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CONSUMER BEHAVIOUR TOWARDS HYPERCONNECTED WORLD

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Abstract:

As use of internet is growing and people are bounded to their laptops and mobile phones, consumer's perception towards buying and shopping has taken a new shape and use of this internet has opened an all together a new virtue where there's a new marketplace where virtual imprints are more important than consumer's physical imprints. As a marketeer we should act smart enough, so that we can understand the dynamics of marketplace where fully empowered consumers and businesses rewrite their buying journeys each and everyday. In this world tons and tons of data flows every second and out of these huge piles of data it is very important to find out the best suited data for our use. In this research we will try to find out the effect of Hyperconnectivity and it's implications in various forms where flow of data and information is very important in real quick time and can help to understand the consumer buying behavior. In this research we will also try to know that how implication of this hyperconnectivity could benefit both consumers and marketeers.

Keywords: Hyperconnectivity, Consumer Behavior, Hyperconnected world, Internet Of Things(IOT), Internet, Online, Risks Involved, Internet Uses, Mobile Connectivity.

1. **Introduction:**

Hyper connectivity is a term invented by Canadian social scientists AnabelQuan-HaaseandBarry William, arising from their studies of person-to-person and person-to-machine communication in networked organizations and networked societies. The term refers many uses of multiple means of communication, such as email, instant messaging, telephone, face-to-face contact and Web 2.0 information services.This encompasses person-to-person, person-to-machine and machine-to-machine communication. The trend is fuelling large increases in bandwidth demand and changes in communications because of the complexity. CEO Mike Zafirovski and other executives have been quoted extensively in the press referring to the hyper connected era. Apart from network-connected devices such as landline telephones, mobile phones andcomputers, newly-connectable devices range from mobile devices such as PDAs, MP3Players,GPS Receivers and cameras through to an ever wider collection of machines including cars refrigerators and coffee makers, all equipped with embedded wire line or wireless networking capabilities. The IP enablement of all devices is a fundamental limitation of IP version 4, andIPv6 is the enabling technology to support massive address explosions.

1.1. **Evolution Of Internet & IOT:**

The Internet is changing. From narrowband to broadband, from kilobits to gigabits, from talking people totalling things—our networked world is changing forever. we are no longer just be connected, we all are hyper connected: enjoying super-fast connectivity, always-on, on the move, roaming seamlessly from network to network, wherever we go—anywhere, anytime, via any device.

