

## **THE INTERNET OF THINGS: REVEALING CONSUMERS' HIDDEN DESIRES**

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The Internet of Things is a phenomenon, which has gained significant interest over the past few years among all possible activity areas globally. The reasons behind this are the wide capabilities the technology can offer to businesses. Potentially, it can be very useful for companies as a means of getting to know customers' hidden desires and making the business much more effective. The aim of this work is to assure the reader that it is worth implementing the Internet of Things when doing business, and to come up with suggestions for businesses regarding the Internet of Things.

### **DEFINITION AND POSSIBILITIES OF THE INTERNET OF THINGS**

The Internet of Things (the IoT) is a network that combines internet connection, electronics, software, and sensors to gather and exchange data with different gadgets and producer [9]. Currently, there are about 14 billion IoT units installed globally, and by 2020 this number will double [6]. The IoT affects every aspect of our lives from home appliances to smart manufacturing [3]. Even though the IoT market is in an embryonic stage now, companies have many open doors. The IoT can possibly change the society. With the growth of the IoT your future day might be like this: in the morning your smart home switches lights, brews coffee. Your refrigerator adds «milk» to your shopping list. During your trip to work, the car drives itself and goes directly to the free parking spot. The possibilities of the IoT are boundless. Such notions as identification, localization, tracking and profiling are used to collect data. The computer system can always know your location, plans, the amount of money you have, etc. If any unauthorized access occurs, this information can be used against you. A new threat can appear – smart terrorism or privacy/security threat. In addition, full automation can lead to the disunity of society. With the IoT, the meaning of connections can change: objects are no longer just machines, but also our consultants and even friends [7]. The more we rely on objects, the less we need people. Also, the IoT is the next stage of the Artificial Intelligence, and it can lead to unexpected outcomes. Nevertheless, the IoT creates enormous possibilities to improve individual's life. The IoT technology can track body changes and inform a doctor if

needed. New tracking options of awareness systems increase parents' control over little kids. Beacons can make it easier to orient in a city, and city space will become friendlier. More facilities for the older or the disabled can be available. Plenty of housework is to be automated. Smart vehicles, helmets and monitoring systems can significantly enhance safety of transportation [8].

### **THE IMPACT OF THE IOT ON COMMUNICATIONS AND MARKETING**

The IoT will not only influence how organizations do business, but also how they communicate with the client. With the IoT, the company can monitor everything [2]. Not only can you tell that a female customer went into a store to buy an expensive bag, but how long she was there, where she walked, what items caught her attention. Then, you can compare all visits of this customer to the store during weekdays and weekends plus online behaviour and find out what that customer really desires. Through various sensors, you can get data on how much a person has rested, what temperature and pulse he has, which part of the car seat he leans on more. The IoT will let you know that a person sleeps little, drives to work during rush hours, and red items in the store catch his attention more often. At that point, the data get analysed and used for a better decision on what your company should produce. It is an urban car with red signs of the computer system, with climate control maintaining «tonus» conditions, and an enhanced system of traffic adjustment. This full perspective of daily experiences is rapidly changing the way businesses deal with customer relationships. A company turns into an every-day eyewitness of customer's life and should now communicate with him not as a seller, but rather as a companion [1]. For example, companies can provide personalized assistance with product selection. When you want to try a new drink, directly at the store the company uses IoT means and helps you pick the one, that perfectly suits your preferences and health specifications. On the other hand, companies should know the borderline where to stop not to become too irritating and not to make buyers anxious about the amount and depth of personal data collected. One American digital agency conducted a survey of more than 2,000 consumers on their behaviour regarding the IoT. They found out that in spite of worries about security and privacy, consumers incentivized with coupons and bonuses are open to share data with third parties [5]. Here lies a perfect opportunity for companies to collaborate with clients by offering value as an incentive every time they collect data – either through unique offers or life improving advice and recommendations.

