

Research on the Marketing Communication Strategy of NBA Sports Culture in the International Market

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Abstract. Innovation has become an increasingly indispensable element in all fields of economic development. With the advancement of science and technology, the sports industry, which has always followed the inherent pattern, has to increase its innovative attributes. Broadcasters, business partners, and increasingly younger audiences have brought diversified needs and business models, which requires the main players in the sports industry to have forward-looking thinking, which is the requirement for innovation ability. Innovation has become an increasingly indispensable element in all fields of economic development. This article will talk about the social value of NBA sports culture: Starting with the players. With the advancement of science and technology, the sports industry, which has always followed the inherent pattern, has to increase its innovative attributes. Broadcasters, business partners, and increasingly younger audiences have brought diversified needs and business models, which requires the main players in the sports industry to have forward-looking thinking, which is the requirement for innovation ability.

Keywords: Marketing Communication Strategy; NBA Sports culture; International market.

1. Introduction

1.1 Research background

It is no longer a high standard for a full-fledged sports league to embrace the world and arm itself with technology and digitization. Innovation in the true sense is not isolated but organized and systematic, and innovative thinking is far more important than slogans. The essence of innovation in the sports industry is to allow partners and fans to enjoy it; this has never been better illustrated than in the NBA.

From esports to sports betting to new technologies, the NBA never seems to miss an opportunity to be consumed, commercializing at its most extreme. The NBA's innovation is more for the business side, and even if it ultimately serves the fans, it can also find its way to the business. The NBA specifically requires its marketing teams to be aligned with innovative ideas. They need to keep an eye out for new things that are active in the market, create new opportunities where possible, and iterate over time.

Despite a temporary suspension due to the pandemic, the league is back on track with the 2020-21 season underway. In particular, with the advent of the small-ball era, the league's overall value has soared as it has become more commercially successful, with the combined value of its 30 teams reaching an exaggerated \$71 billion. Of course, most of that value comes from the top teams, and even the top 10 teams are worth more than 50% of the total value.

No. 5 Celtics (\$3.18 billion): The Green TEAM is one of the best in LEAGUE history, winning 17 championships, and tied with the Lakers for the most in franchise history. Although the Green haven't advanced to the conference finals since 2010, they have remained competitive.

No. 4 Nets (\$3.4 billion): The Nets were based in New York when the team was founded in 1967 but then moved to New Jersey and finally to Brooklyn in 2012. Although they've never won a championship and haven't had many outstanding stars in their history, the Nets managed to break into the top five in 2020-21 thanks to their geography and big signings over the past few years.

No. 3 Los Angeles Lakers (\$5.14 billion): Along with the Green Army, the Lakers are among the best teams in league history, with 17 championships and a phenomenal fan base. In addition, the

Lakers, based in Los Angeles with LeBron James, Russell Westbrook, and other stars, won the 2019-20 championship and are currently the favorite to win the title.

No. 2 Golden State Warriors (\$5.21 billion): The Warriors have been on a meteoric rise since winning the 2015 title and have since built a fan base of their own with three titles in five years and stars like the Splash Brothers, Draymond, and Durant. With Klay back, the Warriors are a legitimate contender next season despite missing the playoffs for the second year, starting with a loss to the Raptors in 2019.

No. 1 Knicks (\$5.42 billion): The Knicks don't have any big names or a history of winning titles, but they're still the most expensive team. Because they are the only home team in the Big Apple, and even the Nets' rise in recent seasons has not been able to shake the Knicks' status in the hearts of local fans.

Next, this article will talk about the social value of NBA sports culture: Starting with the players. Before the '90s, the NBA was the second home of great athletes, from Kareem Abdul-Jabbar and Magic on the West Coast to Larry Bird and Bill Russell on the East. While the league has never been short of star power, the NBA in the 1990s was a hive of elite sports talent. If luck would have it, it was a golden age for the NBA, as the growth of television and cheap ticket prices propelled it to the forefront of sports conversation.

