LIST OF ABBREVIATIONS

FDI  Foreign Direct Investment
GDP  Gross Domestic Product
GRDI Global Retail Development Index
PDS  Public Distribution System
VAT  Value Added Tax
CII  Confederation of Indian Industry
SERVQUAL Service Quality Scale based on Expectation and Perception
SERPERF Service Quality Scale based on Performance
RESQUAL Retail Service Quality Scale
DIY  Do It Yourself
COGS Cost of Goods Sold
RUT  Random Utility Theory
CART Classification and Regression tree
IDP  Investment Development Path
EFA Exploratory Factor Analysis
CIT  Critical Incident Technique
INDSERV Industry Specific Measures of Service Quality
SEM Structural Equation Modelling
DTR scale Retail Service Quality Scale
Tan  Tangibles
Rel  Reliability
Ass  Assurance
Emp  Empathy
Res  Responsiveness
PO  Product Offering
RSS Retail Store Specific
PC  Product Convenience
CS  Customer Satisfaction
Recc Recommending Intentions
SI  Switching Intentions