

## Abstract

# Determinants of voters' behaviour and voting intention: The mediating role of social media

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The dominant media ideology argues that the successful application of social media engagement in commercial marketing has the potential to influence customers buying decisions by X percentage. This can equally play a pivotal role in voters' voting decisions. Political marketing research scholars have proposed the need to study the role of social media in the voting decision. However, scholarly responses to this call have received limited attention with interesting debates and opposing arguments. The diverse opinion in the field complicates our understanding, making it difficult to draw a viable conclusion on its relevance and proper application. The authors, therefore, empirically examined the role of social media in the relationship between determinants

of voters` behaviour and voting intention in Ghana. This is to help overcome the limited empirical understanding to stir up its relevance and proper application in the political space. The authors collected data from 600 Ghanaian voters, which were analyzed with the help of the Structural Equation Model (SEM) Smart PLS. We found a positive and significant relationship between determinants of voters` behaviour dimensions and voting intention. The study further established that social media engagement plays a vital role in the relationship between the determinants of voters` behaviour and voting intention. We, therefore, recommend that since the information displayed on social media platforms about political parties and their leaders has the potential to influence voters voting decisions, the media actors, political leaders, and political consultants should pay particular attention to media engagement and the kind of information placed in the media about the political leaders

**Keywords:** Social medial; voters` behaviour; voting intention

**Biography:** Dr. Zakari Bukari is a marketing researcher with keen interest in the issues of green behaviour, climate insurance, strategy, political economy, voters` behaviour, customer/service experience, SME growth, resilience in emerging market during and after the global pandemic and consumer behaviour. He holds a Ph.D. in Marketing from Putra Business School, University Putra Malaysia, an Mphil from the University of Ghana Business School and BSc in marketing from the University of Professional Studies, Accra, respectively. He is a lecturer at the Department of Marketing, University of Professional Studies Accra. Dr. Bukari had previously worked as a Graduate Teaching and Research Assistant at the University of Ghana Business School. Dr Bukari has also worked as an adjunct lecturer at the IPE School of Management. He is a Global Awareness Society International Scholar. He won the 2019 Ph.D. candidate Global Scholar award and the 2020 Global Scholar award, by the Global Awareness Society International (GASI). He won the most downloaded paper award in Willy 2022. He has 13 publication in index journal and over 10 international conference proceedings. He has also been a reviewer and track committee member for the 2020 Academy of Marketing Science(AMS) world marketing congress and conference held in Australia and USA. He currently reviews for the Journal of Politics and Policy and the Journal of European Business and Management.