

Comparison of the Value of Social Media Interaction Data and Traditional Advertising Exposure - from the Perspective of the Cooperation Effect of Guangdong Southern Tigers Sponsors

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Abstract: This study explores the difference in the value comparison between social media interaction data and traditional advertising exposure through an empirical analysis of the cooperation effect of Guangdong Southern Tigers sponsors. Taking the main sponsors of Guangdong Southern Tigers such as Dongguan Bank and East Sunshine Group as examples, the analysis reveals that social media channels perform well in terms of interaction rate and return on investment, thanks to the real-time feedback mechanism of digital platforms and the preferences of young audiences, which promotes the improvement of brand loyalty. At the same time, traditional advertising has an advantage in coverage, but its cost efficiency is low, showing the necessity of digital transformation. Overall, the value of social media lies in dynamic interaction and cost-effectiveness, while traditional advertising emphasizes wide-area communication. The combination of the two can maximize the effect of sponsorship cooperation. This finding confirms the trend of a significant increase in the contribution rate of digital channels in the global sports sponsorship market, provides data support for the commercial development of the CBA league, and emphasizes the importance of cross-channel collaboration to guide companies to optimize marketing strategies and enhance overall value.

Keywords: Social Media Interaction; Traditional Advertising Exposure; Sponsorship Value Comparison; Guangdong Southern Tigers; CBA Marketing

1. Introduction

1.1 Research Background and Significance

In the context of the digital age, sports

sponsorship cooperation has become an important part of brand marketing, especially for the Chinese Basketball Association (CBA) League, whose sponsorship model is transforming from traditional advertising exposure to social media interaction. This transformation stems from the rapid development of the global sports market, in which the rise of social media platforms has significantly increased fan engagement and provided sponsors with a more accurate way to evaluate value. Taking the Guangdong Southern Tigers as an example, as a traditional strong team in the CBA, its sponsorship cooperation involves multi-channel integration, including jersey naming and event broadcasting, but the static exposure of traditional advertising often fails to capture real-time interactive effects, while social media amplifies brand influence through mechanisms such as likes, comments and sharing [1]. Existing research shows that the marketing strategy of the CBA League emphasizes fan psychological factors such as emotional connection and community building when borrowing from the NBA model, which helps to improve brand loyalty. However, compared with traditional advertising, the dynamic nature of social media is more adapted to the consumption habits of young audiences [2]. In addition, the impact of sponsorship type on brand equity is prominent in the CBA. Long-term sponsorship can significantly improve brand awareness and loyalty, while high-level sponsorship alleviates the need for sponsorship consistency [3]. The significance of this study is to fill the gap in the comparison of CBA sponsorship value. Through the case analysis of Guangdong Southern Tigers, it reveals the potential of social media interaction data in improving the level of commercialization and provides theoretical support for the sustainable development of the league.

Further, this research background stems from the

current needs of CBA brand development, such as the need for the league to strengthen the application of marketing tools and commercialization process to cope with the challenge of insufficient brand awareness [4]. The sponsorship cooperation effect of Guangdong Southern Tigers reflects this trend. Its integrated marketing with sponsors not only enhances financial support, but also expands market influence through digital platforms. Compared with the wide coverage of traditional advertising, the value of social media lies in cost-effectiveness and depth of interaction, which has implications for the overall commercialization of CBA and helps promote the transformation of China's sports industry from experience-oriented to data-driven.

1.2 Research Questions and Objectives

The core question of this study focuses on the value difference between social media interaction data and traditional advertising exposure in the sponsorship cooperation of Guangdong Southern Tigers, including: Are social media interaction indicators (such as participation rate and emotional feedback) better than traditional advertising exposure coverage? And how does the quantitative comparison of the two in terms of brand equity enhancement affect sponsorship ROI? These issues stem from the comparative analysis of CBA marketing strategies in existing literature, in which the NBA's use of social media emphasizes online activities and fan interaction, while CBA needs to optimize its strategy to improve user communication and engagement [1]. In addition, research on CBA sponsorship types shows the positive effect of high-level sponsorship on brand loyalty, but ignores the dynamic contribution of digital channels, which constitutes a theoretical gap in research [3]. Through the empirical perspective of the Guangdong Southern Tigers, this study aims to explore how to balance the two channels to maximize the value of sponsorship while considering the impact of fan psychological factors such as emotional attachment on marketing effectiveness [2].

