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## **IMPACT OF GREEN MARKETING ON GENERATION-Z CONSUMERS**

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### **ABSTRACT:**

This study examined the effect of Perceived Environmental Knowledge, Drive for Sustainable Behavior, Attitude toward Environmental Protection, and Perceived Marketplace Influence through Word of Mouth on Green Purchase Intention using Generation Z consumers. The intention to purchase green products cannot be separated from environmental consciousness among people. This study analyzes the effect of environmental knowledge, word of mouth (WOM), and green marketing on environmental care attitudes and the intention to purchase green products. The questionnaire used for data collection includes question based on 5 variables that are- Environment Protection Attitude, Word of Mouth, Environmental Knowledge, Customer sustainable Behavior, and Green purchase intention.

**KEYWORDS:** Environment Protection Attitude, Word of Mouth, Environmental Knowledge, Customer sustainable Behavior, and Green purchase intention.

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### **INTRODUCTION :**

Our growing use of natural resources has resulted in a number of global environmental issues that are endangering human welfare and biodiversity. Our own decisions contribute to these problems. The good news is that more and more individuals are joining the Environmental conservation movement and realizing how serious pollution is. In industrialized economies, environmentally friendly practices and production methods are becoming more and more popular among consumers and businesses. Seeing this increased awareness and action is fantastic!

Given that environmental degradation continues to be a problem for the world's population, consumer knowledge of sustainable consumption has become increasingly important to green marketing strategies. A green consumer must first overcome a number of obstacles that prevent them from purchasing a green product, including evaluating and looking for the necessary product at a fair price and not knowing about green companies. Certain green marketing, it is said, can identify products or services that have long been known to be ecologically friendly in order to influence consumer behavior. Buying green brand items is eventually influenced by marketers' growing belief that "it is a challenging task to build the green concept into customer minds." Labelling products with an eco-label or an organic label has become a common practice in green marketing and is a valuable source of customers' knowledge. Businesses have been paying more attention to sustainability in the last few decades. A lot of businesses are working harder to encourage sustainable consumption. They have been changing their operations to be more socially, fiscally, and environmentally responsible. The adoption of new technologies and stricter sustainability regulations are what are causing this change. It's fantastic to see companies acting to change the world!

For businesses looking to differentiate themselves from the competition and highlight their dedication to sustainability, green marketing is an essential tool. It's critical for getting a competitive edge as well as for advocating for a more sustainable planet. The field of green consumerism research is constantly changing, necessitating more investigation. Studying and encouraging consumer behavior in green marketing, as well as figuring out what drives green purchase, are important topics. Observing how this field contributes to environmental sustainability is intriguing!

The desire of a consumer to buy environmentally friendly products can be influenced by a variety of variables. The main positive factors of both green product intention and behaviour were found to be perceived consumer effectiveness, customers' attitudes, subjective norms, environmental concerns, environmental knowledge, perceived behavioural control, and awareness, according to a review of 108 articles published over the six-year period between 2015 and 2021. Concurrently, significant positive drivers for green product intention and behaviour were found to be price, health consciousness, green trust, intention, environmental involvement, and personal norms. Next, prior studies have discovered that word-of-mouth (WOM) and environmental knowledge. Green marketing and environmental care attitudes also influence purchase intention. Knowledge can influence people's desire for environmentally friendly products. Furthermore, understanding consumer attitudes and beliefs toward environmentally friendly products raises consumer awareness of the environment. Additionally, knowledge is important, but it is influenced by the knowledge of others who have used green products, known as WOM. WOM has the potential to spread faster than advertising or direct mail. Research has also shown that green marketing

positively influences purchasing decisions. Although green marketing has been a major research topic for decades, little research has focused on the effect of green marketing strategies on purchasing intention, especially in developing countries.

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## OBJECTIVE OF GREEN MARKETING

The objective of this marketing is to improve brand perception. It ensures that the brand is perceived to have a positive environmental impact. Some of the strategies employed are as follows:

- Making eco-friendly products
- Using packaging that isn't harmful to the environment or is recyclable
- Reducing the environmental impact of production processes
- Investing in environmentally beneficial initiatives that align with the principles of corporate social responsibility (CSR)

Given the increasing prevalence of problems like pollution, biodiversity loss, global warming, forest loss, etc., a worldwide environmental disaster is rapidly approaching. Customers are becoming more conscious of environmental issues as a result. Modern consumers are prepared to pay extra for environmentally friendly goods.