It has to be said that the influence of players has gradually gone beyond the league. NBA players have always seemed to represent more than athletes. They are true personalities, athletes, or fashion bloggers, and sometimes it's easy to forget which character comes first. It goes back to Clyde Frazier, a point guard for the New York Knicks in the '70s. Not only did Frazier lead the Knicks to their only two championships, but he was also known for his off-court persona and unique style and verbiage. Since Frazier became beloved by loyal NBA fans, the league's stars have followed in his footsteps and become beloved by the public.

1.2 Literature review

Sports venues are not only the basis of sports competition and training but also the carrier to meet the needs of the people for sports activities and the development needs of the sports industry. They are also an important indicator to measure a region's social and economic development degree. NBA league is a more successful model, its stadium construction keeping pace with The Times [1]. Wang Chenyun took the development history of the NBA arena as the entry point, analyzed the close connection between the arena and the surrounding areas, formed the architectural characteristics of the arena itself, and realized the research of promoting the economic development driven by the arena. In the NBA operation mode, the proposed model and its analysis method well match the actual situation of the NBA league. If the NBA league is more committed to developing basketball factors than today, it will bring a win-win and long-term virtuous cycle. The thinking and research of irrational degree measurement theory is a beneficial attempt at irrational degree quantitative research [2]. As the representative of the highest level of basketball today, the NBA league, after more than 60 years of development, has become the world's most influential professional sports organization and is one of the most successful sports events in the world. Its effective market operation model has become a successful model for all professional sports leagues. Under the influence and drive of the NBA, countries with high basketball levels have successively embarked on the road of professionalism. Hence, the professionalization and marketization of basketball have also become a development trend [3]. Shao Bin conducted comparative research between NBA and CBA and opened up a new perspective to analyze the operation model of the NBA from a cross-cultural perspective. The main promotion strategies of NBA international marketing are a global market strategy plan, localized management mode, comprehensive service, and utilization of intangible assets around the NBA brand effect. Make full use of flexible pricing strategy, and focus on the development of the overall interests of the NBA alliance [4]. Wei Yong and Li Weichao concluded from the research on successful marketing that NBA is the most successful international marketing professional sports event. The success of the NBA has affected the development direction of other

leagues, and internationalization has become an important strategy for developing professional sports events.

1.3 Research framework

Most scholars have studied stadium construction and competition rules, while few have studied brand building and pricing strategies.

Firstly, it focuses on the brand building of NBA sports culture. Secondly, it studies the pricing strategy, and thirdly, it carries out the channel distribution steps to carry out sales.

2. Method

2.1 Survey method

The survey method is one of the most frequently used quantitative methods in communication research. Survey methods have become one of the most frequently used research methods because they provide accurate and comparable quantitative data, accurately describe the relationship between variables, and study large populations. In this paper, the NBA sports culture users are analyzed, personalized product adjustment is carried out, and then the maximum benefit is achieved

2.2 4P model

The four Ps are product, price, channel, and promotion. In marketing, this market-oriented marketing mix theory is the most widely used by enterprises. It can be said that all the marketing actions of enterprises are carried out around the 4P theory: product, price, channel, and promotion. Coordinated development improves the enterprise's market share and achieves the ultimate profit by combining the four.

3. Problems in the international marketing communication strategy of NBA sports culture

There is a heated debate about which cross-cultural marketing strategy to adopt in international marketing. The focus of the debate lies in the cross-cultural marketing strategy especially. It should be at what level of standardization as consumers from the different social and cultural environments, for the same kind of marketing strategy, the consumer must have a different reaction between cross-cultural. Therefore, for various cultures of social factors that influence consumer behavior research, it is especially important for personnel engaged in international marketing. The social factors influencing the consumer's response to the marketing strategy and the distribution of the population can be divided into language, cultural values, and four types of nonverbal communication symbols. Anyone in a foreign culture, the differences in language communication system immediately displayed, most people are aware of, the information exchange the goods directly from one language into another doesn't work. In terms of language translation, many companies have encountered various difficulties when entering the international market. The main reasons for these difficulties come from—the lack of certain words in key sentences and the difficulty pronouncing certain words. Under the background of the continuous development of NBA sports culture, it has entered the foreign culture with its characteristics. International marketing has cultural differences in different countries' lifestyles, customs, religious beliefs, etc. In philosophy, matter determines consciousness, and consciousness reacts actively to matter [5].

