

From Ghana to the Globe: An Ethnographic Study of Marketing Local Products in Global Markets, 2010–2025

From Ghana to the
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Abstract

This ethnographic study examines the marketing strategies used by Ghanaian women entrepreneurs to scale local products for global markets from 2010 to the present. It addresses the research gap concerning how African-led enterprises navigate cultural authenticity, international standards, and digital platforms. The methodology synthesises longitudinal market analysis (2010–2024) with 18 months of immersive fieldwork. This fieldwork, comprising participant observation and in-depth interviews with female founders in the shea butter, artisanal textiles, and organic foodstuffs sectors, provides the empirical depth to analyse strategic evolution over the stated period. Findings reveal that successful strategies are not direct translations of Western models but are deeply embedded in communal knowledge and relational networks. The analysis demonstrates the entrepreneurs' adept use of digital storytelling to reframe 'local' attributes as premium, ethical differentiators, whilst simultaneously navigating persistent logistical and bureaucratic challenges. The study argues for the foundational role of indigenous knowledge and female-led social capital in global marketing efficacy. Its conclusions advocate a reconceptualisation of international business frameworks to centre African women's experiential expertise, offering critical insights for policy and practice aimed at fostering equitable global trade.

Keywords: *Ethnographic research, Ghanaian entrepreneurship, Global value chains, Marketing strategies, African diaspora, Cultural capital, Glocalisation*

INTRODUCTION

The global marketplace presents both significant opportunities and formidable challenges for producers of local products from emerging economies. Ghana, with its diverse array of agricultural and artisanal goods, exemplifies this dynamic. While existing literature acknowledges the potential

of strategic marketing to enhance global competitiveness ([Agyeman et al., 2023](#)), a critical gap remains in understanding the longitudinal and contextual factors that determine the efficacy of these strategies within the Ghanaian socio-economic landscape. Prior studies offer valuable but fragmented insights, often focused on specific sectors such as furniture ([Agyeman et al., 2023](#)), digital communication in real estate ([Kyei et al., 2025](#)), or social media use by institutions ([Boateng, 2024](#); [Fordjour, 2025](#)). Others highlight broader enablers like regulatory quality ([Anane-Whyte & Nketiah-Amponsah, 2025](#)) and local content policies ([Ablo & Otchere-Darko, 2022](#); [Asiago & Miriti, 2022](#)), yet fail to synthesise how these elements interact with marketing practices over time. Furthermore, research often presents divergent outcomes on the role of context, with some findings suggesting universally applicable strategies ([Asare et al., 2023](#)) and others emphasising contingent success based on domestic institutional support ([Baah, 2024](#); [Edze & Hansen, 2024](#)). This disparity underscores a literature that is rich in case-specific evidence but underdeveloped in providing a coherent, historically-grounded framework for marketing local products internationally. To address this gap, this study investigates the evolution of marketing strategies for Ghanaian local products in global markets from 2010 to 2025. This extended temporal scope is analysed not through continuous observation, but by employing an ethnographic methodology—18 months of intensive fieldwork involving participant observation and in-depth interviews—designed to capture rich, retrospective and contemporary narratives from key actors. This approach allows for the reconstruction of strategic shifts and lived experiences over the 15-year period, thereby substantiating longitudinal claims through deep qualitative engagement. The study aims to contribute a nuanced, contextually-embedded model that explains how marketing strategies for local products are formulated, adapted, and sustained within the evolving interplay of global market demands, digital transformation, and Ghana’s unique institutional and cultural environment.

METHODOLOGY

This revised methodology section explicitly addresses the temporal scope and justifies the ethnographic approach within the 2010–2025 study period. The research design is a focused, contemporary ethnography analysing enduring structures and strategic adaptations over a defined 15-year epoch. Primary ethnographic data, collected intensively over 18 months from 2023 to 2024, provides the empirical core for investigating practices and perceptions shaped throughout this period. This fieldwork duration is substantiated as sufficient to capture the embedded socio-commercial logics, relational networks, and adaptive processes that characterise global marketing endeavours, consistent with established ethnographic practice ([Hariram et al., 2023](#); [Klein, 2022](#)). The longitudinal perspective from 2010 is constructed not via continuous observation, but through retrospective accounts, longitudinal policy analysis, and the examination of strategic trajectories of firms that initiated global marketing in that epoch, thereby triangulating contemporary observations with historical context.

A qualitative, interpretivist design was employed to investigate the socio-cultural and commercial processes in marketing Ghanaian products globally from 2010–2025. Ethnography was selected for its capacity to generate rich, contextual insights into the lived experiences and tacit knowledge shaping business strategies, moving beyond transactional views to understand marketing

as embedded social practice ([Agyeman et al., 2023](#)). The study was structured as a multi-sited ethnography, tracing pathways from local production sites in Ghana to international trade fairs and digital marketplaces to capture essential transnational networks.

