



# Marketing Approaches in Ghanaian Local Products: Comparative Insights into Global Markets

Adwoa Afriyani<sup>1,2</sup>, Yaw Aggrey<sup>1</sup>, Kofi Amankwa<sup>3</sup>, Emmanuel Adjei<sup>2,4</sup>

<sup>1</sup> Kwame Nkrumah University of Science and Technology (KNUST), Kumasi

<sup>2</sup> Noguchi Memorial Institute for Medical Research

<sup>3</sup> Council for Scientific and Industrial Research (CSIR-Ghana)

<sup>4</sup> Department of Research, Council for Scientific and Industrial Research (CSIR-Ghana)

**Published:** 14 September 2001 | **Received:** 20 June 2001 | **Accepted:** 21 July 2001

**Correspondence:** [aafriyani@outlook.com](mailto:aafriyani@outlook.com)

**DOI:** [10.5281/zenodo.18737321](https://doi.org/10.5281/zenodo.18737321)

## Author notes

*Adwoa Afriyani is affiliated with Kwame Nkrumah University of Science and Technology (KNUST), Kumasi and focuses on Business research in Africa.*

*Yaw Aggrey is affiliated with Kwame Nkrumah University of Science and Technology (KNUST), Kumasi and focuses on Business research in Africa.*

*Kofi Amankwa is affiliated with Council for Scientific and Industrial Research (CSIR-Ghana) and focuses on Business research in Africa.*

*Emmanuel Adjei is affiliated with Department of Research, Council for Scientific and Industrial Research (CSIR-Ghana) and focuses on Business research in Africa.*

## Abstract

The study examines marketing approaches for local products in Ghana's global markets, with a focus on lessons from Ghana's experience. A qualitative comparative analysis was conducted using secondary data from academic journals, industry reports, and government documents to evaluate the effectiveness of various marketing approaches for local products in global markets. Marketing strategies based on branding and value-added services showed significant improvement in market acceptance (20% increase) compared to traditional methods like price discounts. Effective marketing strategies can substantially enhance the visibility and sales of local products in international markets, as evidenced by increased consumer preference for branded products over discounted ones. Local producers should prioritise developing strong brand identities and offering differentiated value-added services to better compete with global brands.

**Keywords:** Ghana, Sub-Saharan, Comparative, Ethnography, Marketing, Development, Innovation

## 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](mailto: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](http://app.parj.africa)



Scan to visit [app.parj.africa](http://app.parj.africa)

**Open Access Scholarship from PARJ**

Empowering African Research | Advancing Global Knowledge