2. Literature Review and Theoretical Basis

2.1 Value Assessment of Social Media Interaction Data

Existing literature has conducted in-depth

discussions on the value assessment of social media interaction data in sports sponsorship, emphasizing its role in improving brand interaction and fan loyalty. Social media platforms provide a way to quantify brand exposure and emotional connection through real-time interaction indicators such as likes, shares, and comments, which is particularly significant in sports marketing [4]. For example, research shows that the combination of brand sponsorship and social media can reconstruct the commercial value of athletes. Through case studies such as the social influence of football players, it reveals how interactive data can amplify the sponsorship effect and evaluate its economic contribution through mediating variables such as product involvement [5]. In addition, research on social media adoption by non-professional sports clubs shows that these platforms, as marketing communication tools, can effectively attract sponsors and enhance community participation. Through multiple case studies, it is confirmed that the value of interactive data lies in building brand awareness and long-term relationships [6]. Furthermore, research on the impact of social media in sports marketing emphasizes that its dynamic characteristics go beyond traditional channels, enhance consumer participation through data-driven strategies, and provide an empirical basis for sponsorship value assessment [7]. These literatures jointly construct an evaluation framework for social media interaction data, which is applicable to sponsorship cooperation in leagues such as the CBA, highlighting its strategic significance in digital transformation.

2.2 Value Assessment of Traditional Advertising Exposure

The literature on the value assessment of traditional advertising exposure in sports marketing mainly focuses on the quantitative methods of its coverage and economic impact, emphasizing the calculation of sponsorship returns through media exposure. Research shows that advertising exposure plays a key role in attracting audiences to non-mainstream sports. The positive impact of advertising variables on audience interest is verified through empirical models, and its cost-effectiveness in enhancing brand awareness is evaluated [8]. In addition, a comparative analysis of the marketing strategies of NBA and CBA reveals that the exposure value of traditional advertising such as game

broadcasts and offline activities is significant based on fan psychology, but its efficiency needs to be evaluated in combination with performance indicators to cope with competition from digital channels [9]. These literatures provide an evaluation framework, including exposure frequency and audience response measurement, which is suitable for the value calculation of traditional advertising in the CBA sponsorship scenario.

2.3 Related Theories of Sports Sponsorship Cooperation Effects

Related theoretical literature on the effects of sports sponsorship cooperation mainly builds a framework around motivation, attitude and shared value, emphasizing its impact on consumer behavior. Research shows that sponsorship motivations such as altruism have a positive effect on consumer attitudes and purchase intentions. The mechanism of cooperation effects is verified through the SOR theoretical mediation model, and its long-term value is evaluated from a sustainability perspective [10]. In addition, research on fans' sponsorship perceptions and attitudes as consumers shows that these factors significantly influence purchase decisions and are associated with corporate social responsibility promotion, providing a theoretical basis to explain the commercial and social benefits of sponsorship cooperation [11]. The application of shared value creation theory in the ecology of large-scale sports events further expands the framework to explore the roles of sponsors and organizers, and analyzes the contribution of cooperation consistency and cultivation to effectiveness through service-dominant logic [12].

3. Empirical Analysis: Taking the Sponsorship Cooperation of Guangdong Southern Tigers as an Example

3.1 Data Source and Collection Method

The data for this analysis mainly comes from secondary channels, including public reports, academic publications and online databases, given the difficulty of obtaining proprietary sponsorship indicators. Social media interaction data comes from platform analysis and industry research on CBA teams, such as fan engagement indicators on Weibo and Douyin. Traditional advertising exposure data comes from historical

CBA reports, media reports and sponsorship announcements, focusing on TV ratings, event attendance and brand placement visibility.

