Consumer QR Code Survey: Summary of Findings

Report prepared for Desart by Institute for Public Policy and Governance

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Background and Context

In 2018, the Australian Government provided Desart funding to test the feasibility of using digital labels on Aboriginal and Torres Strait Islander products in order to assist consumers to make informed choices, increase economic and cultural opportunities for Aboriginal and Torres Strait Islander artists and designers, and assist producers to market and track their products.

- Desart worked with 3 pilot art centres in order to implement the digital labels, with a further 2 participating in an extension of the project. All of whom use the SAM Database as their artwork management tool.

- QR Codes were chosen as the preferred digital label due to their prevalence in the Asian market and the aim was for products to be presented in tourist retail outlets. QR Codes were enabled within the SAM Database to allow art centres to enter the product information, including artist biography and artwork information into SAM and link to a QR Code. Once this QR Code was generated it could then be applied to a product through a sticky label or sent to a graphic designer for inclusion in a label that is sent to a printer.

Evaluation report

In 2021, the Australian Government provided funding to ensure the continued technical and training support of digital labelling for art centres as well as an Evaluation of the Digital Labelling Project. With part of this funding, Desart engaged the Institute for Public Policy and Governance (IPPG), to undertake the Evaluation of the pilot project.

- A mixed methodology was used to gather data and feedback from the pilot including SAM and Google analytics data, project documentation, qualitative stakeholder feedback, customer surveys and two workshops held with members of the Project Steering Committee.

QR Code Survey

Due to the pandemic we were unable to complete a consumer survey as part of the Evaluation report.

- In July 2022, Desart took the opportunity of the Darwin Aboriginal Art Fair to work with IPPG again to gather consumer feedback on the QR Code to further inform the roll out of the digital label.

Key Insights and Recommendations

- The survey was conducted among consumers online and via paper between the 25th July 2022 – 9th of August 2022 and generated a total of 73 responses (n=73).

- The survey found 85% of respondents had scanned at least one digital label that day
  - Nearly all (90%) consumers who scanned a QR code, indicated the digital labels increased their confidence the products and artworks were authentic by a lot.

- The QR codes were perceived to be easy to use, informative and appealing to look at.

- 73% of respondents purchased, or indicated intent to purchase an Aboriginal product or artwork
  - 71% of these respondents cited the digital labelling as being influential in their purchase decision.

- 98.5% of respondents indicated they would look out for digital labelling in future on Aboriginal artwork and products.

- These findings highlight the potential of digital labelling as a powerful channel to communicate with consumers
  - The information shared in the digital label provides an additional assurance around the authenticity of the product, positively influencing purchase intent.
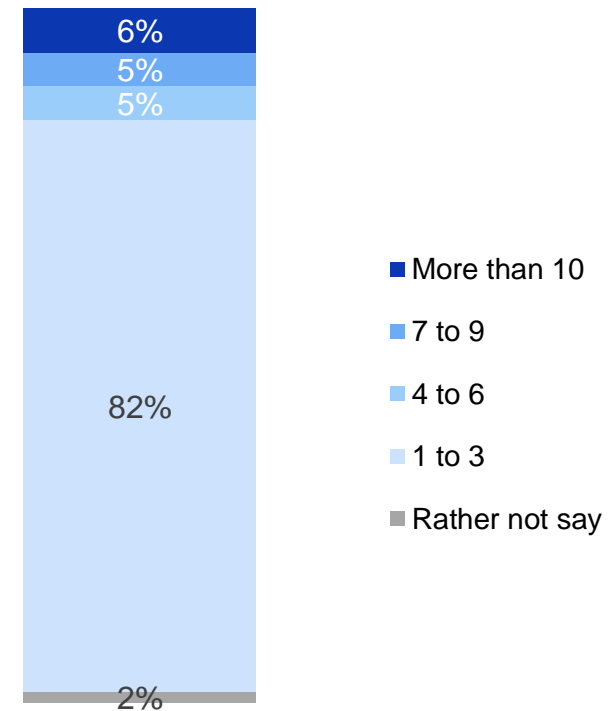
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Most (85%) respondents scanned at least one QR code

- Among those who scanned a QR code, the majority (82%) scanned 1-3 codes.

