A STUDY ON CELEBRITY CHARACTERISTICS ON TOILETRY SOAP ADVERTISEMENT IN TELEVISION MEDIA WITH SPECIAL REFERENCE TO RAJAPALAYAM TOWN

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ABSTRACT

Celebrity endorser is defined as any individuals who enjoys public recognition and who uses his recognition on behalf of consumers good by appearing with in an advertisement. This study focuses on celebrity characteristics on toiletry soap advertisement in television media with special reference to rajapalayam town. The data were collected with the help of questionnaire from 100 people in rajapalayam town. A structured questionnaire was used to collect the data from the respondents. In this research the researcher focus on toiletry soap advertisement in this Richa Trisha and Deepika is appeared. The tools used for the analysis include Frequency analysis, Correlation analysis, and Manova. Likert five point scaling were used to measure the opinion of the respondents. Most of the respondents feel that Trisha has more physical attractiveness than the other two celebrities. Most of the respondent opined that Trisha has dependency, reliability, trustworthy, sincerity. Trisha stands into first position in terms of various characteristics like expert, knowledgeable and skilled because Trisha has been an actress for a long period in the Tamil cinema industry. Deepika stands into first position in attractive personality. Most of the customers feel that Trisha stands in the first position in the characteristics criteria like similarity with customer culture and physical characteristics. Most of the TV viewers watch television between 6 pm to 10 pm, so toiletry soap advertisement can
be telecast at that time. Actress with facial beauty, physical attractiveness and style can only be successful in advertisement of soaps and cosmetics. Advertisers can do research and concentrate on these points.

KEYWORDS: Advertisement effectiveness, celebrity endorsement, celebrity characteristics, consumer attitude, physical attractiveness, trustworthy.