National College of Ireland

Project Submission Sheet

Student Name:	**Bryan Aneneh** …………………………………………………………………… ……………………………
Student ID:	**x21494532** …………………………………………………………………… ……………………………
Programme:	**BAHBMD3** …………………………………………………… …………	**Year:** **3rd** ………………… ……
Module:	**Capstone Project** …………………………………………………………………… ……………………………
Lecturer:	**Robert MacDonald** …………………………………………………………………… ……………………………
Submission Due Date:	**04/07/2025** …………………………………………………………………… ……………………………

Project Title:	**Capstone Project**
	………………………………………………………………………
	……………………………

Word Count:	**10,000 – 12,000**
	………………………………………………………………………
	……………………………

I hereby certify that the information contained in this (my submission) is information pertaining to research I conducted for this project. All information other than my own contribution will be fully referenced and listed in the relevant bibliography section at the rear of the project.

ALL internet material must be referenced in the references section. Students are encouraged to use the Harvard Referencing Standard supplied by the Library. To use other author's written or electronic work is illegal (plagiarism) and may result in disciplinary action. Students may be required to undergo a viva (oral examination) if there is suspicion about the validity of their submitted work.

Signature:	**Bryan Aneneh**
	………………………………………………………………………
	…………………………

Date:	**14/02/2025**
	………………………………………………………………………
	…………………………

PLEASE READ THE FOLLOWING INSTRUCTIONS:

1.   Please attach a completed copy of this sheet to each project (including multiple copies).

2.   **Projects should be submitted to your Programme Coordinator.**

3.   **You must ensure that you retain a HARD COPY of ALL projects, both for your own reference and in case a project is lost or mislaid. It is not sufficient to keep a copy on computer. Please do not bind projects or place in covers unless specifically requested.**

4.   **You must ensure that all projects are submitted to your Programme Coordinator on or before the required submission date. Late submissions will incur penalties.**

5.   **All projects must be submitted and passed in order to successfully complete the year. Any project/assignment not submitted will be marked as a fail.**

Office Use Only	
Signature:	
Date:	
Penalty Applied (if applicable):	

AI Acknowledgement Supplement

[Capstone Project]

[What are the opportunities and challenges associated with expanding basketball into international markets and retaining viewership]

Your Name/Student Number	Course	Date
Bryan Aneneh / x21494532	**BAHBMD3**	**14/02/2025**

This section is a supplement to the main assignment, to be used if AI was used in any capacity in the creation of your assignment; if you have queries about how to do this, please contact your lecturer. For an example of how to fill these sections out, please click here.

AI Acknowledgment

This section acknowledges the AI tools that were utilized in the process of completing this assignment.

Tool Name	Brief Description	Link to tool
Chat GPT	A tool to assist with grammar and document structure ideas	https://chatgpt.com/
Quill Bot	Used to help with sentence structure and check grammar	https://quillbot.com/grammar-check

Description of AI Usage

This section provides a more detailed description of how the AI tools were used in the assignment. It includes information about the prompts given to the AI tool, the responses received, and how these responses were utilized or modified in the assignment. One table should be used for each tool used.

[Quill Bot]	
[Fixing Grammer and making sentences more concise and coherent]	
[This research proposal outlines a comprehensive investigation into the opportunities and challenges associated with expanding basketball into international markets and retaining viewership.]	[This research proposal presents a thorough analysis of the advantages and disadvantages of bringing basketball to other markets while maintaining viewership.]

Evidence of AI Usage

This section includes evidence of significant prompts and responses used or generated through the AI tool. It should provide a clear understanding of the extent to which the AI tool was used in the assignment. Evidence may be attached via screenshots or text.

Additional Evidence:

[Chat GPT]	
[Generating ideas on how to structure the project]	
[How would you structure and start a dissertation for a bachelor's honours business degree]	[Structuring and starting a dissertation for a bachelor's honours business degree requires careful planning to ensure clarity, coherence, and academic rigor. Below is a suggested structure and advice for beginning your dissertation.]

Submission of Thesis and Dissertation

National College of Ireland

Research Students Declaration Form

(Thesis/Author Declaration Form)

Name: Bryan Aneneh

Student Number: x21494532

Degree for which thesis is submitted: BA (Honours) In Business

Material submitted for award

      (a) I declare that the work has been composed by myself.

(b) I declare that all verbatim extracts contained in the thesis have been distinguished by quotation marks and the sources of information specifically acknowledged.

(c) My thesis will be included in electronic format in the College

Institutional Repository TRAP (thesis reports and projects)

(d) *Either* *I declare that no material contained in the thesis has been used in any other submission for an academic award.

Or ***I declare that the following material contained in the thesis formed part of a submission for the award of**

I declare that no material contained in the thesis has been used in any other submission for an academic award.

(State the award and the awarding body and list the material below)

Signature of research student: _Bryan Aneneh

Date: __26/06/2025

What are the opportunities and challenges associated with expanding basketball into international markets and retaining viewership.

Author: Bryan Aneneh

Lecturer: Robert Macdonald / Module: Capstone Project

Student number: x21494532 / Course Code: BAHBMD3

Submission Date: 04/07/25

Table of Contents:

0.1 Abstract:

This study examines the advantages and disadvantages of bringing basketball to other markets while maintaining viewership. The study looks at market entrance tactics, cultural adaptation, and audience engagement as well as other aspects impacting the sport's global expansion using globalisation theory and consumer behaviour models. To evaluate trends in Ireland, the methodology incorporates surveys and secondary data analysis. Sports is a key part of building community and promoting health and fitness for all demographics. With basketball being one of the most well-known sports identifying how it can be further expanded while retaining viewership is essential. The results are intended to address competition and viewership retention in a transforming sports market while offering insights into long-term worldwide growth and how it can be sustained as there has been a notable decline in viewership and engagement due to factors such as time zone issues and a lack of Irish and European stars the youth could be inspired by.

1.0 Introduction:

1.1 Background:

Basketball has become an international sport, and organisations like the NBA have launched initiatives to make it widely recognised abroad. Basketball's growth has numerous opportunities, such as more income, brand building, and audience diversification. Challenges associated with its expansion include market saturation, cultural adjustment, and maintaining public interest in a competitive sports and entertainment environment.

The league's dominance of international players and the presence of MVPs (Most Valuable Players) who were born outside of the US show the growing impact of talent from around the world. Basketball still faces difficulties growing popularity in areas like Ireland where traditional sports dominate, despite its success in regions like China and Europe.

Basketball is a niche sport in Ireland, where the most popular sports in terms of media coverage and attendance are Gaelic football, rugby and football (O'Muirigh.D, 2025). There is a chance to expand basketball's presence in the Irish market, however, as globalisation and digital media make international sports more accessible. Using Ireland as a focus, this study investigates the opportunities and challenges of growing basketball's audience in international markets.

With an emphasis on the elements that affect success and the obstacles that organisations must overcome, this study attempts to investigate the two aspects of growing basketball globally. Through an analysis of these interactions, this research will offer valuable perspectives on tactics that can enhance worldwide reach while maintaining dedicated viewing.

1.2 Rationale:

Basketball's global trajectory and status in Ireland and the rest of the world is crucial to contextualise the significance of researching the sport's growth and viewer retention, particularly in the Irish and European context. Basketball's global reach has been strengthened by strategic measures like holding regular-season games in foreign cities like Manchester (Whitell.P, 2025). Under the direction of Basketball Ireland, the National League manages domestic tournaments and advances the sport through grassroots programs and educational activities. Despite these initiatives, basketball still has difficulties becoming widely accepted especially in Ireland which is the 96th-ranked national team in the FIBA world rankings and the lack of Irish players in major leagues like the NBA are indicators of the developmental challenges (Madgwick.S, 2025). Also, the sport faces less funding and media attention than other more well-known Irish sports.

Projects like operating NBA games which attract the most attention in European countries strike me as a good initiative to improve viewership with potentially more major European cities being targeted such as Paris, Madrid and of course Dublin.

