

The Role of Business Events' Brand Personality on Participants' Event Loyalty in Sri Lanka

W. Y. M. Perera^{1*}, S. F. Fasana² and J. Sutha²

¹Department of Public Administration, Uva Wellassa University, Badulla, Sri Lanka.

²Department of Management Sciences, Uva Wellassa University, Badulla, Sri Lanka

Sri Lankan MICE market with thousands of business event attendees has become a booming market representing around 11% of the total visitors to the country. The segment consists of up-market visitors and gained a huge importance to the economy. Therefore event marketing always keeps the pulse on business events' participants and motivations. As a result, event brand personality has gained a great marketing value since it differentiates the specific event from the competition influencing participants' involvement and loyalty. Main objectives of the study were to identify the impact of business events' brand personality on participants' loyalty in Sri Lanka and to identify the mediating role of participants' event involvement on the relationship between business events' brand personality and participants' event loyalty in Sri Lanka. The population includes all the business event attendees of Sri Lanka and the sample of 120 attendees selected from four business events representing the four categories of Meetings, Incentive Travels, Conferences, and Exhibitions. Convenience sampling method adapted and data was gathered using self-administered questionnaires. Data analyzed through descriptive statistics, correlation coefficient analysis, regression and Sobel Test by SPSS software. The results revealed a positive relationship between business events' brand personality on participants' event loyalty when the presence of participants' involvement, with 74.89% of mediating effect. The findings can be implied by the event organizers in improving the participants' event involvement and loyalty. Also it can be implied by marketing managers in improving their brand personality as to enhance the participants' loyalty. The study recommends effective advertising and promotions, consistent branding, creating a less imitable brand personality, event technology engagements and sustainable event practices.

Keywords: Business events, Events' brand personality, Participants' event involvement, Participants' event loyalty