## **THE RESEARCH AND ITS RESULTS**

During a representative group (100 people) research, it was found out that 41 % of respondents had never heard of the IoT, and only 18 % knew exactly what the IoT means. If a business decides to implement the IoT, there is already fertile soil to be sowed: 61 % of respondents have positive attitude towards the technology itself. However, an exactly opposite situation can be observed from respondents' attitude towards the possibility of their data being collected via the IoT: 56 % of responses are negative. That is the result of lack of informational intelligence and hygiene. The IoT is a technology of safety and security too, there is a need to educate people on that, possibly through showing positive examples of the IoT use. In addition, the use of the IoT as of an instrument of getting to know consumers' data should be conducted responsibly and wisely. 65 % of the respondents answered they use more than 6 (up to «more than 21») electronic devices a day, and estimated more than a half of such to have communication software or means to them. Globally, an average number of gadgets per person is 4, which is to double by 2020 [9]. What is interesting, people themselves tend to think of their direct gadgets, not taking into consideration how many public ones they get connected with. Potentially, a half of all devices collect data ranged from very simple to sophisticated. The biggest concentration of social accounts, which are possible channels of transferring data, is associated with the people of the age between 17 and 32 years – youngsters and young adults, who are the most active users of media and technology. They are, firstly, innovators, who can get engaged in the IoT themselves easily and bring the technology to publics, secondly, they are future adults, who will be already familiar with the concept. The IoT is very much likely to become a widespread technology soon [9], and 60 % of the respondents think it will happen shortly, because the IoT has many practical implications in various spheres. Even though today the technology is only being developed, 61 % of respondents already feel influenced by it, and 92 % admit the ability of the IoT to possibly affect their consumer behaviour. In other words, being used wisely the IoT can deliver plenty of data about not only people's hidden characteristics, but their behavioural patterns and inter-connections too, thus firms can use the IoT as a tool of discovering its consumers.

## **CONCLUSION AND RECOMMENDATIONS TO BUSINESSES**

As a result of the theoretical and practical investigation of the IoT, it becomes possible to figure out certain suggestions, which can help businesses to take the maximum advantage from the use of such a technology.

- **The IoT is good.** Think of the IoT as of an opportunity. The sooner you start accepting such an idea, the quicker you find its possible implications.

- **The IoT means customization through optimization.** I.e. businesses collect customer data through optimized IoT procedures and change their product according to specific consumers' desires.

- **The IoT helps to make business decisions and form objectives.** Through the collection of data businesses get information for precise customer-oriented decisions and strategic planning.

- **The IoT is one of the ways of getting competitive advantage.** Promising prospects of the IoT development, expansion and monetarization could be regarded as a sound reason for trying the technology. Also, there is still a chance to gain the first-mover advantage in your region.

- **Show people, that their data is being treated properly and used for good.** Bring them incentives and motivate to share their information. Show how beneficial the collection of data is.

- **Target the IoT on youngsters and young adults.** They are those who may significantly help in bringing the IoT into other people's lives.

- **The IoT is not cheap.** However, it brings significant benefits that cover all expenses.

- **Teach and study the IoT hygiene.** Doing so you can decrease the level of resistance towards the IoT and improve safety standards of your business.

The IoT is a new technology that is still developing, but its implementation can bring a lot of good to businesses [4]. The IoT can reveal what your customers truly want and need. In Belarus, the IoT is not widespread yet, there are many things and technical means to be introduced. Despite that, the country has a great foundation for its development and use. A key idea is that the future success of the IoT will originate from providing effective simple-to-use customer experience with indispensable benefits, regardless the industry.

### Literature

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## **ЦЕНА ПОБЕДЫ В КОНФЛИКТНОЙ СИТУАЦИИ**

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Конфликт, как общественно явление, является предметом исследования ученых разных сфер научной деятельности. Под конфликтом по определению Анцупова и Шипилова, авторов, выполнивших огромную исследовательскую работу по уточнению схемы конфликта, понимается «наиболее острый способ разрешения значимых противоречий, возникающих в процессе взаимодействия, заключающийся в противодействии субъектов и обычно сопровождающийся негативными эмоциями» [1, с. 90]. Любому конфликту предшествует конфликтная ситуация, – это накопившиеся противоречия, связанные с взаимодействием субъектов социального сотрудничества и объективно создающие основу для реального противодействия между этими субъектами.

В организации неизбежно возникают ссоры и разногласия. Тема победы и поражения присутствует во всех сферах жизни и традиционно считается актуальной. В результате споров между бизнес-партнерами противостояние может привести к выигрышу одной из сторон. Однако полученные в результате достигнутой победы преимущества не всегда являются очевидными. Так, возникшее недопонимание с администрацией предприятия может поставить под угрозу дальнейшую карьеру. При этом предметом конфликта может быть несогласие по профессиональным вопросам, а также, в некоторой степени, субъективные причины для антипатии, – личные отношения, ошибки коммуникации. Сотрудник может просто выбрать неверный тон, не вовремя что-то сказать или наоборот промолчать.

Менеджер, оскорблённый и униженный во время конфликта в присутствии подчиненных, в итоге увольняет своего обидчика, не допуская мысли о том, что он останется работать с ним дальше. Итог – проигрыш «победителя». В случае возникновения конфликтной ситуации в коллективе менеджеру необходимо найти правильный и разумный выход. Но, поскольку в действительности не так просто выявить причину конфликта, спрогнозировать процесс его развития, то целесообразно опираться на разработанные учеными методики, в частности, стратегию поведения в конфликтной ситуации К.У. Томаса и Р.Х. Килменна [2, с. 115–117].

Так, возможен вариант, когда один из участников просто покидает «поле боя», ссылаясь на то, что у него нет времени обсуждать что-либо,