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A survey of product recognition in shelf images

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Abstract:

Nowadays, merchandising is one of the significant method which allows to increase the sales. Therefore, activities such as monitoring the number of products on the shelves, completing the missing products and matching the planogram continuously have become important. An autonomous system is needed to automate operations such as product or brand recognition, stock tracking and planogram matching. In the literature, it is seen that many studies have been carried out in order to address this issue. This survey classifies and compares all existing works with the aim to guide researchers working on merchandising.

Published in: Computer Science and Engineering (UBMK), 2017 International Conference on

Date of Conference: 5-8 Oct. 2017

INSPEC Accession Number: 17334951

Date Added to IEEE Xplore: 02 November 2017

DOI: 10.1109/UBMK.2017.8093584

ISBN Information:

Publisher: IEEE

Conference Location: Antalya, Turkey

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I. Introduction

Every kind of activity, technique and method applied in the store in order to direct the purchases by influencing the consumers is defined as merchandising. Merchandising includes activities such as retail store display which can be done in such a way to maximize customers' interest; moreover, goods can be placed in the most appropriate location for the traffic flow at the store, in order to increase the availability, visibility and affordability of the products [1]. According to the survey of POPAI (Point of Purchase Advertising International), the rate of shoppers who decide to make purchases within the retail store is 66.1% in 1986, 70% in 1995, 76% in 2012 and 82% in 2014 [2]. The increase in this ratio indicates the importance of merchandising.

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