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Title
(EN) COMMODITY SALES SUPPORT SYSTEM
(FR) SYSTÈME DE PRISE EN CHARGE DE VENTES DE MARCHANDISES
(JA) 商品販売支援システム

Abstract
(EN) [Problem] To provide a commodity sales support system that can be operated and utilized while allowing an advertising agency of commodities, a seller, and an introducer of chained customers to establish a rational relationship. [Solution] The present invention constructs a system capable of changing an attribute part of an introducer ID for each introducer ID registration of a specific commodity, uploading commodity demonstration sales information on an online shop of the incorporated commodity to the Internet communication network from the server device of a "seller" or an "advertising agency", generating a two-dimensional code including information on a link to the demonstration sales information of the commodity, reading the two-dimensional code into a subsequent introducer terminal device, repeating subsequent introducer ID registration, and growing the number of introducers of the specific commodity by successively chaining the terminal devices of the introducers of the commodity.
(FR) Le problème décrit par la présente invention est de fournir un système de support de ventes de marchandises qui peut être actionné et utilisé tout en permettant une agence publicitaire de marchandises, un vendeur et un introducteur de clients chaînés pour établir une relation rationnelle. [Solution] La présente invention construit un système capable de changer une partie d'attribut d'un ID d'introducteur pour chaque enregistrement d'ID d'introducteur d'une marchandise spécifique, téléverser des informations de ventes de démonstration de marchandise sur un magasin en ligne de la marchandise incorporée au réseau de communication Internet à partir du dispositif serveur d'un "vendeur" ou d'une " agence publicitaire ", générer un code bidimensionnel comprenant des informations sur une liaison aux informations de ventes de démonstration de la marchandise, lire le code bidimensionnel dans un dispositif terminal d'introducteur ultérieur, répéter l'enregistrement d'ID d'introducteur ultérieur, et faire croître le nombre d'introducteurs de la marchandise spécifique par chaînage successif des dispositifs terminaux des introducteurs de la marchandise.
(JA) 【課題】商品の広告代理店、売主と、連鎖する顧客の紹介者が合理的な関係を築き、運用・利用が出来る商品販売支援システムを提供する【解決手段】特定商品の紹介者ID登録毎に、その紹介者IDの属性部を変更、組み入れた前記商品のオンラインショップの商品の説明販売情報を「売主」または「広告代理店」のサーバ装置よりインターネット通信網上にアップロードし、かつ前記商品の説明販売情報へのリンク先情報を含んだ２次元コードを生成し、次の紹介者端末装置に読み込ませ、次の、前記紹介者ＩＤ登録を行うことを繰り返し、前記商品の紹介者の端末装置を次々と連鎖させ、前記特定の商品の紹介者を増殖させることが出来るシステムを構築する。

Related patent documents
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1. WO2025253918 (PCT/JP2025/018509) - COMMODITY SALES SUPPORT SYSTEM

Name of the Invention: Product Sales Assistance System

technical field

[0001]

The present invention relates to a commodity sales support system for reading a two-dimensional code attached to a commodity or arranged in the vicinity of an image showing the commodity to recommend, mediating, turning, or introducing the commodity, and supporting sales, the commodity sales support system being configured so that an introducer associated with the commodity is linked and proliferated, and when a user from an introducer of a proliferation destination of the chain purchases the commodity, the introduction reward fee can be divided and paid to all the linked introducer.

[0002]

Conventionally, a commodity sales method is known in which a user is guided to an online shop (EC site) of a commodity by a two-dimensional code (a bar code or a QR code (trademark)) printed in a card or a pamphlet to introduce a commodity, and the commodity printed on the card or the pamphlet is sold and supported, and the introduction fee is obtained. Patent Document 1: Japanese Unexamined Patent Application Publication No. 2006-126948
As another prior art example, for example, Prior Art Document 2 (see Reference) In Japanese Patent Application Laid-Open No. 2023-119732, there is known a commodity sales method in which a two-dimensional code for specifying the commodity and an introducer code are separately written, information on the commodity and the introducer is similarly detected and transmitted by a terminal device of a user who has purchased the commodity, the server device provided for the system operation receives the information, and the introducer of the commodity obtains the introduction fee.

[0003]

In the commodity sales method/system described in the prior art document 1, a "seller" for performing an online shop to sell the commodity is linked with an actual store such as a restaurant or an EC site shop for selling another type of commodity, and these are set as an introducer of the commodity, and a pamphlet storing a two-dimensional code obtained by combining specification of the introduced commodity and introducer ID information is distributed to the customer at the store, or packaged in the delivery of the sales commodity at the EC site to obtain sales support, and

the introduction fee is paid to the restaurant or the EC site with information from a server device for recording a success history of the sales.

[0004]

In the commodity sales method/system described in the prior art document 2, as an improvement of the prior art document 1,
Instead of using a two-dimensional code in which the specification of the introduced commodity and the introducer ID information are combined, these are provided as separate two-dimensional codes to obtain the result reward payment data to the introducer.
According to this, another two-dimensional code incorporating the two-dimensional code of the introducer ID and the URL information to the online shop content of the commodity is newly prepared, and information of the introducer ID is to be obtained for each commodity required by the system, and the introducer is not a mechanism which can end, chain, and proliferate alone.

PRIOR ART DOCUMENT

Patent Literature

[0005]

Patent Document 1: Japanese Unexamined Patent Application Publication No. 2006-126948

Patent Document 2: Japanese Unexamined Patent Application Publication No. 2023-119732

SUMMARY OF THE INVENTION

The present invention addresses the problem of the present invention

[0006]

In the invention of the prior art document 1, it is not explicitly stated that a restaurant or an EC site where the card or pamphlet has been distributed has been introduced to the number of persons of each customer or how many people are introduced from the introduced customer in a chain, or a chain introduction to the next introducer is also performed, and it is not explicitly stated to grasp the spread state of the chain, and a method/system of the present invention does not clearly specify a method/system of the present invention for grasping which introducer of the chain introduction the actual result of introduction or introduction of the introducer by the introducer has been the actual result of the chain introduction. Of course, there has not been shown a distribution payment method or the like of the introduction fee to the introducer in the case of chain introduction.
In addition, the content of the invention of the prior art document 2 is not also discussed with respect to the same point as in the prior art document 1.

MEANS FOR SOLVING THE PROBLEM

[0007]

According to an embodiment of the present invention, a two-dimensional code (a bar code or a QR Code (trademark) indicating a barcode or a QR Code (trademark) and hereinafter referred to as a two-dimensional code) in which URL transfer link information linked to an online shop having

information capable of selecting information (product ID) for identifying the product attached to the product or in the vicinity of an image representing the product by a plug on the Internet communication network and information capable of selecting "purchasing" the product or "introducing to another person" is incorporated, A terminal device such as a mobile phone (smartphone), a personal computer, or the like, which reads an image in which the URL transfer link information displayed on the platform is incorporated, text data, or the like, can browse online shop content of the product managed and operated by the "seller (advertiser)" of the product through the Internet communication network, and "purchase" the product, or "introduces the product to another person" such as a friend or an acquaintance, and transmits the information to the Internet communication network, so that the server device of the "seller" and the "advertising agency" can receive the information.

In a case where the terminal apparatus determines and selects the "purchase of a commodity", the "seller (advertiser)" side is a system according to an operation that is normally seen as a routine in a normal online shop, and a "seller (advertiser)" side proceeds to a billing, a settlement, and an article sending procedure of a commodity purchase price.

[0008]

However, in the present invention, in a case where the terminal apparatus determines and selects to "introduce" to another person of the commodity, the server apparatus of the "seller" in which the online shop content is published obtains, on the terminal apparatus, commodity ID information for specifying a commodity number or the like of the commodity and setting confirmation of introducer ID information for specifying the introducer, and transmits the information to, for example, a server apparatus of an "advertisement agency" that undertakes the advertisement of the commodity.

Here, in a case where the type of the commodity, the number of product numbers, that is, the commodity ID specifying the commodity is small, the server apparatus of the "seller" integrally includes the function of the server apparatus of the "advertisement agency", and the present invention is also established as the server apparatus of the "seller".

In fact, in FIGS. 1 and 2 in the description of the "mode for carrying out the present invention", the above-described server device is described by one body, and thereafter, the "seller" is described as the server device A and the "advertising agency" as the server device B.

[0009]

In the present description, the server devices of the "seller" and the "advertisement agency" will be separately described so as to satisfy the present invention even when there are a plurality of "sellers" for a large number of types and numbers of the products.

The server device of the "advertising agency" records and accumulates the introducer ID as an introducer of the product associated with the product ID every time a new introducer occurs. However, the server device is configured to record, store, store, and store, for each of the product IDs, introducer IDs that are registered in time series for each of the chain orders and by chain order numbers in the chain order, and which chain order numbers are recorded by the introducer in which chain order, and the user who has introduced the product from the introducer next records "purchase" of the product, selects "introduction" of the product, or "introduces" to another

person, and stores and stores the trajectories of the chain of the selected or both of them one after another.

In the description of the product sales support system (hereinafter, the product sales support system may be referred to as the system of the present invention), the term "purchase" may be referred to as an "order" or an "order" in some cases, but will all be referred to as "purchase" in the description of the system of the present invention thereafter. Similarly, "introduction" can also be referred to as "recommendation", "turning", "mediation", and "recommendation" in some cases, but will be referred to as "introduction" in the following description of the system of the present invention.

[0010]

Further, as shown in FIG. 1, the present invention is also configured as follows.

The server device of the "seller" or the "advertisement agency" is associated with the commodity ID, and sets the chain order of the introducer ID to the 1-position in the terminal device in which the introducer ID is registered as the first chain rank.

A two-dimensional code incorporating the introducer ID including the linkage order information and the link URL transfer information to the online shop content of the product is newly generated and transmitted to the terminal device.

The newly generated two-dimensional code is displayed on the terminal device 1(1 of the first chain rank 1) in which the introducer ID is registered.

Then, the terminal device 2(1) of the next user displays and views the content of the online shop including the attribute of the terminal device 1(1) by link transfer from the information of the two-dimensional code, and the terminal device of the user who has registered the introducer ID as "introduction" to the other person is configured to be recognized by the server device of the "seller" or the "advertising agency" as the linkage order 2.

The new user repeats this, and sequentially sets the linkage order of the introducer IDs to be registered as the 3-position, 4-position. N-position.

In addition, for example, in a case where the introducer of the commodity is registered in the second person in time series in spite of the same chain rank 2, the introducer ID is recorded in the server device of the "seller" or the "advertisement agency" as 2-2 positioned as the chain order number 2 of the chain rank 2 position.

[0011]

As described above, the server device of the "seller" or the "advertising agency" generates a unique two-dimensional code that is different for each of all the introducer IDs, in which information for each of the chain orders and the chain order numbers associated with each of the product IDs is incorporated, and is distributed and transmitted to the terminal device in which the introducer ID is registered, through the Internet communication.