Scanned a QR code

15%

85%

■ Yes   ■ No
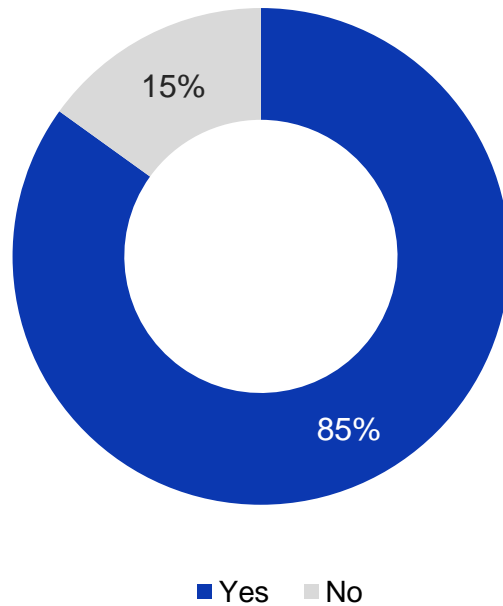
Number of QR codes scanned

6%

5%

5%

82%

2%

■ More than 10

■ 7 to 9

■ 4 to 6

■ 1 to 3

■ Rather not say

Q1. Did you scan any QR codes on Aboriginal products today? Base: All respondents n=73
Q2. Approximately how many QR codes on objects did you scan today? Base: Scanned a QR code n=62

The majority (60%) found the QR codes easy to use

- While almost one quarter (24%) found the QR codes difficult to use, it should be noted this did not vary by age group
- When asked why the QR code was difficult to use, few of these respondents elected to provide a reason. One said their phone couldn't read the code and one other said the page was slow to load.
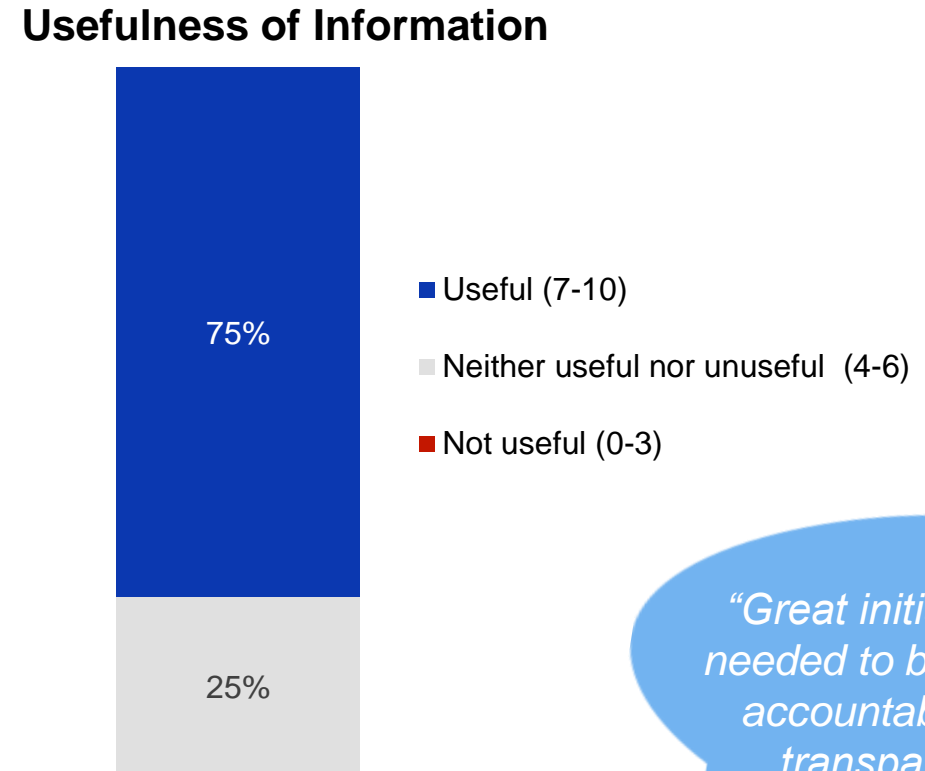
Ease of Use

