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## Plan Overview

*A Data Management Plan created using DMPonline*

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

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**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.

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### **Copyright information:**

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

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## 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