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**The influence of economic conditions on international marketing
decision in the agricultural sector in India**

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Table of Contents

Chapter 1: Introduction	3
1.1 Background of the research.....	3
1.2 Research rational	3
1.3 Research aim, objective and question	3
Chapter 2: Methodology	4
2.1 Research onion	4
2.2 Research philosophy	5
2.3 Research approach.....	5
2.4 Research strategy.....	6
2.5 Type of investigation	6
2.6 Research choices	6
2.7 Data collection method.....	7
2.8 Analysis of data	7
Chapter 3: Literature review	7
3.1: Background of the Agricultural Industry and Economic Environment in India.	7
3.2: The Macroeconomic Conditions and their effect on International Marketing.....	8
3.3: Socioeconomic Factors that Influence International Market Participations.	8
3.4: International Marketing Technological and Policy Drivers.	8
3.5 Literature gap	9
Chapter 4: Research limitation.....	10
Chapter 5: Research ethics.....	10
Chapter 6: Timeline.....	11
Chapter 7 conclusion.....	12
References.....	13

Chapter 1: Introduction

1.1 Background of the research

Indian agriculture forms a vital part of the economy as it employs many people to work and earn a living. The industry however is strongly affected by the economic factors like inflation, interest payment, trade policies and income levels which together determine the international marketing decisions. Liberalization and globalization has provided the Indian agricultural producers with more opportunities to be able to export their products to international markets but the opportunities are curtailed by the fluctuation costs of production, prices of commodity and exchange rates. Agrawal *et al.* (2022) state that the socioeconomic factors including the income level of farmers, credit accessibility, and their involvement in the international trade define the efficiency of producers. Additionally, Bharadwaj (2023) highlights that production condition in Indian agriculture, which is based on the reliance on the monsoon, small parcels of land, and unreliable infrastructure, directly influence the competitiveness of the Indian agricultural commodity in the global markets.

1.2 Research rational

The research rationale is explained by the fact that the economic environment of India influences the marketing decision-making at the international agricultural sphere. The agricultural sector is experiencing difficulties despite the increased possibilities of export-led growth such as price volatility, policy uncertainty and low adoption of technologies. According to Costa *et al.* (2023), Industry 4.0 technologies have the potential to improve sustainability and efficiency yet the challenges, including high prices and absence of digital infrastructure, do not allow their widespread use in India. Moreover, the trends in the global markets and trade limitations, among other factors as mentioned by Mishra *et al.* (2024), have complicated the process of agricultural output forecasting and marketing decisions. Therefore, analysing the impact of economic factors on marketing in international relations is necessary to determine how manufacturers and policymakers can enhance the image of India in the world agricultural market, as well as to foster sustainable development.

1.3 Research aim, objective and question

Research Aim

This paper will critically analyse the economic conditions affecting the international marketing decisions in the agricultural sector in India and the main concern will be to determine the challenges and strategies that improve global competitiveness and sustainability.

Research objectives

The overall aim of this research is to examine how economic factors affect the international marketing decisions in the agricultural sector in India. Particularly, the research will seek to:

- To discuss the effects of macroeconomic factors like inflation, exchange rates and trade policies on export policies in agriculture.
- To determine the influence of socioeconomic factors on the involvement of producers in the international markets.
- To understand how technological innovation can help reduce the economic limitations and improve competitiveness.

Research Questions:

What impact do the changing economic conditions have in influencing the international marketing decision in the agricultural sector in India?

How do socioeconomic variables affect participation of farmers in the international agrarian markets?

What are the ways in which the policy reforms and the technological advancements can enhance the availability of Indian farmers in the international market?

