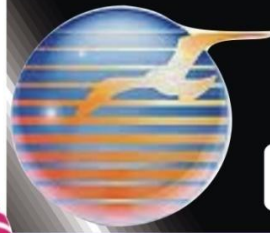




www.ijmra.us

August 2014
Volume-4, Issue-8

Impact Factor (IJMT) 3.833 for 2012 and 4.077 for 2013



IJMT

(ISSN: 2249-1058)

**INTERNATIONAL JOURNAL
OF
MARKETING & TECHNOLOGY**

- editorijmie@gmail.com
- info@ijmra.us
- www.ijmra.us





Chief Patron

Dr. JOSE G. VARGAS-HERNANDEZ

Member of the National System of Researchers, Mexico

Research professor at University Center of Economic and Managerial Sciences,
University of Guadalajara

Director of Mass Media at Ayuntamiento de Cd. Guzman
Ex. director of Centro de Capacitacion y Adiestramiento

DR. RAMACHANDRAN GURUPRASAD

Scientist, Knowledge and Technology Management Division (KTMD),
National Aerospace Laboratories.

Patron

Dr. Mohammad Reza Noruzi

PhD: Public Administration, Public Sector Policy Making Management,
Tarbiat Modarres University, Tehran, Iran

Faculty of Economics and Management, Tarbiat Modarres University, Tehran, Iran
Young Researchers' Club Member, Islamic Azad University, Bonab, Iran

Chief Advisors

Dr. NAGENDRA. S.

Senior Asst. Professor,

Department of MBA, Mangalore Institute of Technology and Engineering, Moodabidri

Dr. SUNIL KUMAR MISHRA

Associate Professor,

Dronacharya College of Engineering, Gurgaon, INDIA

Mr. GARRY TAN WEI HAN

Lecturer and Chairperson (Centre for Business and Management),
Department of Marketing, University Tunku Abdul Rahman, MALAYSIA

MS. R. KAVITHA

Assistant Professor,

Aloysius Institute of Management and Information, Mangalore, INDIA

Dr. A. JUSTIN DIRAVIAM

Assistant Professor,

Dept. of Computer Science and Engineering, Sardar Raja College of Engineering,
Alangulam Tirunelveli, TAMIL NADU, INDIA



Dr. Krishan kumar

Dean,
School of Life Sciences, Singhania University Rajasthan, INDIA

Dr. G. D. Singh

Certified Manager - Cambridge Association of Managers, England,
Founder & President, The Indian Management Academy - IMA

Dr. Sorinel Capusneanu

Associate Professor,
Faculty of Finance and Accounting, "ARTIFEX" University, Bucharest, ROMANIA

Benard Okelo Nyaare

Assistant Lecturer,
Bondo University College, Bondo, KENYA

Dr. Meenakshi Gupta

Assistant Professor,
Shri Mata Vaishno Devi University- Katra, INDIA

Editor-in-chief

Chieh-Yu Lin

Professor,
Department of International Business, Chang Jung Christian University
Guiren District, Tainan City, Taiwan 71101

International Editorial Board

Prof. S. Saravanakumar

Associate Professor, Department Of Management Studies,
JKK Nattraja College Of Engineering & Technology, Komarapalayam

Dr. Jayasankaraprasad

Asst.Professor (Marketing), Dept. Of Business Management,
Krishna University (State Govt. Of A.P.) Machilipatnam, A.P.-521001, INDIA

Dr Roli Pradhan

Assistant Professor , Department Of Management Studies ,
Maulana Azad National Institute Of Technology , Bhopal MP, INDIA

Dr. K. Chandrasekar

Assistant Professor,
Alagappa Institute Of Management, Alagappa University, Karaikudi. INDIA



Dr. Asoke Nath

Assistant Professor,
Department Of Computer Science, St. Xavier's College(Autonomous), Bengal, India.

Qader Vazifeh Damirchi

Faculty Member,
Islamic Azad University In Iran

Dr. Abdul Majeed Pasha

Professor,
Vice- Principal, Nimra College Of Bus. Mgt, Nirma Nagar Ibrahimpatnam Vijayawada, INDIA

Dr. Yogendra Nath Mann

Former Associate Professor ,
Dr. Gaur Hari Singhania Institute Of Management & Research, Kanpur

Rajalakshmi Shreenath

Associate Professor,
Maharshi Arvind Institute Of Science & Management, Jaipur, INDIA

Dr. Murali Krishna Sivvam

Professor In HRM,
Dept. Of Management, College Of Business & Economics, Mekelle University, Mekelle, Ethiopia

Dr. Sangeeta Mohanty

Assistant Professor, Biju Pattanaik University Of Technology,
Academy Of Business Administration, Balasore, Odisha, INDIA

Dr. Vuda Sreenivasarao

Professor & Head , Department Of Computer Science & Engineering,
St. Mary's College Of Engineering & Technology, INDIA

