

Impact of Smart Technology on Automobile, Fashion & Corporate Industries

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ABSTRACT - Smart technology has had a significant impact on the current generation, changing the way people live, work, and communicate. This technology includes devices such as smartphones, tablets, laptops, smartwatches, and home assistants, which have become ubiquitous in modern society.

Our objective is to examine how smart technology has mostly affected the corporate, fashion, and automotive sectors, the objective was achieved with the help of questionnaires that were sent out to 30 respondents based on which we did our analysis.

For our questionnaire we have used a set of 12 questions that mainly focusses on the impact smart technology has had on these three sectors of our study that is Automobile, Corporate and Fashion Industries. As per our analysis and findings we have come to the conclusion that most of respondents agree to the statement that the use of smart technology will have a considerable impact in their lives as well as the industries mentioned above.

DESIGN - The main purpose of this research is to identify the impact of smart technology on fashion, corporate, and automobile industries and to find out the advantages of the smart technologies.

KEYWORDS - Technology, Communication, Impact, Sectors, Sample, Work, Fashion, Corporate, Automobile.

I. INTRODUCTION

Smart technology has had a significant impact on the current generation, changing the way people live, work, and communicate. This technology includes devices such as smartphones, tablets, laptops, smartwatches, and home assistants, which have become ubiquitous in modern society.

One of the major impacts of smart technology has been the change of communication. Smartphones and other devices have made it easier than ever to stay in contact with loved ones around the world. Social media platforms such as Facebook, Twitter, and Instagram have also altered the manner in which individuals communicate and share information, making it easier for users to connect with others and share updates about their lives.

Another significant impact of smart technology has been on how people work. The availability of devices and software that allow people to work from almost anywhere has assisted the rise of remote work and the gig economy.

Individuals can stay connected thanks to smartphones, laptops, and cloud-based software.

Smart technology has had a significant impact on entertainment. Streaming services such as Netflix, Hulu, and Amazon Prime have modified the way individuals watch movies and TV shows. Smart speakers and other ai - powered devices have enabled people to control their entertainment systems with their voices, making it more convenient and intuitive than ever.

Smart technology has also played a role in the healthcare industry. Smartwatches and fitness trackers, for example, have made it easier for people to track their physical activity and monitor their health. Telemedicine services, which enable people to receive medical consultations and advice from the comfort of their own homes, have also become increasingly popular.

However, there are some concerns about how smart technology will impact the current generation. Excessive use of smartphones and other devices, for example, can result in addiction and other negative impacts on one's

mental health. Increased anxiety, depression, and other mental health problems have also been linked to the rise of social media.

In conclusion, smart technology has had a profound impact on the current generation, transforming the way people communicate, work, and consume entertainment. While there are concerns about the potential negative effects of this technology, smart devices and software will continue to play an increasingly important factor in the society.

Smart technology in Automobiles

With features such as advanced driver assistance technologies, car systems, and vehicle-to-vehicle communication, smart technology has had a significant impact on the automobile industry. Lane change warning, blind spot sensors, and adapted cruise control are examples of technological advancements that can improve safety while also improving the driving experience. Additionally, vehicle-to-vehicle communication can improve safety by allowing cars to communicate with each other to avoid accidents and reduce congestion. Smart technology is expected to continue to have a significant impact on the automobile industry, with the development of autonomous vehicles and other advanced features.

Impact on Fashion industry

The impact of smart technology on the fashion industry has been significant, resulting in the development of new products and experiences. Here are a few examples:

Wearable tech - Smart clothing and accessories embedded with sensors and electronics to track fitness, monitor health, and provide personalised service are examples of wearable technology.

Augmented and Virtual Reality: This technology allows customers to virtually try on clothes and get a 360-degree view of products before making a purchase.

Supply chain - Smart technology has enabled manufacturers to track inventory, reduce waste, and improve production efficiency.

Personalization: Smart technology has enabled brands to offer personalised recommendations, customised products, and enhanced shopping experiences using data analytics.

Overall, smart technology has enabled the fashion industry to create innovative products and services, improve customer experiences, and optimize operations.

Impact on Companies

AI and the Internet of Things (IoT) are major disruptive advancements that are having a significant impact on enterprises. Both technologies have altered the way businesses operate, interact with customers, and make decisions. Here are some of the effects of AI and IoT on businesses:

Enhanced Customer Experience: AI and IoT enable businesses to customize their products and services, offer targeted promotions, and connect with customers in more

meaningful interactions. AI-powered chatbots, for example, can provide real-time customer service, whereas IoT sensors can provide real-time feedback on product usage, allowing businesses to improve their offerings based on customer behavior and preferences.

