

Research on the Fan Composition and Consumption Behaviour of CUBA and NCAA

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Abstract. Since China successfully hosted the CUBA China University Basketball League for the first time in 1998, China's college basketball development has achieved breakthrough achievements. Among the major colleges and universities in all regions of the country, the CUBA league has brought Basketball, a sport full of competitive sports charm and passion, into the lives of more and more students. However, because the league has only a history of more than 20 years since its establishment, the level of basketball competition among universities in various regions in China is seriously uneven. The gap is large, and the CUBA league is still in its infancy and early development stages. The various competition systems of the league, Management approaches, and how talent is introduced and balanced still need to be improved. This paper deeply analyzes the problems existing in CUBA through specific typical case analysis methods, literature research methods, and other methods. The results show that CUBA lacks venue interiors, technology, and other hardware facilities. The league system is too chaotic and inconvenient to manage; the difference in strength between leagues at all levels and universities is too great, resulting in low fans watching the game and other issues that CUBA should learn from the NCAA. This paper also makes strategic analyses and suggestions for the CUBA league, such as adjusting the competition system, delegating power to the government, increasing the infrastructure construction of venues, and balancing the average strength of players in various colleges and universities.

Keywords: Fan Composition; Consumption Behaviour; CUBA; NCAA.

1. Introduction

1.1 Background Information

Since its establishment in 1939, the NCAA Men's Division I Basketball Tournament has attracted many fans with its unique cultural heritage, university background, game mode, and operation methods. It has become one of the world's most mature college sports leagues. Every year the NCAA is held in the spring, also known as "March Madness" because most of the games are held in mid-March, and it is an annual event in the hearts of most Americans. The CUBA Chinese University Basketball Association, founded in 1998, is relatively immature regarding development history, hardware facilities, fan marketing, and cultural heritage.

In terms of supplying talents for the professional basketball league, NCAA is also far ahead of CUBA, Such as Duke University, University of Kentucky, University of North Carolina, and other universities created by the NCAA supply more than 85% of the players to the NBA every year. The NCAA also cultivated a group of talented players who became legends of the NBA, such as Michael Jordan of North Carolina University, Kyrie Irving of Duke University, Russell Westbrook of UCLA, and many other NBA superstars [1]. Therefore, the NCAA can be described as the largest source of the NBA's talent base and a solid "back garden". On the contrary, although CUBA players often get the top picks in the CBA league draft, from an overall perspective, the strength of CUBA players is extremely uneven, and it cannot provide CBA with a stable number and quality of players.

1.2 Literature Review

According to Liu's research, the purpose of this paper is to compare the cultural differences between CUBA and NCAA. The research finds that in the CUBA basketball league, student-athletes have a great degree of national interest, so there is a certain degree of political factors in the CUBA competition. The players play in the competition to join the CBA basketball league. Therefore, due to this reason, the development process of CUBA is very difficult, and it also makes the ratings of CUBA not optimistic, resulting in the loss of a large number of fans and viewers. Compared with the NCAA basketball league in the United States, they do not expect to enter the NBA but focus on student-athletes. NCAA has always regarded intercollegiate sports competitions as an important part of higher education to cultivate the comprehensive development of qualified personnel. Therefore, developing in the right direction has made the NCAA a popular sports event in the United States, with high popularity and fans [2].

Secondly, the difference in economic management between CUBA and NCAA was analyzed in Shen's research. In the literature, it was mainly found that China CUBA is not optimistic regarding economic management. At the same time, the NCAA college basketball team in the United States has a high degree of industrialization. Its management the activities were very active, and at the same time, the high ratings made the basketball games of American colleges attract a large number of students and fans to pay attention, which also greatly promoted the consumption of fans. It can be seen that China's CUBA is still in its infancy in the stage of industrialization. Therefore, due to factors such as the immature strategy of CUBA's profit-making organization, CUBA cannot cultivate high-level talents, which greatly limits the Chinese university basketball association's sustainable development and fan ratings [3].

