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# A STUDY ON THE MODERATING EFFECT OF BRAND PARITY ON THE ANTECEDENTS OF BRAND LOYALTY

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## ABSTRACT

*Experience shows it is difficult to differentiate new products from those already on the market. Perceived brand parity relates to the perception among consumers when they feel that all major alternatives in a product class are alike or similar in some way they associate. Many researches has been conducted to find out the effect of brand parity but very few researches has been conducted to find out the factors that contribute towards brand parity. The consequences of not being able to differentiate brands are significant and one of the major factors that parity will affect is Brand Loyalty. Within this, Brand Loyalty can be looked into through the quality of the product that the customer perceives, the satisfaction the customer gains from the product and the trust that the customer will have in the brand. And for the marketer it leads to inefficiency to market the product. The need for differentiation is important, as it would help the marketer to communicate the key features of the product and let the customer perceive the differences between brands of the same product class. Despite anecdotal evidence that consumers hold strong brand parity beliefs, prior research has not investigated whether stable individual differences contribute to the difficulty of achieving differentiation. The results of this explanatory study suggest that perceptions of brand parity are guided and controlled by many individual factors, processing factors and market belief. This research has considered factors that might have some relationship with perceived brand parity as proved by the previous researchers. The model was constructed by adding different construct from the previously done research Brand Parity. The variables include perceived quality, customer satisfaction, trust, and brand loyalty. This study was carried out among the youth tech savvy population from different cities in India who have used deodorants least once in their life time. 131 samples were taken from the total 150 surveyed. The analysis of the structure was done using WARP PLS software which works with the partial least square method. The final result indicated that there is a significant influence of brand parity on the relationship between trust and the perceived quality of the product.*

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## **CORPORATE SOCIAL RESPONSIBILITY - INITIATIVES ADOPTED BY INDIAN ENTERPRISES**

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### **ABSTRACT**

*This paper examine the underlying mechanism of corporate social responsibility (CSR) and how CSR activities are taking place in the contemporary manner in the modern day business environment. It also provides the enterprises and managers dedication towards the protection and promotion of the society and environment. This article is prepared based on the available secondary data.*

# **SOCIAL ACCOUNTING REPORTING AND PROFITABILITY OF COMPANIES IN NIGERIA: EVIDENCE FROM THE BUILDING AND CONSTRUCTION SECTOR**

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## **ABSTRACT**

*The concept of economic activity reporting is extended to include social welfare activities where a business is not only responsible to its shareholders but also to its entire stakeholders. This study examined how profitable it is for Building and Construction companies in Nigeria to practice and report on social activities. The study was motivated by the fact that shareholders are majorly interested in return on their investment. However, the main objective of this study was to determine the relationship between Social Accounting Reporting (Education Programmes Cost and Community Development Cost) and Profitability (Return on Equity) of Building and Construction companies in Nigeria. Descriptive research design was adopted in the study and data for this study were obtained from financial reports of five Building and Construction companies quoted on the Nigerian Stock Exchange from 2009 to 2014. The data were analysed using multiple regression technique. The results showed that there is insignificant negative relationship between Education Programmes Cost (EPC); Community Development Cost (CDC) and Return on Equity of Building and Construction companies in Nigeria. The results indicated that given the current practice of Social Accounting Reporting (SAR), the perceptions of investment in SAR are not good predictors of the ROE of Building and Construction companies in Nigeria. Based on the results of the data analysis, it was concluded that, there is no significant relationship between Social Accounting Reporting and Profitability of the Building and Construction companies in Nigeria. Hence, it was recommended among others that Building and Construction companies should treat Social Accounting Reporting Costs as expenses not as distribution of profits. This implies that SAR costs should form part of statement of comprehensive income for the year instead of appropriating it from profit after tax.*

**ASSESSING THE LEVEL OF ASSERTIVENESS AMONG COLLEGE STUDENTS**

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**ABSTRACT**

*Assertiveness is defined as the quality of being self-assured, confident without being aggressive, Assertive behavior includes starting, changing, or ending conversations, refusing others' requests, if they are too demanding, questioning rules or traditions that don't make sense or don't seem fair, addressing problems or things that bother, expressing positive or negative emotions and being firm so that rights are respected. Aim of the present study is to assess the Level of Assertiveness among college students. The main objective of this study is to enhance the Level of Assertiveness among college students so that they can be successful not only in workplace but also in family life. One hundred and twenty healthy and well-motivated Undergraduate College students, sixty Males and sixty Females, studying B.A., (forty students; 20 Males and 20 Females), B.Sc., (forty students; 20 Males and 20 Females) and B.Com., (forty students; 20 Males and 20 Females) from Government First Grade College, Vijayanagar, Bengaluru, constituted as a sample for the present study, The students were administered with Rathus Assertiveness Scale to assess the Level of Assertiveness among Undergraduate College students and gender difference, if any, existing in the performance of the Male and Female College students. Results clearly indicate that B.A., and B.Sc., College students are more assertive ( $P < .001$ ) than the B.Com., students. Females are better ( $P < .001$ ) than the Males in enhancing the Level of Assertiveness. High level of assertiveness promotes success in the academic, workplace and family life.*