The registrant of the introducer ID displays a two-dimensional code unique to the introducer ID by the terminal device, causes the terminal device of the user who wants to chain next to read the two-dimensional code, notifies an SNS or the like of the communication content on the Internet communication network operated by itself, displays it on a printed matter, or the like, and performs distribution to dramatically proliferate the introducer of the commodity. In addition,

since a person who determines that the corresponding number of commodities is "purchased" appears in the introducer, it is possible to greatly support sales of the commodity.
In this case, the unique two-dimensional code generated for each of the introducer IDs may be linked from a graphic such as a text character or a banner displayed on the terminal device, and the unique two-dimensional code generated for each introducer ID can be similarly realized by a method of guiding the commodity to the display of the content of the online shop for describing and selling the commodity managed and operated by the "seller".

[0012]

According to the method/system of the present invention, the configuration of the content of the online shop for the introducer of the product having any chain order and the chain order number to obtain the next introducer can be configured by changing only a part described below while the product description and the sales price display of the product are the same.
It is configured such that the display unit of the area where the selection of "purchase" the product and "introduction" to another person is the online shop content for each introducer ID configured by incorporating the transmission function by the CGI or the like so that the introducer ID attribute information can be recognized by the "seller" or the saver of the "advertising agency" for each introducer ID guided to browse the content.
Then, the online shop content for each introducer ID is uploaded to the Internet communication network from the server device of the "seller" or the "advertising agency" so that the purchaser of the product and the next chain introducer can browse from anywhere in the communication network.
Since the content is the above-described configuration, even if the content of the online shop is created for each of a large number of introducer IDs, most of the content is the same, and therefore, there is an effect that much time and effort are not required for the creation.

[0013]

Here, as an example of one embodiment of the present invention, a method in which a chain of introduction is performed has been described by reading a two-dimensional code that includes URL transfer link information linking information (product ID) identifying the product attached to the product, explanation sales information of the product, and URL transfer link information linking the product to content of an online shop of information capable of selecting "purchase" or "introduction", as an example of one form of the present invention.
In this case, it is necessary to newly generate a two-dimensional code in which the commodity ID information and the URL transfer link information are integrated for each product number of the commodity, and to read and detect the two-dimensional code in the terminal device at the chain rank 1 position.

[0014]

On the other hand, as an example of another aspect of the present invention, the terminal device of the chain order 1 serving as a starting point of the introduction chain of the commodity sales

support system can install a commodity sales support system application capable of distinguishing a commodity to be a target of the system of the present invention previously uploaded on the Internet communication network by participation or registration as the introducer in the commodity sales support system of the present invention, and allowing the commodity sales support system to distinguish whether or not the commodity can be introduced and chained. Accordingly, for example, the terminal device reads a two-dimensional code of, for example, a JAN code or an EAN code for specifying a commodity that has been sold in a general general store for electronic register settlement by starting the application first, and for example, the terminal device reads a two-dimensional code of a JAN code or an EAN code for specifying a commodity sold in a wide general commodity for settlement of the electronic register, and the commodity sales support system according to the present invention that the seller recognizes in advance can confirm by exchanging information data between the terminal device that has read the two-dimensional code and a server device of the seller or a server device of an advertisement agency, and thus can cause an introduction chain that is a feature of the system of the present invention to be performed. Accordingly, in order to participate in the system of the present invention, it is possible to obtain an efficient commodity sales system capable of continuing the chain of introduction of the commodity while saving a large amount of time and effort of attaching a two-dimensional code for specifying a commodity different from the JAN code to the target commodity.

[0015]

Next, a problem solving means related to payment of the commodity introduction reward of the present commodity will be described.
For example, when the customer (user) selects and determines "purchase" of the commodity from the content of the online shop derived from the two-dimensional code issued and transmitted to the terminal device of the introducer ID of the chain rank 1, which is associated with the commodity ID, and the price settlement of the commodity is performed, the information is received by the server device of the "advertisement agency", the generation of the introduction reward of the commodity determined in advance as the "seller" of the commodity is notified to the "seller" and the payment notification of 100% of the introduction reward fee is performed to the registrant of the introducer ID of the chain rank 1, In a case where a customer who has selected and determined "purchase" of the commodity appears in the same manner on the content derived from the two-dimensional code issued and transmitted to the introducer ID in the chain order 2, the chain number, for example, the third number (even in the case where the chain order is the same even in the number 4 and the number 5) associated with the commodity ID, when the customer who has selected and determined the "purchase" of the commodity appears, when the reward fee divided by the number of stages of the chain order is divided and paid and paid to the upper rank of the chain order, the introducer of the "seller" or the "advertisement agency" server device is configured to calculate and record and accumulate the "seller" or the "advertisement agency" server device so that the introducer of each of the chain order 1 position and the chain rank order 2 is paid by being divided by half of the entire introduction reward fee, and the system is configured to be able to transmit the notification to each introducer terminal device.

[0016]

Similarly, the chain order becomes multistage, and for example, the introduction reward for the purchase action of the introduced person of the commodity from the content of the online shop of the introducer ID registrant at the N-position is to be divided from the linkage order 1 to the N-position for every N minutes.

When the introduction of the commodity spreads and the number of stages of the chain order reaches multiple stages, it is conceivable that the introduction reward per one introduction person for each one commodity becomes a small amount, but in this case, a so-called point that can be used only in a specific company or a store and handled in the same manner as money may be applied as the introduction reward fee.

In addition, when the introducer ID registrant himself/herself whose chain order is low, for example, the 4-position or 5-position, purchases the commodity, the server device of the "seller" and the "advertisement agency" can detect it, and therefore, it is possible to determine an adaptive operation rule such as sequentially pulling up the introducer ID or increasing the rank of the introduction person ID to the chain order 1 position, and to use the introducer for the high lift of the participation motivation of the introducer to the method/system of the present invention.

[0017]

In addition, at this time, when the registration of the introducer ID is now performed to the terminal device to which the registration of the introducer ID is to be performed, it is displayed in advance whether the chain order associated with the commodity ID is at any position, and in the case of dissatisfaction, the commodity is first "purchased", and then the introducer ID is registered based on the rule, so that the chain order can be registered at, for example, the first position or the significantly higher order, similarly to the sales support and sales expansion of the commodity.

In addition, from the server device of the "advertising agency", the content displaying the plurality of product groups participating in the system of the present invention is uploaded onto the Internet communication network, and the introducer ID registration applicant who has viewed the uploading is performed

It is also possible to easily construct an online shop in which a plurality of commodities to be introduced are selected and the introducer invites the next introducer or the purchaser of the commodity.

[0018]

In addition, it is also conceivable that the server device of the "advertising agency" connects to a cloud database of a distributed storage ledger (block chain) so that recording and storage data thereof according to the present invention such as the number of chains below the introducer ID and their introduction fees due to the record and accumulation of the entire introduction reward fee, the linkage order, and the introducer ID registration status of the chain number for each product ID, and the introduction fee of itself, are connected to a cloud database of a distributed storage ledger (block chain), and the integrity and fairness of the stored data are enhanced.

As a result, the introducer can know the spread status of the introduction or know the popularity of the product in detail for each product, and can also expect the effect of raising the motivation to be linked to the introducer next to the introducer.

EFFECT OF THE INVENTION

[0019]

The present invention described above may have the following large effects.

(1) With respect to a specific product, the user who introduces the product can be sequentially linked and increased like a parent, a child, and a child, and the chain order and the chain order thereof can be set and recorded for each introducer ID, and the spread of the product introduction chain can also be known to the registrant of "seller", "advertising agency", and each introducer ID, and can be effectively advertised and sold.

(2) In the case of using a terminal device in which an application is incorporated so that an introducer ID associated with the specific product can be registered by reading the JAN code attached to the product in order to identify the product

The two-dimensional code attached to a commodity for the system of the present invention can use a JAN code (JIS standard) or an EAAN code generally widely used in the market, is very easy to operate, and has an effect of constructing an efficient commodity sales support system.

(3) When the server apparatus grasps the registered introducer ID chain order and the commodity purchaser appears at the terminal end thereof, it is possible to notify all of the introducer of the higher order of the chain order in series that the introduction reward fee divided by the number of stages of the introduction chain order can be distributed, so that an effect of leading to the introduction motivation of the introducer and the improvement of the sales support motivation related to the introduction chain can be expected.

(4) When the introducer ID is registered at a low chain order (e.g. position 4, position 5, etc.), the introducer becomes a purchaser himself/herself, and when the introducer ID is requested to be registered thereafter, it is also possible to perform an operation such as significantly increasing the chain order or setting the chain order to 1 position, or the like, and it is possible to connect the introducer to the creation of a desire to participate in the system of the present invention.

(5) The terminal apparatus of the user selects a commodity from a plurality of commodity groups participating in the system of the present invention to be uploaded by the server apparatus of the "advertisement agency", and the online shop capable of selling and introducing a plurality of new commodities for the user can be easily constructed, and the introducer user can increase the mountain mountain.

(6) The recording of the chain spread of the introducer ID by the chain order linked for each commodity and the accumulation of the introduction reward are performed

Data and accumulated data such as exchange of the chain order of the introducer IDs are distributed storage ledgers

A cloud database (block chain) is used to increase integrity and integrity of the stored data

This can be done

BRIEF DESCRIPTION OF THE DRAWINGS

[0020]

FIG. 1 is a system configuration diagram showing an outline of a commodity sales support system according to the present invention;

FIG. 2 is a diagram showing a role function of an element constituting the commodity sales support system according to the present invention.

FIG. 3 is a diagram showing an example of components of a hardware of the entire product sales

support system according to the present invention.
FIG. 4 is a diagram showing an example of a sequence of generation and reception of a two-dimensional code in a server device of an introducer ID, a "seller", and an "advertising agency" according to the present invention.
FIG. 5 is a diagram showing an example of a sequence in a case where an application for participating in the sales support system is installed in the terminal device in advance and the sales support system of the present invention is operated.
FIG. 6 is a diagram showing an example of an information transmission sequence for paying an introduction reward to a linked introducer in the commodity sales support system according to the present invention.
FIG. 7 (a) is an example of a paper tag attached to a commodity displaying a two-dimensional code of a commodity ID with a mark indicating that the commodity is participating in the sales support system of the present invention. (B) A diagram illustrating an example of a data configuration of a QR code in which link destination information to an online shop including an introducer ID and its parent introducer ID information is generated for each product ID according to the product sales support system of the present invention.
FIG. 8 is a diagram showing a method of constructing a new online shop by a participant to the sales support system of the present invention.

MODE FOR CARRYING OUT THE INVENTION

[0021]

Hereinafter, an embodiment for carrying out the system of the present invention will be described, but since the introduction person ID registration of the commodity is performed in a chain, elements constituting the system of the present invention having the same name are described, and the description is likely to be confused, and therefore, even in a case where the following components are expressed differently for the sake of easy understanding, it is specified that the elements are the same element.
The first terminal device, the second terminal device, and the third terminal device are the same as those of the terminal device 3.
The first introducer ID is the same as the introducer ID 1-1 in the linkage order 1, the introducer ID 2-1 at the linkage-ranking 2-position, and the third introducer ID are the same as the introducer ID 3-1 at the chain-ranking 3-position.
The first two-dimensional code is the two-dimensional code 1-1, the second two-dimensional code is the two-dimensional code 2-1, and the third two-dimensional code is the same as the two-dimensional code 3-1.
It is noted here that the first online shop is the online shop 1 C 1 or 2 C 1, the second online shop is the online shop 1 C 2 or 2 C 2, and the third online shop is the same as the online shop 1 C 3.