This vision of hyper connected world builds on the connectivity and functionality made it possible by converged next-generation networks (NGNs), but extends the concept in several ways—through embedded ambient intelligence, automated machine-to-machine traffic, and the sheer size and scale of the "Internet of Things". The evolution of connectivity, web & IOT has helped us to get hyper connected seamlessly.
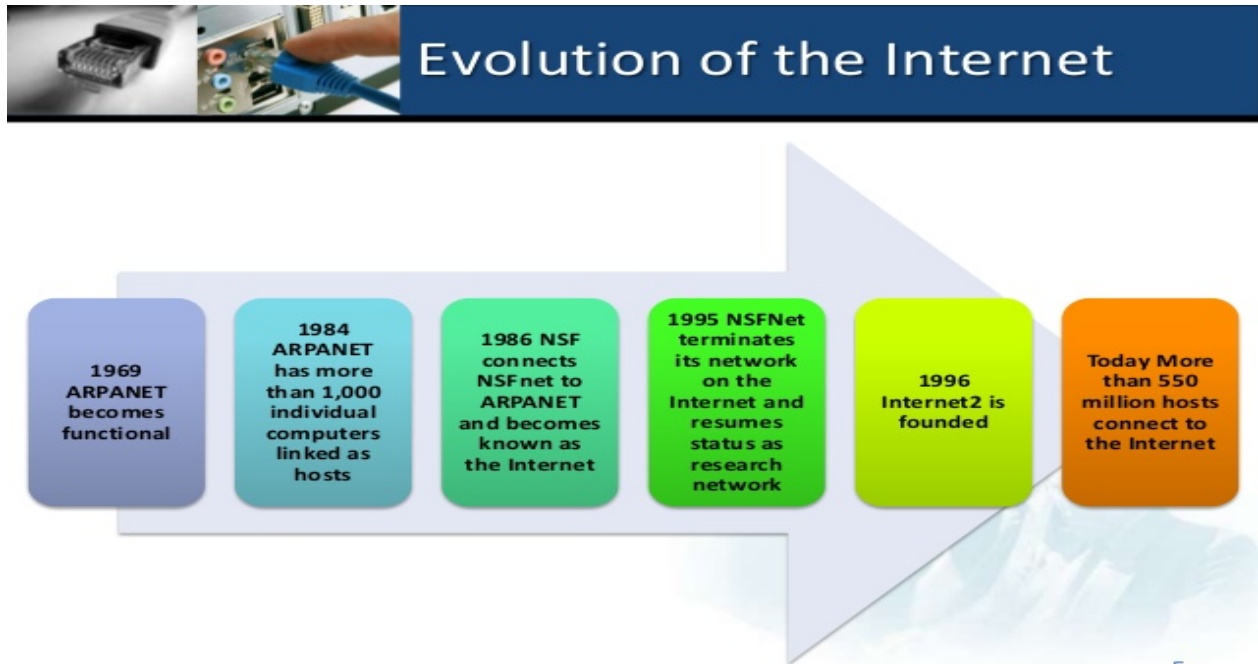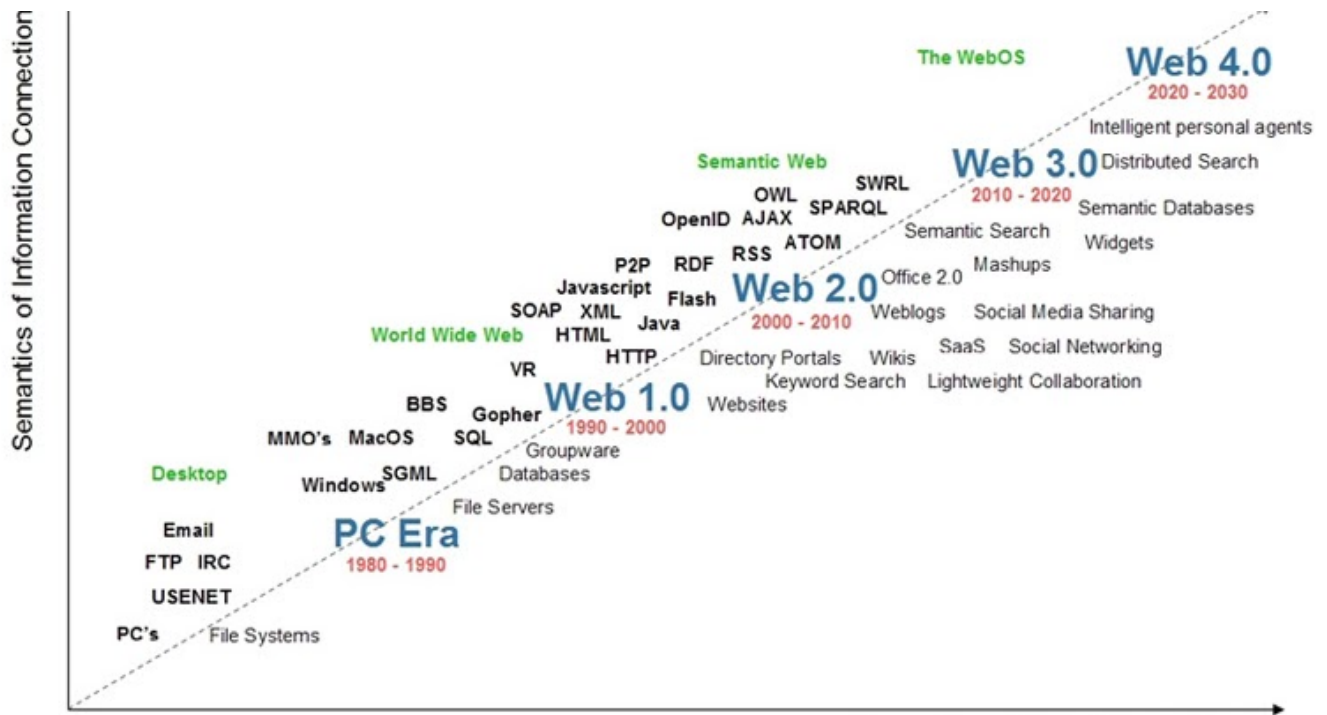
(Figure 1)
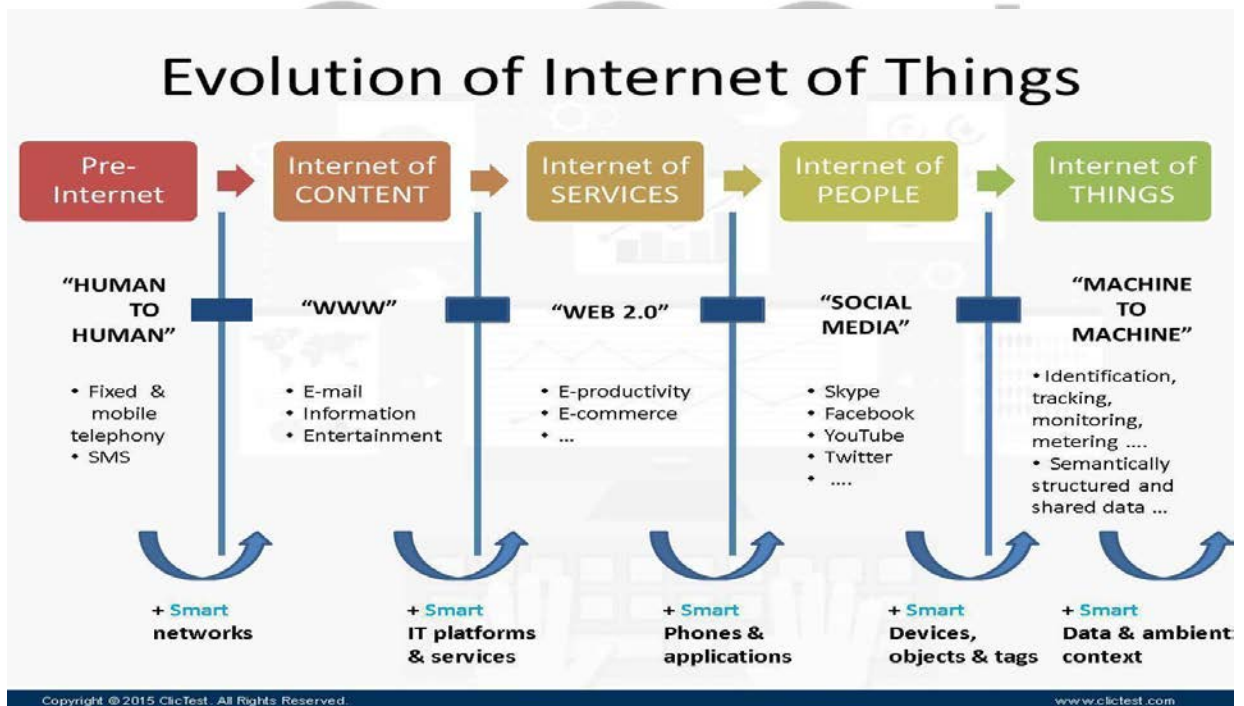
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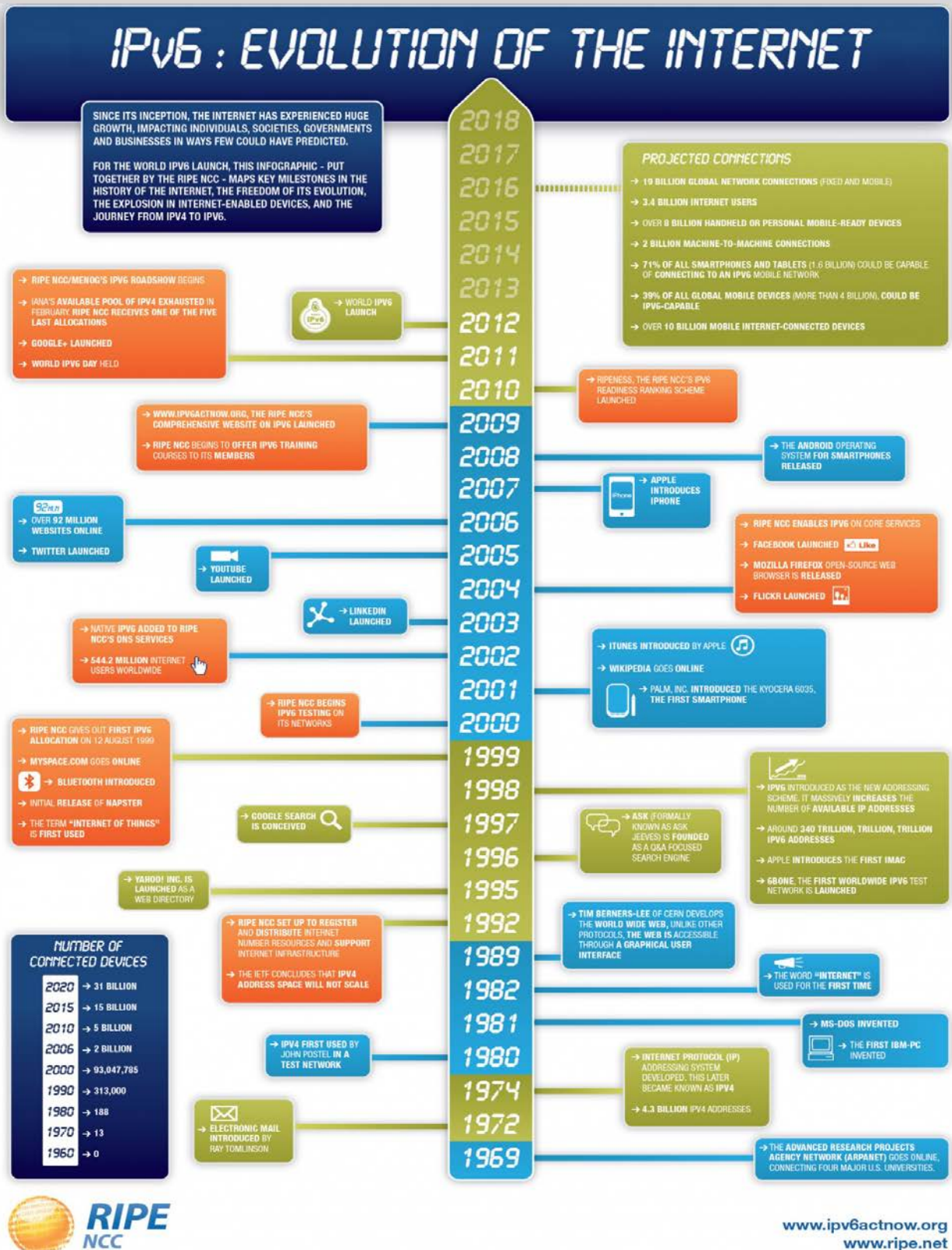
(Figure 3)

