

HeartBeats ELEPHANTE Concert

Final Report

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Marketing Research 632

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Executive Summary:

The Psi Kappa Chapter of Alpha Kappa Psi got together to bring a charity concert to SFSU. The proceeds will go towards the Organization For Autism Research (OAR). This event will host an EDM DJ who goes by the name of Elephante. The past year there were thousands who attended in efforts to support the City of Hope, a cancer research facility.

The efforts in the previous year were successful, but some believe there's still room for improvement. President Simon LeBlanc of Alpha Kappa Psi believes there can be more done in order to market the event. By establishing that there has been no prior marketing research this project should obtain data that will allow us to have improve certain aspects of the event preparation. Our market research project will help us (1) identify the most used social media platform by SFSU students and (2) inquire into student awareness of the concert through the use of social media platforms.

About the Research:

We used an online survey to reach out to current San Francisco State students. With the research we conducted we were able to identify the demographic of students who had knowledge of the concert and those who were interesting in attending the event. We received forty-five responses, however, there were forty-three feasible responses because two of the responses were not current SFSU students. Using social media platforms and direct messaging our group was able to gather 43 usable surveys with a response rate of 63%. We had to create primary data because there was little to no existing secondary data.

Key Results:

- The respondents were very close to be evenly split with males being 46%, 49% being female, the remaining 5% were either not specifying their gender or didn't answer this question.
- The majority of students that were aware of the event were primarily seniors with 53.66% while juniors were the following class that had knowledge of this event at 29.37%. The freshman (2.44%) and sophomore (14.63%) class barely had a presence in the response rate of the survey.
- Facebook is the social media platform that the majority of the demographic has with Snapchat being a close second, Instagram being third, and Twitter being the platform the fewest people have.
- As the respondents scroll through social media platforms every hour the most frequent platform is Instagram followed by Facebook.
- When the respondents are on campus the best way we grabbed their attention was through flyers, however, a large percentage of students that heard about the HeartBeats event gain their awareness through the use of internet advertisement.

- A handful of the demographic had little to no knowledge of the event or the Alpha Kappa Psi through social media. In addition, numerous respondents didn't attend the event hosted in Spring 2017 leading us to believe Alpha Kappa Psi does not have a strong social media presence.

Recommendations: We offer a number of recommendations based on these results.

1. Focus external marketing efforts on upperclassmen who maintain a social media presence and keep up to date with events hosted on campus.
2. By identifying the target market as upperclassmen we can form events to meet their specific likes and dislikes. Gather this information can allow us to understand their ideal event as well as attributes that would strike their specific interests.
3. Implement advertisements for Alpha Kappa Psi events months before the event in order to generate the desired number of student awareness. A large number of respondents had no prior knowledge of Alpha Kappa Psi or the event in Spring 2017. This leads us to believe the advertisement was not distributed in an efficient time frame.
4. Form a stronger social media presence on Instagram as well as Facebook, the two most used sites by students, in order to increase student awareness. There is an abundance of students scrolling through social media every hour so it becomes prevalent to create a constant media presence. Submitting a post on these social media platforms frequently will allow students to stay connected with campus life.
5. To create awareness on campus Alpha Kappa Psi can distribute flyers because as seen in this report the most successful way to reach the students is through the use of flyers. Posting flyers of future events in all the heavily populated areas can increase student mindfulness.
6. In terms of prices, these events may be better off making the tickets fairly low. Since these are college students a large percentage of them may not have a disposable income. By lowering the price of emission there may be a larger attendance at the events.
7. A action that could be implemented in the future could be the use of promotions. By providing coupons, discounted prices, or promotions on social media Alpha Kappa Psi will be able to "kill two birds with one stone." The promotions posted on social media will create a frequent media presence while informing students of events they can get deals on.

Introduction

Background:

Alpha Kappa Psi is the oldest and largest professional business fraternity in the world. **The Psi Kappa Chapter of Alpha Kappa Psi is hosting the HeartBeats Benefit Concert, an event where the proceeds will go towards the Organization For Autism Research (OAR).** This year they invited a EDM DJ, Elephante, as the main performer for the event. Last semester they had over 1000+ attendees attending the event that raised funds for City of Hope, a cancer research facility.

