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## Efficient Consumer Response (ECR): a survey of the Australian grocery industry

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### Abstract

Efficient consumer response (ECR) is a U.S. supply chain management strategy which attempts to address the inefficiencies which have led to excessive inventory and unnecessary costs at all levels within the grocery industry supply chain. This paper discusses the traditional grocery store format, the supermarket, and the ways in which inefficient business practices developed in the U.S. grocery supply chain; and discusses the major business activities needed for successful implementation of ECR. The paper then presents a brief summary of the results of a survey of ECR knowledge and usage within the Australian grocery industry, which is the initial phase of a long term research project whose main purpose is to evaluate ECR as it applies to that industry.

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