Strengths:

Quick and easy connection: QR codes allow users to quickly connect the online and offline worlds by simply scanning the code with their mobile devices [1].

Low cost: QR codes can be developed by anyone and are a cost-effective advertising method compared to other alternatives [1].

Versatility: QR codes can be imprinted on various products, making them suitable for a wide range of industries and applications [1].

Interaction with customers: QR codes offer the potential for more memorable and interactive experiences with customers compared to traditional ads [1].

Weaknesses:

Slow scan speed: QR codes can sometimes have slow scan speeds, and users may have to wait for an internet connection, making them inconvenient in certain situations [1].

Anti-counterfeiting issue: QR codes can be easily copied or duplicated, raising concerns about the authenticity of the information they provide [1].

Privacy and security concerns: It can be challenging to identify users' identities through QR codes, and there is a risk of personal information being abused [1].

Opportunities:

Increasing adoption: QR code scanning is rising at an alarming rate, driven by the growing popularity of smartphones and the increasing utilization of mobile devices among young people [1].

Two-directional interaction: Consumers are becoming more interested in engaging with brands and participating in two-way communication, which QR codes can facilitate [1].

Threats:

User behavior and preference: It can be challenging to change users' preferences and behaviors within a short period. QR codes do not provide direct information unless scanned, and some users may not be interested in downloading an app or accessing the information inside the codes [1].

Competition and cost: QR code promotion costs can still be relatively high, and there are competing technologies such as NFC (Near Field Communication), Stickybits, and Blippar that offer alternative solutions [2].