

Marketing Research Presentation



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Background of the Problem

LOS ANGELES FOOTBALL CLUB

L AFC is the newest Major League Soccer team introduced into the league this season. The city of Los Angeles is embracing this new soccer team and there's a lot of hype surrounding the club right now.

The rivalry with their neighbours LA Galaxy will create a lot of attention, but competition from other sports and the success of LA Galaxy may take away from the L AFC's fanbase, especially if the team isn't performing well.

Naturally, L AFC will get a lot of support in their first season, but whether or not they can establish a loyal fanbase is definitely up for debate.



Managerial Decision Problem

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What are young Southern Californian consumers' attitudes toward LAFC and what is their likelihood of attending matches?



Research Problems

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1. What are the **characteristics** of consumers who are most interested in attending LAFC games?
2. What **features** do young consumers value most when attending a **sports event**?
3. How **aware** are young Southern Californians about LAFC and what do they know about the club?



Summary of Phase I Exploratory Research

Research Design:

Exploratory Research Design

Primary Data Collection Method:

In- Depth Interview





Summary of Phase I Exploratory Research

Primary Data Sources:

Millennials, Parents, international soccer fans, and Los Angeles residents

Summary of key insights:

Summary of Phase II - Descriptive Research

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- a) Descriptive Research: Quantifiable and narrowed down hypothesis
- b) Online Survey: Versatile, Large Sample, Cost



Summary of Phase II - Descriptive Research

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a) Survey Design: Disguised and Closed-Ended Questions



SAMPLING PLAN

- Target population: Sports fanatics and consumers within Southern California
- Sampling Frame: fraternities, sororities, sports clubs, USD parents and alumni
- Sample size: 108 respondents
- Procedures: quick, easy and convenient, 100% confidential, direct contact