In short, consumers' living environment and cultural environment determine their values, world outlook, and so on, but the different three views also affect their behavior. Therefore, in international marketing, the marketing of NBA sports culture mainly manifests in three aspects: language differences, religious beliefs, and values [6].

3.1 Language differences hinder communication

Cultural differences are the problems of a marketing organization in the international market. In international marketing, there will be language errors in communication with target customers because of the differences in cultural attributes. In the marketing process of NBA sports culture, generally speaking, the marketing of NBA sports culture mainly focuses on sportsmanship. However, there may be differences in language expression for different people. In the case of the three letters “NBA”, NBA represents an important organization of the global basketball league. Still, to people in other countries, it is a simple combination of three letters. Therefore, regarding language differences, NBA sports culture will be hindered by communication in the marketing strategy [7].

The ethical implications of distributing this product are in this country. All marketing plans must consider both ethical and economic dimensions. The ethical dimension is especially important and complicated for marketing in the third world and developing countries. It must consider this kind of product will damage the user’s consumption of health or happiness. It will transfer to another more long-term fiscal capital disposal that will influence the environment or by how important the need of the culture of the people as marketing personnel. At the same time, it must be completed according to the marketing concept rather than looking at a new market with an existing product or production technique. For example, Popular Foods has succeeded in the United States in marketing its “soup” drink as an alternative to breakfast orange juice. When they analyzed the French market, they found that French people rarely drink orange juice for breakfast. Hence, they used an entirely different approach to determining whether people who needed something and could not afford it should consider establishing a credit relationship.

3.2 The difference in religious belief affects the marketing effect

Religious belief is a double-edged sword for NBA sports culture in international marketing. If it is not handled properly and prudently, it will cause very serious harm to NBA [4]. In short, if the NBA can correctly understand the religious beliefs of its organization, integrate and combine the related characteristics of religious beliefs with marketing. In addition, using the strong spiritual power of religious beliefs as a guide can quickly open the market of this belief and improve the popularity of the NBA brand. Because the NBA has a very important influence on fans worldwide, and NBA fans have a lot of religious factors. If the NBA neglects this aspect of religion, it will not only fail to play the role of marketing in influencing its sports culture but will lead to the threat of its elimination [8]. The values associated with the purchase and use of the product are husband or wife, adult or child values conflict with values such as immaterial positioning and whether borrowing has a negative impact that contradicts a certain value.

In short, to be successful in the international market, marketers must be very sensitive to culture. You must have specific knowledge of culture and the ability to fully understand and appreciate the subtle differences between different cultural features and forms.

3.3 Value difference leads to incomplete marketing objectives

In sports culture marketing, values are the main influencing factors and components. In terms of the meaning of values, it refers to social principles, goals, or a standard generally accepted by people in a particular culture, or a principle, which is a very important standard for people to measure the good, evil, beauty, and horror in the world. People’s values may also exist in different countries and regions due to their different living environments, cultural, political, economic, and other aspects [9]. Therefore, it must understand its values when the NBA opens the international market. When doing marketing, it must respect the values of each marketing goal. For example, people in the United States are generally fond of science fiction films. This requires advertisements to be compared with those full of excitement and fantasy. In short, the NBA must be specific to the combination of its actual situation to formulate marketing strategies [10].

4. The marketing strategies that NBA sports culture should adopt in the international market

Because of its cultural nature, NBA sports culture is tricky to sell internationally. Although the NBA has a strong strength and high-end technical talent, it is not easy to enter a new market, and it will face many difficulties and obstacles. Therefore, in combination with its situation, NBA should also consider the local cultural attributes, especially the cultural attributes of the marketing place, and work out a suitable marketing strategy for itself [11].

