

**How will RFID Influence the Retail Environment
in New Zealand?
An Investigation of the Views of the Retail Sector**

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Attestation of Authorship

“I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of a university or other institution of higher learning, except where due acknowledgement is made”.

Xiangnan Feng (Simon)

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List of Abbreviations

- 1. RFID:** Radio Frequency Identification
- 2. SMEs:** Small to Medium Enterprises
- 3. TAM:** technology acceptance model
- 4. NPV:** Net Present Value
- 5. ROI:** Return on Investment
- 6. SKU:** Stock Keeping Units
- 7. EFTPOS:** Electronic Funds Transfer at Point of Sale
- 8. NZDF:** New Zealand Defence Forces

Abstract

RFID technology has been successfully deployed to a wide range of fields over the last decade. Previous studies have examined some factors that influenced the use of RFID technology in the field however there is less empirical evidence found to identify factors that influenced RFID deployment in the retail sector. This research study is a pilot investigation of the impact of RFID technology in the retail sector of New Zealand. The researcher conducted interviews with six participants who had knowledge of the retail area in Auckland. The researcher identified and discussed twelve research themes in this dissertation that have either positively or negatively affected RFID deployment in New Zealand shops. By conducting both qualitative analysis and a review of the literature, the researcher also constructed a matrix for RFID deployment and identified the most significant motivators and barriers to adopting RFID in New Zealand retail; moreover, the retail owners' expectations of RFID were investigated and discussed.