

SUMMER INTERNSHIP REPORT

A STUDY ON CUSTOMER AWARENESS ON HOMEAUTOMATION SERVICE

(Submitted for MBA in **Biju Patnaik Institute of Information Technology & Management**,
Affiliated to **Biju Patnaik University of Technology**.)

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CERTIFICATE

This to certify that the project work titled, “**A STUDY ON CUSTOMER AWARENESS ON HOMEAUTOMATION SERVICE .**” is a bonafide work of **Mr. Naresh Paharia**. Regd.No-**2006258120** carried out in partial fulfillment for the award of degree of **MASTER OF BUSINESS ADMINISTRATION** for the session (2020-2022) of **BIJU PATNAIK UNIVERSITY OF TECHNOLOGY**, Odisha. This project work is original and not submitted earlier for the award of any degree/diploma or associateship of any other university/institution.

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DECLARATION

I **Naresh Paharia**, student of BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES, BHUBANESWAR hereby state that the project report titled, “**A STUDY ON CUSTOMER AWARENESS ON HOMEAUTOMATION SERVICE**” is a bonafide record submitted in partial fulfillment of Master of Business Administration and a record of original work done by me under the guidance of Ass. Prof. **Neha Gupta (Marketing)**, **Biju Patnaik Institute of IT & Management Studies (BIITM)**, affiliated to **Biju Patnaik University of Technology(BPUT)**.

I also declare that this report has not been submitted previously by me, fully or partially for the award of any degree or recognition.

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ACKNOWLEDGEMENT

It is really a great pleasure to have this opportunity to express the feeling of gratitude imprisoned in the deepest core of my heart. It is not possible to prepare a project report without the assistance & encouragement of other people. This once is certainly no exception. On the very outset of this report, I would like to extend my sincere obligation towards all the personages who helped me in this endeavor. Without their active guidance I would not have made head way in the project.

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I cannot conclude this acknowledgement without thanking my family, relatives, acquaintances and friends who offered their valuable cooperation to me at every stage in the research and project report.

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ABSTRACT

Home automation is to promote comfort and convenience for their occupants, whether they are inside or outside the house. Controlling home appliances via application using any device capable of wifi, -Securing connection channels between application and the embedded system, Streaming real-time video from web camera, Providing extensible platform for future enhancement, Promoting energy efficiency, and Providing home safety.

Although the study about the relation between smart home and the energy consumption is still at an early stage. This can be achieved by developing a system that is able to control the use of the appliances around the area automatically based on the current conditions, for example: switching off appliances if no one in the house, adjusting the output of fan based on the temperature sensors' readings, etc and to monitor the electricity consumption of the house. A smart home is also expected to provide safer environment for children, older people, and people with special needs.

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CHAPTER-1

INTRODUCTION

INTRODUCTION

Home automation or domotics is building automation for a home, called a smart home or smart house. A home automation system will monitor and control home attributes such as lighting, climate, entertainment systems, and appliances. It may also include home security such as access control and alarm systems. When connected with the Internet, home devices are an important constituent of the Internet of Things ("IoT").

A home automation system typically connects controlled devices to a central smart home hub. The user interface for control of the system uses either wall-mounted terminals, tablet or desktop computers, a mobile phone application, or a Web interface that may also be accessible off-site through the Internet.

While there are many competing vendors, there are increasing efforts towards open source systems. However, there are issues with the current state of home automation including a lack of standardized security measures and deprecation of older devices without backwards compatibility.

Home automation has high potential for sharing data between family members or trusted individuals for personal security and could lead to energy saving measures with a positive environmental impact in the future.

SCOPE OF HOMEAUTOMATION

Future scope for the home automation systems involves making homes even smarter. Homes can be interfaced with sensors including motion sensors, light sensors and temperature sensors and provide automated toggling of devices based on conditions. More energy can be conserved by ensuring occupation of the house before turning on devices and checking brightness and turning off lights if not necessary. The system can be integrated closely with home security solutions to allow greater control and safety for home owners. The next step would be to extend this system to automate a large scale environment, such as offices and factories. Home Automation offers a global standard for interoperable products. Standardization enables smart homes that can control appliances, lighting, environment, energy management and security as well as the expandability to connect with other networks.

