Building green loyalty through sustainable marketing: Evidence from generation Z consumers in the Bandung-Indonesian cosmetics market

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Abstract: Rising environmental consciousness among consumers, particularly within Generation Z demographics, has catalyzed the cosmetics industry's transition toward sustainable marketing methodologies. The Body Shop, recognized as a pioneering entity in environmental marketing strategies, serves as an exemplary case study for understanding consumer attraction to environmentally responsible brands. This research examines the mechanisms through which green marketing practices influence consumer loyalty, with specific emphasis on the mediating functions of green brand image, green trust, and green satisfaction. The investigation employed a survey methodology encompassing 435 The Body Shop customers in Bandung, utilizing partial least squares structural equation modeling (PLS-SEM) for comprehensive data analysis. Findings demonstrate that green marketing mix strategies exert substantial influence on green brand image ($\beta = 0.638$), green trust ($\beta = 0.622$), and green satisfaction ($\beta = 0.603$), collectively contributing to enhanced green loyalty ($R^2 = 0.676$). This study expands theoretical understanding and provides practical insights for cosmetic industry practitioners by examining three mediating variables simultaneously within an integrated green marketing framework. Additionally, this study contributes theoretically to expanding sustainable marketing models and offers practical implications for the cosmetic industry in designing strategies that emphasize enhancing consumer satisfaction, building trust, and improving brand image.

Keywords: Green brand image, Green loyalty, Green marketing Mix, Green satisfaction, Green trust.

1. Introduction

The global environmental crisis, particularly due to global warming, has prompted communities around the world to adopt more sustainable lifestyles [1]. Out of Indonesia's annual production of 64 million tons of plastic garbage, 3.2 million tons end up in the ocean [2] . Due to the length of time it takes for plastic waste to decompose, Indonesia is the world's second-largest plastic waste source after China [3]. The Indonesian government has responded with regulations such as Law No. 18 of 2008 and various regional regulations, including West Java Governor Regulation No. 11 of 2025 and No. 4 of 2020, to encourage more responsible environmental management.

These structural changes are accompanied by increased public awareness, particularly among younger generations. Generation Z, born between 1997 and 2012 [4] is known for its strong concern for sustainability issues. Data shows that 76% of Generation Z considers social and environmental aspects when making purchasing decisions [5] . They actively engage in environmentally friendly behaviors such as using reusable shopping bags, choosing organic products, and recycling [6]. Products that use non-hazardous materials and have a sustainable life cycle are becoming increasingly popular in the market as consumers are now more environmentally conscious. Indonesian businesses have also followed this trend by implementing environmentally-oriented marketing strategies [7]. This choice

provides companies with opportunities and challenges to align their marketing strategies with sustainability values.

In this context, green marketing approaches are becoming increasingly important. Green marketing encompasses all aspects of marketing strategy, not limited to promotional activities, but also including product development, pricing, distribution, and promotion, all aimed at reducing negative environmental impacts [8, 9]. The Body Shop is one example of a company that consistently applies this strategy in its business practices. This company is well known for its commitment to the environment, which is reflected in its premium pricing strategy and eco-friendly products such as tea tree oil, shea butter, and natural aloe vera [10] green locations through the implementation of eco-friendly stores and collaboration with Waste4Change [11] and green promotions through educational campaigns such as Bring Back Our Bottles and Forever Against Animal Testing.

These four elements are thought to help create a green brand image, which indicates that consumers view the company favorably because of its environmental commitment [12]. This brand image can enhance green satisfaction, which is consumer satisfaction with the experience of using sustainable products [13] and strengthen green trust, which is consumers' belief in the brand's credibility in protecting the environment [14]. These three factors are believed to collectively contribute to green loyalty, which is consumers' loyalty to green products demonstrated through repeat purchases and recommendations to others [15, 16]. In addition, this study is based on the emphasis of The Theory of Planned Behavior on the influence of intention and belief on behavior.

However, despite its strong position in sustainability practices, The Body Shop has faced serious challenges in recent years. Its revenue plummeted from 507 million GBP in 2020 to 408 million GBP in 2022 [17]. This situation was exacerbated by the bankruptcy crisis in the UK in early 2024, which led to the closure of nearly half of all physical stores and the cessation of operations in North America [18]. At the same time, competition from global brands like Innisfree and local brands like Wardah and Mineral Botanica, which also promote sustainability values, has intensified market competition [19, 20].