[0022]

Hereinafter, the first embodiment in the commodity sales support system 1 S of the present invention will be described.
FIG. 1 is a system configuration diagram showing an outline of a commodity sales support system 1 S according to the present invention.
The server device 1 B of "seller", which is connected to the Internet communication network 1 N,

for example, wants to sell the product 1 A, uploads the online shop content 1 C to the Internet communication network 1 N in which the customer presses the "purchase" button 1 Ca or the "introduction" button 1 Cb of the product and displays the intention thereof.
On the other hand, the commodity 1 A is attached to the commodity 1 A which is generally at the store or at hand of the consumer
A two-dimensional code (QR code (trademark)) 1Q is displayed in a paper tag or a pamphlet or the like for sales and promotion of the commodity.

[0023]

The two-dimensional code 1 Q may be displayed on another content for advertising the product on the Internet communication network 1 N, or may be displayed in an image, a text character, or the like in which information linked to a URL on the Internet to which the QR code 1 Q is linked is embedded.
The two-dimensional code 1 Q incorporates a product ID for identifying the product 1 A and URL information for linking and viewing the product ID to the online shop content 1 C.

[0024]

Next, next, for example, when a user having one of a portable terminal device (for example, a smartphone or a portable tablet) 1 reads the QR code 1 Q and links the QR code 1 Q to browse the online shop content 1 C, and selects an "introduction" button 1 Cb, the server device 1 B is configured to generate a new QR code 1-1 in which link destination URL information to the online shop content 1 C 1 capable of selecting a new "purchase" " introduction "including the attribute data of the introducer ID 1-1 and information of the introducer information data 1 D 1 of the introducer ID 1-1 in which the linkage order is the 1-position and the chain order is 1, and which can select a new" purchase " "introduction" including the attribute data of the introducer ID 1-1, and transmits the new QR code 1-1 to the terminal device 1.
On the other hand, at the same time, in the online shop content 1 C, the server device 1 B is configured to generate a new online shop content 1 C 1 configured to newly generate and upload the online shop content 1 C 1 in which the attribute information of the introducer ID 1-1 is incorporated and changed to the "purchase" button 1 Ca and the introduction button 1 Cb in synchronization with the generation data of the QR code 1-1 in the online shop content 1 C, upload the online shop content 1 C 1, generate a new online shop content 1 C 1 configured to send back the new online shop content 1 C 1 to the server device 1 B when the new user (customer) presses the "purchase" button or the "introduction" button in the content, and upload the new online shop content 1 C 1 onto the Internet 1 N.

[0025]

Next, the two-dimensional code 1-1 displayed on one screen of the terminal device 1 is read from one user of the terminal device 1, and the two-dimensional code 1-1 displayed on the one screen of the terminal device 1 is read from the one user of the terminal device 1, and the online shop content 1 C 1 described above is browsed by the link information therefrom.

Here, similarly, when the "introduction" button is pressed by the content 1 C 1, the server device 1 B sets the introducer ID of the introducer to 2 to 1, stores the introducer information database ID as the introducer information data 1 D 2 in which the chain order 2 and the chain order 1 are set, generates the two-dimensional code 2-1 having the same function, transmits the two-dimensional code 2-1 to the terminal device 2, and further uploads the new online shop content 1 C 2 at the same time.

This is repeated, and next, the terminal device 3 is configured such that a newly generated two-dimensional code 3-1 is transmitted, the same online shop content 1 C 3 is uploaded, the registration of the introducer ID is further spread to more N of N to the terminal devices 4, 5, and the introduction recommendation of the product 1 A is linked and widely spread.

[0026]

However, here, two users (customers) of the terminal device 3 that read the two-dimensional code of the introducer ID and the introducer ID 2-1 are used

When online content 1 C 2 is browsed and "purchase" 1 C 2 an is selected instead of "introduction" of the product,

The introducer information database 1 D can be confirmed by the confirmation 1 D 4 indicated by the arrow that the parent introduction ID, which is recorded as 1 D 3 and is the introducer to the two users of the terminal device 3, is 2-1.

Further, it can be seen from 1D2 in the table of the introducer information database 1 D that the parent introduction ID of the introducer ID, 2-1 is the introducer ID, 1-1 from the table of the introducer information data 1 D 2 by the confirmation 1 D 5 indicated by the arrow.

Therefore, the introduction reward fee for which the two users of the terminal device 3 have purchased the product will be described in detail later

The server device 1 B is configured to record 1 of the terminal device 2 and a process record to be paid to one user of the terminal device 1.

This is because, in the commodity sales support system of the present invention, the linkage order of the introduction is multistage and the lower order thereof

It is obvious that, even from the terminal device, the introducer ID and the terminal device to which the introducer information database 1 D recording should be divided as described in the previous description can be identified.

[0027]

Next, the configuration and functions of the present invention will be described in more detail.

FIG. 2 is a diagram illustrating a role function of an element constituting the product sales support system according to the present invention.

Here, in the system of the present invention, a case where the new commodity 2 A is increased as the introduction target commodity will be described.

The terminal device 1 held by the user (customer) has a "two-dimensional code reading unit", and performs a product information display upload process in the online shop content 1 C or 2 C of the product 1 A or 2 A described above from the server device 1 B managed and operated by the seller of the product via the Internet communication network 1 N.

After that, when the commodity introduction button 1 Cb in the content 1 C is pressed from 1 of

the terminal device 1, for example, in the server device 1 B, the introducer information recording database 1 D sets the introducer ID, 1-1, which has no parent introducer ID as the chain order 1 and the chain order 1, and stores the record as the record 1 D 1 of the introducer information database 1 D shown in FIG. 1, for 1 of the terminal device 1, for each product ID such as the product 1 A (product ID is IA) or the product 2 A (product ID is 2 A). Such processing is performed by the "introducer ID registration processing unit" 1 BB 1 of the server device 1 B in FIG. 2.

[0028]

Further, in the server device 1 B, the information of the commodity ID, the introducer information data 1 D 1 by the introducer ID, and the satellite shop contents 1 C 1, 1 C 2 set for each introducer ID by the commodity ID, and the like
An introducer ID-specific content generation processing unit "1 BB 3" for uploading the content 2 C 1, 2 C 2, and the like onto the Internet 1 N is provided for the product 2 A.
Further, the server device 1 B generates a new two-dimensional code (QR code (trademark)) in which the information of the introducer information data 1 D 1 is incorporated for 1 of the terminal device 1 to which the introducer ID is allocated and registered
Since the "two-dimensional code generation/transmission processing unit" 1 BB 2 is provided, the two-dimensional code generated here is provided
Via the Internet communication network 1 N, one of the terminal apparatuses 1 has a role and a function of activation information for purchase of the commodity or recommendation and invitation of introduction of the commodity to a holder of the next commodity introducer (commodity sales supporter), for example, two terminal apparatuses of 1 or 2 of 2, as the secondary code 1-1 in FIG. 1.

[0029]

Thus, for example, the system of the present invention can obtain an epoch-making configuration in which, for example, a two-dimensional code displayed on one terminal device of 2 is repeatedly read by one terminal device or the like, a chain of introduction of the same product sales is performed to the terminal device of the chain order N-number in the chain order N-position, and the wheel of the sales support is greatly widened.
In the description in FIG. 2, each N of 1 and N of the terminal device 2 is different from the registered introducer ID, but the configuration and function of the system of the present invention are realized with substantially the same function.
However, as an example, in a case where the "purchase" is selected instead of the "introduction" of the product in the two terminal devices that are similarly communicatively connected to the Internet communication network 1 N, the description of the case where the "purchase" is selected generates payment of the introduction reward fee to the terminal device 1-1 of the upper-level (parent introducer ID) and the terminal device 1-1 of the parent ID, and thus the description will be described in detail later as a form of a new invention.

[0030]

Next, a configuration example of hardware in the embodiment of the commodity sales support system of the present invention will be described.
FIG. 3 is a diagram illustrating an example of components of a hardware of the entire product sales support system according to the present invention.
In the commodity sales support system 1 S of the present invention, there is a two-dimensional code 1 Q attached to the commodity 1 A.
In addition, the two-dimensional code 1Q includes a camera 301, a "two-dimensional code reading unit", a "commodity image display unit", a "button input processing unit", and a "new two-dimensional code display processing unit" are connected to the Internet communication network 1N, and there are 1 to N of a plurality of terminal apparatus groups 1 such as a mobile phone (smart phone) having similar functions to perform data processing so as to perform data processing with the "terminal communication processing unit".

[0031]

Similarly, although there is a server device 1 BA that manages and manages the "seller" of the product connected to the Internet communication network 1 N, the server device 1 BA of the "seller" and the server device 1 BB of the "advertising agency" that entrusts the registration management of the introducer ID of the present system system, the introducer reward fee calculation processing, and the like from the "seller" will be described as an example of operating the system of the present invention.
In the commodity sales support system of the present invention, since a plurality of the commodities are considered over various commodities, it is assumed that the seller of the commodity handled by the system also reaches a plurality of commodities.
In this case, the function role of the server device is managed by the server device 1 B A managed and operated by the "seller", and each of the plurality of sellers, a person who undertakes the sales support of the plurality of commodities is referred to as an "advertisement agency", and the server device 1 BB is separated from the management operation server device 1 BB, so that the operation of the system of the present invention can be applied to the enlargement of the number of target commodities, and efficient operation can be performed.

[0032]

Therefore, in the server device 1 BA of the seller, the product ID is a JAN code (JIS standard) in which the code number is set according to the product number of the product, the product large amount, the product number, the product number, or the like as the introduction target product of the system of the present invention, and the product ID, the product information setting unit "1 BA 1" for placing the product sales information in the online shop, and the function of performing the "product price settlement and shipping processing" 1 BA 2 are also included.
In addition, when the user (customer) performs the introducer registration, the seller is provided with the "introducer ID registration permission unit" 1 BA 3 function so as to be capable of being restricted such as not permitting registration if there is no purchase history of the product first, or the "introduction reward fee payment processing unit" 1 BA 4 is provided so that the seller can determine and change the introduction reward per one product in consideration of the manufacturing and purchase cost of the product.

These pieces of information are configured to be able to exchange communication between the server device 1 BB of the advertising agency and the server device 1 BB of the advertising agency through the server device A communication unit and N from 1 to N of the Internet communication network 1 N.