OBJECTIVES

The basic objectives of Home automation is to control or monitor signals from different appliances, or basic services. A smart phone or web browser can be used to control or monitor the home automation system.

METHODOLOGY

Data are collected through an online.

LIMITATIONS

- **Security** **Issues:**
As with all computing devices, security will become a greater issue as more people use smart home devices. Certainly there will be a range of security concerns that arise and a subsequent mushrooming of smart home security software and devices.
- **App** **security:**
Smart home devices are usually linked to companion apps that can be used to control the devices. However, to do this they are granted a range of permissions that influence the functionality of the device, such as being able to open and close a smart lock that is securing your home. If hackers gain access to these apps then it could have considerable security implications, as they will be able to control access to your home. The best way to mitigate against this is to ensure your smart home apps are as up-to-date as possible and that you install any software & security updates that become available for the apps.
- **Wireless** **security:**
Almost all smart devices derive their functionality from some form of wireless communication (Wi-Fi or Bluetooth). As with all digital communications, there is potential for hackers to intercept wireless communications and use this to gain access to your smart home devices. Wi-Fi is one of the most common ways to connect to smart home devices, so it is important that you protect your home Wi-Fi router as well as you can.
- **Extremely** **expensive:**
Although a lot of smart home devices are now affordable for many, but still it is extremely expensive to fully equip a home with smart devices. However, most computing technology becomes progressively more powerful & less expensive and this will be undoubtedly applicable for smart home devices as well.

CHAPTER-2

INDUSTRY ANALYSIS

&

COMPANY ANALYSIS

HOME AUTOMATION INDUSTRY IN INDIA

Home automation is a science which deals with a residence equipped with computing and information technology devices that anticipate and act in response to the needs of the residents; working towards enhancing their comfort, convenience, security, and entertainment through the upgradation of technology within the home. Home automation integrates all the devices in the house and gives its access to a single control pad which allows energy efficiency and ease to the people residing. Home automation is a luxury statement and is at a very emerging stage in India. Builders are now giving option of either automated homes or normal ones which makes sure of the soon emerging trend of the automated homes in India. Home automation comes out to be of a great help to the aged people, handicapped people and the families with small children. This report is about the market size of the home automation market in India and how because of the people following the western lifestyle and culture and more number of people in the upper middle class section of India, home automation is expected to penetrate faster. There are many features that are provided by the home automation companies. Different companies use different technology for deploying the same. The report also reveals the trend in this industry is shifting to people becoming more conscious about the energy efficiency involved home automation. The further division of technology into networking technology and the communicating technology is also discussed in the report. The home automation market in India is expected to grow with a CAGR of more than 23% in the coming six years. Metro cities like Delhi, Mumbai, and Hyderabad are some of the most potential cities where penetration has reached and is expected to increase further. The trend is followed by the mega cities like Bangalore, Ahmedabad. Some of the major players in the home automation market are L&T, Schneider Electric, Johnson Control, AMX and Crestron.

MAJOR PLAYERS IN HOME AUTOMATION MARKET ARE:

Fueb Labs Automations Private Limited - Fueb Labs Automations Private Limited is a Private incorporated on 19 October 2016. It is classified as Non-govt company and is registered at Registrar of Companies, Bangalore. Its authorized share capital is Rs. 1,000,000 and its paid up capital is Rs. 133,330.

L&T ELECTRICAL & AUTOMATION-L&T Electrical & Automation (E&A) is one of the largest manufacturers of low and medium voltage switchgear components, low & medium voltage switchboards, power quality solutions, solar energy solutions, energy management system & metering solutions, life cycle enhancement (modernisation) and industrial automation solutions. These products and solutions cater to the distribution, monitoring and control of electrical power in industries, utilities, buildings & critical infrastructure, national assets and agriculture sectors. L&T Electrical & Automation is a unit of Schneider Electric India Private Limited. located at Navi Mumbai (Mahape), Ahmednagar, Vadodara, Coimbatore and Mysore.

CONTROL4- Control4 is a leading automation system for homes and businesses, offering a personalized and unified smart home system to automate and control connected devices including lighting, audio, video, climate control, intercom, and security. Founded in 2003 by Eric Smith, Will West, and Mark Morgan, Control4 debuted at the 2004 CEDIA Expo home technology trade show and released its first products later that year, as an early entrant in the home automation market.

