



INFLUENCE OF BROADCAST MEDIA ADVERTISEMENT ON POPULARITY OF GOLF TOURISM IN NAIROBI AND KIAMBU COUNTIES, KENYA

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ABSTRACT

Broadcast media advertising remains one of the most widely used promotional tools in tourism marketing due to its ability to reach large audiences and influence travel decisions. In Kenya, golf tourism has gained prominence following the country's recognition as one of Africa's leading golf destinations. However, limited empirical evidence exists regarding the contribution of broadcast media advertising to the popularity of golf tourism. This study examined the influence of broadcast media advertisement on the popularity of golf tourism in Nairobi and Kiambu Counties, Kenya. The study adopted a qualitative case study design involving golfers, golf spectators, golf course managers, golf marketers, and golf union officials. Data were collected through semi-structured interviews and analyzed using thematic analysis. The findings revealed that broadcast media advertising contributes significantly to golf tourism popularity by increasing awareness of golf destinations, improving destination image, influencing travel decisions, enhancing customer engagement, and encouraging participation in golf-related activities. Television advertising was found to be particularly effective due to its ability to showcase golf course scenery, tournament experiences, and destination attractiveness. The study concludes that broadcast media advertising plays a critical role in promoting golf tourism and recommends greater collaboration between tourism stakeholders, golf clubs, media houses, and government agencies to strengthen golf tourism marketing efforts.

KEYWORDS: Broadcast media advertising, golf tourism, popularity, tourism promotion, destination awareness, sports tourism.

1. INTRODUCTION

Promotion remains one of the most contested yet indispensable components of tourism marketing, primarily because it determines whether tourism products are merely available or actually consumed. While some scholars argue that destination attractiveness alone is sufficient to draw tourists, a stronger body of literature insists that visibility, communication, and persuasion are what ultimately convert potential interest into actual visitation (Chiu & Ananzeh, 2012). In this view, promotion is not a supportive function but a decisive force that shapes demand, especially in competitive and saturated tourism markets where destinations compete not only on resources but on narrative and image construction (Al-Azzam, 2016). Advertising, therefore, is not just informational it is strategic persuasion designed to influence perception, desire, and action (López-Bonilla et al., 2020). Tourism advertising in particular has been widely credited with shaping pre-travel expectations and travel intentions, although some critics caution that its influence may be overstated in contexts where price, accessibility, and personal constraints dominate decision-making (Soliman, 2021; Saleh, 2023).

From a strategic standpoint, proponents of tourism advertising argue that destinations that fail to invest in persuasive communication risk remaining invisible regardless of the quality of their attractions. The dominant argument in literature is that tourism advertising is central to destination branding, awareness creation, and competitive positioning (He & Luo, 2020; Martin et al., 2022). In contrast, a counterview suggests that overreliance on advertising may lead to inflated expectations that destinations cannot sustain, potentially resulting in visitor dissatisfaction and reputational risk. Nevertheless, destination managers continue to prioritize advertising because it remains one of the few tools capable of reaching mass audiences quickly and repeatedly (Benitez-Aurioles, 2022). Therefore, is not whether advertising matters, but how much it matters relative to other determinants of tourism demand in increasingly complex consumer environments (Arana et al., 2020; Hernandez et al., 2019).

Among promotional tools, broadcast advertising has generated particularly strong debate due to its cost, reach, and effectiveness. Advocates argue that television and radio remain unmatched in their ability to deliver mass communication with emotional and sensory impact, especially in tourism where imagery and storytelling are critical (González-Maestre & Martínez-Sánchez, 2015). Broadcast advertising is considered powerful because it combines sight, sound, and narrative, allowing destinations to simulate experience before travel occurs. Television advertising, in particular, is viewed as highly persuasive in shaping destination imagery and stimulating travel intentions (Bellman et al., 2017). However, broadcast advertising is increasingly challenged by digital platforms, which offer targeted,



measurable, and interactive communication at lower costs. Despite this, empirical evidence still supports the claim that broadcast media strongly influence recall, perception, and emotional engagement, particularly among broad audiences with varied media access (Sharma et al., 2012; Kim et al., 2014; Kim & Youn, 2017; Shen et al., 2021; Russo et al., 2020).