Companies that want to satisfy their consumers' needs have started manufacturing products that are environmentally friendly. Businesses are compelled by this marketing to modify every part of their supply chain in order to be more ecologically responsible. When brands set an example for their customers, more people are made aware of the environmental implications of their purchases and have the opportunity to change their purchase behavior

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## LITERATURE REVIEW

The present research investigated the impact of four factors on the intention to purchase environmentally friendly products among Generation Z consumers: perceived environmental knowledge, drive for sustainable behavior, attitude towards environmental protection, and perceived marketplace influence through word-of-mouth. People's intention to buy environmentally friendly products is inextricably linked to their awareness of environmental issues. This study examines how attitudes towards environmental care and intentions to buy green products are influenced by environmental knowledge, word-of-mouth (WOM), and green marketing.

- According to American Marketing Association (AMA), Green Marketing is the Marketing of products that are presumed to be environmentally safe.
- Pride & Ferrel (1993): Green Marketing also known as environmental Marketing & Sustainable Marketing refers to an organizations effort of designing, promoting, pricing and distributing products that will not harm the environment.
- Polonsky (1994): Defines green Marketing as All activities designed to generate and facilitate any in exchanges intended to satisfy human needs or wants, such that satisfaction of these needs and wants occurs with minimal detrimental effect on the natural environment.
- Peattie (1995): Defined green Marketing as The holistic management process responsible for identifying, anticipating and satisfying the need of customers and society in a profitable & sustainable way.

### 2.1 OVERVIEW OF GREEN MARKETING:

The promotion of ecologically friendly goods, services, and projects is known as "green marketing" or "environmental marketing." More precisely, the term "green marketing" refers to a wide range of eco-friendly methods and approaches. Examples of green marketing include:

- Producing green products
- Making use of environmentally friendly, recycled-material product packaging
- Cutting the amount of greenhouse gases released during production
- Using environmentally friendly business methods
- Promotional campaigns that highlight a product's environmental advantages
- Allocating earnings to initiatives for carbon offsets or renewable energy

## 2.2 THE IMPORTANCE OF GREEN MARKETING

Customers are compelled by green marketing to make more environmentally friendly decisions, and it also helps raise public awareness of these issues. By promoting eco-friendly processes and products, businesses can differentiate themselves from the competition and draw in customers who are looking for more ecologically friendly goods and services.

Additionally, by supporting recycled materials or low-carbon processes and goods, it can help businesses reduce their impact on the environment. Companies that are seen as environmentally sensitive benefit from increased brand recognition and happy customers.

Companies that implement sustainable practices and promote them through marketing campaigns can help bring about positive change and a more sustainable future.

## 2.3 KEY VARIABLES USED IN THIS RESEARCH

### 1. ENVIRONMENTAL PROTECTION ATTITUDE

Environmental Protection Attitude refers to the consumers' mind-set regarding the green products. Attitude towards environmental protection is a crucial component in environmental safeguard psychology. Environmental care is the degree to which a person understands matters pertaining to characteristics that have an impact on others, both to guarantee potential effects down the road and to get a deeper appreciation of the environment. Environmental worries are defined as an individual's emotional response to the protection of the environment and the degree of emotional participation in related issues. Concurrently, attitudes towards the environment are influenced by one's sense of self and how much one believes that one is an essential component of the natural ecosystem; these sentiments are also influenced by society attitudes regarding consumers. The comprehension of various types of connected sensitive behaviours, such as "green buying," is linked to environmental awareness of environmental problems, and consumer purchasing behaviour has a substantial impact on the adoption of green products.

### 2. WORD OF MOUTH

The term "word-of-mouth marketing" describes the spread of knowledge, conversation, or exchange between two individuals on the advantages of a product or service that has been purchased or utilized, impacting the assessment of the product or service. Hearing or reading an evaluation of anything might influence other people's attitudes through word-of-mouth, such as a green customer review. Since word-of-mouth marketing is an effective strategy for increasing sales, promoting products and services, building loyal customer bases, and increasing brand awareness, it is essential. Many companies employ strategies to entice customers to talk about positive experiences and recommend their products and/or services.