Chapter 2: Methodology

2.1 Research onion

Saunders et al. research onion suggests an organized format, which facilitates the stepwise approach of carrying out research, philosophical positioning to data collection and analysis. It assists the researcher to select the right layers in a systematic manner e.g. philosophy, approach, strategy and data collection techniques. This model suggests the methodological consistency of the research objective and methodology as emphasized by Mbanaso, Abrahams, and Okafor (2023). The research onion is used in this research to give a logical flow of the paper that starts with the positivist philosophy to the deductive approach and the secondary data collection. The successive layers enhance reliability and consistency of the research and the alignment to the conventional methods of scientific inquiry.

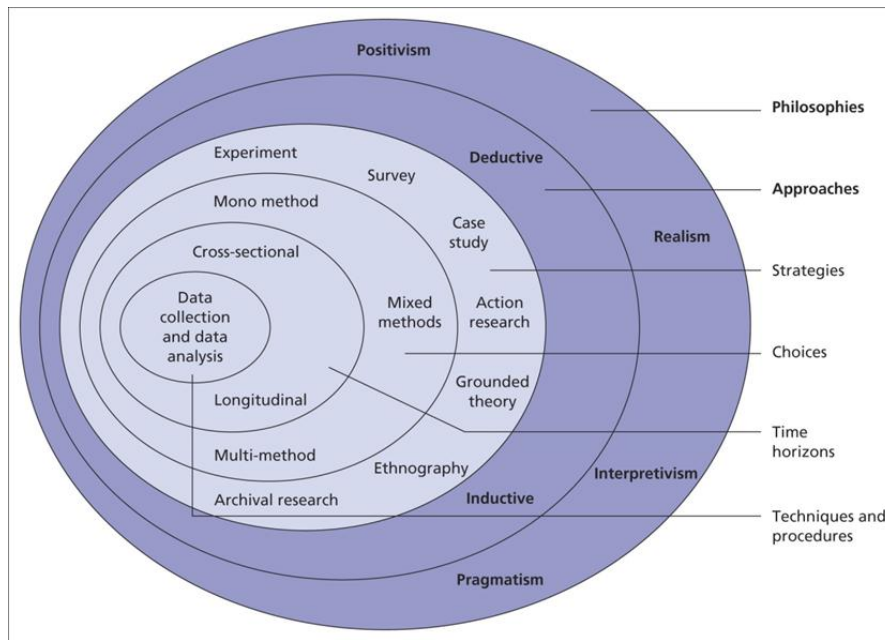


Figure 1: Research onion

(Source: Mbanaso, Abrahams, and Okafor, 2023)

2.2 Research philosophy

The philosophy that is adopted in the research is the positivist one, which focuses on objectivity, measurable observations, and empirical evidence in explaining social and economic phenomena. It is stated that positivism is based on the assumption that the reality is stable and can be observed and described in terms of objective perspective without the interference with the phenomena under study (Ali, 2024, Dulal, 2025). This philosophy is appropriate in the present research since it seeks to determine quantifiable factors between economic conditions and international marketing decisions. Positivism encourages the use of systematic data gathering and reasoning with the end result being that the results obtained can be generalized and are instead founded on verifiable data as opposed to subjective interpretation as Gamage (2025) observes.

2.3 Research approach

This is a deductive study that proceeds to empirical observation based on the formulated theories. According to Haque (2022), the deductive approach is used to test the existing theoretical frameworks to substantiate or disprove the hypothesis. In this regard, economic influence theories on marketing decisions are examined on the grounds of secondary data, which is the agricultural sector of India. The method enables the systematic thinking about the available literature and economic variables to enhance objectivity and logical consistency.

According to Gamage (2025), the deductive approach corresponds to the positivist philosophy, since it is based on the facts and quantitative data, to prove the already made assumptions about economic and marketing relations.

2.4 Research strategy

The use of secondary research strategy is to gather data through the available academic and industrial resources. According to Perera, Nayak, and Nguyen (2022), the secondary research method is effective in case of the studies in which large volumes of data are already accessible, in the form of trustworthy publications, reports, and databases. This paper will be done using journal articles, government publications, and research reports to discuss the economic factors that affect international marketing in the agricultural industry of India. The deductive framework is also facilitated by secondary research in that it allows to critically examine previous empirical results. Mbanaso *et al.* (2023) indicated that the approach increases the credibility of the final conclusion due to cross-checking of information available on various academic sources.

