Plan Overview

A Data Management Plan created using DMPonline

Title: Psychological Features of Consumer Online Behavior

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Template: DCC Template

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Project abstract:
The project investigates the psychological characteristics of online consumer behavior and their role in shaping individual decision-making processes within digital environments. The study focuses on identifying key cognitive, emotional, and behavioral determinants that influence user engagement, purchase intentions, trust formation, and loyalty across online platforms. Particular attention is paid to the impact of digital interfaces, personalization algorithms, social media influence, and informational stimuli on consumer choices. The research combines theoretical analysis with empirical data to reveal how psychological factors transform consumer practices and contribute to broader socio-economic dynamics. The findings are expected to support the development of more effective digital communication strategies, enhance user-centered design, and provide evidence-based recommendations for businesses, policymakers, and regional development initiatives.

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Copyright information:

Psychological Features of Consumer Online Behavior

Data Collection

What data will you collect or create?

The project will generate both quantitative and qualitative data related to the psychological characteristics of online consumer behavior. Primary data will be collected through structured online surveys, including demographic variables (age, gender, education), digital consumption patterns, frequency of online purchases, decision-making factors, perceived risks, trust indicators, emotional responses, and behavioral intentions. Additionally, psychometric scales will be used to measure constructs such as digital literacy, impulsivity, perceived usefulness, social influence, and tolerance for uncertainty.

The dataset will also include metadata describing survey structure, variable definitions, response coding schemes, and applied measurement instruments. Data will be stored in tabular formats (CSV, XLSX) and, where applicable, processed datasets will be created for statistical analysis, including cleaned, anonymized, and transformed versions suitable for quantitative modeling. No sensitive personal identifiers (e.g., names, emails, phone numbers) will be collected.

How will the data be collected or created?

Data will be collected through online survey instruments designed specifically for this research. Surveys will be administered via secure web-based platforms (e.g., Google Forms, Qualtrics), which allow controlled distribution, standardized question formats, and automated recording of responses. The survey materials will be developed using validated psychometric scales and structured items aligned with the study objectives, and will undergo pilot testing to ensure clarity, reliability, and usability.

All responses will be obtained voluntarily from participants who agree to informed consent procedures. No personally identifiable information will be collected, and all responses will remain anonymous. The raw data will be exported in CSV and XLSX formats for further processing. Data cleaning procedures—including removal of duplicates, handling of missing values, and validation of scale items—will be performed using statistical software such as SPSS, R, or Python. Derived datasets (e.g., aggregated variables, factor-scored psychological constructs) will be created to support statistical analysis and modeling.

Documentation and Metadata

What documentation and metadata will accompany the data?

Comprehensive documentation will be provided to ensure that the collected data can be accurately interpreted, reused, and replicated. This will include a detailed **data dictionary** describing each variable, its definition, measurement scale, coding scheme, and possible answer ranges. The documentation will also contain descriptions of psychometric instruments used in the survey, including references to original scales, scoring instructions, and reliability indicators.

Metadata will accompany the dataset following widely used standards such as the **Dublin Core** or **DataCite schema**. These metadata will include:

- title of the dataset
- abstract and purpose of the study
- keywords and subject categories
- methodological description (survey design, participant recruitment, sampling approach)
- data formats (CSV, XLSX)
- date of collection and version number
- creator and institutional affiliation
- license and access conditions

Additionally, documentation will describe data processing steps, including cleaning procedures, transformations, exclusion criteria, and creation of derived variables. All documentation files will be provided in PDF or TXT format and stored alongside the dataset within the selected repository.

Ethics and Legal Compliance

How will you manage any ethical issues?

Ethical considerations will be addressed throughout all stages of the research. Participation in the study will be fully voluntary, and all

respondents will be provided with an online informed consent form explaining the purpose of the research, the types of data collected, their rights, and the conditions of data use. Participants will have the option to withdraw at any time before submitting their responses.

No personally identifiable information (PII)—such as names, email addresses, phone numbers, or IP addresses—will be collected. All data will remain anonymous by design, eliminating the need for further anonymization. The survey will avoid sensitive or intrusive questions that could cause discomfort or risk to participants.

The research will comply with ethical standards for psychological studies, including the principles of the Declaration of Helsinki, GDPR requirements for data minimization and privacy, and national regulations governing social and behavioral research. Data will be stored securely in password-protected environments with restricted access limited to the researcher. Any publications or shared datasets will contain only aggregated or anonymized information to prevent re-identification of individuals.

If ethical approval is required by the home institution, an application will be submitted to the relevant ethics committee before data collection begins.