MARKET SIZE AND MARKET GROWTH RATE

- Revenue in the Smart Home market is projected to reach US\$5,163m in 2022.
- Revenue is expected to show an annual growth rate (CAGR 2022-2026) of 12.90%, resulting in a projected market volume of US\$8,390m by 2026.
- In the Smart Home market, the number of active households is expected to amount to 54.0m users by 2026.
- Household penetration will be 7.5% in 2022 and is expected to hit 15.4% by 2026.
- The average revenue per installed Smart Home currently is expected to amount to US\$214.25.
- A global comparison reveals that most revenue is generated in the United States (US\$33,659m in 2022).
- In the year 2021 a share of 39.4% of users is in the high income group.
- In the year 2021 a share of 39.3% of users is 25-34 years old.

PORTER'S FIVE FORCES ANALYSIS FOR HOME AUTOMATION

THREAT OF NEW ENTRANT

The threat of new entrants for Smart Home Automation businesses is high but the successful players are not many and indicating that this business is having high level competition. In Malaysia, this business concept is still new and not many house owners are willing to pay or to engage with reliable vendor to deploy automation in their home. The comparably higher implementation cost is one of the main factor that causing people to give up the idea of automation. However, the implementation cost is getting lower and lower thanks to the innovative suppliers with cost effective products. Of course there are two sides of the coin and this has brought in more

players or vendors to share the lucrative profit margin. Therefore ,the new vendors of Smart Home Automation business are normally converted from other businesses mainly interior design business, small scale constructions, home entertainment service provider and etc. These are more or less similar to the reason why AI entered the Smart Home Automation business and the entry is consider easy because as long as you are providing good and reliable after sales service then you will have the chance to get returning order through the mouths of customers.

THREAT OF SUBSTITUTE PRODUCT OR SERVICE

The current trend in Indian families are seems to be moving towards automation comfort-ability. More and more families are willing to spend or invest their money on better and improved quality of life which translated into automated household activities and thus this business or capable service provider is not easily substitutable by any other product or innovation in a very near future. Overall, this Smart Home Automation business demand will only grow bigger and stronger with the right partnership between the service provider and the hardware or software supplier. Therefore, customer demand will determined the survival of this business or services and the threat of substitute product or services is low

COMPETITIVE RIVALRY

Home automation products have the potential to shift rivalry, opening up numerous new avenues for differentiation and value-added services. These products also enable firms to tailor offerings to more-specific segments of the market, and even customize products for individual customers, further enhancing differentiation and price realization.

Home automation products also create opportunities to broaden the value proposition beyond products per se, to include valuable data and enhanced service offerings .Offsetting this shift in rivalry away from price is the migration of the cost structure of home automation products toward higher fixed costs and lower variable costs. Industries with high fixed cost structures are vulnerable to price pressure as firms seek to spread their fixed costs across a larger number of units sold.

The huge expansion of capabilities in home automation products may also tempt companies to get into a feature and function arms race with rivals and give away too much of the improved product performance, a dynamic that escalates costs and erodes industry profitability.

BARGAINING POWER OF SUPPLIERS

Home automation products are shaking up traditional supplier relationships and redistributing bargaining power. As the smart and connectivity components of products deliver more value relative to physical components, the physical components can be commoditized or even replaced by software over time. Software also reduces the need for physical tailoring and hence the number of physical component varieties. The importance of traditional suppliers to total product cost will often decline, and their bargaining power will fall.

HOW COMPANIES CAN TACKLE INTENSE RIVALRY AMONG THE EXISTING COMPETITORS

1. By building a sustainable differentiation.
2. By building scale so that it can compete better
3. Collaborating with competitors to increase the market size rather than just competing for small markets.

IMPLICATIONS OF PORTER'S FIVE FORCES ON HOME AUTOMATION INDUSTRIES:

By understanding the Porter Five Forces in great detail home automation companies managers can shape those forces, opportunities, competitors in their favour.

COMPANY ANALYSIS

HOMESTEAD AUTOMATION

Homestead Automation is focusing to give you all luxurious automation for your dream house. First time in Bhubaneswar .You make your home but we work to make it smart home, more comfortable and futuristic.

