

LIST OF ABBRIVATIONS

A-AHMEDABAD

AG – Agree

ANNOVA – Analysis of Variance

B-BARODA

B2B- Business-to-Business

B2C-Business-to-Consumer

BPO-Business process outsourcing

BRQ -Brand Relationship Quality

CIAI- Computer Industry Almanac Inc.

CSF -Consolidated Sinking Fund

CRM –Customer Relationship Management

DA – Disagree

DMOs -Destination marketing organizations

DMS -Destination marketing system

DS – Dissatisfied

E- Marketing-Electronic Marketing

E-Business- Electronic Business

E-Consumer – Electronic Consumer

E-Forums- Electronic forums

E-Mail- Electronic mail

E-Quality- Electronic Quality

E-Satisfaction.- Electronic Satisfaction

E-Scape,- Electronic Scape

E-Service- Electronic Service

E-Shopping-Electronic Shopping

E-Shopper- Electronic Shopper

E-Shop-Electronic Shop

E-tailor-Electronic Retailor

E-trust- Electronic Trust

ECT-Electronic Commerce transaction Act

ETIG -Economic Times Intelligence group

F – Female

FRL- Fiscal Responsibility Legislation GDP -Gross Domestic Product

GATT- General Agreement Trade and Services/
 GFD- Gross Fiscal Deficit
 GIPB -Gujarat Industrial Promotion Board
 GRF- Guarantee Redemption Fund
 CSF- Consolidated Sinking Fund
 GRF -Guarantee Redemption Fund GSS -General Social Survey
 GSWAN -Gujarat State Wide Area Network
 GSDP -Gross State Domestic Product
 HDS – Highly Dissatisfied
 HS – Highly Satisfied
 IM – Important
 IAMAI-Internet and Mobile Association of India
 IT – Information Technology
 ICT-Information and Communication Technology
 IMRB- Indian Management Research Bureau
 IWDMS- Integrated Workflow and Document Management System
 ITES- IT Enabled Services Business
 ITU- International Telecommunications Union
 JIT- Just in Time
 LI – Least Important
 M – Male
 MI – Most Important
 NA – Not Available
 NCAER-National Council of Applied Economic Research
 ONS-Online Shopper
 (P-A-D)-Pleasure-Arousal-Dominance
 R-RAJKOT
 RFPs -Requests for Proposals
 S- SURAT
 SA – Strongly Agree
 SD – Standard Deviations
 SDA – Strongly Disagree
 SEZ- Special Economic Zone
 ST – Satisfied

SSTs- Self Service Technologies
TAM-Technology Acceptance Model
TNS -Taylor Nelson Sofres
TRA -Theory of Reasoned Action
TQM -Total Quality Management
UNCITRAL- United Nations Commission on International Trade Law
VSNL-Videsh Sanchar Nigam Limited
WWW -World Wide Web
WPI- Wholesale Price Index
WTO-World Trade Organisation