(Figure 4)

2. **Literature Review:**

The hyperconnected world is a world where things that need to communicate will and docommunicate.Truly, your dishwasher can talk to the power grid, your fuel sensor can talk to the gas station, your grass can talk to your sprinklers. Hyper connectivity means that everything is talking- person to person, person to machine and machine to machine. These interactions are 1:1, 1:many and many:1. For those of you who don't know, my company's software connects these systems and machines for the world's largest businesses and governments. To put it in a perspective, we move more information in a day rather than Twitter does in a month – zeta bytes of information. This hyperconnected communication takes place over a network. Bob Metcalf said that the value of a network grows exponentially as the number of people on it grow. And now, it's not just people, but it's machines, sensors, applications, devices and RFID tags.

2.1 Benefits Of Using Hyperconnectivity:

According to Andrew Stephen, Associate Dean of Research at the University of Oxford, all consumers are augmented by technology in the current landscape. The way consumers process and share information is being augmented by devices like smartphones and every one the available resources related to them, but also increasingly through voice and AI-based tools and assistants, which are of interest to CMOs and marketing executives. Augmented consumers are always "on"

and hyperconnected. Marketers must ask themselves the way to reach, interact, and build relationships with these sorts of consumers.

Overall, Stephen is seeing that marketers are rapidly testing and experimenting with new AI and voice technology, also because the insights that the newest technology can provide. Marketers must also ask themselves what they will do at alittle scale with all the new data that such tech can provide. Firms which will best cash in of this data will dominate during this new climate.By being hyperconnected, technology can do and is performing some incredible things in every industry:

• Energy – Predict and eliminate power outages, double consumption capacity without adding a single watt of energy use, squeeze $2 billion more out of a company's existing asset simply by smartly rerouting power at the right time to the right places.

• Transportation and Logistics – By putting sensors on the conveyor belt, can stop iDevice theft, while eliminating steps in the supply chain.

• Healthcare – Remote, real-time patient monitoring though wrist monitors that are connected to doctors and machines and applications are allowing real-time reactions and ultimately, saving lives.

• Telecommunications – To monitor dropped calls, detect patterns and make real-time offers through free SMS messages before the customer even thinks about to break contract.

2.2. Hyperconnected World In Marketing:

A new article in the Journal Of Marketing begins with the premise thata hyperconnectedenvironment is changing the role and management of brands. We therefore need new theories and models to account for these changes. The article sets the stage for new branding research in a hyperconnected world in which the boundaries of branding have been blurred andbroadened.To encourage future research, a research agenda on branding from the perspectives ofconsumers, firms, and society is presented.

We re-examine traditional roles of brands (e.g., brands as signals of quality or as mental cues) and note how those roles are changing during a hyperconnected environment. We also describe how hyperconnectivity contributes to many new roles during which brands are containers ofsociallyconstructed meaning, architects useful in networks, catalysts of communities, arbiters of controversy, and stewards of data privacy among others.Reportedly one in ten people around the world now use Wi-Fi.11 Advances in these technologies, taken together, will help realize a miniaturized, embedded, automated Internet of connected devices communicating constantly and effortlessly.