[0033]

Further, in the server device 1 BB of the "advertising agency", the "server device B communication unit" is connected to the network communication unit 1 N. Then, the seller server device 1 BA is provided with a "introducer ID registration processing unit" 1 BB 1 for recording the linkage order, the chain order, and the parent ID of the introducer and setting the introducer ID, like 1D1 and 1D2 of the introducer information database 1D described above in FIG. 1, for the introducer who has received the registration permission of the introducer ID, and further includes a "two-dimensional coat generation processing unit" 1 BB 2 for generating a two-dimensional code (QR code (trademark)) by incorporating the product ID and the link destination information data of the online shop content set for each of them.
For each introducer ID, there is a "introducer ID content generation processing unit" 1 BB 3 that uploads online shop content having the unique information to the Internet communication network.
However, the "introducer ID-based content generation processing unit" 1 BB 3 May be provided in the seller's server device 1 BA because the commodity information is changed and the setting processing is mostly performed in the online shop content managed by the seller.
Next, although there are the "introducer data storage processing unit" 1 BB 4 and the "introduction reward fee calculation processing recording unit" 1 BB 5, these are described as another form of the present invention, and therefore will be described later.

[0034]

Here, how the introduction chain is performed and functions in N of 1 to N of the terminal apparatus 1 according to the system of the present invention will be described.
In the commodity explanation screen 311 in the online shop content, the same contents are displayed on all the terminal devices according to the system of the present invention. However, the "purchase" " introduction " selection screen 312 incorporates the attribute information of the introducer ID registered first. Therefore, when the selection is performed by the terminal device of another user (customer) who has seen the content (311 and 312 in FIG. 3) displaying these, the attribute of the terminal device, that is, the introducer ID information of the terminal device in the previous description, in which the content is uploaded from the saber device 1 BA or 1 BB to the Internet communication network 1 N, that is, the introducer ID information of the terminal device in the previous description, is provided A so-called CGI instruction is incorporated so as to transmit to the BB.
Here, for example, when one user of the terminal apparatus 1 selects "introduction" on the screen 312, the two-dimensional code generated by the "two-dimensional code generation processing unit" of the server apparatus 1 BB is displayed on the display screen 313.
This is for invitation-linking the next introducer, and is configured to, for example, display the next introducer candidate to be read into one of the terminal devices 2 of the next introducer candidate.

[0035]

In modern society, a mobile phone (smartphone) that communicates with an Internet communication network 1 N and that holds a terminal device of a mobile phone by most social people can be used as a terminal device that has been described before, and therefore, there is a possibility that a chain introducer for sales support of a wide variety of products explosively increases.

In addition, since a two-dimensional code (JAN code) to which a commodity unique number assigned to a commodity sold in a general city is allocated is used as the commodity ID, it is not necessary to newly add a two-dimensional code for specifying a commodity, and it is assumed that the number of target commodities in the system of the present invention is dramatically enormous in a short period without cost. Therefore, for each commodity ID shown in FIG. 1, it is conceivable that the commodity information data of the online shop in which the information for each introducer ID registration is incorporated requires a huge storage capacity. Therefore, these pieces of information data can be newly set in the "cloud database" 3 CD in FIG. 3, connected to the Internet communication network, and the system of the present invention can be constructed and made to correspond to this.

[0036]

Here, an operation sequence according to the first embodiment of the present invention will be described. FIG. 4 is a diagram illustrating an example of a sequence such as generation and reception of a two-dimensional code in a server device of an introducer ID, a "seller", and an "advertising agency" according to the system of the present invention.

The configuration and function of the first embodiment of the system of the present invention have been described so far, and therefore, the main points of the operation flow and the sequence for further deepening the understanding will be described.

By reading the two-dimensional code 1Q attached to the commodity 1A by the terminal apparatus 1(1) and obtaining an information link destination of the commodity content of the online shop, the commodity information transmission 401 of the online shop content is transmitted from the server apparatuses A and 1 BA to the terminal apparatus 1(1).

[0037]

Next, in the terminal apparatus 1(1), while the product information display 402 of the content (shown in FIG. 2 in FIG. 2 is illustrated in FIG. 1C), the "introduction" 1 Cb is selected, and the introducer ID registration request 403 of the product is performed. The server apparatus A (1 BA) of the "seller" that has received it transmits the registration permission 404 of the introducer ID in association with the commodity ID to, for example, the server apparatus B (1 BB) of the "advertisement agency".

Here, after the introducer ID registration request 403 from the server apparatus A (1 BA) via the server apparatus A (1 BA) of the "seller" is required, since the user of the terminal apparatus 1(1) becomes the origin of the introduction chain of the commodity, it is possible to determine whether or not there is a credit suitable for requesting a subsequent chain of introduction.

[0038]

Next, for example, the server apparatus B (1 BB) of the "advertisement agency" generates and transmits the QR codes 1-1 and (two-dimensional codes) for the terminal apparatus 1(1), and the terminal apparatus 1(1) receives it.

An example of the data configuration of the QR code generated at this time will be described with reference to FIG. 7B.

FIG. 7B illustrates information for each introducer ID for each product ID according to the product sales support system of the present invention

FIG. 1 is a diagram illustrating an example of a data configuration of a QR code to be generated.

The data configuration example 7 b of the QR code generated for each introducer ID is generated by the data configuration of the URL 7 b 1, the product ID 7 b 2, the introducer ID 7 b 3 linked to the basic component information site of the system of the present invention, the introducer ID 7 b 3, and the parent introducer ID 7 b 4 previously introduced by the introducer.

[0039]

Here, in a case where the linkage order number of the introducer ID is, for example, the 7-1 position, based on the table of the introducer information database 1D of FIG. 1, the introducer ID of the parent is similar, the parent introducer ID 7 b 4 becomes the introducer ID, 6-1, and the QR code 7 b is generated in such a manner that the parent introducer ID, 5-1, and the parent introducer ID, 4-1 of the parent introducer ID, 5-1, and the parent introducer ID, 4-1 of the parent introducer ID, 5-1, and the parent introducer ID, 4-1 of the parent introducer ID are generated, and if the introducer before the parent introducer ID is present, the introducer ID of the parent parent and the parent introducer ID before the parent introducer ID, and even if the introducer ID is within the information data configuration allowable amount range of the QR code, the code information can be generated.

In the data configuration example 7 b of the QR code described above, the code information 7 b 1 is set as the site URL of the online shop content page collection of the system of the present invention, the next code information, the commodity ID, and the commodity ID 7 b 2 are set as the sub-page URL, and the attribute information of the introducer ID corresponding to the screens 312 and 313 of FIG. 3 can be incorporated by the introducer ID and 7 b 3 of the next code information.

[0040]

Next, a second embodiment of the commodity sales support system 1 S of the present invention will be described.

FIG. 5 is a diagram illustrating an example of a sequence in a case where an application for participating in the commodity sales support system is installed in the terminal apparatus 1(1) or the like in advance and the commodity sales support system of the present invention is operated.

First, the terminal device 1(1) serving as a starting point of the introduction chain of the system of the present invention has been described so far, and the terminal devices B and 1 BB of the "seller" terminal devices A and 1 BA or the "advertisement agency" are downloaded and installed in the

Internet communication network 1 N. In the sequence diagram of FIG. 5, the state is 501.
The application 51 is a "two-dimensional code reader" of FIG. 3 connected to the camera 301 of the terminal device
The state of the commodity two-dimensional code reading 502 in Fig. 5 is shown in Fig. 5, in which commodity identification information of a code number unique to each commodity is allocated for each production country widely used in the market, and the attached JAN code (JIS standard, internationally also referred to as an EAN code) can be read.

[0041]

Therefore, here, since the terminal apparatus 1(1) can identify and specify a specific designated commodity (a commodity for setting the commodity ID), the commodity information request 503 is performed by inquiring the server apparatus A, 1 BA (or the server apparatus B (1 BB) of the "advertisement agency") of the server apparatus A, 1 BA (or the "advertisement agency") of the "seller", and the commodity information, for example, the information of the online shop content 1C or 2C of the detailed commodity explanation is obtained.
At this time, the contents 1 C and 2 C do not have any problem even if the contents 1 C and 2 C are transmitted from the server device B (1 BB) of the "advertisement agency" which has received the consignment of the "seller".

[0042]

Then, in the terminal device 1(1), for example, when the content 1 C is browsed and the "introduction" 1 Cb is selected from "purchase" 1 Ca or "introduction" 1 Cb, for example, when "introduction" 1 Cb is selected, the product ID information and the necessary item information of the name other personal information as the introducer are input by the CGI fumarate function incorporated in the content 1 C, and the introducer ID registration request 505 is performed.
Next, the server device A (1 BA) of the "seller" that has received the server device A (1 BA) determines whether or not the registration is permitted, and notifies the terminal device B (1 BB) of the "advertisement agency" to the terminal device B (1 BB) of the "advertisement agency" when the introducer ID for each commodity ID is the permission 506.
Then, as the next step, the server device B (1 BB) reflects the ohm function of the CGI, and performs the QR code generation transmission 507 for the terminal device 1 in which the attribute information of the introducer ID is incorporated into the terminal device 1(1).
The terminal apparatus 1(1) that has received the QR code information data and the terminal apparatus 1(1) that has received the QR code information data (the data generated by generating the code information of 7b described in FIG. 7 in the QR code pixel figure) serves as a starting point for linking the introduction, and the terminal apparatus 2(1) reads it, and the server apparatus A or B indicates that, for example, the next user terminal apparatus 2(1) performs browsing of the content 1 C 1 in which the attribute of the introducer ID 1-1 is incorporated, which has been uploaded simultaneously with the registration of the introducer ID 1-1 to the Internet communication network 1 N, for example
The sequence is the sequence indicated by 508.
Thereafter, the system of the present invention can perform a chain of introduction as in the description of the first embodiment of the invention.

[0043]

As described above, in the second embodiment of the present invention, it is possible to read a JAN code (JIS standard or an EAN code outside the sea) generally widely attached to various commodities such as a department store and a super market to specify the commodity to be introduced of the system of the present invention, and specify the introduced commodity. Therefore, there is an effect that it is possible to significantly reduce the time and effort of setting a new two-dimensional code and attaching the new two-dimensional code to the commodity. In addition, since the system of the present invention is such a system, it is assumed that a chain of introduction can be performed, and the type of the target product capable of performing sales support can be dealt with even when the type of the target product becomes enormous.

[0044]

For example, there is a catalog communication sales booklet in which a booklet having a sales explanation of a product of 1000 types is distributed in a wide area, and a two-dimensional code (QR code) 52 (or 7a2 in FIG. 7A) for guiding the purpose introduction of the sales support system and the installation of the commodity sales support system application 51 to the terminal device 1(1) or the like is described at the beginning.

In addition, among the above-described booklets, a commodity participating in the system of the present invention is selected from the 1000 types of commodities, or a commodity is selected as the advertisement agency is, for example, 100 types, and a mark 7 a 1 described in FIG. 7A indicating that the commodity participates in the system of the present invention and a mark 7 a 1 described in FIG. 7A indicating that the commodity participates in the system of the present invention, for example, the JAN code 7 a 3 and the commodity thereof together with the mark 7 a 1 described in FIG. 7A and read or input to the terminal device of the user, can be performed in the vicinity of the sales explanation of the commodity.

It is obvious that the same effect is exhibited even when the catalog communication sales booklet is replaced with a so-called Internet communication network 1 N to replace the catalog communication sales booklet with a Internet mail order shopping mall for selling thousands of types of commodities.

