

---

## Plan Overview

*A Data Management Plan created using DMPonline*

**Title:** Consumer Perception of Sustainable Packaging: A Case Study of the UK Consumer Goods Industry

**Creator:** Adebowale Adefila

**Principal Investigator:** Adebowale Adefila

**Affiliation:** University of Plymouth

**Template:** DCC Template

### **Project abstract:**

This study investigates consumers' perceptions of sustainable packaging and its business implications within the UK consumer goods sector, focusing on companies such as Apple and Polestar. Utilising a positivist research philosophy and a deductive approach, an online survey was conducted among 400 participants. The findings reveal that consumers are highly aware of sustainable packaging, and a significant majority are willing to pay a premium for eco-friendly products. Moreover, businesses that fail to adopt sustainable packaging risk losing customers, while those that prioritise sustainability gain a competitive edge and foster brand loyalty. The study concludes that adopting sustainable packaging is environmentally responsible and essential for long-term business success in the consumer goods sector.

**ID:** 159128

**Start date:** 29-04-2024

**End date:** 16-09-2024

**Last modified:** 16-09-2024

### **Copyright information:**

The above plan creator(s) have agreed that others may use as much of the text of this plan as they would like in their own plans, and customise it as necessary. You do not need to credit the creator(s) as the source of the language used, but using any of the plan's text does not imply that the creator(s) endorse, or have any relationship to, your project or proposal

# Consumer Perception of Sustainable Packaging: A Case Study of the UK Consumer Goods Industry

---

## Data Collection

### What data will you collect or create?

Survey data from 400 participants on their perceptions of sustainable packaging.

### How will the data be collected or created?

Data will be collected via an online survey, targeting UK consumers who have purchased from selected companies.

## Documentation and Metadata

### What documentation and metadata will accompany the data?

Data will be accompanied by participant demographics and the survey structure, ensuring clarity and reusability.

## Ethics and Legal Compliance

### How will you manage any ethical issues?

Informed consent will be obtained, and data will be anonymized and securely stored to protect participants' privacy.

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

I will retain copyright, and data will be used only for academic purposes with no third-party sharing without consent.

## Storage and Backup

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

Data will be stored on encrypted drives with regular backups to a secure cloud service.

**How will you manage access and security?**

Only the research team will have access to the data, protected by password and encryption.

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

The anonymized survey data may be of long-term value and should be preserved for future academic research

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

The dataset will be stored in the university's secure repository for a minimum of 5 years, following their data management policies.

**Data Sharing****How will you share the data?**

Data may be shared upon request, subject to university guidelines, and only in an anonymized form.

**Are any restrictions on data sharing required?**

Yes, data sharing will be restricted to academic use, and participant confidentiality must be ensured.

**Responsibilities and Resources****Who will be responsible for data management?**

Supervisor

**What resources will you require to deliver your plan?**

None

^