

## **People's Attitude toward Sri Lankan Cricket**

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This paper has two objectives. (1) To identify the degree of People's attitude about the Sri Lankan Cricket 2) To examine the perception of the people about Sri Lankan Cricket after the 2011 "world cup". Hence this study was based on three predictions namely 1) There is a negative correlation between beliefs and attitude toward cricket, ( $H_1$ ), 2) There is a negative correlation between loyalty and attitude toward cricket, ( $H_2$ ). 3) There is a negative correlation between preference and attitude toward 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 Pallekale international cricket stadium is located and one game of world cup 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 respondents were from sample random sampling technique with association of divisional registration unit and random number table. The data were collected from the respondents by exploring a questionnaire that was carefully conducted according to the likert scale 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 questionnaire, conbach's alpha (0.73) was also used. The results show that negative correlation between beliefs and attitude towards cricket ( $r = -4.56^*$ ). Loyalty and attitude towards cricket also shows a negative ( $r = -5.78^*$ ). Preference and attitude toward cricket also shows a negative ( $r = -4.65^*$ ). Based on the findings of the study number of recommendations was made to the sports authorities and researchers in the field of sport to improve attitude 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 words:*** Cricket, Beliefs, Prefer, Loyalty, Attitudes