

## Study of International Market & Globalization with the help of Market Basket Analysis (MBA) and ICT Technology

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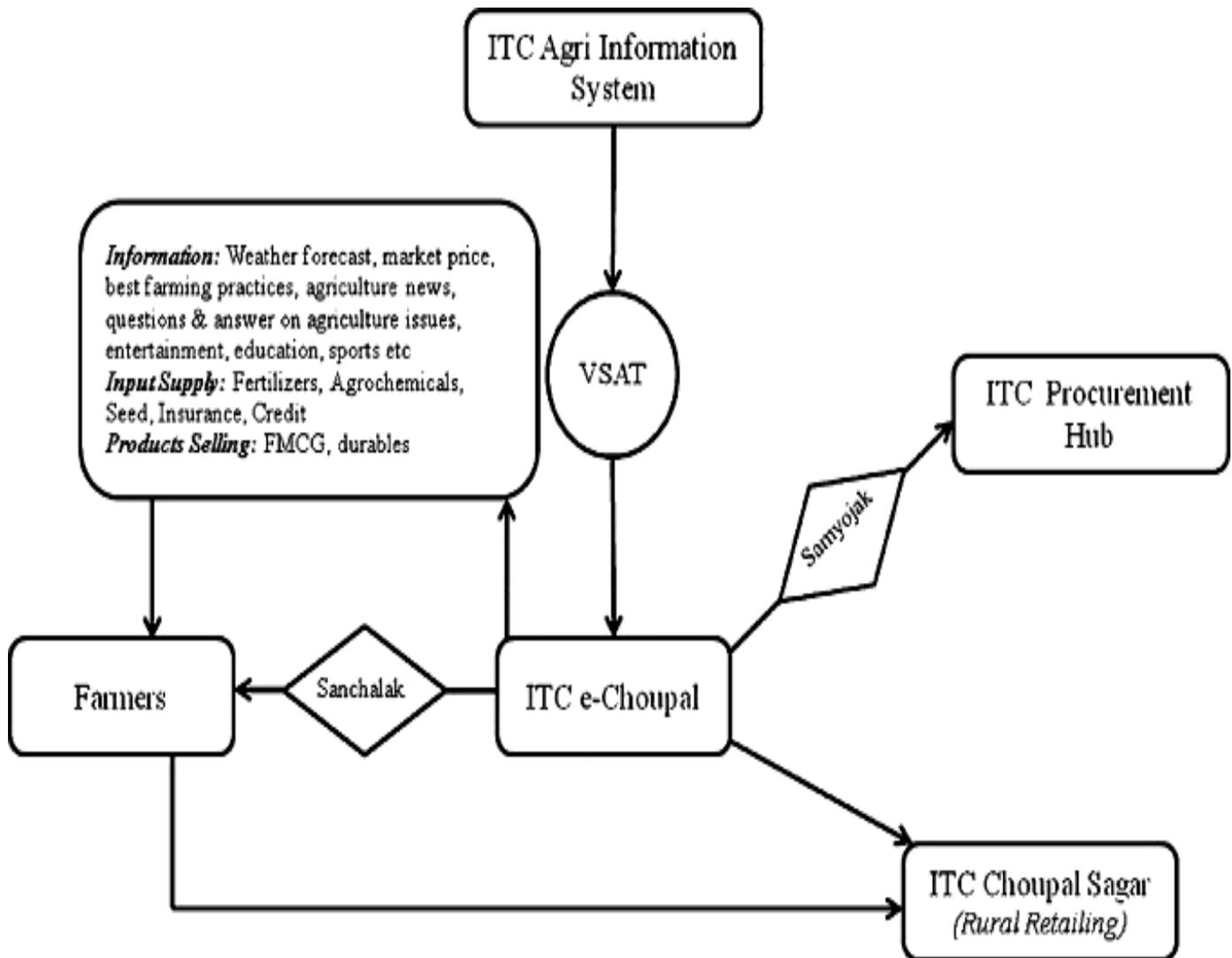
**Abstract:** *Study of International Market is key and important issue in today environment Market Basket Analysis is playing vital role in the finding of information and trends of Global Market today you will find out the application of Information and Communication Technology in various sector like E-government, E-learning, E-health services, E-Commerce, Business to Business , Customer to Customer, Customer to Business, E-retail, E-Insurance, Online education, various E –services, E-ticketing, online booking . E-agribusiness and much more Electronic systems were found to be possible of great success as well as the strength of social networks and boosting of Social security in International Business.*

