

RESEARCH OF SMART BUSINESS MARKETING TECHNIQUES BY INTERNET OF THINGS FOR GLOBAL TRADING IN 2017

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ABSTRACT

Smart Computers with recent revolutionary computing and communication developments in technology using Internet Of Things has changed the entire views on how the product is manufactured, advertised and reached to customer. Most of familiar companies are now switching towards Marketing of the Business using Internet Of Things due to its best performance including reliability, reachability, robustness and efficient way of promoting marketing. IoT advancing as compulsory and essential part of every aspects of modern challenging computations. This paper focus on the Research of Smart Business Marketing Techniques by Internet Of Things (IOT) for promoting the business through the Globe.

Keywords: *Personal Computers, Consumer Electronics, Business, Reliability, Quality*

INTRODUCTION

The Internet of things (IOT) is the internetworking of physical devices, vehicles (also referred to as "connected devices" and "smart devices"), buildings, and other items—embedded with electronics, software, sensors, actuators, and network connectivity that enable these objects to collect and exchange data.

The IoT allows objects to be sensed and/or controlled remotely across existing network infrastructure,[4] creating opportunities for more direct integration of the physical world into computer-based systems, and resulting in improved efficiency, accuracy and economic benefit. When IoT is augmented with sensors and actuators, the technology becomes an instance of the more general class of cyber-physical systems, which also encompasses technologies such as smart grids, smart homes, intelligent transportation and smart cities. Each thing is uniquely identifiable through its embedded computing system but is able to interoperate within the existing Internet infrastructure. Experts estimate that the IoT will consist of almost 50 billion objects by 2020.

IoT product companies rely less on the initial device purchase and more on recurring revenue opportunities, subscriptions, upsell opportunities, etc.

HP did a small survey in which they estimated the rise of connected devices over the years and the results are surprising.

These devices will bridge the gap between physical and digital world to improve the quality and productivity of life, society and industries. With IoT catching up Smart homes is the most awaited feature, with brands already getting into the competition with smart appliances. Wearables are another feature trending second on the internet. With launch of Apple Watch and more devices to flow in, these connected devices are going to keep us hooked with the inter-connected world.

Depending on how tech-savvy the company is, it may already have an Internet-of-Things mentality -- complete with biometric entry and capacious data centers.

A Business is an organizational entity involved in the provision of goods and services to consumers. Businesses as a form of economic activity are prevalent in capitalist economies, where most of them are privately owned and provide goods and services to customers in exchange for other goods, services, or money. Businesses may also be social non-profit enterprises or state-owned public enterprises charged by governments with specific social and economic objectives. A business owned by multiple individuals may form as an incorporated company or jointly organise as a partnership. Countries have different laws that may ascribe different rights to the various business entities. International Business Trends and Technologies have given raise to new era of computing with best effective solution to impossible challenging tasks. Upcoming advancements in electronic devices controlled by computer program have wide, unlimited international business opportunities which have to satisfy the performances, demand rates of customers with quality of service at International levels.

The word "business" can refer to a particular organization or to an entire market sector (for example: "the music business") or to the sum of all economic activity ("the business sector"). Compound forms such as "agribusiness" represent subsets of the concept's broader meaning, which encompasses all activity by suppliers of goods and services.

The efficient and effective operation of a business, and study of this subject, is called management. The major branches of management are financial management, marketing management, human resource management, strategic management, production management, operations management, service management, and information technology management.

Marketing plays role in knowing the details of product to customers. Computer programs in earlier days used for doing arithmetic calculations, simple mathematical problems, Accounting, Scientific calculations, Business purposes. Due to internet these basic operations done by computer are elaborated to advanced tasks including computer controlled electronics devices.

There are plenty of products including mechanical, civil, electrical, bio, chemical, food, etc. Consumer electronics products include radio receivers, television sets, MP3 players, video recorders, DVD players, digital cameras, camcorders, personal computers, video game consoles, telephones and mobile phones. Increasingly these products have become based on digital technologies, and have largely merged with the computer industry

in what is increasingly referred to as the consumerization of information technology such as those invented by Apple Inc. and MIT Media Lab.

II LITERATURE SURVEY

Marketing is the study and management of exchange relationships. The American Marketing Association has defined marketing as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

The techniques used in marketing include choosing target markets through market analysis and market segmentation, as well as understanding methods of influence on the consumer behavior.

Consumer electronics or home electronics are electronic or digital equipment intended for everyday use, typically in private homes. Consumer electronics include devices used for entertainment (flatscreen TVs, DVD players, DVD movies, iPods, video games, remote control cars, etc.), communications (telephones, cell phones, e-mail-capable laptops, etc.), and home-office activities (e.g., desktop computers, printers, paper shredders, etc.). In British English, they are often called brown goods by producers and sellers, to distinguish them from "white goods" such as washing machines and refrigerators. In the 2010s, this distinction is not always present in large big box consumer electronics stores, such as Best Buy, which sell both entertainment, communications, and home office devices and kitchen appliances such as refrigerators. Consumer electronics stores differ from professional audio stores in that the former sells consumer-grade electronics for private use, whereas the latter sells professional-grade electronics designed for use by audio engineers and audio technicians.