Although these implementations require a large storage capacity database, the "cloud database" 3 CD of FIG. 3 can be realized by providing the "cloud database" 3 CD to a cloud-type server device connected to the Internet communication network 1 N.

[0045]

Next, a third embodiment of the commodity sales support system 1 S of the present invention will be described.

In FIG. 4, the operation sequence of the first embodiment of the commodity sales support system 1 S is shown, and the description is made up to the QR code generation transmission 405 for the terminal apparatus 1.

In addition, in FIG. 5, similarly, the operation sequence of the second embodiment of the system of the present invention is shown, and the description is also made up to the QR code generation

and transmission 507 for the terminal apparatus 1(1). BROOM
FIG. 6 is a chain sequence as a third embodiment of the commodity sales support system 1 S according to the present invention
FIG. 1 is a diagram illustrating an example of an information transmission sequence for payment of an introduction reward to an introducer.
In the figure, the operation sequence as the third embodiment of the system of the present invention is common from the QR code generation/transmission 405 or 507 for the terminal apparatus 1(1).

[0046]

The display 601 of the generated QR code for the terminal apparatus 1(1) is performed by the terminal apparatus 1(1).
Next, the QR code information is read by a two-dimensional code reading unit via the camera 301 of the terminal device 2(2 of 2) of the user to be chained.
The operation sequence performed by the terminal device 2(1) of the online shop content of the link destination in which the server device A (1 BA) or B (1 BB) has been uploaded in advance to the Internet communication network 1 N is the product information display 602.
Here, for example, when the user of the terminal device 2(1) selects "introduction" in the content 1 C 1 of the product, the introducer ID registration request 603 is performed, the server devices A (1 BA) and B (1 BB) are received, and are recorded, for example, as the introducer information data 1 D 2 of the introducer ID 2-1 in the introducer base 1 D of FIG. 1. At this time, the introducer information data 1 D 2 records the product ID 1 A, the terminal device 1, the introducer ID 2-1, the chain order 2, the chain order 1, and the parent ID as the terminal device 1(1-1).
Next, the server apparatus A (1 BA) or the server apparatus B (1 BB) performs the introducer ID registration 604, and the server apparatus B (1 BB) incorporates the URL link information of the commodity ID into the online shop content and performs the QR code generation/transmission 605 for the terminal apparatus 2(2) associated with the terminal apparatus 1(1).

[0047]

Here, similarly, when the terminal device 3(2) reads the QR code 2-1 displayed on the screen of the terminal device 2(2), the online content 1 C 2 is browsed by the product information request 606 and the product information display 607, and the product purchase determination 608 and the "purchase" button 1 C 2 an are pressed, the product price payment and the product delivery notification 609 are immediately performed between the server device A (1 BA) and the terminal device 3(3).
In response to this, the server apparatus A (1 BA) of the seller and the server apparatus B of the advertisement agent perform the commodity price settlement information and the introduction fee calculation information exchange 610, and as a result, in the case of this example, the user of the terminal apparatus 2(2) receives the instruction 611 from the server apparatus B to the A so that the user of the terminal apparatus 2(1) pays the 2/1 of the entire introduction reward fee per commodity of the commodity as an introduction reward from the seller as an introduction reward from the seller, and the server apparatus A (1 BA) of the "seller" executes the notification 612 of

payment simultaneously to the terminal apparatus 1(1) and the terminal apparatus 2(1) on the basis of the instruction, and executes the notification 612.

[0048]

Similarly, in the system of the present invention, the system of the present invention is constructed such that, for example, at the time of purchasing a product from the terminal apparatus N, the introduction reward for the division of the introduction fee 1/(N − 1) is paid from the terminal apparatus 1 to the N − 1 at the time of purchasing the commodity from the terminal apparatus N in the system of the present invention.

As has been described so far, the commodity sales support system according to the present invention is a system for supporting a commodity sales by introducing a chain of introduction to a large number of introducing persons related to the commodity in various kinds of commodity types of a very large number of sellers and performing purchase invitation or introduction, so that a seller, an advertising agency, and an introducer according to the system of the present invention can greatly benefit from the seller, the advertising agency, and the introducer according to the system of the present invention with appropriate operation as described below.

[0049]

For example, FIG. 7A is attached to each commodity, for example, the commodity 1 A, the commodity 2 A, or the like illustrated in FIG. 5

A description example of the paper tag 7 an indicating identification of a product is described.

A symbol mark 7 a 1 of the system of the present invention, which indicates that the commodity is participating in the commodity sales support system of the present invention, a two-dimensional code (JAN code) 7 a 3 that identifies the commodity unique to the QR code 7 a 2 linked to the commodity sales support system application 51 described in FIG. 5, and a sales price display 7 a 4 of the present commodity are described on the symbol mark 7 a 1.

[0050]

When there is an attached product of such a paper tag in a department store or various storefront, if there is an attached product of such a paper tag, these two-dimensional codes are read by a terminal device (mobile phone, smartphone) held by a user (customer), the operation sequences 501, 502, and 503 of FIG. 5 are performed, the introducer ID registration of the product can be performed without trouble, the introduction chain of the introduction of the previous description is made to another user (customer), the introduction ID registrant of the chain order lower than the user himself/herself and the introduction ID registrant of the chain number are expanded, the participant is motivated to obtain a larger introduction reward fee, and the operation of the system of the present invention can be performed.

[0051]

In this case, the seller and the advertising agency can use a JAN code (which may be referred to as a JIS standard or an EAN code outside the sea) uniquely allocated to most products in the market. Further, in an effort to widely and commonly recognize the mark 7 a 1, the commodity participating in the system of the present invention and the user (customer) can be greatly expanded.

In addition, in the case where the introduction chain of the system of the present invention is performed on the Internet communication network, the display of the mark 7 a 1, the text, or the like in the content of the on-line shop can be linked to start the commodity sales support system application from the display of the mark 7 a 1, the text, or the like, or the commodity of the target can be linked from the image or the text data of the commodity name on the basis of the application, so that 1 C 1, 1 C 2, or 2 C 1, 2 C 2 of the content can be browsed.

[0052]

(2) In the system of the present invention, in a case where the linkage order at the time of registration of the introducer ID by the terminal device is, for example, the 5-position or the 6-position or the like and the multi-stage (here, referred to as "low"), when the commodity is purchased in the content page after the registration of the introducer ID is performed, it is conceivable to help motivate the purchaser of the commodity to be a purchaser or the like by increasing the chain order of the introducer registration ID or disclosing an operation rule such as setting to the first position of the start point.

In addition, here, in order to prevent the introduction chain in which the chain order is very low, for example, in a case where the registration request 614 of the introducer ID whose chain order is positioned at the 7-position is from the terminal device, the server device A or B sets the introducer ID registration non-permission 615 to the introducer ID registration non-permission 615, "selects another commodity" or "selects the purchase of the commodity", then selects the introduction, performs the introducer ID registration, and increases the chain order to the 1-position. It is also possible to transmit the reply information 616 such as "or the like" and to exclude the introducer having a low motivation to introduce the commodity.

[0053]

Next, other embodiments of the commodity sales support system 1 S of the present invention will be described.

FIG. 8 is a diagram illustrating a method of constructing a new online shop by a participant to the sales support system of the present invention.

The server device 1 BA of the "seller" or the server device 1 BB of the "advertising agency" uploads the online shop 81 of the product group participating in the plurality of the present invention systems to the Internet communication network 1 N.

In the online shop 81, the commodity sales contents 811 to 813 participating in the system of the present invention are displayed, and there is a means capable of selecting the two-dimensional code 1-1 and the "purchase" or "introduction" 81b in which the attributes of the mark 7a1 and the introducer ID indicating that they participate in the system of the present invention are incorporated. In addition, the content 814 of a product not participating in the system of the present invention is separately displayed.

[0054]

Here, it is possible to configure a new online shop 82 in which the explanation contents of the commodity are arranged by reading the online shop 81, selecting the commodity contents 811, 812, 813, reading the two-dimensional code 1-1 of the commodity content, or selecting "introduction" 81b, and performing each introducer ID registration in the terminal device of the user newly participating in the present invention system.
At this time, in the product content 822 in the newly configured online shop 82, a two-dimensional code 2-1 in which attribute information of the introducer ID is incorporated and a means (button) 82b for "introducing" are displayed in order to invite an introducer to be linked next.
However, in the commodity contents 821 and 822, only a means (button) 81a for determining only "purchase" is selectively displayed without requiring the introduction chain to be introduced next, and a new online shop 82 rich in flexibility can also be configured.

[0055]

By obtaining such a configuration, a user who intends to register a new introducer ID to participate in the system of the present invention can easily construct a new online shop 82 on the Internet communication network 1N without taking time and effort by creating a "seller" or an "advertising agency", uploading it to the Internet communication network 1N first, browsing the online shop 81 on which a plurality of commodities are displayed, reading the two-dimensional code 1-1 of an arbitrary commodity by the terminal device of the user, or selecting "introduction" 81b from above.
That is, for example, it is possible to construct an online shop in which various products can be easily sold and introduced by a mobile terminal device (smartphone) that most recent social people have, and a point at which the introduction reward fee can be obtained or a point at which the specific shopping can be performed can be obtained.
Then, when the commodity is "purchased" in the online shop, a new distribution form in which the seller performs all of the commodity display of the online shop, the commodity type enlargement, the maintenance, the settlement of the commodity price with the purchaser, and the shipping, and only the introduction reward fee of the commodity is remitted to the user of the portable terminal device is generated, and an industrially large effect can be expected.

[0056]

It is conceivable that the seller or the advertising agency of various products using the system of the present invention may have a variety of situations as well as market reputation.
For example, as described before, it is conceivable that the introduction chain is widely performed, and the introduction person information data 1 D 1 or 1 D 2 for each commodity ID in which the introducer ID is registered in many chain orders and numbers has to be deleted depending on the seller and the convenience of the commodity.
It is also conceivable that the server device A (1 BA) managed and operated by the seller and the server device B (1 BB) of the advertisement agency fail, and an accident or the like in which the introducer information data 1 D 1 or 1 D 2 is lost similarly occurs.

[0057]

In view of this, the introducer information database 1 D for each commodity ID described in FIG. 1 described in the previous description is a cloud database 3 CD by a distributed storage ledger (block chain) that can be accessed from a plurality of related terminal devices according to the system of the present invention and can be stored and held. For example, even in a case where a seller for each of a large number of commodity IDs can share a new introducer ID registration or an additional recording and a change of the master ID recording, but cannot be falsified, and even in a case of a sudden disappearance accident of a part of data of 1D of the introducer information database of the previous description related to a specific commodity ID, since many "seller" and the like are shared, a means for easily returning it is obtained, so that the repair can be easily performed.

[0058]

Furthermore, by disclosing the contents of the cloud database 3 CD to many users having an introducer ID associated with each commodity ID, enabling each user to confirm the introduction chain order and the introduction reward fee, it is also possible to construct the present invention system so as to have fairness while improving the competition center of each user, and the commodity sales support system of the present invention can expect an industrially large effect.