4.1 Localization marketing strategy, in short, is to integrate the cultural

Localization marketing strategy, in short, is to integrate the cultural connotation of the brand into the local culture, giving local customers the illusion that the brand is a domestic brand. Therefore, NBA must adopt a localization marketing strategy to eliminate the obstacles and problems caused by cultural attributes and fully combine with the local people's living conditions, consumption level, cultural cognition, and preferential policies. Hence, marketing opens the national market further and wins the trust of the national consumers. So the NBA on international marketing must be quickly integrated into the local social life and visit their level of consumption, consumption habits, and consumption behavior. Suitable for their marketing strategy to adapt to the local market demand, thereby promoting the NBA's marketing effect of implementing the marketing effect [12].

4.1.1 Brand localization

Different countries have different cultural atmospheres and ways. When entering the local market, NBA should change its original brand image according to the local cultural attributes and characteristics. Make it and local cultural characteristics and cultural characteristics of mutual combination, mutual integration. Cater to the local consumption habits, consumer behavior, and interests, and enhance the local people's love and affection for the NBA brand. Since the 1880s, there has been a lot of debate about what kind of cultural marketing strategy should be used in international marketing, especially regarding what standards should be achieved in advertising. Since consumers come from different social and cultural environments, they react differently to the same marketing strategy. Therefore, it is important to study the different cultural and social factors that influence consumer behavior [13].

4.1.2 Localization of employees

In international marketing, at first, the NBA, for local consumption and so on, is not very understanding. Therefore, to better play to the effect of the marketing strategy of sports culture in the NBA, we have to hire local staff to investigate the local situation. This gives priority to its culture, and foreign culture is complementary. The employees and cultural values are a bridge for the implementation of its influence of individual, what is appropriate behavior and sanctions or cultural values should punish violation of the code of conduct are widely accepted belief. It determines what is desirable by standard to influence behavior and thus specify the acceptable range. Across cultures, various cultural values affect consumer behavior, which can be summarized into three categories. The values of environmental orientation and the values of self-orientation. Promoting the NBA brand not only retains the national characteristics but also integrates with the local culture so that consumers can more easily accept the NBA brand. In addition, local employees can accept the NBA corporate culture in their cultural familiarity to achieve the effect of our use. As marketing personnel, Camp must be completed according to the marketing concept and idea, rather than forming a product in your mind for a new market. Among marketers, you must contribute to the social environment, the local cultural environment, and the local consumption environment is more clear cognition after mastered, can better health to implement their marketing strategies [14].

4.1.3 Localization of marketing mix

In the aspect of marketing strategy, price is a very important factor. In terms of price, different countries and regions are affected by local economic development, and there are obvious differences in their consumption level, consumption concept, and consumption behavior. Therefore, NBA should make differentiated pricing of products according to the local economic conditions so that the price of products can be more acceptable and easier for consumers to meet. Secondly, no matter the development of advertising or public relations activities, the cultural values of the marketing destination must be respected when promoting the culture. Different relevant content should be formulated for different consumers to avoid conflict with the local culture.

4.2 Strengthen cooperation with third parties

The NBA enters a new market and will face many difficulties and challenges. Especially the cultural differences brought about by the way, the NBA, before entering the market, must spend a larger strong financial and material resources to understand and grasp the development of the local situation, to develop following the local culture summer marketing strategy. Therefore, if NBA wants to open the market faster, it must be recognized and accepted by the local people. Therefore, it must rely on the third party to solve these problems through cooperation with the third party's resources to eliminate cultural differences, quickly complete marketing tasks, improve efficiency, reduce unnecessary waste, and so on [15].

