IMPACT OF GREEN BRANDING CUSTOMER RETENTION THROUGH REPURCHASE PROGRAMS

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Abstract

The growing Environmental awareness among consumers has encouraged businesses to adopt Green Branding strategies to strengthen customer relationships and improve long-term retention. This study examines the impact of Green Branding on Customer Retention through Repurchase programs in the e-commerce retail sector. The Research specifically analyses the influence of Green Branding, Green Trust, and Repurchase programs on consumer Loyalty and repeat purchase behaviour. A quantitative research design was adopted, and primary data were collected through a structured questionnaire distributed via Google Forms among online shoppers who had prior exposure to sustainability-related Branding. A total of 101 valid responses were analysed using descriptive statistics, Pearson correlation, reliability analysis, and one-way ANOVA.

The findings reveal that repurchase programs have the strongest positive relationship with Customer Retention, while Greenf Trust significantly enhances consumers' willingness to remain Loyal to Environmentally responsible Brands. Although Green Branding alone showed a weaker direct influence on Customer Retention, its effect became stronger when supported by transparent sustainability practices and eco-linked repurchase incentives. The study also identified significant demographic differences in Green Branding perceptions, particularly across age groups. Sustainable packaging, Environmental credibility, and transparency emerged as major factors influencing consumer Trust and repeat purchase intentions.

The study concludes that integrating authentic Green Branding with well-designed repurchase programs can significantly improve Customer Retention in the e-commerce industry. The research contributes to the growing literature on Environment marketing and offers practical recommendations for businesses seeking to build long-term consumer Loyalty through sustainability-driven strategies.

Keywords: *Green Branding, Customer Retention, Repurchase Purchase Programs, Green Trust, E-commerce, Consumer Behaviour, Sustainability, Brand Loyalty.*

1. Introduction

In today's world, Environmental issues such as pollution, climate change, and waste management have become major concerns. Consumers are now more aware of how their purchasing decisions affect the Environment. Because of this growing awareness, many businesses are changing the way they use and market their products by adopting sustainable and eco-friendly practices.One such practice is Green Branding. Green Branding refers to promoting products and services that are Environmentally responsible, such as using sustainable materials, eco-friendly packaging, and ethical production methods. Through Green Branding, companies aim to build a positive image while also contributing to Environmental protection. Green Branding plays a significant role in shaping how customers perceive a Brand. When consumers feel that a Brand genuinely cares about the Environment, they are more likely to Trust that Brand. This Trust often leads to stronger customer relationships and influences customers to continue buying from the same Brand.Customer Retention is a key goal for every organization. Retaining existing customers is more cost-effective than attracting new ones. Re-purchase programs such as Loyalty points, discounts, rewards, and Environmentally focused initiatives encourage customers to make repeat purchases and stay connected with the Brand. In this context, Green Branding combined with effective re-purchase programs can have a strong impact on Customer Retention. Customers who value sustainability are more likely to remain Loyal to Brands that align with their Environmental values. Understanding this relationship is important for companies that want to build long-term customer Loyalty.

Therefore, this study focuses on the impact of Green Branding on Customer Retention through re-purchase programs. The research aims to understand how Environmentally responsible Branding influences repeat buying behaviour and customer Loyalty, particularly within the Indian market**.**

2.Review of Literature

Sharma, R. & Gupta, A. (2021) The study found that Green Branding strategies of FMCG companies positively influence Customer Retention and Brand Loyalty among Indian consumers. Using SEM analysis on data collected from 380 metro-city consumers, the research showed that perceived Environmental value and Brand Trust significantly strengthen repurchase intentions. However, the study is limited to urban consumers and does not explore the role of Green Loyalty reward programs.

