

LIST OF ABBREVIATIONS

A/C	- Air Conditioner
AMOS	- Analysis of Moment Structure
ANNOVA	- Analysis of Variance
APAC	- Asia Pacific
CAGR	- Compounded Annual Growth Rate
CFA	- Confirmatory Factor Analysis
CRM	- Customer Relationship Management
CSR	- Corporate Social Responsibility
E-Commerce	- Electronic Commerce
e-Mail	- Electronic Mail
F & G	- Food and Grocery
FDI	- Foreign Direct Investment
FIPB	- Foreign Investment Promotion Board
GDP	- Gross Domestic Product
GIS	- Geographic Information Systems
GMV	- Gross Merchandise Value
GRDI	- Global Retail Development Index
HRM	- Human Resource Management
INR	- Indian Rupees
IOT	- Internet of Things
IT	- Information Technology
KMO	- Kaiser Mayer Olkin
MPA	- Market Performance Analysis
NIP	- New Industrial Policy
OTG	- Oven Toaster and Griller
PCA	- Principal Component Analysis
PDI	- Personal Disposable Income
PE	- Private Equity
POP	- Point of Purchase
POS	- Point of Sale
RFID	- Radio Frequency Identification
SA	- Store Attributes
SCM	- Supply Chain Management
SEM	- Structural Equation Model
SKU	- Stock keeping Units
SMS	- Short Message Service
SO	- Shopping Orientation
S-O-R	- Stimulus Organism Response
SPSS	- Statistical Package for Social Science
SWOC	- Strength, Weakness, Opportunities and Challenges
UPI	- United Payment Interface
USA	- United State of America
USD	- United States Dollar
USP	- Unique Selling Proposition
VM	- Visual Merchandising
WOM	- Word of Mouth