

Does Celebrity Endorsement Influence Voters' Choice of a Political Party? Ghanaian Political Marketing Perspective

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ABSTRACT

This chapter explores the intricate connection between celebrity endorsement, political engagement and voter behaviour in the political marketing landscape of Ghana. This study examines the challenges and opportunities associated with celebrity involvement in politics and offers recommendations for effectively utilising celebrity status in political contexts. The researchers conducted interviews with potential voters in Cape Coast, a city located in the central region of Ghana. The interview findings indicate that celebrities' failure to win elections, both for themselves and for the political parties they support, can be attributed to several factors. These include their detachment from grassroots communities, limited social impact, inadequate involvement in political party activities, and a mismatch between their previous lifestyle and campaign messages. The authors provide recommendations for celebrities seeking to achieve successful entry into politics. The recommendations encompass participating in grassroots activities, establishing connections with individuals, creating a social impact, upholding authenticity and a positive image, and displaying long-term dedication.