Despite being a successful event last semester, Alpha Kappa Psi's president, Mr. Simon LeBlanc, still thinks that **there should be an improvement on how they market their event.** He suggested that perhaps if more university students knew about the event, the turn up for the event would be better than last semester's. Alpha Kappa Psi has done no prior formal marketing research. Through this marketing research project, we would like to **a) determine the most used social media platform by students of San Francisco State University and b) investigate student awareness of the event through social media.**

Decision Problem:

“What social media platform should they use to market the event?” Although many college students are a member of at least one form of social media. In this market research project we will discover which platform can be most beneficial to attract traffic for the benefit concert.

Research Problems:

There are a number of different research problems that could be discussed; each would offer a clear visions that will be useful during the process of making the decision problem. This section discusses the most valuable of these research problems and brings the logic reasons for selecting three of them for further attention.

(Research Problem 1) Determine most used platforms by SFSU students. We want to investigate which is the most active platform students use and which one is the most effective to spread Alpha Kappa Psi's event and message. By warehousing the most used social media platform this will allow us to understand the number of students that are aware of the event.

(Research Problem 2) Determine which form of messaging on social media platforms are most effective. With the advancement of technology we can now see how many students that we manage to reach in such a short amount of time. We can actually see what kind of posts that best

attracts the attention of students as well as how many people have seen it. There is no cost in looking at the figures on Facebook or Twitter.

(Research Problem 3) Investigate student awareness of the event through social media. We want to find out if student knew about the purpose of the event hosted by Alpha Kappa Psi angst if the message is being well explained, and students have received the intention behind those events.

(Research Problem 4) Determine the most effective way to attract attention of the target market on social media. We want to find out in what kind of form best attracts students attention. The different kind of forms include, videos, pictures, direct messaging or even gifs. Define what interest students the most to catch their attention and have them stop and look at the ads in the social media. We want to identify what type of message will attract the most views from the student eye rather than a boring ad seen on today's social media platforms.

Research Problems Selected: After reviewing these problems and many others, the research team has decided that Research Problems 1, 2, and 4 can provide the best outcome for this market research. Each of these problems will add a valuable information that will route to the best result.

Use: The key information to be obtained will include (a) the platform that SFSU students use the most on social media, (b) the data collected on m many SFSU students that we manage to spread our information to, (c) in what form would we gain the attention of SFSU students the most. Mr. Simon LeBlanc plans to use the results to determine which platform of social media should he market his event on as well as the content that best attracts the attention of SFSU students.

Method

Research Design. After consulting with Alpha Kappa Psi's president Mr. Simon LeBlanc, we began the data collection process with exploratory research. We initially collected information as well as read the past data provided by Alpha Kappa Psi on their background information that they provided from last semester. Next, we conducted an in depth interview with two Alpha Kappa Psi members that were in charge of planning HeartBeats Benefit Concert last semester. We managed to gain more insights on how they planned the event as well as the marketing tactic that they used to attract more students to attend the event.

In addition, we conducted interview with three students from San Francisco State University. The goal from the interview was to find out on the types of social media that they use very often as well as if they knew about such event that is happening in campus. We begin to understand the ways on how to further market it and these insights served to guide the development of the data collection form used in the next stage of our research.

Data Collection Method. For the data collection method, we collected the primary data using **online survey** that was made from Qualtrics. We chose online survey over personal interviews to keep costs as low as possible as well as time constraints was a problem if we did personal interviews. Although an online survey was quick and easy to send out to students, we were still concerned about the accuracy of students filling up the surveys.

The questionnaire (see Appendix A) contained a variety of multiple choice questions as well as closed-ended questions designed to get the information needed to address the research problems. The questionnaire would take about four minutes for each participant to complete it.

Population. The population that we are trying to target for this marketing research project is only San Francisco State University's students. We want to get their opinion and suggestions on it as HeartBeats Benefit Concert is a event held in the university and our target audience is students as well.

Sampling Method. For the sampling method that we used, we used both fixed and convenience sampling. We used fixed sampling by pre-determining our population of only SFSU students. We also used convenience sampling when distributing the surveys, by posting the surveys on our social media accounts and sending the surveys to other SFSU students we knew.