Many people also have an interest in this topic and have a passion for the sport as it can improve health fitness and strengthens communication and teamwork, and it has greatly impacted my life in many aspects, including both physical and mental well-being. I have been actively involved in playing the sport for many years and continue to derive great enjoyment from it, However, when it comes to viewing the games, several barriers hinder my ability to be an engaged spectator. These include time zone differences and the limited promotion and publicity of the sport within Ireland, which collectively impact viewership. There are few other reasons why this is a relevant study. Basketball could expand Ireland's sports culture and give young people different athletic alternatives if it is introduced in a broader scope and promoted. A successful basketball culture has the potential to draw in funding, sponsorships, and tourists, especially if Ireland is chosen to host international competitions. Because of its widespread appeal, basketball can promote unity and inclusivity by uniting diverse

communities in Ireland. Finally, stakeholder strategies, ranging from professional league improvements to grassroots development, might benefit from an understanding of the obstacles and possible avenues for basketball's growth in Ireland and could also apply it elsewhere (Finlayson, M. 2025).

1.3 Research Objectives:

Some research objectives I have thought of are,

To analyse the opportunities for basketball expansion in emerging international markets.

Finding the main drivers of basketball's globalization such as the potential media rights agreements, digital accessibility, talent movement, and international branding initiatives is the main goal of this objective.

To evaluate strategies for maintaining viewership in an era of digital transformation and diversified entertainment options.

The way people watch sports has changed a lot with the emergence of social media, streaming services, and short-form content. Basketball organisations' responses to the transition from traditional TV broadcasting to on-demand and interactive media will be studied in this objective.

To examine the challenges, including cultural, economic, and regulatory barriers, faced by basketball organizations in new markets and propose solutions to overcome them.

The objective will examine certain cultural hurdles, such as the reasons behind some nations' more hesitation to embrace basketball and the ways in which acceptance is influenced by national identity and sporting practices.

To investigate innovative methods, such as artificial intelligence, social media, and gamification, that can help retain and grow the basketball audience.

This objective concentrates on how technology has improved fan interaction, especially in the digital age when people's attention spans are shorter.

To compare the strategies used in successfully established international basketball markets with those in emerging markets.

This objective will provide a comparative analysis of basketball's market development in mature versus growing economies.

<u>To study the impact of digital entertainment and eSports on basketball's market share and suggest strategies for differentiation.</u>

The growth of digital entertainment and eSports affects traditional sports viewership, it is being impacted by Twitch, YouTube gaming, and virtual reality sports.

This goal will examine how basketball can set itself apart to remain relevant and whether it is losing viewers to digital-first entertainment options.

<u>To figure out whether basketball's worldwide growth can be sustained, with an emphasis on how it affects regional sports cultures and community growth</u>

This objective investigates whether basketball's global expansion can be sustained without disrupting regional sports cultures.

The study will look at the impact of basketball's growth on youth participation patterns, grassroots sports development, and government financial distributions for various sports.

1.4 Research Questions:

Some research questions I have thought of are,

What are the key factors driving the globalization of basketball?

What challenges do organizations encounter when expanding into international markets?

How can organizations leverage digital innovation to create new revenue streams in international markets?

What are the most significant cultural, economic, and regulatory barriers to expanding basketball into emerging markets?

What strategies work best to hold on to viewers in competitive international sports markets?

Above are a few main questions that can be observed in this study, there will be insights into these areas, but the main driving question chosen for this study is <u>"What strategies can basketball organizations use to expand and retain viewership in international markets whilst dealing with cultural and digital barriers, with a specific focus on Ireland?"</u> This**,** in line with my objectives will help me get a deeper understanding about the challenges and opportunities of international growth for basketball.

2.0 Literature Review:

2.1 Globalisation of Basketball:

After World War II, basketball became more well-known worldwide and was added to the Olympic Games in 1936. The establishment of the National Basketball Association (NBA) in 1949 solidified the sport's cultural significance in the US. Basketball has also gained popularity, particularly in China, Spain, Italy, and Australia, where numerous contributions have been made to the sport's diverse past. Forrest C. ("Phog") Allen, a former coach at the University of Kansas, significantly contributed to the growth of international basketball by pioneering the push for basketball's inclusion in the Olympic Games in 1936. The international game is governed by the Fédération Internationale de Basketball (FIBA). In Italy, the Liga Basket is a well-known and respected professional basketball league. The (ACB) Asociación de Clubes de Baloncesto is the main basketball league in Spain. Eastern Europe, especially the Balkans, is another important region for European basketball. There are connections between European and American basketball, even with the European leagues lack of alignment with the NBA. Both American players playing in Europe and European players being drafted by the NBA are not uncommon to see now (Britannica, 2024).

The globalization of basketball has been driven by both technological advancements and strategic initiatives by important critical organizations. The NBA, for example, has hosted pre-season games in Europe, Asia, and Africa, displaying its commitment to international growth. Sports globalization involves creating transnational connections while adapting to regional cultures. With a record breaking 25 international players participating in the 2023 all-stars weekend these players deriving from 17 different countries.

The NBA has changed because of its globalisation, which has also increased its reach. In the 2023 season, international players won four MVP awards; it seems clear that international players dominate the NBA. Furthermore, four out of the top five scorers last season are foreign-born. This demonstrates basketball's worldwide appeal and the growing presence of talent from other countries in the league. These patterns offer a strong foundation for investigating how the NBA is changing because of its worldwide appeal and foreign recruiting.

Technological developments, mainly digital streaming services, have made basketball's global reach even easier. The NBA League Pass greatly boosts international viewing by giving fans all over the world real-time access to games. This expansion is evidence of basketball's capacity to unite fans worldwide and overcome cultural barriers. Furthermore,

when talking about the League Pass, we still encounter challenges such as blackouts which affect both local and national TV games, which annoys fans who want complete access. Another issue with the league pass is the high-cost paywall behind it at a staggering $16.99 a month for just a basic plan, this raises challenges for fans who cannot afford to pay for the subscription as well as other competing subscription-based models.

The economic, cultural, and technological forces that extend across national borders are directly responsible for basketball's globalisation. The term "globalisation" describes the strengthening of global social connections that are promoted by economic and technical developments (Hashemi-Pour, C, 2023). Globalisation has made it possible for basketball to grow quickly by promoting cross-border player movement, foreign investment, worldwide media distribution, and cross-cultural interactions. But there are drawbacks to globalisation as well, including as market saturation, cultural resistance, legal restrictions, and the uneven distribution of media consumption, all of which affect basketball organisations' ability to grow and hold onto their fan bases. The economic dominance of strong markets and organisations is one of the main problems associated with globalisation. While strong national markets are beneficial for individual nations, they can also create problems for globalisation by encouraging protectionist policies, limiting competition, and possibly impacting the relationship between nations that globalisation seeks to establish. Also, the industry is highly commercialised, with profit often overpowering the sports cultural and historical relevance. Sports organisations are increasingly prioritising marketability and financial appeal over local tradition, fan interaction, and community engagement as media rights, sponsorships, and product sales increase. Lastly are the dangers of cultural imperialism, which has the potential to overpower local athletic traditions and practices in favour of western dominated sports. For example, cricket, which is the most popular sport in India and Pakistan, is now in competition with football for local fans attention and support (Asante, G. et al. 2025). The NBA's foreign growth plan is reflective of larger global capitalist habits, where imperial industries spread into new markets, frequently displacing regional sports economies. Basketball has become a highly commercialised worldwide commodity, with NBA games being televised in more than 150 countries and lucrative sponsorship agreements with global companies like Nike, Adidas, and Tencent. But in local areas, where native leagues find it difficult to compete with the financial strength of U.S.-based organisations, this expansion leads to problems (Ottaviano, G 2019). This reflects larger discussions about economic dependency brought on by globalisation, which suggest

that local sports development may be affected in smaller markets by their excessive reliance on global funding and media influence. With its strong image and global influence, the NBA could expand and create new opportunities with varying global leagues.

