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## Plan Overview

*A Data Management Plan created using DMPonline*

**Title:** THE ROLE OF VIDEO USER-GENERATED CONTENT (UGC) IN SHAPING THE BRAND IMAGE OF GROCERY RETAILERS

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**Template:** DCC Template

### **Project abstract:**

This study explores the role of video user-generated content (UGC) in shaping the brand image of grocery retailers. A survey of 105 respondents was conducted to analyze engagement patterns with video UGC and its effect on brand image and purchase decisions. The results reveal a significant positive correlation between frequent engagement with video UGC and a favorable brand image, with 89% of frequent viewers rating brands as "Good" or "Excellent." Authenticity of content creators and clear presentation of information were identified as key factors influencing consumer trust in video UGC. The findings suggest that video UGC plays a critical role in shaping consumer perceptions and driving purchase decisions in the grocery retail sector.

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### **Copyright information:**

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# THE ROLE OF VIDEO USER-GENERATED CONTENT (UGC) IN SHAPING THE BRAND IMAGE OF GROCERY RETAILERS

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## Data Collection

### What data will you collect or create?

Quantitative data, providing insights into consumer motivations and preferences regarding UGC in the context of grocery retailing

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

Administration of survey via e-form link created by JISC. Participants are contacted via social media platforms

## Documentation and Metadata

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

Ethical form

## Ethics and Legal Compliance

### How will you manage any ethical issues?

Confidentiality and anonymity were rigorously maintained to protect participants' privacy. Personal identifiers were removed from collected data, and strict protocols were in place to anonymize responses, ensuring that individual participants could not be identified. All data were securely stored and accessible only to the research team, further ensuring confidentiality.

Throughout the study, efforts were made to uphold the principle of non-maleficence, ensuring that participants faced no harm as a result of their involvement. Survey questions were carefully designed to minimize any potential distress or discomfort. Participants were informed of their right to withdraw from the study at any time without facing adverse consequences.

The research was conducted with utmost integrity and transparency. Findings were reported truthfully, without any fabrication, falsification, or manipulation of data. Any potential conflicts of interest were openly disclosed to maintain transparency and uphold research integrity.

Prior to commencing the study, ethical approval was sought and obtained. This ensured that the research design and procedures adhered to established ethical standards and guidelines. By prioritizing these ethical considerations, the study aimed to uphold the dignity and rights of all participants, while maintaining the credibility and integrity of the research process.

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

N/A

## Storage and Backup

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

Personal computer

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

Personal computer is passworded

**Selection and Preservation**

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

nil

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

N/A

**Data Sharing**

**How will you share the data?**

via document

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

nil

**Responsibilities and Resources**

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

Author

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

N/A