60%

17%

24%

■ Easy to use (0-3)

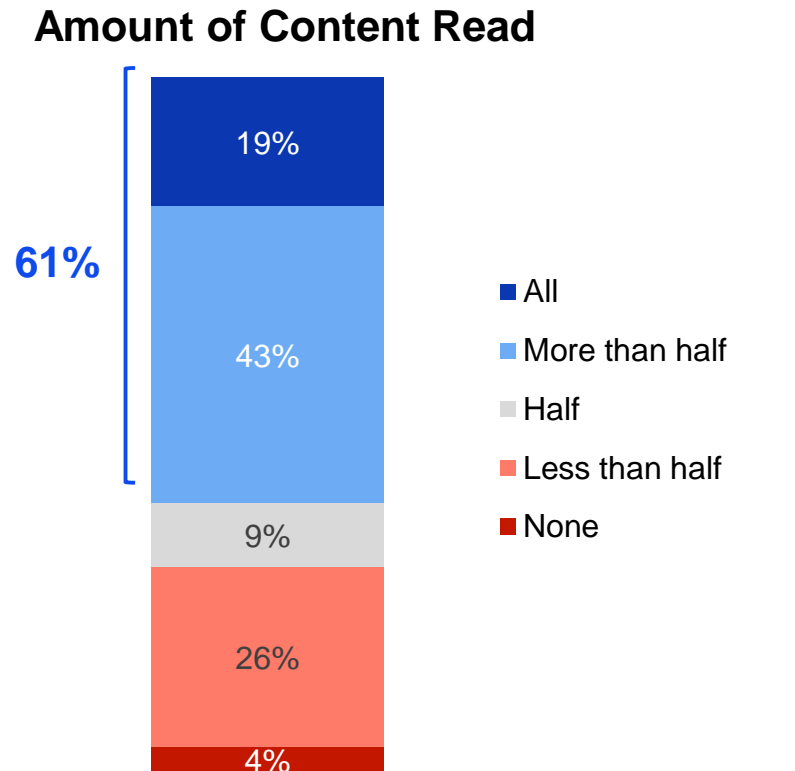■ Neither easy nor difficult to use (4-6)

■ Difficult to use (7-10)
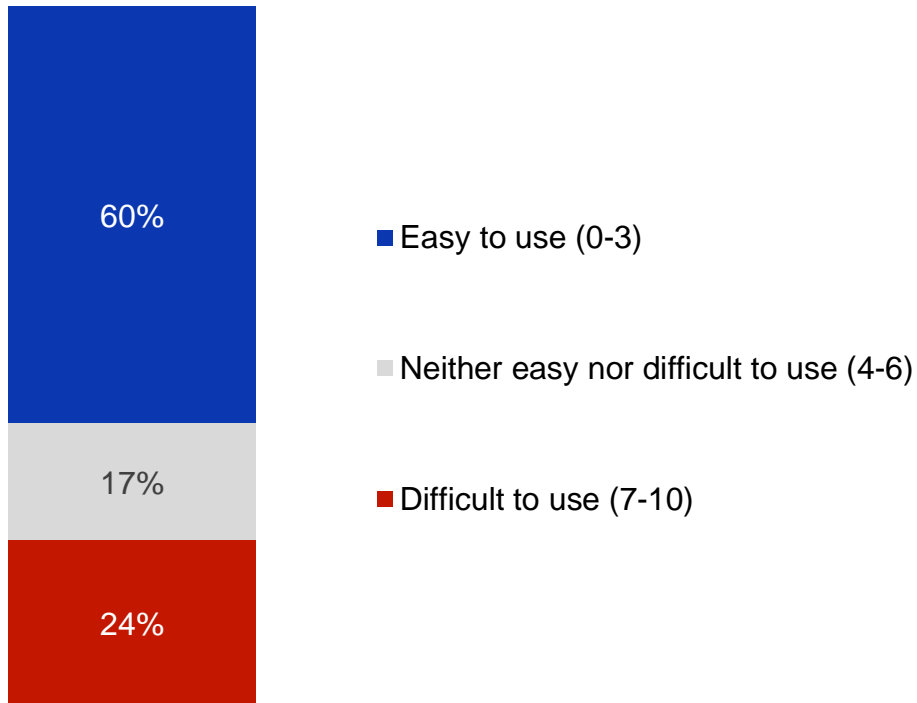
"It was easy to use, and had a lot of information about the artist and there background"