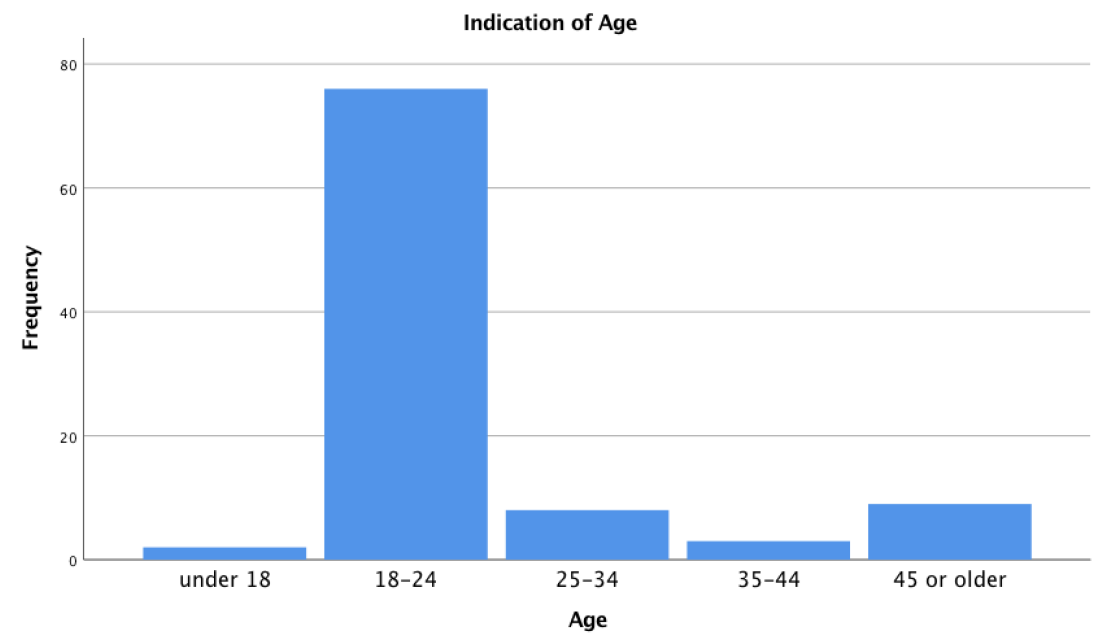




Sample Characteristics

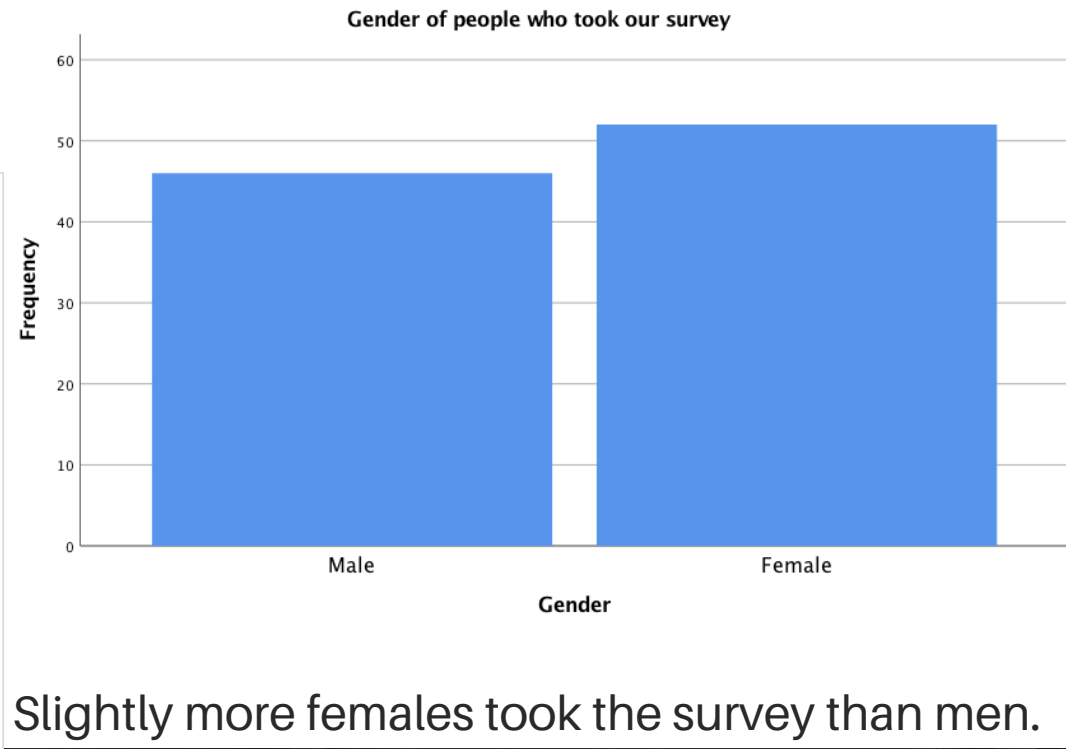
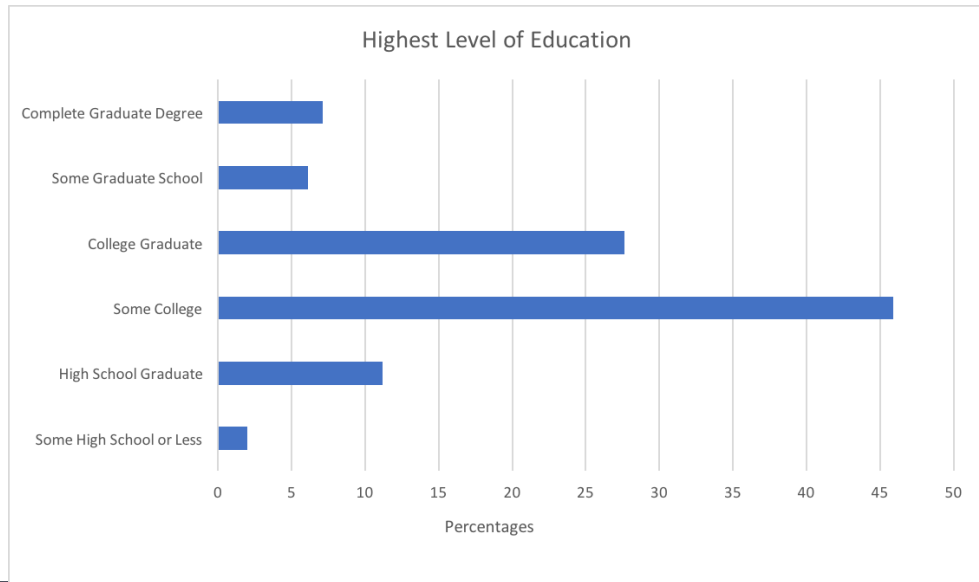
The majority of our sample were
Educated Millennials

We derived valid survey results from 108 people. 76% of respondents were between the ages of 18-24.