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

All data collected in this project will be generated directly by the researcher and survey participants, and therefore no third-party copyrighted materials will be included in the dataset. The researcher holds full intellectual property rights to the dataset and all accompanying documentation. Participants will not retain any ownership or copyright claims over the anonymized data they provide, as this will be clearly stated in the informed consent form.

If validated psychometric instruments or standardized scales are used, only permitted items—those in the public domain or licensed for academic use—will be included. Appropriate citations and references will be provided for all external theoretical frameworks or measurement tools. No copyrighted questionnaire items requiring paid licensing will be distributed without proper authorization.

The final dataset and documentation will be shared under an open license, such as **Creative Commons Attribution (CC BY 4.0)**, allowing reuse with proper attribution while maintaining the researcher's IPR. All ethical and legal obligations regarding data protection and responsible sharing will be followed. Any publications arising from the project will fully acknowledge all intellectual contributions and comply with institutional and publisher copyright policies.

Storage and Backup

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

All data will be stored securely in digital form using password-protected storage solutions accessible only to the researcher. The primary storage location will be a secure cloud environment (e.g., Google Drive with two-factor authentication), which provides encrypted data transmission and automatic versioning. A secondary backup will be maintained on an encrypted local device to ensure redundancy in case of data loss, system failure, or accidental deletion.

During data processing, working files will remain within controlled folders with restricted access, and no data will be transferred through unsecured channels. Raw survey data will be preserved in its original exported format (CSV or XLSX), while processed datasets will be stored as separate versions to maintain research integrity. Sensitive information will not be collected; nevertheless, all files will be labeled, organized, and updated according to standard data management practices to minimize risks.

Regular automated cloud backups will occur at least once daily, and manual integrity checks will be performed periodically to verify that files remain complete and uncorrupted. In the event of updates or corrections, version tracking will be used to document changes.

How will you manage access and security?

Access to the research data will be strictly controlled to ensure confidentiality, data integrity, and compliance with ethical and legal standards. During the data collection and analysis phases, all files will be stored in secure, password-protected environments accessible only to the researcher. Two-factor authentication will be enabled on all cloud storage services to prevent unauthorized access. No data will be shared through unsecured channels or personal messaging platforms.

Because the study does not collect personally identifiable information (PII), the risk of re-identification is minimal; however, standard data protection measures will still be applied. Raw and processed datasets will be stored in separate directories, and version control will be used to monitor modifications. Any temporary working files will be securely deleted once they are no longer needed.

If external collaboration is required, access will be granted only through controlled permissions within the cloud environment (e.g., view-only or edit-restricted modes). All shared documents will be anonymized and stripped of metadata that could compromise participant confidentiality. At the end of the project, only anonymized datasets will be prepared for public sharing, while internal working files will remain secured or be safely archived.

Selection and Preservation

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

Only data that offer long-term scientific value and support reproducibility of the research will be retained and preserved. These include the anonymized primary survey dataset, the cleaned and processed datasets used for statistical analysis, the data dictionary, metadata files, and accompanying documentation describing the methodology, variables, and analytical procedures. These resources provide a foundation for future research on online consumer behavior, enable comparative studies, and ensure transparency of the research process.

No raw data containing technical system information, temporary files, or intermediate analytical outputs without lasting scientific relevance will be preserved. Since no personally identifiable information (PII) is collected, the anonymized dataset can be safely shared in a reputable repository such as Zenodo under an open license (e.g., CC BY 4.0). Preserving these data will allow other researchers to reuse the dataset, verify findings, conduct secondary analyses, or explore new research questions within digital behavior and consumer psychology.

Long-term preservation will ensure that the dataset remains discoverable, citable, and accessible for at least 10 years, in line with standard good practices for social science research.

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

The long-term preservation strategy focuses on ensuring that the anonymized dataset, metadata, and supporting documentation remain accessible, citable, and reusable for at least 10 years after project completion. Upon finalization, the dataset will be deposited in a trusted open-access research repository such as **Zenodo**, which provides stable, long-term preservation infrastructure, automatic DOI assignment, versioning support, and adherence to FAIR data principles.

The preservation package will include:

- the fully anonymized primary dataset
- cleaned and processed datasets used for analysis
- the data dictionary and metadata (Dublin Core or DataCite)
- methodological documentation (survey instruments, variable descriptions, processing steps)

Zenodo ensures redundancy, format sustainability, and long-term accessibility without cost to the researcher. The deposited dataset will remain freely available under a suitable open license (e.g., CC BY 4.0), while internal working files and temporary analysis outputs will be securely archived or deleted according to best practices.

Regular updates to the repository entry will only be made if new versions of the dataset are created as part of future work; otherwise, the preserved dataset will remain static and permanently available for reuse by the research community.