DESCRIPTION OF REFERENCE NUMERALS

[0059]

1S PRODUCT SALES ASSISTANCE SYSTEM
A-A-PRODUCT PRODUCT
1-B SERVER DEVICE
1C Online Shop Content 1 Ca Purchase Button 1 Cb Introduction button
1D INTRODUCER INFORMATION DATABASE
1N INTERNET COMMUNICATION NETWORK
1Q two-dimensional code (QR Code ™)
One terminal apparatus 1 of the two-dimensional code 1 displayed by the 1-1 terminal apparatus 1 and a user thereof
One terminal device 2 of the two-dimensional code 2 displayed by the 2-1 terminal device 1 and a user thereof
301-CAMERA
311-PRODUCT EXPLANATION SCREEN
312 "Purchase" Selection screen
A display screen of the two-dimensional code generated by the "two-dimensional code generation processing unit"
1 BA Seller Terminal Device A
The terminal device B of the 1 BB advertising agency
CLOUD DATABASE BY 3-CD Distributed Storage Ledger Technology (Block Chain)
51-PRODUCT SALES ASSISTANCE SYSTEM APP
A paper tag attached to a 7a product

SYMBOL MARK INDICATING PARTICIPATION IN 7 A1 PRODUCT SALES SYSTEM
The QR code linked to the 7 a2 product sales support system application 51
A JAN code that performs a 7 a3 product specific identification
SALE PRICE DISPLAY OF 7 A4 PRODUCT
CONFIGURATION DATA OF 7B QR CODE
SITE URL OF INTRODUCTION PAGE OF 7B -1 PRODUCT SALES ASSISTANCE SYSTEM
The online shop of the group of products participating in the system of the present invention
ON-LINE SHOP BY 82

SCOPE OF THE CLAIMS

[Claim 1]

The product is directly attached to the product or displayed in the vicinity of the description of the product on a catalog sales, an Internet communication network, or the like,
a mark indicating that the commodity is a target commodity of a specific commodity sales support method,
a two-dimensional code having link information to a program application for executing the commodity sales support method, or a notation of the link information on the Internet communication network,
Further, a first terminal device connected to a communication network having a means for reading a two-dimensional code, such as a unique JAN code attached to the commodity, for distinguishing the commodity or displaying the commodity in the vicinity of the description of the commodity on the Internet communication network and selecting and specifying the commodity by link information from the notation,
a server device capable of transmitting, on the Internet communication network, display such as "purchase" indicating the same meaning as the commodity description of the target commodity, "order", or "order", or "introduction" indicating the same meaning as "recommendation", "mediation", and "turning",
In a case where "introduction" or the like in the explanation sales information of the commodity in the online shop by the first terminal device is selected, a means for registering the first introducer ID for each commodity is provided in the server device,
In addition, although the server device incorporates the attribute information of the first introducer ID, the server device generates explanation sales information of a new product having substantially the same content as the explanation sales information of the product in the online shop, and transmits the configuration information of the new first online shop on the Internet communication network,
Further, the server device is provided with a selection notation such as "purchase" or "introduction" in the explanation sales information of the commodity in the first online shop,
Here, when the "introduction" or the like of the notation is selected by the explanation sales information of the commodity in the first online shop from the other second terminal device connected to the communication network, a means for registering the second introducer ID is provided in the terminal device,
In addition, the server device incorporates the attribute information of the second introducer ID, but other than that, the server device generates explanation sales information of a new commodity having substantially the same content as the explanation sales information of the commodity in the first online shop, and transmits the configuration information of the new second online shop on

the Internet communication network,
Then, in the second online shop, when a notation such as "purchase" in the explanation sales information of the commodity is selected from a new other third terminal device connected on the communication network, and the commodity is sold, the introduction reward fee of the entire commodity is divided into, for example, two, and the notification of the payment recording is transmitted from the server device to first and second terminal devices having the first introducer ID and the second introducer ID,
Further, in the second online shop, the description of "introduction" or the like in the explanation sales information of the commodity is selected from the new other third terminal device connected to the communication network, the server device repeats the registration of the third introducer ID to the third terminal device, the attribute information of the third introducer ID is incorporated, but other than that, it is repeated to generate the explanation sales information of the new commodity having almost the same content as the explanation sales information of the commodity in the second online shop, and this is similarly introduced to the fourth and fifth terminal devices,
A commodity sales support system according to the present invention includes, for each of a plurality of commodities of a target commodity of the specific commodity sales support system and for each introducer ID, the server device including the introduction chain order and record storage information of an introduction reward fee, and allows a terminal device having the introducer ID to view and confirm through the communication network.

[Claim 2]

from a terminal device having an introducer ID in which the introduction chain order of the target product of the specific product sales support method is recorded in the server device,
The commodity sales support system according to claim 1, wherein, when a "purchase" or the like of a commodity is selected in the explanation sales information of the commodity displayed on the communication network, the introduction chain order is changed or the like and recorded in the server device.

[Claim 3]

The identification of the server device onto an Internet communication network
The commodity sales support system according to claim 1, wherein a terminal device connected to the communication network selects a plurality of commodities from explanation sales information of a plurality of commodities of the target commodity of the commodity sales support system, registration of an introducer ID of the commodities is performed, and on the basis of the information, the server device uploads a new online shop in which the explanation sales information of the plurality of commodities after the selection is displayed on the Internet communication network.

[Claim 4]

The commodity sales support system according to claim 1, wherein change information of introduction chain order for each commodity recorded in the server device and each introducer ID

registration is recorded in time series, change information of the chain order can be browsed and shared by the terminal device by a plurality of introducer ID registrants, and change, accumulation, storage, and sharing are performed as cloud data on the Internet communication network in a distributed storage ledger (block chain) for the purpose of fairness and integrity of these pieces of information.