Data Analysis

A. Basic Information

SECTION ONE: Determine overall demographics of survey respondents

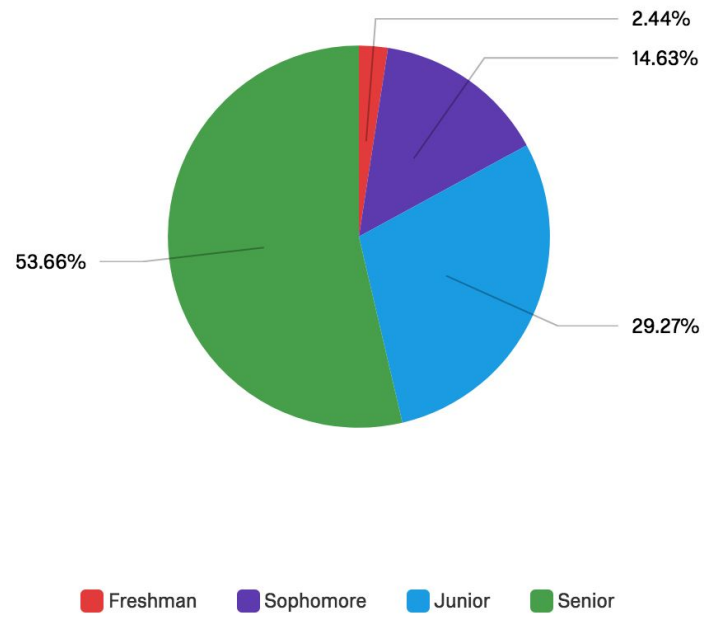
1. The number of total responses we collected is 45 responses.
2. The number of useful responses we collected is 43 responses. 2 respondents were not SFSU students, which ended the survey afterwards for those respondents that were not SFSU students.
3. We had 21 females, 20 males, and 1 who didn't wish to be specified. 3 responses were missing from the system.
4. The majority of students that were aware of the event were primarily seniors with 53.66% while juniors were the following class that had knowledge of this event at 29.37%. The freshman (2.44%) and sophomore (14.63%) class barely had a presence in the response rate of the survey. The following images show how many respondents were SFSU students, gender, and to which class standing they belonged in, respectively.

Are you a current student at SF State?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	43	95.6	95.6	95.6
	No	2	4.4	4.4	100.0
	Total	45	100.0	100.0	

What is your gender? - Selected Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	21	46.7	50.0	50.0
	Male	20	44.4	47.6	97.6
	Do not like to be specified	1	2.2	2.4	100.0
	Total	42	93.3	100.0	
Missing	System	3	6.7		
Total		45	100.0		