Improved Efficiency: AI and IoT can assist businesses in automating routine tasks, optimizing operations, and cutting costs. IoT sensors, for example, can assist businesses in tracking their supply chain and logistics, while AI can analyze large data sets to identify patterns and make predictions, allowing businesses to make better decisions and streamline their operations.

New Revenue Streams: AI and IoT can assist companies in generating new revenue streams through the development of new products and services or the enhancement of existing ones. IoT devices, for example, can be used to collect data on customer preferences and behaviors to develop new products and services.

Better Decision Making: AI and IoT can provide businesses with valuable insights and analytics to assist them in making better decisions. AI-powered predictive analytics, for example, can assist businesses in forecasting demand and planning inventory levels, whereas IoT data can be used to monitor equipment performance and identify maintenance needs before they become critical.

Increased Competition: AI and IoT are transforming many industries, and companies that fail to adapt may be left behind. Companies that embrace these technologies can gain a competitive advantage by improving customer experience, increasing efficiency, and creating new revenue streams.

Overall, AI and IoT have the potential to transform the way businesses operate and interact with customers. Companies that adopt these technologies early on can gain a significant advantage over their competitors and position themselves for long-term success.

Smart Tech in Corporate World

Smart technology has transformed the business world in numerous ways, from increasing productivity and efficiency to improving communication and collaboration. Here are some specific examples of how smart technology has impacted the business world:

Better communication: Smart technology has made it possible for businesses to communicate more effectively and efficiently. With the rise of remote work, communication tools like video conferencing, instant messaging, and collaboration software have become essential for keeping teams connected.

Increased productivity: Smart technology has enabled employees to complete tasks more quickly and efficiently. Companies can now automate repetitive tasks, streamline workflows, and improve decision-making with tools like automation software, AI, and a lot more.

Increased customer satisfaction: Smart tech has enabled businesses to understand better and serve their customers. Companies can gain insights into customer behaviour and tastes using data analytics and customer relationship management software, and then personalise their products and services to meet their customers' needs.

Improved safety and security: Smart technology has also improved corporate safety and security. Facial recognition and biometric scanners, for example, can help improve the security to buildings and sensitive information.

Increased sustainability: Smart technology has allowed businesses to become more environmentally responsible. Smart lighting systems, for example, can cut energy consumption, while smart building management systems can optimise heating and cooling to save energy and cut emissions.

Overall, the impact of smart technology on the corporate world has been overwhelmingly positive, allowing companies to become more efficient, productive, and sustainable, while also improving communication and enhancing the customer experience.

Development of smart technology in the future

The development of smart technology is expected to continue at a rapid pace in the future. Here are a few trends that are likely to shape the development of smart technology in the years to come.

Artificial Intelligence (AI): AI will be at the forefront of smart technology development. Machines will be able to learn from data, make decisions, and communicate with humans in a more natural manner thanks to AI. This will enable the development of more advanced and responsive smart devices.

Internet of Things (IoT): As more devices connect to the internet, IoT will become more prevalent. This will allow smart devices to communicate with one another, share data, and collaborate to complete complex tasks.

5G Technology: The introduction of 5G technology will significantly boost the speed and bandwidth of wireless networks. This will allow for the creation of new smart devices and applications requiring high-speed data transfer.

Augmented and Virtual Reality: (AR) and (VR) will advance and become more popular. These technologies will enable the development of immersive experiences that blend the real and virtual worlds.

Personalization: As smart technology is becoming more customisable; it will adapt to individual preferences and behaviour. This will allow smart devices to provide users with more tailored and useful information and services.

Edge computing: Edge computing will allow smart devices to perform complex tasks locally, eliminating the need for cloud computing. This will enable faster processing and lower latency, which is especially important for applications like autonomous vehicles.

Overall, the advancement of smart technology is likely to result in a more connected and intelligent world, with devices and systems that seamlessly collaborate to provide better and more efficient services to individuals and businesses.

II. REVIEW OF LITERATURE

Mina Nasiri (2020) This study looks into the strategy needed to gain a competitive advantage in the digital supply chain. Furthermore, the study aims to investigate how companies' digital transformation can fuel smart technologies, resulting in improved relationship performance.

Fabio Arena (2020) The purpose of this paper is to provide an overview of the current state and future prospects of smart cars, considering technological, transportation, and social aspects. It investigates the current situation as well as the prospects for the future.