FIG. 1 is a diagram of FIG. 1

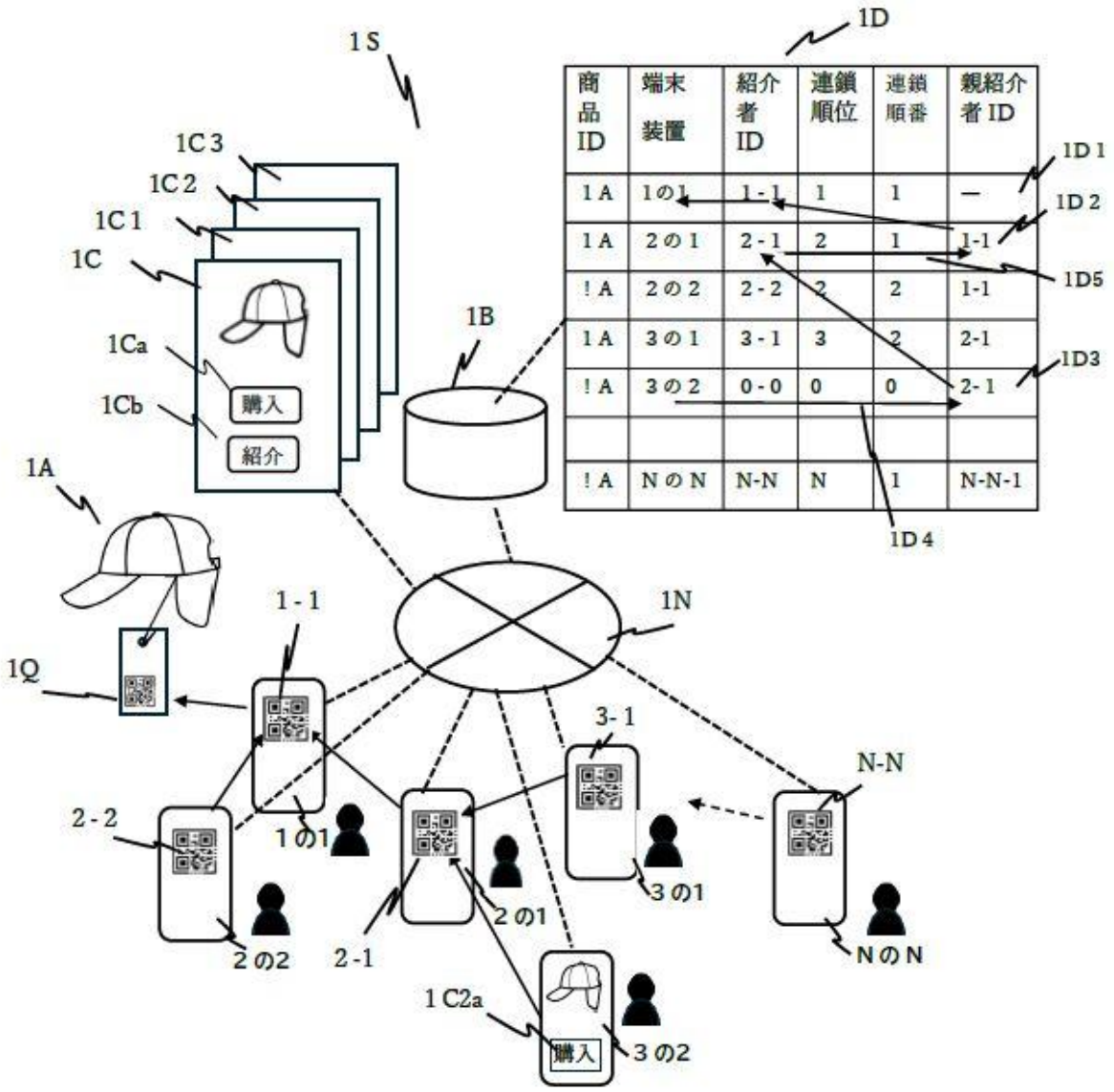


FIG. 2 is a diagram of FIG. 2

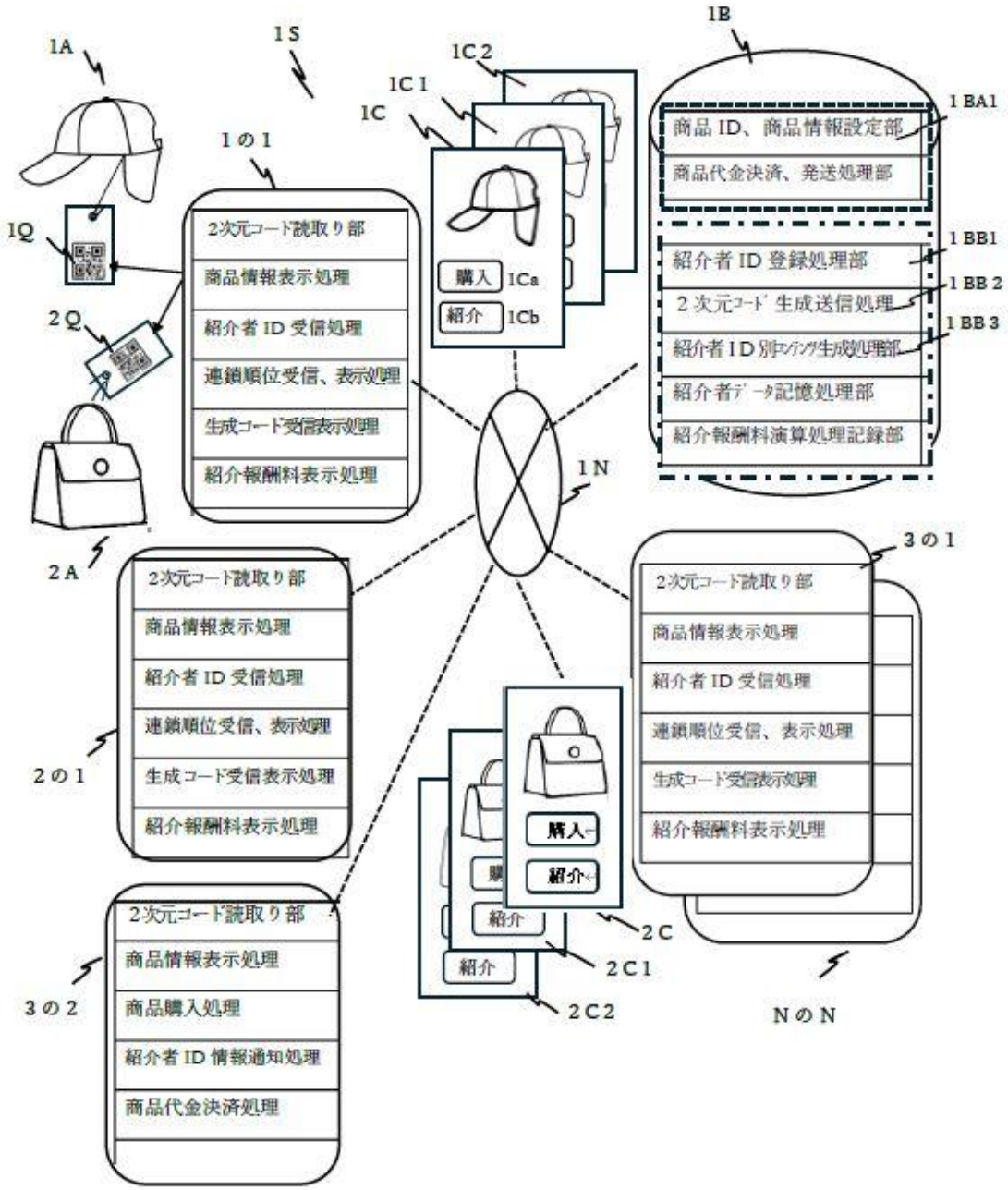


FIG. 3 is a diagram of FIG. 3

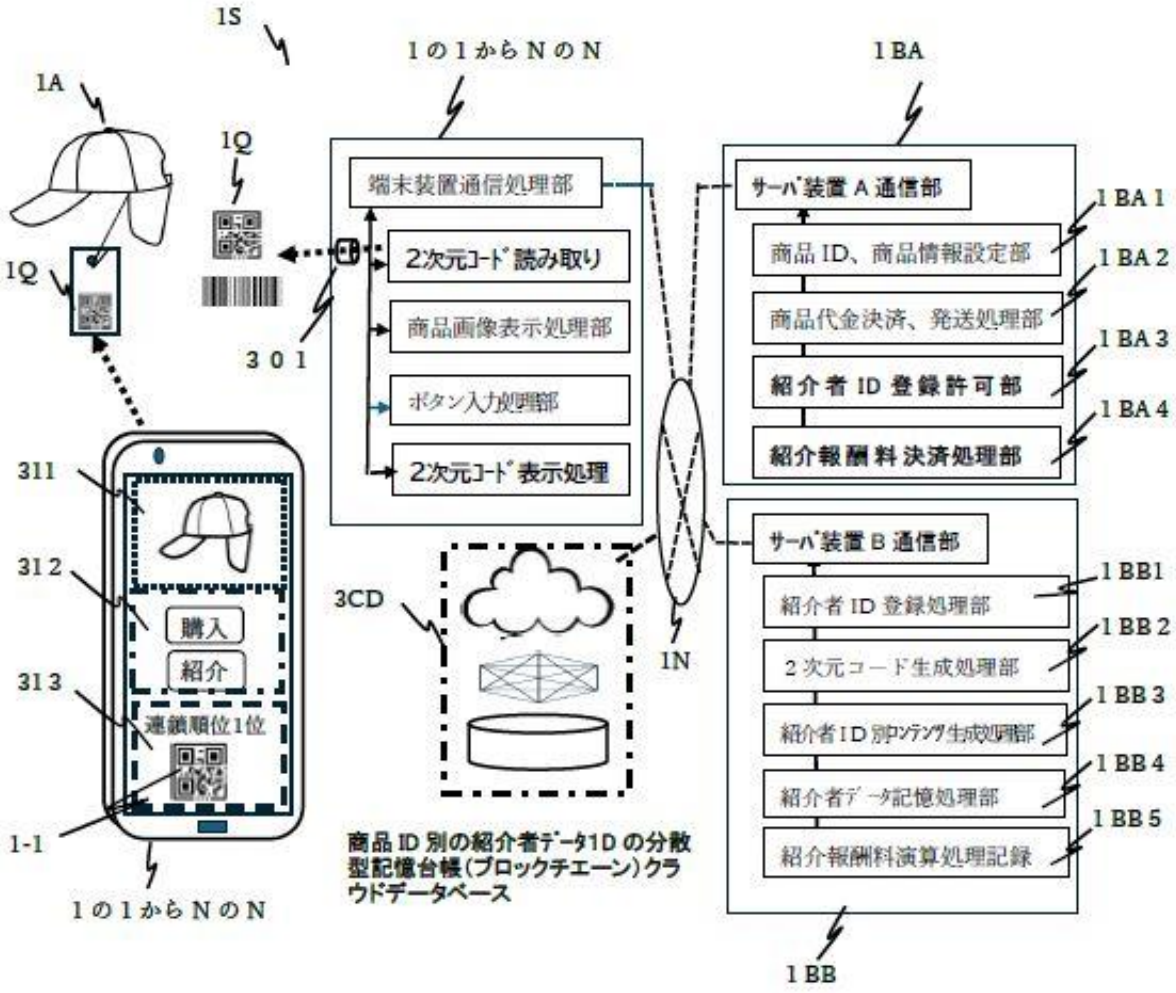


FIG. 4 is a diagram of FIG. 4 月

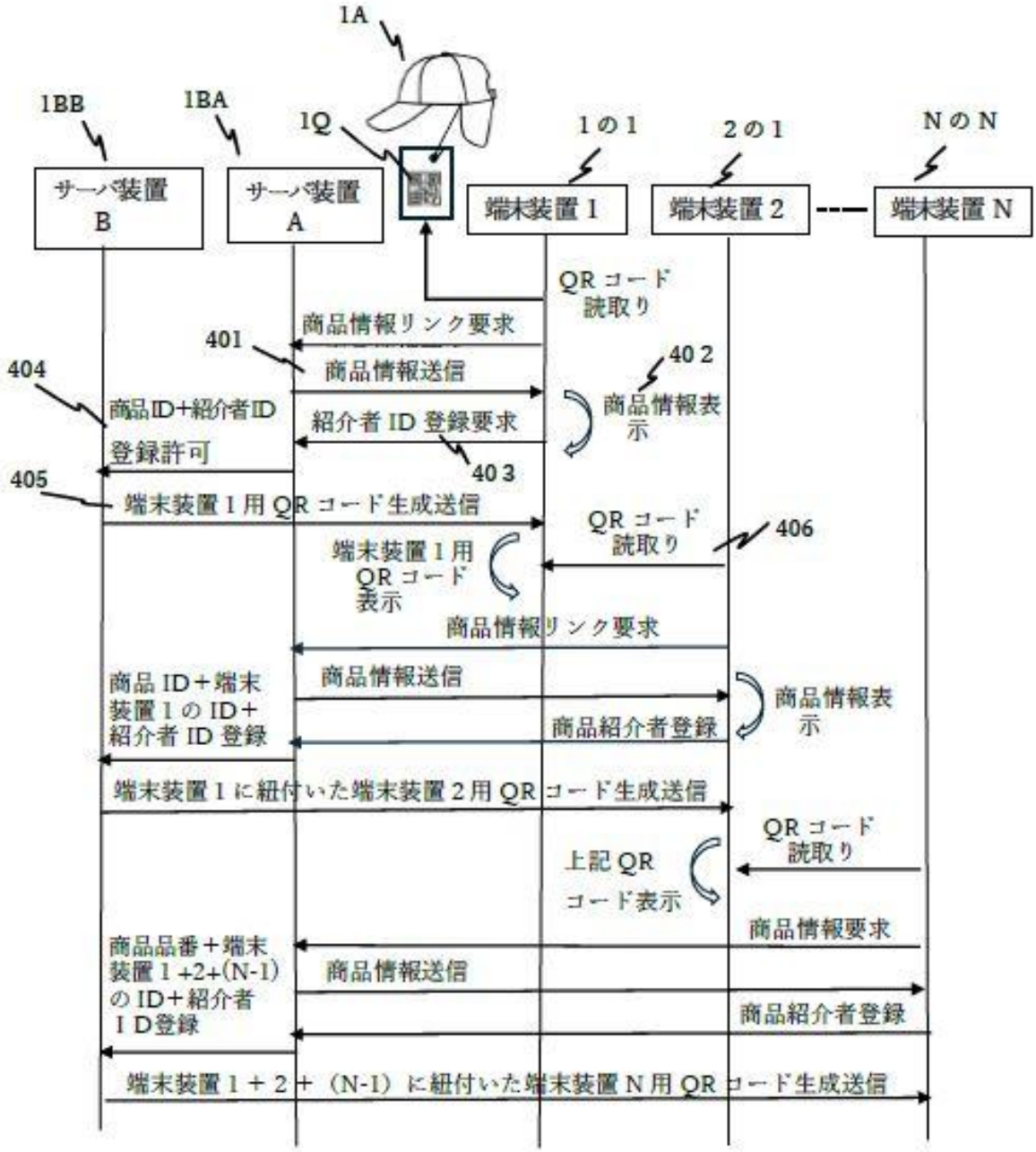


FIG. 5 is a diagram of FIG. 5

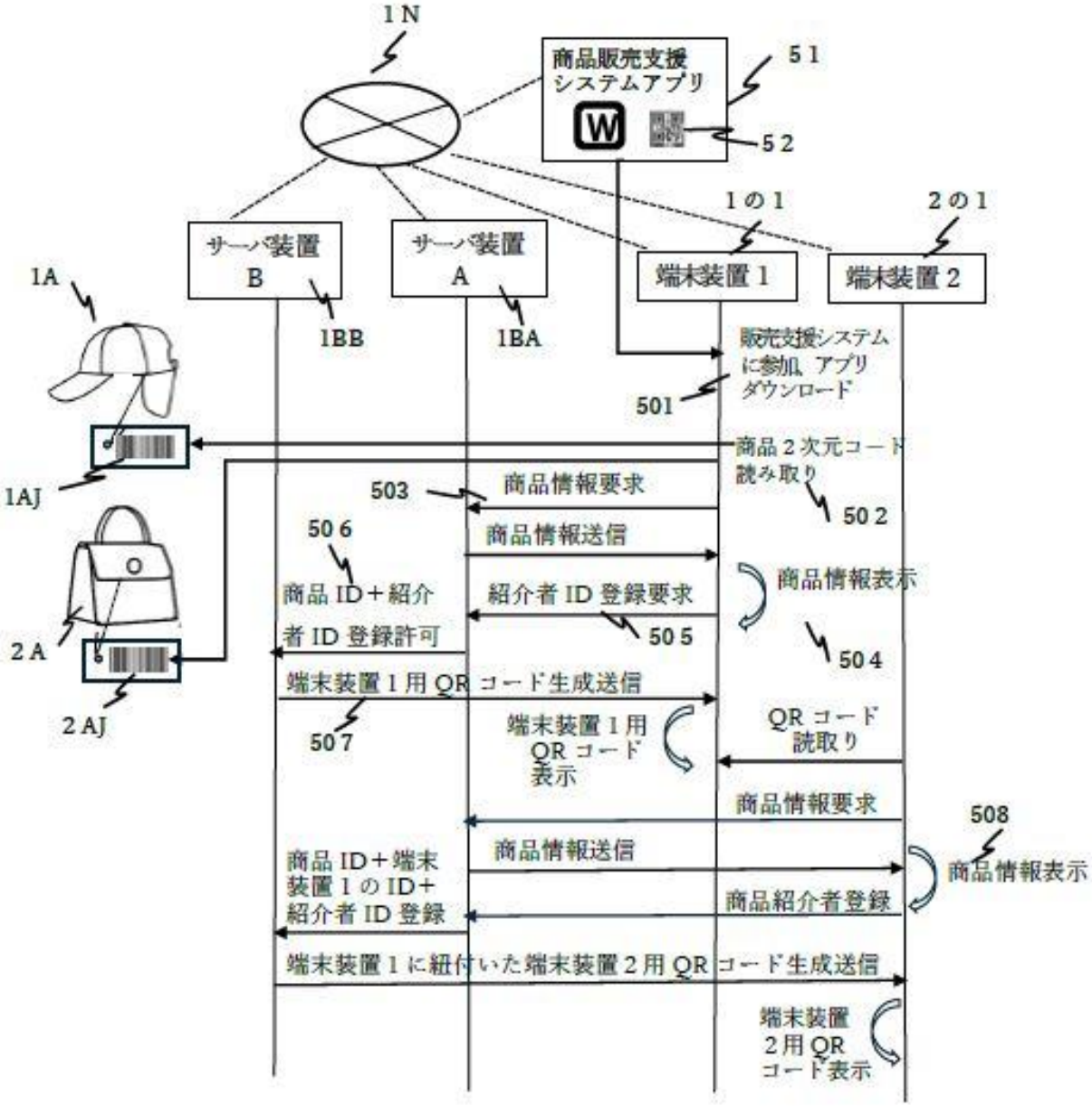