A comprehensive examination of existing scholarly literature reveals a notable research gap in the simultaneous investigation of the complete green marketing mix framework and its relationship with green loyalty through multiple mediating pathways. Specifically, limited empirical studies have comprehensively analyzed the four fundamental components of the green marketing mix in conjunction with the three critical mediating variables of green satisfaction, green trust, and green brand image within an integrated theoretical model. The predominant research approach within the Indonesian sustainable beauty sector has been characterized by fragmented investigations that examine these construct relationships in isolation or through partial analytical frameworks, thereby limiting the holistic understanding of the complex interrelationships among these variables.

This study analyzes how green marketing mix influences environmentally conscious consumers regarding green brand image, green satisfaction, green trust, and green loyalty in Indonesia's increasingly environmentally conscious market. The Body Shop's green marketing approach must be reevaluated in light of these factors, especially in building a green brand image, green satisfaction, green trust, and green loyalty.

The simultaneous integration of three mediators in a single PLS-SEM model is uncommon in prior research, particularly when it comes to sustainability-based cosmetic companies. This study aims to investigate this integration. This adds something fresh to the body of literature.

This investigation examines the mechanisms through which green marketing mix strategies influence environmentally conscious consumer behavior, specifically focusing on the formation of green brand image, green satisfaction, green trust, and green loyalty within Indonesia's expanding sustainability-oriented marketplace. The Body Shop's environmental marketing framework requires comprehensive reassessment considering these interconnected variables, particularly regarding the development and reinforcement of green brand image, green satisfaction, green trust, and green loyalty among target consumers.

The concurrent examination of three mediating variables within a unified PLS-SEM analytical framework represents a notable methodological advancement in existing literature, especially within the context of sustainability-focused cosmetic enterprises. This research endeavors to explore this methodological integration systematically. The approach contributes novel theoretical insights to the existing scholarly discourse on sustainable marketing practices and consumer loyalty formation.

2. Literature Review

This research examines relevant theories on how green marketing influences green loyalty. Green marketing mix is considered effective because it includes products, prices, distribution, promotion, packaging, and recycling that are environmentally oriented [21] . To reach and satisfy customer desires, companies can use environmentally friendly and sustainable green marketing mix strategies [22]. This is in line with the findings [23] that various companies in Indonesia have begun to adopt environmentally conscious marketing strategies as a form of ecological responsibility. Under such circumstances, a brand's green brand image reflects how consumers perceive its dedication to the environment [24]. A green brand image can make consumers feel better about how the product or service impacts the environment [25]. Conversely, green trust describes consumers' faith in a brand's environmental performance and integrity [26]. Customers will add value to a company when they trust it Annisa Vivit and Arry [27]. Green satisfaction arises from consumers' positive experiences after using environmentally friendly products, which encourages long-term loyalty [28]. In consumer behavior studies, consumer satisfaction levels are very important because they directly impact decisions to purchase products and loyalty to a brand [7]. If consumer satisfaction levels are high, consumers tend to be more loyal and purchase the product again [29]. Overall, this experience contributes to the formation of green loyalty, which is consumers' tendency to continue choosing brands that care about the environment [30]. In addition, Madiawati, et al. [31] states that consumer loyalty is based on emotional closeness to the company, which strengthens the commitment to continue choosing products from that brand. Many companies prioritize customer loyalty toward environmentally friendly products because loyal customers tend to make more purchases, spend more money, and are less price-sensitive than other customers [32]. Based on this premise, the study suggests that the green marketing mix mediates brand image, trust, and happiness while also having a direct impact on green consumer loyalty. Through enhancements in brand image and customer satisfaction, this study develops a conceptual framework that shows how implementing green marketing mix techniques positively boosts consumer loyalty.

