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## Plan Overview

*A Data Management Plan created using DMPonline*

**Title:** CONSUMER PERCEPTION OF DATA PRIVACY IN UK THE BEVERAGE INDUSTRY

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**Template:** DCC Template

### Project abstract:

This study investigates consumer perceptions of data privacy within the UK beverage industry and assesses how these perceptions influence purchasing decisions. Using a positivist research philosophy and a survey strategy, data were collected from 400 participants through an online questionnaire. The analysis reveals that consumers are generally aware of data collection practices but are concerned about potentially misusing their personal information. The study also finds that robust data privacy practices positively influence consumer trust and purchasing behaviour, with many consumers willing to pay a premium for products from companies with strong data privacy measures. A moderate positive correlation between consumer perceptions of data privacy and purchasing behaviour further highlights the importance of effective data privacy management in maintaining consumer trust and driving sales in the beverage industry. These findings offer actionable insights for UK beverage companies to enhance data privacy measures, thereby improving customer satisfaction and competitive advantage.

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# CONSUMER PERCEPTION OF DATA PRIVACY IN UK THE BEVERAGE INDUSTRY

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## Data Collection

### What data will you collect or create?

Consumer responses from an online survey related to their awareness, trust, and perceptions of data privacy.

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

Data will be collected through an online questionnaire administered to UK beverage industry consumers.

## Documentation and Metadata

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

Survey responses will include respondent age, gender, and data privacy-related behavior. Metadata will include timestamps, location, and completion rates of the survey.

## Ethics and Legal Compliance

### How will you manage any ethical issues?

Anonymization of all data, secure storage, and participant confidentiality will be maintained.

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

All data will be original, and appropriate licenses for third-party sources will be ensured if required.

## Storage and Backup

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

Data will be stored in encrypted, cloud-based systems, and regularly backed up on external drives.

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

Access will be limited to the research team, with all data encrypted and protected by secure passwords.

## **Selection and Preservation**

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

Aggregated survey results and anonymized data that contribute to academic knowledge may be preserved and shared.

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

Anonymized data will be archived in the University of Plymouth's research repository for future academic use.

## **Data Sharing**

### **How will you share the data?**

Data will be shared in anonymized form through academic journals, conferences, and research repositories.

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

Data sharing will be limited to anonymized information to protect participant privacy. No identifiable data will be shared.

## **Responsibilities and Resources**

### **Who will be responsible for data management?**

Supervisor

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

None

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