

People's attitudes towards Sri Lankan cricket

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Abstract

This paper has two objectives: i) to identify the degree of people's attitude about the Sri Lanka Cricket ii) to examine the perception of the people about Sri Lankan Cricket after 2011 World Cup (WC). Hence, this study was based on three predictions namely; i) there is a negative correlation between beliefs and attitudes towards Cricket (H_1), ii) there is a negative correlation between loyalty and attitudes towards Cricket (H_2), iii) there is a negative correlation between preference and attitude towards Cricket (H_3). At the point of testing these hypotheses, the study was limited to a sample population for the convenience of the study. Kandy Sectarian Division, where the Pallekele international Cricket Stadium is located and one game of WC 2011 was held. Five other sub divisions were selected: those located around the ground, and sample size of each division was selected proportionate to the sub division population. Then despondences were from simple random sampling technique with association of divisional sectarian unit and random numbered table. The data were collected from the despondence by exploring a questionnaire that was carefully conducted according to the Lickert scaled method. 117 questionnaires were distributed among the sample on the basis of quota given to each sub division. The three hypotheses were tested using SPSS version 19.0. For validity and reliability of questionnaires *Conbach's Alpha* (0.73) was also used. The results show that negative correlation between belief and attitudes towards Cricket ($r = -4.56^*$). Loyalty and attitudes towards Cricket also shows a negative ($r = -5.78^*$). Preference and attitudes towards Cricket also shows a negative ($r = -4.65^*$). Based on the findings of the study number of recommendations were made to the sport authorities and researchers in the field of sport to improve attitudes about Cricket in the country in future. Resulting from implementation of given recommendations, the respective benefits will be yielded by Sri Lankan sports, at aggregate level.

Key Worlds: *Sri Lankan Cricket, Cricket Attitudes, Cricket Loyalty, Cricket Beliefs*