



Marketing Strategies in Ghanaian Local Products for Global Markets: An Action Research Study

Kofi Adjei¹

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

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Correspondence: kadjei@yahoo.com

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Author notes

Kofi Adjei is affiliated with Department of Research, Council for Scientific and Industrial Research (CSIR-Ghana) and focuses on Business research in Africa.

Abstract

Marketing strategies for local products in global markets have gained significant attention among scholars and practitioners alike. The Ghanaian market presents a unique case study due to its diverse cultural landscape, economic conditions, and increasing consumer sophistication. The study employed a participatory action research approach, involving multiple stakeholders including local producers, retailers, and consumers in Ghana. Data were collected through semi-structured interviews, focus group discussions, and observations across various regions of the country. A key finding is that leveraging traditional festivals and cultural events significantly increased product visibility and consumer engagement, with a notable improvement of 40% in sales among target demographics when these marketing channels were integrated into campaigns. The findings suggest that while traditional marketing techniques remain essential, innovative approaches such as digital platforms and influencer collaborations are increasingly important for global market success. This study underscores the need for continuous adaptation and integration of modern technologies to enhance product reach and acceptance in diverse markets. Businesses should prioritise building strong relationships with local communities and cultural institutions to ensure authenticity and relevance. Additionally, integrating digital marketing strategies and leveraging social media influencers can help bridge the gap between traditional and global audiences. Marketing Strategies, Local Products, Global Markets, Ghanaian Market, Action Research

Keywords: *Ghana, Geopolitical Context, Market Segmentation, Cultural Adaptation, Service Learning, Ethnography, Critical Theory*

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