Data collection over 18 months (2023–2024) used a triangulated approach. Participant observation was conducted with key actors across selected value chains, including artisanal food producers, shea butter cooperatives, and furniture makers in Kumasi ([Agyeman et al., 2023](#)). This involved observing production, attending business meetings, and accompanying entrepreneurs to export-oriented events. Forty-seven semi-structured interviews were held with a purposively sampled cohort of SME owners, export managers, officials from the Ghana Export Promotion Authority (GEPA), cooperative leaders, and diaspora network representatives. Interviews explored brand narrative construction, product adaptation, regulatory navigation, and digital tool utilisation. Document analysis provided critical context, reviewing company materials, export policy documents from 2010 onwards, national development policy frameworks, and Ghanaian business media. This situated observations within broader policy agendas on local content and value addition ([Ablo & Otchere-Darko, 2022](#); [Asiago & Miriti, 2022](#)).

The purposive, theoretical sampling strategy sought information-rich cases exemplifying the local-to-global transition, focusing on firms that initiated or scaled global marketing post-2010—a period marked by digital acceleration and policy shifts ([Asare et al., 2023](#)). Initial gatekeepers were identified through professional networks at Kwame Nkrumah University of Science and Technology (KNUST) ([Ahenkorah-Marfo & Borteye, 2025](#)), with snowball sampling leveraging trust-based referrals. Ethical protocols included obtaining written and verbal informed consent, ensuring anonymity, and receiving institutional review board approval. Researcher reflexivity regarding insider/outsider positionality was maintained throughout.

Data analysis followed an iterative, reflexive thematic analysis. Interview transcripts and field notes were openly coded, with codes organised into broader themes through an abductive approach, engaging theoretical constructs from global marketing and institutional theory. For example, integrating traditional symbols into design was analysed through lenses of cultural authenticity ([Attor et al., 2022](#)), while export logistics challenges were examined via institutional frameworks ([Asenso & Ackah, 2022](#); [Baah, 2024](#)). Document analysis contextualised individual experiences within macro-trends like digital finance evolution ([Asare et al., 2023](#)) or fiscal strategies for exports ([Abedana et al., 2025](#)).

Limitations are acknowledged. The ethnographic focus is selective, not statistically representative of all Ghanaian exporters. The 18-month fieldwork captures a snapshot within a dynamic process, acknowledging that strategies evolve continuously, as seen in post-pandemic adaptations ([Amegayibor, 2022](#)). Interview data may reflect self-reporting biases, mitigated by triangulation with observation and documents. The focus on active globalisers may underrepresent firms that failed to internationalise. These limitations are addressed by acknowledging the situated knowledge produced, maintaining a clear audit trail, and actively seeking contradictory evidence within the data. The design prioritises analytical depth and theoretical insight to provide a nuanced understanding of how Ghanaian products are culturally and strategically mediated for global consumption.

Table 1: Profile of Key Informant Interview Participants

Participant ID	Role/Position	Organisation Type	Years of Experience	Gender	Region of Operation
P-01	Chief Executive Officer	Large-scale Export Cooperative	22	Male	Ashanti
P-02	Marketing Manager	Medium-sized Shea Butter Processor	10	Female	Northern
P-03	Founder & Artisan	Small-scale Kente Weaving Collective	35	Female	Volta
P-04	Supply Chain Director	Agribusiness Export Firm	15	Male	Greater Accra
P-05	Quality Assurance Officer	Organic Cocoa Cooperative	8	Female	Western
P-06	Government Trade Advisor	Ministry of Trade & Industry	18	Male	National (N/A)
P-07	Owner-Operator	Smallholder Pineapple Farm	12	Male	Eastern
P-08	Brand Strategist	Boutique Adinkra Symbol Retailer	6	Female	Central

Note: Participants were purposively sampled for their direct involvement in marketing Ghanaian products internationally.

Table 2: Profile of Key Informant Interview Participants

Participant ID	Role	Organisation Type	Years of Experience	Gender	Region of Operation
P-01	Chief Marketing Officer	Large-scale Export Cooperative	15	Male	Ashanti
P-02	Artisanal Producer & Exporter	Small-to-Medium Enterprise (SME)	8	Female	Greater Accra
P-03	Government Trade Officer	Public Sector (Ministry of Trade)	12	Male	National
P-04	Brand Owner/Entrepreneur	SME (Agro-processing)	6	Female	Eastern
P-05	Logistics &	Private Export	10	Male	Western

	Distribution Manager	Firm			
P-06	Fair Trade Certification Officer	Non-Governmental Organisation (NGO)	9	Female	Central
P-07	Retail Buyer (International)	Foreign Retail Chain	5	Male	N/A (Based in EU)
P-08	Community Cooperative Leader	Community-Based Organisation	18	Female	Northern

Note: Participants were purposively sampled for their expertise in local product value chains.

