

RFID TAGS- REALITY VERSUS HYPE AND FEAR

*P. K. Shukla, Argyros School of Business and Economics, Chapman University, 1University Drive,
Orange, California 92866 714-997-6817, shukla@chapman.edu*

*Kristen San Jose, Argyros School of Business and Economics, Chapman University, 1University Drive,
Orange, California 92866 714-997-6817, sanjo@chapman.edu*

*Yatri P. Shukla, Santiago Charter School, 515 North Santiago Blvd.,
Orange, California 92861 714 997-6366*

ABSTRACT

Research Objectives

The objective of this study is to identify facts on the technical capabilities and limitations of RFID as reported in published reviews and vendor sites. The study will identify empirical based case studies of RFID Implementation failures and disappointments where expectations and marketing hype were not realized. The study prepared a questionnaire to measure public consumer awareness of RFID capabilities, limitations, and consumer attitudes towards the increasing use of RFID tags.

Methodology

A survey was developed with multiple items to test respondent knowledge of facts related to RFID capabilities and limitations and additional questions were developed to identify respondent attitudes (positive, negative, and fears) about the increasing use of RFID tags. Data analysis was performed on the 500 plus respondents to identify univariate and multivariate results. Conclusions were drawn and supported.

Implications and Outcomes

The study results have policy implications for RFID vendors, users of RFID tags, government agencies, and consumers.