Digital marketing is effective, targeted, measurable, and highly interactive marketing of products or services using digital technologies to reach and convert leads into customers. Radio broadcasting in the early 20th century brought the first major consumer product, the broadcast receiver. Later products included telephones, personal computers, MP3 players, audio equipment, televisions (first cathode ray tube TVs, then in the 2000s, flatscreen TVs) and calculators. In the 2010s, consumer electronics stores often sell GPS, automotive electronics (car stereos), video game consoles, electronic musical instruments (e.g., synthesizer keyboards), karaoke machines, digital cameras, and video players (VCRs in the 1980s and 1990s, followed by DVD players and Blu-ray disc players). Stores also sell digital cameras, camcorders, cell phones, and smartphones. As of 2016, some of the newer products sold include virtual reality head-mounted display goggles, smart home devices that connect home devices to the Internet (such as smartphone-controllable thermostats and lights) and wearable technology such as Fitbit digital exercise watches.

There are several innovations in the world which witness growth. In the 2010s, most products have become based on digital technologies, and have largely merged with the computer industry in what is increasingly referred to as the consumerization of information technology. Some consumer electronics stores, such as Best Buy have also begun selling office and baby furniture. Consumer electronics stores may be "bricks and mortar" physical retail stores, online stores, where the consumer chooses items on a website and pays online (e.g., Amazon). or a combination of both models (e.g., Best Buy has both bricks and mortar stores and an e-commerce website for ordering its products). The CEA (Consumer Electronics Association) estimated the value of 2015 consumer electronics sales at US\$220 billion. As of 2016, the vision of the Internet of things has evolved due to

a convergence of multiple technologies, including ubiquitous wireless communication, real-time analytics, machine learning, commodity sensors, and embedded systems. This means that the traditional fields of embedded systems, wireless sensor networks, control systems, automation (including home and building automation), and others all contribute to enabling the Internet of things(IoT).

Levitating speakers(Fig1) to food printers that decorate cakes, the 2015 CES gadget show in Las Vegas this week has included a wide range of new gadgets from the Internet of Things.

Smart Thermostat(Fig2) features includes

Precision Comfort. Using sensors across the home, it's now possible to set the temperature in any room, not just where the thermostat happens to be.

Remote Temperature Sensors – Manage the temperature in any room.

Any Room Set Points – Optimize the temperature in any room using the mobile app, Smart Schedules or Modes.

Dynamic Modes&Responsive Saving

Swing sensor(Fig3),this Zepp sensor, when attached to the end of a golf club, tennis racket or baseball bat, looks for general motion patterns and uses 3D and video analysis features to allow users to view and improve aspects of their swing.

Wireless lights (Fig 4) have advantage of switching the lights on and off, the color and intensity of BeeWi wirelessly controlled lights can also be adjusted from users' smart phones.

In-vehicle infotainment system(Fig5),Parrot RNB 6 in-vehicle infotainment system offers media playback, navigation, telephony, a dash cam, air control, parking assistance and onboard diagnostics.

The InvoxiaTriby is a smart fridge magnet (Fig 6)1+that can make phone calls, receive digital messages and play music.

The Smarter iKettle(Fig 7) can boil water with a remote command from a smartphone or tablet. It will tell users when their hot water is ready to pour, remind them to refill and tell them when the kettle is empty. The kettle has several temperature settings and comes with an automatic shut-off feature. Smarter also offers a coffee maker.

The Baby Glgl (Fig8) by Slow Control holds a baby bottle and can record how fast and how much a baby is drinking. It can then send that information to a mobile device. The sleeve also informs users of the optimal degree of inclination to prevent the baby from sipping air bubbles along with its milk — something that can cause gas and colic.

The Vigilant Rainbow smart toothbrush (Fig 9)connects to a smartphone to keep records on brushing and allow for interactive games. It sounds like a children's version of the locally made Goodwell toothbrush, which recently debuted.

The Parrot Pot (Fig10) is linked to mobile devices and will automatically water users' plants from a reservoir of water inside the pot. The pot monitors soil moisture level, soil fertility, temperature and brightness and remaining water level. The app then shares this information and alerts the user if more water or fertilizer is needed

The XYZprinting 3D Food Printer (Fig11)turns ingredients into uncooked food, perfect for pastry decorating. Just like a 3D printer, the Food Printer can create various 3D edible items. The machine has an onscreen touch

display that lets users select a preset design for the shape of the food. Users can also import designs from the Web or use a USB drive to upload their own designs

This da Vinci Jr. 3D printer(Fig12) also by XYZprinting, is on the market for \$1,499, significantly less than any other printer of its type. While traditional 3D printers melt plastic to build 3D objects, these types use liquid ultraviolet curable photopolymer, called resin, and an ultraviolet laser to build a 3D object, layer by layer

The Liquid Image EGO LS-800 camera(Fig 13) is wearable and mountable. It also has the ability to record video and simultaneously broadcast that video over LTE.