2.3. Growth In Mobile Usage & Data:

It is no longer the device or the connection that is most important—the data themselves are the new currency of our networked future. Data are now growing exponentially, with both stored and transmitted data showing strong expansion. According to some estimates, more data were created between 2008 and 2011 than altogether history before 2008. The research consultancy IDC considers that, in 2010, the quantity of knowledge transmitted round the world exceeded 1 zettabyte for the primary time, while estimating that the dimensions of the digital universe now doubles every two years.15 Cisco isn't so sure, and predicts that annual global IP traffic will only reach the zettabyte threshold (966 exabytes, or nearly 1 zettabyte) in 2015. Of note, Cisco projects that traffic from wireless devices will exceed Internet traffic from wired devices by 2015—in the hands of end-users, the future Internet looks wireless, mobile, and portable, albeit fiber networks remain essential within the transport layer of the web to accommodate such growth in data.

Along with network and infrastructure investments, networked technologies are evolving rapidly to accommodatesuch massive growth in data. The most obvious development is perhaps in speed, with fixed fiber-to-thehome now capable of up to 100 Mb/s for consumers and up to 1 Gb/s for business. High-capacity wireless technologies have historically managed to realize data rates and capacities of up to a tenth of the fastest equivalent wireline technology, with the newest data rates for LTE amounting to some 5–12 Mb/s download, and a few 2–5 Mb/s upload. Its theoretical maximum download speeds are much higher, at 300 Mb/s download and upload speeds of 75 Mb/s.

However, measuring technological progress in terms of speed and data capacity alone is too simplistic—technological progress is transforming the way we live.

Global Mobile Data Traffic Growth / Top-Line
Global Mobile Data Traffic will Increase 7-Fold from 2016—2021
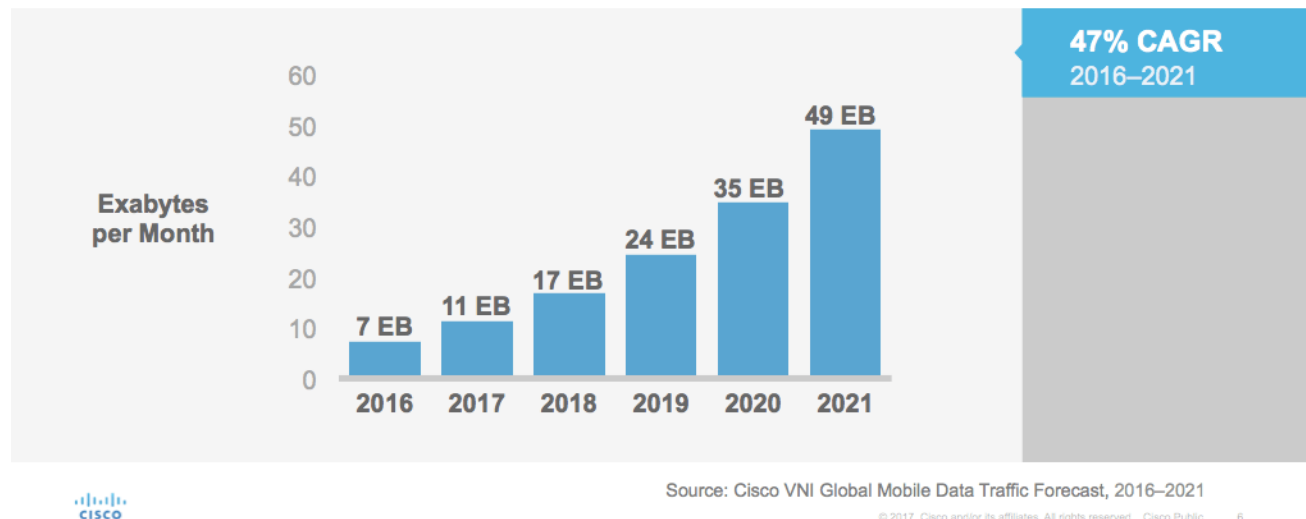
(Figure 5)

2.4. Hyperconnectivity And Societal Response Towards It:

According to a Nortel-sponsored white book by research company IDC called The Hyperconnected: Here They Come! a worldwide check out the Exploding 'Culture of Connectivity' and Its Impact on the Enterprise, as of early 2008 an estimated 16 per cent of the entire information workforce was classed as hyperconnected. It adds that this number is on the increase and will soon reach 40 per cent.

It also showed that among the 17 countries surveyed, China had the very best percentage of hyperconnected respondents, while Russia showed the very best increase. Surprisingly, Canada joins the United Arab Emirates in having the fewest hyperconnected respondents.

Pankaj Kedia, director of worldwide ecosystem programs, mobile internet devices for Intel Corp. in San Francisco , notes that the appetite for connected devices that permit people stay connected wherever they roam is large .