In essence, businesses light the spark that ignites a flurry of consumer conversation, and since the majority of people rely on recommendations from friends and family, word-of-mouth marketing can prove to be more advantageous and economical than other forms of advertising.

### 3. ENVIRONMENTAL KNOWLEDGE

Getting educated may be a major factor in motivating someone to live a more ecologically responsible lifestyle. Customers that understand environmental regulations, the concept of eco-friendly products, and the consumption of eco-friendly products will consider the environmental value of the product when making a purchase. Furthermore, environmental knowledge can affect attitudes toward the environment. Consumers who are aware of environmental issues are willing to buy eco-friendly products and have a positive attitude toward environmental preservation.

### 4. GREEN PURCHASE INTENTION

Offers for environmentally friendly marketing are probably going to make people want to buy the products. Purchase intention and the green marketing mix—green products, prices, locations, and advertisements—have a high association. According to the theory of green marketing, consumers are less likely to buy green products since they arbitrarily compromise morality. Green marketing is crucial since it may make a product stand out in a rapidly evolving industry. This may stimulate customer interest in buying green or eco-friendly products. Consumers' intents to make green purchases are significantly influenced by green brands, and those with a positive attitude toward these companies are more likely to make purchases. As a green marketing tool, various channels affect consumers' psychological feelings when providing psychological security, making consumers trust products and leading to behavioral purchase intentions for consumers.

### 5. CUSTOMER SUSTAINABLE BEHAVIOUR

The way that customers view sustainability and then behave accordingly is known as sustainable consumer behaviour. It's about how sustainability issues and goals influence your attitude, behaviour, and actions—or do not. Practicing sustainable consumer behaviour frequently entails being aware of your actions and how they affect the environment. Make use of this awareness to establish core principles that you wish to adhere to.

## CHAPTER 3

## RESEARCH METHODOLOGY

**Objectives**

1. To find Gen z green purchase intention.
2. To analyze the attitude of Gen z towards environment protection.
3. To study the significance of word of mouth towards green products.
4. To analyze the relationship between environment knowledge and customer sustainable behavior.
5. To explore the awareness and concern of green products.

**RESEARCH DESIGN**

Research design is the framework of research methods and techniques chosen by a researcher to conduct a study. Research designs in marketing may fall into one of the following three categories:

1. Exploratory research design:

Unstructured and informal, exploratory research design is a method used to investigate novel situations. To compile background data and direct further research, it includes focus groups, interviews, case studies, desk research, and interviews. It is helpful for starting research projects and expanding into new markets. It poses queries for additional research and offers preliminary information to guide future studies.

2. Descriptive research design:

The market or respondent's characteristics are described using a descriptive research design. This kind of study design produces data that is quantifiable. Therefore, surveys would frequently be used in such a setup. Measurements of descriptive statistics on respondents' age groupings, income levels, spending habits, and even sentiments can be obtained through surveys. Using appropriate scales, like "On a scale of 1 to 5, how much do you like Cadbury over Kit Kat?", will help achieve this.

3. Causal research design (experiments):

Exploring cause-and-effect correlations is the goal of causal research design, sometimes referred to as experimental research design. It entails carrying out carefully thought-out experiments to see how one variable—such as advertising—influences another—such as product sales. The researcher manipulates independent variables, such as product characteristics or price level, to see how they affect dependent variables, such as client satisfaction or preference. The controlled manipulation of variables to establish causal correlations between them is made possible by the causal study design.

- I used exploratory research to seek out more about the green marketing and develop reasonable assumptions while exploring the demands and necessities of consumers. In this study, I examined how green marketing can impact purchase decision of generation z consumers.
- I used convenient and practical ways to obtain information and understand things better for instance; using questionnaire to gather information from people concerning awareness about green products and knowledge of environment. The questionnaire form asked questions about awareness, willing to pay more for green products and word of mouth is capable or not to motivate them towards green products.
- Overall, the exploratory research design with a combination of qualitative and quantitative methods, along with primary and secondary data analysis, aimed to provide a thorough understanding of impact of green marketing on generation z consumers. The research design allowed for flexibility in data collection and analysis, enabling me to explore various aspects related to the objectives of The study.

**SAMPLING TECHNIQUE**

- Simple random sampling was used in this research which means that everyone in a group has the same chance of being chosen for a study.
- My target sample was the Generation Z consumer which means people born after 1990 to people born before 2010.
- For survey, I found them on places like WhatsApp, Facebook, Instagram, and in emails.