We do the best automation of area in minimum budget and time possible. We are doing this work with will to make your lifestyle to be best and full of comfort. our work is for adding security, safety ,convenience. for individual customer we make systems to me budget friendly, while builders may also install automation to their property to increase sales and value of property.

By integrating information and communication technologies (ICT) with renewable energy systems such as solar power or wind power, homes can autonomously make decisions about wheather to store energy or expend it for a given appliance, leading to overall positive environmental impacts and lower electricity bills for the consumers using the system.

SWOT ANALYSIS OF HOME AUTOMATION

STRENGTHS IN THE SWOT ANALYSIS OF HOME AUTOMATION:

BRAND VALUE: Catering to over thousands of customer visits annually ,true to the brand positioning of ‘**Smart Living**’, Home Automation brand’s vision is to inspire people to smart their home and, partnering with customers in building smart homes by offering wide range of great quality and thoughtfully products.

COMPANY PRODUCTS: Home Automation’s biggest strength lies in the kind of product it manufactures and designs. The products are pretty famous among customers . They offer product to every type of customers.

MARKETING: Homestead automation is known to be a smart marketer and it has fantastic product placement Facebook, Instagram and YouTube.

CUSTOMIZED PRODUCTS: In homestead automation you can now customize your products according to your colour preference, according to the colour of your walls.

WEAKNESS IN THE SWOT ANALYSIS OF HOMESTEAD AUTOMATION:

COST: QUIT EXPENSIVE:

Although a lot of smart home devices are now affordable for many, but still it is extremely expensive to fully equip a home with smart devices. However, most computing technology becomes progressively more powerful & less expensive and this will be undoubtedly applicable for smart home devices as well.

OPPORTUNITIES IN THE SWOT ANALYSIS OF HOME AUTOMATION :

SATURATED MARKETS: Places with good population where there is huge population and where people need unique solutions to their usage problems are the places which home automation should target and focus on.

ONLINE: Very less focusing the customer is in online, so focusing on online is a big opportunity.

MARKETING MIX (the four P's) ADOPTED BY HOMESTEAD AUTOMATION:

1.PROMOTION: The company uses many promotional activities like advertisement.

(a) ADVERTISEMENTS:

We are talking about Google with the best digital marketing for home automation companies and the likes of it. You need to learn to spend on ads online. However, a mad splurge won't do. Perhaps you need to hire a keyword specialist or a digital marketing agency which are supposed to help you choose and target and pay for the right mix of keywords.

(b) SEO:

Getting listed on the first page of the search results directly translates into a traffic boost which is going to make a difference. The idea is not to invest in ads as such but to get free traffic. You can call SEO a one-time worthwhile investment as part of your digital marketing campaign.

(c) EMAIL MARKETING:

Email marketing services still work perfectly for home automation business marketing, provided you are able to get the right email database.

(d) PUBLISH PAPERS:

If your technical team is capable of some groundbreaking R&D, ask them to translate the same into readable form and publish the same for the best home automation system. There is nothing good than your consumers realizing that you know what you're doing.

2.PRODUCT:

Home automation provides a wide variety of product one can get everything thing related to their home.It brings you a wide home automation range that is designed .

- (a) Homestead automation product is for commercial automation, Residential automation and Hotel automation .
- (b) Products are security surveillance , elegant switch panel, lighting and screen control.

3.PRICE:

All though focusing has been bringing the latest designs but the price of the products available at homestead automation are quite expensive when compared to other furnishing stores in the market.

4.PLACE:

Homestead automation belongs to the section that consists of Building and construction. Company is rated 5 by NiceLocal users and provides its services by the official address: Bhubaneswar, Odisha 751006, behind Vits hotel, Laxmisagar, 97/1746.

CHAPTER 3

COMPETITOR ANALYSIS

SOME OF THE MAJOR COMPETITORS OF HOME AUTOMATION

1. FUEB LABS

FUEB LABS AUTOMATIONS PRIVATE LIMITED is an Indian company incorporated on 19/10/2016 and its registered office address is No 4, Thirumalappanagar, Attur Post, Attur 2nd stage, Yelahanka, Bangalore Bangalore ,Bangalore,Karnataka,India,560064. The corporate identification number (CIN) of the company is U74999KA2016PTC097251 and the company registration number is 097251. Based on the official records, the current age of the company is 5 Years 3 Months 12 Days years.