Vish Nandlall, chief technology officer at Nortel in Toronto, reports that there are currently 3.5 billion cellphone subscribers worldwide, 3.6 million iPhone subscribers, and quite 400 million "3G to 4G" subscriptions to advance wireless services — variety that's estimated to realize 1.4 billion by 2012. The latter figure includes mobile broadband services like WiMAX (Worldwide Interoperability for Microwave Access), EV-DO and W-CDMA (both third generation or 3G mobile broadband wireless standards), and LTE (Long Term Evolution — also dubbed subsequent generation GSM).

The growth of Internet Of Things (IOT) has meant that more and more customers are getting hyperconnected across multiple devices which may range from desktop to laptops, mobiles and smart devices people use on a daily basis: wearables like Fitbit, the Apple Watch, car navigation and entertainment, and even home appliances.

While this brings massive opportunity for marketers to speak across all areas of the martech stack, it also brings with it challenges in communicating and connecting effectively across a fragmented customer experience.

By 2020, customer experience will overtake price and merchandise because the key brand differentiator, according to Frost & Sullivan. Hence, the foremost important challenge martech companies and digital marketers (in general) now face is that the thanks to connect the dots with the way that their brand constantly communicates, engages and delights customers across multiple channels, formats and device types. Success lies in creating personalized experience and delivering them in an authentic manner — spanning marketing, sales and customer service — aimed toward resonating deeply with customers so as that they feel valued and appreciated.

Below are some statistics to spotlight now and thus the importance of personalization:
• By 2018 (here and now) over 50 percent of companies will redirect investments towards customer experience innovations. Source: Gartner.
• Eighty-one percent of consumers want brands to understand them better and know when and when to not approach them. Source: Accenture.
• Sixty percent of marketers struggle to personalize content in real time, yet 77 percent believe real-time personalization is crucial. Source: Adobe.
• Over 55 percent of marketers use a mix of data insights and customer feedback to make decisions on the thanks to personalize content. Source: BrightEdge (Disclosure: BrightEdge is my employer).
• Ninety-four percent of marketers are that consider their data and analytics capabilities, personalization technologies and customer profile data management capabilities to deliver personalized customer experiences.

Material And Model:

In this study, the research model was adhered to understand the factors that involves in using hyperconnectivity by consumers and how it affects the consumer behavior.

Use Of Internet

Constant Advancement In Web

Encouragement In Online Shopping
Increase In Connectivity
Use Of AI In Various Fields

Data Management And Analysis

3.1. Research Model:

The schematic diagram of the research model above shows the relationship between the dependent and independent variable. The dependent variable is analysed in order to find out the best possible solution to the problem. While the independent variables in the research are Use Of Internet, Constant Advancement In Web Technology, Encouragement In Online Shopping, Increase In Connectivity, Use Of AI In Various Fields, Data Management And Analysis and Increase In Mobile Use. The independent variables are believed to be the variables that influences the dependent variable (Impact on advertisement) in either a positive or a negative way.

3.2. Hypothesis:

Following hypothesis can be developed from the above proposed research model.

H1: There is significant relationship between use of internet by consumer and hyperconnectivity.

H1a: There is no significant relationship between use of internet by consumer and hyperconnectivity.

H2: There is significant relationship between constant advancement in web technology and hyperconnectivity.

H2a: There no significant relationship between constant advancement in web technology and hyperconnectivity.

H3: There is significant relationship between encouragement in online shopping and hyperconnectivity.

H3a: There is no significant relationship between encouragement in online shopping and hyperconnectivity.

H4: There is significant relationship between increase in connectivity and hyperconnectivity.

H4a: There is no significant relationship between increase in connectivity and hyperconnectivity.

H5: There is significant relationship between use of AI in various Fields and hyperconnectivity.

H5a: There is no significant relationship between use of AI in various Fields and hyperconnectivity.

H6: There is significant relationship between data management and analysis and hyperconnectivity.

H6a: There is no significant relationship between data management and analysis and hyperconnectivity.

H7: There is significant relationship between increase in mobile use and hyperconnectivity.

H7a: There is no significant relationship between increase in mobile use and hyperconnectivity.

