



Marketing Approaches in Ghanaian Local Products for Global Markets: A Qualitative Exploration

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Abstract

Marketing strategies in Ghanaian local products for global markets have evolved significantly over recent years. The research employs a qualitative approach, utilising in-depth interviews with industry experts and case studies of successful export campaigns to shed light on current practices and trends. A notable finding is the increasing adoption of e-commerce platforms as a means for local producers to reach international customers, particularly among younger entrepreneurs who value convenience and digital connectivity. This study highlights the importance of leveraging digital marketing channels in the global marketplace, especially for niche products that can benefit from targeted online advertising strategies. Businesses should consider investing in digital marketing initiatives to enhance their visibility on international markets, while also diversifying their product offerings to cater to specific consumer demands identified through market research.

Keywords: *Ghanaian, Sub-Saharan, Qualitative, Anthropology, Marketing, Culture, Contextual*

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