



Marketing Paradigms 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 become increasingly important as consumers seek authenticity and sustainability. Ghana's agricultural sector offers a rich case study due to its diverse range of locally produced goods. This article employs qualitative analysis of existing literature on Ghanaian agricultural marketing practices, focusing on interviews with farmers, traders, and government officials. The framework is developed through a thematic synthesis of these insights. The theoretical framework provides a comprehensive overview of Ghana's agricultural marketing landscape, offering insights that can inform policy makers and practitioners aiming to boost local product exports globally. Recommendations include fostering digital literacy among farmers, providing market intelligence resources, and encouraging collaboration between producers and international buyers. These steps can help mitigate challenges such as language barriers and cultural differences.

Keywords: *Africanization, Authenticity, Globalization, MarketSegmentation, Sustainability, CulturalDifferences, Ethnoscience*

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