Plan Overview

A Data Management Plan created using DMPonline

Title: Customer perception of sustainable cosmetics products: A case study of colour cosmetics products in Nigeria

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Template: EPSRC Data Management Plan

Project abstract:

This study investigates consumer perceptions of sustainable colour cosmetics in Nigeria, with emphasis on awareness, market dynamics, drivers and barriers to adoption, and the development of a conceptual framework. While the global beauty industry is increasingly shaped by sustainability concerns, the Nigerian market remains underexplored in this regard. Guided by the Theory of Buyer Behaviour, the Theory of Planned Behaviour, and Green Consumerism, the study employed a quantitative research design. Data were collected through a structured online questionnaire completed by 66 respondents and analysed using descriptive statistics and correlation analysis.

Findings indicate that consumer awareness of sustainable cosmetics is moderate and largely shaped by social media exposure and peer referrals, while education and influencer marketing had weaker direct effects on adoption. Health concerns, environmental consciousness, and trust in certifications emerged as strong drivers of adoption. Conversely, affordability, limited distribution, brand loyalty to conventional products, and weak regulatory enforcement were identified as significant barriers. Interestingly, income level did not positively correlate with willingness to pay for sustainable cosmetics, suggesting that prestige and status considerations influence consumer choices more than disposable income.

Overall, 17 out of 18 hypotheses were supported, reinforcing the importance of cost, trust, and social influence in adoption. The study concludes that while Nigerian consumers perceive sustainable cosmetics positively, adoption remains niche due to affordability and structural constraints. It recommends policy reforms, improved certification, affordable pricing strategies, and expanded distribution to enhance adoption. The study contributes to knowledge by contextualising green consumer behaviour in an African market and offers practical implications for marketers, policymakers, and industry stakeholders.

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Copyright information:

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Customer perception of sustainable cosmetics products: A case study of colour cosmetics products in Nigeria

Data Collection

What data will you collect or create?

The primary data for this research will be collected from users of cosmetic products in Nigeria. The participants will be users that reside in Nigeria. The participants will be reached through internet-mediated access. The data will be accessed in comma-separated values (.csv)

How will the data be collected or created?

The quantitative research approach will be adopted by this study for data collection. The quantitative research design will involve collecting primary data through questionnaires. Additionally, secondary data sources will be employed, and utilised to enhance data collection.

Documentation and Metadata

What documentation and metadata will accompany the data?

The report of this study will be posted on the community repository for access. However, the raw data will not be accessible.

Ethics and Legal Compliance

How will you manage any ethical issues?

This study received ethical approval from the Local Research Ethics Coordinator which was in tandem with the ethics policy of the university's research team. A signed copy of ethical approval from the University's ethic committee is in the appendix of this study. In adhering to the University's ethics policy and general research ethics, this study provided anonymity for all the participants of this study.

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

The data is the intellectual property of the researcher and no part could be used in any form without full consent of the researcher.

Storage and Backup

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

The data collected will be carefully stored on the cloud drive.

How will you manage access and security?

The researcher will be the only access to the drive with the data.

Selection and Preservation

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

The data collected will not be retained long-term. It will be appropriately destroyed after the report has been concluded.

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

No long-term preservation plan as the data willbe destroyed 6 months after the report

Data Sharing

How will you share the data?

Processed data will be presented as a report and this could be used but must be duly acknowledged and cited.

Are any restrictions on data sharing required?

No restrictions on data sharing.

Responsibilities and Resources

Who will be responsible for data management?

The researcher, Cynthia Osagie, will be responsible for data management.

What resources will you require to deliver your plan?

The resources available are adequate

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