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## Plan Overview

*A Data Management Plan created using DMPonline*

**Title:** "Investigating the Impact of Social Media Engagement on Brand Loyalty of E-commerce Companies in the UK"

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**Template:** DCC Template

### Project abstract:

The rapid growth of e-commerce and the increasing importance of social media in marketing have led to a growing interest in understanding the impact of social media engagement on brand loyalty. This study investigates the relationship between social media engagement and brand loyalty in the context of UK e-commerce companies, while also examining the potential moderating effects of age, gender, and income. A quantitative research approach was employed, using an online survey to collect data from a sample of 111 UK e-commerce customers.

The findings reveal a strong positive impact of social media engagement on brand loyalty, suggesting that e-commerce companies can enhance brand loyalty by investing in effective social media strategies. The moderating effects of demographic factors were mixed, with gender emerging as a significant moderator, while age and income did not exhibit significant moderating effects. Structural Equation Modeling (SEM) analysis was conducted to explore the potential mediating effects of customer satisfaction and brand trust. Surprisingly, neither variable significantly mediated the relationship between social media engagement and brand loyalty.

The study contributes to the existing literature by providing empirical evidence of the positive impact of social media engagement on brand loyalty in the UK e-commerce sector and by highlighting the complex nature of this relationship. The findings offer valuable insights for e-commerce companies seeking to enhance brand loyalty through social media engagement, emphasizing the importance of creating valuable content, fostering meaningful interactions, and tailoring strategies to specific gender groups.

The study also identifies several limitations and future research directions, such as employing longitudinal designs, exploring additional demographic and psychographic factors, and investigating the potential negative consequences of social media engagement. As the e-commerce industry continues to evolve and social media becomes increasingly integrated into consumers' lives, understanding the dynamics of social media engagement and brand loyalty remains crucial for businesses to thrive in the digital marketplace.

**Keywords:** social media engagement, brand loyalty, e-commerce, UK, demographic factors, customer satisfaction, brand trust

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# "Investigating the Impact of Social Media Engagement on Brand Loyalty of E-commerce Companies in the UK"

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## Data Collection

### What data will you collect or create?

The study will collect quantitative data through an online survey administered to UK residents aged 18 and above who are active social media users and customers of UK e-commerce companies. The survey will gather data on social media engagement, brand loyalty, and demographic variables using established scales adapted for this study.

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

In University Onedrive server

## Documentation and Metadata

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

The data will be accompanied by:

- A codebook detailing variable names, descriptions, and coding schemes
- Survey questionnaire
- Methodology documentation describing sampling and data collection procedures
- Data cleaning and processing scripts
- Information on software and versions used for analysis

## Ethics and Legal Compliance

### How will you manage any ethical issues?

Ethical considerations include:

- Obtaining informed consent from all participants
- Ensuring participant anonymity and data confidentiality
- Securely storing data with restricted access
- Adhering to GDPR requirements
- Following guidelines set by the University's Ethics Committee and Market Research Society's Code of Conduct

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

The researcher will retain copyright of the collected data. Any use of established scales or measures will properly credit the original authors. The final dataset will be owned by Plymouth University as per their policies.

## Storage and Backup

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

Data will be stored on the university's secure servers with regular automated backups. The online survey platform (JISC Online Surveys) provides secure, GDPR-compliant data storage during collection.

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

Access to the data will be restricted to the researcher and supervisor. Data will be stored in password-protected files on secure university servers. Any data shared with other researchers will be anonymized.

## **Selection and Preservation**

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

The final cleaned dataset, analysis scripts, and associated documentation have long-term value and should be preserved for potential future research.

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

The final dataset and documentation will be archived in the university's data repository for long-term preservation and potential future access by other researchers.

## **Data Sharing**

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

The final anonymized dataset may be shared with other researchers upon request, subject to a data sharing agreement. Key findings will be shared through the dissertation and potential academic publications.

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

Access to the raw data will be restricted due to confidentiality concerns. Only anonymized data may be shared, subject to a data sharing agreement to prevent misuse.

## **Responsibilities and Resources**

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

The primary researcher (Manjunath Sanduru Palaksha) will be responsible for data management throughout the project, under the supervision of Dr. Irfan Ameer.

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

Resources required include:

- Access to JISC Online Surveys platform
- Secure university server storage
- Statistical analysis software (e.g., SPSS)
- Time for data cleaning, documentation, and archiving