

# A Study on the Effects of New Trends in the Business and the Consumer World

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**Abstract:** *IT presents a special choice of subjects and offers the peruser a comprehension of the ramifications of the most up to date innovations, for example, articial knowledge (man-made intelligence), the Web of Things (IoT), expanded reality (AR), and recent fads like online entertainment and economical seriousness in business. It discusses how the most recent trends affect consumers, businesses, and the economy as a whole. The contributions provide an innovative and enriching perspective on the implementation of artificial intelligence (AI) in e-commerce and the developmental obstacles it can create, the utilization of modern social media in businesses, the most recent trends in innovation management, sustainable competitiveness in the business context, the influence and effect of augmented reality, and the privacy issue that the Internet of Things poses for consumers.*

**Keywords:** consumer, artificial intelligence , IOT internet of things, influence, change , commerce

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