3. Theoretical Framework

Studies have shown that green marketing mix influences green loyalty directly and indirectly through several mediating variables [21]. Green satisfaction serves as an important mediator in the relationship. Green trust is also an intermediary between green loyalty and green marketing [24]. In addition, Kartono and Warmika [26] demonstrated that brand image exerts substantial influence on consumer loyalty toward environmentally conscious brands. Figure 1 illustrates the theoretical relationships connecting green marketing mix to green loyalty through the mediating variables of green brand image, green trust, and green satisfaction. This conceptual framework was developed through synthesis of the aforementioned theoretical foundations and adaptation of established research paradigms from prior scholarly investigations.
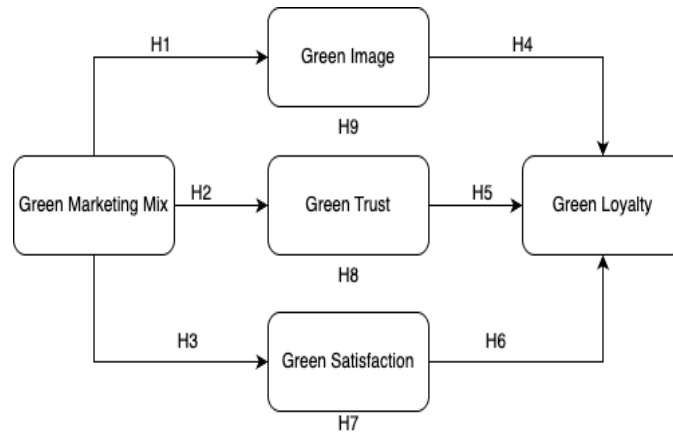
Figure 1.
Conceptual framework.
Source: Adopted from Nguyen-Viet [24].

Therefore, the hypothesis used in this study is based on previous research, as follows:

H₁: Green marketing mix has a positive effect on green image.

The relationship between green marketing mix implementation and green brand image formation demonstrates a robust and statistically significant positive association. Empirical evidence indicates that the strategic deployment of environmentally oriented marketing mix elements, coupled with the cultivation of a compelling brand image, generates substantial influence on consumer purchasing behavior toward sustainable products and enhances overall customer satisfaction with environmentally conscious offerings.

The systematic application of green marketing strategies has been empirically validated to create measurable improvements in consumer decision-making processes, particularly regarding the selection of eco-friendly alternatives. Furthermore, this strategic approach contributes meaningfully to elevated satisfaction levels among consumers who engage with environmentally responsible products, establishing a foundation for sustained competitive advantage in the sustainable marketplace [28].

H₂: Green marketing mix has a positive effect on green trust.

Results from Askaria and Arief [30]; Tan, et al. [33] and Wu and Liu [34]. Because consumers have greater faith in businesses' dedication to incorporating eco-friendly activities into all facets of the marketing mix, The fact that the green marketing mix significantly and favorably affects green trust is also supported by this study.

H₃: Green marketing mix has a positive effect on green satisfaction.

With sustainable products, regular green marketing can boost consumer satisfaction [35]. Assert that green marketing components such as distribution, price, promotions, and products increase green satisfaction.

H₄: Green image has a positive effect on green loyalty.

Furthermore, it has been demonstrated that a green brand image has a beneficial effect on green loyalty [36]. Asserts that a business's dedication to environmental concerns can significantly affect the loyalty of its clientele.

H₅: Green trust has a positive effect on green loyalty.

According to Firmansah, et al. [36] green trust is strongly influenced by green loyalty. Loyalty is higher among customers who believe in businesses that implement environmental responsibility.

H₆: Green satisfaction has a positive effect on green loyalty. Joshi and Rahman [35]; Nguyen, et al. [37] *and* Wang, et al. [38] discovered that contentment with sustainable products promotes recommendations and repeat business, which boosts loyalty. High levels of customer satisfaction

suggest that customers are likely to demonstrate their loyalty by repurchasing the goods, per [29] research.

H_7: *Green marketing mix positively affects Green loyalty through Green satisfaction* [39].

Make sure that the direct and indirect effects of green marketing on customer loyalty are mediated by customer satisfaction.

H8: Green marketing mix positively affects Green loyalty through Green trust [40].

Show that green trust enhances the effect of green marketing on consumer loyalty.

H9: Green marketing mix positively affects Green loyalty through Green image [26]. Demonstrate how the relationship between green marketing and brand loyalty is significantly mediated by brand image.

4. Methodology

This research employed a quantitative methodology to examine the complex interrelationships between green marketing mix strategies and green loyalty outcomes. The analytical framework incorporated green satisfaction, green trust, and green brand image as critical mediating constructs within the theoretical model. Primary data collection was conducted through a structured survey administered to Generation Z consumers residing in Bandung who had completed purchases of The Body Shop products within the preceding six-month period. The research instrument utilized a five-point Likert scale configuration, with response options ranging from strongly disagree (1) to strongly agree (5). Sample size determination followed the Lemeshow formula, establishing a minimum threshold of 384 participants through purposive sampling methodology. The final dataset comprised responses from 435 participants who successfully completed the survey instrument.