Liu, Y., Zhang, H. & Wang, M. (2022) To investigate the factors influencing Environment repurchase intentions among Chinese consumers and assess how these intentions translate into sustained Brand Loyalty over time. Quantitative research using an online structured survey. Multiple regression analysis and Pearson correlation were used to examine relationships between Environment Brand perception, repurchase intention, and Loyalty. The Theory of Planned Behaviour (TPB) was used as the theoretical framework.450 online shoppers in China were selected through random sampling via e-commerce platforms. Participants had prior experience purchasing Environment or eco-labelled products. Environment repurchase intentions were significantly influenced by Environmental attitude, subjective norms, and perceived behavioural control. Brand Loyalty was found to strengthen when Environment repurchase programs offered both financial incentives such as discounts and points and Environmental rewards such as tree planting and carbon offset. Consumers with high Environmental consciousness showed a 35% higher repurchase rate than low-consciousness consumers. The study is limited to the Chinese digital commerce context. Offline retail Environments and their influence on Environment repurchase behaviour are not examined. Additionally, the long-term sustainability of Loyalty built through Environment repurchase programs was not tracked beyond the survey period.

Patel, N. & Mehta, S. (2022) To evaluate the effectiveness of Environment Loyalty programs as a Customer Retention tool in the Indian retail sector and identify the key program features that drive repeat purchase behaviour. Mixed methods research design combining quantitative survey data with qualitative focus group discussions. Quantitative data was analysed using factor analysis and regression. Focus groups provided deeper insight into consumer motivations for participating in Environment Loyalty programs.320 retail consumers from Hyderabad and Bengaluru, India were selected through purposive sampling. Focus groups consisted of 8 participants each, with 4 groups conducted in total. Environment Loyalty programs that offered eco-friendly rewards such as planting trees, recycling incentives, and Environment product vouchers were found to significantly improve Customer Retention rates by 28% compared to traditional non-Environment Loyalty programs. Consumers reported higher emotional attachment to Brands that aligned Loyalty rewards with Environmental causes. Program transparency and clear communication of Environmental impact were identified as critical success factors. The study is geographically limited to two Indian cities. It does not examine how demographic variables such as age, income, and education level moderate the relationship between Environment Loyalty programs and retention. Future research should explore Environment Repurchase Program design across different retail formats and consumer segments.

Kim, J.&Park,S. (2023) The study aimed to examine the effect of Environment Brand image on consumer repurchase behaviour and to evaluate the mediating influence of consumer Trust among millennial and Gen Z consumers. A quantitative research design was adopted, and data were gathered through a structured online survey distributed via social media platforms. The mediating role of consumer Trust in the relationship between Environment Brand image and repurchase intention was analysed using Hayes PROCESS Macro (Model 4).

Fernandez, M.&Torres, L. (2023) The study investigated the influence of Environment marketing communication by fashion Brands on consumer repurchase decisions and examined whether Environmental messaging integrated into repurchase programs enhances Customer Retention. A descriptive research design was adopted, with primary data collected through structured questionnaires distributed via retail outlets and Brand websites, and analysed using descriptive statistics, correlation, and simple linear regression.

Verma, P., Singh, A. & Tiwari, R. (2023) The study found that Environment Brand equity positively influences Customer Retention, and Environment repurchase programs further strengthen this relationship. Consumers enrolled in Environment repurchase programs showed significantly higher retention rates compared to non-enrolled consumers. However, the study relied on self-reported data and did not examine the long-term effectiveness or different types of Environment rewards.

Reddy, A. & Sharma, P. (2025) The study investigated how Environment Brand communication influences repurchase intentions and participation in digital Environment Loyalty programs among Indian Gen Z consumers. Findings showed that credible Environment communication strongly increases repurchase intention, while gamified Environment Loyalty programs and short-form sustainability content significantly improve consumer engagement and program sign-ups. However, the study focused only on Environmentally conscious Gen Z consumers and measured stated intentions rather than actual purchasing behaviour.

Bhat, R. & Shetty, K. (2025) The study examined the impact of Environment reward programs offered by Indian private sector retail banks on customer lifetime value and long-term retention. The findings revealed that participation in Environment reward programs significantly increased customer lifetime value and retention, especially when programs combined financial and Environmental incentives. However, the study was limited to private sector banks, relied on model assumptions, and could not conclusively establish causality between Environment reward programs and higher customer lifetime value.

