ABBREVIATIONS

AMA: American Marketing Association
ANOVA: Analysis of Variance
BI: Brand Image
CATI: Computer Assisted Telephone Interviewing
Crosstabs: Cross tabulations
CV: Confirmatory value
Df: Degree of freedom
EFA: Exploratory Factor Analysis
GRDI: Global Retail Development Index
H0: Null Hypothesis
H1: Alternate Hypothesis
IBEF: India Brand Equity Foundation
ICRIER: Indian Council for Research on International Economic Relations
K-Means: Non Heirarchial Cluster Analysis
KMO: Kaiser-Mayer-Olkin
M: Mean
N: Number
NB: National Brands
PCA: Principal Component Factor Analysis
PL: Private Label
PLB: Private Label Brand
| **PLMA:** | Private Label Manufacturer’s Association |
| **PV:**   | Predictive Value                           |
| **R Sq:** | R Square (Regression)                      |
| **SB:**   | Store Brand                                |
| **SD:**   | Standard Deviation                         |
| **SI:**   | Store Image                                |
| **Sig:**  | Significance                               |
| **SPSS:** | Statistical Package for the Social Sciences |