

ECR Academic Student Award 2017

Name der Studentin: Martina Germann, MSc

Hochschule und Institut: Wirtschaftsuniversität Wien, Institut für Handel & Marketing

Kategorie der Arbeit: Masterarbeit

Betreuerin der Arbeit: PD Dr. Christina Holweg

Titel der Arbeit

Traceability labels as cues for product quality

–

An experimental approach using a traceability label with integrated QR code

Ziel / Forschungsfrage

Nowadays, traceability information is often collected in the supply chain, but only to a limited extent this information is also provided to consumers. It is questionable whether providing only this information, without combining it with other labelling schemes, would add value for consumers.

The question my master thesis addressed was therefore:

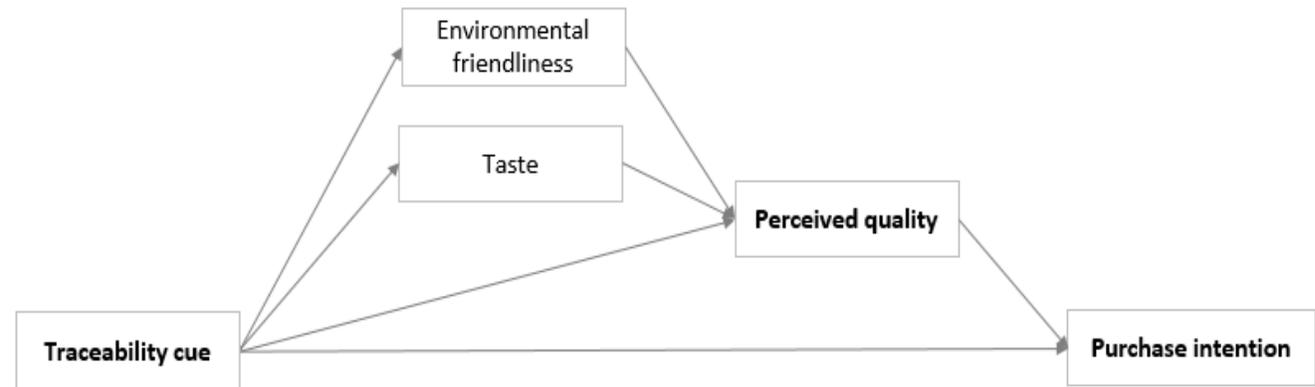
Can a traceability label create value for consumers by acting as a quality cue?

Methodik



Survey method	Online survey involving an experiment with a traceability label including a QR code
Basic population	German-speaking consumers aged 16 and older which participate in decisions on their household's grocery shopping
Pre-test	8
Sample size	249
Sampling method	Convenience sampling
Survey period	June and July of 2017
Computerized evaluation	SPSS, PROCESS
Main measured constructs	Perceived quality, purchase intention, purchase-decision involvement

Ergebnisse



- ✓ The presence of the traceability label on a product positively influences consumers' perceptions of overall product quality.
- ✓ The quality attribute environmental friendliness acts as intervening variable, mediating the effect of the traceability label on perceived quality judgements.
- ✓ The quality attribute taste acts as intervening variable, mediating the effect of the traceability label on perceived quality judgements.
- ✓ The presence of the traceability label on a product significantly increases consumers' purchase intention.
- ✓ Perceived quality acts as intervening variable, mediating the effect of the traceability label on purchase intention.

Relevanz für ECR / ECR-Mitgliedsunternehmen

- ✓ A traceability label including a QR code can drive consumers' quality perception and purchase intention and therefore can be seen as a possible means for product differentiation at the point of sale, especially for product categories characterized by low product differentiation.
- ✓ Although it seems unlikely that a significant portion of consumers will scan the QR code, providing such a QR code on the product label would be advisable, since it enables the display of an easily understandable heuristic whilst ensuring the consumers that they could access further information if interested.
- ✓ Developing a clear and easily understandable cue for traceability seems to be of greater importance than the actual content of the traceability information.
- ✓ Traceability labels could help to alleviate the detrimental effects of negative news coverage and not only with regard to food safety scandals.
- ✓ Also for product categories other than meat or fish traceability can be of interest for consumers.

Kontakt Daten

Martina Germann

martina.germann@hotmail.com