- 109 people were my sample size and they gave me enough information for my research objectives.
- With this method, I tried to reduce selection bias and made sure that sample was a fair representation of the population which made my study more trustworthy and allowed me to make broader conclusions.

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## DATA COLLECTION

In Statistics, data collection is a process of gathering information from all the relevant sources to find a solution to the research problem.

### 1. Primary Data:

Primary data is the data that is collected for the first time through personal experiences or evidence, particularly for research. It is also described as raw data or first-hand information.

The data is mostly collected through observations, physical testing, mailed questionnaires, surveys, personal interviews, telephonic interviews, case studies, and focus groups, etc.

### 2. Secondary Data:

Secondary data is a second-hand data that is already collected and recorded by some researchers for their purpose, and not for the current research problem. It is accessible in the form of data collected from different sources such as government publications, censuses, internal records of the organisation, books, journal articles, websites and reports, etc.

This method of gathering data is affordable, readily available, and saves cost and time..

- Primary data and Secondary data both were used in this research.
- Tool used to collect data was Questionnaire (It is a structured research instrument which consist of questions that are designed to collect specific information from respondents. It also allows for standardized data collection and provides a systematic approach to collecting data from a large number of participants).
- Qualitative and Quantitative data both were collected via questionnaire which included 14 statements relevant to consumer's perceptions and behaviors regarding green marketing impact on generation z consumers. Basically, participants were asked to select their level of agreement or disagreement with each statement using a Likert scale. Likert scale gave them a range of options starting from 'Not at all' to 'Extremely' which allowed them to express their opinion with different intensity.
- Questionnaire was distributed to the participants via social media and email. The questionnaire data collection method offered several advantages, including the ability to reach a large number of participants, standardize data collection, and easily analyze quantitative data. It also allowed for the inclusion of qualitative data, providing a comprehensive understanding of consumers' perceptions and behaviors related to green marketing impact on generation z consumers. By utilizing a questionnaire, I was able to efficiently collect the necessary data to address the research objectives, analyze the findings, and draw meaningful conclusions.

## INTERPRETATION:

Out of 109 respondents, 47.7% were Males and 52.3% were Females.

### 1. Age:

## INTERPRETATION:

Out of 109 respondents,

2.8% were below 18 years old

85.3% were between 19-29 years old

5.5% were between 30-39 years old And rest were 40 and above.

**This means that the maximum number of respondents were between 19-29 years old.**

### 2. Are you aware of Green Products or Eco Friendly Products?

**INTERPRETATION:**

**Out of 109 respondents, 98.2% were aware of Green Products.**

**3. Are you aware of Green Products or Eco Friendly Products?**

**INTERPRETATION:**

**Out of 109 respondents, 98.2% were aware of Green Products.**

**4. I find enough information is available for the green products.**

**INTERPRETATION:**

Out of 109 respondents,

17.43% Strongly agree that enough information is available for the Green Products. 51.38% Agree that that enough information is available for the Green Products.

14.68% are Neutral that enough information is available for the Green Products. 14.68% Disagree that enough information is available for the Green Products.

1.82% Strongly disagree that enough information is available for the Green Products.

**Therefore a large percentage of respondents agree (51.38%) that there is enough information available for the green products.**

**5. I believe that Green Products will surely have a future impact and will lead to sustainable environment.**

**INTERPRETATION:**

Out of 109 respondents,

43.12% Strongly agree that Green Products will lead to sustainable environment. 51.38% Agree that Green Products will lead to sustainable environment.

3.67% are Neutral that Green Products will lead to sustainable environment. 0.92% Disagree that Green Products will lead to sustainable environment.

0.92% Strongly disagree that Green Products will lead to sustainable environment.

**Therefore 51.38% respondents agree to the statement that green product will surely lead to sustainable environment.**

**6. I feel that increase in green marketing attitude leads to an increase in environmental care attitude.**

**INTERPRETATION:**

Out of 109 respondents,

42.20% Strongly agree that increase in green marketing attitude leads to an increase in environmental care attitude.

51.38% Agree that increase in green marketing attitude leads to an increase in environmental care attitude.

4.59% are Neutral that increase in green marketing attitude leads to an increase in environmental care attitude.

0.92% Disagree that increase in green marketing attitude leads to an increase in environmental care attitude.