2.5 Type of investigation

The study embraces qualitative and quantitative approaches as it gives a balanced view. The quantitative analysis deals with quantifiable economic factors including GDP, trade balance, and export growth, and the qualitative analysis deals with the contextual influence of such economic factors on the marketing strategies. Panya and Nyarwath (2022) observe that the combination of the two types enhances the validity of the research results because it incorporates numerical data with insights gained through interpretation. The positivist framework relies upon quantitative analysis and the richness and context are offered by qualitative insights. Collectively, they provide a comprehensive analysis of the influence by economic circumstances in making international marketing decisions within the agricultural sector in India.

2.6 Research choices

Qualitative research choices are taken into consideration; the prevalent research decision is qualitative. This option allows exploring more of non-numerical elements like policies, perceptions, and socioeconomic forces that inform the agricultural marketing decisions. Mbanaso *et al.* (2023) indicate that qualitative research is more contextually rich and assists in interpreting the underlying meaning of observed trends. It can also be used to give thematic interpretation of the secondary data based on the literature thus enabling the researcher to

extract the pattern, barriers and opportunities in the agricultural export system of India. Qualitative focus fits the purpose of the research that seeks to comprehend the role of complex economic processes in the strategies of international marketing.

2.7 Data collection method

The research is based on secondary data collected as the data provided by the reputable sources such as Google Scholar, online journals, academic articles, government reports, and international databases. The secondary data collection, as Perera *et al.* (2022) emphasize, guarantees efficiency and reliability, particularly, in situations where the researcher has to address the large-scale, country-specific economic data. This method helps in examining the previous trends, policy effects and marketing results in the agricultural sector. There is a balanced evidence base as it depends on peer-reviewed journals, statistical publications, and industry reports. The application of credible and available databases increases the validity of the data and promotes the positivist purpose of developing the objective and verifiable information on the problem under study.

2.8 Analysis of data

Analysis of the secondary data that is collected is done by thematic analysis which entails identification, organization, and interpretation of trends in the data. As Mbanaso *et al.* (2023) explain, thematic analysis assists in classifying the qualitative data into the themes that are pertinent to the research aims, including market participation, economic factors, and technological adaptation. Through this process, systematic explanation of the effects of various economic conditions on marketing decisions is made possible. The themes are elaborated on the basis of the repeated findings of the reviewed literature and they are consistent with the research questions. This method is analytical in nature, and it favours the qualitative depth and empirical rigour, which are similar to positivist and deductive methodological approaches.

Chapter 3: Literature review

3.1: Background of the Agricultural Industry and Economic Environment in India.

Agriculture is still the main sector in Indian economy, and it takes almost half of the labor force and has huge portion in GDP and exports. Nonetheless, its performance is very receptive to local and international economic development. As Bharadwaj (2023) states, agricultural production in India is extremely reliant on the monsoon rainfall and variable input prices, which lead to a lack of stability in the productivity and prices. Liberalization of the trade policies and

globalization has led to opening of international markets to Indian producers however also the exposure to international competition and fluctuating commodity prices have increased the risk. Economic changes, inflation rates and exchange rates directly influence the competitiveness of exports and marketing and force producers and marketers to respond by changing their pricing, distribution and branding policies.

3.2: The Macroeconomic Conditions and their effect on International Marketing.

The economic factors, especially, inflation, development of the GDP, and the stability of the exchange rates are crucial factors that influence international marketing. Agrawal *et al.* (2022) assert that inflation and access to credit affect the willingness of farmers to engage in commodity markets and consequently impact on the export supply and international trading activities. The export pricing and profitability depend on exchange rate fluctuations thus affecting the marketing strategies in the foreign country. Also, the competitiveness of agricultural products in India is determined by the trade liberalization policies, government subsidies and fiscal measures. Gamage (2025) states that macroeconomic stability promotes investment on marketing infrastructure and logistics, whereas macroeconomic instability tends to make agricultural exporters risk-averse and bring down their involvement in the global market.