Hossein Taheri (2022) This paper provides an overview of current AI-ML techniques for NDE as well as the use of related smart technologies such as Machine Vision and Digital Twins. The paper covers why AI is an emerging need, the advantages it has in terms of manufacturing and the future perspectives of the same.

Yusaku Fujii (2013) Our project to create a smart street light system is now being reviewed. The street light framework in this project, which turns on when needed and off when not.

Matteo PLANAMENTE (2015-16) The paper takes an in-depth look at how the car is being transformed through technology, and what the economic consequences of that transformation will be for the many stakeholders in the auto industry around the globe.

Fei Jiang (2022) The article examines the impact of smart technology on the well-being and job performance of logistics employees, with a focus on how it can support learning and development. covers topics such as the types of smart technology used in logistics, how they are implemented and used by employees.

Mobolaji Idowu A study on how customer value is important in Service-Dominant (S-D) logic. Four themes were found: Convenience, Communication, Cooperation, and Intention to Co-create. The results showed customer perception and intention are influenced by various factors.

Yu Zhang With an increase in the demand for smart homes. Based on the background study, the team conducted research and created and built integrated smart home wardrobes. The project team decided on designing a home-style intelligent integrated wardrobe with a compact design, relatively independent intelligent system, simple operation, and relatively inexpensive.

Jerzy Motylewski (2008) Is an article or resource that provides an overview of what smart technologies are and how they work. The article may cover topics such as the

types of sensors and devices used in smart technology, how data is collected and analyzed, and how smart technology can be used to improve various aspects of daily life.

Murali.N.G (2014) The paper talks about the technologies that are used in Smart homes and electrical household items. It does an in-depth analysis and proposes an IoT system that indicates and detects various actions and provides alerts.

Paresh Keshubhai Nakrani (2015) How the Internet of Things is empowering new business models in the automotive industry will examine how technology is transforming the car and what the economic impacts of that transformation will be for the many stakeholders in the auto industry around the world.

Anand Nayyar (2016) Talks about how the IoT has revolutionized various aspects of people's lives by making things smarter and more intelligent. The development of IoT-based agriculture devices is transforming agriculture production by improving efficiency and reducing waste.

David Brougham (2017) There is little information available about how employees perceive technological advancements in relation to their own jobs and careers, and how they are preparing for these potential changes. The paper explains that for this study, a new initiative that was created to capture the extent to which employees believe their jobs could be replaced by this type of technology.

Mireille Hildebrandt (2020) Investigates the origins of smart technologies in the AI and cybernetics research areas. The article is concerned with a relationship and environmental knowledge of the constitutive connection between people and technologies.

Matthew Lowe (2022) A Discussion on Machine Learning, AI, and Smart Technology in Water Treatment and Monitoring. To overcome these obstacles and continue the successful implementation of these powerful tools, recommendations for data management, reproducibility, and model causality are provided.

Anusha, Ms. Megha D Hegde (2019) uses the Internet of Things to help people in big cities find parking spots. It keeps track of parking space availability and lets users reserve a spot using Arduino components and a smartphone app. The system seeks to lower emissions while enhancing the economy.

Sachin Kumar (2019) The main purpose of this review article is to provide a detailed discussion of the technical and social perspectives. Section discusses several important challenges and issues on the Internet of Things, architecture, and major application areas.

Sameer Grover, Prof. Namita Kalyan Shinde (2020) written the paper revolving around the issue faced by the blind and how they can be helped. The main idea of this paper is to talk about the future perspective of the smart blind stick.

Natalia V (2019) The authors address the possibilities for communication and corresponding output of Smart technologies used in the development of a future educational model in the higher education field in accordance with current rapid globalization and processes.

Marlene Scardamalia A study and discussion of how learning technology evolves over time as a result of shifts in prevalent human cognition and learning models. The design challenge is to facilitate the emergence of higher-level results, such as better explanations and more coherent understanding.

OBJECTIVES

- 1) The main objective of this paper is to identify the impact of smart technology on fashion, corporate and automotive sectors. As to how many people believe that there could be a considerable impact on these sectors.
- 2) The other objectives are to identify how many people are readily accepting the smart technology by studying a sample size of in and around Bangalore .
- 3) To find out what are the advantages of smart technology.

III. LIMITATIONS OF THE STUDY

Limited response collected about smart technology.

