LIST OF ABBREVIATIONS

Ad - Advertisement
Aad - Attitude towards Advertisement
Ab/Aab - Attitude towards Brand
BI - Brand Image
PI - Purchase Intention
PU - Perceived usefulness
ANOVA - Analysis of variance
SPSS - Statistical package of social science
SNS - Social Networking sites
SMM - Social media marketing
SD - Standard deviation
API - Application Programming Interface
SE - Standard Error
DMRT - Dunk and multiple range test
FAQS - Frequently asked questions
SMS - Short Message service
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