Statistical analysis was executed using SmartPLS software applications. The research employed Partial Least Squares Structural Equation Modeling (PLS-SEM) as the primary analytical technique. The measurement and structural model evaluation encompassed comprehensive assessments of discriminant validity, convergent validity through Average Variance Extracted (AVE) calculations, and reliability testing incorporating composite reliability and Cronbach's alpha coefficients.

The selection of this methodological framework was strategically justified by its demonstrated effectiveness in evaluating sophisticated theoretical constructs within moderately sized samples, combined with its proven capacity to elucidate causal relationships among latent variables with precision and statistical rigor.

5. Results

Table 1.
Outer Loading Results.

	X	Y	Z1	Z2	Z3
X1	0.755				
X2	0.764				
X3	0.737				
X4	0.798				
Y1		0.729			
Y2		0.714			
Y3		0.734			
Y4		0.771			
Y5		0.779			
Y6		0.786			
Y7		0.772			
Z1.1			0.767		
Z1.2			0.801		
Z1.3			0.775		
Z1.4			0.801		
Z1.5			0.781		
Z1.6			0.764		
Z1.7			0.776		
Z1.8			0.731		
Z1.9			0.765		
Z2.1				0.749	
Z2.2				0.706	
Z2.3				0.722	
Z2.4				0.727	
Z2.5				0.722	
Z3.1					0.710
Z3.2					0.771
Z3.3					0.738
Z3.4					0.792
Z3.5					0.774
Z3.6					0.726
Z3.7					0.726
Z3.8					0.741

Based on the table above, all indicators show values exceeding 0.7. As a result, every indicator in this study is regarded as legitimate and suitable for more research.

Table 2.
Cross Factor Loading Result.

	X	Y	Z1	Z2	Z3
X1	0.755	0.482	0.462	0.423	0.378
X2	0.764	0.480	0.439	0.397	0.308
X3	0.737	0.547	0.443	0.450	0.261
X4	0.798	0.575	0.517	0.447	0.265
Y1	0.594	0.729	0.506	0.457	0.295
Y2	0.578	0.714	0.500	0.421	0.235
Y3	0.534	0.734	0.534	0.475	0.193
Y4	0.487	0.771	0.591	0.474	0.228
Y5	0.482	0.779	0.601	0.496	0.255
Y6	0.490	0.786	0.598	0.479	0.322
Y7	0.470	0.772	0.582	0.437	0.298
Z1.1	0.463	0.593	0.767	0.497	0.187
Z1.2	0.483	0.629	0.801	0.515	0.230
Z1.3	0.511	0.644	0.775	0.530	0.327
Z1.4	0.460	0.602	0.801	0.431	0.326
Z1.5	0.452	0.568	0.781	0.489	0.277
Z1.6	0.468	0.520	0.764	0.476	0.205
Z1.7	0.471	0.551	0.776	0.483	0.268
Z1.8	0.456	0.497	0.731	0.505	0.158
Z1.9	0.482	0.543	0.765	0.489	0.297
Z2.1	0.438	0.468	0.495	0.749	0.217
Z2.2	0.380	0.405	0.433	0.706	0.182
Z2.3	0.401	0.449	0.428	0.722	0.207
Z2.4	0.413	0.444	0.448	0.727	0.198
Z2.5	0.405	0.455	0.493	0.722	0.312
Z3.1	0.315	0.318	0.294	0.310	0.710
Z3.2	0.292	0.259	0.237	0.179	0.771
Z3.3	0.227	0.236	0.211	0.155	0.738
Z3.4	0.259	0.240	0.236	0.251	0.792
Z3.5	0.251	0.177	0.195	0.202	0.774
Z3.6	0.210	0.171	0.142	0.118	0.726
Z3.7	0.228	0.182	0.157	0.171	0.726
Z3.8	0.448	0.359	0.360	0.332	0.741

According to the cross-loading data in the above table, each indicator has the most significant load value on the relevant construct compared to other constructions. This finding suggests that each indicator accurately represents the construct it is intended to measure.

Table 3.
Fornell-Larcker Criteria Validity Test for Discriminant Results.

	Green Marketing Mix	Green Loyalty	Green Brand Image	Green trust	Green Satisfaction
Green Marketing Mix	0.764				
Green Loyalty	0.683	0.755			
Green Brand Image	0.611	0.742	0.774		
Green Trust	0.562	0.613	0.634	0.726	
Green Satisfaction	0.397	0.346	0.329	0.309	0.748

The Fornell-Larcker criteria shown in the table above indicate that each structure's square root AVE is greater than its correlation with other structures. This finding indicates that the indicators meet the criteria for discriminant validity and are appropriate for use in this study.

