Abbreviations

- CB – Consumer behaviour
- CBB – Consumer buyer behaviour
- MUT – marginal Utility Theory
- EMI - Equated Monthly Installment
- CTV – Color Television
- CAGR – Compound Annual Growth Rate
- VCR – Video Cassette Recorder
- CDs – Consumer Durables
- RCs – Rural Consumers
- FY – Financial Year
- ACs – Air – Conditioners
- LCD – Liquid Crystal Display
- GDP – Gross Domestic Product