*Keywords:ICT,E Commerce,B2B,M2M,MBA*

**1. Introduction:** In the 21<sup>st</sup> Century in the global move towards knowledge based economies powered by the ICT revolution, communication of research output to inform public debate and policy deliberations is a prerequisite in empowering communities to participate in the global knowledge economy. Application of Information Communication Technologies (ICT) has been seen as contributing to socio-economic, political, cultural and technological revolution and change in the development of the information society. In today scenario Information and Communication Technology is one of the most demanding area of developing countries and it is playing crucial role in the development of the nation's economy. We will discuss further not only nation economy but the global economy as well.

The global Market Basket Analysis is completely based on global trend scope and need of global customer the application of Information and Communication Technology plays crucial role in various sector like E-government, E-learning, E-health services, E-Commerce, Business to Business , Customer to Customer,

Customer to Business, E-retail, E-Insurance, Online education, various E – services, E-ticketing, online booking . E-agribusiness and much more Electronic systems were found to be possible of great success as well as the strength of social networks and boosting of Social security as well as Globalization in rural economy as well. In India there are many such projects developed for the Indian rural market to find out the current trends of market , one of the most effective is the E-Choupal started in the year 2000 with a concept of developing the traditional rural Choupal and the electronic world in parallel. Information and Communication Technology is considered as one of the most important tool for economical, social and cultural development of the society



**Figure1. Model of Rural market Basket Analysis**

The ICT embodied satellite broadcasting network television, video, digital radio, Internet (email Ecommerce, conferencing extranet wireless communication devices like mobile phone digital video, you tube, email, messaging and video voice mail. Thus Information Technology and its providing Center Information and Communication Technology (ICT) are the right place for getting right decision in implementing various agricultural strategies. Information and Communication Technology is very useful at Rural market and it consists of various collections of

resources and technical tools that are used for connecting, spreading, storing and managing information as we can say ICT represents the collection of hardware and software that is used for producing preparing transferring and storing data via devices such as Computers, Radios, Televisions, Internet which are easily accessible at e-Choupal. The success of the above policies on technologically-informed communication of research outputs hinges on the availability of Information and Communication Technology, especially the Internet, broadband services and its adoption to the research communication process. Indian govt approaching to develop a nation economy with the help of ICT or their tools with the help of Indian Research and development center. However, the inaccessibility and invisibility of Indian research Committee center for providing various output nationally as well as internationally may be an indicator that the adoption of Information and Communication Technology. From research point of view Information and Communication Technology has been slow or negligible, and that there may be contextual issues underlying this situation. Now days the ICT become the social need of every individual further that there has never been a framework for adoption of Information and Communication Technology-enabled research communication specific to the Indian and Asian countries point of view context, despite the global move towards Information and Communication Technology-enabled services accepted by every human being.

Now there is a lot of opportunity to develop a nation with the help of Information and Communication Technology. In research found that there have been no barriers to develop Information and Communication Technology in root level of Indian economy development of Information and Communication Technology (ICT) mediated research communication in India or possible model

frameworks for this process. A principal purpose of this study is to develop a contextual framework for Information and Communication Technology enabled research dissemination in Farmer's e-economy for Madhya Pradesh this research based in specific fields related to the rural market. To be able to do this, the study identified the communication needs and priorities of Farmers economy and the socio-cultural. Information and Communication Technology causes fast accessibility to the market in rising selection power, improving communication, identifying markets, saving in time and energy, reducing the transactional cost, improving marketing and business cost reduction. In Rural sector point of view different scenario found in that various surveys related rural economy and various services related Information and Communication Technology works both way firstly as producers center from where the farmer get the consumable goods the second one is at the starting time of production which include produce design, crop products and harvest ,packing ,transport processing ,distribution, sale and transferring data from the product area to market area and vice versa. This research suggests that Information and Communication Technology (ICT) have positive impact on the development of any nation. The application of Information and Communication Technology offers excellent possibilities for strength research-extension system beyond the urban focus.

