



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

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Abstract

Marketing strategies for local products in global markets have gained significant attention due to their potential to enhance economic development and cultural preservation. Ghana's experience with local product marketing offers valuable insights into how these strategies can be effectively implemented. This qualitative study employed semi-structured interviews with key stakeholders including producers, traders, distributors, and government officials to gather detailed insights into the marketing processes used by local product exporters in Ghana. Data were analysed using thematic content analysis. Key themes emerged from the interviews, highlighting the importance of building strong brand identities and leveraging cultural heritage as distinctive selling points for local products in global markets. Producers who successfully integrated these elements saw a significant increase in export volumes by up to 20% over two years. The findings suggest that effective marketing strategies can significantly boost the export performance of local products, particularly when they align with cultural and brand identity elements unique to the product's origin. Based on the study's insights, it is recommended that local producers in Ghana should focus on developing strong brand identities by incorporating their country's cultural heritage into marketing communications. Government agencies can support this by providing resources for branding and market research. Marketing Strategies, Local Products, Global Markets, Ghana

Keywords: *Cultural Relativism, Ethnography, Market Segmentation, Cultural Diplomacy, Anthropology, Qualitative Research, Community Engagement*

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