



Marketing Perceptions in Ghanaian Local Products for Global Markets: A Qualitative Study

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Abstract

Marketing strategies for local products in global markets have become increasingly important as more consumers seek out authentic, locally sourced goods. Qualitative research methods were employed, including semi-structured interviews with industry experts and focus groups conducted in Accra, the capital city of Ghana. Themes emerged from the data include a preference for traditional packaging over modern designs, emphasising cultural authenticity as a key selling point. The study concludes that understanding local consumer preferences is crucial for effectively marketing local products to global audiences. Brands should consider incorporating traditional symbols and storytelling into their product marketing strategies to appeal to global consumers who value cultural heritage.

Keywords: *African geography, qualitative research, cultural marketing, indigenous knowledge, ethnography, sustainable development, market adaptation*

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