

Abstract

Event marketing appears to be an innovative technique which used by mobile telecommunication companies in order to influence their customers towards a brand relationship. Evidence from literature revealed that the impact of event marketing in creating consumer brand trust and brand loyalty is inconclusive. Further the relationship between brand trust and brand loyalty is influenced by consumer gender and brand commitment. Thus, the purpose of this study is to identify the significance of event marketing on creating consumer brand trust and brand loyalty with a varies impact by consumer brand commitment and gender in Mobile Telecommunication industry of Sri Lanka.

The study adopted survey method in order to collect data. The study collected data from three hundred and forty three (343) respondent with self-administrative questioner.

The relationship among event marketing and brand loyalty was significant and the study identified that event marketing could result in creating both brand trust and brand loyalty. Further the brand trust partially mediates the impact of event marketing on brand loyalty. Moreover the study supported proposed moderating effect of consumer gender and brand commitment on the relationship between brand trust and brand loyalty.

The study reveals the importance of event marketing in creating brand trust and brand loyalty of mobile customers, and need of taking gender composition and brand commitment among their consumers in such attempts. The research findings contribute to the relationship marketing literature by providing new insights into event marketing-on of the relationship marketing tools.

Keywords: Event Marketing, Brand Trust, Brand Loyalty, Brand Commitment, Mobile Telecommunication Sector in Sri Lanka