2.2 Issues and Opportunities with Globalisation:

Basketball has become a lot more globalised because of the digital revolution, but traditional sports consumption has also changed. Basketball viewers throughout the world now watch the game differently thanks to the growth of social media, streaming services, and short-form content. In the past, sports leagues relied on centralised media agreements with big broadcasters. This change is in line with more general globalisation trends, as old media monopolies are being challenged by decentralised digital networks. Both an opportunity and a challenge are presented by this for basketball organisations. On the one hand, basketball highlights, player content, and game analysis can now immediately reach audiences around the world thanks to platforms like Instagram and TikTok, which have removed geographical restrictions. On the contrary, the growth of eSports, virtual reality, and digital-first entertainment alternatives has increased competition for viewers' attention, highlighting a broader problem with globalised entertainment: conventional businesses are no longer the only ones able to captivate consumers. To create a thorough framework for examining the dynamics of the global basketball market. This study will combine consumer behaviour models, and globalisation theory. To reduce the risks of commercial saturation and cultural resistance, what will be uncovered here is the ways we should examine how regional adaptations can guarantee basketball's long-term viability in a variety of cultural contexts.

2.3 Benefits of Globalisation:

Basketball's globalisation can have a major positive economic impact by opening new markets for ticket sales, merchandise, sponsorships, and broadcast rights. Through localised league partnerships, brand sponsorships, and grassroots development initiatives, expanding beyond Africa, Europe, and Southeast Asia may open new revenue streams. The popularity of basketball as a global cultural product enhances its standing as a major international sport, alongside Tennis and Football. Cross-cultural interaction is encouraged, especially on digital platforms where fans from all over the world interact with player highlights and personalities. People's worldview and relationships with others are influenced by their culture. It affects everything in athletics, including conflict resolution, leadership choices, and communication styles. It unites people from different backgrounds. The common love of these sports creates

unity and understanding between people, as well as the ability to deconstruct social barriers and stereotypes, all of which contribute to the development of communities and the overall improvement of society (Sportscomm, 2023).

2.4 Examples from other International Leagues:

Basketball can benefit from other leagues' successful worldwide audience expansion techniques. Basketball organisations could implement the best practices highlighted by these comparisons. Looking into the English Premier League (EPL) as a comparative example The EPL makes about £10 billion a cycle from its worldwide media rights strategy, which is a lot more than most national basketball leagues (Carp, 2024). The EPL localises its branding initiatives, such as language-specific social media accounts and foreign television partnerships, in contrast to the NBA. To boost viewership outside of North America, I believe basketball leagues might implement similar region-specific media strategies.

Another example is the NFL another major league that has inspired growth in other sports. Opportunities for regional interaction are created by the NFL's hosting of foreign games in Mexico, Germany, and London. There are no organised international showcase events for basketball outside of FIBA tournaments and the Olympics and soon to be league matches in Manchester. Extending NBA regular-season or preseason games overseas may encourage investment and interest locally.

2.5 Opportunities for Expansion:

There are rich prospects in emerging markets, especially in Asia and Africa. China has millions of basketball followers and sponsorship deals, making it one of the biggest worldwide markets for the sport, according to research. In a same vein, grassroots initiatives in Africa are developing a talent pool that raises the sport's profile internationally. Despite the NBA's already vast reach, there are still unexplored markets with potential for the league's future growth. Africa is one continent with huge growth potential. In 2021, the NBA established the Basketball Africa competition (BAL), its first partnership to run a competition outside of North America, in recognition of this. This project not only opens doors for cultural and economic exchange but also taps into Africa's talent pool. If strategies like these are applied to Ireland it could greatly benefit revenue and engagement in the local communities and help foster new Irish talent. India has also recently become a prime destination for global expansion. I expect and hope for the NBA to expand its market share in

existing areas and pursue new prospects in Southeast Asia, Africa, and India. The league is in a strong position to maintain its position as the leading worldwide basketball brand for many years to come by continuing to be creative and flexible.

2.6 Challenges in International Markets:

Significant obstacles are often caused by cultural differences, legal restrictions, and competition from regional sports. Long-term success requires adjusting to local trends while preserving consistency among brands. Economic inequalities in emerging markets can make it difficult for organisations to make money from what they do. The global basketball market, which includes divisions like professional leagues, youth programs, equipment, merchandising, and media rights, is estimated to be worth about $90 billion. The NBA has also been seen to face ethical issues when it comes to their expansion internationally with a case in China of a tweet from a Houston Rockets general manager Daryl Morey in this tweet it was seen that he was supporting protests in Hong Kong which caused problems for the company, the NBA to initially appear to apologise for the tweet, which was followed by harsh criticism in the United States, the suspension and termination of economic connections between the league and a number of Chinese enterprises, and strong disapproval from the Chinese government. This case shows that with growth there are great ethical risks and organisations such as the NBA need to thread carefully and respectfully when working with countries overseas.

2.7 Retaining Viewership:

Maintaining basketball audiences is a critical issue given the growing competition from eSports and other digital entertainment platforms. To keep viewers interested, creative fan engagement techniques are crucial, such as social media marketing and augmented reality experiences. But a lot more is needed to retain viewership abroad for instance I think they should Make it easier to see games online. Viewers are watching games more on streams, hence the lower ratings. They should monetize and legalize said streams maybe by reworking NBATV to better show historic games and local channel games. This is unlikely as NBA's individual TV deals have limited opportunities by a huge margin.

2.8 Theoretical Framework:

This research will draw on theories such as globalization theory and consumer behaviour models to analyse market dynamics and audience retention strategies. The globalisation

theory looks at how the world is becoming more interconnected, focussing on the technological, cultural, and economic mechanisms that allow industries to spread around the world. Consumer Behaviour models investigate the ways in which psychological, cultural, and social aspects impact people's decisions about the consumption of products. Porters five forces framework analyses the competitive forces shaping an industry, helping understand its profitability and dynamics These theories will be applied as well as any new theories that emerge to help conduct this research.

3.0 Research Question and Hypothesis:

Looking back at the main Research Question, what are the opportunities and challenges associated with expanding basketball into international markets and retaining viewership? A hypothesis was created, that globalisation has allowed basketball to enter new markets, but successful audience engagement and the removal of competitive, cultural, and financial obstacles are necessary for growth. By using the NBA's current brand strength and implementing local changes and strategic marketing, basketball's appeal as a global sport can increase.

3.1 Methods of Data Collection:

Primary data by surveying international and local basketball fans to understand their motivations, preferences, and challenges in following the sport.

As for secondary data collection utilising data that is already available from sports marketing reports, NBA and FIBA audience statistics, and case studies of basketball's expansion in regions such as China, Africa, and Europe. This study will also examine media content, such as the NBA's social media campaigns and promotional materials, to assess how foreign markets are being targeted, this gives a qualitative understanding of cultural adaptability and the effectiveness of communications. Some limitations will be faced such as having a reliance on publicly available reports and self-reported survey data may limit the accuracy of information. By synthesising these approaches, the study aims to give stakeholders useful insights and a sophisticated view of basketball's globalisation.

4.0 Literature Review Conclusion:

This research proposal presents a thorough analysis of the advantages and disadvantages of bringing basketball to other markets while maintaining viewership. Using consumer

behaviour models, and globalisation theory, this study aims to examine the various aspects influencing basketball's global expansion. While offering useful information to industry participants including leagues, teams, and marketing experts, the study seeks to advance the scholarly conversation on sports globalisation.

The suggested methodology allows for a comprehensive understanding of how basketball has crossed national boundaries to become a worldwide phenomenon by utilising both qualitative and quantitative data. This study will cover key aspects of expansion strategy and audience involvement, from examining global viewership trends to evaluating the cultural and economic complexity of new regions. The focus on empirical data from important markets like China, Europe, and Africa guarantees that the conclusions are based on actual dynamics, and primary data collecting improves the viewpoints offered by secondary sources. This study is important from an intellectual standpoint in addition to its practical applications. It expands on previous research in the areas of consumer behaviour, global marketing, and sports sociology while offering new viewpoints on how economic competitiveness, cultural adaptability, and technological advancements shape international sports companies.

