Plan Overview

A Data Management Plan created using DMPonline

Title: THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON CONSUMER PERCEPTIONS, BRAND REPUTATION, AND LOYALTY: A CASE STUDY OF UNILEVER NIGERIA

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Project abstract:

This study investigates the relationship between corporate social responsibility (CSR) initiatives, brand reputation, and consumer loyalty using a quantitative research approach. The research employs a structured online survey to gather data from a sample of participants, focusing on their perceptions of CSR activities and their impact on brand reputation and loyalty. Non-probability sampling methods, including convenience and snowball sampling, were used to reach respondents through social media platforms. Data analysis involved the application of various statistical techniques, including correlation and regression analysis, to explore the strength and direction of relationships between variables. Descriptive analysis provided an overview of the dataset, while inferential statistics allowed for conclusions about the larger population. The findings highlight significant associations between CSR initiatives and brand reputation, as well as the mediating role of consumer loyalty. These insights contribute to the understanding of how CSR efforts can influence consumer behaviour and brand perception in competitive markets. Limitations related to sample bias, self-reporting, and the use of cross-sectional design are acknowledged. The study concludes with recommendations for businesses aiming to enhance their CSR strategies to strengthen brand loyalty and reputation.

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End date: 15-09-2024

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Copyright information:

Data Collection

What data will you collect or create?

Quantitative data.
The data will consist of consumer perceptions, brand reputation, and loyalty metrics related to CSR activities at Unilever Nigeria.

How will the data be collected or created?

The data will be collected through structured online surveys using a non-probability sampling method, specifically convenience and snowball sampling via social media platforms.

Documentation and Metadata

What documentation and metadata will accompany the data?

Survey data will be documented with timestamps, demographic information, and response metadata. Descriptive metadata will include variables such as age, gender, and CSR perception scores.

Ethics and Legal Compliance

How will you manage any ethical issues?

Ethical issues will be managed by obtaining informed consent from participants, ensuring anonymity, and protecting personal information. The study adheres to the ethical guidelines outlined in the ethical review.

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

Copyright of the data will remain with the researcher. Unilever Nigeria will be acknowledged for the context of the case study. If any materials from others are used, permission will be obtained, and credit will be given.

Storage and Backup

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

Data will be stored in an encrypted cloud storage system with regular backups to an external hard drive ensuring protection against data lost and unauthorized access.

How will you manage access and security?

Only the researcher and supervisor will have access to the raw data. Access will be restricted with strong password protection and encryption.

Selection and Preservation

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

Survey data that provides insights into CSR's impact on consumer behavior will be retained. Raw data will be preserved for future academic purposes.

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

Data will be preserved in institutional repositories to allow for future research and reference.

Data Sharing

How will you share the data?

Aggregated and anonymized data will be shared with relevant stakeholders, such as academic peers, and presented in publications or conferences.

Are any restrictions on data sharing required?

Individual-level data will not be shared to maintain participant confidentiality.

Responsibilities and Resources

Who will be responsible for data management?

The researcher will be responsible for data management, backed by institutional resources for data storage, analysis software, and ethical review assistance.

What resources will you require to deliver your plan?

Resources required include secure cloud storage for data backup, statistical software for data analysis (such as SPSS), and access to institutional repositories for long-term data preservation and sharing.