



Marketing Approaches in Ghana's Local Products for Global Markets: Insights and Lessons

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Abstract

Marketing approaches for local products in global markets have gained significance as a means to boost economic growth and cultural preservation. The research employs qualitative methods including participant observation, semi-structured interviews with industry experts and market analysts, and thematic analysis of existing marketing materials. A key finding is that while many businesses recognise the importance of branding for international appeal, there is a significant gap in the use of traditional marketing channels like festivals and fairs to engage local consumers. The findings suggest a need for more integrated marketing strategies that leverage both digital and traditional methods to enhance market penetration and consumer engagement. Businesses are advised to invest in localized marketing campaigns that incorporate cultural elements, and to collaborate with local influencers and community leaders to build brand loyalty.

Keywords: *Africanization, Ethnography, Grounded Theory, Inductive Analysis, Market Segmentation, Qualitative Inquiry, Reflexive Practice*

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