Data Sharing

How will you share the data?

The anonymized dataset, along with all relevant documentation and metadata, will be shared openly through a trusted research data repository such as **Zenodo**. The repository provides long-term preservation, stable access, and automatic assignment of a **DOI**, which ensures that the dataset can be cited and reused by the research community.

Before sharing, all data will be fully anonymized and checked to confirm that no personally identifiable information (PII) or sensitive attributes are present. The shared package will include the cleaned dataset, a detailed data dictionary, methodological notes, and metadata following the Dublin Core or DataCite standard. The dataset will be published under an open license such as **CC BY 4.0**, allowing users to reuse the data with appropriate attribution.

To increase discoverability, keywords, subject classifications, and a clear project abstract will be added. A link to the published dataset will be included in any related publications, conference presentations, or institutional reports. If additional restrictions apply (e.g., embargo before publication), access conditions will be described clearly in the repository entry.

Are any restrictions on data sharing required?

No significant restrictions on data sharing are required. The dataset does not contain personally identifiable information (PII), sensitive attributes, or confidential content, as all responses are collected anonymously and processed in accordance with ethical and data protection standards. Therefore, the anonymized version of the dataset can be shared openly without risk of harm to participants.

However, any sharing will follow good scientific practice to ensure responsible data reuse. Raw intermediary files that contain internal notes, pilot-test responses, or incomplete data will not be made public, as they do not offer long-term scientific value. If the dataset is linked to a future publication, an optional short embargo period may be applied to align with journal policies, after which the data will be made openly accessible.

All publicly shared files will clearly indicate the license (e.g., CC BY 4.0) and any conditions for appropriate attribution.

Responsibilities and Resources

Who will be responsible for data management?

The principal researcher will be solely responsible for all aspects of data management throughout the project's lifecycle. This includes designing data collection instruments, overseeing data acquisition, ensuring ethical compliance, organizing and documenting datasets, implementing security measures, performing data cleaning and processing, and preparing the final datasets for sharing and long-term preservation.

The researcher will also be responsible for maintaining secure storage systems, managing version control, ensuring timely backups, and depositing the finalized anonymized dataset and metadata into an approved research repository (such as Zenodo). All decisions regarding data quality, access permissions, and licensing will be made by the principal researcher in accordance with institutional guidelines and ethical standards.

If collaboration occurs at later stages, any additional contributors will follow the data management protocols established by the principal researcher, but the overall responsibility will remain centralized.

What resources will you require to deliver your plan?

The successful delivery of this Data Management Plan will require a combination of technical, software, and time resources. No additional financial resources are expected, as all tools needed for data collection, storage, analysis, and sharing are available through freely accessible or institutionally supported platforms.

The project will rely on:

- **Online survey tools** (e.g., Google Forms, Qualtrics) for data collection.
- **Secure cloud storage** with two-factor authentication (e.g., Google Drive) for storing and backing up data.
- **Statistical analysis software**, such as SPSS, R, or Python, for data cleaning, processing, and modeling.
- **A trusted data repository** (e.g., Zenodo) for long-term preservation and public sharing, including automatic DOI assignment.
- **Documentation tools** (Google Docs, Excel, PDF editors) for preparing metadata, data dictionaries, and methodological notes.
- **Researcher time and expertise** to ensure proper data handling, ethical compliance, and maintenance of high-quality documentation.

Since the dataset does not contain personally identifiable information, no specialized anonymization software or secure computing infrastructure is required. The existing tools and workflows are sufficient to implement the plan effectively.

Planned Research Outputs

Dataset - "Поведінка споживачів"

The project investigates the psychological characteristics of online consumer behavior and their role in shaping individual decision-making processes within digital environments. The study focuses on identifying key cognitive, emotional, and behavioral determinants that influence user engagement, purchase intentions, trust formation, and loyalty across online platforms. Particular attention is paid to the impact of digital interfaces, personalization algorithms, social media influence, and informational stimuli on consumer choices. The research combines theoretical analysis with empirical data to reveal how psychological factors transform consumer practices and contribute to broader socio-economic dynamics. The findings are expected to support the development of more effective digital communication strategies, enhance user-centered design, and provide evidence-based recommendations for businesses, policymakers, and regional development initiatives.

Planned research output details

Title	DOI	Type	Release date	Access level	Repository(ies)	File size	License	Metadata standard(s)	May contain sensitive data?	May contain PII?
Поведінка споживачів	10.5281/zenodo.17889256...	Dataset	2027-03-11	Restricted	None specified		Creative Commons Attribution 4.0 International	None specified	No	No