

**Final Research Report
for
NCAA Division 1 Basketball Tournament**

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Outline

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Executive Summary

To enhance attendance at NCAA Division 1 Basketball tournaments at Brigham Young University-Hawaii (BYU-H), the BlueFocus team conducted comprehensive research involving market analysis with Filipino players, a Qualtrics Satisfaction survey, and a targeted focus group. Leveraging the significant Filipino demographic in Hawaii, the study identified four NCAA teams with Filipino players, presenting unique opportunities to engage diverse audiences. The Qualtrics survey and focus group provided valuable insights into attendance patterns, awareness channels, and preferences, guiding six strategic recommendations. These recommendations include a comprehensive marketing campaign, attendance incentives, collaboration with local businesses, an enhanced event experience, active involvement of student clubs, and tailored marketing for specific demographics. Anticipating a significant increase in tournament attendance, these findings serve as a foundation for future improvements in the basketball tournament experience at BYU-Hawaii.

1. Introduction

In our pursuit of elevating attendance at the NCAA Division 1 Basketball tournaments hosted by Brigham Young University-Hawaii (BYU-H), we incorporated market research with Filipino players, a Qualtrics Satisfaction survey, and a targeted focus group. This integrated approach aimed to identify opportunities and address the unique challenges faced by our university in drawing the attention of students and the local community. Our market research unveiled a compelling avenue to amplify tournament attendance. Leveraging the fact that Filipinos constitute 25.1% of Hawaii's population with a pronounced affinity for basketball, we identified four NCAA Basketball teams with Filipino players: Cal State Bakersfield Men's basketball, Azusa Pacific Men's basketball, Iona Gaels Women's basketball, and Duke University Blue Devils Women's basketball. By featuring prominent players such as Josh Hardeman, Dalph Panopio, Ella Patrice Fajardo, and Vanessa de Jesus, we sought to tap into this significant demographic and invigorate the basketball culture at BYU-H.

To gain deeper insights, our team conducted a Qualtrics Satisfaction survey targeting domestic male students, representing 10% of the BYU-H student body. From October 17 to October 24, 2023, this survey focused on understanding students' perspectives on NCAA basketball and identifying strategies to enhance their interest. With 100 participants, including in-person interviews, our survey provided valuable data to inform our recommendations. We, the BlueFocus team, collaboratively played distinct roles in successfully executing the survey.

Complementing the survey, our focus group delved into the reasons for students' non-attendance at NCAA D1 Basketball tournaments. Specifically targeting Filipino males aged 20 to 25, we interviewed 7 participants from diverse academic backgrounds. These insights, gathered on November 9, 2023, illuminated additional factors contributing to student satisfaction and informed our strategies for future tournaments. The BlueFocus team's collaborative efforts ensured a well-rounded approach to data collection, with each member contributing their expertise.

2. Research Objective

The research objective of this report is to conduct market research with Filipino players and students to identify effective strategies to increase attendance at NCAA D1 basketball tournaments at Brigham Young University-Hawaii. This research aims to understand the preferences, motivations, and barriers to attendance among Brigham Young University – Hawaii students and generate ideas to enhance their participation. Additionally, the research seeks to evaluate the effectiveness of different marketing channels and identify strategies to target and engage the students and community. By gathering qualitative and quantitative data through surveys, and focus groups, and analyzing market research findings, the objective is to develop actionable recommendations that will improve attendance rates and create a more inclusive and engaging basketball tournament experience for all students.

3. Research Method

Our research consisted of three different parts; thus, this section will be divided into 3 different parts, one discussing our secondary research, one discussing our Qualtrics survey, and the last discussing our focus group with Filipino students. We used a variety of research methods in our research which helped us get different ideas from different sources and to confirm some of our ideas across different sources. Having three different research methods was super helpful in getting a general understanding of the ideas we presented. This also allowed us to be sure of the accuracy of our research results.

