A STUDY ON CELEBRITY CHARACTERISTICS AND CONSUMER ATTITUDE TOWARDS CELEBRITY OF POMMYS NIGHTIES ADVERTISEMENT 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. Whereas attributes like attractiveness, extraordinary lifestyle or special Skills are just examples and specific common characteristics cannot be observed, it can be said that within a corresponding social group celebrities. In this research the researcher has attempts to study the celebrity characteristics and consumer attitude towards pommys nighties advertisements, with special reference to Rajapalayam town, and also the researcher selected the respondent from the age group of 15 to 40. The data are collected from 100 respondents at Rajapalayam town. Descriptive analysis, chi-square are used to analysis the data. It shows that 62% of the respondents have the capacity to recall the advertisement given in TV, and minimum of 5% they does not have the capacity to recall the advertisement given in TV. Most of the respondents are students, so they have greater exposure on various mass media; they view more number of advertisements. It can be inferred that majority of respondents agree that the advertisement is unique. The advertiser give frequent advertisement in all channels like vijaytv, suntv,pudiya thalaimurai,and They identify what are all the mega serials the women’s mostly liked, and they give the advertisements in between the mega serials.

KEYWORDS: Advertisement effectiveness, Celebrity endorsement, Celebrity characteristics, Consumer attitude, Source credibility, Source attractiveness