FUEB LABS AUTOMATIONS PRIVATE LIMITED is registered at Registrar of Companies, Bangalore (RoC-Bangalore) and is classified as the Non-govt company. Its authorized share capital is INR 1,000,000 and its paid up capital is INR 100,000. The industrial and the SIC code for FUEB LABS AUTOMATIONS PRIVATE LIMITED is 74999.

The current status of this company is Active. The directors of this company are TEJAS TALLAM, VIJAY AVULA and NOVIN PILLA REDDY. The contact details of the company are as per the official records. Please visit the contact section or the contact form below for contacting this company

FUEB LABS AUTOMATIONS PRIVATE LIMITED is a mca provider company based on the National Industrial Classification (NIC) code of 74999 and it is involved in the business activities related to this industry code such as #Other business activities #.

The other Indian private limited and limited liability companies involved in similar business activities and industry activities as of FUEB LABS AUTOMATIONS PRIVATE LIMITED are mentioned below in the similar companies section.

2. JOHNSON CONTROLS:

Johnson Controls, we've been making buildings smarter since 1885, and our capabilities, depth of innovation experience, and global reach have been growing ever since. Today, we offer the world's largest portfolio of building products, technologies, software, and services; we put that portfolio to work to transform the environments where people live, work, learn and play.

Johnson control transform the environments where people live, work, learn and play. From optimizing building performance to improving safety and enhancing comfort, we drive the outcomes that matter most.

Dedicated to protecting the environment, we deliver our promise in industries such as healthcare, education, data centers, and manufacturing.

JOHNSON CONTROL COPETITIVE ADVANTAGES

Johnson Controls merged with Tyco International on Sept. 2 and is expected to spin off its automotive seating business, Adient, to shareholders on Oct. 31. We believe these two transactions will result in a more profitable and less cyclical business, one with much less exposure to the volatility of the auto OEM market and more exposure to higher margin, recurring service revenue.

MARKETING MIX (4P'S) OF JOHNSON CONTROL

PRODUCT VARIETY: Johnson control have wide variety of products

HVAC Equipment

- Building Automation and Controls
- Security
- Fire Detection
- Fire Suppression
- Digital Solutions
- Industrial Refrigeration
- Residential and Smart Home
- Retail Solutions
- Distributed Energy Storage
- Oil and Gas Products

Every substantial facility needs efficient, reliable climate control. Today, Johnson Controls offers the largest portfolio of HVAC equipment and controls in the world. You can find our solutions at work in offices and factories, in warehouses and stores, in campuses and hospitals, in apartment buildings and hotels.

Our broad portfolio of solutions and controls is built on a foundation of innovation and expertise that dates back more than a century when our founder, Warren Johnson, invented the first modern thermostat. Whether you're constructing a new facility or retrofitting an old one, we deliver cost-effective comfort and sustainable efficiency.

For the professionals who design, build, and manage facilities, the desire to improve efficiency and effectiveness is never-ending. More and more, building automation—intelligent, data-enabled automation and related controls—is how we are helping you achieve your goals. At Johnson Controls, we make everything from simple, configurable controls for specific kinds of equipment to highly programmable automation systems for entire facilities and campuses.

At Johnson Controls, our vision is a world that's "safe, comfortable, and sustainable"—and our broad set of innovative security products and services focuses on what you need to make people, facilities, and assets safe. We offer everything from access controls to intruder prevention, from video surveillance to cyber security. Operating in more than 150 countries with a global set of partners, we leverage the latest technologies to integrate our products and services into comprehensive, holistic solutions. We maximize safety, improve efficiency, and ensure business continuity, while at the same time innovating continuously to offer leading-edge solutions.

Fire safety is a fundamental mandate for every enterprise, facility, campus, and municipality. Fire safety begins with fire detection, and fire detection means everything from components—sensors, initiating devices, annunciators, and control panels—to integrated systems. We are leaders in this vital arena because of our depth of expertise in creating reliable and sophisticated fire detection products and technologies. Our worldwide customers rely on our experience to develop and deploy solutions in tandem with our many global partners. We use the latest technology developments to set the bar higher with systems that are more configurable, more scalable, and more automated to help you protect your people and your assets.