The first research we conducted was secondary, we looked for different teams with Filipino demographics who would be willing to come to BYUH to play in a basketball tournament. We mostly found these teams by searching different university websites and looking through social media for popular Filipino-American players. We made sure that all the websites we found were accurate and they truly represented our demographic. This way we ensured that our internet research was truthful. We each searched for different schools in the U.S. that had Filipino basketball-playing students. We each verified each other's findings to make sure they were accurate. This research gave us a great background to the NCAA basketball scene, and it gave us ideas on who we could invite.

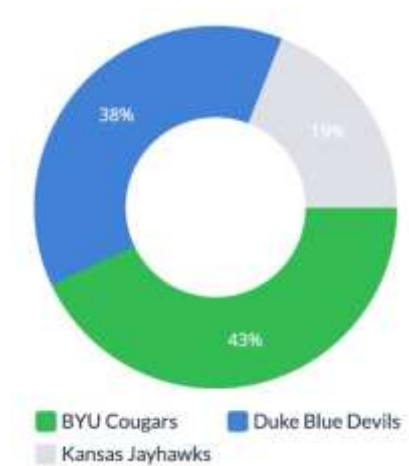
The second research we conducted was a Qualtrics Survey. We surveyed 100+ Domestic males using a custom Qualtrics survey. The survey had 7 questions that got information from the people surveyed about their interest in basketball and their ideas to get more students to come to the next basketball tournament. This survey was a great success. We used scales and free-response questions to gauge the student's interest in NCAA Division 1 basketball and to gain their insights. We asked questions such as “What halftime show would get more students to attend” and with a Likert scale “I enjoy watching basketball”. Through questions such as these, we got a great idea of what the students truly thought. This survey only took about 3 minutes, so we were able to get many responses.

The last research we conducted was a focus group study consisting of 7 Filipino male students. We had them join us in a room in the library for 1 hour and asked them 20+ questions on basketball and their interests. We recorded this meeting using a 2019 i9 8 core MacBook Pro and transcribed it using Adobe Premiere Pro 2024, this enabled us to review their responses after the meeting was over. Running this focus group gave us many specific points of feedback and new ideas.

4. Results

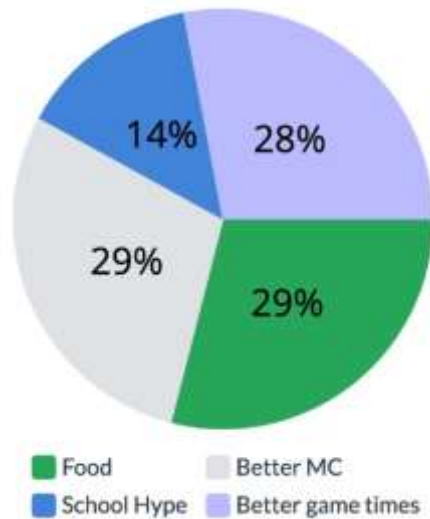
Our comprehensive approach to enhancing attendance at NCAA Division 1 Basketball tournaments at BYU-Hawaii involved thorough market research with Filipino players, a comprehensive Qualtrics Satisfaction survey, and insights from a focused group study.

In the market research segment, we identified four promising NCAA teams with Filipino players, each presenting unique qualities to attract diverse audiences. Azusa Pacific University's basketball team, led by Coach Peter Bond and featuring Filipino player Josh Hardeman, stands out for its remarkable 22-8 winning record and a diverse student body. The team's religious background aligns with BYUH's mission, making them an ideal choice to increase tournament attendance. Similarly, California State University - Cal State Bakersfield Roadrunners, with resilient player Dalph Panopio, and Iona University - Iona Gaels, with versatile Filipina guard Ella Patrice Fajardo, bring diverse narratives and competitive success to engage the Filipino community. Duke University's Blue Devils, coached by Kara Lawson and featuring standout Vanessa de Jesus, showcase a solid 77.8% win rate, promising a captivating game experience.



