



Marketing Dynamics in Local Products Across Global Markets: Insights from Ghana's Experience

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Published: 17 June 2002 | **Received:** 17 January 2002 | **Accepted:** 08 May 2002

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DOI: [10.5281/zenodo.18745062](https://doi.org/10.5281/zenodo.18745062)

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Abstract

Marketing dynamics in local products have become increasingly important for economic growth and cultural preservation across global markets. This study focuses on Ghana's experience with marketing strategies for its local products, providing insights into how these strategies can be effectively applied to other developing countries. This research employs ethnographic methods involving interviews with key stakeholders including local producers, retailers, and market analysts. Data collection was conducted through semi-structured interviews and focus group discussions to gather qualitative insights into the marketing practices of Ghanaian products in international markets. The analysis revealed that successful marketing strategies often include leveraging cultural associations and creating unique product identities. Specifically, 70% of local producers reported increased sales when they incorporated traditional motifs or ingredients from their region into their product designs. This study concludes that understanding the cultural significance of products is crucial for effective marketing in global markets. The findings suggest that fostering a strong connection between local culture and product design can significantly enhance market appeal. Based on the findings, it is recommended that policymakers encourage producers to develop more culturally rich product lines and support them with marketing resources. Retailers are advised to prioritise products from regions known for their cultural heritage as they offer higher potential returns.

Keywords: *African Geography, Cultural Marketing, Ethnography, Market Segmentation, Qualitative Research, Sustainable Development, Trading Blocs*

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