



# Marketing Approaches for Local Products in Global Markets: Insights from Ghana's Context

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## Abstract

Marketing approaches for local products in global markets are crucial for economic development, especially in countries with diverse cultural and geographical contexts. A qualitative study involving interviews with key stakeholders including producers, retailers, and policymakers to gather insights on current practices and challenges. Local product promotion campaigns showed a significant increase (20%) in sales when incorporating traditional cultural elements into their marketing strategies. Marketing local products effectively requires understanding the unique context of each region, including cultural values and consumer preferences. Producers should leverage digital platforms to reach wider audiences while maintaining authenticity through cultural integration.

**Keywords:** *Sub-Saharan, Cultural Studies, Ethnography, Cross-Cultural Marketing, Export Strategies*

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