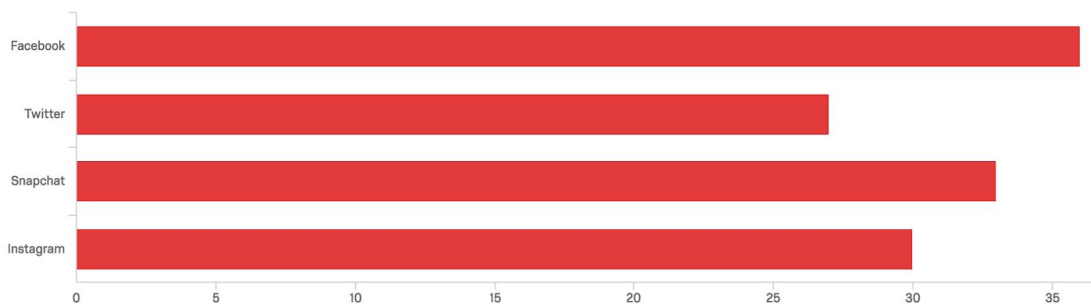


SECTION TWO: Determine most used platforms by SFSU students

Attribute: Usage of social media

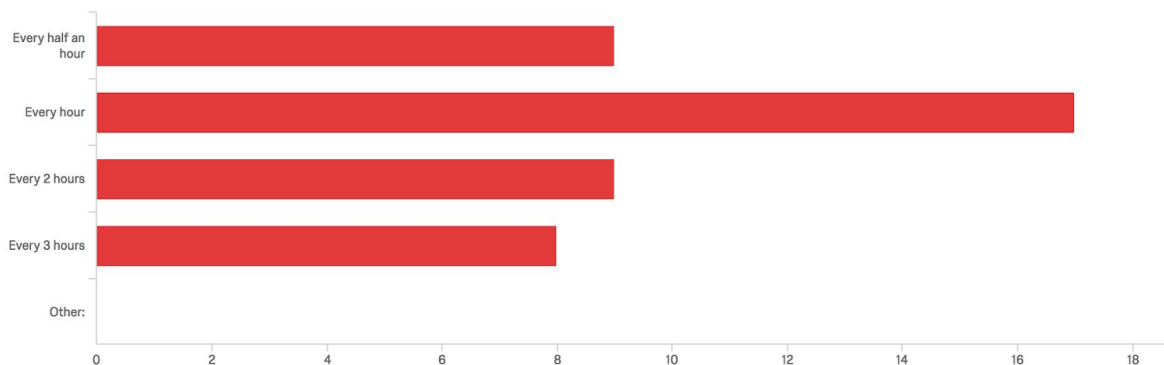
(A.) What social media platforms do you have?

We asked in our survey, which social media platforms do they have. We mainly focused on the four social media platforms: Facebook, Twitter, Instagram, and Snapchat. Our respondents were allowed to choose all that apply. As shown in the graph below, most of the respondents had Facebook accounts.



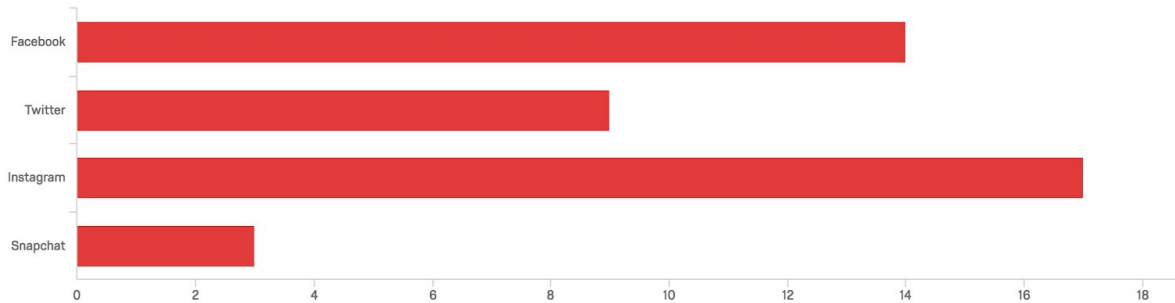
(B.) How often do you check your social media pages?

We received a variety of responses, but 39.53% of the respondents stated that they check social media every hour. Both the choices “Every half an hour” and “Every 2 hours” were at a tie, both coming in second at receiving 20.93% of the responses.



(C.) What platform do you spend the most time scrolling through?

Despite most people having a Facebook and Snapchat, Instagram was the platform that most of our respondents spent the most time scrolling through at 39.53%. Facebook was a close second, with 32.56% of respondents. Although many people did have Snapchat accounts (refer to Question A), Snapchat was actually last at 6.98% of the responses, indicating that most of the respondents do not actually spend the most time on Snapchat despite many people having accounts.

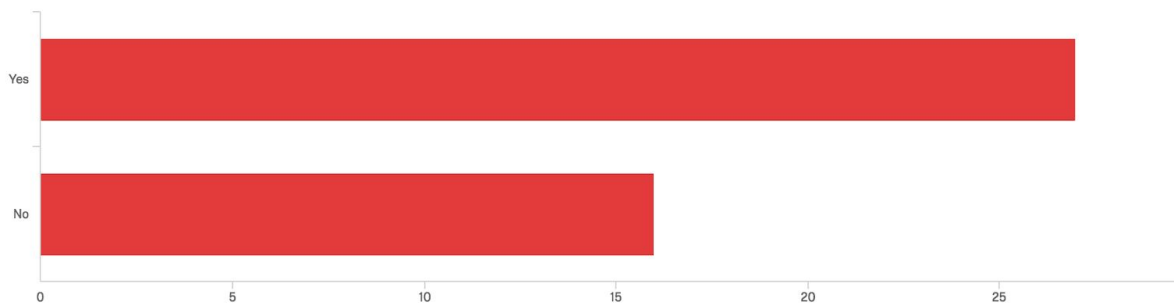


SECTION THREE: Investigate student awareness of the event through social media.

