

# INTERNET OF BEHAVIOR

Internet of Things (IoT) is a familiar topic among most Engineers these days. It is constantly expanding and evolving in the scope of its complexity. This evolution has resulted in a new emerging technology called the Internet of Behavior (IoB). Before understanding IoB, let us take a look at what is IoT.

## **Internet of Things (IoT)**

- The Internet of Things (IoT) is a network of connected physical objects that collect and exchange information and data over the Internet.
- An IoT ecosystem consists of web-enabled intelligent devices that use embedded systems, such as processors, sensors and communication hardware, to collect, send and act on data they acquire from their environments.
- Organizations in various industries use IoT to operate more efficiently, better understand customers to deliver enhanced customer service, improve decision-making and increase the value of the business.

## **What is Internet of Behavior and how does it work?**

- IoT devices' collection of usage data provides valuable information about users' behaviour, interests, and preferences. Thus the concept of Internet Behavior (IoB) was born.
- The IoB attempts to understand the data collected from users' online activity from a behavioural psychology perspective.
- It seeks to address how to understand the data and apply that understanding to create and market new products, all from a human psychology perspective.

Thus, we can say that IoB is a process where user data is analyzed in terms of behavioural psychology. Based on this analysis, new approaches to user experience

development (UX), search experience optimization (SXO), and end products and companies' services and how to promote them are formed.

Due to this, IoB can become a powerful new marketing and sales tool for businesses and organizations around the world.

## **Benefits of IoB**

- Analyse customer buying habits across various online platforms.
- Study previously unobtainable data about how customers interact with devices and products.
- Improving Search Engine Optimisation.
- Resolve problems quickly to close sales and keep customers happy.
- It gives vast opportunities for market research.

## **Conclusion**

Undoubtedly, A/B testing, SWOT analysis and many other techniques have helped companies for years to build their product and marketing strategies to create and promote what users would want to buy. The IoB will take this trend to the next level, and is set to generate considerable momentum in the development of the sales industry.

Although IoB is an emerging technology and is yet to be used in various fields, there is room for a lot of research in utilizing IoB and making the most out of this technology.

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