0.92% Strongly disagree that increase in green marketing attitude leads to an increase in environmental care attitude.

**Therefore 51.38% respondents feel that increase in green marketing attitude leads to an increase in environmental care attitude.**

**7. Attractiveness of advertisements significantly impacts your attitude towards green brands.**

**INTERPRETATION:**

Out of 109 respondents,

32.11% Strongly agree that Attractiveness of advertisements significantly impacts their attitude towards green brands.

52.29% Agree that that Attractiveness of advertisements significantly impacts their attitude towards green brands.

12.84% are Neutral that that Attractiveness of advertisements significantly impacts their attitude towards green brands.  
 1.83% Disagree that that Attractiveness of advertisements significantly impacts their attitude towards green brands.  
 0.92% Strongly disagree that that Attractiveness of advertisements significantly impacts their attitude towards green brands.

**Therefore 52.29% respondents believe that attractiveness of advertisement impacts their attitude towards green products**

**8. Knowledge about the environment has a greater influence on your purchasing decision.**

**INTERPRETATION:**

Out of 109 respondents,  
 35.78% Strongly agree that Knowledge about the environment has a greater influence on their purchasing decision.  
 49.54% Agree that Knowledge about the environment has a greater influence on their purchasing decision.  
 10.09% are Neutral that Knowledge about the environment has a greater influence on their purchasing decision.  
 3.67% Disagree that Knowledge about the environment has a greater influence on their purchasing decision.  
 0.92% Strongly disagree that Knowledge about the environment has a greater influence on their purchasing decision.

**Therefore 49.54% respondents agree that Knowledge about the environment has a greater influence on their purchasing decision.**

**9. The more concerned people are about environmental sustainability, the more interested they are in purchasing green products.**

**INTERPRETATION:**

Out of 109 respondents,  
 33.94% Strongly agree that the more concerned they are about environment, the more interested they are in purchasing green products.  
 52.29% Agree that the more concerned they are about environment, the more interested they are in purchasing green products.  
 11.93% are Neutral that the more concerned they are about environment, the more interested they are in purchasing green products.  
 0.92% Disagree that the more concerned they are about environment, the more interested they are in purchasing green products.  
 0.92% Strongly disagree that the more concerned they are about environment, the more interested they are in purchasing green products.

**Therefore, maximum respondents i.e. 52.29% agree that the more concerned they are about environment, the more interested they are in purchasing green products.**

**10. I find Word of Mouth is capable of convincing me towards my green purchase intention.**

**INTERPRETATION:**

Out of 109 respondents,  
 28.44% Strongly agree that Word of Mouth is capable of convincing them towards green purchase intention.  
 45.87% Agree that Word of Mouth is capable of convincing them towards green purchase intention.  
 16.51% are Neutral that Word of Mouth is capable of convincing them towards green purchase intention.  
 8.26% Disagree that Word of Mouth is capable of convincing them towards green purchase intention.  
 0.92% Strongly disagree that Word of Mouth is capable of convincing them towards green purchase intention.

**Therefore, maximum respondents i.e. 45.87% agree that Word of Mouth is capable of convincing them towards green purchase intention.**

**11. Consumers with higher environmental awareness and concern have a more ecological attitude than consumers without awareness or concern. Do you agree?**

**INTERPRETATION:**

Out of 109 respondents,  
 33.94% Strongly agree that Consumers with higher environmental awareness and concern have more ecological attitude.  
 53.21% Agree that Consumers with higher environmental awareness and concern have more ecological attitude.  
 9.17% are Neutral that Consumers with higher environmental awareness and concern have more ecological attitude.  
 1.83% Disagree that Consumers with higher environmental awareness and concern have more ecological attitude.  
 1.83% Strongly disagree that Consumers with higher environmental awareness and concern have more ecological attitude.

Therefore, maximum respondents i.e. 53.21% agree that Consumers with higher environmental awareness and concern have more ecological attitude.

**12. I am willing to buy "Green Products" even if they are expensive.**

**INTERPRETATION:**

Out of 109 respondents,

22.94% Strongly agree that they are willing to buy "Green Products" even if they are expensive. 44.04% Agree that they are willing to buy "Green Products" even if they are expensive.

18.35% are Neutral that they will buy "Green Products" even if they are expensive. 12.84% Disagree that "Green Products" even if they are expensive.