The goal of this study is to identify tactics that will help basketball maintain steady growth on a global scale while also improving the sport's capacity to draw in new fans in a highly competitive entertainment market. This study seeks to further academic knowledge and useful solutions in the field of sports globalisation by tackling these two goals.

5.0 Methodology:

The interpretative paradigm will be used in this study because it aims to investigate and evaluate the potential and difficulties of bringing basketball to foreign markets while maintaining viewership. Instead of reaching a firm "yes" or "no" conclusions, the goal of this research is to comprehend the dynamics of global expansion from the viewpoints of stakeholders and a variety of theoretical frameworks. Building on consumer behaviour models, and globalisation theory, the study reviews the body of literature and gathers both qualitative and quantitative evidence to support its conclusions.

5.1 Philosophical Assumptions:

The pragmatic research methodology that leads this study encourages the application of many techniques and prioritises real-world results over theoretical strictness. Considering the nature

of the topic, pragmatism enables the research to combine quantitative data with practical application through analysing the advantages and disadvantages of international basketball expansion. This method works well in the business research context, where the focus is on actionable results. This study adopts a realist philosophical stance, assuming that social realities like the popularity of international basketball existing independent of perceptions yet can be seen through participant experiences. The study adopts positivist epistemological views, using quantifiable and observable survey results to identify trends and test hypotheses regarding viewer behaviour, digital engagement, and market limitations.
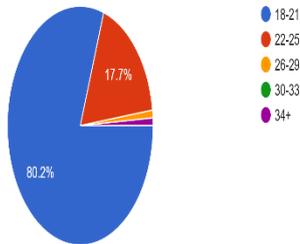
5.2 Research Design:

To investigate current beliefs, practices, and obstacles, this study uses a quantitative, cross-sectional research approach that enables data collection at a particular point in time. The main technique for gathering numerical and categorical data from respondents was a structured survey. The purpose of the study, which is to understand trends in basketball consumption and viewership across various demographic groups and geographical areas, is successfully achieved by this method. The goal of the study is to generate applicable insights into important subjects such as grassroots support, media coverage, streaming patterns, and worldwide engagement. The results provide recommendations for basketball groups looking to grow their audience and reach new markets.

5.3 Research Instrument:

A Google Forms-created online survey questionnaire was used as the main research tool. Both multiple-choice and closed-ended survey questions were included for statistical analysis. The survey asked questions about demographics, the frequency of basketball viewing, and league preferences. platforms for basketball consumption, thoughts on the expansion of basketball worldwide, obstacles to higher consumption, viewpoints regarding grassroots development, willingness to go to games if they are held locally and cost and availability of media. A total of 96 responses were collected by convenience sampling. Respondents were recruited through social media Instagram, Email, TikTok and WhatsApp groups, and basketball fan communities. Participants were primarily aged 18–34 and represented over 5 countries, with 66.7% identifying as male and 31.3% as female, with the remaining 2.1% identifying as non-binary, as seen in the following diagrams.
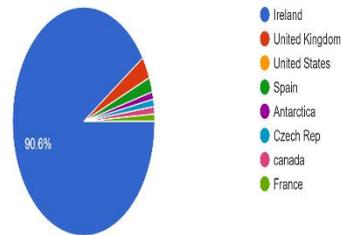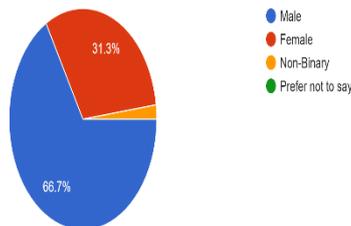
(Diagram 1)

What is your age?
96 responses

- 18-21
- 22-25
- 26-29
- 30-33
- 34+

17.7%

80.2%

(Aneneh.B, 2025)

(Diagram 2)

What country do you live in?
96 responses

- Ireland
- United Kingdom
- United States
- Spain
- Antarctica
- Czech Rep
- canada
- France

90.6%

(Aneneh.B, 2025)

(Diagram 3)

What is your gender?
96 responses

- Male
- Female
- Non-Binary
- Prefer not to say

31.3%

66.7%

(Aneneh.B, 2025)

5.4 Sampling:

Due to time, resource, and access limitations, a non-probability convenience sampling technique was used. The survey was sent to a broad population with different levels of basketball interest using social media sites including Instagram, WhatsApp, and Twitter. The sample comprises a varied mix of individuals from several nations, most notably Ireland, the UK, Spain, and Canada, even if it is not statistically representative of the worldwide population. Ireland accounted for 90.6% of the responses, which is consistent with the dissertation's emphasis on basketball in both an Irish and global context. Eighty percent of respondents were between the ages of 18 and 21, which is an important demographic for future market engagement. With almost two-thirds identifying as male and one-third as female or non-binary, there was present gender diversity.

5.5 Data Analysis:

Microsoft Excel was used to extract and organise quantitative data from Google Forms for analysis. Using simple statistical tools, trends and patterns were found. Insights about watching frequency, favourite leagues, platform usage, consumption barriers, willingness to attend local games, and opinions on cost and accessibility were developed and visually presented using graphs and charts. The information was categorised thematically and linked to the literature and research question.

5.6 Ethics:

This study complies with the general guidelines of informed consent, confidentiality, and data protection as well as the ethical standards established by the academic institution were filled out and signed as well as followed. The goal of the study was explained in detail to the participants, who were also reassured that participation was confidential and optional.
No private or sensitive information was gathered. Responses to the survey were safely kept and used only for academic purposes. This survey data was then synthesised and analysed to identify statistical trends and patterns relevant to the research objectives. These results inform the later chapters by highlighting the most cited obstacles to international expansion (e.g., media access, subscription costs) and factors influencing viewership retention (e.g., youth engagement, digital content availability).

5.7 Limitations:

There are several limitations to be aware of:

Sampling bias: The results may not be as broadly applicable to a global audience due to the convenience sampling method and the high proportion of Irish respondents.

Age skew: Younger media habits and preferences may be disproportionately reflected in the over-representation of those aged 18 to 21, while older or more conventional basketball fans may be under-represented.

Limited geographic scope: The study's global relevance was limited because most respondents were from Ireland, despite its planned international scope.

Lack of qualitative depth: Although some open-ended replies were examined, a fuller understanding of the motivational or emotional components of viewer activity is limited by the lack of focus groups or interviews.

The study provides reliable and insightful information about the basketball consumption habits of a young, technologically adept population despite these drawbacks. The groundwork for future, more thorough mixed-methods study is laid by these findings.

5.8 Survey Design:

The survey was carefully designed to be in line with the main themes found in the literature review, ensuring that each section of the questionnaire supported the study's theoretical frameworks and research objective. The design was theory driven.

The literature emphasises how NBA player mobility, worldwide broadcasting, and global marketing tactics have all contributed to basketball's rapid globalisation. Questions such as "Do you believe basketball has grown globally in recent years?" and "Would you attend a game if it was hosted in your country?" were included to measure respondents perception of basketball's global reach and relevance was aligned with globalisation theory, which establish much of the study. To understand the reasons why consumers might not regularly watch basketball and to evaluate the impact of time zones, cost, and platform limits on viewership, survey questions like "What prevents you from watching more basketball?" and "Would a cheaper or freemium subscription model make you more likely to watch?" were included.

The survey included both multiple-choice and an open-ended question to gather opinions regarding basketball's perceived appearance to address any possible cultural resistance to globalisation. To find out if respondents believe basketball connected to their local or national identity, questions about national league support and the desire to see "local stars" were included. As a result, every question was both theoretically and practically informed, making sure that the information gathered would be relevant to the topics covered in the literature review. Before being fully distributed, the survey was pilot tested to make sure it was concise and logical. This led to some small changes to the structure and wording.

6.0 Analysis and Findings:

The results of the 96 survey respondents are shown and explained in this section. Gaining knowledge on basketball viewing trends, platform preferences, engagement challenges, and opinions on the sport's global expansion were the objectives of the study. The results offer quantitative support to help evaluate the challenges and opportunities related to bringing basketball into global markets and maintaining viewership.