Table 4.
Cronbach's Alpha Test and Composite Reliability Test Results.

Variable	Composite reliability	Cronbach's alpha	AVE
Green Marketing Mix	0.848	0.762	0.583
Green Loyalty	0.903	0.874	0.571
Green Brand Image	0.931	0.916	0.599
Green Trust	0.847	0.775	0.526
Green Satisfaction	0.910	0.889	0.559

The reliability test results, based on the table above, indicate that each variable involved in this study meets the minimum eligibility requirements. The composite reliability and AVE values are each greater than 0.7, and Cronbach's alpha values are greater than 0.5. All variables are deemed dependable when these requirements are met, and they can be utilized for more research.

Table 5.
R-Square (R^2) Value Test Results.

	R^2	R^2 adjusted
Green Loyalty	0.592	0.589

According to Ghozali and Latan [41] the moderate group comprises R-squared values ranging from 0.5 to 0.75, as indicated by the test results displayed in the above table. With an R-squared value of 0.592, the independent variables Green Marketing Mix, Green Brand Image, Green Trust, and Green Satisfaction account for 59.2 percent of the variation in the dependent variable Green Loyalty. Other independent factors account for 40.8 percent of the variation.

Table 6.
Effect Size (F^2) Test Results.

Variabel	Y
Green Brand Image	0.462
Green Trust	0.072
Green Satisfaction	0.017

The table above indicates that green brand image significantly impacts green loyalty as the dependent variable (Y), with an f^2 value of 0.462. Conversely, green trust shows an f^2 value of 0.072, which falls into the category of small influence. In contrast, green satisfaction only records an f^2 value of 0.017, which falls into the category of very small or even insignificant influence. These findings confirm that green brand image functions as the most crucial mediating variable among the three variables studied regarding the relationship between green marketing mix and green loyalty. This suggests that long-term loyalty toward environmentally friendly products, such as The Body Shop's, is significantly influenced by consumers' positive perceptions of the company's environmental commitment.

Table 7.
Q-Square (q^2) Test Results.

Variable	Q^2predict
Green Loyalty	0.427

Considering the table above, the Q2 value is 0.427. which is above 0, which indicates that the model has good predictive ability or adequate predictive relevance.

Table 8.
Hypothesis Test Results.

Hipotesis	Original sample (O)	T statistics (|O/STDEV|)	P values
X -> Z1	0.611	12.052	0.000
X -> Z2	0.562	12.231	0.000
X -> Z3	0.397	11.130	0.000
Z1 -> Y	0.571	9.139	0.000
Z2 -> Y	0.223	3.599	0.000
Z3 -> Y	0.089	2.937	0.002
X -> Z3 -> Y	0.035	2.630	0.004
X -> Z2 -> Y	0.126	3.238	0.001
X -> Z1 -> Y	0.349	6.032	0.000

The empirical findings demonstrate statistical significance across all hypothesized relationships within the proposed model, as evidenced by t-statistic values exceeding the critical threshold of 1.96 and p-values below the conventional significance level of 0.05. The structural equation modeling results reveal that the green marketing mix exerts a substantial and statistically significant influence on three key mediating constructs: green brand image (t = 12.052; p = 0.000), green trust (t = 12.231; p = 0.000), and green satisfaction (t = 11.130; p = 0.000). Furthermore, the analysis confirms that green brand image demonstrates a pronounced positive effect on consumer loyalty (t = 9.139), while both green trust (t = 3.599) and green satisfaction (t = 2.630; p = 0.004) exhibit statistically significant positive associations with the loyalty construct. These empirical outcomes substantiate the proposition that The Body Shop's comprehensive environmental marketing strategy effectively cultivates consumer loyalty while simultaneously strengthening the foundational elements of green satisfaction, green trust, and green brand image perceptions among target consumers.

6. Discussion

The results of the hypothesis testing indicate that green brand image has a significant influence originating from the green marketing mix, with a regression coefficient of 0.843, a t-value of 12.052, and a p-value of 0.000. These findings suggest that consumers' positive perceptions of The Body Shop are likely influenced by the company's implementation of environmentally oriented marketing strategies, which include environmentally friendly products, competitive pricing, educational programs, and sustainable distribution practices. This outcome is in line with previous studies by Nguyen and Nguyen [42] and Genoveva and Samukti [43] which stress how crucial it is to communicate desired values consistently in order to create a green image.