Involves collecting more data from diverse sources and with a larger sample size. Doing so can uncover new information and trends, as well as provide a more comprehensive analysis. To achieve this, it is important to have relevant and comprehensive questions relevant to the topic. Additionally, expanding the response collection can be accomplished by utilizing online surveys or focus groups to increase the number of responses. This allows the survey to reach a wide variety of demographics, including people from various ages, ethnic backgrounds, geographical locations, and experiences.

Furthermore, depending on the focus of the survey, it can be beneficial to ask open-ended questions or offer multiple choice options that allow for creative answers.

By doing this, a researcher can gain a greater variety of insightful responses. Finally, data collected from response collections can be further analyzed using specialized software or tools to look for patterns and trends, which can result in more accurate data and insights.

When smart technology sampling is limited to a particular area

It means that the scope of the research is focused on a specific region or demographic. This type of limited sampling allows researchers to gain in-depth insights from a concentrated audience, as well as understand how the results may differ from those collected from a larger sample size. To ensure an accurate representation of the population, it is important to select an appropriate geographic location and include individuals from different demographic backgrounds. Additionally, it can be beneficial to use

multiple methods of data collection such as online surveys, interviews, focus groups, and experiments to gain more varied responses and information.

IV. RESEARCH METHODOLOGY

For our questionnaire we have used a set of 12 questions that mainly focusses on the three sectors of our study that is Automobile, Corporate and Fashion Industries.

The questions are as follows:

1. Smart Technology has changed the way consumers interact with their brand
2. Use of smart Technology in cars has affected the environment
3. Smart Technology has improved the safety in automobiles
4. Smart Technology has an impact on the retail experience for the consumers
5. Smart Technology has impacted the way fashion is marketed and advertised.
6. Smart Technology has an impact on the business operations
7. Smart Technology has impacted the way businesses communicate with customers.
8. Smart Technology has impacted the way businesses communicate with employees
9. Smart technology has had an impact on the overall success and competitiveness of businesses.
10. Smart Technology has a negative impact in some sectors.
11. Using smart Technology in corporate settings leads to employee satisfaction
12. Smart Technology has made fashion more accessible to consumers.

Attached below is the google form:

<https://forms.gle/igqrLzRWnCKqhXGV9>

TYPE OF RESEARCH:

Descriptive research aims to describe and comprehend the characteristics and behaviors of a specific event without attempting to demonstrate causal linkages. In the context of the influence of smart technology on the automobile, fashion, and business industries, descriptive research can help us understand the current state of these industries and how they are being impacted by the growing integration of smart technology.

Descriptive research, for example, can be used to investigate how smart technology, such as autonomous driving, linked car services, and cutting-edge safety systems, is being merged into automobiles. Descriptive studies may also determine how customer preferences and behavior are changing because of the use of smart technologies. Descriptive research can also be used to demonstrate how smart technology is influencing consumer

tastes and behaviors, as well as the tactics used by automobile suppliers and manufacturers.

Descriptive research can also be used to explore how smart technology, such as wearable technologies, smart fabrics, and virtual changing rooms, is being incorporated into apparel in the fashion industry. Descriptive research can also be used to prove how smart technology influences the customer preferences and behaviors, as well as the design, production, and marketing of fashion products.

In the corporate sector, descriptive research can be used to evaluate how businesses are employing smart technology to increase production, efficiency, and consumer engagement. In addition to identifying the methods and tactics that businesses use to implement smart technology, descriptive research can help determine the difficulties and opportunities that arise because of its implementation.

Overall, descriptive research can offer insightful information on how smart technology is affecting the corporate, fashion, and automotive sectors. We can use this knowledge to better decide how to use smart technology to promote innovation, growth, and competitiveness by understanding the current situation of these industries and how it is affecting them.

TYPE OF SAMPLING

Convenience sampling was used in an inquiry into the impact of smart technology on the business, fashion, and automotive industries. The study was carried out with the participation of a sample of people who were easily accessible and eager to participate, such as professionals and customers from various businesses. The objective of the study was to examine how smart technology is being adopted and integrated in multiple industries, as well as to determine its positive and negative aspects. Smart technology has had a significant impact on a variety of businesses, bringing benefits like a better customer experience, cost savings, and increased efficiency, according to the findings. Issues about privacy and security, as well as the requirement that companies invest in the necessary tools and knowledge, posed additional challenges. The study's findings provide critical information for managers, company executives, and stakeholders across industries, reiterating the importance of strategic planning and collaboration in fully capitalizing on the benefits of smart technology while significantly reducing its potential pitfalls.

Population Sampling:

The population sampling which we have taken is the Urban population of Bangalore City. Different perspectives, age groups, requirement-based companies, businesses, and work environments were taken into consideration and given importance while collecting the data. The target of all these

variables hit the main target population being Bangalore.

