



**IDENTIFY THE CUSTOMERS' PURCHASE
INTENTION TOWARDS THE SPONSORED
PRODUCTS.**

(Special reference to reality shows.)

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ABSTRACT

Research study mainly focused to explore the relationship between reality sponsorships and customers' purchase intention towards the sponsored products. The conceptual model researcher tested by utilizing questionnaire and collected data from 300 sample of reality spectators; sample consists with two categories as live spectators and TV spectators. Researcher tested collected data by utilizing SPSS software; main analysis methods are correlation analysis and regression analysis methods. Correlation reveals that subjective norms and perceive behavioral control determine the purchase intention while attitudes not influence on purchase intention. According to the results researcher has identified that there is the relationship between the sponsorships and purchase intention. Finally as the results organizations should aware on the customers' expectations when sponsoring to the program. In addition researcher has identified there are many factors which affect purchase intention rather than subjective norms and perceive behavioral control.

Key words; Purchase intention, Perceive behavioral control, Subjective norms.