3.   Research Methedology:

This study is based on desk research methods and non-empirical research. The research includes literature reviews, concept articles, authors 'subjective opinions, and news genre reports, which are characterized by embedding of hyper-connections in real-life world instances and their widespread acceptance by society. Marketers leave a special impression in the core hearts of customers, making them feel different and establish contact with the brand. This article helps to understand the current use of Hyperlink by various companies and brands. This understanding is very important for identifying and promoting this emerging technology. It can provide personalized quotes and understand the customer behavior of each brand and each company 's CEO. Researchers and young scholars can use this research for future research. Publications and cooperation. Since the adoption of this technology in customer behavior and social behavior is very new, the number of publications, articles and blogs is from 2010 to 201

4.   Data Analysis:

People's busy lifestyles have brought them increasingly close to hyper-connectivity, and this combination has largely influenced the purchasing decisions of consumers around the world. Over time, consumers want to bring convenience in shopping and brand interaction with products and services. Smart things connected to the Internet provide consumers with an experience that was previously unimaginable, but it is now available, and evolving connectivity can now connect multiple things at once. The whole thing brings the Internet of Things, which enables everything from the clock to your car to communicate with each other. Now, technological developments allow us to experience things at different levels. Now that you have a refrigerator, you can see the interior without opening the door and order them directly from the door. Things such as smart locks can allow certain people to enter the home you want to enter, and you can only enter

voice-assisted gadgets (such as Siri, Alexa, or Google Assistant), which can perform any work on your voice commands .

In recent years, 4 billion people worldwide use the Internet, 64% of households have broadband connections, 5 billion people worldwide have mobile phones, and more than 3.2 billion active social media users. With the passage of time, better speed and fluency, two-thirds of Internet users prefer to use a cloud connection, which can help them store any content on the cloud, and can definitely save HDD. With faster mobile connections and user-friendly applications, the importance of hyper-connections has greatly increased. With the significant progress in connectivity, this has helped to develop smart computing technologies and has also increased bandwidth capacity, which allows the system to transmit and carry more data and information at a given point in time. According to data from the World Economic Forum, there will be about 50 billion connected devices by the end of 2020. In the next few years, its main focus will be on integrating data from physical devices into the development of new data-driven services, such as transportation, e-health, industry 4.0, energy and more.

With the exponential growth of connected devices and better and better connectivity, the amount of data generated has also increased exponentially. By 2020, nearly 1.7 MB of data will be created per second. Therefore, according to the trend, more than 90% of the data have been created in the past 3-4 years. In order to analyze this data, a faster, newer technology is needed that extracts meaningful data from the unstructured data stack. Therefore, this kind of big data is an emerging technology that can discover trends from the data pool and help them perform accurate analysis according to their needs.

5. <u>Future Scope Of Hyperconnectivity In Identifying Consumer Behaviour:</u>

Marketers try to understand consumers as best as possible in the fastest way and try to personalize each consumer. The Internet of Things (IOT) is helping them get as much data and information as possible as well as support for buying model trends there. These complete processes are backed by extensive data analysis.

In the near future, it will not only be supported by the Internet of Things, but will also be supported by the Internet of Things (IOE), because with the passage of time, the amount of data is increasing and the processing time needs to be reduced. Industrial applications will become the core focus of IoT Managed Security Service Providers (MSSP), and ABI Researcher predicts that overall market revenue will increase fivefold, reaching US $ 11 billion by 2021. They predict that the amount of data captured by IoT-connected devices will increase by nearly six times during the forecast period and will reach 2,000 exabytes (2.0 ZB) by 2021. They also predict that enterprise wearable device shipments will increase from From 30 million in 2016 to nearly 147 million in 2021, shipments of wrist wearable devices are expected to triple. It will reach 30 million in 2021. In the same period, wearable devices will increase from 20 million to more than 116 million.
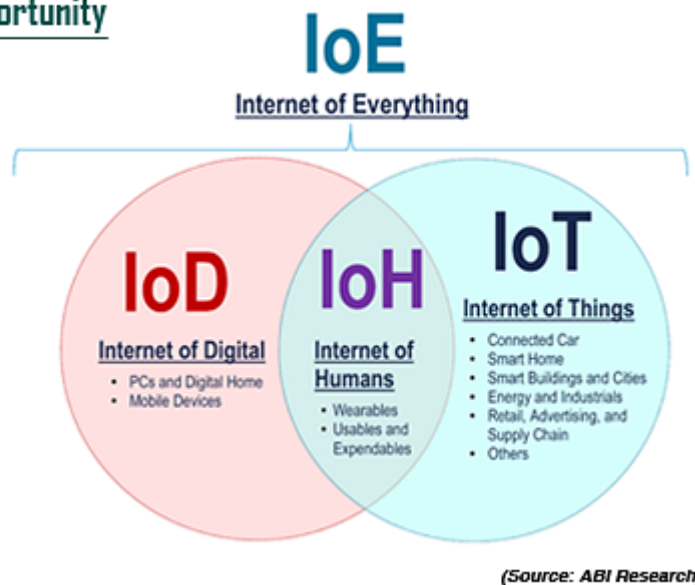
(Figure 7)

The company no longer pays attention to the "location" and "who" of sales. They cannot simply target "emerging markets" or certain demographic groups. Instead, they must refocus on the "methods" and "reasons" of consumption. Always-on consumers are the new "way", while independent, cooperative and socially responsible consumers are "why."