FIG. 6 is a diagram of FIG. 6

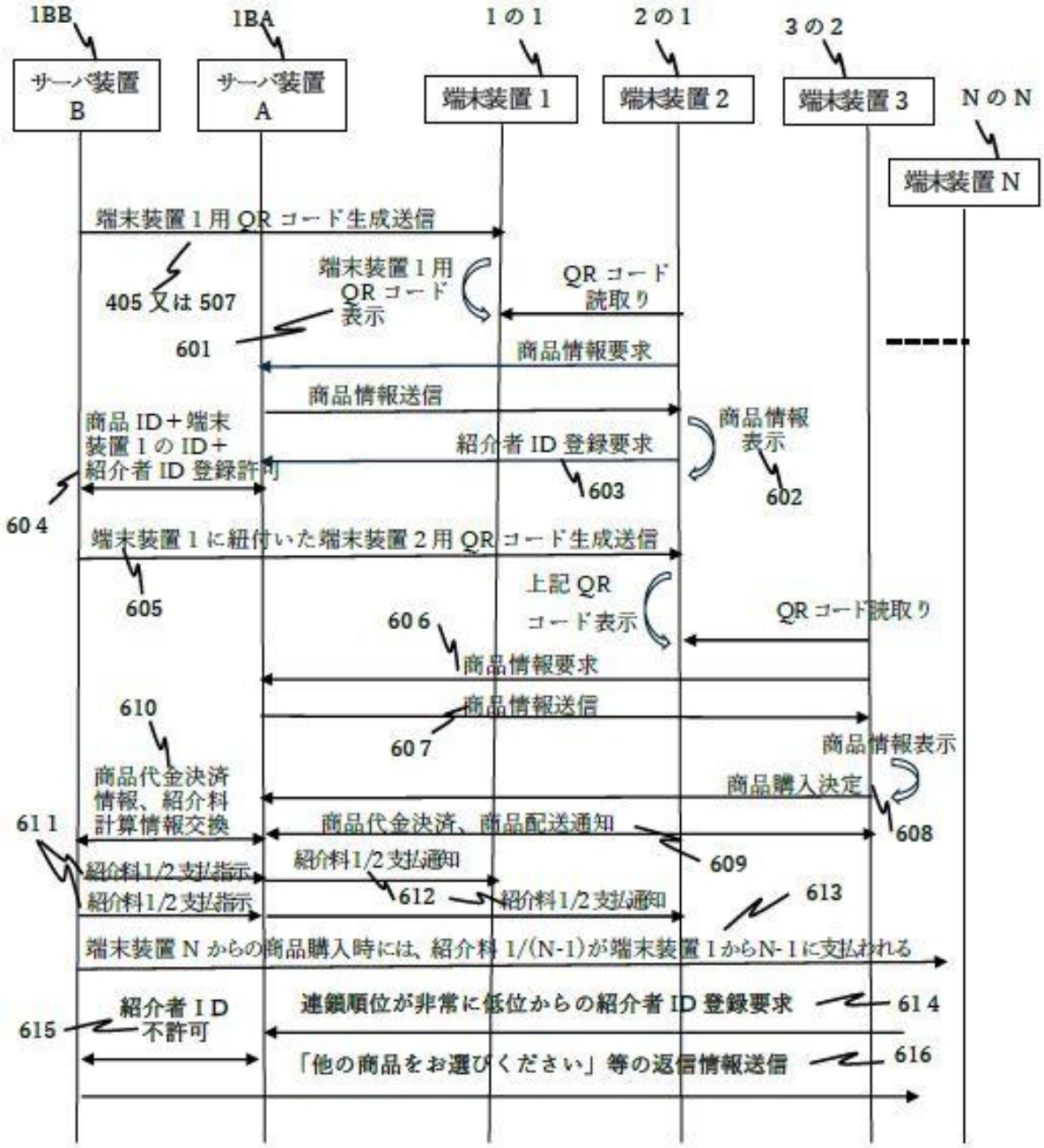
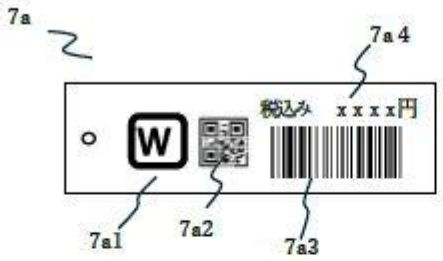


FIG. 7 is a diagram of FIG. 7

（a）本発明の販売支援システムの参加商品であることを示す印があり、
かつ、賞品 ID の２次元コードを表示する商品に付帯する紙タグの例



（b）本発明の商品販売支援システムに係る、商品ID毎で紹介者ID、その親ID情報を含んだ、
オンラインショップへのリンク先情報を生成される QRコードのデータ構成の一例を示す図である。

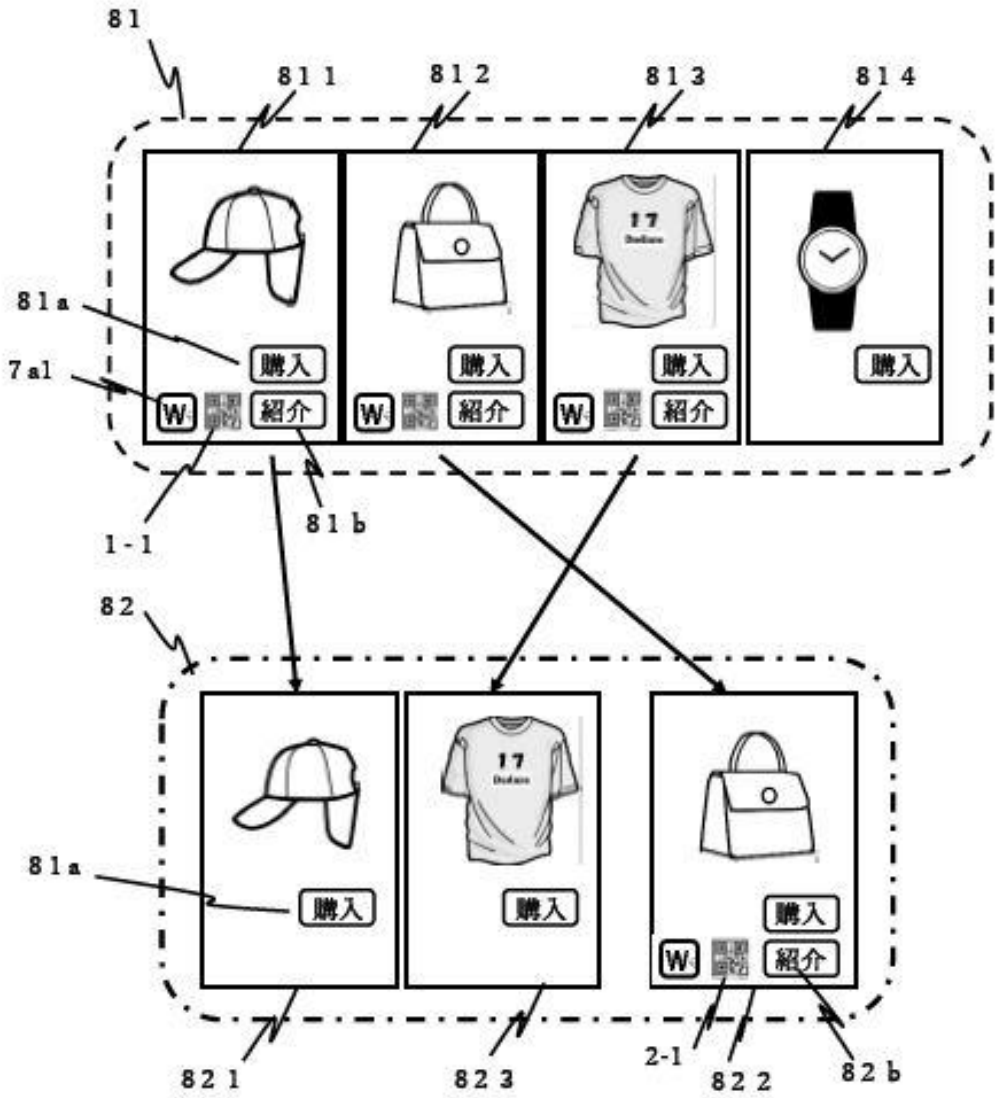



FIG. 8 is a diagram of FIG. 8