2.1 Research Gap and Theoretical framework

Existing literature extensively examines Environment marketing elements such as Environment advertising, Green Branding, Environment marketing mix, and Environment transparency in influencing purchase intention, Loyalty, and repurchase behaviour. Many studies also confirm the mediating roles of variables like GreenTrust, perceived value, Brand image, and customer satisfaction, along with moderating factors such as willingness to pay, fashion consciousness, and demographic variables. However, three critical gaps remain. First, most studies focus on isolated Environment marketing strategies, rather than providing an integrated model that connects Green Branding, Trust, and Loyalty simultaneously. Second, although Green Trust and perceived value are widely studied, the role of transparency-based mechanisms such as reward program transparency or ethical communication in strengthening these relationships remains underexplored. Third, while issues like Environment washing and consumer skepticism are acknowledged, limited research investigates how firms can rebuild Trust and sustain long-term Customer Retention after Trust erosion.Additionally, prior studies are largely context-specific e.g., fashion, EVs, FMCG, social commerce and use cross-sectional designs, limiting generalizability and causal understanding. There is also a lack of research focusing on emerging markets and integrated behavioural outcomes like Customer Retention rather than just purchase intention. Hence, there is a need for a comprehensive model that examines the impact of Green Branding on Customer Retention, incorporating Green Trust as a mediator and transparency-based factors as moderators, to better explain sustainable consumer behaviour in a holistic and realistic market context.

3.Objectives of the Study

1. To study how Green Branding influences Customer Retention.
2. To study the relationship between Green Branding and Repurchase-programs among customers.
3. To examine how Demographic factors such as age, gender, income, and education influence Customer Retention towards Green Branded products.

4. Research Methodology

This study adopts a quantitative research design to examine the impact of Green Branding on Customer Retention in the e-commerce retail industry. The methodology outlines the sources of data, sampling design, tools for data collection, plan of analysis, and the limitations inherent to the research process.

Sample and Data collection

The study primarily uses primary data collected from online shoppers through a structured questionnaire distributed via Google Forms. Secondary data from peer-reviewed journals, industry reports, academic books, and existing literature on Green marketing, Branding, and consumer behaviour was used to support the theoretical framework and identify research gaps.The target population includes individuals who have engaged in online shopping within the last six months and have been exposed to sustainability-related Branding on e-commerce platforms. A total of 150 questionnaires were distributed using the convenience sampling technique to customers of Apparel Retail Brands. Upon completion of the data collection process, all responses were screened for completeness, consistency, and eligibility. Questionnaires containing substantial missing data, incomplete responses, or response inconsistencies were excluded from the analysis. Consequently, 101 valid questionnaires were retained and used for the final statistical analysis.. The survey link was circulated through social media, messaging applications, and academic networks to collect responses.

5. Results and Analysis

Data analysed using SPSS (Statistical Package for the Social Sciences) and Microsoft Excel, depending on the complexity of the analysis required. The collected data was analysed using quantitative techniques such as correlation and regression analysis.

Table-1 Demographic Profile of Respondents

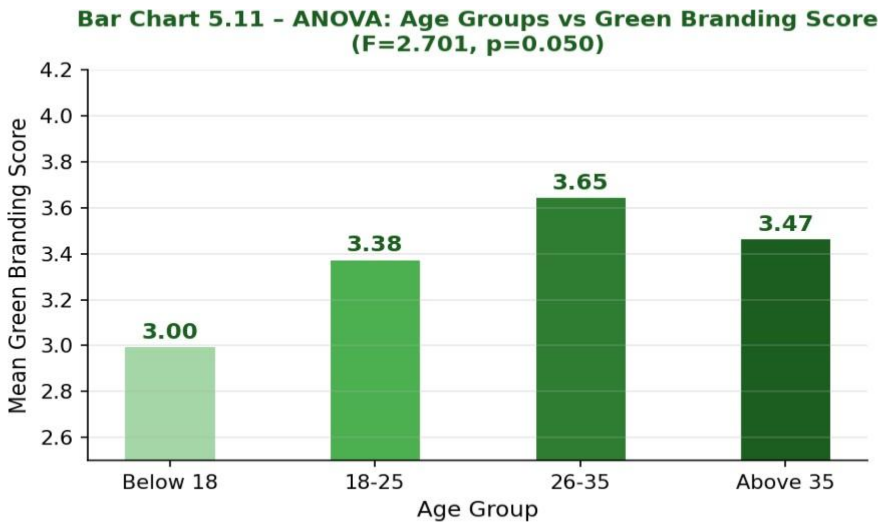
Category	Subgroup	Respondents	Percentage
Age Group	Below 18	13	12.90%
	18–25	64	63.40%
	26–35	14	13.90%
	Above 35	10	9.90%
Gender	Female	79	78.20%
	Male	16	15.80%
	Prefer not to say	5	5.00%
Education Level	School Level	10	10.10%
	High School	23	23.20%
	Undergraduate	55	55.60%
	Postgraduate	11	11.10%
Monthly Income (₹)	Below ₹10,000	43	44.30%
	₹10,000–50,000	46	47.40%
	Above ₹50,000	8	8.20%