7.0 Demographic Profile of Respondents:

7.1 Age Distribution:

The great majority of responders, at 80.2% of the sample, were between the ages of 18 and 21. This shows that most participants are Gen Z, which is consistent with global trends in the consumption of digital media and could be responsible for following preferences towards apps like Instagram and TikTok. Just two participants were 26 years of age or older, whilst 17.7% of participants were between the ages of 22 and 25. This distribution's amount of young people emphasises how crucial it is to focus on younger audiences in any systematic attempt to increase basketball's attraction and increase engagement.

7.2 Geographical representation:

Ireland was linked to an overwhelming 90.6% of responders. The remaining feedback, which may have been personal or symbolic in nature, came from the Czech Republic, France and Canada followed by the United Kingdom and Spain. Although this reduces the findings' ability to be applied globally, it offers important insights into a significant European market where basketball is not yet a popular sport.

7.3 Gender Distribution:

31.3% of the population was female, 2.1% was non-binary, and 66.7% of the population was male. This indicates a historically male-dominated interest in basketball, but it also shows an increase in participation by women and people of different genders. These results imply that there might be unrealised potential to promote inclusion and expand appeal beyond the typical male audience.

8.0 Basketball Consumption Behaviours:

Finding existing engagement levels and market expansion customers requires knowing how often people consume basketball material and through what channels.

8.1 Frequency of Viewership:

Only 10.4% of participants watch professional basketball every day, compared to 19.8% who do it once a week. The largest group, 44.8%, watches occasionally, showing a casual fan base that could grow into a more regular audience with the help of focused tactics. The fact that 19 respondents, or 19.8%, stated they never watch basketball is beneficial because it shows that a significant number of people are still disengaged from the sport.

8.2 Preferred League:

With 72.9% of respondents ranking the NBA as their preferred pick, it was by far the most popular league. Nineteen respondents said that they do not follow any league, whereas only one responder each chose the FIBA and Euro League. The NBA's dominance in global basketball branding is highlighted by this research, but it also suggests that European and foreign competitions are not as well-known, which presents a challenge and an opportunity for diversification in country's such as Ireland, Spain, France etc.

8.3 Viewing Platforms:

Participants said they used a range of media to consume basketball-related content. With 51% of respondents selecting social media sites (TikTok and Instagram) as their primary source, YouTube highlights came in second with 43.8%. Traditional TV surprisingly only came in at 20.8%, while streaming services were also quite notable at 32.3%. Of the responses, only three people (3.1%) go to games in person. I believe that basketball organisations should focus mobile-first social media strategies, since these trends indicate a shift towards short-form, on-demand digital content, especially with younger viewers.

9.0 Barriers to Engagement:

A few questions were meant to find areas for possible opportunity's by identifying the reasons why many people do not participate in basketball on a greater scale.

9.1 Key Barriers:

Since the NBA broadcasts are worldwide and usually run late at night in Europe, the biggest obstacle was time zone issues, which made up for 50% of the total. High membership costs were at (10.4%) and little media coverage at (7.3%) were the next most common barriers, followed by lack of interest at (31.3%). These results show that financial and practical obstacles are more significant than problems of simple indifference, suggesting that increased accessibility could lead to higher levels of engagement.

9.2 Willingness to Attend Live Games:

It was seen that 69.8% of respondents said that if a professional basketball game (such as the NBA or Euro League) was being held in their home country, they would go watch it. Nine (9.4%) of the respondents replied "no," while the remaining 20.8% were unsure. The idea of holding international basketball games in unexplored markets like Ireland is supported by this, which shows a strong untapped interest for live experiences.

10.0 Attitudes Towards Basketballs Growth:

Participants were asked to evaluate recent growth and prospects to determine their opinions regarding the sport's worldwide development.

10.1 Perceptions of Growth:

The same percentage of respondents (41.7%) "strongly agreed" or "agreed" that basketball has become more popular around the world in recent years. Just five people said they disagreed or disagreed strongly. This agreement verifies this dissertation's investigation of growth strategies and gives some validity to the story of basketball's growing global significance and emphasises why more needs to be done to maximise this unused interest in the sport.

10.2 Grassroots Investment:

The overwhelming majority of respondents (93.8%) agreed (42 respondents) or strongly agreed (48 respondents) that more funding should be allocated to grassroots projects. There is public support for community-level activities, which is consistent with the strategic objectives of long-term, sustainable audience development.

11.0 Preferences for Change:

Participants were asked what would motivate them to play basketball more.

11.1 Key suggestions:

Participants could choose from a variety of choices. The most popular choices were "more media coverage in my country" (46.9%), "better streaming options" (39.6%), "more local games/events" (40.6%), and "cheaper access to games" (32.3%). "Local stars to support" was one of the less frequent but still notable replies (27.1%). These findings show that raising engagement requires significant advancements in accessibility, cost, and awareness especially in smaller country's like Ireland that major organisations could skip over.

11.2 Open-Ended Responses:

For the final question a qualitative approach was taken, this choice was because while the numeric statistics provided were exceptionally helpful for this report, it is important that participants recommendations and personal opinions on how to improve the globalisation of basketball were considered for further insights. The question being What changes would you like to see in how basketball is promoted or delivered in your country? (Answer is Optional), seen in section 5.0 of this dissertation.

The following topics appeared among the 28 respondents who offered qualitative recommendations.

More public, outdoor basketball courts, Increased involvement of youth through school initiatives, better media rights agreements and streaming services, Acceptance and recognition of local or Irish leagues, and lastly NBA games should be scheduled for times that work better for viewers in Europe.

The quantitative results are supported by these qualitative answers, particularly when it comes to the necessity of better infrastructure and grassroots development.

12.0 Willingness to Recommend Basketball:

Results were mostly positive when asked to rate their likelihood of recommending professional basketball to a friend on a scale of 1 to 10. Eight was the most common score

(20.8%), followed by seven (18.8%) and ten (13.5%). Although some respondents chose scores as low as 1 (10.4%), these results show a generally positive opinion of basketball and point to a continuing involvement gap that may be closed with targeted changes.

12.1 Potential for Popularity Growth:

Only 17.7% of respondents disagreed with the 60.4% who said basketball had the potential to gain the same level of popularity as football worldwide. Given football's established dominance in many international markets, this positive outlook both supports and sets a high bar for worldwide expansion and expectations.

13.0 Interpretation of Analysis**:**

Several important insights about the current state of basketball engagement, consumption patterns, and attitudes towards the sport's globalisation are obtained from the analysis of the 96 survey replies. These results provide a thorough analysis of the elements that both encourage and restrict basketball's expansion into new global markets as well as its capacity to bring in new viewers and increase the size of its current audience.

13.1 High Interest Among Younger Demographics, but Inconsistent Engagement:

Based to the data, more than 80% of responses are between the ages of 18 and 21, with the majority being between the ages of 18 and 25. Since they are the next generation of devoted basketball fans and consumers this demographic is essential for the sport's global future. Although there is interest in basketball, as seen by people's willingness to attend games and broad knowledge with the NBA, actual viewing habits are inconsistent. Just 10.4% of those surveyed watch games every day, compared to approximately 45% who watch them occasionally and another 20% who never watch them. The gap between curiosity and regular participation shows that the existing offers, particularly for casual viewers, are not properly attracting or holding viewers' attention.

13.2 The NBA's Dominance and Lack of Awareness of Other Leagues:

The NBA was chosen by an overwhelming 72.9% of respondents as their main basketball league. On the other hand, with only one response each, leagues like the FIBA and Euro League were hardly noticed. This highlights an important disparity in exposure while simultaneously reaffirming the NBA's strong brand recognition and worldwide reach. Based

on the research, other professional leagues especially those in Europe face significant obstacles in terms of visibility and recognition. This is both a drawback and an opportunity: non-NBA leagues might have to spend more money on marketing and broadcasting to increase their global visibility and draw in viewers who are already interested in basketball.

