



Marketing Strategies for Local Products in Global Markets from an African Perspective: Insights from Ghana's Experience

Abena Afenyo¹, Kofi Kwamebaa², Amos Takyiwa^{3,4}, Yaw Gyamfiya⁵

¹ Council for Scientific and Industrial Research (CSIR-Ghana)

² Department of Research, University of Cape Coast

³ University of Cape Coast

⁴ Department of Interdisciplinary Studies, University of Ghana, Legon

⁵ Department of Research, Food Research Institute (FRI)

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Correspondence: aafenyo@gmail.com

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Author notes

Abena Afenyo is affiliated with Council for Scientific and Industrial Research (CSIR-Ghana) and focuses on Business research in Africa.

Kofi Kwamebaa is affiliated with Department of Research, University of Cape Coast and focuses on Business research in Africa.

Amos Takyiwa is affiliated with University of Cape Coast and focuses on Business research in Africa.

Yaw Gyamfiya is affiliated with Department of Research, Food Research Institute (FRI) and focuses on Business research in Africa.

Abstract

Marketing strategies for local products in global markets have gained increasing attention due to their potential to boost economic development and cultural preservation. A qualitative approach was adopted, involving interviews with industry experts and case studies of successful marketing campaigns for local products across various sectors. The analysis revealed that incorporating traditional cultural elements into branding significantly enhanced product appeal among diaspora consumers in key global markets such as the United States and Europe. While traditional marketing techniques remain effective, integrating digital media to reach younger generations is crucial for broadening market reach globally. Local businesses should prioritise the development of culturally resonant branding strategies and consider leveraging social media platforms to engage with global audiences effectively.

Keywords: *Africanization, Cultural Diplomacy, Ethnography, Market Segmentation, Strategic Sourcing, Sustainability Models, Value Chain Analysis*

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