Interpretation

The survey largely reflects the voice of young, educated respondents, with nearly two-thirds falling between 18–25 years old and just over half being undergraduates — a clear sign that this study mainly captures the perspective of students and young adults navigating their early independent lives. Women make up the overwhelming majority of participants at 78.2%, giving the findings a distinctly female-leaning outlook, while men and those who preferred not to disclose their gender formed a much smaller share. Financially, most respondents are still finding their footing, with over 90% earning below ₹50,000 a month, which fits naturally with a population that's either still studying or just stepping into the workforce. Together, these numbers paint a picture of a sample that's young, learning, mostly female, and working with modest incomes — exactly the kind of audience whose everyday choices and challenges the rest of this study sets out to explore.

A one-way ANOVA was conducted to examine whether significant differences exist in Green Branding perceptions across different age groups. This test determines if the mean scores of the Green Branding construct differ significantly across the four age categories.

Graph 1: One-Way Anova – Age Groups Vs Green Branding



Analysis

The one-way ANOVA yielded F = 2.701 and p = 0.050, which is significant at the 0.05 level. The 26–35 age group recorded the highest mean Green Branding score (3.65), followed by the Above 35 group (3.47), the 18–25 group (3.38),
and the Below 18 group (3.00).

Interpretation

The ANOVA results indicate that statistically significant differences exist in Green Branding perceptions across age groups. The 26–35 age group exhibits the strongest positive orientation towards Green Branding, likely because this group combines Environmental awareness with purchasing power.

Descriptive Statistics

The following section presents the frequency distribution and mean scores for all the constructs. Likert- scale items across four constructs: Green Branding (1–6), Green Trust (1–4), Repurchase Programs (1-8), and Customer Retention (1-6). Responses were recorded on a 5-point Likert scale where 5 = Strongly Agree and 1 = Strongly Disagree.

Table-2: Awareness of Green Branding

Statement	SA	A	N	D	SD	Total	Mean
1. I am aware of Brands that promote eco-friendly products.	19	29	29	10	11	98	3.36
2. I prefer Brands that follow sustainable practices.	22	26	29	14	7	98	3.43
3. Eco-friendly packaging influences my purchase decisions.	15	28	39	9	9	100	3.31
4. Green Branding improves a Brand's overall image.	19	26	34	11	9	99	3.35
5. I feel positive towards Brands that support Environmental causes.	21	29	23	10	16	99	3.29
6. I am willing to pay a premium for genuinely eco-friendly products.	19	42	18	11	7	97	3.57

SA = Strongly Agree, A = Agree, N = Neutral, D = Disagree, SD = Strongly Disagree