The Qualtrics Satisfaction survey provided valuable insights into attendance patterns, awareness channels, team preferences, preferred halftime shows, and ideas to increase attendance. Notably, word-of-mouth, Instagram, and physical advertisements played pivotal roles in spreading awareness about the tournament. Preferences for local teams like BYU Cougars and nationally recognized teams like Duke Blue Devils emerged, with free giveaways, cultural dances, and club performances being popular halftime show choices. Respondents expressed interest in attending if prominent teams were invited and suggested offering refreshments as an incentive.

The focus group study delved into the reasons for non-attendance, interest in future games, and ideas to increase Filipino student participation. Lack of interest, class schedules, and physical absence were common reasons for non-attendance. Four out of seven participants expressed an intention to attend next year's tournament, especially if familiar teams were playing. Suggestions



to increase participation included building hype on campus, posting hype videos on social media, adjusting game times to Friday night, and promoting well in advance.

In summary, combining diverse and successful NCAA teams, strategic marketing, and addressing key factors influencing attendance presents a compelling narrative to engage the Filipino community and a broader audience. The insights from the Qualtrics survey and focus group enhance our understanding of student preferences and provide actionable strategies to optimize future tournament experiences. The upcoming sections will discuss detailed analyses, recommendations, and an action plan to translate these findings into a successful NCAA Division 1 Basketball Tournament at BYU-Hawaii.

5. Limitations

Now, our research does have some limitations. One of which is its accuracy. We surveyed 100 people of a 3,000-person population. This means we have an accuracy of just over 95% so we cannot say that this is true for 100% of students. Our focus group also provided qualitative feedback, not quantitative feedback. This research was confined to different demographics, the secondary research was done with a focus on Filipino students, the survey focused on domestic male students, and the focus group was done with only Filipino students. This means that each of the outcomes of our research should be considered independently from the other. Each of the activities we did to conduct research was focused on a different demographic. Any attempt to summarize all the research from each of the activities will produce inaccurate results since each of the demographics was different. Thus, a limitation of our research is the demographic to which these outcomes may be applied. Although our research has some limitations, it is still valuable, and many great ideas may be procured from our research.

6. Conclusions and Recommendations

In conclusion, the market research conducted with Filipino players and students has provided valuable insights and opportunities to increase attendance at NCAA D1 basketball tournaments at Brigham Young University-Hawaii. The selection of NCAA teams with Filipino players presents a unique chance to attract diverse audiences and create a vibrant and engaging atmosphere. Additionally, the survey findings emphasized the importance of improving promotion and communication, creating incentives for attendance, enhancing the event experience, and involving student clubs and organizations in the planning process. The focus group study further highlighted the significance of targeted marketing efforts, flexible scheduling options, and tailored promotional activities for specific demographics, such as Filipino students.

Based on these conclusions, we came up with six recommendations to improve attendance next year.

1. Implement a comprehensive marketing campaign that utilizes social media platforms, campus bulletin boards, and regular email updates on student bulletin to increase awareness of the tournament among students and community members.

2. Create incentives for attendance, such as offering merchandise, organizing contests with attractive prizes, and providing exclusive experiences for attendees.
3. Collaborate with local businesses and sponsors to offer special promotions or discounts during the tournament to further incentivize attendance.
4. Enhance the overall event experience by incorporating engaging halftime shows, inviting popular local performers, and providing a variety of food options and concessions.
5. Actively involve student clubs and organizations in the planning and execution of the tournament to foster a sense of ownership and pride among the student community.
6. Tailor marketing strategies to specific demographics, such as Filipino students, by incorporating their preferences into halftime shows or promotional activities.

By implementing these recommendations, it is anticipated that attendance at NCAA D1 basketball tournaments at Brigham Young University-Hawaii will increase significantly, creating a more inclusive and enjoyable experience for all attendees. These findings and recommendations serve as a foundation for future research and strategic planning, guiding efforts to continuously improve and enhance the basketball tournament experience at BYUH.