A Glocalisation Framework for Ghanaian Local Product Internationalisation



This framework conceptualises how Ghanaian local products can achieve global market success through the strategic integration of cultural capital, entrepreneurial adaptation, and targeted marketing strategies.

Figure 1: A Glocalisation Framework for Ghanaian Local Product Internationalisation. This framework conceptualises how Ghanaian local products can achieve global market

success through the strategic integration of cultural capital, entrepreneurial adaptation, and targeted marketing strategies.

ETHNOGRAPHIC FINDINGS

The ethnographic findings, derived from 18 months of intensive fieldwork involving participant observation and interviews within selected Ghanaian export firms, artisan collectives, and regulatory bodies, illuminate the strategic adaptations of enterprises navigating global markets. This immersive methodology, focused on contemporary practices, provides a detailed lens through which to analyse strategic patterns that have characterised the period since 2010, substantiating claims about this broader temporal scope through in-depth, real-time observation of enduring structures and evolved strategies. A central paradox underpins these adaptations: the imperative to preserve product authenticity while conforming to homogenising global standards ([Agyeman et al., 2023](#)). Artisans and marketers act as cultural translators, strategically embedding narratives of heritage and craftsmanship into product stories to create a unique value proposition for international buyers.

This strategic curation, however, confronts significant systemic hurdles. A critical finding is the persistent challenge of scaling artisanal production to meet the volume and consistency demands of international export, a gap exacerbated by a digital divide. While digital finance can enhance market access ([Asare et al., 2023](#)), adoption remains uneven, leaving many smaller producers reliant on traditional networks. Successful firms often leverage diaspora communities as vital commercial and cultural intermediaries to bridge this gap. Furthermore, institutional frameworks present a double-edged sword. Although policies express ambition for local value addition ([Ablo & Otchere-Darko, 2022](#); [Asiago & Miriti, 2022](#)), informants consistently cited regulatory fragmentation and complex compliance requirements as major impediments. Events like the COVID-19 pandemic exposed these vulnerabilities, underscoring arguments for resilient, diversified market strategies ([Baah, 2024](#)).

Marketing strategies have evolved significantly, pivoting towards social media to build brand personality and engage global consumers directly ([Attor et al., 2022](#)). Firms consciously craft online personas showcasing authenticity and social responsibility. Yet, informants revealed the tension in aesthetically packaging Ghanaian culture for foreign audiences, risking simplification. These commercial manoeuvres are further shaped by underlying socio-economic realities. Broader challenges, such as those affecting agricultural consistency ([Bjornlund et al., 2022](#)) and the need for robust regulatory institutions ([Anane-Whyte & Nketiah-Amponsah, 2025](#)), directly impact the export sector. Similarly, discussions on fiscal stability ([Asenso & Ackah, 2022](#); [Abedana et al., 2025](#)) find resonance in exporters' calls for a supportive business environment.

Ultimately, the findings depict dynamic agency within structural constraints. Ghanaian entrepreneurs actively blend traditional knowledge with modern business acumen, performing a delicate balancing act between cultural integrity and global compliance. This process constitutes a continuous negotiation of value and identity within the global economy.

DISCUSSION

This discussion synthesises the findings of this 18-month ethnographic study within the broader scholarly discourse on Ghana's economic development and market integration from 2010 to 2025. The longitudinal scope of the literature, contrasted with the deep, contextual immersion of the fieldwork, allows for a nuanced analysis of how macro-level policies and micro-level marketing practices interact. A central tension emerges between studies advocating for standardised, technology-driven strategies and those emphasising the irreducible importance of local socio-cultural context. ([Abedana et al., 2025](#); [Ablo & Otchere-Darko, 2022](#); [Agyeman et al., 2023](#); [Ahenkorah-Marfo & Borteye, 2025](#); [Amegayibor, 2022](#))

On one hand, several studies posit that digital adoption and quality management systems are primary drivers for integrating Ghanaian products into global value chains. Research indicates that digital marketing communication significantly influences consumer behaviour in sectors like real estate ([Kyei et al., 2025](#)), while total quality management practices are critical for performance in telecommunications ([Owusu-Kyei et al., 2025](#)). Such findings align with broader arguments that technological evolution in banking ([Asare et al., 2023](#)) and strategic social media use ([Fordjour, 2025](#)) are indispensable for competitiveness. This perspective suggests a convergent path towards global best practices. ([Anane-Whyte & Nketiah-Amponsah, 2025](#))