Dr. Noor Afza

DOS & Research In Business Administration,
Tumkur University, Tumkur

Prof.(Dr.) Bharat Raj Singh

Associate Director & Hod-ME, SMS Institute Of Technology,
Kashimpur-Biruha, Near Gosainganj, Nh-56, Lucknow-227125, Up, INDIA

Dr. A. G. Matani

Associate Professor,
Department of Mech. Engg, Govt. College Of Engg, Amravati -444604 [M.S.], INDIA

Dr. Kaushik Kumar

Assistant Professor,
Birla Institute Of Technology, Mesra, Ranchi, Jharkhand , INDIA

Prasenjit Chatterjee

Assistant Professor,
Dept. Of Mechanical Engineering, Mckv Institute Of Engineering, West Bengal, INDIA



Dr. Shobana Nelasco

Associate Professor,
Dept. Of Economics, Bharathidasan University, Khajamalai Campus, Trichirappalli.

Dr. Ahmed Nabih Zaki Rashed

Ph. D In Electronic Engineering, Menoufia University,
Faculty Of Electronic Engineering, Menouf 32951, Menoufia University, Egypt.

Dr S.Prakash

Professor,
Department Of MBA, SNS College Of Technology, Coimbatore, Tamilnadu, INDIA

Prasenjit Chatterjee

Assistant Professor,
Dept. Of Mechanical Engineering, Mckv Institute Of Engineering, West Bengal, INDIA

Dr. Mohammed Ali Hussain

Professor & Head, Dept. Of Computer Science & Engineering,
Sri Sai Madhavi Institute Of Science & Technology, Mallampudi, Rajahmundry, A.P., INDIA

Michael D. Bernacchi

Professor Of Marketing,
University Of Detroit Mercy, 4001 West Mcnichols Rd., Detroit, Michigan 48221

Dr.(Mrs.) Archana Arjun Ghatule

Director, SPSPM
Skn Sinhgad Business School, Pandharpur Korti, Pandharpur, Dist. Solapur, (Maharashtra), INDIA

Prof.Sumanta Dutta

Assistant Professor,
Dinabandhu Andrews Institute of Technology & Management, Kolkata, Visiting Faculty, St.Xavier's
College (morning division), Kolkata, INDIA

Technical Advisors

Mr. Rajan Verma

Lecturer, Department of Computer Science, Ambala, INDIA

Mr. Ankit Jain

Department of Chemical Engineering, NIT Karnataka, Mangalore, INDIA

Mr. Anil Chandra

Department of Biotechnology, Indian Institute of Technology Guwahati, Assam, INDIA

Prof. Bharati Veerendra

Asst. Professor - MCA, K. J. Somaiya's SIMSR., univeristy of Mumbai, Mumbai, INDIA

Mr. Gagandeep Singh

Department of Biotechnology, Kurukshetra University, Kurukshetra, INDIA



Associate Editors

Dr. SANJAY J. BHAYANI

Associate Professor ,Department of Business Management, RAJKOT, INDIA

MOID UDDIN AHMAD

Assistant Professor, Jaipuria Institute of Management, NOIDA

Dr. SUNEEL ARORA

Assistant Professor, G D Goenka World Institute, Lancaster University, NEW DELHI

Mr. P. PRABHU

Assistant Professor, Alagappa University, KARAIKUDI

Mr. MANISH KUMAR

Assistant Professor, DBIT, Deptt. Of MBA, DEHRADUN

Mrs. BABITA VERMA

Assistant Professor, Bhilai Institute Of Technology, DURG

Ms. MONIKA BHATNAGAR

Assistant Professor, Technocrat Institute of Technology, BHOPAL

Ms. SUPRIYA RAHEJA

Assistant Professor, CSE Department of ITM University, GURGAON

I J M R A

**CONTENTS**

Sr. No.	TITLE & NAME OF THE AUTHOR(S)	Page No.
1	Modeling Brand Personality Using Structural Equation Modeling. Mr. Sudipto Jana, Dr. Jyoti Ranjan Das and Mr. Manoranjan Dash	<u>1-12</u>
2	Sales Promotion Practice in Apparels in Retail Sector. Nitesh G. Rohada	<u>13-23</u>
3	Customer Satisfaction in the Marketing of Electricity in Ghana: A Case Study of Western Region. Solomon Abekah Keelson, Philomena Aboagye and Jacon, Odei Addo	<u>24-44</u>
4	Assessment Of The Contribution Of Income Generating Activities On Performance Of Maseno University – Kenya. Margaret Ulaka Apondi, N. B. Okelo and Moses Oginda	<u>45-56</u>
5	Role Of Income Generating Activities On Performance Of Human Resource And Physical Development Of Maseno University - Kenya. Margaret Ulaka Apondi, N. B. Okelo and Moses Oginda	<u>57-73</u>
6	The Role of State in Managing Domestic Business against Global Crisis. Ms. Chaitali Bhattacharya	<u>74-85</u>
7	Risk And Return Of Individual Securities. Megharaja.B	<u>86-96</u>
8	Indian Industrial Scenario in Post Reforms Period. Archna Chaudhry and Monika	<u>97-108</u>