3.3: Socioeconomic Factors that Influence International Market Participations.

The socioeconomic factors like education level, availability of finance, market information and land ownership play a major role in influencing the decision among producers to participate in global markets. Agrawal *et al.* (2022) established that the low financial literacy and access to market data decreases farmers participation in international trading. The inability to get a significant income difference, smaller land area, and absence of collective bargaining also impede efficient marketing. Additionally, social variables such as community networks and cooperatives affect the capacity to comply with the quality standards in exports. Costa *et al.* (2023) emphasise that digital technologies introduced on the background of Industry 4.0 can help peel the veil of secrecy in these socioeconomic disparities by enhancing transparency, traceability and communication along the agricultural supply chain and thereby allow small producers to enter international markets more successfully.

3.4: International Marketing Technological and Policy Drivers.

There has been the advent of technological developments and facilitating policy environments which are becoming significant determinants of the competitive environment in international

marketing. According to Costa *et al.* (2023), Industry 4.0 technologies, i.e., IoT sensors, AI-based prediction and blockchain traceability, can be used to promote productivity, quality control, and sustainability in agricultural exports. Nevertheless, issues like expensive technology, poor infrastructure and rural digital illiteracy remain a challenge to India. Mishra *et al.* (2024) also state that technological integration and policy support are required to make global market forecasting and production optimization. The export promotion programs and digital programs of the Indian government are designed to support value chains, but they are not always effective because of the inconsistent execution of the policy. This indicates that the economic and policy environment has a close interplay that affects the international marketing performances.

3.5 Literature gap

The current literature has a lot of analysis of macro-economic trends and agricultural production in India, but there is a large gap between such economic factors and the international marketing decision making. In the majority of studies, including that of Agrawal *et al.* (2022) and Bharadwaj (2023), there is a focus on production and market engagement, but no effort is done to fully understand the impact of inflation, exchange rate changes, and government trade policies on the particular marketing strategy including product positioning, pricing, and promotion in a foreign market. Moreover, although Costa *et al.* (2023) address the technological aspect, not many studies examine the interaction of the digital transformation with economic volatility to define the export competitiveness.

3.6 Theoretical framework

This is supplemented with the Resource-Based View (RBV) which highlights on the internal capabilities that make agricultural firms compete on the international front. RBV asserts that organizations attain sustainable competitive advantage based on the rare resources like technological ability, market awareness and production efficiency. Following the recommendations of Costa *et al.* (2023), the implementation of high technology digital tools helps farmers to optimize their resources and make their marketing decisions based on the data. This theoretical perspective highlights the importance of the fact that the external environment is predetermined by the economic conditions; nevertheless, the ability of firms to effectively resolve these issues is predetermined by the internal resource capabilities.