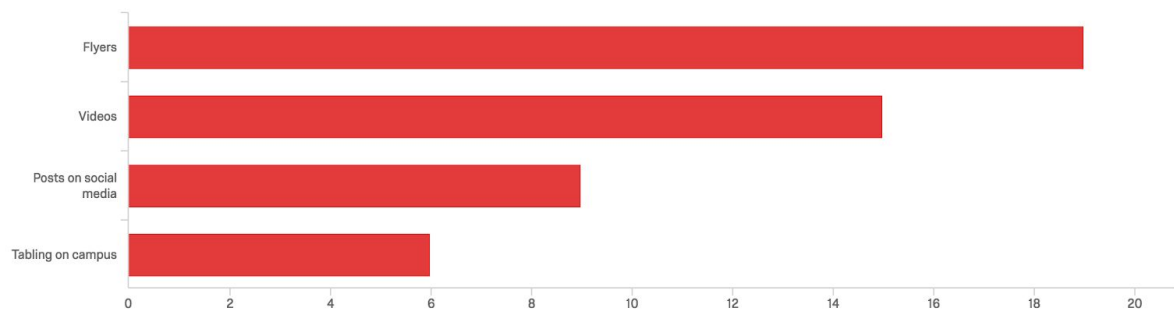
Attribute: Ad Exposure

(D.) Have you seen any ads on campus/social media promoting HeartBeats Benefit Concert?

Our respondents were asked if they had seen any advertisements, either on campus or on social media, that promoted the Elephante HeartBeats concert. This helps contribute to the attribute, ad exposure, because this helps determine if whether or not that the ads are actually being seen by other students.

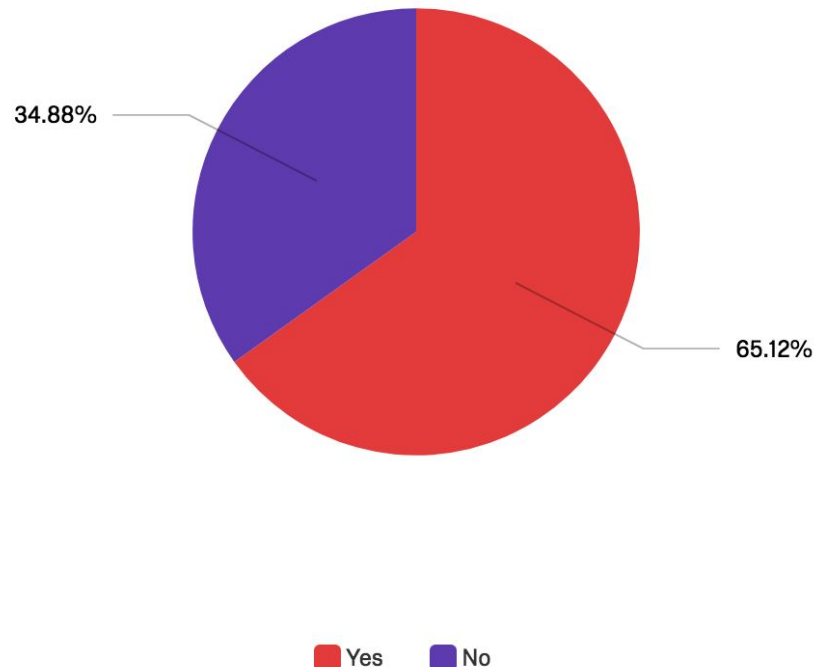


Below is the follow-up question, of “Which advertisements did they see promoting the Heartbeats concert?” to which was only displayed to respondents who answered “Yes” in the previous question of whether or not they have seen any advertisements. Respondents were allowed to choose more than one choice if they had seen multiple advertisements for the concert. Most of the respondents saw advertisements of the Elephante concert in forms of flyers, at 38.78%. Videos were second at 30.61%. Tabling on campus was the smallest result, only receiving 12.24% of the responses.



