

ABBREVIATIONS

i.e.	:	That Is
No.	:	Number
Ex.	:	Example
Vs	:	Versus
e-consumer	:	Electronic Consumer
e-shop	:	Electronic Shop
e-store	:	Electronic Store
e-retailer	:	Electronic Retailers
e-tailers	:	Electronic Retailers
e-business	:	Electronic Business
e-messaging	:	Electronic Messaging
e-commerce	:	Electronic Commerce
e-bookstore	:	Electronic Bookstore
web-shop	:	online store
SEM	:	Structural Equation Modelling
FB	:	Facebook
%	:	Percent
Kms	:	Kilometres
PCA	:	Principal Component Analysis