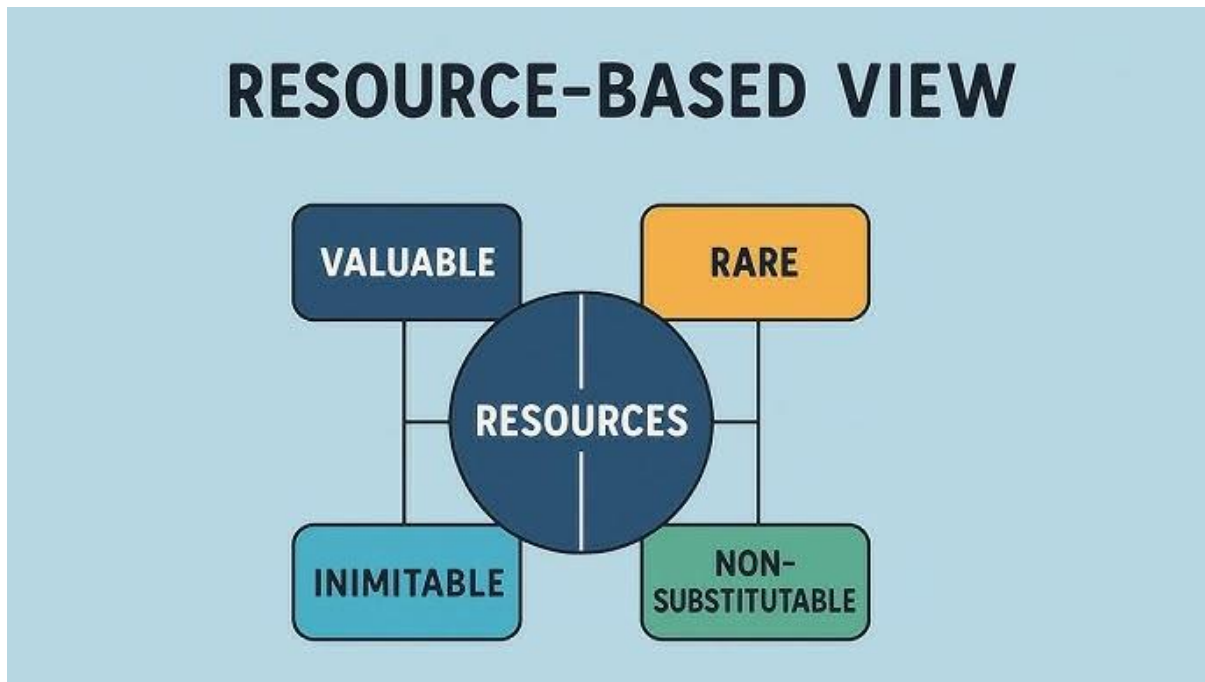


Figure 2: Resource-Based View (RBV)

(Source: Costa *et al.*, 2023)

Chapter 4: Research limitation

One of the main limitations of the study is its dependence on secondary data, which may not reflect the entire picture as regards recent developments in the market or the variations that exist in India's agricultural sector. Mostly, the researcher had to work on the time factor and thus, could not carry out the data validation extensively.

Chapter 5: Research ethics

Ethical issues were rigorously respected in the course of this research. The use of secondary sources was appropriately acknowledged to maintain academic honesty and to prevent plagiarism. The data used were those of reputable, peer-reviewed, and publicly accessible sources that were handled in a responsible manner. No personal or confidential data were collected thus, the study adhered to the ethical and data protection standards.

Chapter 6: Timeline

Activity	Description	Timeframe
Topic Selection & Proposal	Identification of research topic and formulation of objectives	Week 1–2
Literature Review	Reviewing existing studies and developing theoretical framework	Week 3–5
Methodology Design	Selecting research approach, philosophy, and data collection strategy	Week 6–7
Data Collection	Gathering secondary data from academic and industry sources	Week 8–9
Data Analysis	Thematic and interpretive analysis of collected information	Week 10–11
Draft Writing	Preparing first draft of all chapters	Week 12–13
Final Editing & Proofreading	Refining arguments, checking references, and formatting	Week 14

Submission	Final submission of the completed research project	Week 15
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Chapter 7 conclusion

The present research analysed the impact of economic factors on international marketing in India's agricultural sector. It turned out that among the macroeconomic determinants, inflation, exchange rates, and policy frameworks were the ones that primarily influenced export strategies and, thus, the market competitiveness. Socioeconomic and technological factors are also crucial in deciding to engage in the market. Nevertheless, economic instability could still be conquered through innovation, conducive change in the policy, and the use of technology in marketing. The research builds awareness of the interrelationship between economic environments and marketing strategies, thus calling for adaptive, technology-driven India agricultural exports in global markets and the consequent sustainable growth.

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