List of Abbreviations

“SIC” stands for Self Image Congruence
“IA/D” stands for Individual’s Archetype Dominance
“ProdInv” means Product Involvement
“AadO” stands for Overall Attitude Towards the Ad
“BT” stands for Brand Trustworthiness
“P” stands for the emotion of Pleasure
“A” stands for the emotion of Arousal
“ad” means advertisement
“CFA” means confirmatory factor analysis
“EFA” means exploratory factor analysis
“C.R.” stands for critical ratio
“S.E.” stands for standard error
“RMSEA” stands for root mean square error of approximation
“CFI” stands for Comparative Fit Index
“NFI” stands for Normed Fit Index
“GFI” stands for Goodness of Fit Index
“AGFI” stands for Adjusted Goodness of Fit Index
“RMR” stands for Root mean square residual
“DF” stands for degree of freedom
“AVE” stands for average variance explained
“MVA” stands for Market Value Added
“EVA” stands for Economic Value Added
“Cum%” stands for Cumulative Percentage
“%Var” stands for percent variation
“KMO” stands for Kaiser-Meyer-Olkin measure
“AdCred” stands for Ad Credibility