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## Plan Overview

*A Data Management Plan created using DMPonline*

**Title:** THE IMPACT OF WORD OF MOUTH ON CUSTOMER LOYALTY IN THE UK CLOTHING AND FASHION RETAIL INDUSTRY

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**Template:** DCC Template

### **Project abstract:**

This study investigates the impact of electronic word-of-mouth (eWOM) on customer loyalty in the UK clothing and fashion retail industry. This study employs a quantitative approach, using survey research to gather data from 100 respondents via simple random sampling. Descriptive and inferential statistics, including correlation analysis, were used to explore relationships between key variables. The findings reveal that positive customer attitudes significantly drive eWOM engagement, while subjective norms, such as social pressure from peers, influence brand recommendations. Additionally, perceived behavioural control, which refers to a customer's confidence and resources to act on their intentions, was found to have a weaker yet significant effect on eWOM participation. The study offers valuable insights for fashion retailers, highlighting the need to integrate eWOM strategies into their marketing practices to build and sustain customer loyalty in the competitive UK fashion industry.

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### **Copyright information:**

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# THE IMPACT OF WORD OF MOUTH ON CUSTOMER LOYALTY IN THE UK CLOTHING AND FASHION RETAIL INDUSTRY

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## Data Collection

### What data will you collect or create?

This study will collect and create quantitative data related to the influence of electronic word-of-mouth (eWOM) on customer loyalty in the UK fashion retail industry.

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

The data for this study will be collected through structured online questionnaires distributed to respondents within the UK fashion retail industry.

## Documentation and Metadata

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

A copy of the original questionnaire used to collect data will be included. This ensures that anyone reviewing or using the dataset can understand the context of the questions and how the data was originally gathered.

## Ethics and Legal Compliance

### How will you manage any ethical issues?

Managing ethical issues in this study involves implementing several key strategies to ensure that all participants are treated with respect and that their rights are protected. Here are the specific ways in which ethical concerns will be addressed:

#### 1. Informed Consent:

- **Action:** All participants will receive detailed information about the study's purpose, methods, risks, benefits, and their rights. This will be provided at the beginning of the online questionnaire.
- **Process:** Participants will give explicit informed consent before proceeding, confirming that they understand the study and agree to participate voluntarily.
- **Management:** Consent will be obtained through a clear, affirmative action (e.g., clicking a consent checkbox) and no data will be collected without this agreement.

#### 2. Confidentiality and Anonymity:

- **Action:** The privacy of participants will be rigorously protected. Personal identifiers, such as names or contact details, will not be collected or linked to the data.
- **Management:** Data will be anonymized and stored securely, using encryption and restricted access protocols to ensure that only authorized personnel can access it.
- **Data Sharing:** If the data is shared with others (e.g., for publication or further analysis), it will be in an anonymized format to prevent identification of any participant.

#### 3. Data Protection and Security:

- **Action:** Data collected will comply with GDPR (General Data Protection Regulation) and other relevant data protection laws, ensuring that all data is handled responsibly.
- **Management:** Data will be stored on secure, password-protected systems, with encryption applied to sensitive information. Access will be restricted to the research team, and regular audits will be conducted to prevent unauthorized access.
- **Data Retention:** Personal data (if any) will be retained only for the period necessary for the research and will be securely deleted thereafter.

#### 4. Voluntary Participation and Right to Withdraw:

- Action: Participants will be informed that their participation is voluntary, and they can withdraw from the study at any point without providing a reason or facing any consequences.
- Management: A simple withdrawal mechanism (e.g., a clear contact email or withdrawal option in the survey) will be provided. If a participant withdraws, any data they have provided will be deleted.

#### 5. Avoiding Harm:

- Action: Care will be taken to avoid any form of physical or psychological harm to participants. The survey will be designed to ensure that questions are not intrusive or distressing.
- Management: Should any question cause discomfort, participants can skip it without penalty. Additionally, participants will be provided with contact information if they have concerns or need support after completing the survey.

#### 6. Bias and Fair Representation:

- Action: The study aims to be inclusive and representative of the target population (UK fashion retail consumers). Steps will be taken to avoid bias in the recruitment of participants and to ensure diverse demographics are included.
- Management: The use of simple random sampling will ensure that all eligible individuals have an equal chance of participating, reducing selection bias. Furthermore, the survey will be promoted across multiple channels to reach a broad audience.

#### 7. Ethical Review and Approval:

- Action: The study will undergo an ethical review by the relevant academic or institutional ethics committee to ensure that all potential ethical concerns are identified and mitigated before data collection begins.
- Management: The research will follow any guidelines or conditions set by the ethics committee to ensure compliance with best practices.

#### 8. Transparency and Honesty:

- Action: Full transparency will be maintained throughout the research process. Participants will be informed about how their data will be used and for what purposes.
- Management: Any conflicts of interest or funding sources will be disclosed, and the research results will be reported honestly, without fabrication or manipulation of data.

#### 9. Use and Misuse of Findings:

- Action: The research findings will be used responsibly to contribute to academic knowledge and practical applications in marketing and consumer behavior.
- Management: Efforts will be made to ensure that the results are not misused for unethical marketing practices or exploitation of consumers. Findings will be published in a way that maintains integrity and transparency.

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

- The study will clarify ownership of any intellectual property created during the research. Typically, intellectual property rights (IPR) for academic research belong to the researcher (author) or the institution sponsoring the research, depending on the terms of the researcher's employment or university policies.
- Since this study is part of an academic program, the intellectual property rights will likely rest with the researcher or the university. The university's policies on intellectual property will be followed, ensuring compliance with their rules regarding ownership, distribution, and use of the study's outputs.

## **Storage and Backup**

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

Data will be primarily stored on encrypted, password-protected devices such as a personal computer or laptop. These devices will be equipped with the latest security features to prevent unauthorized access.

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

Only the researcher and authorized personnel (if applicable) will have access to the data. Strong passwords will be used, and multi-factor authentication (MFA) will be enabled where possible.

## Selection and Preservation

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

- Long-Term Value: The anonymized responses from the survey (including demographic data, eWOM engagement, attitudes, subjective norms, behavioral control, purchase intentions, and customer loyalty) are of significant value. This dataset can provide insights into consumer behavior, which may be useful for future research in marketing, consumer psychology, or fashion retail.
- Retention and Sharing: This dataset should be retained and shared with the research community, particularly if it has been anonymized to protect participant identities. Sharing through institutional repositories or public data platforms (such as Zenodo or the UK Data Service) with appropriate licensing (e.g., Creative Commons) could promote its reuse for comparative studies, meta-analyses, or new investigations.

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

The statistical results (e.g., correlations, regression models, descriptive statistics) derived from the data analysis have long-term academic value, as they provide concrete evidence of the relationship between eWOM and customer loyalty. These findings, including statistical models and visualizations (e.g., graphs, tables), should be retained and possibly shared in published reports or articles. While raw data is useful for replication or further analysis, the insights gained from statistical analyses are also valuable for the academic and business communities.

## Data Sharing

### How will you share the data?

Data will be shared securely upon approval by the University ethics board.

### Are any restrictions on data sharing required?

Yes.

## Responsibilities and Resources

### Who will be responsible for data management?

The supervisor

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

None that i do not have access to as of now