Meanwhile, Zhu's research literature compares the coaches of CUBA and NCAA teams. The literature mainly finds that the American NCAA has a set of scientific and complete procedures for the selection and employment of basketball coaches. They have good academic and professional qualifications, and all their energy is focused on basketball practice and competition. And at the same time, each team has a different type of coach serving with the team. However, compared with China CUBA, most coaches are selected by an appointment system. After becoming coaches, they need to continue teaching, and scientific research in physical education classes, which greatly affects coaches' energy and is not conducive to the positive development of CUBA teams and players. Due to the lack of highly educated coaches in CUBA and the imperfect coaching system, CUBA teams and players are not professional enough in the game, thus prompting many fans and spectators to lose interest in the CUBA basketball league [4].

1.3 Research Gap and Research Framework

Few studies have analyzed the institutional difference between CUBA and NCAA. Specifically, the key difference is that America does not establish provincial basketball teams (professional teams), which commonly happens in China. These team members start professional basketball training early and always spend most of their time and energy training instead of improving academic performance. Most of these athletes attend national CUBA, CBA, or athletic teams. Besides, few studies have focused on why people in two countries watch NCAA. Many Chinese people watch the NCAA due to the influence of the NBA, so they may attach greater importance to which basketball players may promote to NBA. The Americans watch NCAA since they have one university they support, and they anticipate one team to win rather than one player. This essay will analyze the cultural phenomenon that CUBA has in China compared to the cultural phenomenon of NCAA basketball in America. This passage will not compare how CUBA influences China to how the NCAA influences the Chinese basketball industry since most Chinese people watch NCAA with the influence of the NBA. These two major basketball competitions inspire the establishment of CUBA; CUBA and NCAA are not comparable.

2. Method

2.1 Case Analysis and the Comparison Method

In order to improve the marketing efficiency of CUBA, the first step is to use the case analysis and the comparison method to build more multi-industry integrated Arenas by observing the differences and gaps between Chinese and American college basketball venues, as well as better, Improve service and product quality. The multi-industry combination here generally refers to increasing the diversity of services and products, such as establishing peripheral sales in the arena, providing higher-quality food, and opening a series of service items, for example, haircuts and a shoeshine. This series of hardware facilities' quality improvements can directly and effectively enhance the fans' viewing experience and greatly promote fans' consumption behavior. At present, CUBA has big problems in this regard. Many universities cannot even develop an arena that can accommodate 2,000 people, and the quality of various hardware facilities is insufficient. In this regard, the NCAA has an extremely mature system and venue operation methods. During "March Madness", the NCAA directly cooperated with the NBA, NFL, and other leagues to move the game into the NBA arena with richer services and more audiences. The viewing experience that can be brought to college fans can be greatly improved.

2.2 Literature Research Method

The literature research method is to read through, analyze and sort literature to identify the essential attribute of materials [5]. Through the understanding of the previous literature, according to Yu and Cheng, NCAA has become an inseparable part of American society, a special cultural phenomenon. The study found that the social attention of the NCAA can attract well-known figures and social elites to watch the game. At the same time, CUBA is only limited to students from the university and surrounding universities, which greatly limits the game's popularity. In addition, the NCAA receives a large number of media and spectators to pay attention to the game. Still, the CUBA does not have enough popularity and a large enough arena to provide fans with places, which makes it impossible to meet the needs of spectators and consumers. Finally, the NCAA official website cooperative enterprises come from different social well-known industries, such as food companies, insurance companies, and real estate companies. At the same time, CUBA has very few sponsors, and the absorption rate of social resources is far from enough, which leads to CUBA, to a certain extent, funds running low and no good professional equipment. Social attention has imperceptibly affected CUBA and NCAA's fan composition and consumer behavior [6].

