



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

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Abstract

Ghana's economy is heavily reliant on exports of local products such as cocoa, palm oil, and textiles to global markets. However, competition from imported goods poses a significant challenge. A qualitative research approach was employed, involving interviews with industry experts and case studies of successful local product exports from Ghana. The analysis revealed a strong preference for locally produced goods among foreign consumers in certain markets. For instance, cocoa products were perceived as more authentic and sustainable compared to imported alternatives. Marketing strategies that emphasise the cultural heritage and sustainability of local products are crucial for their success in global markets. Governments should support small-scale farmers with training on quality control and branding. Companies should invest in market research to understand consumer preferences globally.

Keywords: *Geographic, Sub-Saharan, Globalization, Comparative Advantage, Institutional Framework, Market Orientation, Economic Integration*

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