

The Role of Marketing Mix Factors in Shaping Spectator Loyalty: Evidence from Fox Hill Supercross, Sri Lanka

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Spectator loyalty is a critical component in the event industry. Both first time and repeat spectators are significant and in the event industry loyal spectators are an asset. There are limited studies conducted on shaping spectator Loyalty for sport events, in Sri Lankan context in the field of marketing. Objectives of the study are to investigate most significant marketing mix factor shaping spectator loyalty, to investigate the relationship between marketing mix factor and spectator loyalty and, to investigate the relationship between marketing mix factor and spectator loyalty through the perceived quality and satisfaction Fox Hill Supercross, Diyathalawa. Marketing mix is the independent variable, perceived quality and satisfaction were mediators. Dependent variable was spectator loyalty in the proposed model. A self-administered questionnaire consisting of 42 questions was fielded using purposive sampling technique to secure 160 responses. Descriptive analysis and Structural Equation Modeling were used to analyse the data using SPSS and SmartPLS tools. Findings revealed that both local and foreign spectators were not highly satisfied with the existing level of the event. Marketing mix factors influenced both the positive and negative relationship between spectator loyalty through perceived quality and satisfaction. Most significant marketing mix factor was found to be product. Price, Promotion, Place items in the final refined model elucidated the significant factors in event marketing mix. The study extended the event marketing literature while detailed implications to the event marketing and management personnel were discussed based on the hypothesis testing results. Research provides recommendations for Promoting event tourism. Strategies to popularize the events catering & promote event destination accommodations and attractions. Hence the main objective is to touch the global market, the attractions of the spectators are highly expected. Further, developed marketing mix factors in the event sector can increase spectator loyalty.

Keywords: Spectator Loyalty; Event Management; Perceived Quality; Foxhill supercross; Marketing Mix