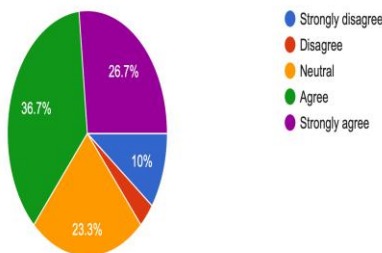
Data Collection Method:

The data collection method was the Primary Data Collection method. This method included Interviews, Observations, Surveys and Questionnaires, Focus Groups and Oral Histories. When it came to the interviews it included questioning the needs and requirements of humans as a whole and businesses with the perspective of looking for a future with a collaborative approach to Artificial Technologies. Observations, Surveys and Questionnaires went hand in hand as the second step after Interviews to help us conclude the smaller approaches and help us look at the broader, bigger picture or aspect of the samplings. These observations, surveys and questionnaires finally led us to Focus Groups and Oral Histories where the concluded data was discussed and debated about to finally lead us to summarize the data collected in the most effective and efficient manner available with the resources that were utilized, respectively.

V. ANALYSIS

1. Smart Technology has changed the way consumers interact with their brand.

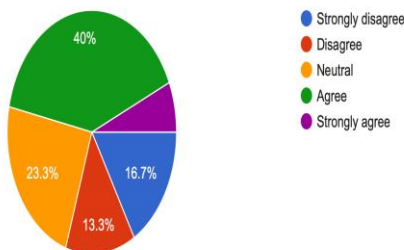
30 responses



As per the results, most of the respondents have chosen the option "Agree."

2. Use of smart Technology in cars has affected the environment.

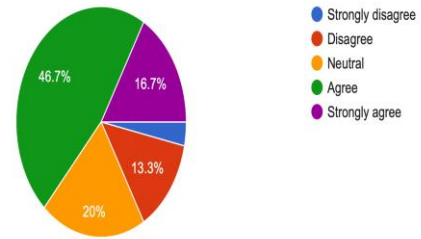
30 responses



As per the results, the majority of the respondents have chosen the option "Agree"

3. Smart Technology has improved the safety in automobiles.

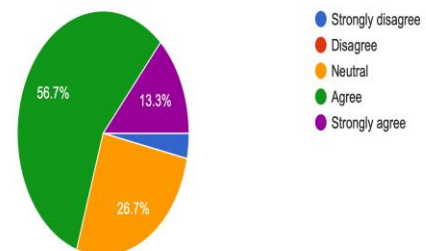
30 responses



As per the results, the majority of the respondents have chosen the option "Agree."

4. Smart Technology has an impact on the retail experience for the consumers.

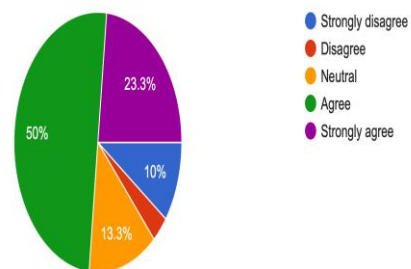
30 responses



As per the results, many of the respondents have chosen the option "Agree."

5. Smart Technology has impacted the way fashion is marketed and advertised.

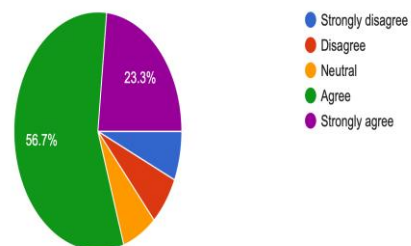
30 responses



As per the results, most of the respondents have chosen the option "Agree."

6. Smart Technology has an impact on the business operations.

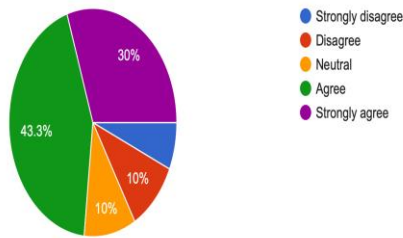
30 responses



As per the results, most of the respondents have chosen the option "Agree."

7. Smart Technology has impacted the way businesses communicate with customers.

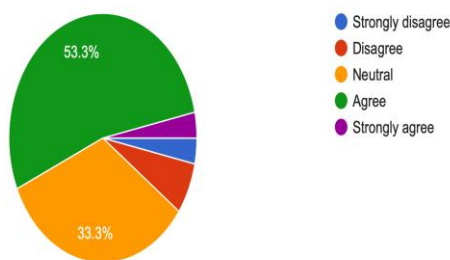
30 responses



As per the results, most of the respondents have chosen the option "Agree."

