
Plan Overview

A Data Management Plan created using DMPonline

Title: Social Media Adoption as a Competitive Lever: Impact on Consumer Behaviour Towards FMCG Brands with a Focus on Fizzy Brands in Plymouth, Devon, UK.

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Template: DCC Template

Project abstract:

This research explores the impact of social media adoption on consumer behaviour and business performance in the fast-moving consumer goods (FMCG) sector, with a focus on fizzy drink brands. Using primary data collected from 103 respondents in Plymouth, Devon, this study investigates how businesses can use social media communication strategies to influence consumer decision-making, brand perception, and purchase behavior. Key findings indicate that factors such as informative content, engaging and entertaining posts, brand responsiveness, and social media promotions significantly affect consumer behavior. The study reveals that not all strategies hold equal influence. Furthermore, it provides practical recommendations for fizzy brands and businesses to improve their social media strategies in order to gain a competitive edge in an increasingly digital marketplace.

ID: 158797

Start date: 13-12-2023

End date: 16-09-2024

Last modified: 14-09-2024

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Social Media Adoption as a Competitive Lever: Impact on Consumer Behaviour Towards FMCG Brands with a Focus on Fizzy Brands in Plymouth, Devon, UK.

Data Collection

What data will you collect or create?

Quantitative Data:

1. **Demographic Information:**

Gender, age, location, Employment status,

2. **Social media usage:**

Frequency of social media use , Platform preference, time spent .

Quantifies social media habits and platform preferences.

3. **Social Media Interaction with FMCG Brands :**

Interaction with brands, platforms used, type of content engaged with

Measures the frequency and types of interaction with carbonated drink brands on social media.

4. **Purchase Behaviour:**

Frequency of purchase, influence of social media, factors influencing decision-making

Analyzes how often consumers purchase carbonated drinks and the impact of social media interactions on their purchase behaviour.

5. **Brand Perception and Engagement:**

Trust in brands, importance of social media presence, likelihood of recommending brands

Quantifies trust levels, the importance of social media activity, and the likelihood of brand recommendations.

Qualitative data :

The qualitative data focuses on open-ended responses that provide in-depth insights into consumer opinions, perceptions, and suggestions. These are:

"Social media promotions and discounts offered by fizzy drink brands can sway my decision towards their products when I'm choosing a drink."

This question captures opinions, suggestions, and recommendations from consumers about how brands can improve their social media engagement strategies.

"Availability of more informative content about fizzy drink products on social media"

This open-ended question allows respondents to express their thoughts, experiences, or ideas that may not have been covered in other parts of the questionnaire.

How will the data be collected or created?

Survey responses will be collected online using the Google platform

Documentation and Metadata

What documentation and metadata will accompany the data?

Data from surveys will be kept confidential and anonymous.

Participant details will be collected with the responses and will only be accessible to the lead investigator.

Data will only be collected from the relevant participants in the research.

Responses will be made available to all researchers but stored with a participant-identifying number known only to the lead

investigator.

Direct quotes of free-text answers may be used, but these will not be traceable to the participant.

All data will be stored within the University of Plymouth cloud-based encrypted files (OneDrive).

Ethics and Legal Compliance

How will you manage any ethical issues?

To manage ethical issues, informed consent will be obtained from participants via the Google form survey before they proceed. The survey

includes a dedicated page that outlines the purpose of the research, and participants must provide consent to continue. Data will be

collected anonymously, ensuring privacy and confidentiality. Additionally, participants will be informed of their right to withdraw at

any time without penalty. Ethical approval for the study has been granted, with the necessary documentation signed by both the

principal investigator and the supervisor, confirming compliance with ethical standards.

How will you manage copyright and Intellectual Property Rights (IPR) issues?

To manage copyright and intellectual property (IP) issues, the principal investigator will ensure that everything created in this

research is original or properly credited. If any materials from others are used, permission will be obtained, and credit will be given.

The research data and findings will belong to the IP and the institution. Participants' contributions will remain anonymous, and they

won't have ownership of the research outputs. Any data shared or published will follow copyright and IP rules.

Storage and Backup

How will the data be stored and backed up during the research?

All data will be stored on Google fo or within University of Plymouth cloud-based encrypted files (OneDrive) during analysis

How will you manage access and security?

Only the PI will have access to the raw data

Selection and Preservation

Which data are of long-term value and should be retained, shared, and/or preserved?

Response data will only be kept for the duration of the study and will be deleted from OneDrive once the analysis and write-up have been completed (projected end date September 2024).

Data may be disclosed in published works posted online for use by other researchers and the community.

Research findings might also be presented at required conference or used in future research.

What is the long-term preservation plan for the dataset?

Data will only be kept for the duration of the study and will be deleted from OneDrive once the analysis and write-up have been completed (projected end September 2024)

Data Sharing

How will you share the data?

Reports and publications for the analysed data

Are any restrictions on data sharing required?

None

Responsibilities and Resources

Who will be responsible for data management?

Principle Investigator (PI)

Participating Researchers (PR)

What resources will you require to deliver your plan?

Google form- no cost to researchers as utilising UoP subscription

Onedrive - no cost to researchers as utilising UoP subscription