Abstract

In this competitive creative world, shopping is an important part related to every human, consider anything say household appliance, clothing, electronic items etc. It can be either online shopping or shopping in stores, markets etc. There is always a dilemma in customer’s mind whether to *buy such costly products or items and same time checking price through online selling company. Of course, varieties of deals attract humans. So, using a BLE (Bluetooth Low Energy) beacon technology can be helpful to increase retailing business of any stores by providing various offers on different product. Since price has become a major problem in today’s world as same product is sold with different prices. Thus, using beacon technology people can get exciting offers within the range of beacon to the products of their choice which can help to increase interest of customer and helps in rising profit of the stores by offering deals to interested customers along with navigation for providing indoor directions. So, with the use of exciting sale amount of window shopping can be reduced and actual selling increases. Thus, to deal with such advantages and defects the application helps to reach with mentioned advantages.
References


10. https://kontakt.io/beacon-basics/what-is-a-beacon/milan herrera vargas, indoor navigation using bluetooth low energy (ble) beacons

Index Terms

Computer Science
Information Sciences

Keywords

BLE beacon technology, navigation methods, shopping