Evidence from multiple contexts strengthens the argument that broadcast advertising plays a measurable role in shaping consumer and tourism behavior, although the extent of its influence remains debated. Studies in consumer markets indicate that advertising significantly enhances recall, preference, and brand recognition (Sutton, 2011). Similarly, Haven et al. (2007) and Hollebeek (2011) argue that broadcast advertising not only informs but actively engages consumers in cognitive and emotional brand processing. In tourism contexts, television advertising has been shown to influence destination choice and travel intention, as demonstrated in studies such as Pan et al. (2018), where Korean tourism visibility increased significantly through televised campaigns. However, skeptics argue that such outcomes may be context-specific and influenced by complementary factors such as national branding strategies and cultural appeal. Nonetheless, findings from Seymore et al. (2009) reinforce the view that broadcast media remains a key motivational source for domestic tourism decisions, particularly in developing tourism markets.

Golf tourism is increasingly recognized as a specialized form of travel driven by sport participation, leisure, and experiential consumption, yet its growth is uneven across destinations (Matiza & Slabbert, 2022). Golf tourism cannot grow organically without strong promotional strategies that position destinations within global golf circuits. Countries such as Thailand and South Africa are frequently cited as evidence that structured promotion, including international exhibitions and media campaigns, significantly enhances golf tourism visibility and competitiveness (Sun et al., 2021; South Africa Tourism Report, 2023). However, opposing views suggest that infrastructure quality, course design, and accessibility may be more decisive than promotion alone, implying that advertising is supportive rather than foundational. Despite this debate, global trends indicate continued expansion of golf tourism, driven partly by sustained marketing and destination branding efforts.

In Kenya, the argument for broadcast advertising becomes even more critical given the country's rising but still developing position in global golf tourism. Kenya's recognition as Africa's Best Golf Destination in 2020 suggests strong inherent potential, yet the sustainability of this status is contested if not reinforced through consistent promotion (Mwacharo, 2023). While the country hosts high-quality golf facilities and has benefited from increased marketing efforts by tourism stakeholders, some scholars and practitioners question whether such efforts are sufficiently targeted or evidence-based to sustain international competitiveness. The presence of elite golf courses in Nairobi and Kiambu Counties strengthens the case for strategic promotion, yet the lack of localized empirical evidence on broadcast advertising effectiveness raises concerns about whether current investments are yielding optimal returns (KTB, 2023).

Ultimately, the central tension in this study lies in the gap between investment and evidence. Despite increasing emphasis on tourism promotion in Kenya, there remains limited empirical validation of how broadcast advertising specifically influences the popularity of golf tourism. Existing studies have largely focused on broader tourism promotion and destination marketing without isolating the unique contribution of television and radio advertising to niche tourism segments (Karoki, 2011; Kwoba, 2018; Lusariah, 2021; Wahome, 2021). This absence of focused evidence creates a practical and theoretical gap, limiting the ability of stakeholders to defend or refine broadcast advertising strategies. Therefore, this study positions itself within this debate, seeking to determine whether broadcast media advertising is a primary driver, a supporting factor, or an overstated influence in shaping the popularity of golf tourism in Nairobi and Kiambu Counties, Kenya.

Theoretical framework

The study was guided by the Attention, Interest, Desire, and Action (AIDA) model, AIDA model of communication proposed by Lewis In 1898 was used to analyze how advertisement strategies influence decision-making of the prospective tourists. AIDA in the context of golf tourism advertisements aligns potential golf tourists' mindsets to buy golf tourism products. Each phase from attention, intention, and desire to action has its unique value and variables. All phases work in sequence and the variation is led by the interaction between the variables (Rawal 2013).

METHODOLOGY

This study was conducted in Nairobi and Kiambu Counties, Kenya, which host some of the country's leading golf tourism facilities, including Muthaiga Golf Club, Karen Country Club, Royal Nairobi Golf Club, Limuru Country Club, Sigona Golf Club, and Windsor Country Club. The two counties were selected because they have the highest concentration of golf courses in Kenya and are key destinations for domestic and international golf tourism. Their accessibility, well-developed tourism infrastructure, and established reputation as golfing destinations provided an appropriate context for examining the influence of broadcast media advertising on the popularity of golf tourism.



The study adopted a qualitative case study research design to gain an in-depth understanding of how broadcast media advertisements influence the popularity of golf tourism. A total of 24 respondents participated in the study, comprising golfers, golf spectators, golf course managers, golf marketers, and golf union officials. Purposive sampling was used to select respondents with knowledge and experience in golf tourism promotion, while convenience sampling was used to recruit golf spectators. Data were collected through semi-structured face-to-face interviews lasting between 30 and 50 minutes. The interviews enabled respondents to share their experiences, perceptions, and views regarding the role of broadcast media advertising in promoting golf tourism.

