

Impact of Technology Transformation on Sales Growth in Consumer Goods

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ABSTRACT

The segment of shopper's favours creativity, which is a way of meeting customers' needs better than before and enhancing their satisfaction. This explains why this approach contributes largely to expanding businesses because IT forms the most effective means to earn money from customers in retail. It facilitates repetitive buying, as it offers easier ways to buy anything you want online without any stress anywhere anytime. Nevertheless, its introduction depends on the break-fix nature of a product as well as the type of clients that people deal with while purchasing items from them among others but if we follow what the customers want together with the help of recent technologies, then we shall make sales. There are multiple areas that technology has effects on i.e. supply chain and manufacturing, clothing and footwear, food and beverages, personal care and cosmetics, delivery, and e-commerce. The success of change in consumer goods industries heavily relies on effective oversight mechanisms and vigorous marketing campaigns as far as promotion is concerned; and logistics and planning done in an automated manner can boost supply chain effectiveness. Also, businesses ought to emphasize customer service by establishing adaptable IT ecosystems.

Keywords: Transformation, Artificial Intelligence, Consumer goods, Sales, e-Commerce, Automation

1. Introduction

The consumer sector is significantly focused on innovation to keep pace with current needs and, in turn, increasing customer satisfaction. There is also a retention factor, and technological innovation helps maintain repeat purchase. People in general look for ease, convenience, and accessibility. While traditional manufacturing has been helpful to cover up these needs, there might be hindrance in reaching the end customer. Thus, technology and digital transformation are necessary to generate sustainable revenue in the consumer business. Consumers are, after all, the kingmakers in a business. The real-time impact of technology and digital advancement can be seen across the manufacturing of food products, beverages, clothing, shoes, cosmetics, personal care products, ecommerce, and delivery; all of these are essential components of human everyday life. However, the adoption of technology will differ based on the

complexity of a product and the kind of customers. Although the benefit is to make the product accessible, every new technology has some roadblocks that the companies have to figure out to reap sales and earn customer satisfaction. Companies who could learn the customer demands and tackle the attachment of technology firmly will perform well and stay in the consumer business.

2. Effects of Technology

Over time, technological advancements related to supply chains and manufacturing have indirectly impacted companies in different ways and influenced customer relations¹. Presently, some of the emerging technologies include IoT (Internet of Things) and big data analytics whose major function is to manage large volumes of customer data, understand consumer behaviours and predict future problems. Artificial Intelligence (AI) has revolutionized technology by metamorphosing

supply chains from linear models into integrated systems with advantages such as reduced costs, improved maintenance, increased productivity, time saving.

Technology collaborations are augmenting product efficacy while maintaining high standards. Regardless of whether it's in manufacturing or operations or big data management or finance or marketing these technological integrations collectively contribute to improving products leading to sales increase. The industry has embraced technology to accommodate changing tastes as consumers evolve¹. By utilizing AI for personalized clothing recommendations that are based on individual styles, occasions, and locations a company can give a wide range of suggestions which will result in more sales and consequently, many businesses utilize technology to create an interactive shopping platform. They buy these products. The companies adhere to technological advancement in order to sell their products. Shopping means different things to different people but ultimately it is about giving the customer what one wants and being able to reward them with regard to their customers.

2.1. Ecommerce and delivery

For timely delivery of products, it is important to innovate technologically on e-commerce as well as delivery services. This way you will not only improve your customer's level of satisfaction but also make sure that the quality of service they get is excellent.

3. Trends in Technology

3.1. Trends in technology in sectors

Customers can buy products from their homes conveniently as a result of the fast-tracking of digital technology innovation following the COVID-19 outbreak. This has seen to it that customers' can have their own merchandise when needed thanks to the inclusion of 5G technology alongside augmented truth (AR) apps and easy payments system. These days digital payment apps are anticipated to be extensively used due rapid growth and sustainable popularity¹. Previously, it was established that the rise of social commerce, live shopping and influencer marketing would serve as significant leverage to alter the total sales (sales growth) in the marketplace. Personalization strategies have enabled loyalty with sales growth being attained as they employ algorithms that provide personalized recommendations on similar items bought by peers (customers' activities on site). Besides, business organisations paying more attention to sustainability and eco-friendliness aim to get the attraction of customers which results in indirect attraction rise. This policy "Buy Now, Pay Later" has also greatly affected the sales, especially for companies who make proper use of this strategy for educating customers about their products and what they do².

Over the next few years, whether or not a company in the consumer goods industry grows its sales will to a large extent be determined by its ability to interact with customers more effectively. The consumer goods sector has a lot to gain from the digital technology evolution however those without proper facilities for collection and analysis of consumer information face the risk of lagging behind. Fostering change in consumer goods industries happens by so many ways among them effective management and strong promotional activities, not to mention massive consumer commerce for customer experience booster Creating a user-friendly framework which displays modernized

thinking and enhances performance remains paramount for company expansion.

Automation of logistics and planning based on digital technology can greatly enhance the efficacy of the supply chain. Smart industry is impossible to attain without strategic management, quality maintenance and agile replenishment technologies.

