



Ghanaian Marketing Strategies for Local Products in Global Markets: A Theoretical Framework

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Abstract

Marketing strategies for local products in global markets have gained significant attention due to their potential to enhance economic development and cultural preservation. Ghana, with its rich heritage of local products, exemplifies this trend as it seeks to integrate traditional goods into modern global trade. Theoretical analysis will be employed, drawing on existing literature and case studies of successful marketing efforts from both Ghana and abroad. A thematic approach will be used to organise the framework around themes such as product differentiation, market segmentation, and branding strategies. Theoretical insights reveal that successful marketing of local products in global markets requires a nuanced understanding of cultural identity, strategic market positioning, and effective communication channels. These findings offer practical guidance for businesses aiming to leverage their unique heritage in international commerce. Businesses should prioritise the development of culturally sensitive marketing strategies, engage with local communities to build brand authenticity, and utilise digital platforms to reach broader consumer bases efficiently. Stakeholders must also consider the environmental impacts of production processes when promoting local products globally.

Keywords: *Sub-Saharan, Cultural Capitalism, Neo-Ethnicity, Globalization Theory, Intercultural Marketing, Ethnoscapes, Multiculturalism*

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