Data were analyzed using inductive thematic analysis with the aid of MAXQDA software. The analysis involved familiarization with the interview transcripts, coding the data, identifying and reviewing emerging themes, and interpreting the findings in relation to the study objectives and existing literature. To enhance the credibility and validity of the findings, data were collected from multiple stakeholder groups and subjected to refutational analysis to assess consistency across responses. Ethical approval was obtained from the National Commission for Science, Technology and Innovation (NACOSTI), while informed consent, confidentiality, and voluntary participation were upheld throughout the study.

RESULTS AND DISCUSSIONS

Response rate

The researcher conducted 24 interviews in six golf courses in Kiambu and Nairobi counties. All 24 interview transcripts were used in the analysis giving a response rate of 100%.

Data structure

The opinions of golf tourism marketers and golf tourists about broadcast advertisements and popularity levels are examined and critically evaluated in this part. The study aimed to explore the subject matter comprehensively. The themes derived from the responses of each type of respondent are used to show the research findings. A total of 24 respondents were interviewed through semi-structured interviews with 12 golf tourists and 12 golf marketers who produced the findings. Golf marketer one (M1) through golf marketer twelve (M12) were the codes given to marketers' respondents and golf tourist one (T1) through golf tourist twelve (T12) were the codes given to the golf tourists. Tables 1 and 2 display the coding of the respondents.

Table 1: Golf marketers' respondents coding.

Participant	Code	Position
Golf marketer 1	M1	Golf course marketing manager
Golf marketer 2	M2	Golf course marketing manager
Golf marketer 3	M3	Golf course marketing manager
Golf marketer 4	M4	Golf course marketing manager
Golf marketer 5	M5	Golf course marketing manager
Golf marketer 6	M6	Golf course marketing manager
Golf marketer 7	M7	Kenya Golf Union official
Golf marketer 8	M8	Kenya Ladies Golf Union official
Golf marketer 9	M9	Junior Golf Foundation official
Golf marketer 10	M10	Kenya Tourism Board Business Development Official
Golf marketer 11	M11	Local golf business- manager
Golf marketer 12	M12	Tour operator

Table 2: Golf tourist respondents coding

Participant	Coding	Gender	Type of tourist
Golf tourist 1	T1	Male	Domestic
Golf tourist 2	T2	Female	International
Golf tourist 3	T3	Male	Domestic
Golf tourist 4	T4	Male	Domestic
Golf tourist 5	T5	Male	Domestic
Golf tourist 6	T6	Female	International
Golf tourist 7	T7	Male	Domestic
Golf tourist 8	T8	Female	Domestic
Golf tourist 9	T9	Male	International
Golf tourist 10	T10	Female	Domestic
Golf tourist 11	T11	Male	International
Golf tourist 12	T12	Male	Domestic

The findings are presented according to the major themes that emerged from the interviews with golfers, spectators, golf course managers, golf marketers, and golf union officials. The research gathered insights from both tourists who are golf enthusiasts and marketers who design and implement these advertisements. The findings offer a comprehensive view of how broadcast media influences popularity levels in golf tourism. The responses are examined and critically evaluated in this part. Several key findings emerged regarding how broadcast ads influence popularity levels of golf tourism: purchasing decisions, awareness, interest, and perceptions. The themes developed from the respondents were media usage, Broadcast Media Advertisement and Destination Awareness, and Memorability of Broadcast Advertisements and Tourist Participation which show the findings.

Media usage to influence golf tourism popularity

When respondents were asked if they have used/ interacted with broadcast advertisements they gave varying answers. From their answers, the study established that broadcast advertisements are currently not widely used only 3 marketers (25%) confirmed that they use broadcast and the respondents attributed these low numbers to the cost of advertising on television or radio stations being high, difficulty in measuring return on investment, and difficulty in establishing its effectiveness and only 6 tourists 50% confirmed to have seen ads on broadcast media. 44.4 % of the respondents stated that cost was the biggest limitation M1 stated that during the COVID-19 pandemic businesses were negatively affected and up until now they have not been able to go back to financial normalcy, 22.2% stated that difficulty in measuring return on investment was the biggest limitation and limited targeted audience while 11.1% stated that difficulty in measuring its effectiveness was the biggest limitation. This is shown in the figure 1 below.