Table- 3 Awareness of Green Trust

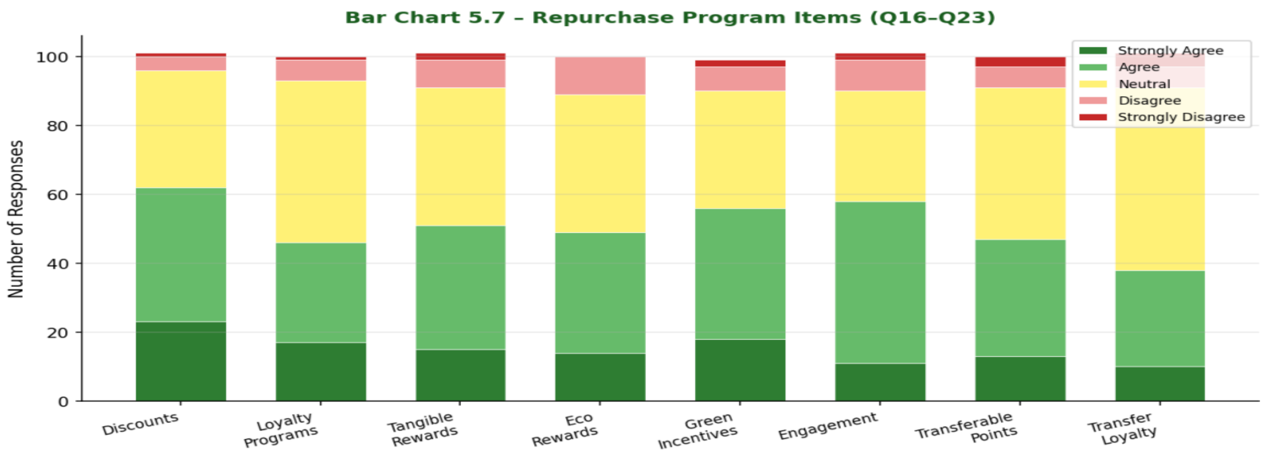
Statement	SA	A	N	D	SD	Total	Mean
1. I Trust Brands that transparently communicate enviromental. commitments.	8	38	34	9	12	101	3.21
2. I believe Green claims by e-commerce Brands are credible.	15	31	30	14	9	99	3.29
3. My Trust increases when a Brand consistently delivers on sustainability.	16	33	44	7	1	101	3.55
4. I feel confident purchasing from Brands with verified eco practices.	15	32	40	7	3	97	3.51

SA = Strongly Agree, A = Agree, N = Neutral, D = Disagree, SD = Strongly Disagree

Table- 4 Repurchase Programs

Statement	SA	A	N	D	SD	Total	Mean
1. Discounts and offers motivate repeat purchases.	23	39	34	4	1	101	3.78
2. Loyalty programs influence my decision to repurchase.	17	29	47	6	1	100	3.55
3. I prefer Brands offering tangible rewards for repeat purchases.	15	36	40	8	2	101	3.53
4. Eco-friendly rewards (Green points/sustainable gifts) attract me.	14	35	40	11	0	100	3.52
5. I repurchase more from Brands offering Green incentives + quality.	18	38	34	7	2	99	3.64
6. Repurchase programs strengthen my Brand engagement.	11	47	32	9	2	101	3.55
7.Transferable or shareable Loyalty rewards appeal to me.	13	34	44	6	3	100	3.48
8. Transfer options across platforms increase my Band Loyalty.	10	28	53	6	4	101	3.34

Graph 2: Repurchase Programs



The Repurchase Programs construct recorded the highest overall mean of 3.55 among all four constructs. Construct 11 ("discounts motivate repeat purchases") achieved the highest item mean across the entire survey at 3.78, with 61.4% of respondents agreeing or strongly agreeing. Construct 5 ("Green incentives + quality products") followed with a mean of 3.64. construct 7 ("reward transferability across platforms") had the lowest mean at 3.34, with 52.5% neutral, suggesting this is a less prioritised feature**.**

