

Identify the Customers' Purchase Intention towards the Sponsored Products (Special Reference to Reality Shows)

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Reality shows are the current trend of many Medias, because of the higher popularity of the reality shows many sponsors are sponsoring to those programs. Main purpose of the sponsorships is increase the market share through reality marketing. Even though sponsors are expected to increase market share and profit through sponsorship, sponsors are not aware about the actual impact of reality sponsorship. The main objective of this research study is explore the relationship between reality sponsorships and customers' purchase intention towards the sponsored products. Addition to the main objectives, researcher explores the level of these three variables, attitudes, subjective norms and perceive behavioral control. The conceptual model researcher tested by utilizing questionnaire and collected data from three hundred 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 a positive 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, sponsors should more stress on subjective norms and perceive behavioral control rather than attitudes. Moreover, researcher has identified there are many factors which affect purchase intention rather than subjective norms and perceive behavioral control. Managers should focus on these results when they are designing marketing strategies for reality shows.

Keywords: Subjective norms, Perceive behavioral control, Purchase intention