



**The Role of Marketing Mix Factor in Shaping  
Spectator Loyalty**  
(With special reference in Fox Hill Supercross event, Diyathalawa)

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## ABSTRACT

Spectator loyalty is a critical component in the event industry. Just as previous spectators are coming in, new spectators are very important to the event industry. This research focuses on main marketing mix element or 4Ps including product, price, place, promotion, and evaluation of how to affect the role of marketing mix factors in shaping the spectator Loyalty in Sri Lanka with special reference to the Fox hill Supercross, Diyathalawa. Marketing mix factors are the independent variable and under that, there were four sub independent variables. Perceived quality and satisfaction were the mediators and dependent variable was spectator loyalty. In order to conduct the study. Researcher set primary research question, impact of marketing mix factors on shaping spectator loyalty in Fox hill supercross event to achieve these research question set four objectives to Investigate most significant marketing mix factor shaping spectator loyalty of Foxhill Supercross, Diyathalawa, to Investigate the relationship between marketing mix factor and spectator loyalty of Foxhill Supercross, Diyathalawa and, to Investigate the relationship between marketing mix factor and spectator loyalty through the perceived quality and satisfaction of Foxhill Supercross, Diyathalawa. Research is mostly based on Primary data and researcher used convenience sampling to collect data from 160 spectators' visit Foxhill Supercross, Diyathalawa by using self-administrative questionnaire and which consisted of 42 questions. Results were obtained from using Descriptive analysis by SPSS and Smart PLS-SEM model. Findings revealed those spectators from both local and foreign were not highly satisfied with the existing level of the event. Marketing mix factors impacted both the positive and negative relationship between spectator loyalty through Perceived Quality and Satisfaction. Furthermore, according to the finding most literature had a destination loyalty. Lack of research was found event contest in spectator loyalty. Event marketing industry had new implications from this research in the Sri Lankan context.

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