In addition, green trust is significantly impacted by the green marketing mix as well (t-statistic = 12.231; p-value = 0.000), which shows that a consistent green strategy increases consumer trust in brand commitment to cessation. This is reinforced by the theory of Li and Sun [44] which states that trust in green brands is an emotional foundation in forming loyalty.

In addition, green satisfaction has also been demonstrated to be impacted by the green marketing mix (t-statistic = 11.130; p-value = 0.000). This satisfaction arises because consumers feel they are getting quality products that are in line with environmental conservation values [35]. Stated that the emotional value of a green marketing strategy can increase satisfaction and ultimately drive loyalty.

In addition, green brand image, green trust, and green satisfaction significantly influence green loyalty, with t-statistic values of 9.139, 3.599, and 2.937, respectively. Customers are more likely to be devoted through repeat business and product recommendations when they have favorable opinions, trust, and high levels of happiness with a company, according to Bhaswara and Patrikha [28] and Tan, et al. [33].

The association between the green marketing mix and green loyalty is also significantly mediated by the third variable (t-statistic = 6.032; 3.238; and 2.630). This shows that loyalty is not only formed

directly, but also through positive perceptions, trust, and satisfaction with the green strategy implemented by the brand.

This study also supports and complements previous studies. Ayoub and Metawie [45] stated that green marketing influences purchase intention through image and trust, but has not highlighted loyalty. [34] looked at how image and trust affect loyalty in the natural cosmetics business, but didn't directly test the green marketing mix underlined how crucial authenticity is to preventing greenwashing, which undermines credibility. Nguyen-Viet [24] Knowing that green brand image, green products, green prices, and green promotions influence satisfaction and trust levels, while green place has no impact. Conversely, showed that green place and green advertising had a bigger impact than green products and green prices, which only partially affected all facets of green customer-based brand equity [24]. This study broadens our knowledge of the topic by showing how each element of the green marketing mix affects consumer perception, trust, and satisfaction.

This study significantly advances planned behavior theory by integrating it into a structured model. Green brand image, green satisfaction, and green trust are mediating variables. These three factors have not been extensively studied in the past, especially when it comes to eco-friendly cosmetic businesses.

Practically, these findings provide actionable recommendations for cosmetic industry practitioners. Companies should design comprehensive green marketing strategies, targeting each element of the marketing mix with approaches that genuinely support sustainability values, such as natural raw materials, educational promotions, and measurable recycling programs.

Compared to research in other sectors such as food and textiles, these findings indicate that in the cosmetics industry, brand image plays a more central role in shaping consumer loyalty, emphasizing the importance of differentiation based on industry context.

Mechanistically, consumers' favorable opinions of a business's eco-friendly operations, their pleasant product-use experiences, and their faith in the brand's honesty all contribute to the development of green loyalty.

These three elements form a chain of attitudes, intentions, and behaviors that gradually influence loyalty.

These results are especially pertinent when considering Indonesia's youthful, environmentally conscious metropolitan consumers. However, because the impact of green marketing can vary depending on the level of awareness and socio-cultural norms, generalizations should be re-examined for different industries or consumers.

7. Conclusion

Based on these findings, Green Marketing Mix has been proven to significantly influence Green Brand Image, Green Trust, Green Satisfaction, and Green Loyalty. This is further supported by the path analysis results, which show that the relationship between Green Marketing Mix and Green Brand Image has the highest coefficient of 0.843, with a T value of 12.052 and a significance level of 0.000. Additionally, the Green Marketing Mix also significantly influences Green Trust with a T value of 12.231 and a P value of 0.000, as well as Green Satisfaction with a T value of 11.130 and a P value of 0.000. Furthermore, Green Brand Image, Green Trust, and Green Satisfaction recorded T values of 6.032, 3.238, and 2.630, respectively, indicating that these three variables significantly act as mediators in strengthening the influence of Green Marketing Mix on Green Loyalty.

The Body Shop's green marketing strategies, which include using eco-friendly products, fair pricing, educational initiatives, and sustainable product distribution, have greatly enhanced customer loyalty both directly and indirectly, according to these findings. Consistent implementation of the Green Marketing Mix can build trust, enhance brand perception, and provide a positive experience for customers. This ultimately strengthens consumer loyalty to the brand. This success shows that loyalty to environmentally friendly products can be built through a comprehensive approach, involving consumer perceptions, beliefs, and emotional experiences.

Transparency:
The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

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