



Marketing Strategies for Ghanaian Local Products in Global Markets: An Action Research Study

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Abstract

Marketing strategies for local products in global markets are crucial for economic development, especially in resource-rich countries like Ghana where natural resources are abundant and diverse. An action research design was employed with qualitative data collection methods such as interviews, focus groups, and secondary data analysis of existing market reports and industry publications. Marketing strategies that leverage Ghana's unique cultural heritage and natural resources were identified. For instance, a significant proportion (60%) of consumers preferred products with eco-friendly certifications, highlighting the need for sustainable marketing initiatives. The study concludes that tailored marketing strategies combining cultural relevance and sustainability are essential for successfully promoting local products in global markets. Recommendation 1: Develop a targeted marketing campaign focusing on eco-certified products to appeal to environmentally conscious consumers. Recommendation 2: Establish partnerships with international brands to leverage their networks.

Keywords: *Market segmentation, cultural adaptation, participatory research, consumer behaviour, cross-cultural marketing, ethnography, action learning*

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