonett and Wright, 2014). For the constructs, scores above 0.7 are deemed satisfactory (Nunnally, 1978; Raykov and Marcoulides, 2011). All of the constructs' Cronbach's alpha ratings are listed in Table 3. The satisfactory Cronbach's alpha values for each construct demonstrate their internal dependability. The reliability of the constructs is demonstrated in Table 3 by the composite reliability of all the constructs being higher than 0.7 (Hair et al., 2010). Since The convergent validity could be shown because the average extracted variance (AVE) was more than 0.5. (Bagozzi and Yi, 1987; Fornell and Larcker, 1981). Table 3 shows the factor loadings, AVE, composite reliability, and Cronbach's alpha.

Table 3. Reliability and convergent validity

Construct	Codes	Mean	SD	Loading	Alpha	CR	AVE
CSR	CSRQ1	4.029	0.923	0.852	0.807	0.886	0.722
	CSRQ2	3.543	0.950	0.816			
	CSRQ3	4.143	0.974	0.880			
Perceived ethicality Effect	PEQ1	3.971	1.124	0.770	0.863	0.909	0.714
	PEQ2	3.686	1.051	0.882			
	PEQ3	4.200	1.106	0.830			
	PEQ4	3.857	1.033	0.892			
Green Marketing	GMQ1	3.629	1.087	0.886	0.862	0.908	0.712
	GMQ2	3.514	0.919	0.845			
	GMQ3	4.029	1.071	0.843			
	GMQ4	3.657	1.136	0.798			
Brand Loyalty	BLQ1	3.371	1.031	0.877	0.876	0.819	0.602
	BLQ2	3.543	0.980	0.888			
	BLQ3	3.743	1.039	0.922			
Packaging	PACQ1	3.571	0.979	0.860		0.955	0.840
	PACQ2	3.914	0.919	0.936	0.934		
	PACQ3	3.771	0.973	0.936			
	PACQ4	3.771	0.843	0.932			
Price	PRIQ1	3.514	0.853	0.944	0.402	0.578	0.454
	PRIQ2	3.343	0.873	0.948			
	PRIQ3	2.971	1.029				

Table 3 also includes the mean and standard deviation of all constructs, which were computed using descriptive statistics analysis. Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE) values all matched Hair et alminimal .'s scores of 0.7, 0.7, and 0.5, respectively (2016). The findings suggest that convergent validity was satisfactorily addressed.

4.2 Kaiser–Meyer–Olkin test

The suitability of the data for factor analysis is evaluated using the Kaiser-Meyer-Olkin (KMO) test. KMO assesses the proportion of observed variation (mean standard deviation) that can be attributed to a common source; a measure of the reliability of a sample's ability to generalise. Higher than 0.6 KMO scores suggest that factor analysis might be beneficial. All of the KMO test results in Table 4 have values greater than 0.6, with the exception of price, which indicates that the data is acceptable for use in computing factor loadings, AVE, composite reliability, and Cronbach's alpha. Discriminant validity is calculated by comparing the square root of the average (AVE) for each notion and its squared correlations with all components. AVE's value should be bigger than its correlations (Hair et al., 2010). (Hair et al., 2010). The square root of AVE is higher than the correlations between the cross-constructs, as seen in Table 4.

Table 4. Discriminant validity

Construct	KMO	CSR	Perceived ethicality Effect	Green Marketing	Brand Loyalty	Packaging	Price
CSR	0.699	(0.736)					
Perceived ethicality Effect	0.731	.759**	(0.845)				
Green Marketing	0.739	.747**	.766**	(0.844)			
Brand Loyalty	0.725	.692**	.683**	.879**	(0.776)		
Packaging	0.853	.730**	.808**	.877**	.853**	(0.917)	
Price	0.501	.433**	.386*	.553**	.652**	.607**	(0.668)