**2.Review of Literature:** After the research and survey based Analysis of various researcher views given below according to **Malik and Bhardwaj (2001)** made an inquiry on the strategy of using information technology for rural development. According to the authors one of the most profound changes that contemporary Indian society has been witnessing during the nineties is transition from an industrial society to an information society. Information Technology is the result of convergence of telecommunication, computing and

micro electronics. The increasing application of IT is a determining factor in social and economic issues that is heralding the country rapidly towards an information society. The boom in satellite and cable T V channels, **Chandel and Chouskey(2001)** international researcher made a study on the role of information technology global development. The authors conducted a case study on the Panchayat Raj Institutions in Madhya Pradesh. The article deals with management information systems in rural set-up and the various tools and equipments necessary for setting up of information kiosks. The authors suggested that the panchayati raj institutions have a vital role in bringing awareness and disseminating information among rural people. Right formation to be made available to the right person at the right time at low cost is possible only through the new information technology. Information technology is a device which is used to accelerate the process of the development and expected to bring maximum social advantage for the benefit of the society. **Kulkarni Manu N. (2001)** has explained the future of Asia's Technology and its impact on business or people. He described that Charkha vs. chip, penicillin vs. Pentium, sorghum vs. software, house vs. mouse these were choices of words and thoughts heard from the world technology leaders in Bangalore conference. One of the significant facts emerged from the conference that future of technology and business is only subset of the future of humanity. Scientific and technological knowledge is the common heritage of human race and its true values lays not so much in profits of individual business but in its ability to improve the quality of life of all the children of mother earth.

**Mahapatra R.K. and Panda K.C. (2001)** have made a study on empowering people with information : Role of rural community information centres in Panchayati Raj system, Man & Development June 2001, 29-35p.The

study is designed to reflect the information needs in its broader perspective for the Panchayati Raj System, to analyse community information, ushering in transformation among the people and to plead for the establishment of resource centres at panchayat level, for the provision of the right information to the right people at the right time for their overall development. **Mahapatra, R.K. and Panda, K.C. (2001)** has made a study on empowering people with information : Role of Rural Community information centers in Panchayati Raj System. This study was designed to reflect the information needs in its broader perspective for the panchayati raj system, to analyse community information, ushering in transformation among the people and to plead for the establishment of resource centres at the panchayat level, for the provision of the right information to the right people at the right time for their overall development. They advocated for proper documentation and timely dissemination of several information required by the rural community at Community Information Centre.

**Mahapatra, R.K. and Panda, K.C.** Empowering people with information : Role of Rural Community information centres in Panchayati Raj System, Man & Development, CRRID, Chandigarh, June 2001, 29-35p. **Manish Kumar, ChitraPathak and Singh (2001)** were conducted a study to identify the information source of rural poor in U.S. Nagar district of Uttaranchal. The authors said that India is on the way to become a super power in the information technology. The boom has contributed in the development of strong information dissemination system. Benefits of revolution remains confined mostly to the big cities. According to the authors, in rural areas poor still rely on their local communication system. Interpersonal sources of communication form the hub of their system. Mass media is merely playing the role of creating awareness among

the poor. The concrete information regarding their development activities is derived from personal locality or personal cosmopolite sources. The paper aims to discuss the information sources of rural poor regarding development messages.