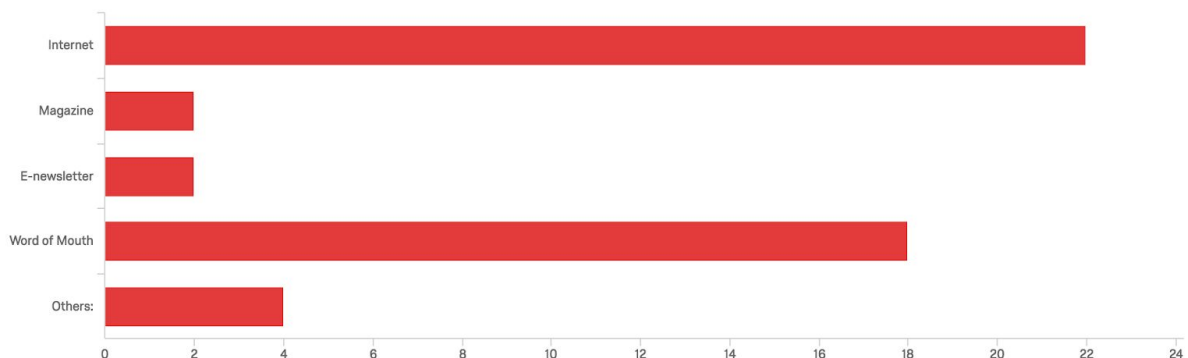
(E.) Have you heard of Alpha Kappa Psi's HeartBeats event happening in SFSU?

Majority of the respondents were aware that there would be an Elephante HeartBeats concert occurring, to which 65.12% of respondents answered that they have heard of the event before. However, 34.88% of the students were actually not aware of the event until taking this survey.



(F.) How did you first hear about HeartBeats?

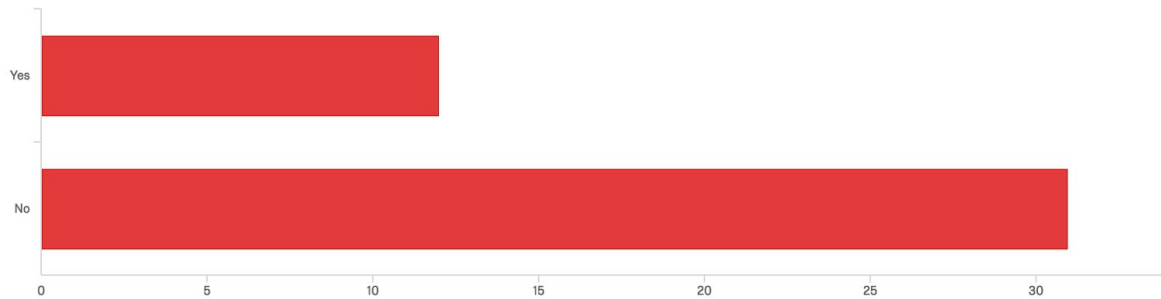
Majority of the respondents first heard about the HeartBeats event online, at 45.83%. Secondly, many respondents, 37.50% of them, heard about the event, through word of mouth. Respondents were given the option to choose multiple choices if applicable. The “Other” responses, which required a fill in text box, received 4 responses, to which all four said that either they actually have never heard of the event, or only heard of the event through this survey.



Attribute: Satisfaction with Product

(G.) Did you attend the event during the Spring 2017 semester?

Although majority of our respondents were aware that there would be an Elephante concert occurring at SFSU this semester (refer back to Question E), overwhelmingly, 72.09% of the respondents did not attend the first HeartBeats concert back in the Spring 2017 semester.