The WithingsActivite Pop smart watch (Fig14) tracks walking, running, swimming and sleep cycles, and it can also function as a silent alarm. Users can view details on a companion app.

These are some products which have high performance but most of users through the world don't know that at least these types of products are invented. If marketing is done smartly by digital marketing then definitely there is growth in business by more than 40% at same time consumer will also get benefits.

III METHODOLOGY

Marketing management can also rely on various technologies within the scope of its marketing efforts. Computer-based information systems can be employed, aiding in better processing and storage of data. Marketing researchers can use such systems to devise better methods of converting data into information, and for the creation of enhanced data gathering methods. Machine learning algorithms use computational methods to "learn" information directly from data without assuming a predetermined equation as a model. They can adaptively improve their performance as you increase the number of samples available for learning.

The Internet of Things (IoT), also sometimes referred to as the Internet of Everything (IoE), consists of all the web-enabled devices that collect, send and act on data they acquire from their surrounding environments using embedded sensors, processors and communication hardware. These devices, often called "connected" or "smart" devices, can sometimes talk to other related devices, a process called machine-to-machine (M2M) communication, and act on the information they get from one another. Humans can interact with the gadgets to set them up, give them instructions or access the data, but the devices do most of the work on their own without human intervention. Their existence has been made possible by all the tiny mobile components that are available these days, as well as the always-online nature of our home and business networks.

Connected devices also generate massive amounts of Internet traffic, including loads of data that can be used to make the devices useful, but can also be mined for other purposes. All this new data, and the Internet-accessible nature of the devices, raises both privacy and security concerns.

But this technology allows for a level of real-time information that we've never had before. We can monitor our homes and families remotely to keep them safe. Businesses can improve processes to increase productivity and reduce material waste and unforeseen downtime. Sensors in city infrastructure can help reduce road congestion and warn us when infrastructure is in danger of crumbling. Gadgets out in the open can monitor for changing environmental conditions and warn us of impending disasters. These devices are popping up everywhere, and these abilities can be used to enhance nearly any physical object.

IV MERITS

- i. Information to larger groups reached
- ii. Flexibility
- iii. III Efficiency
- iv. IV Transparency
- v. V Reliability
- vi. VI Quality

V DEMERITS

- i. Concept depends on principles of operation of devices. If principle is used wrongly then entire result is different
- ii. Quickness depends on connectivity speed
- iii. Every device performance contributes to overall performance. If any device creates the delay then overall result is also delayed
- iv. Costlier

VI APPLICATIONS

- i. Following are Applications :
- ii. Agriculture products
- iii. Cars and other vehicles
- iv. Film industry
- v. Multimedia appliances
- vi. Electronic products
- vii. Electrical and mechanical products
- viii. Robotics
- ix. Smart city management
- x. Food products
- xi. Smart Home products

VII CONCLUSIONS& FUTURE WORK

Powerfully and fascinating applications of Internet of Things will lead to drastic changes in the marketing of business over world wide reaching million billions of users for the products that they seek there by building a new world of smart Business Marketing. Auto organised intelligent devices serving the need of marketing as well as online quick business transactions with very high level of transparency. In near future this smart marketing will create several opportunities in this field for active fulfilment of challenges of smart Business Marketing.

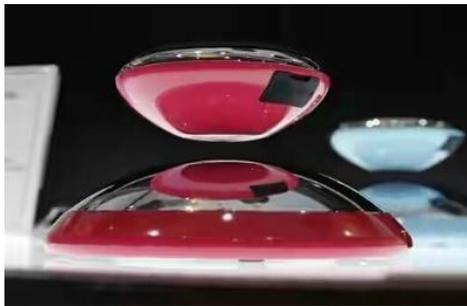


Fig1:Speakers



Fig2:Smart Thermostat



Fig3: Swing sensor

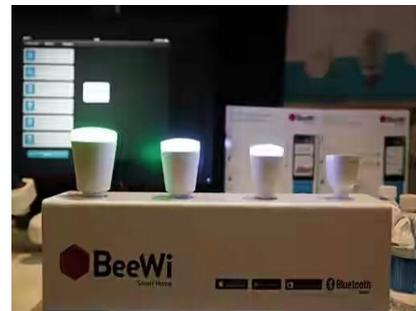


Fig4: Light Sensor



Fig5: in-vehicle infotainment system



Fig 6: Smart Fridge magnet



Fig7: Smart boiler



Fig8: Slow control





Fig9: Smart tooth brush



Fig10: Parrot pot



Fig11: Food Printer

Fig13 : Wearable Camera



Fig12: 3D Printer

Fig14: Smart watch

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