PRICE:

Coming to the price of product, it has different for different product. There are lots of products for home automation, start with switches the price is Rs 3000. And it changes with the requirement of product. Some customer want to make entire home a smart home, that will be expensive because it includes all home appliances.

PLACE:

Home automation products are available everywhere it may be of different band. Mostly the part of cities like major metropolitan Bengaluru, Mumbai, Navi Mumbai, Delhi, Hyderabad, Pune, Chennai, Gurgaon, Kolkata, Noida, Goa, Ghaziabad, Ahmedabad, Coimbatore, Faridabad, Jaipur, Lucknow, Kochi, Visakhapatnam, Chandigarh, Vadodara, Nagpur, Thiruvananthapuram, Indore, Mysore, Bhopal, Surat, Jalandhar, Patna, Ludhiana, Nashik, Madurai, Kanpur and other places.

PROMOTION CAMPAIGNS:

The brand has taken various measures to promote its products from social media to print media to reach a large number of customers. Homestead automation promote the brand by advertisement through digital social platforms like Google, YouTube, and Facebook.

CHAPTER-4

CUSTOMER ANALYSIS

CONSUMERS ATTITUDE AND BUYING BEHAVIOR FOR

HOME AUTOMATION PRODUCTS

Changes have occurred in society over the time that either directly or indirectly impact the home automation products. Technological changes, the rise of social media, evolving demographics, and the increasing purchasing power of people. As the economy continues to show signs of modest recovery, home automation makers are trying to determine the best ways to adjust to these changing consumer needs. In order to implement a successful marketing strategy, a keen understanding of consumers is needed, particularly with respect to what they buy and purchase for home.

Consumers move through five stages before making purchase decision:

- (1) Problem or need recognition
- (2) Information search
- (3) Alternative evaluation
- (5) Post-purchase evaluation.

For routine products that are purchased often (i.e., grocery or toiletry items), the entire decision process is quite short, however, for home automation, it is a very big term. Home automation product that requires extensive problem solving, as it is expensive, durable, and not purchased with great frequency. Consumers typically move through these stages of the decision process slowly, methodologically, and purposefully.

PURCHASING DECISION PROCESS:

Similar to general consumer decision-making process as mentioned in the previous section, home automation products purchasing decision process can be divided into four steps which are planning and research and shopping items

Selection. By understanding key drivers of consumers' home automation purchasing decision, companies are able to build market share and enhance revenue through marketing, advertising, and promotion.

The first stage, planning and research, can be referred to need recognition and information search stage in general decision-making process towards home automation product purchasing. They also presented that consumers conducted research when they decided to purchase. The second stage is shopping which includes searching for information and to see alternative options. The third stage includes final selection and purchase and final stages considers the post purchase evaluation.

CHAPTER- 5

FINDINGS

FINDINGS:

- People have started taking their home as the reflection of themselves and so, a lot of people are now spending home automation.
- Working women are spending a lot on home fashion.
- Disposable income, better education and also the growing trend of individuals opting for professional services to do their home automation.
- Indians are well travelled now and have an exposure to lifestyles in other countries, This inspires them to have a similar lifestyle for themselves too.
- Indian market is moving beyond the classic segmentation of Metros, mini Metros, capitals of large states, and then tiered definition of cities
- Purchasing power is rapidly spreading pan-India
- With universal reach of media, consumer and market trends getting advertised across India almost in real time, with little lag between all the states in India, and then between Metros and rest of India.
- Gone are the days when the people placed orders for any product offline. The present trend has been people buy product by setting at home.

CHAPTER-6

CONCLUSIONS

CONCLUSIONS

The home automation using Internet of Things has been experimentally proven to work satisfactorily by connecting simple appliances to it and the appliances were successfully controlled remotely through internet. The designed system not only monitors the sensor data, like temperature, gas, light, motion sensors, but also actuates a process according to the requirement, for example switching on the light when it gets dark. It also stores the sensor parameters in the cloud (Gmail) in a timely manner. This will help the user to analyze the condition of various parameters in the home anytime anyways.