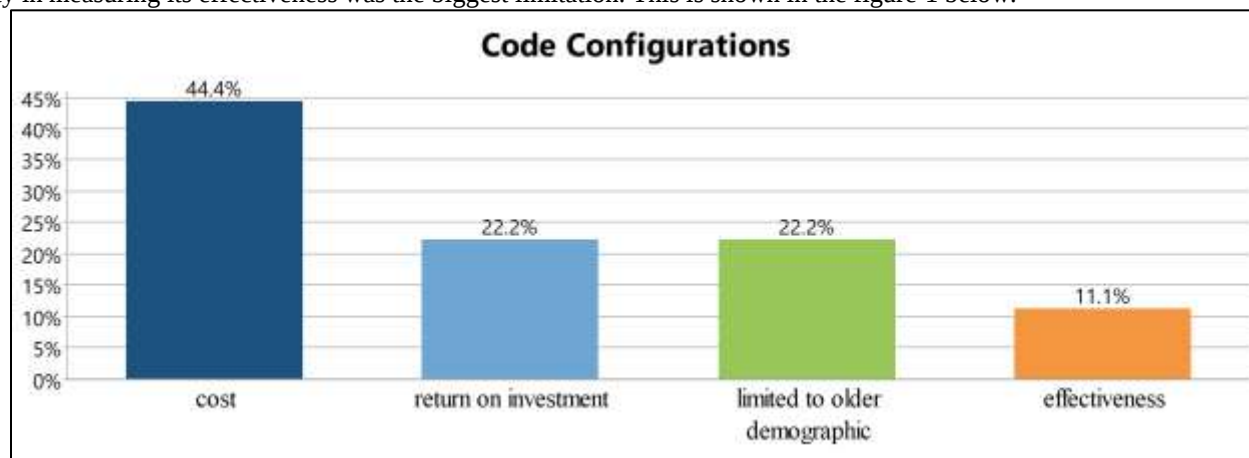


Figure 1: code percentages for limiting factors in a broadcast advertisement

“after COVID-19 businesses are so tight on budget and so have we. Before COVID we used broadcast advertisement but currently, we do not use it except when we are hosting a tournament for a media company then the event is broadcasted by the company an example is when we hosted nation media group tournament the event was advertised on NTV” M1

“No, we are heavy on using online we have social media pages and a website that we use to advertise.” M6

Respondents identified high advertising costs, limited television coverage of golf events, inadequate promotional budgets, and competition from other tourism products as key barriers affecting the usage of broadcast advertising in promoting golf tourism.

“We do not use broadcast due to limited advertising budget.” M4

The findings reveal that broadcast advertisements are not widely used and they are not heavily relied on by both tourists and marketers. The majority of the respondents identified a lack of precise targeting in broadcast media as a limitation. The results reveal that while broadcast ads reach a large audience, they often lack the specificity needed to effectively reach potential golf tourists.

Broadcast Media Advertisement and Destination Awareness

Majority of the respondents indicated that television and radio advertisements significantly increased awareness of golf tourism opportunities in Nairobi and Kiambu Counties. Respondents reported that golf tournaments featured on television channels and sports programs exposed them to golf destinations that they had not previously known.

Broadcast advertisements, especially on television and radio, have a wide reach and effectively generate general awareness. When a question on the contribution of broadcast advertisement to golf tourism was posed to establish the influence of the media interviewees noted that television (TV)ads successfully introduced golf tourism to a diverse audience with their visual and auditory appeal. 46% of



the respondents demonstrated that advertisements significantly influence golf popularity levels by enhancing brand awareness, and interest, and capturing attention however the respondents noted that even though broadcast media is impactful in capturing attention and influencing interest and awareness they do not affect actions golf tourists further tend to do further research even after interacting with broadcast media before making travel decisions. They also noted that TV commercials like the Kenya Open tournament featuring scenic Kenyan golf courses, using popular golfers -celebrity endorsement was noted for their ability to capture attention and leave a lasting impression. Respondents who had interacted with golf advertisements on television mentioned remembering specific golf courses/destinations or brands after seeing engaging broadcast ads, especially those with high production values and memorable content. T8, T7, and T3 asserted that:

"Yes, seeing how the course is aesthetically pleasing from the broadcast gives you the urge to visit at least to experience it" **T8**

"Showcasing other attractions in Nairobi that you can visit while staying at a country club creates some interest and also displaying what the client will experience when they visit the destination creates imaginations in the minds of the tourists it did that to me" **T7**

