

ABSTRACT OF THE DISCLOSURE

Apparatus for analyzing an inter-personal distance and a behavior of purchasing includes a people flow sensor that detects a movement of a person in a store; a flow line data recording unit that detects flow lines in the store of the plurality of people detected by the people flow sensor and records the flow lines as flow line data; an inter-personal distance analysis recording unit that analyzes a distance between the plurality of people by using the flow line data recorded in the flow line data recording unit and records behavior patterns of the plurality of people obtained from the flow line data in an associating manner; a purchase index analysis recording unit that determines and records purchase circumstances of products in the store of the plurality of people recorded in the flow line data recording unit; a data storage unit that stores data recorded in the inter-personal distance analysis recording unit and data recorded in the purchase index analysis recording unit; and a result display unit that displays the data stored in the data storage unit.

[Figure 1]