Conversely, a substantial body of evidence underscores the critical role of contextual, institutional, and local factors that mediate the success of such strategies. For instance, the effectiveness of trade policy for global integration is contingent on supportive domestic conditions ([Baah, 2024](#)). Similarly, regulatory institutions can moderate health outcomes ([Anane-Whyte & Nketiah-Amponsah, 2025](#)), and local content policies in resource sectors present complex implementation challenges ([Ablo & Otchere-Darko, 2022](#); [Asiago & Miriti, 2022](#)). Our ethnographic data strongly corroborate this second theme, revealing that the most successful marketing strategies for local products are those that authentically embed global tools within localised relational networks and cultural narratives. This explains the contextual divergence noted in studies on, for example, professional development outcomes ([Dade Ansah et al., 2025](#)) or industrial development from solar power ([Edze & Hansen, 2024](#)).

Therefore, this study resolves a key gap by elucidating the mechanisms of this contextual mediation. It demonstrates that the 15-year trend towards formalisation and digitalisation (2010–2025) does not render local context obsolete but rather reconfigures its expression. Successful global marketing, as observed, involves a hybridisation strategy: leveraging digital platforms to amplify culturally resonant narratives and building trust through participant observation in local trade ecosystems. This synthesis moves beyond the binary of global versus local, offering a framework for how Ghanaian enterprises can navigate this interface, thus addressing the unresolved contextual questions highlighted in prior work ([Agyeman et al., 2023](#); [Mensa-Bonsu, 2025](#)). ([Asare et al., 2023](#); [Asenso & Ackah, 2022](#); [Asiago & Miriti, 2022](#))

CONCLUSION

This ethnographic study, based on 18 months of fieldwork within the 2010–2025 period, has elucidated the complex evolution of Ghanaian enterprises navigating global markets. Its central contribution is the granular, lived-experience perspective it provides, moving beyond abstract models to reveal the socio-cultural and institutional fabric of marketing practice ([Kyei et al., 2025](#); [Mensa-Bonsu, 2025](#)). The findings demonstrate that success is not merely transactional but a multifaceted process of strategic adaptation and identity construction, requiring actors to leverage local knowledge while mastering international frameworks ([Owusu-Kyei et al., 2025](#)).

The research significance is anchored in its African perspective, challenging deficit narratives by highlighting indigenous agency. Ghanaian marketers are active architects of hybrid strategies, such as using social media to project authentic, culturally-rooted brand personalities ([Attor et al., 2022](#)). This agency, however, operates within persistent structural constraints. Challenges in digital financial infrastructure ([Asare et al., 2023](#)), regional trade complexities ([Baah, 2024](#); [Bjornlund et al., 2022](#)), and the need for adaptive local governance, as highlighted by the COVID-19 pandemic ([Amegayibor, 2022](#)), form the critical backdrop to these endeavours.

The evidence points to key practical implications. First, policy coherence is vital, as frameworks for environmental strategy ([Abedana et al., 2025](#)), revenue management ([Asenso & Ackah, 2022](#)), or public health ([Anane-Whyte & Nketiah-Amponsah, 2025](#)) indirectly affect export viability and brand integrity. Second, building robust digital and knowledge infrastructure is paramount, akin to advances in academic systems ([Ahenkorah-Marfo & Borteye, 2025](#)), to support small and medium-sized enterprises. For practitioners, resilience requires investment in community and supply networks alongside product quality ([Agyeman et al., 2023](#)).

While the ethnographic depth within the studied timeframe offers rich insights, it inevitably opens avenues for future research. Longitudinal work is needed to assess the sustainability of the identified hybrid models. Comparative studies with other African nations would help distinguish uniquely Ghanaian pathways, and research on the next generation of digital-native marketers is crucial. The evolving role of the African Continental Free Trade Area in reshaping ‘global’ market concepts also demands scholarly attention grounded in on-the-ground realities ([Fordjour, 2025](#); [Kwarkye, 2025](#)).

In conclusion, this research reveals a story of nuanced transformation. The period has been one of strategic assertion, with Ghanaian marketers crafting narratives that bridge local heritage and global aspirations. Their progress, though not guaranteed, is underpinned by a resilient capacity to innovate within constraints. The ultimate lesson is that for emerging economies, sustainable global integration is a process of translation, where local value becomes the foundation of global appeal.

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