87% of our sample had AT LEAST some College education



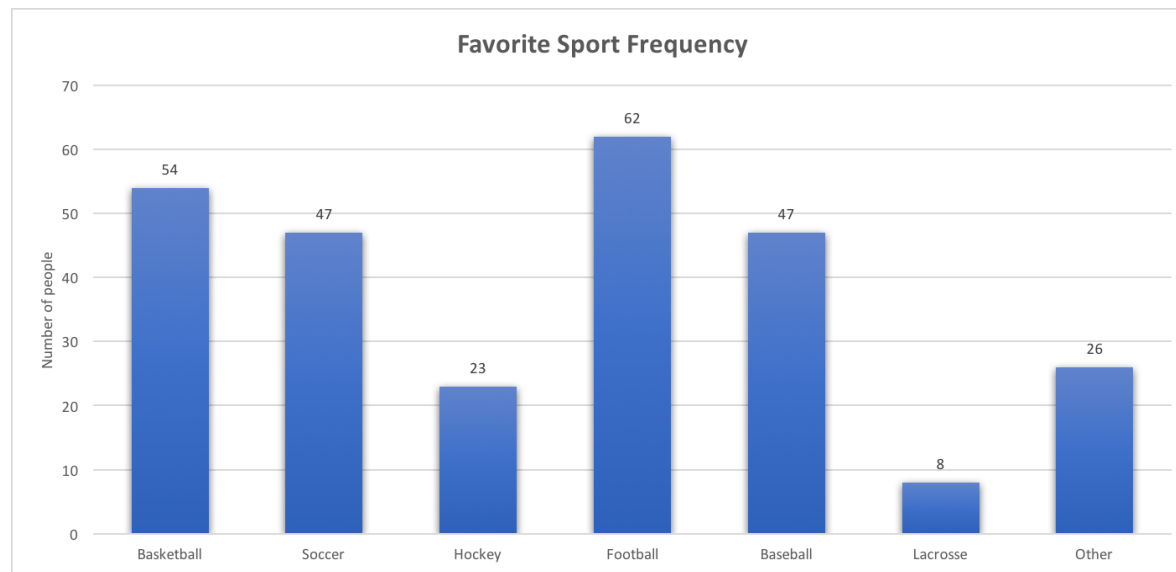
Slightly more females took the survey than men.





All of our sample were Sports Fans

Each respondent indicated that they have a favorite sport among these categories, with 47 people saying that Soccer was one of their favorite sports.





Consumers are *less likely* to attend an MLS game in Southern California

<i>Sample size</i>	<i>Test Value</i>	<i>Mean (1-5 scale)</i>	<i>t-value</i>
107	3	2.66	-2.304

We asked our respondents to report the **likelihood of attending** an MLS game on a 1-5 scale.

Based on the data we collected we could confidently conclude that it is **unlikely** that the consumers who completed the survey would **attend an MLS game**

We **recommend** LAFC to create a **larger** incentive to attend and to first target people within the greater **Los Angeles area**.



Consumers are *more* likely to attend an LA Galaxy game

Sample Size	Mean LA Galaxy	Mean LAFC	t-value
107	2.87	2.36	2.063

After comparing the mean **likelihood of attending** an LAFC or an LA Galaxy game we could confidently conclude that consumers are more **likely** to attend an **LA Galaxy** game.

We **recommend** that LAFC research LA Galaxy fans and what drives them to **attend** an LA Galaxy game. Also to keep targeting **millennials** in terms of advertising to bring in a new set of fans.



Consumers are more likely to attend MLS games if there are proper food and beverage options

We asked our respondents to rank various deterring factors in order of importance.

Sample Size	Mean	Test Value	T- Value	P- Value
101	3.73	3	5.618	0.000

Based on the data collected, we could confidently conclude that **food and beverage** is in fact the **most important** part of their experience at sporting events. In order for the LAFC to create the best experience possible, they should **focus on the food and beverage options they provide.**

Consumers are more likely to attend a LAFC game if high caliber players are on the team

We asked our sample, “How important are high caliber players when attending a game?”

Sample Size (N)	Mean (1-5 Scale)	Sig. (One-tail)	t-value
99	3.92	.000	9.800

Therefore, I am 95% confident that within the population of consumers the mean importance of high caliber players when attending a game is more than 3. My managerial interpretation of this analysis is that consumers honestly believe games are more important when they are capable of watching a high caliber player perform.



Consumers are more likely to go to LAFC games if they know who the players are.

We asked our sample how likely are they to attend a LAFC game if they know at least one of the players on the team.

Sample Size (N)	Neutral Value	Sample Mean (Players)	Sig. (2-tailed) p-value
98	3	3.96	0.000

