UNIVERSITY OF WESTMINSTER⌗

INFORMATICS INSTITUTE OF TECHNOLOGY

BSc in Business Information Systems

Final Project Report

Analysing the utilisation of Internet of Things (IoT) for contextual marketing in consumer usable – LPG gas

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Abstract

Advertising has seen a shift from legacy media such as print and TV commercials to Internet powered advertising such as email marketing, direct marketing and social media promotions. However, the expected outcome of an advert, which is to push target customers towards purchase, does not always come to fruition.

With the next stage of the Internet evolution comes, Internet of Things, offering an opportunity to identify a need as and when it occurs, allowing a product to be promoted when a customer is most likely to execute a purchase decision.

This project report shall examine the application of such contextual advertising, in the area of consumer usable items, specifically with the Gas cylinders found in our kitchens.

The proposed IS solution will highlight how smart meter measurements from the Gas cylinder, can be used to identify a near depletion state, prompting the purchase of the product from the most convenient location, at a time of actual need.