

## The Use of Electronic Shelf Labels in the Retail Food Sector

**Authors :** Brent McKenzie, Victoria Taylor

**Abstract :** The use of QR (Quick Response Codes) codes for customer scanning with mobile phones is a rapidly growing trend. The QR code can provide the consumer with product information, user guides, product use, competitive pricing, etc. One sector for QR use has been in retail, through the use of Electronic Shelf Labeling (henceforth, ESL). In Europe, the use of ESL for pricing has been in practice for a number of years but continues to lag in acceptance in North America. Stated concerns include costs as a key constraint, but there is also evidence that consumer acceptance represents a limitation as well. The purpose of this study is to present the findings of a consumer based study to gauge the impact on their use in the retail food sector.

**Keywords :** electronic price labels, consumer behaviour, grocery shopping, mixed methods research

**Conference Title :** ICEBMM 2016 : International Conference on Economics, Business and Marketing Management

**Conference Location :** Barcelona, Spain

**Conference Dates :** February 15-16, 2016