



Marketing Adaptations Across Cultures: Insights from Ghana's Local Product Markets

Esi Acquah¹, Yaw Agyei², Kofi Ababtree^{1,3}, Yaa Afekwé³

¹ Ashesi University

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

³ Noguchi Memorial Institute for Medical Research

Published: 24 July 2005 | **Received:** 27 April 2005 | **Accepted:** 14 June 2005

Correspondence: eacquah@outlook.com

DOI: [10.5281/zenodo.18819866](https://doi.org/10.5281/zenodo.18819866)

Author notes

Esi Acquah is affiliated with Ashesi University and focuses on Business research in Africa.

Yaw Agyei is affiliated with Department of Advanced Studies, University of Professional Studies, Accra (UPSA) and focuses on Business research in Africa.

Kofi Ababtree is affiliated with Noguchi Memorial Institute for Medical Research and focuses on Business research in Africa.

Yaa Afekwé is affiliated with Noguchi Memorial Institute for Medical Research and focuses on Business research in Africa.

Abstract

Marketing strategies for local products in global markets have gained significant interest due to their potential to boost economic development and cultural preservation. The research employs a mixed-methods approach involving qualitative interviews with local producers and quantitative surveys among consumers from diverse cultural backgrounds. Data is collected through online platforms and face-to-face interactions in key urban areas of Ghana. Findings indicate that the use of traditional marketing channels, such as word-of-mouth recommendations, significantly boosts consumer acceptance of locally produced goods across different ethnic groups in Ghana. The study concludes that understanding local cultural contexts is crucial for effective marketing strategies targeting diverse global markets. This insight can aid businesses in developing more culturally sensitive and successful product-market integration approaches. Businesses should consider integrating traditional marketing techniques with modern digital platforms to maximise market reach while respecting local cultural nuances.

Keywords: *Sub-Saharan, Cultural Appropriation, Ethno-commerce, Cross-cultural Marketing, Socio-economic Dynamics, Market Segmentation, Localization*

ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

✉ **REQUEST FULL PAPER**

Email: info@parj.africa

Request your copy of the full paper today!

SUBMIT YOUR RESEARCH

Are you a researcher in Africa? We welcome your submissions!

Join our community of African scholars and share your groundbreaking work.

Submit at: app.parj.africa



Scan to visit app.parj.africa

Open Access Scholarship from PARJ

Empowering African Research | Advancing Global Knowledge