13.3 Digital Media and Social Platforms are Crucial Consumption Channels:

One of the study's most important conclusions is the preference for digital-first platforms. More than half of all respondents said that their main sources of basketball content were social media sites like Instagram and TikTok, with YouTube coming in second. This supports younger viewers' changing media consumption patterns, which prioritise short-form, on-demand, and mobile-accessible programming over traditional television. Highlight reels, brief updates, and socially shareable content are preferred, as seen by the comparatively low engagement with live broadcasts and in-person attendance. Organisations must tailor their information distribution for various platforms and formats if basketball is to grow internationally.

13.4 Structural Barriers: Time Zones, Access, and Cost:

Basketball viewership remains restricted by several systemic issues, particularly in areas like Europe as a whole and Ireland. The biggest of these is time zone, which 50% of respondents said prevented them from viewing games. NBA games are simply inaccessible without replays or alternate viewing times because they are frequently televised in the early hours of the morning for viewers in Europe. Also, 10.4% of respondents mentioned membership fees for services like NBA League Pass as a deterrent. Basketball continues to be a distant or specialised passion for many people due to a lack of national media coverage and locally relevant material.

13.5 Latent Demand for Local Events and Representation:

A significant 69.8% of respondents said they would go to a live NBA or Euro League game if it were staged in their nation, despite the viewing and accessibility issues. This study shows that there is an important gap for live basketball events, showing that if the sport were physically introduced to new areas, it may attract an interested audience. The importance of creating local basketball ecosystems is further evidenced by the roughly 30% of respondents who said they would be more involved if there were local players or national teams to

support. The rise of homegrown talent, domestic leagues, and grassroots development might greatly increase emotional commitment and local loyalty.

13.6 Strong Support for Grassroots Development and Infrastructure:

Most respondents 93.8% agreed or strongly agreed that funding grassroots basketball is crucial to the long-term success of the sport. More community amenities, such as outdoor courts, school programs, and chances for youth development, were frequently requested by respondents. This result is consistent with a larger body of research on sports development that highlights the value of grassroots systems in creating both long-lasting fan bases and talent pipelines. When it comes to teaching basketball to younger kids, grassroots efforts can have a very big impact and create early connections that result in lifelong love for the sport.

13.7 Media Visibility and Affordability are Key to Driving Growth:

The top answers to the question of what would encourage people to participate in basketball were, more local events (40.6%), better streaming alternatives (39.6%), greater media coverage (46.9%), and less expensive game access (32.3%). These preferences show that bridging the gap between awareness and frequent engagement could be made easier by organisational and marketing adjustments. For example, a redesigned pricing structure that offers student discounts or tiered memberships can make it more accessible to younger audiences. In the same manner, expanding exposure in the mainstream media whether by national news highlights, player appearances in regional shows, or match broadcasts on free-to-air channels could raise awareness and increase cultural relevance.

13.8 General Positivity and Willingness to Recommend Basketball:

It is encouraging to observe that most participants were moderately to highly enthusiastic about telling others about basketball. On a scale of 1 to 10, the most frequent scores were 7, 8, and 10, suggesting that people generally had a favourable opinion of the sport. This means the framework for a strong peer-to-peer and word-of-mouth marketing effect is already in place. These "semi-committed" basketball fans could represent the sport in their social networks if given the right encouragement.

13.9 Optimism About Basketball's Global Potential:

Importantly, 60.4% of respondents think basketball might catch up to football or soccer in terms of worldwide popularity. Considering football's established supremacy in the world,

this is an ambitious goal, but it also shows hope for basketball's growth and future expansion. The sport is especially well-suited to contemporary media contexts and global fan bases because of its quick tempo, highlight-friendly style, and cross-cultural appeal.

13.11 Concluding Thoughts on Key Findings:

Overall, the results suggest that while the sport is culturally and technologically in line with the tastes of young, globally connected viewers, it still confronts institutional, promotional, and logistical obstacles to long-term, mainstream expansion. Basketball groups can increase audience retention and open large new markets by making investments in grassroots development, increasing media presence, and lowering costs and scheduling to make the sport more accessible.

14.0 Discussion:

The results of the analysis and conclusions are critically analysed and synthesised in this chapter and are integrated with theoretical frameworks, current literature, and real-world business viewpoints. In terms of consumer behaviour, media consumption, grassroots development, and market engagement tactics, the aim is to examine the results' implications for basketball's global expansion while highlighting important opportunities and challenges. Following the themes that surfaced from the survey results, the discussion places them in larger social and strategic contexts that are relevant to global expansion and international sports marketing.

14.1 Demographic influence on Basketball Engagement:

The respondent demographics are part of the most noteworthy trends that come from the survey data. The age group of 18–21 made up the largest percentage (80.2%), followed by 22–25 (17.7%). The age disparity has multiple implications. First, it suggests that younger audiences find basketball the most appealing, which is consistent with worldwide data showing that millennials and Generation Z are more likely to follow non-traditional sports on digital platforms (PwC, 2024). Additionally, younger audiences are more likely to consume content in irregular ways, preferring social media clips, streaming, and highlights over live broadcasts. These stats and preferences show that there is a need for basketball organisations like the NBA and FIBA to put funds into adjusting their content strategies. So that platforms like TikTok, YouTube and Instagram can be properly leveraged to retain viewership this

demographic is also more in tune with social media and online literacy but since they are younger are also more cost sensitive, meaning subscriptions need to reflect low cost and flexible options for example offering a student discount on subscriptions.

14.2 Digital Engagement vs Traditional Barriers:

Time zone differences were shown to be the biggest obstacle as 50% of participants responses stated to regular basketball viewing, especially for Irish fans. This was one of the most significant findings. This supports research on global sports marketing that indicates time alignment is important for the growth of international sports (Stupicic.M, 2023). For NBA fans attempting to watch late-night broadcasts in Ireland or mainland Europe, these time constraints are particularly problematic. Also, 10.4% of respondents mentioned affordability and 7.3% noted a lack of media attention as obstacles, showing that subscription fees and media awareness were major limiting considerations. The results of earlier research that connects digital inequality and pricing systems to restricted access to sports for younger or lower-income groups are reflected in these pragmatic, non-cultural restrictions (Bunmee.S, 2023). When it comes to sports subscription choices, the perceived cost vs. value ratio is crucial from the standpoint of consumer behaviour. If consumers think a piece of content offers exclusive, community-driven, or identity-forming value, they are more willing to pay for it. This implies that in multinational settings like Ireland, basketball organisations need to increase the sport's perceived cultural and social importance in addition to reducing financial constraints.

14.3 Cultural Barriers and Localisation Challenges:

In countries like Ireland, where Gaelic football, rugby and football are more popular, basketball still has a hard time gaining cultural traction. Basketball finds it challenging to compete for financing, institutional support, and attention due to this current cultural standing. Sports are deeply rooted in national identity, as the literature has shown, and changing this requires for a sustained dedication to grassroots development and cultural integration (Maguire. J, 2018). Respondents to the survey highlighted that growing involvement required grassroots investment, local stars to endorse (27.1%), and increased media coverage (46.9%). These topics highlight the necessity of visible tactics that are in line with localisation theory and cultural relevance, the global products should fit local cultures. To make sure that the sport is discussed locally in Ireland, this involves paying for school leagues, youth development initiatives, and national television rights. Basketball Ireland's

grassroots programming initiatives are crucial, but they need more international funding and recognition from organisations like the NBA or FIBA.

14.4 National Opportunities in Ireland:

Ireland offers a unique perspective on the globalisation of basketball. This study offers solid insights into a market that has not yet widely adopted basketball, with 90.6% of survey participants being from Ireland. Displaying the sport's outlying status, Ireland's national team is ranked 96th in the FIBA rankings and receives little sponsorship. Nonetheless, there is unrealised market potential indicated by the strong desire (69.8%) to attend international basketball tournaments hosted locally. Like in Paris and London, the NBA or Euro League could attract local interest and media attention if they held exhibition or preseason games in Dublin. Furthermore, boosting Irish-born or Irish-heritage athletes or introducing localised Irish basketball storylines could encourage pride and identity, two important factors that influence sports loyalty. Basketball as an achievable, relatable alternative for traditional Irish sports, especially for urban children and immigrant communities where basketball already has cultural value, might be promoted by a focused marketing effort that features Irish athletes, even at semi-professional levels.