"Good way to access information and confirm authenticity"

Q4. How easy or difficult was the QR code to use? Base: Scanned a QR code n=62

Of the QR codes that were scanned, 61% reported reading more than half, or all of the content provided

- Most respondents (75%) found the information in the digital labels useful, increasing to 97% among customers that read more than half or all of the information

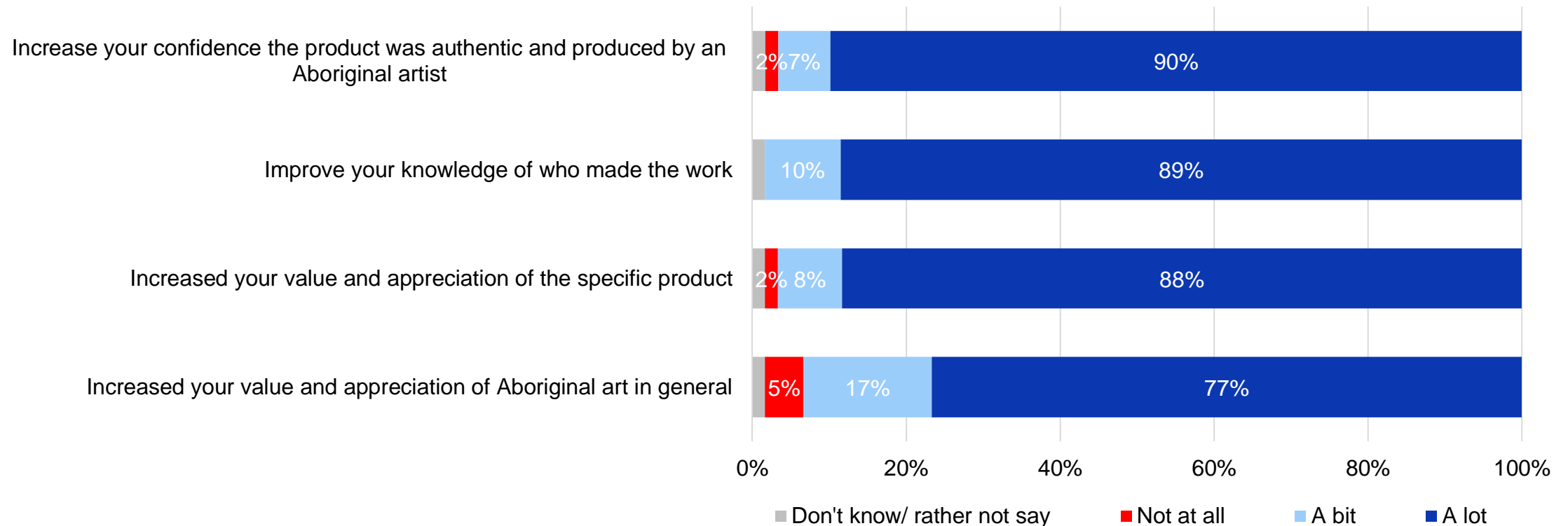- Notably, no respondents indicated the information was not at all useful.

Amount of Content Read

61%

19%	All
43%	More than half
9%	Half
26%	Less than half
4%	None

Usefulness of Information

- Useful (7-10)
- Neither useful nor unuseful (4-6)
- Not useful (0-3)

75%

25%

"Great initiative that needed to be done for accountability and transparency"

Q6. Of the QR codes you scanned today, approximately how much of the content did you read? Base: Scanned a QR code n=62
Q9. How useful was the type and amount of information provided on the QR digital label(s) you looked at? Base: Scanned a QR code n=62

Overall, the digital labels had positive impact on respondents' appreciation and knowledge of authentic Aboriginal products and art

- Most significantly, nearly all (90%) who scanned a QR code, indicated the digital labels increased their confidence the products and artworks were authentic by a lot.