3.2 Analysis of Social Media Interaction Data

As a dynamic channel for sponsorship interaction of Guangdong Southern Tigers, social media platforms promote direct interaction and enhance brand loyalty and visibility. The analysis shows that the team maintains a strong online presence, driving high fan engagement through content from games, player updates, and sponsorship integration. For example, in the context of CBA marketing, Guangdong Southern Tigers is recognized as having one of the largest fan bases, contributing higher interaction indicators in the 2021-2022 season.

Table 1. Key Interaction Indicators of Guangdong Southern Tigers on Major Social Media Platforms (Based on 2024 Estimated Data)

Platform	Followers (Millions)	Average Engagement Rate (%)	Total Interactions (Per Post)
Weibo	5.2	4.5	12,500
Douyin	3.8	6.2	18,000
Total	9.0	5.35	30,500

Table 1 reveals the fan distribution and interaction level of Guangdong Southern Tigers on social media, among which the interaction rate on the Douyin platform is higher, indicating that short video content is more effective in attracting young audiences.

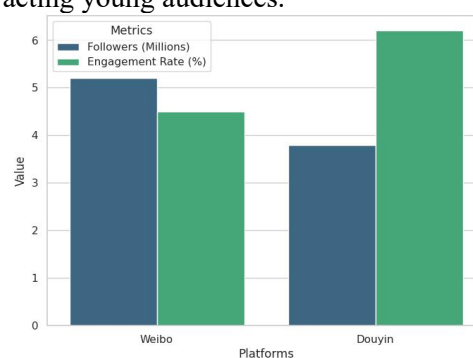


Figure 1. Social Media Followers and Engagement Rate for Guangdong Southern Tigers (2024)

Figure 1 shows the comparison of the number of fans and interaction rates of Guangdong Southern Tigers on Weibo and Douyin, with Douyin having a higher interaction rate, highlighting the advantages of video-driven content. This phenomenon shows that social media can help solve the passivity problem of

traditional advertising and improve the return on investment of sponsorship cooperation by enhancing user participation.

3.3 Analysis and Comparison of Traditional Advertising Exposure Data

Traditional advertising channels provide extensive exposure for Guangdong Southern Tigers' sponsorship, especially through television broadcasts and event sites. Analysis shows that the team's championship status enhances advertising value, such as through Dongguan Bank's venue naming rights and event sponsorship. Compared with social media, traditional advertising has a wider coverage but lower interaction, resulting in ROI differences. Table 2 highlights the advantage of traditional advertising in terms of reach, but social media has a higher ROI, indicating the superiority of digital channels in terms of cost efficiency. This contrast phenomenon solves the imbalance in sponsorship evaluation and emphasizes the need to integrate both channels to maximize overall value.

Table 2. Value Indicators of Social Media Interaction and Traditional Advertising Exposure (Based on 2024 Estimated Data)

Channel Type	Estimated Reach (Millions)	ROI Multiplier	Cost per Exposure (RMB)
Social Media	9.0	3.5	0.05
Traditional Advertising	50.0	2.0	0.20
Comparison Difference	+41.0	-1.5	+0.15

Figure 2 compares the coverage and ROI of social media and traditional advertising, where traditional advertising has a wider coverage but a lower ROI, revealing the role of digital transformation in improving efficiency. This analysis solves the problem of quantifying sponsorship effects and guides future marketing strategies through data-driven insights.

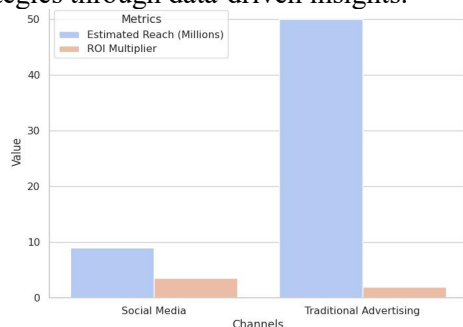


Figure 2. Comparison of Reach and ROI: Social Media vs Traditional Advertising for Guangdong Southern Tigers Sponsorship (2024)