**Bhatnagar, S and Vyas, 'Gyandoot Community-Owned Rural Internet Kiosks',** (2001). They discussed about rural community and there and entrepreneurship in the field of ICT, Gyandoot and main focused on best uses of rural resources of Information and communication technology. **Rajora, Rajesh (Bridging the Digital Divide):** Gyandoot, the Model for Community Networks, (New Delhi: Tata McGraw-Hill, 2002). Had studied about this model application for rural farmers in community networks. **Georg Caspary (2002)** has made a study on Information Technologies to Serve the Poor. How rural areas can benefit from the communications revolution. He stated that Modern information and communication technologies (ICTs) hold great promises for developing countries. However if they are to benefit the poor their introduction must be carefully examined. This article shows several models of affordable access to ICTs which have been tried in various parts of the developing world. He also stated that academics, policy makers and entrepreneurs alike frequently claim that ICTs represent one of the most powerful tools in the struggle against poverty. For instance private entrepreneurs benefit because ICTs help to improve access to markets or supply chains and provide a broader base for decision making, thus making risk more calculable. Moreover, many local communities have experienced that ICTs have increased civil society participation in political decision making process and may expand the reach and accessibility of government services and public infrastructure.

### **3.Objectives of the Study**

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Information and Communication Technology (ICT) plays vital role in the development of urban economy and so as considered for the rural economy right of information was to empower.

1. To study the role of ICT based services on Global Market .
2. ICT growth and it's endurance in Global Economy
3. To study the effect of ICT based services on Global market satisfaction.

#### **4. Hypothesis of the Study**

1. There is a significant impact of ICT on global economy.
2. There is a significant difference between the perception of younger and old age users, educated and uneducated user and size of technology holding.
3. ICT will be used more in support of strategic planning in market basket analysis.
4. ICT plays a crucial role in strategic decision making about globalization market.

#### **4.1 Study Framework**

The study was carried out in following 3 places

#### **4.2- The preliminary Phase**

- Analysis of the Global Market
- Study area analysis
- Study of Preliminary data and literature of ICT
- Identification of ICT roles

#### **4.3- Secondary Data Collection Phase**

Census Data, CMIR data about the Global people income, literacy for comparative study

- Preparation of checklist of issues

#### **4.4 Primary Data Collection Phase**

The impact of our study is focused on the impact of Information and Communication Technology in Global market Basket Analysis. economy their growth,

### **5. Questionnaire:**

1. How much you are satisfied from ICT- Technology Uses?

- a) very poor      b) poor      c) moderate      d) satisfied  
e) most satisfied

2. How much you are satisfied with the suggestion of ICT regarding the Global market scenario.

- a) very poor      b) poor      c) moderate      d) satisfied  
e) most Satisfied

3. How much you are satisfied with ICT Technology and their global uses in MBA.

- a) very poor      b) poor      c) moderate      d) satisfied  
e) most Satisfied

4. How much you are satisfied with current infrastructure of IT in global Market

- a) very poor      b) poor      c) moderate      d) satisfied  
e) most Satisfied

5. How do you purchase the goods.

- a) Manual      b) by Internet      c) ICT-Choupal      d) TV  
e) others

## 6. Research Methodology

The sample size of users taken as 225 Selling and using International goods preferences adopted by users on the basis of their education level.

S.No.	Selling Pattern	Functional Literate	Secondary	Graduate
1	Through Market	12	18	10
2	Direct to whole seller	18	22	17
3	Direct to ICT	40	60	28
	<b>Total</b>	<b>70</b>	<b>100</b>	<b>55</b>

On the basis of data analysis selling market goods preferences adopted by users on the basis of their education level The percentage of functional literate users through market the average percentage is 5.3 percent the functional literate users

gives preference to the direct to whole seller 8 percent and functional literate users give preferences to the direct to ICT 17 in same manner Secondary literate users give preferences direct to ICT 26 and graduate users give 12 percent. These are the preferences given by respondent on their education level.

**Conclusion:** There is an increasing realization about the potentialities of ICT in Global Market technology dissemination. The users came to regard the ICT as an important source of Information to purchase and allied area for all with their own perception and priorities. as per our study we found that the younger generation users are more influenced by new technology and innovation and hence support the Information and Communication Technology in global market .ICT services perceived able to disseminate knowledge intensive information like market intelligence Another priority is to minimize time and distance barrier through linking knowledge system and breaking working hour's barriers.

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