14.5 Implications for Global Strategy and Brand Growth:

The results are in line with previous research that shows the expansion of basketball worldwide needs more than just top-tier competition, it also needs a whole brand ecosystem that include digital storytelling, youth programs, volunteerism, and merchandising. Even if brands like the NBA are already powerful worldwide, they must make investments outside of the game to maintain long-term viewers loyalty in new countries. This involves making new social media profiles that are multilingual and tailored to specific areas, much like the localisation tactics used by the European Premier Leagues (EPL). It also requires collaborating with regional broadcasters or introducing cost-effective streaming services. Influencers and cultural ambassadors are also used in markets with minimal visibility and relatability, such as Ireland. Finally, working with schools and universities to promote basketball in young people's culture and make players into superstars will be extremely helpful.

14.6 Comparison to Other Sports and Leagues:

The English Premier League (EPL) is often cited as an example of successful globalisation, as the literature discusses. The EPL uses local content to encourage loyalty globally and generates over £10 billion in global media rights per cycle (Carp, 2024). Basketball could use the EPL as an influence from this and implement broadcast timings that are geo-targeted to appeal to more countries that struggle to watch live games, they should also apply language-specific commentary to resonate and captivate local viewers building a sense of familiarity and use new strategies for local sponsorship and merchandise. The NFL also gives useful lessons through its International Series, that attracts local fans and creates income by holding games in Mexico, Germany, and London. There isn't much of the NBA in Europe right now and this is a major opportunity for them. NBA regular-season games could increase recognition and interest in non-traditional basketball countries.

14.7 Theoretical synthesis:

Basketball's international growth involves complex socioeconomic interactions in addition to its commercial reach, as shown by globalisation theory. If the sport is not properly localised, its commercialisation runs the risk of cultural imperialism. This links with worries in the study that indigenous sports traditions may be undermined as global sports take dominance over weaker local cultures (Asante, G. et al. 2025). The importance of perceived value, social identity, and accessibility is supported by consumer behaviour theory. Even while basketball continues to grow globally, it won't draw or hold on to casual viewers in a market like Ireland if it is not visible, relatable, or reasonably priced. One unexpected result was that many respondents (19.8%) stated they never watch basketball, but others said they would like to do so if barriers were removed. This shows untapped demand barriers like cost, time zones, and poor visibility discourage consumers rather than disinterest them.

14.8 Limitations & Future Strategy:

The applicability of this research is impacted by several limitations. There was a sampling bias due to most participants being Irish, which limited the study's generalisation. 80% of people were between the ages of 18 and 21, which under-represents older populations. Lack of qualitative interviews more detailed explanations might improve comprehension, as we seen that the one open-ended question provides some information. A digital-only study can overlook other market segments since it leaves out people who aren't as active online. To see how strategies change over time, future research needs to include continuous tracking, bigger geographic samples, and mixed techniques.

For future studies focus groups with people who are not fans can be used to investigate further cultural obstacles. They should also analyse case studies from countries that have successfully entered markets, such as China and France as a reference point. Study how gender and inclusivity play a part in basketball popularity as we know there's strong potential here as the NBA have already created the women's national basketball association (WNBA) which has seen some popularity and growth with notable players like Caitlin Clarke. Examine eSports crossover tactics and the relationship between NBA 2K fanbase and actual viewing.

Concerning strategy NBA should provide commentary in the local language and freemium streaming bundles they should encourage youth leagues and local heroes. Also Include basketball in university athletic programs and the school curriculum. To familiarise the sport in Ireland, work with local influencers.

15.0 Conclusion:

With a focus on Ireland, this dissertation investigated the tactics basketball organisations can use to grow and retain their viewers in different countries, especially owing to change and cultural challenges. The study sheds light on how digital engagement, cultural relevance, grassroots growth, and strategic pricing all intertwine to shape basketball's global future through a literature-informed analysis and primary data from 96 survey respondents.

15.1 Studies Core Findings:

The results show a global sport at a critical moment. Even while basketball is still growing significantly abroad, thanks to the NBA and FIBA, there are still many obstacles to overcome, especially in new or unconventional markets like Ireland. The study demonstrates that a mix of internet access, cultural identification, affordability, and infrastructure affects viewership and involvement rather than just the popularity of a sport. The high use of social media and digital-first platforms in basketball consumption was one of the survey's key findings. The fact that more than half of the respondents used YouTube, Instagram, or TikTok confirms that for younger fans, digital media has surpassed traditional broadcasting. Mobile and short-form content are the future of sports marketing, and this is in line with global trends. However, these same viewers were very frustrated by cultural and organisational obstacles especially time zone differences, expensive subscriptions, and the

lack of Irish players in professional basketball. Furthermore, the findings showed that local visibility and grassroots growth were overwhelmingly supported as important drivers of long-term interest. Because they represent obstacles to emotional attachment, identity, and enduring loyalty in addition to consumer preferences, these themes are essential.

15.2 Synergy of the Research Question and Literature:

These results directly respond to the research question. Basketball organisations must use a multi-faceted approach to increase and retain viewership; great local integration combined with worldwide digital excellence will be key. The organisations weakness of national leagues and facilities, the cultural obscurity of the sport, and the financial inaccessibility of full-viewing experiences must all be addressed in Ireland. The study's theoretical foundation is mostly derived from globalisation theory (Maguire, J. 2018), which argues that international sports can only succeed when they are modified to fit localised cultural contexts. The results back this up once basketball is made relevant to Irish consumers life, whether through accessible platforms, national pride, or schools, they will build interest. Additionally, models of consumer behaviour (Abidin, 2024) clarify why Gen Z viewers favour quick, on-demand, interactive material over traditional games and why accessibility and affordability are essential for expansion. Basketball's digital strategy needs to compete in both the sports industry and the broader attention economy.

15.3 Significance of the Study:

This dissertation contributes to the rising body of research on youth participation in sports, digital transformation, and globalisation of sports. Ireland, which is under-represented in international basketball literature yet serves as a powerful example of the larger problem facing basketball in culturally traditional areas, is the case study's unique feature. It shows that there is a desire for the sport but that this desire cannot develop into regular involvement and viewing due to institutional, cultural, and digital barriers. The study emphasises the significance of a multi-faceted strategy local relevance must be combined with global branding. Even though organisations like the NBA have been successful in creating a global brand, they are unable to reach new audiences using centralised tactics alone. To tell basketball's story in their own unique voice, they must instead enable national associations, local producers, and community partners to be a voice in the matter.

15.4 Methodological Reflection:

The study's methodology was based on a quantitative survey, which limited the depth of participant data but allowed for broad exposure. Irish respondents (90.6%) and those between the ages of 18 and 25 (98%), who made up most of the sample, provided valuable insight into the preferences of young people, but they were under-represented among older and non-Irish populations. Some open-ended answers lacked substance or gravity, which is a drawback of online surveying tools. To obtain more organised, insider viewpoints, the study might have included qualitative interviews, geographical comparisons, and in an ideal scenario possibly cooperation with local basketball organisations if more time and funding had been available. However, the methodology was competent to investigate important trends and produce theoretical and practical insights.

15.5 Final Reflection:

When evaluating this dissertation, we see that basketball holds a complex and dynamic place in the global sports industry. Because of the game's natural entertainment value, its appeal of famous players, and digital accessibility, its potential for global expansion is clear. However, enduring cultural, economic, and infrastructure obstacles prevent this potential from being fully exploited, particularly in growing or non-traditional countries like Ireland.

This study has shown that there is no universal approach to expansion. Global institutions like the NBA need to go beyond superficial audience reach and instead implement localised, decentralised tactics that take socioeconomic realities, national sporting traditions, and cultural values into consideration. Making knowledge accessible in a country alone does not ensure engagement; exposure, relatability, and relevance are crucial. Basketball needs to become established in the culture of a nation, especially in cultures with strong sports traditions where the sport has not become popular.

