The correct answer is \*\*(D) response bias\*\*. Here's a breakdown of why:

\* \*\*Response Bias:\*\* This occurs when respondents provide inaccurate or misleading information in a survey or study. This can stem from several factors, including:

\* \*\*Social Desirability Bias:\*\* People may alter their answers to appear more favorable or socially acceptable. This is especially relevant to questions about personal hygiene, as people might be embarrassed to admit certain habits.

\* \*\*Acquiescence Bias:\*\* Respondents may tend to agree with statements regardless of their actual beliefs.

\* \*\*Interviewer Effects:\*\* The interviewer's presence, characteristics, or behavior can influence how respondents answer.

\* \*\*Question Wording:\*\* The way a question is phrased can subtly guide or bias a respondent's answer.

\* \*\*Why the other options are less appropriate:\*\*

\* \*\*(A) Sampling Bias:\*\* This refers to a problem with how the sample of people was selected. It might result in a sample that doesn't accurately represent the population. The question focuses on the behavior of individuals \*within\* the sample, not how the sample itself was created.

\* \*\*(B) Confounding:\*\* This occurs when a third variable influences both the independent and dependent variables, making it difficult to determine the true relationship between them. This is less relevant here, as the context describes individuals giving inaccurate responses within a study, rather than external factor.

\* \*\*(C) Non-response Bias:\*\* This arises when a significant portion of the selected sample \*doesn't\* participate in the study (e.g., refusing to answer the hygiene questions). Although non-response could be related to the topic, the prompt is about people who \*do\* respond, but respond inaccurately, not those who decline to participate.

\*\*Therefore, the core problem is that the answers given by the participants are systematically inaccurate due to their sensitivity about the topic of personal hygiene. This directly reflects response bias.\*\*