Abbreviations

FMCG	=	Fast Moving Consumer Goods
IBEF	=	India Brand Equity Foundation
NCAER	=	National Council for Applied Economic Research
CGPA	=	Cumulative Grade Point Average
LG	=	Lucky Gold Star
TVS	=	Thirukkurungudi Vengaran Sundram
CBBE	=	Customer Based Brand Equity
ANOVA	=	Analysis of Variance
SEM	=	Structural Equation Model
ITC	=	Indian Conglomerate Company
SWOT	=	Strengths, Weaknesses, Opportunities and Threats
HUL	=	Hindustan Unilever Limited
MNC	=	Multinational Corporation
SPSS	=	Statistical Package for Social Sciences