**. Correlation is significant at the 0.01 level (2-tailed).

4.6 Structural equation model and hypothesis testing

The influence of independent factors on a set of dependent variables may be analysed with the use of structural equation modelling (SEM) (Figure 3). SEM is used to describe and verify relationships between two variables, which is how the suggested model is tested. Table 5 is constructed using the findings of the SEM and the findings of the hypothesis testing summary. It specifies which assumptions in the proposed mode are supported and which are not. Here is the model's supposition: CSR / BL, PE / BL, GM / BL, PAC / BL, PRI / BL. The p values that are lower than 0.05 are the ones that are considered to be supportive of the hypothesis, whilst the values that are higher than 0.05 are considered to be rejecting the hypothesis. A supported and convincing hypothesis is indicated by p values that are *** and have a value that is greater than 0.001It is clear from Table 5 that the hypotheses about the relationship between CSR and Brand Loyalty and the Perceived Ethicality Effect are not supported due to p values greater than 0.05 The hypotheses between Green marketing, packing and price supported as the p values are less than 0.05. The relationships and dependencies between the two variables have been shown by the supported hypotheses. This demonstrates that the hypothesis derived from the analysis of the previous research is accurate. H3, H4, and H5 have been shown to be true, however H1 and H2 have not been shown to be true.
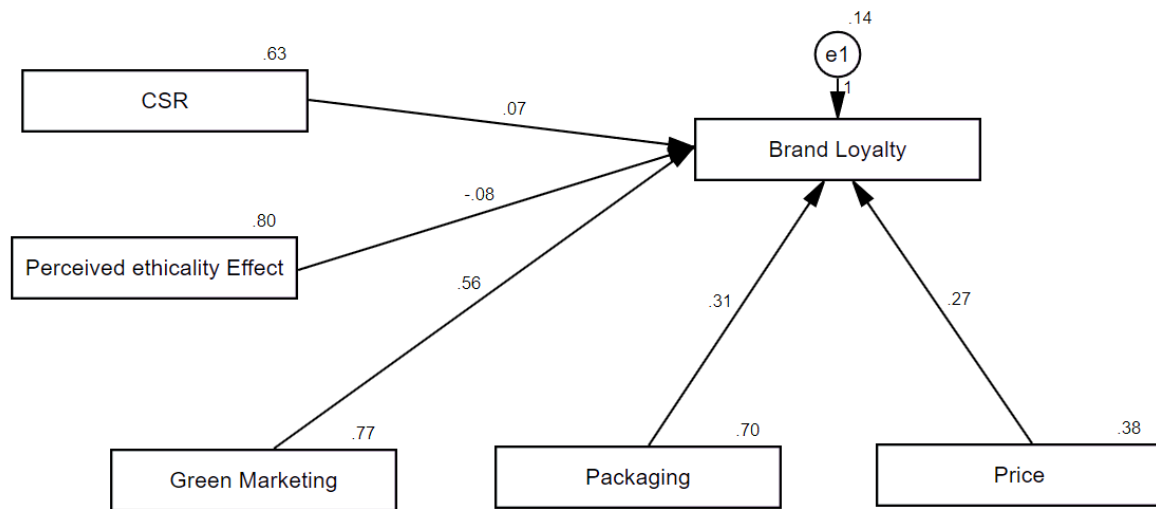
Table 5

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
H1 CSR-BL	.065	.081	.808	.419	Not Supported
H2 PE - BL	-.081	.071	-1.127	.260	Not Supported
H3 GM - BL	.558	.073	7.624	***	Supported
H4 PAC - BL	.309	.076	4.037	***	Supported
H5 PRI - BL	.267	.104	2.559	.010	Supported

5. Discussion and managerial implications

Since the last several years, human society has prioritised ecologically responsible consumerism in response to growing global environmental concerns and diminishing natural resources. In an effort to strengthen sustainability and enhance brand awareness, numerous companies have chosen to focus on green production. Numerous studies have investigated the influence of green marketing to analyse this phenomenon and its implications for marketing in greater depth. Although past research has suggested that consumers' favourable views toward "eco-friendly products and green marketing do not necessarily translate into actual purchase behaviour" (Joshi and Rahman, 2015), others have identified a "positive relationship between green marketing and consumer behaviour". "Prior research has also demonstrated that customers are more likely to choose one product over another if they believe they are contributing to environmental protection" (Bremmer, 1989, 1989; Kirkpatrick, 1990).

This study aimed to fill a gap in the literature about the influence of various green marketing techniques and CSR activities on customer brand loyalty.

This research has important implications for organisational management. It has been demonstrated that green advertising strategies influence customer purchasing behaviour (Green, 2015). Companies must take safeguards when developing their marketing strategies to avoid going overboard and hindering sales rather than boosting them. The things must be eco-friendly because that is the only method for firms to secure long-term client acquisition and retention (Yeng and Yazdanifard, 2015). In the era of

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technology, customers get knowledge about the environment from a variety of sources, and a marketing campaign based on deception will negatively effect consumer purchase decisions.

6. Limitations and future research directions

The study investigated the relationship between green marketing, corporate social responsibility, and brand loyalty. However, due to resource limitations, the sample chosen for data collection was not a random selection. In addition, the chosen data collection method is deemed optimal for reaching the biggest number of respondents in the least amount of time. Given the widespread propensity to be constantly online, it seems realistic to contact respondents by email and design a questionnaire that could be completed with the press of a few keys. The fact that this channel is used by a large number of people is a drawback since it makes it difficult to locate correct responders who will respond to the survey to the best of their knowledge. People from many different backgrounds make up the population of a country that is still in the process of development.It may be possible to gain a deeper understanding of the link between components by surveying a less educated population or people from different socioeconomic categories based on wealth or ethnicity. The vast majority of respondents were students in their teenage years, making this demographic the most desirable market group for the manufacturer to aim for. In addition, the population sample that was chosen has access to a particular category of things due to the age factor and the fact that it follows trends.

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