	Don't know/ rather not say	Not at all	A bit	A lot
Increase your confidence the product was authentic and produced by an Aboriginal artist		2%	7%	90%
Improve your knowledge of who made the work			10%	89%
Increased your value and appreciation of the specific product		2%	8%	88%
Increased your value and appreciation of Aboriginal art in general		5%	17%	77%

Q7. Thinking about the digital labels you scanned today, to what extent did they… Base: Scanned a QR code n=62

The layout and style of the digital labels was generally viewed as being appealing by respondents who scanned a QR code

- Only 2% considered the layout and style not at all appealing.

Appeal of Layout and Style

73%

■ Appealing (7-10)

■ Neither unappealing nor appealing (4-6)

■ Not appealing (0-3)

25%

2%
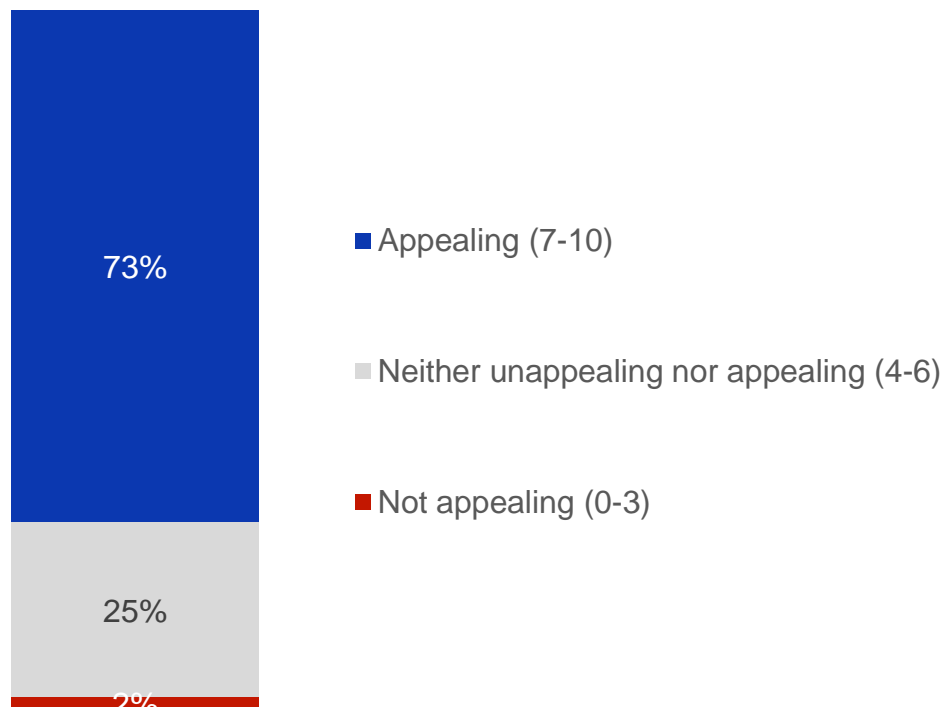
"Was text heavy, but I loved all the info. I wonder if dot points or pictures could have broken up the text or some different colours or bold font for the most important parts"

"I liked the content boxes at the bottom with the names and where the artist was from, as well as their photo"

"I have been reluctant to use QR codes but they are clearer and more directly informative than I initially thought"

*Q8. How appealing was the layout and style of the QR digital label(s) you looked at? Base: Scanned a QR code n=62*

Almost three quarters (73%) of respondents purchased, or intend to purchase an Aboriginal product or artwork

- Among those who made a purchase, or intend to purchase, the majority (71%) of those who scanned a QR code indicated this was influential in their purchase decision.