8. Smart Technology has impacted the way businesses communicate with employees.

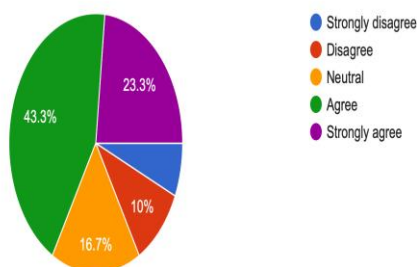
30 responses



As per the results, the majority of the respondents have chosen the option "Agree."

9. Smart technology has had an impact on the overall success and competitiveness of businesses.

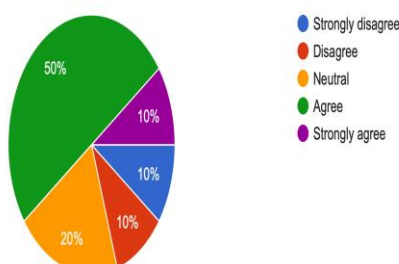
30 responses



As per the results, most of the respondents have chosen the option "Agree."

10. Smart Technology has a negative impact in some sectors.

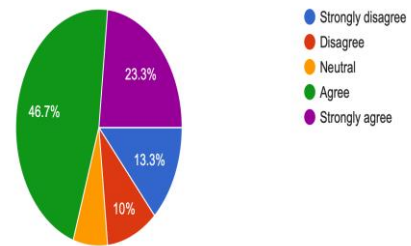
30 responses



As per the results, majority of the respondents have chosen the option "Agree."

11. Smart Technology has made fashion more accessible to consumers.

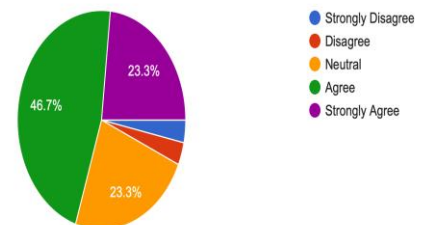
30 responses



As per the results, majority of the respondents have chosen the option "Agree."

12. Smart homes and Smart Technology is the future of the country.

30 responses



As per the results, majority of the respondents have chosen the option "Agree."

VI. FINDINGS

1) The main objective of this paper is to identify the impact of smart technology on fashion, corporate and automotive sectors. As to how many people believe that there could be a considerable impact on these sectors.

As per our analysis we found out that there people have agreed that there will be a considerable impact in these sectors.

2) The other objectives are to identify how many people are readily accepting the smart technology by studying a sample size of in and around Bangalore. Around 60% of the total sample group have agreed that there is going to be a impact on these sectors.

3) To find out what are the advantages of smart technology.

During our analysis we found out that there was a lot of advantages - Customers' lives have been significantly improved by smart technology in several ways. Customers may now access and manage several elements of their lives, from their houses to their cars, with the help of smart gadgets. Customers may now have a more individualized experience thanks to smart technology, which can assess their preferences and habits to offer customized recommendations and services. By enabling users to

remotely monitor their homes and surroundings, smart technology has also increased customer safety and security.

VII. CONCLUSION

Our study mainly focused on understanding the impact smart technology has on various industries i.e., Automobile, Fashion and Corporate from the user perspective.

With the use of a questionnaire that consisted of 12 questions we have been able to gather some information from the respondents to understand their point of view. This has helped us achieve our objectives which were to:

1. Understand how smart technology has had an impact of the industries.
2. To comprehend the kind of advantages that smart technology offers to users.

As per our analysis we found that most of our respondents are agreeing that there is an Impact of Smart technology on the Automobile, Fashion and Corporate Industries. Our respondents also believe that this would not only change our future but also would have a positive impact on the environment, increase sales of companies and would make most of the things automated and in turn reduce the work burden on humans.

As everything has pros and cons, similarly we can see that there are few respondents who also disagree that there may be a negative impact of smart technology on Automobile, Fashion and Corporate Industries.

Through the course of our study, we did face certain limitations which included the following:

- Limited responses that we received.
- Our sample population was restricted to Bangalore and hence this study may provide us with results only in and around the area covered.

Despite the limitations that we faced during the research; we have concluded that smart technology is going to have a significant impact not only on the sectors mentioned above but also various other sectors. It is going to be the future of the country which will enable businesses to connect with their customers in a more efficient manner.