Interpretation

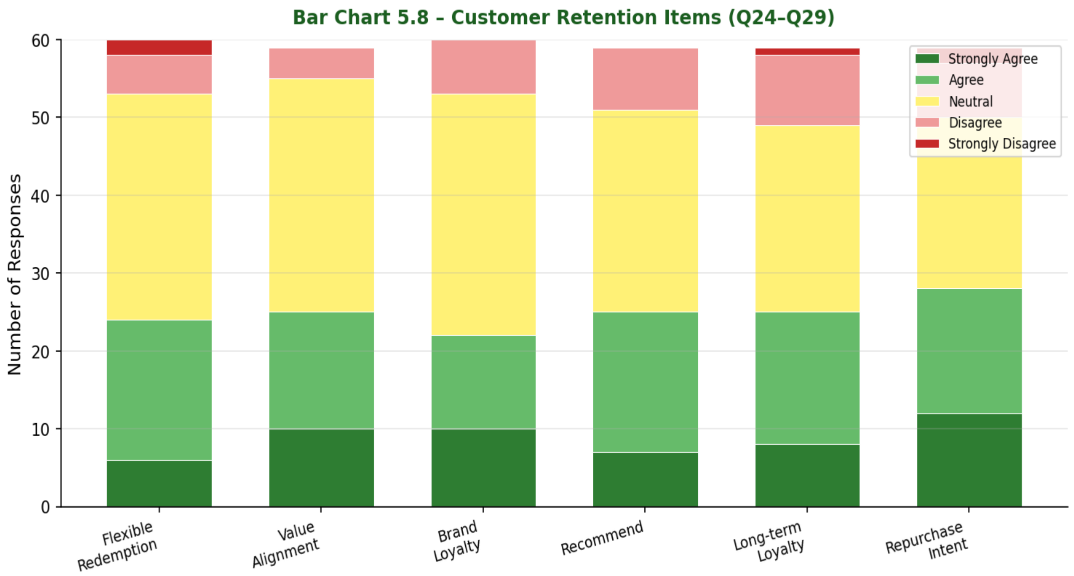
The findings strongly support the role of repurchase programs as a key mediating mechanism between Green Branding and Customer Retention. The high scores for discount-driven and eco-incentive-driven repurchase behaviour indicate that consumers respond well to programs that combine financial rewards with Environmental value. This validates the research model, confirming that well-designed repurchase programs are effective vehicles for converting Environment Brand awareness into repeat purchase behaviour.

Table- 5 Customer Retention

Statement	**SA**	**A**	**N**	**D**	**SD**	**Total**	**Mean**
1. Flexible redemption options make reward programs more valuable.	**6**	**18**	**29**	**5**	**2**	**60**	**3.35**
2. I continue purchasing from Brands whose values align with mine.	**10**	**15**	**30**	**4**	**0**	**59**	**3.53**
3. I remain Loyal to Brands that	**10**	**12**	**31**	**7**	**0**	**60**	**3.42**

follow sustainable practices.							
4. I would recommend eco-friendly Brands to friends and family.	**7**	**18**	**26**	**8**	**0**	**59**	**3.41**
5. Green Branding positively influences my long-term Loyalty.	**8**	**17**	**24**	**9**	**1**	**59**	**3.37**
6.. I intend to repurchase from Environmentally responsible Brands.	**12**	**16**	**22**	**7**	**2**	**59**	**3.49**

Graph 3: Customer Retention



Analysis

The Customer Retention construct recorded an overall mean of 3.43. Construct 1-6 achieved the highest mean of 3.53, while Construct 19 recorded the lowest at 3.35. The majority of responses across

all items clustered around the Neutral and Agree categories, suggesting moderate but consistent retention intent among eco-conscious consumers.

Interpretation

The findings indicate a positive relationship between Green Branding and Customer Retention intentions. Consumers who identify with a Brand's sustainability values are more likely to remain Loyal and recommend the Brand to others. The moderate scores reflect that customer retention through Green Branding is an emerging rather than fully established behaviour in the Indian e-commerce market, offering significant growth potential for Brands investing in authentic sustainability.

Reliability Analysis – Cronbach's Alpha

Reliability analysis was conducted to assess the internal consistency of each construct. Cronbach's Alpha (α) is the most widely used measure of scale reliability; a value of $\alpha \geq 0.70$ is considered acceptable for research purposes (Nunnally, 1978). reflecting the nuanced and evolving nature of Green Brand credibility in India's e-commerce landscape.