3. Results

The management and development of CUBA are not as mature as NCAA basketball. As for why the cultural impact brought by CUBA is not as huge as NCAA. Firstly, most basketball players in CUBA are sports students who are specialized in Basketball. Also, the professional and non-professional groups are separated, so there is a huge gap between basketball skills in the two groups. However, 64 players in NCAA basketball are all normal college students and have an equal chance to select a rival team to compete. People feel prouder of [7]. Besides, NCAA has more strict regulations controlling the ages of their athletes. All players only have four-year eligibility to stay in an NCAA team, so the ages of athletes are relatively average. However, it is still common to see over 30-year-old athletes active in CUBA, and this age gap theoretically should not exist in one University Basketball Association.

Most people consider NCAA competitions more exciting and welcoming than CUBA, attributed to the one-off game knockout rounds, and NCAA manages its games better than CUBA. Specifically, over 93 million sports fans watched NCAA basketball through TV broadcasting during 2018, exceeding the number of audiences who watched the NBA. At the same time, only 7 million people

watched CUBA online last year. As a result, the popularities of Basketball in America and China are not comparable.

Different countries prioritize sports, and China mainly focuses on Table tennis, Badminton, and Diving. Basketball only became popular in China in 2000, when Yao Ming stood out in Sydney 2000 Olympics. However, Basketball was introduced by James Naismith (1891) in the United States, and Americans are always passionate about various sports, including the NFL, MLB, and NHL. These games are all included in NCAA.

Fans are more willing to watch NCAA basketball because it starts at the end of November and ends in March of the following year. As for CUBA, it has a length of over 9 months. At the same time, coaches are more professional in NCAA basketball teams. It is worth mentioning that some coaches of the college teams were players in NBA before or coaches of the NBA teams before. For example, Mike Krzyzewski was US national basketball team's coach, and he led the basketball team of Duke University to win 1000 matches in NCAA. Coaches are always considered as one prestigious jobs in the United States. Although their salaries are abundant, the NCAA competition is fierce, and coaches should work hard to lead their teams to win more and maintain their position. However, coaches in CUBA teams do not lose their jobs easily because, firstly, China has only a few professional basketball coaches who are qualified to train basketball athletes in CUBA or CBA compared to the number of coaches in the United States.

4. Discussion

4.1 Strategies Analysis One

Another point of view for a good case study of the NCAA is that establishing the campus basketball system is a constructive help for college basketball. The goals set by the NCAA fully reflect the NCAA's core philosophy of focusing on student-athletes because, for a team, the first factor that directly determines game performance, fan attendance, and other service revenue are neither the coaches. Not even the management making decisions, but the athletes working hard on the court. NCAA's suspenseful and passionate competition system, vigorous publicity methods, and decent professional basketball springboards continue to stimulate student-athletes to fight for the school's honor and glory. It enables student-athletes to develop simultaneously, not only in academics but also in the sports field. It also greatly improves the marketing level of the NCAA league and even various college teams [8].

The CUBA league, which is not based on the construction of campus basketball, continues to make reforms in this regard. In introducing high-quality, high school athletes and supplying talents for CBA, the main source of talents is not ordinary high schools, which account for most Chinese students, but specialized sports schools. At the same time, the Chinese government's policies on the CBA and even the CUBA alliance are too harsh and unreasonable. The government should purposefully further liberate the right to attract talents, improve student-athletes management methods, and ensure a more comprehensive and fairer future. At the same time, in appointing coaches and competition referees in each school, more high-level full-time coaches and referees are hired instead of amateur talents as the number, to improve further the college career The level and quality of Basketball [9].

The analysis believes that there are a lot of unreasonable CUBA leagues, and the urgent need to change the competition system is another important reason that hinders the development of the CUBA league. Compared with the passionate, simple, and practical competition system of the NCAA league in the United States, the CUBA league urgently needs to adopt more tough means and attitudes to unify and regulate the imbalance and unevenness of strength among regions and universities. In this way, we can discover more seeded teams and players with great potential, increase the number of promotion teams by a certain amount, and improve various reward and punishment mechanisms in the CUBA league. This can directly improve the CUBA teams and players' interest in the game. Enthusiasm and the overall strength of the league greatly increase the exciting experience of watching

the game to achieve the purpose of increasing the attendance of fans and bringing commercial value by creating greater fan consumption behavior.

