



THE ROLE OF BUSINESS EVENTS' BRAND PERSONALITY ON PARTICIPANTS' EVENT LOYALTY IN SRI LANKA

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ABSTRACT

Business events or MICE market in Sri Lanka is a booming market representing around 11% of the total visitors into the country. Also the MICE tourists are up-market visitors spending three to four times more over an average holidaymaker. Currently, event brand personality has gained a great marketing value as it differentiates the specific event, enhances participant involvement & loyalty. Further, it's used as a measurement tool by event organizers in profiling their events. As most of events heavily rely on loyal participants, it is important to identify how business events' brand personality influence the participants' event loyalty. Accordingly, the researchers have conducted this study with the major objectives of identifying the impact of business events' brand personality on participants' event loyalty & identifying the mediating role of the event involvement. As the population was all the business event attendees of Sri Lanka, the sample of 120 attendees were taken from four business events representing Meetings, Incentive Travels, Conferences & Exhibitions. Using convenience sampling, data were gathered from self-administered questionnaires & analyzed using SPSS software through descriptive statistics, correlation coefficient analysis, simple regression, multiple regression & Sobel Test. According to the results, there's a positive relationship between business events' brand personality on participants' event loyalty when the presence of the mediator, participants' involvement. Further, the portion of the mediating effect is 74.89%. The findings can be implied by the event organizers to improve the participants' event involvement & loyalty. Also marketing managers can imply the findings to improve their brand personality as to enhance the participants' loyalty. The study recommends enhancing Event Brand Personality via effective advertising & promotions, consistent branding, creation of less imitable brand personality & enhancing Participants Event Involvement via adoption of technology engagement & sustainable event practices.

Key Words- Business Events, Events' Brand Personality, Participants' Event Involvement, Participants' Event Loyalty