"Displaying what the client will experience when they visit the destination creates imaginations in the minds of the tourists it did that to me" **T3**

The results show that the strong visual and auditory elements of TV effectively capture attention and evoke desirable experiences associated with golf. However, while broadcast ads serve as a powerful tool for generating initial interest, tourists often engage in seeking additional information before making final decisions. This suggests that while broadcast ads are effective for capturing attention, stirring interest, and creating awareness they do not impact actions they serve best when combined with other informational sources and marketing channels like online to influence the actions of tourists. This finding corresponds Study by Li (2021) findings which revealed that broadcast ad stimulates consumers' likelihood to seek information about the advertised brands via search engines. Additionally, it corresponds to findings by Russo (2020) which show that participants who previously saw an ad on television became more aware of the brand advertisements. The results however contradict those of Bellman *et al.* (2017) who established that broadcast advertisements can only significantly impact travel intentions by shaping perceptions of destinations and influencing visitors' decision-making processes

Memorability of Broadcast Advertisements and Tourist Participation

The findings revealed that advertisements incorporating attractive scenery, storytelling, celebrity endorsements, and memorable slogans were more likely to be recalled by viewers. Respondents noted that memorable advertisements increased curiosity and encouraged destination visitation. When respondents were asked what features of golf tourism broadcast advertisements enable them to enhance the popularity levels majority of the respondents 56% stated that influential features of broadcasting include visual and audio composition, use of emotionally appealing core message, wide audience reach, high-quality video ads featuring scenic views of golf courses and compelling narratives resonating emotionally with viewers, and giving directives. 70% of Marketers emphasized the importance of creativity and high production values in broadcast ads that feature engaging narratives, high-quality visuals, and memorable tunes. Marketers also highlighted the role of celebrity endorsements like popular golf professionals being used during the adverts in boosting credibility and attracting attention. M7, M8, T3, and M9 said that:

"One of the most influential features of broadcast advertisements is their ability to reach a broad and diverse audience for magical Kenya open tournaments we broadcast them worldwide this helps us to reach even international markets. broadcast ads on television offer the unique advantage of a mass reach. This widespread exposure is particularly valuable for brand awareness campaigns." **M7**

"For the major tournaments advertisements like Kenya Ladies Open, magical Kenya Open we use high production quality in terms of video, photographs and audio often associated with broadcast ads help in creating a strong and memorable impression, leveraging both visual and auditory elements to engage viewers or listeners effectively." **M8**

"We ensure that the core message we use is emotionally appealing this is a critical feature of broadcast advertisements that significantly impacts their effectiveness. We use compelling storytelling, music, and visuals to create an emotional connection with the audience. This emotional engagement can enhance brand recall and foster a deeper connection between the consumer and the course or Nairobi in general." **M9**

"after watching an advert showcasing the beautiful scenery in this course I got an inspiration and desire to visit a course to participate in a tournament." **T3**

47% of the Participants reported that broadcast advertisements encouraged participation in golf activities by providing information about golf courses, tournaments, membership opportunities, and tourism packages. 80% of golfers indicated that exposure to television advertisements influenced their decision to visit particular golf courses.

The study findings indicate that ads that highlight luxury, relaxation, and the enjoyment of the game, are of high quality, and have memorable tunes are particularly effective in stirring emotions and creating awareness and desire to experience these aspects themselves. Emotional storytelling in commercials helps build a connection between the brand and the viewer, influencing their interests. The finding



corresponds to the results of a study by Vyshniuska (2023) which established that the effectiveness of a broadcast ad depends on the correct selection and calculation of high-quality visuals, and appeal. Kim *et al.* (2014) Scenery and musical advertisements combine visual and audio stimuli, such as pictures, texts, and music, to evoke pleasurable responses, arouse feelings in the viewer, and attract attention

Conclusions

The study established that the influential features of Broadcast advertisements include visual composition, its wide reach, and emotional appeal these features have an influence on the attitude of tourists towards golf tourism and it sparks interest in this form of tourism. Minority of the respondents 16.7% of the respondents found broadcast media to be the most influential while 58.3% stated to have used or interacted with it.

Recommendations for further studies

Both golf tourists and marketers stated that there is an increase in new technologies in advertising channels that could be used to source information. Future research could explore how emerging technologies, such as artificial intelligence and virtual reality, impact the golf tourism industry performance.

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