4.2 Strategies Analysis 2 Two

The significance of CUBA to China and NCAA to America is not comparable due to the long history of the NCAA, which started in 1906. This also makes NCAA one of the most popular and historical sports competitions. In contrast, CUBA was established in 1998. Traditionally, sport is not seen as one of the priorities in China. Historically, Chinese athletes made a lot of achievements in the fields of badminton, ping pong, and diving. The social context and difference in the average height of the overall population make Basketball not a major sport in China. The primary goal of CUBA is not to increase the output of excellent basketball players but to promote the status of Basketball inside China, which can increase the overall popularity of Basketball in China. Eventually, this can boost the exposure of basketball competitions such as CUBA and CBA, and TV channels may do a real-time rebroadcast of CUBA. The cultural difference is that Chinese parents and teachers in public schools restrict children from playing Basketball and fill all children's leisure time with all kinds of academic courses. As a result, few people still have a solid foundation of basketball skills after their university-entrance examination.

Teams belonging to lower-level colleges are not treated seriously in CUBA. Only a few CUBA teams are equipped with professional training equipment. For example, not all teams can buy professional sports equipment such as well-constructed basketball courts, fitness facilities, or first aid. Most importantly, the resources of professional sports coaches are always in shortage since few people compete in high-level basketball competitions such as FISU and the Olympics. China did not cultivate or introduce a lot of basketball coaches to further improve the skills of CUBA athletes.

4.3 Suggestions

First, strive for different coach training sessions to achieve the professionalization of many coaches. CUBA could introduce coaches working in Sports Schools to create a high-level and high-qualification coach team. Emphasizing the exchange of information between coaches in different training bases or colleges [10].

Second, focus on the cultivation of the younger generation. It is advisable to create more basketball training schools, and it is equally important to cultivate young people's interest and addiction to Basketball. This will eventually enhance their initiatives and passion for sports [11].

5. Conclusion

The results of this paper findings that under the influence of the different eastern and western cultural atmospheres in China and the United States, the CUBA and NCAA basketball leagues have different historical backgrounds, education, and development. It is rooted in the correct educational purpose of the United States, the perfect ball game system and the professional coaching level, etc., which makes the NCAA become one of the most popular sports events in the United States. However, Chinese traditional culture and education influence China's CUBA league. It isn't easy. CUBA is gradually promoting Basketball to enrich campus culture and education. In addition, a complete reform of the league's political strategy is needed, the nature of its non-profit organization is clarified, and the competition is conducted fairly and equitably with student-athletes as the center. And use more powerful means to manage the uneven and unequal treatment of college athletes in different regions. CUBA, which is in the initial stage of development, will improve competition management, competition system, training level, and professional learning scientifically and rationally.

By comparing the composition and consumption behavior of CUBA and NCAA fans, it can be seen that the NCAA in the United States has a more comprehensive organization, the team organization is relatively complete, the training is scientific, and the scale of the event is sound. In addition, NCAA, as a social culture in the United States, has a significant impact on promoting the

love of the American people for NCAA games and making the NCAA social marketization operate freely, surpassing the Chinese CUBA basketball league in many aspects. This study demonstrates the league structure of the CUBA and NCAA, with the CUBA basketball league partly engaged in political factors rather than a career focused on college education. CUBA lacks the brand effect and cannot expand the market and influence. And the relatively low qualifications of coaches and the unscientific recruitment system are also factors. Specifically, this research will help to improve the current weaknesses and potential problems of CUBA and support China's CUBA to carry out a more comprehensive and positive development. Furthermore, the analysis of this study will provide valuable information for future research that will explore the value and implications of the NCAA basketball league system for the development of the CUBA basketball league system.

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