Purchased or plan to purchase

21%

6%

73%

■ Yes ■ No ■ Not sure/ rather not say
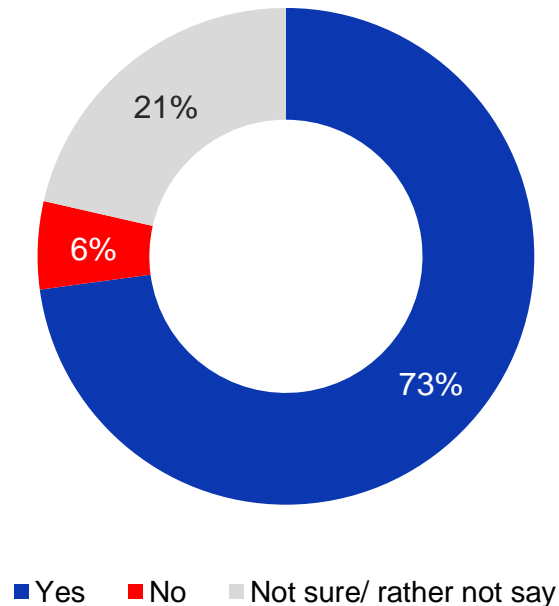
Influence of QR code in decision

71%

21%

8%

■ Influential (7-10)

■ Neither (4-6)
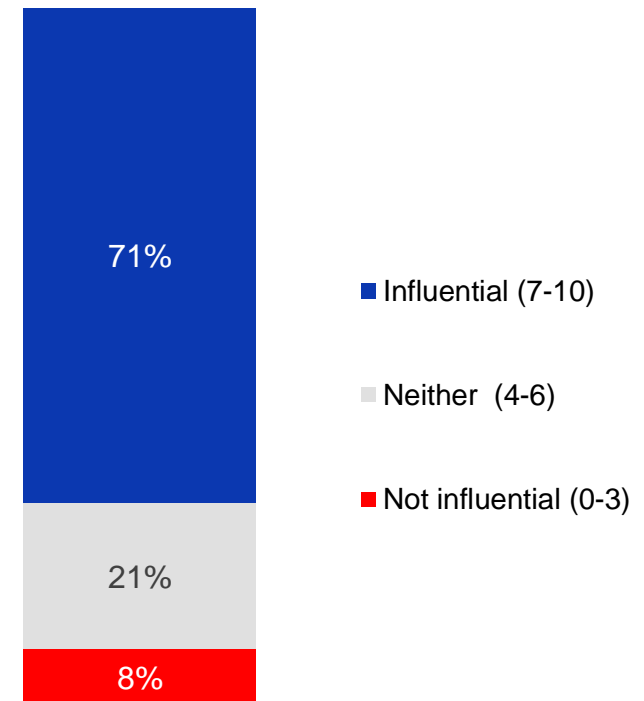
■ Not influential (0-3)

Q11. Did you end up buying or plan to buy any Aboriginal product or artwork today? Base: All respondents n=73
Q12. How influential was the information you read on the QR digital label to your purchasing decision? Base: Scanned a QR code AND purchased or plan to buy an Aboriginal product or artwork

70% of respondents said they would definitely look out for QR digital labelling in future

- Among those who made a purchase, or intend to make a purchase, this increased to 78%.