# **SURVEY ON DIFFERENT TECHNIQUE FOR DETECTION AND RECOVERY OF MISBEHAVING NODE IN MANET**

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## **ABSTRACT**

*A Self-ruling collection of mobile nodes communicating with each other with the help of wireless links either in a direct or indirect manner or rely on other mobile nodes is referred as MANET. The communication link may have some trouble conducted by the misbehaving nodes. Misbehaving nodes may degrade the performance of the overall network. In this paper, we studied the common communication routing protocols in MANET and detection techniques. As from the study, some of the nodes available in the communication link and refused to cooperate in packet transmission are called selfish nodes. A selfish node may give priority to battery power saving.*

# OPPORTUNITIES AND CHALLENGES FOR THE HANDLOOM INDUSTRY: WITH SPECIAL REFERENCE TO WEAVERS OF MADHYA PRADESH

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## ABSTRACT

*India traditionally being an agrarian economy has strong dominance of agriculture and allied activities since post-independence days. Handlooms has not only being a crucial sector for economic development but always displayed the rich socio cultural diversity of India. Handloom industry the second largest employment generator in rural India after agricultural, is contributing significantly in Exports too. However, it is going through tough times in the recent past due to internationalization and globalization, when the modern power looms started dominating the traditional industry. As per the Third handloom Census, the industry that generates 77% employment for women has observed an overall decline in the employable weavers from 65.5 lakhs (in 1995-96) to 43 lakhs (2009-10). With the continuous efforts of government to revive the sector through skill development programs and financing activities to increase the productivity and marketing the sector is lagging behind. The study focuses on identifying the challenges and weakness of the sector to suggest a prescriptive solution. To accomplish the objective we have narrowed down by emphasizing on world famous Maheshwari and Chanderi handlooms of Madhya Pradesh, to assess the state of weavers and structural issues. Thus, it relies on both primary and secondary data to suggest remedial measures in a globally competitive market.*

# **A COMPARATIVE STUDY OF AODV AND AOMDV WITH RATE ADAPTATION IN MANET**

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## **ABSTRACT**

*Mobile ad hoc network (MANET) also known as wireless networks, is continuously self-configuring, infrastructure less network. Ad hoc On Demand Distance Vector (AODV) is a routing protocol design or wireless and mobile ad hoc network. Rate adaptation is the procedure of powerfully exchanging data rates in view of the channel conditions. The destination is to choose a rate that can boost the throughput and its related packet delivery ratio. Rate adaptation includes two phases, for example, channel quality estimation and rate choice. The proposed Rate Adaptation method achieved better performance than AODV. It is a significant improve in performance, packet delivery and energy.*

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# COMPARATIVE STUDY ON K-MEANS, ANT, BEE, FIREFLY AND CUCKOO OF NATURE INSPIRED ALGORITHMS

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## ABSTRACT

*Nature does things in an amazing way. Behind the visible phenomena, there are innumerable invisible causes hidden at times. Philosophers and scientists have been observing these phenomena in nature for centuries and trying to understand, explain, adapt and replicate the artificial systems. This paper presents an overview of significant advances made in the emerging field of nature-inspired computing (NIC) with a focus on the physics- and biology-based approaches and algorithms. In this research provides an empirical view of different technology in the nature-inspired algorithm. There are fifteen reviews are collected, studied and analyzed.*



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## **A COMPARATIVE STUDY OF AODV AND CROSS LAYERED AODV FOR MULTIPATH ROUTING IN MANET**

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### **ABSTRACT**

*Ad hoc network is a multi-hop wireless network formed by collections of mobile nodes without the intervention of fixed infrastructure. The mobile hosts are self-organized and can be deployed everywhere and at any time. Multipath routing is the routing technique of using multiple alternative path through a network, which can yield a variety of benefits such as fault tolerance, increased bandwidth, or improved security. The proposed protocol as the critical feature to adapt cross-layer interface in multipath mobile ad-hoc network. In this article show case improved method for existing system.*

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## AN EMPIRICAL STUDY ON THE DETRIMENTAL EFFECTS OF EMPLOYEE SURVEILLANCE IN INDIA

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### ABSTRACT

*The excessive use of Information Technology (IT) devices in the organizational workplace, among many other impacts, paves a path to multiple forms of surveillance on both the individual and the social level with its desirable and undesirable consequences that makes a fundamental change in how work is done. The literature on electronic surveillance in the workplace in Indian context is, if any, dominated by theoretical discussions with very minimal empirical study and that not definitively from employees' perspectives and with ethical frameworks. This empirical study with an explorative approach fills this lacuna qualitatively and contributes to the broad research scholarship by exploring the impact of the implementation of electronic monitoring technologies and systems on employees. It discovers, from employees' perspectives, the adverse effects of electronic monitoring on their attitude, job commitment and satisfaction, and their morale and behaviour. From employees' real-time experience analysis, this research shows that the negative impacts of workplace surveillance often surpass the expected benefits of surveillance.*

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