Table- 6: Cronbach's Alpha

Construct	**Items**	**No. of Items**	**α Value**	**Interpretation**
Green Branding	1–6	6	0.484	Moderate
Green Trust	7-10	4	0.469	Moderate
Repurchase Programs	11-18	8	0.886	Excellent
Customer Retention	19-24	6	0.896	Excellent

Analysis

The reliability analysis reveals that the Repurchase Programs construct ($\alpha = 0.886$) and Customer Retention construct ($\alpha = 0.896$) demonstrate excellent internal consistency, well above the 0.70 threshold. The Green Branding ($\alpha = 0.484$) and Green Trust ($\alpha = 0.469$) constructs show moderate reliability. This may be attributed to the diverse nature of Green Branding perceptions among the respondents, which is consistent with the exploratory nature of Environment consumer behaviour research in developing markets.

Interpretation

The high reliability of the Repurchase Programs and Customer Retention scales confirms that these constructs were measured with strong consistency and can be confidently used for further inferential analysis. The moderate alpha for Green Branding and GreenTrust indicates that consumers hold varied and sometimes heterogeneous views about Environmental claims, reflecting the nuanced and evolving nature of Environment Brand credibility in India's e-commerce landscape.

Pearson Correlation Analysis

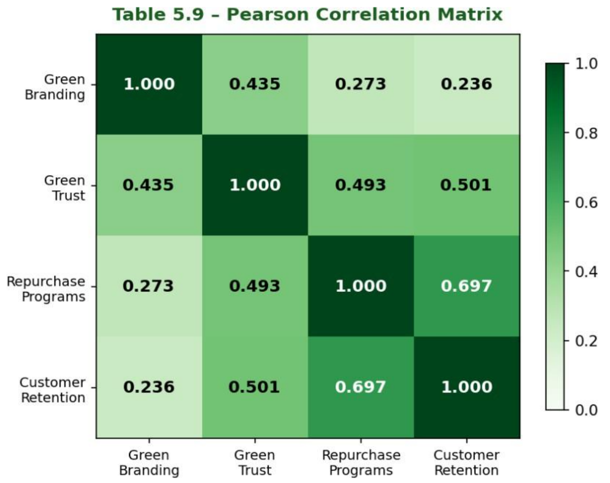
Pearson correlation analysis was conducted to examine the strength and direction of the linear relationship between the four constructs: Green Branding (GB), Green Trust (GT), Repurchase Programs (RP), and Customer Retention (CR). The correlation coefficient (r) ranges from –1 to +1, where values closer to +1 indicate a strong positive relationship.

Table- 7 Pearson Correlation Matrix

Construct	Green Branding	Green Trust	Repurchase Programs	Customer Retention
Green Branding	1.000	0.435**	0.273**	0.236
GreenTrust	0.435**	1.000	0.493**	0.501**
Repurchase Programs	0.273**	0.493**	1.000	0.697**
Customer Retention	0.236	0.501**	0.697**	1.000

** Correlation is significant at the 0.01 level (2-tailed). N = 60–101 (pairwise complete observations).

Graph 4: Pearson Correlation Matrix



Analysis

The correlation matrix reveals the following key relationships:

(1) Repurchase Programs and Customer Retention show the strongest correlation ($r = 0.697$, $p < 0.01$), indicating a strong positive relationship.

(2) GreenTrust and Customer Retention are significantly correlated ($r = 0.501$, $p < 0.01$),

reflecting the importance of consumer Trust in long-term Loyalty.

(3) Green Trust and Repurchase Programs are moderately correlated ($r = 0.493$, $p < 0.01$).

(4) Green Branding and Repurchase Programs show a significant but weaker correlation ($r = 0.273$, $p <0.01$).

(5) Green Branding and Customer Retention show the weakest relationship ($r = 0.236$, $p = 0.070$), which is not statistically significant at the 0.05 level.