Future Use of Digital Labels

98.5%

70%	■ Definitely yes
28%	■ Possibly yes
	■ Probably no
	■ Definitely no
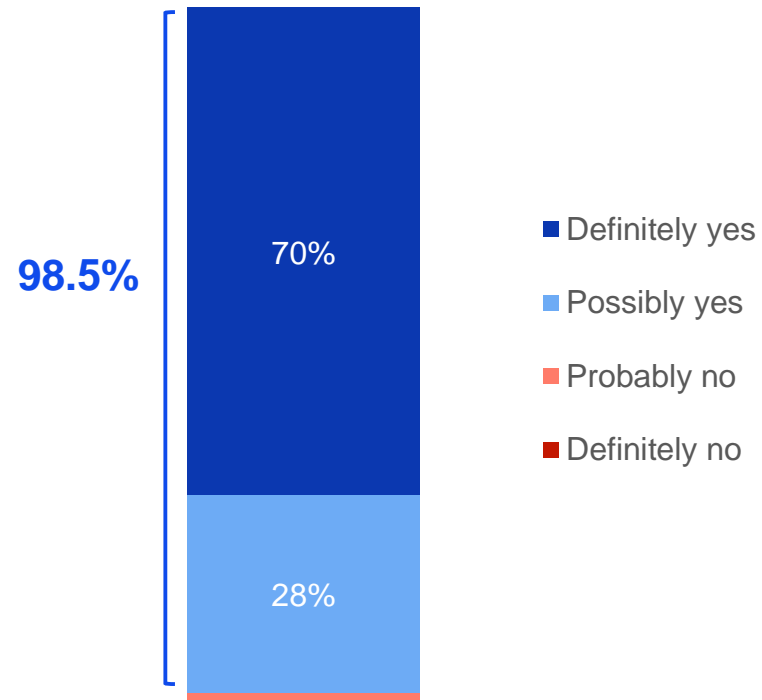
"Helps tell a personal story to build connection and confidence in ethical purchasing"
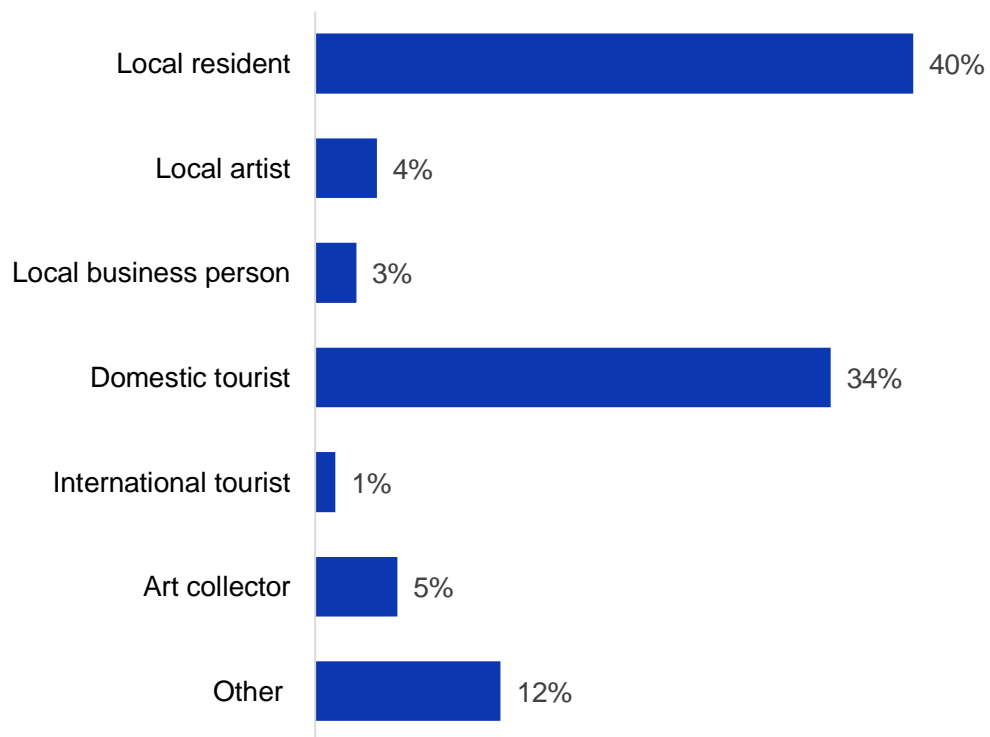
"They are good for people that don't know anything about the artists"