Appendix 1 - References

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Appendix 2 – Interview Questions

1. Why did you attend the NCAA last year? Why not?
2. What do you think would motivate students to go to NCAA D1 Basketball tournaments?
3. What do you like about the game?
4. Are there areas where changes could be made to make students even more satisfied with NCAA D1 Basketball?

5. What social media channel do you mainly use to follow sports news?
6. Where is the best place to put the information about NCAA D1 that most students will notice?
7. Why do you think the main reason that students were not motivated to attend the game?
8. What NCAA team shows up will make you want to come to the game?
9. What NCAA teams have you guys heard about?
10. Do you guys want to watch a game at the CAC?
11. Are Games at BYUH exciting?
12. How could we get more students to attend?
13. Do Filipino students want to watch American teams play basketball?
14. What kind of halftime shows would Filipino students want to see?
15. Are there any teams you guys know of that you'd like to watch here?
16. What would attract Filipino students the most?
17. If we bring food, would you be willing to participate in a halftime shootout?
18. Do most Filipinos watch basketball on social media? NBA, NCAA or PBA?
19. What could be done to market specifically to Filipino students?
20. Are you going to go to the next NCAA tournament?

Appendix 3 – Consent form

MARKETING RESEARCH (FOCUS GROUP) PARTICIPANT CONSENT FORM

I, Julien Refarom, hereby consent to have my answers collected and to be recorded during my participation in the focus group conducted by students from Business Management 422 class on Nov. 09, 2023.


I acknowledge that my statements will be used for research purposes. I confirm that my responses are genuine and come from a place of no bias.

Signature: 

MARKETING RESEARCH (FOCUS GROUP) PARTICIPANT CONSENT FORM

I, Tom Leo Mabin, hereby consent to have my answers collected and to be recorded during my participation in the focus group conducted by students from Business Management 422 class on Nov. 09, 2023.

I acknowledge that my statements will be used for research purposes. I confirm that my responses are genuine and come from a place of no bias.

Signature: 

Date: 11/09/2023

MARKETING RESEARCH (FOCUS GROUP) PARTICIPANT CONSENT FORM

I, Harmon (Nertie), hereby consent to have my answers collected and to be recorded during my participation in the focus group conducted by students from Business Management 422 class on Nov. 09, 2023.

I acknowledge that my statements will be used for research purposes. I confirm that my responses are genuine and come from a place of no bias.

Signature: 

Date: 11/14/23

MARKETING RESEARCH (FOCUS GROUP) PARTICIPANT CONSENT FORM

I, Aaron Joseph Madrazo, hereby consent to have my answers collected and to be recorded during my participation in the focus group conducted by students from Business Management 422 class on Nov. 09, 2023.

I acknowledge that my statements will be used for research purposes. I confirm that my responses are genuine and come from a place of no bias.

Signature: 

Date: 11/09/23

MARKETING RESEARCH (FOCUS GROUP)
PARTICIPANT CONSENT FORM

I, KYLE ACAN, hereby consent to have my answers collected and to be recorded during my participation in the focus group conducted by students from Business Management 422 class on Nov. 09, 2023.

I acknowledge that my statements will be used for research purposes. I confirm that my responses are genuine and come from a place of no bias.

Signature: [Signature]

Date: 11/09/2023

MARKETING RESEARCH (FOCUS GROUP)
PARTICIPANT CONSENT FORM

I, Gerome Roman, hereby consent to have my answers collected and to be recorded during my participation in the focus group conducted by students from Business Management 422 class on Nov. 09, 2023.

I acknowledge that my statements will be used for research purposes. I confirm that my responses are genuine and come from a place of no bias.

Signature: [Signature]

Date: 11/9/23

Appendix 4 - Photos

