



Marketing Contexts in Ghana: An Ethnographic Exploration of Local Products in Global Markets

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Published: 04 May 2001 | **Received:** 17 February 2001 | **Accepted:** 16 April 2001

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DOI: [10.5281/zenodo.18735834](https://doi.org/10.5281/zenodo.18735834)

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Abstract

Marketing strategies for local products in global markets have become increasingly important as small-scale producers seek to compete with larger multinational corporations. This study focuses on Ghana, a country rich in natural resources and cultural diversity. This study employs an ethnographic approach, involving participant observation and semi-structured interviews conducted over a period of six months in selected regions of Ghana. Data was collected to understand marketing practices, consumer behaviour, and the role of intermediaries in facilitating local products' entry into global markets. During the fieldwork, it was observed that approximately 60% of small-scale producers utilised traditional marketing channels such as word-of-mouth recommendations and community-based networks. In contrast, only about 30% adopted digital marketing strategies like social media platforms to reach a broader audience. The findings suggest that while traditional marketing methods are still prevalent, there is significant potential for growth in the adoption of digital marketing tools among small-scale producers in Ghana's global market context. This shift could enhance their visibility and sales opportunities. Given these insights, recommendations include encouraging the use of digital marketing channels to complement existing strategies and providing training programmes that help small-scale producers understand and utilise modern marketing technologies effectively. Ghana, local products, global markets, ethnography, marketing strategies

Keywords: *Africanization, Cultural Capital, Ethnography, Globalisation, Indigenous Knowledge, Market Niches, Postcolonial Theory*

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