6. Challenges Faced By Hypperconnectivity In Consumer Behaviour:

Hyper-connectivity and a busy lifestyle are influencing the purchasing decisions of consumers around the world. Consumers around the world want to provide convenience in every stage of shopping and brand interaction with products and services. With the continuous advancement of technology and the widespread adoption of billions of people, this is an incredible technology, but with all these features and improvements, it still has its limitations and is accompanied by various challenges.

1. Convenience: With the passage of time, customers' needs for convenience are constantly evolving, and as trends, cultures, and habits change, the differences between people, regions, and regions have been unsatisfactory.

2. Personalization: To some extent, this is the key to ensuring customer engagement, so that customers can always find their own quotation every time they buy any goods or

services that cannot always be obtained. We know that buying goods is not always driven by offers, because there is always demand and willingness.

3. Knowledge: As we all know, Hyperlink is a very advanced technology, and understanding and using the information according to your needs is not a piece of cake. Sometimes experts find it difficult and challenging. People rarely use the technology in a professional manner.

4. Connectivity: As we all know, this technology always requires users to connect, but the main problem is that the connectivity in rural areas is not as smooth and good as in urban areas, so this way poses huge challenges for people to conduct business to reach and understand their technology.

5. Time & Attention: There are still 24 hours these days, but the content available online has grown exponentially. As time goes by, the amount of data generated per second increases dramatically, which is why big data is now a huge problem. Because we must find useful data from a large amount of data.

6. Timeless Working: Employees related to hyper-connectivity need to be permanently connected, that is, 24 * 7, which is definitely not good for employees, because it will affect the well-being and health of employees.

7. Privacy & Security: A large number of interconnected sensors can collect, transmit, store, summarize and share data. For those with malicious intentions, this data is very valuable, and the risk of collecting and sharing data in this environment is becoming higher and higher. What is worrying is that it is not limited to privacy and security value, but also includes issues related to trust in information security.

8. Big Data: The massive flow of data and information per second leads to a stack of structured and unstructured data. Such a large amount of data poses huge problems for analysts. These problems prevent them from finding useful data from these huge data. Sometimes this may require a lot of skills and time.

9. Online & Digital Scams: It is one of the latest malicious developments witnessed by more than 60% of users. Now, digital and online fraud scams are one of the most compelling and most sought-after crimes.

10. Phishing: This is a convention for sending e-mails that claim to come from large, well-known companies. This method will induce individuals to disclose personal information such as credit card numbers, CVV codes, debit / credit card passwords or passwords.

11.   Internet Addiction: The use of the Internet has become more and more common and is used by people of all ages for various purposes. Excessive use of the Internet has its consequences, because many people see users experiencing various psychiatric problems, such as impulse control disorders, obsessive-compulsive disorder and eventual addiction.

12.   Maintenance Cost: Due to the ever-changing environment in this technical field, it is always necessary for marketers to keep abreast of new technologies and advanced systems. This continuous updating constantly increases additional income, and always requires maintenance by skilled professionals.

7.   Conclusion:

With the continuous development of technologies such as 4G and 5G networks, super-connectivity is very useful in many aspects, and is constantly evolving, its usage rate continues to increase, and response time is also greatly reduced. With the continuous development of this technology, Hyperconnectivity is often used to analyze customer behavior and attract them, make them feel different and connect with the brand. The use of this technology has greatly increased, and has been hinted in various fields from medicine to marketing. Marketers are using hyper-connectivity to store and process data, which helps them understand the trends or patterns of customer buying behavior, and the continuous development in this area will undoubtedly help them a lot. This technology undoubtedly helps marketers stand out from their competitors. Over time, it has also become the main way to stay in touch with consumers and influence the mentality there by providing special personalized offers, or directly tell them about upcoming products by going to your location / app to buy products Quote. It can also help marketers attract their consumers in many possible ways. Adopting hyper-connectivity in the coming days is a need and a challenge, and it is also the most convenient and fastest way to connect with consumers and most help to understand the consumers there. In general, hyper-connectivity will help marketers and various organizations expand coverage, increase customer engagement and ultimately improve services.

8.   Scope For Future Research Work:

This study is based on the facts and data available at a given point in time and a very limited number of variables that try to show the consumer's behavior and the connection between hyper-connectivity and how they are connected to each other. In the coming days, newer technologies and more advanced network systems will emerge, which will provide new variables for the research of 5G networks, wireless fixed equipment, and data packets. Therefore, researchers can use all new sets of variables to conduct research to explore consumer behavior on hyper-connectivity. Newer technologies, increased bandwidth, faster communication systems, big data and cloud computing can be considered for further research.

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