Limitations

- One potential limitation should be acknowledged. 31 out of 43 individuals did not attend Heartbeats Benefit Concert back in Spring 2017. It is a huge number and it could affect the outcome of the question “Do you think the tickets are being priced reasonably?” as they have never experienced going to this event before. Two possible reasons may exist for these responses: (1) students doesn’t like participating on campus activities (2) they don’t know what is the purpose of the event/the artist that is performing. If the study were to be conducted again in the near future, we advise president Simon Leblanc or researchers working with them to address these issues.

Conclusions and Recommendations

Because this report is primarily discovery-oriented research, the research does not necessarily offer a solution, but allows Alpha Kappa Psi to identify the most efficient way to reach the current students at San Francisco State University. This information will provide Alpha Kappa Psi to create strategies to gather student awareness for future events. Hopefully this information will help form strategies to answer the underlying question, “ How can we increase student awareness for Alpha Kappa Psi events?”

The following is a summary of our key results and recommendations organized into the three sections we divided our report into.

(1.) Determine overall demographics of survey respondents.

- The respondents were very close to be evenly split with males being 46%, 49% being female, the remaining 5% were either not specifying their gender or didn’t answer this question.
- The majority of students that were aware of the event were primarily seniors with 53.66% while juniors were the following class that had knowledge of this event at 29.37%. The freshman (2.44%) and sophomore (14.63%) class barely had a presence in the response rate of the survey.

A reasonable first step is to focus external marketing efforts on upperclassmen who maintain a social media presence and keep up to date with events hosted on campus. Another step can be beneficial by identifying the target market as upperclassmen we can form events to meet their specific likes and dislikes. Gather this information can allow us to understand their ideal event as well as attributes that would strike their specific interests

(2.) Determine most used platforms by SFSU students.

- Facebook is the social media platform that the majority of the demographic has with Snapchat being a close second, Instagram being third, and Twitter being the platform the fewest people have.
- As the respondents scroll through social media platforms every hour the most frequent platform is Instagram followed by Facebook.

In order to solve this research problem we must implement advertisements for Alpha Kappa Psi events months before the event in order to generate the desired number of student awareness. A large number of respondents had no prior knowledge of Alpha Kappa Psi or the event in Spring 2017. This leads us to believe the advertisement was not distributed in an efficient time frame. Form a stronger social media presence on Instagram as well as Facebook, the two most used sites by students, in order to increase student awareness. There is an abundance of students scrolling through social media every hour so it becomes prevalent to create a constant media presence. Submitting a post on these social media platforms frequently will allow students to stay connected with campus life.

(3.) Investigate student awareness of the event through social media.

- When the respondents are on campus the best way we grabbed their attention was through flyers, however, a large percentage of students that heard about the HeartBeats event gain their awareness through the use of internet advertisement.
- A handful of the demographic had little to no knowledge of the event or the Alpha Kappa Psi through social media. In addition, numerous respondents didn't attend the event hosted in Spring 2017 leading us to believe Alpha Kappa Psi does not have a strong social media presence.

To create awareness on campus Alpha Kappa Psi can distribute flyers because as seen in this report the most successful way to reach the students is through the use of flyers. Posting flyers of future events in all the heavily populated areas can increase student mindfulness. In terms of prices, these events may be better off making the tickets fairly low. Since these are college students a large percentage of them may not have a disposable income. By lowering the price of emission there may be a larger attendance at the events. A action that could be implemented in the future could be the use of promotions. By providing coupons, discounted prices, or promotions on social media Alpha Kappa Psi will be able to "kill two birds with one stone." The promotions posted on social media will create a frequent media presence while informing students of events they can get deals on.

Appendices

Appendix A: Questionnaire Summary Table

Research Problem	Attribute	Question
Determine most used platforms by SFSU students	Usage of social media	What social media platform do you have?
		How often do you check your social media pages?
		What platform do you spend the most time scrolling through?
Investigate student awareness of the event through social media.	Ad Exposure	Have you seen any ads on campus/social media promoting HeartBeats Benefit Concert?
		Have you heard of Alpha Kappa Psi's HeartBeats event happening in SFSU?
		How did you first hear about HeartBeats?
	Satisfaction with Product.	Did you attend the event during the Spring 2017 semester?