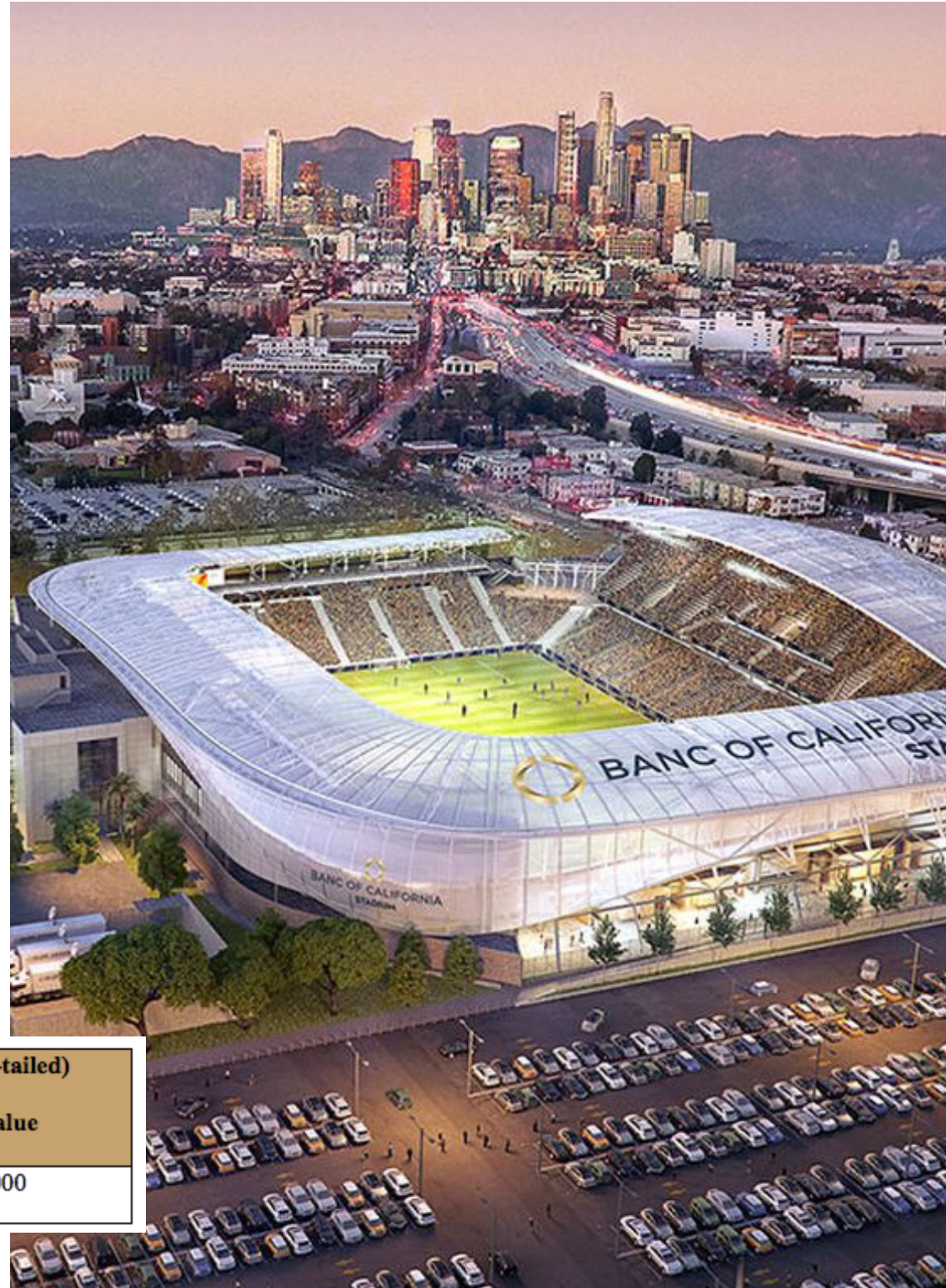
Therefore, we can conclude that it's more likely that Southern Californians will go to the LAFC games if they are familiar with the players on the team. As a result, LAFC should push for getting **players more involved with the public** and **increase player awareness**. Alternatively, LAFC could **recruit world-class talented players** that are already household names in the soccer world.



Consumers are more likely to go to LAFC games if they are impressed with the stadium.

We asked our sample how likely are they to attend a LAFC game if they think the stadium is impressive.

Therefore, we can conclude that it's more likely that Southern Californians will go to the LAFC games if they are impressed with the team's stadium. As a result, they should make a huge effort to **promote the cool features of their new stadium**, Banc of California stadium.



Sample Size (N)	Neutral Value	Sample Mean (Stadium)	Sig. (2-tailed) p-value
98	3	3.73	0.000

Limitations

What could we have done better to make our research more accurate?



Our budget was \$0

- Sample more Los Angeles residents
- Sample more people in general
- Sample more of an older crowd
- Sample more soccer fans
- Sample those actually attending games
- Sample younger Gen-Z people

Conclusions and Recommendations

We recommend that LAFC use our research and analysis as a good indication of the attitudes of young Southern Californians towards LAFC.

To establish a loyal fanbase among young Southern Californians and attract them to LAFC games, we advise that you:

- **Advertise the power of the well formed stadium**
- **Recruit more high caliber players**
- **Broaden your advertising reach to incorporate all of the Southern California population**
- **Focus attention on food and beverage options as it's an important part of overall fan experience**





Thank you for listening

Feel free to ask us any questions