1.83% Strongly disagree that "Green Products" even if they are expensive.

Therefore, maximum respondents i.e. 44.04% agree that they are willing to buy "GreenProducts" even if they are expensive.

**13. The reasons I find green products worth spending are**

**INTERPRETATION:**

Out of 109 respondents,

19.27% finds green products worth spending because it enhances the quality of life.

46.79% finds green products worth spending because it is an environmental protectionresponsibility.

11.01 % finds green products worth spending because it gives them high level of satisfaction. 22.94% finds green products worth spending because it potentially increases the product value.

Therefore, maximum respondents i.e. 46.79% finds green products worth spending becauseit is an environmental protection responsibility.

**HYPOTHESIS:**

H0: There is no significant relationship between Environmental knowledge and thesustainable behavior of customer.

H1: There is significant relationship between Environmental knowledge and thesustainable behavior of customer.

**Correlations**

			Knowledge about the environment has a greater influence on your purchasing decision.	The more concerned people are about environmental sustainability, the more interested they are in purchasing green products.
Spearman's rho	Knowledge about the environment has a greater influence on your purchasing decision.	Correlation Coefficient	1.000	.486**
		Sig. (1-tailed)	.	<.001
		N	93	93
	The more concerned people are about environmental sustainability, the more interested they are in purchasing green products.	Correlation Coefficient	.486**	1.000
		Sig. (1-tailed)	<.001	.
		N	93	93



**INTERPRETATION:**

- To study the relationship between consumer's environmental knowledge and their sustainable behavior, hypothesis was created.
- Non parametric test- **Spearman's rank correlation** test was conducted to accept or reject the hypothesis.
- We reject the null hypothesis H0 and accept the alternate hypothesis H1 because the significance value is less than 0.05.
- Therefore, this result shows that there exists significant relationship between environmental knowledge and customer sustainable behavior.
- When customers are aware about environment, they tend to move towards sustainability. The same happens in the case of green products, when customers are aware about environment they tend to move towards the green brands and products.

**CONCLUSION**

The empirical results indicate that,

Generation z consumers are fully aware about the environmental issues and therefore they understand the need of sustainable development. The questionnaire used for data collection includes question based on 5 variables that are- Environment Protection Attitude, Word of Mouth, Environmental Knowledge, Customer sustainable Behavior, and Green purchase intention.

The conclusion on all the objectives of the study is

**1. To find Gen z green purchase intention:**

It can be analyzed from the results that Gen z consumers are willing to buy green products even if they are expensive too because they consider it as their responsibility towards the environments.

The consumers are getting more concerned about environmental issue and therefore believe that Green Products will surely impact the future and will lead to sustainability.

**2. To analyze the attitude of Gen z towards environment protection**

Gen z consumers are concerned about environment and therefore are moving towards green brands and products. They believe that consumer with higher environmental awareness have more ecological attitude. This study indicated that Gen z consumers have ecological attitude and they care about the environment. They are moving to green products to protect the environment and enhance their quality of life.

**3. To analyze the relationship between environment knowledge and customer sustainable behavior**

To find the significant relationship between environment knowledge and customer sustainable behavior, a correlation test was conducted. The result shows that there is some correlation between these two variables. Without the knowledge of environment consumers will remain unaware about issues of environment and that will lead to more issues in future. Therefore the study concludes that if the consumers have sufficient environment knowledge they will move towards sustainability.

**4. To study the significance of word of mouth towards green products.**

Consumers find word of mouth capable to motivate them towards their green purchase. Analysis of questionnaire shows a large group of people believe on word of mouth towards green products.

Word of Mouth helps consumers in getting contact with green brands and therefore helps in selecting the best ecofriendly products.

**5. To explore the awareness and concern of green products**

A large number of respondents believe that enough information is available regarding green products are available which helps in creating awareness about environment friendly products.

**LIMITATIONS**

This research was done with precaution however there are various limitations:

- Insufficient sample size- sample size was only 109
- Method used to collect data limited the capacity to undertake a comprehensive evaluation of the findings.
- Practical difficulties may limit the amount of time available to explore a research issue
- This study's objectives might not include every part or aspects of Green Marketing.
- Questionnaire for this study was having some personal questions which may increase the chance of Self reporting bias.
- There may be additional factors, perspectives, or variables that are not considered in the research design

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