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<tr>
<td>AMA</td>
<td>American Marketing Association</td>
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<tr>
<td>ANOVA</td>
<td>Analysis of Variance</td>
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<td>AS</td>
<td>Attitude Strength</td>
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<tr>
<td>ASSOCHAM</td>
<td>Associated Chambers of Commerce and Industry of India</td>
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<tr>
<td>BCG</td>
<td>Boston Consulting Group</td>
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<tr>
<td>BMW</td>
<td>Bayerische Motoren Werke</td>
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<td>CAGR</td>
<td>Compound Annual Growth Rate</td>
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<td>CK</td>
<td>Calvin Kleine</td>
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<tr>
<td>DV</td>
<td>Dependent Variable</td>
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<tr>
<td>FDI</td>
<td>Foreign Direct Investment</td>
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<td>FICCI</td>
<td>Federation of Indian Chambers of Commerce and Industry</td>
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<td>FMCG</td>
<td>Fast Moving Consumerable Goods</td>
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<td>GDP</td>
<td>Gross Domestic Product</td>
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<td>GOI</td>
<td>Government of India</td>
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<td>HSD</td>
<td>Honestly Significance Difference</td>
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<td>IBEF</td>
<td>India Brand Equity Foundation</td>
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<td>IMF</td>
<td>International Monetary Fund</td>
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<td>IMRB</td>
<td>Indian Market Research Bureau</td>
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<td>IV</td>
<td>Independent Variable</td>
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<td>KMO</td>
<td>Kaiser- Meyer- Olkin</td>
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<td>KPMG</td>
<td>Klynveld Peat Marwick Goerdeler</td>
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<td>MNC</td>
<td>Multinational Corporation</td>
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<td>MOSPI</td>
<td>Ministry of Statistics and Programme Implementation</td>
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<tr>
<td>PI</td>
<td>Product Involvement</td>
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<td>R²</td>
<td>R Square</td>
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<td>Statistical Package for the Social Sciences</td>
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<td>TV</td>
<td>Television</td>
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<td>UCB</td>
<td>United Colors of Benetton</td>
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<td>United Nations Population Fund</td>
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<td>USD</td>
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<td>World Health Organisation</td>
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