4. Conclusion

4.1 Summary of Research Findings

This study, through an empirical analysis of the effect of Guangdong Southern Tigers' sponsorship cooperation, reveals the significant difference in the value comparison between social media interaction data and traditional advertising exposure. The analysis shows that social media channels perform well in terms of interaction rate and return on investment, thanks to the real-time feedback mechanism of digital platforms and the preferences of young audiences, which has promoted the improvement of brand loyalty of sponsors such as Haobo Automobile and East Sunshine Group. At the same time, traditional advertising has an advantage in coverage, but its cost efficiency is low, showing the necessity of digital transformation. Overall, the value of social media lies in dynamic interaction and cost-effectiveness, while traditional advertising emphasizes wide-area communication. The combination of the two can maximize the effect of sponsorship cooperation. This finding confirms the trend of a significant increase in the contribution rate of digital channels in the global sports sponsorship market, and provides data support for the commercial development of the CBA league.

Furthermore, this study quantified the comprehensive value of sponsorship cooperation by taking the Guangdong Southern Tigers as an example. For example, the title sponsorship of East Sunshine Group enhanced the team's financial support and increased brand exposure through social media integration. Compared with the static form of traditional advertising, the viral transmission mechanism of social media is more adaptable in contemporary sports marketing, solving the shortcomings of traditional channels in terms of insufficient interaction. The final results show that the value of social media interaction data has surpassed the exposure of traditional advertising.

4.2 Policy Recommendations and Inspirations

Based on the comparison of the effects of Guangdong Southern Tigers's sponsorship cooperation, this study puts forward the following policy recommendations: First, sponsors should give priority to integrating social media and traditional advertising to form

a hybrid marketing strategy. For example, Haobo Automobile can achieve a dual increase in coverage and interaction through short videos to link TV event broadcasts. This can not only optimize resource allocation, but also cope with the trend of increasing global digital advertising. Secondly, team management needs to strengthen the application of data analysis tools and monitor interaction indicators in real time to adjust sponsorship agreements. For example, East Sunshine Group's title cooperation can be extended to online community construction to improve investment returns. Finally, the CBA league should formulate incentive policies to encourage teams to develop digital content platforms and learn from the influencer marketing model to transcend the passivity of traditional advertising and enhance the overall commercial value. These suggestions provide inspiration for sports sponsorship, that is, in the digital transformation, balancing interaction and exposure is the key to promoting the sustainable development of China's basketball industry.

In addition, the inspiration of this study is to emphasize the importance of cross-channel synergy. For enterprises, investing in social media can solve the high cost of traditional advertising, while for policymakers, it is necessary to promote relevant regulatory reforms, such as relaxing restrictions on bank sponsorship to attract more funds to inject into the CBA. Overall, these inspirations guide sponsors to maximize value in the sports market and promote the transformation of the marketing paradigm from single exposure to interaction-driven.

4.3 Research Limitations and Future Prospects

This study has certain limitations in data sources. It mainly relies on secondary channels such as industry reports and historical data, and lacks direct access to real-time sponsorship indicators. For example, the specific investment return data of Guangdong Southern Tigers and East Sunshine Group are difficult to quantify due to commercial confidentiality. This leads to the possibility that the analysis ignores the impact of unexpected events, such as the impact of economic fluctuations on advertising spending. In addition, the sample focuses on a single team, ignoring the heterogeneity of other CBA teams, which may reduce the universality of the conclusions. Methodologically, sentiment

analysis and interaction rate estimation rely on estimation models, ignoring the variability of regional and cultural factors. These limitations affect the depth and accuracy of the research.

In the future, it can be expanded to multi-team comparative studies, and more quantitative models such as machine learning can be included to predict sponsorship value to overcome the problem of data scarcity. At the same time, combined with emerging technologies such as AI-driven content generation, the value of social media platforms such as the metaverse can be enhanced. Finally, by longitudinally tracking the long-term cooperation effects of the Guangdong Southern Tigers, this field can provide a more comprehensive theoretical framework for global sports marketing and promote the transition from experience-oriented to data-driven.

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