Interpretation

The findings confirm that Repurchase Programs are the strongest direct predictor of Customer Retention, validating the mediating role proposed in the research model. Green Branding alone does not significantly drive Customer Retention without the intermediary mechanism of Repurchase Programs, supporting the study's central hypothesis. Green Trust acts as an important amplifier — consumers who Trust a Brand's Environment credentials are significantly more likely to engage with repurchase programs and exhibit retention behaviour.

6. Summary of Findings

1. The majority of respondents (68%) were aware of Green Branding practices adopted by the e-commerce platforms they shop on, while 22% had partial awareness and only 10% reported no awareness at all. This indicates that Green Branding communication in the Indian e-commerce sector has reached a significant portion of the consumer base. However, the partial and low awareness amongst nearly one-third of respondents suggests that there is still considerable scope to strengthen Environment marketing communications and broaden their reach across diverse consumer segments.

2. Environment Brand credibility emerged as the most influential dimension of Green Branding in determining Customer Retention. A large proportion of respondents (72%) agreed or strongly agreed that they were more likely to continue purchasing from a Brand they perceived as genuinely committed to Environmental

   responsibility. This finding underlines the paramount importance of authenticity in Green Branding — consumers are highly sensitive to the difference between genuine Environmental commitment and superficial or misleading Environment claims.

3. Environment Brand image was identified as the second most significant predictor of Customer Retention. Respondents who associated a Brand with a consistent and credible

Environmental identity reported stronger emotional Loyalty and higher repeat purchase intentions. This suggests that the overall perception of a Brand as Environmentally conscious — built through consistent messaging, eco-friendly products, and responsible operations — plays a critical role in sustaining long-term customer relationships.

4. Re-purchase programs linked to Environmental incentives were found to be significantly more effective in driving Customer Retention than generic Loyalty programs. Approximately 65% of respondents indicated that they would be more likely to make repeat purchases if the Loyalty rewards were tied to eco-friendly actions, such as choosing sustainable packaging or opting for carbon-neutral delivery. This highlights the strategic value of aligning Loyalty program design with the Environmental values of the target consumer.

Conclusion

The study highlights the growing significance of Green Branding as a strategic tool for Customer Retention in the Indian e-commerce retail sector. Despite the increasing availability of Environment-Branded products and sustainability-linked Loyalty programs, consumer engagement with these initiatives remains uneven, constrained by concerns around pricing, credibility, and transparency. Environment Brand credibility and image emerged as the most powerful determinants of Customer Retention, with Green Trust serving as a critical mediating force that transforms positive Brand perceptions into Loyal purchasing behaviourThe results showed that Customer Retention and Green Branding were positively correlated, but this relationship was not statistically significant ($p = 0.070$). As a result, there was no evidence to support the hypothesis that suggested a substantial connection between Green Branding and Customer Retention. In the context of the current study, this implies that although consumers might value Green Branding initiatives, they might not be enough on their own to have a significant effect on Customer Retention. Demographic factors particularly age, income, and education, meaningfully moderate these relationships, underscoring the need for tailored and segment-sensitive Green Branding strategies. Strengthening Environment Brand credibility through authentic Environmental practices, aligning re-purchase program incentives with sustainability values, and investing in consumer Environmental education are key pathways through which e-commerce businesses can enhance customer Loyalty, drive long-term retention, and establish a durable competitive advantage in an increasingly eco- conscious marketplace.

Limitations of the Study

1. Due to time and accessibility limitations, the study used a convenience sampling technique. This method made data collection more efficient, but it restricts the applicability of findings to the larger group of retail clothing buyers. To increase the external validity of the results, future research should use probability sampling methods such as stratified or simple random sampling and include respondents from a various geographic location.
2. Young consumers and female participants formed the majority of the respondents' demographic profile. As a result, rather than representing the opinions and purchasing patterns of the general consumer community, the results can mostly represent particular demographic groupings. To improve the findings' representativeness and external validity, future studies should aim for a more evenly distributed population in terms of age, gender, income, and education.
3. Finally, the study was based on self-reported responses collected through a structured questionnaire, which may be subject to response bias and social desirability bias. Hence future studies may adopt probability sampling techniques and include larger, more diverse samples across different geographical regions to improve the robustness and generalizability of the results.

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