Appendix B: Codebook (Word Version of Qualtrics Survey)

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Start of Block: Block 3

Q22 "The Psi Kappa Chapter of Alpha Kappa Psi presents its largest event in history since its initial launch in March 2017, HeartBeats Benefit Concert. HeartBeats was derived from the notion of saving the lives of those who have been impacted by cancer ("heart") through the method of music ("beats"). Proceeds from the event will go to Organization For Autism Research (OAR)."

We are Marketing research students from San Francisco State University. We collaborate with Psi Kappa Chapter of Alpha Kappa Psi in generating this questionnaire to improve their marketing strategy for the HeartBeats Benefit Concert this upcoming Fall 2017 semester. The information gathered from this questionnaire will not be shared out to the public as it is only for research purposes. The estimated time of completion for this questionnaire is 4 minutes.

End of Block: Block 3

Start of Block: Default Question Block

Q6 Are you a current student at SF State?

- Yes (1)
- No (2)

Skip To: End of Survey If Q6 = No (2)

Q24 How often do you go to concerts?

- Never (1)
- Once every semester (2)
- Twice every semester (3)
- Others: (4) _____

Skip To: Q3 If Q24 = Never (1)

Q2 What type of music do you like? (You can pick more than one choice)

- EDM (1)
- Jazz (2)
- Rock (3)
- Pop (4)
- Hip Hop (5)
- Country (6)
- Others: (7) _____

Q3 What social media platforms do you have? (You can pick more than one choice)

- Facebook (1)
- Twitter (2)
- Snapchat (3)
- Instagram (4)

Q4 How often do you check social media?

- Every half an hour (1)
- Every hour (2)
- Every 2 hours (3)
- Every 3 hours (4)
- Other: (5) _____

Q5 Out of these hours, which platform do you spend the most time on?

- Facebook (1)
- Twitter (2)
- Instagram (3)
- Snapchat (4)

End of Block: Default Question Block

Start of Block: Block 1

Q14 Do you follow any Alpha Kappa Psi pages on social media?

- Yes (1)
- No (2)

Display This Question:

If Do you follow any Alpha Kappa Psi pages on social media? = Yes

Q15 If yes, on which social media platform do you follow Alpha Kappa Psi? (You can pick more than one choice.)

- Facebook (1)
- Twitter (2)
- Instagram (3)
- Snapchat (4)

Q7 Have you heard of Alpha Kappa Psi's HeartBeats event happening in SFSU?

- Yes (1)
- No (2)

Q12 How did you first hear about HeartBeats? (You can pick more than one choice.)

- Internet (1)
- Magazine (2)
- E-newsletter (3)
- Word of Mouth (4)
- Others: (5) _____

Q13 Did you attend the event during the Spring 2017 semester?

- Yes (1)
- No (2)

Q9 Have you seen any advertisement on campus/social media promoting HeartBeats?

- Yes (1)

- No (2)

Display This Question:

If Have you seen any advertisement on campus/social media promoting HeartBeats? = Yes

Q10 If yes, what type of advertisement have you seen on campus/social media? (You can pick more than one choice)

- Flyers (1)
- Videos (2)
- Posts on social media (3)
- Tabling on campus (4)

Q8 Do you think the tickets are being priced reasonably? (\$20 ticket)

- Yes (1)
- If no, why? (2) _____

Q11 Did you know about ELEPHANTE before this event?

- Yes (1)
- No (2)

End of Block: Block 1

Start of Block: Block 2

Q16 What is your age group?

- Younger than 16 (1)
- 16-17 (2)
- 18-19 (3)
- 20-21 (4)
- 22-23 (5)
- 24-25 (6)
- Above 26 (7)

Q17 What is your gender?

- Female (1)
- Male (2)
- Do not like to be specified (3)
- Others: (4) _____

Q18 What is your current standing at SFSU?

- Freshman (1)
- Sophomore (2)
- Junior (3)
- Senior (4)

Q19 Residency status at SFSU:-

- In-State (1)
- Out of State (2)
- International Student (3)
- Do not like to be specified. (4)

End of Block: Block 2

Appendix C: Link to Questionnaire

https://sfsu.co1.qualtrics.com/jfe/form/SV_720DJ2QD41Pd6hT