



Marketing Dynamics in Global Markets: Insights from Ghana's Local Products Landscape,

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Abstract

Marketing strategies for local products in global markets have been studied extensively, but insights from specific contexts like Ghana are relatively scarce. Qualitative research methods were employed, including semi-structured interviews with key stakeholders from various sectors involved in market dynamics. A notable theme emerged regarding the underutilization of digital marketing tools by local producers, despite their potential to reach wider global markets. The findings suggest that integrating modern digital marketing strategies could significantly enhance the visibility and sales of local products globally. Local producers should be encouraged to adopt digital marketing platforms as a means to overcome current market limitations. Global Markets, Local Products, Digital Marketing, Ghana, Qualitative Research

Keywords: *Geographic, Sub-Saharan, Ethnography, Cultural, Contextual, Phenomenology, Reflexive*

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