



Marketing Approaches to Local Ghanaian Products in Global Markets: Insights from Ghana's Experience

Yendi Mensah¹, Kofi Annanop²

¹ Department of Research, Food Research Institute (FRI)

² Department of Research, University of Professional Studies, Accra (UPSA)

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Correspondence: ymensah@gmail.com

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Author notes

Yendi Mensah is affiliated with Department of Research, Food Research Institute (FRI) and focuses on Business research in Africa.

Kofi Annanop is affiliated with Department of Research, University of Professional Studies, Accra (UPSA) and focuses on Business research in Africa.

Abstract

Marketing strategies for local products in global markets have gained increased attention due to their potential to boost rural economies and preserve cultural heritage. Qualitative data was collected through semi-structured interviews with local entrepreneurs, government officials, and industry experts in Ghana. The research employed content analysis to interpret the qualitative data. A key finding is that incorporating traditional branding elements into marketing campaigns significantly enhances product visibility among global audiences, particularly when these brands are associated with cultural heritage or unique qualities. The findings suggest that integrating local culture and traditions in marketing strategies can be a powerful tool for increasing the market presence of local Ghanaian products globally. Local producers should consider leveraging traditional branding elements to differentiate their products from international competitors, while government bodies could facilitate this process by providing guidelines and support.

Keywords: *African geography, cultural preservation, qualitative research, marketing strategies, rural development, sustainable tourism, indigenous knowledge*

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