Q14. Do you plan to look for and use QR digital labelling on Aboriginal products in the future? Base: All respondents n=73
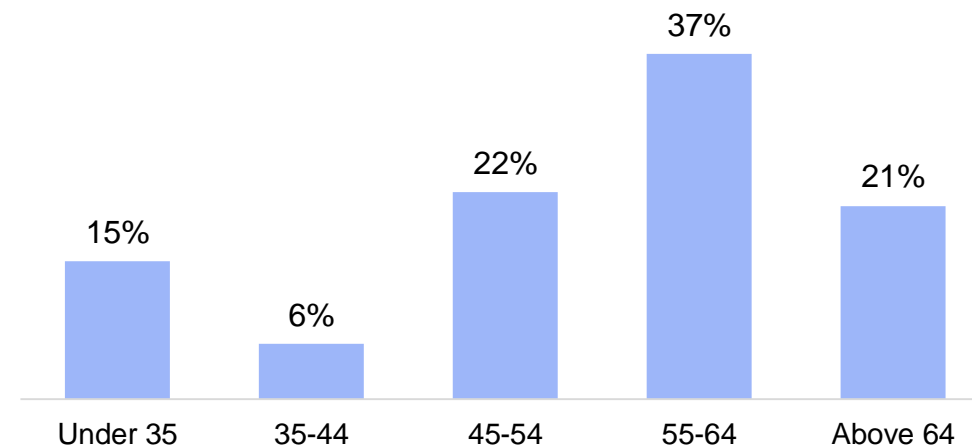
Respondent Profile

- A total of n=73 consumers responded to the survey between the 25th July – 9th of August 2022.
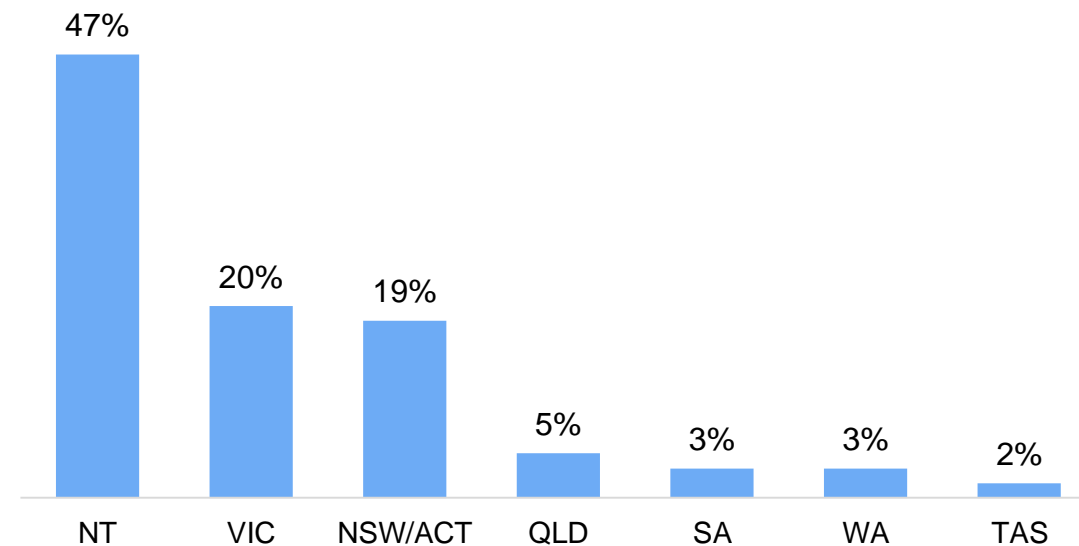
Reason for Visit

Category	Percentage
Local resident	40%
Local artist	4%
Local business person	3%
Domestic tourist	34%
International tourist	1%
Art collector	5%
Other	12%

Age Group

Age Group	Percentage
Under 35	15%
35-44	6%
45-54	22%
55-64	37%
Above 64	21%

Residential Location

Location	Percentage
NT	47%
VIC	20%
NSW/ACT	19%
QLD	5%
SA	3%
WA	3%
TAS	2%

Q3. Which of the following best describes why you visited this event today? Base: All respondents n=73
Q16. Which age group are you in Base: All respondents n=73
Q17. What is your postcode? Base: Domestic respondents n=72

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The Institute for Public Policy and Governance (IPPG) is a specialist not-for-profit institute within the University of Technology Sydney (UTS) focused on methodological innovation, impact-driven research and training that delivers public good.

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