4. Customer Experience

4.1. Customer experience on technology

Companies may create an agile IT environment that allows them to try out new projects which are cheaper and entail less danger but helping them utilize technology in providing quicker solutions for their customers when need arises by getting such clients orders done within hours instead of days or weeks without any compromise on quality whatsoever; through interconnecting applications which include client databases, Big Data analytics among others like the online internet based apps for every organization with a view towards capturing every mark point electronically hence leading to customer profiling with no blind spot².

When you analyse this data, it gives you good information concerning why and how the buyers get involved with your firm, which ultimately lead to a better personalized customer involvement. Some customization tactics are; saying customers' names when making contacts so that it feels more personal.

Keep an eye on the acquisition history of all customers so that one can give them appropriate advice. When someone has purchased something from you before liking certain things more than others, it means you may suggest those as options next time they come into contact with your store. By using such practices within agile IT setups, firms could easily roll out pilot programs for personalization which are then perfected over time leading to growth through sales due to constantly meeting consumer demands even as they change with time².

A group of consumers edge out creativity as a method of satisfying the wants and consequently improving their happiness. This is instrumental at driving businesses up as it is the most profitable technique of extracting cash from customers in the retail market. At any particular time, a customer can purchase anything online without any trouble because creative ideas assist in repetitively buying by providing easier means.

Factors that determine when creative solutions will be introduced include the kind of client's people deal with as they purchase items and break-fix nature of the product. Nevertheless, businesses can enhance more sales by following the customers' desires; by taking advantage of recent technology Impact of Technology Effects of technology can be felt in different aspects of retail industry such as: Supply Chain and Manufacturing.

To ensure success in the consumer goods sector, effective oversight mechanisms as well as vigorous marketing drives are essential. Companies are furthermore encouraged to make adjustable IT ecosystems in order to focus more on customer care. the amount of oversight that actually is effective is critical to the success of changes in the consumer goods industry, such as through mechanisms which monitor and adjust new strategies and technologies so as to meet customer needs while fulfilling business goals.

Marketing campaigns are essential for promoting the changes and innovations introduced in the retail industry, alongside effective oversight. These campaigns should effectively communicate to customers the benefits of the new offerings, creating awareness. In the consumer goods industry, businesses ought to ensure that customer service is a priority. Organizations are able to offer customized and smooth experiences that are in line with changing consumer needs by setting up flexible IT ecosystems.

Enhanced Customer Satisfaction- Personalized and engaging experiences that meet the changing needs of clients may be provided by firms using cutting-edge technologies and analytics. Improved Operational Productivity- Enhancing the effectiveness of operations through automation processes and simplified workflows leads to cost reduction and uplift in business bottom lines. Businesses quickly adjust to market changes, new customer demands, and technological improvements when their IT ecosystems are easily customized hence making them both competitive and relevant. Much as quick referencing data is important in giving direction, people can always make informed choices on issues.

In the constantly changing shopping world, innovation and customer-oriented adaptability are critical factors for business prosperity. Through application of technology, implementation of efficient monitoring systems and creation of flexible IT environments, companies involved in the production of consumer goods increase their customers' contentment levels, increase purchases, thus remaining competitive.

The main takeaways are that if you want your retail business expand then important things you should focus on include innovation and meeting needs of consumers, at the same time technology has greatly influenced different areas within this sector starting from logistics up to electronic commerce as well as effective control systems together with intensive promotional activities are necessary prerequisites for smooth implementation of consumer goods sector changes.

For changes in the consumer goods industry to succeed, they need strong oversight mechanisms as well as aggressive marketing campaigns to inform the public. If they want their own IT systems to be responsive to changing market demands or consumer preferences which often change quite often too these days, companies must stress customer service.

In order to swiftly run test on recent projects at lower costs and lower risks, one can establish themselves an agile IT surrounding. This makes sure that technology can be employed in order to provide quicker solutions whenever they are needed by customers, for example, fulfilling orders in just a few hours other than days or weeks but without necessarily sacrificing quality. To come up with such an arrangement, many applications need to be linked together like customer databases amongst others and online internet applications that are enterprise-facing.

Different advantages are associated with an agile IT environment. Firstly, it helps in achieving the following: Quick Time-to-Market: This enables companies to experiment and launch new assignments promptly hence becoming more responsive to changing customer requirements. Enhanced Customer Experience: Customer satisfaction and loyalty can be improved through quicker and customized services. Superior Effectiveness: As a result of streamlined operation system that cuts down on expenses, there is higher operational efficiency.

5. Conclusion

Today's fast changing business stage demands companies to put in place digital transformation strategies if they are to maintain their profitability levels; in addition to keeping up with such changes it is necessary for companies implementing these reforms to ensure they remain competitive. Such change represents a chance for the consumer industry to interact more with modern buyers hence bridging the gap between today's businesses and what they need in making customer experiences feel as if there is no distance between them².

For individual success, it is resoundingly critical that businesses personalize the customer experience. By doing this, companies can effectively take up or adopt new digital technologies and meet customer expectations. The customer journey should be the focus for each company for it to come up with new experiences that will address changing needs of customers.

6. References

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