The gap between interest and actions is what stands out most from this study. Despite the fact many young people in Ireland are aware of basketball and show interest in playing or watching, obstacles including time zones, cost, a lack of local role models, and weak media coverage prevents them from participating. For basketball organisations, this gap means untapped opportunity in terms of fan growth and business prospects. However, bridging it requires more than just digital innovation; it also calls for strategic localisation, grassroots investment, and national associations support for policy.

The research supports the idea that online presence is only one aspect of digital transformation. It involves creating engaging, smooth, and community-based experiences. Basketball needs to be presented as more than just a sport it also needs to be marketed as a way of life, a culture, and a shared identity, especially to younger, globally connected audiences. This needs for local representation, emotional resonance, and storytelling all of which can't be accomplished without deliberate, adaptive tactics.

As a case study, Ireland represents the opportunities and challenges of global growth. With basketball's lack of traditional funding and visibility in this area, survey results show untapped demand, especially among Gen Z. Basketball might transform from a niche sport to one with an engaged audience with strategic interventions, such as the hosting of international tournaments in Dublin, inclusion in school curriculum, and national endorsement of Irish players.

The success of basketball will depend on its ability to adapt, localise, and interact in a world where sports consumption is becoming more divided, culturally contested and driven by digital technology. The foundation for understanding how basketball may develop into more than simply a sport but also into an international cultural experience that crosses barriers and establishes itself in the lives of many global audiences is presented by this research. Essentially, basketball is in a strong position for growth on a global scale but only if it continues to be flexible, inclusive, and viewership focused. The results of this study emphasise that strategic cultural consistency, fair access, and community relevance are more important than digital broadcasts and highlight reels when it comes to opening the way for long term consistent global engagement.

16.0 Bibliography:

Abidin, R.E. (2024) 10 consumer behavior models (& which One applies to your business), HubSpot Blog. Available at: https://blog.hubspot.com/service/consumer-behavior-model (Accessed: 11 December 2024).

Aneneh, B. (2025) Challenges associated with the globalisation of basketball, Google. Available at:

https://docs.google.com/forms/d/17UpXZccwwpqvsNJOEaOCU7Ip6hhlofMVK-c5SRJK0TE/edit#responses (Accessed: 20 June 2025).

Asante, G. et al. (2025) (PDF) globalization and sport: The impact of globalization on sports, including the spread of sports culture and international competition, Research Gate. Available at:

https://www.researchgate.net/publication/389068554_Globalization_and_Sport_The_impact_of_globalization_on_sports_including_the_spread_of_sports_culture_and_international_competition (Accessed: 16 March 2025).

Baker, K. (no date) Basketball: The global game. Available at:

https://www.axios.com/2023/02/17/nba-all-star-the-global-game (Accessed: 4 December 2024).

Benmee, S. (2023) What is digital inequality and why does it matter?, Beacon Venture Capital. Available at: https://www.beaconvc.fund/knowledge/what-is-digital-inequality-and-why-does-it-matter#:~:text=The%20digital%20gap%20is%20also,availability%2C%20affordability%2C%20and%20adoption. (Accessed: 26 June 2025).

Carp, S. (2024) Premier League TV and commercial revenue up 17% to UK£12.25bn for next cycle, SportsPro. Available at: https://www.sportspro.com/news/premier-league-revenue-tv-rights-sponsorship-img-productions-november-2024/ (Accessed: 21 February 2025).

Effect of sports on intercultural communication (2023) Sportscomm. Available at: https://www.linkedin.com/pulse/effect-sports-intercultural-communication-sportscomm-czb2c/ (Accessed: 21 March 2025).

Finlayson, M. (2025) The economics of the NBA: How basketball drives billions in revenue, Up in The Rafters | Thought-Provoking Sports Talk. Available at:

https://www.upintherafters.com/p/the-economics-of-the-nba (Accessed: 16 March 2025).

Hashemi-Pour, C. and Lutkevich, B. (2023) What is globalization: Pros, cons, and history: Definition from TechTarget, Search CIO. Available at: https://www.techtarget.com/searchcio/definition/globalization (Accessed: 21 February 2025).

History of basketball (2024) Encyclopædia Britannica. Available at: https://www.britannica.com/sports/history-of-basketball (Accessed: 4 December 2024).

Horne, J., & Manzenreiter, W. (2006). Sports mega-events: Social scientific analyses of a global phenomenon. Sociology of Sport Journal. (Accessed: 6 December 2024).

Inside the NBA's global expansion: What's next for international growth? (2024) Dunkest. Available at: https://www.dunkest.com/en/nba/news/189501/inside-the-nbas-global-expansion-whats-next-for-international-growth#:~:text=New%20Markets%20and%20Partnerships&text=Africa%2C%20in%20particular%2C%20represents%20a,league%20outside%20of%20North%20America. (Accessed: 6 December 2024).

Kleen, B. (2021) NBA faces ethical challenges expanding overseas, Global Sport Matters. Available at: https://live-global-sport-matter.ws.asu.edu/business/2021/08/17/growing-pains-nba-ethical-challenges-overseas-expansion/ (Accessed: 7 December 2024).

Madgwick, S. (2025) European basketball index - revealing the most popular Euroleague players, OLBG.com - Let's Beat The Bookies. Available at: https://www.olbg.com/blogs/basketball-popularity-europe (Accessed: 18 February 2025).

Maguire, J. (2018). Sport and globalization: The changing identity of basketball. International Review for the Sociology of Sport. (Accessed: 6 December 2024).

Media, S. and Media, S. (2024) Is NBA League pass worth it considering the new NBA TV media deal?, SportsEpreneur. Available at: https://sportsepreneur.com/is-nba-league-pass-worth-it-tv-media-deal/#:~:text=An%20Out%2Dof%2DMarket%20Fan,watching%20several%20games%20a%20night. (Accessed: 4 December 2024).

NBA Porter's 5-forces industry analysis assignment help (no date) Assignment Help. Available at: https://www.assignmenthelpexperts.com/blog/nba-porters-5-forces-industry-analysis-assignment-help/ (Accessed: 11 December 2024).

Ottaviano, G. et al. (2019) Financial fair play: Globalisation and regulation in the European Football Industry | CEPR. Available at: https://cepr.org/voxeu/columns/financial-fair-play-globalisation-and-regulation-european-football-industry (Accessed: 21 February 2025).

O'Muirigh, D. (2025) 5 most popular sports in Ireland in 2025, ranked, Ireland Before You Die. Available at: https://www.irelandbeforeyoudie.com/the-5-most-popular-sports-in-ireland-ranked (Accessed: 18 February 2025).

Perspectives: Global Entertainment & Media Outlook 2024–2028 (2024) PwC. Available at: https://www.pwc.com/gx/en/issues/business-model-reinvention/outlook/insights-and-perspectives.html (Accessed: 20 May 2025).

Spajic, D.J. (2024) NBA viewership statistics: Why the league is losing viewers, PlayToday.co. Available at: https://playtoday.co/blog/stats/nba-viewership-statistics/ (Accessed: 7 December 2024).

Stupicic, M. (2023) The effects of time zone differences on Global Sports, SportsHack. Available at: https://www.sportshack.io/the-effects-of-time-zone-differences-on-global-sports/ (Accessed: 26 June 2025).

The globalization of the NBA (2022) United Language Group. Available at: https://www.unitedlanguagegroup.com/blog/globalization-of-the-nba (Accessed: 6 December 2024).

Whittell, I. (2025) NBA games in Manchester - and a new man city basketball team?, The Times & The Sunday Times. Available at: https://www.thetimes.com/sport/football/article/nba-matches-in-manchester-and-a-new-man-city-basketball-team-9lqb69ptw (Accessed: 18 February 2025).

Williams, D.L. (no date) Beyond the NBA: Exploring the global basketball market. Available at: https://www.cbaworldacademy.com/blog/beyond-the-nba-exploring-the-global-basketball-market (Accessed: 6 December 2024).

Index: