

Product Placement, Consumer Purchasing Intention and Mediating Effect of Brand Awareness: A Closer Look at Realities of Reality Shows

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Reality TV has become a ubiquitous and significant platform for content distribution in the changing environment of television programming. This research analysed the subtle dynamics of product placement in reality television and its influence on consumer behaviour. With the theoretical base of tripartite typology of product placement, the study examines the relationship between visual, verbal, and plot placement, brand awareness, and consumer purchase intentions using a deductive research technique and quantitative approaches. The study focuses on the adult population of Western Province, Sri Lanka, where 363 responses were procured via a standardised questionnaire. This primary data was also triangulated with secondary sources to ensure reliable results. The research provides detailed insights into the linkages and direct impacts of various product placements on customer purchasing intention. While visual placements are just a modest indicator of purchase intentions, verbal placements have a high predictor. Brand awareness mediates the links between product placements and consumer purchase intentions, with verbal placements exhibiting a powerful influence. However, plot placements are of little importance to purchase intention and should be investigated further. Finally, this research highlights the multidimensional influence of product placement on consumer behaviour in reality TV shows, offering light on the various strengths of visual, verbal, and plot placements. Based on the findings of their influence in the context of reality TV shows, practitioners should incorporate verbal locations strategically. These insights, therefore, enable marketers to fine-tune their tactics by analysing the many elements that drive customer decision-making within today's robust media ecosystem.

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