4.3 Improve the awareness of international marketing

NBA should enhance its awareness of international marketing and distinguish the international market from the domestic market. Marketing efforts are generally targeted to a certain geographic range, implying a false assumption. In line with cultural boundaries, for example, Canadians of French and British descent differ in their views. Maintenance products, soft drinks, instant coffee, and other books. In this way, cultural diversity is the right response. After all, the domestic market is a familiar consumer environment, so it can easily make corresponding marketing strategies. In addition, domestic consumers are familiar with NBA products and do not need to do too much publicity in terms of international marketing. It is faced with more complex marketing issues in the new environment, which may negatively impact local consumers who do not know about the brand. Therefore, the NBA must understand the local customs and overcome the impact and influence of various cultures on the brand before entering a new merchant market. If NBA wants to lead its brand to the world successfully, it depends on product innovation and marketing strategy innovation. It is necessary to formulate a set of appropriate marketing strategies to build a better international brand.

5. Conclusion

NBA gathered in attract user attention and improve the user retention rate simultaneously, not greedy traffic. Traffic is very important, but to "traffic" business philosophy is for the construction of NBA sports culture industry taboo. The founder of each NBA sports culture and staff should achieve a relatively ideal management effect or focus on the user. Develop a "people-oriented" development strategy. Implementing the flow of the realization of the multi-channel, wide dimension, deep level, diversified. Combined with the previous development trend of the NBA sports culture industry, NBA sports culture does not lack flow but lacks the channels and ability to realize it. However, it is not easy for NBA sports culture to realize the flow. NBA can strengthen the cooperation with its derivative industries so that it does not simply buy and sell products, to give products the connotation of The Times, and establish mutually beneficial depth cooperation with the derivative industry. The NBA should strengthen the training of the quality of the venue staff, including simple communication to create an international reputation, how to solve users' needs better and quickly, and patiently answer users' questions for the competition. These measures will all help the NBA improve its service quality and raise its barriers to competition. NBA is now in a dominant

position in the development and operation field, with many advantages and clear and specific development goals. In terms of the current benefit model, NBA is a sports culture industry with huge development potential. The advantage of the NBA sports culture industry lies in its early establishment and makes it clear to create a “smart hardware + content service” business model with smart venues as the scene. The NBA, committed to making the whole world move, is a sports culture industry spreading positive energy, enabling many people to love sports and focus on sports culture. The cooperation between the NBA sports culture industry and the same industry competitors is a strategy to promote the long-term development of the NBA itself. The sports culture industry provides sales channels for each other, strengthening weak links and jointly developing new sports culture products can promote win-win cooperation. In addition, promoting development in cooperation is also a prerequisite for NBA sports culture to improve its image and seek high-quality development. The NBA sports and culture industry needs to attract more financing institutions to join it. According to the current development trend of NBA sports culture, the future of NBA sports culture will be very beautiful.

5.1 Conclusion of key findings

NBA sports culture industry in practice has two points worth noting: one is to keep yourself as much as possible to maintain a reputation for the years, to provide consumers with full security, adopt a reasonable pricing strategy to reveal the NBA sports culture industry and social coordination and soft relationship, it is according to the day of the crowd turnover, and purchase rate gives a certain discount, organically combined with crowd proportion. If social development tends to fluctuate, there is still a huge space for a price reduction for the NBA sports culture industry, and the bottom line is the change cost of site layout and operation. Therefore, adapting to the social situation is the fundamental development road of the NBA sports culture industry. The marketing practice of the NBA sports culture industry provides useful references for the sports culture industry in various places and drives the overall upward development of society. The operation status of the NBA sports culture industry in various places fully shows that abiding by the law of social development is an effective way to realize the benign development of the sports culture industry.

5.2 Research significance

This paper comprehensively analyzes the business scope of the NBA sports industry. It explores the favorite ways to realize the marketing strategy of the NBA sports industry in the direction of internationalization. It is of reference significance to analyze and evaluate the marketing communication strategy of the sports industry.

5.3 Limitations

High sales and marketing spending have been the pain points of the development of NBA sports culture. Many company decision-makers did not analyze the necessity of marketing costs, heavily on advertising, outdoor publicity platform, and media such as marketing propaganda. But in essence, the marketing cost of the visual profit is low, even appearing negative, gentle user increment makes interesting marketing not convincing.

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