

# **A smart trolley with rfid implementation: A survey among customers**

Ishak, I.C., Muslim, M.M., Ismail, S.B., Mun'aim Mo hd Idrus, M.A., Ali, M.M.

## **Abstract**

Smart trolley with Innovative RFID is proposed to facilitate users while shopping. It provides several benefits such as to facilitate users to search for things quickly without looking for assistants from promoter for the location of the items, to inform customers the amount of goods purchased and to allow customers to control financial budget while shopping. The main objective of this research is to identify the results of a market survey on a smart trolley with innovative RFID implementation among the users. The scope of the research is conducted among staff, customers and suppliers in Giant Hypermarket, Bandar Seri Manjung, Perak. A total of 250 questionnaires has been distributed to customers, staffs and suppliers. 200 questionnaires were collected which consists copies from 140 customers, 50 Giant Hypermarket staff and 10 suppliers. Three elements tested in the research covers on spending time, budget control and product layout. These elements are selected as an indicator from customers to enhance the importance of smart trolley implementation. Based on the mean, it shows that the highest element feedback from customers is budget control, it is because this new smart trolley could assist customers in purchasing expenses while shopping, thus it will help their money flow. © 2006-2017 Asian Research Publishing Network (ARPN).

## **Author keywords**

Customers, Market survey, RFID, Smart trolley