LIST OF ABBREVIATIONS

TV- Television
IPTV- Internet Protocol Television
CAGR- Compound annual growth rate
MTNL- Mahanagar Telephone Nigam Limited
BSNL- Bharat Sanchar Nigam Limited
VoD- Video on Demand
VOIP- Voice over Internet Protocol
UTAUT- Unified theory of acceptance and use of technology
TAM- Technology acceptance model
TRA- Theory of Reasoned Action
TPB- Theory of Planned Behavior
PEU- Perceived ease of use
PU- Perceived usefulness
CMC- Computer Mediated Communications
SMS- Short Message Service
VCD- Video Compact Disc
DVD- Digital Versatile Disc
HD- High definition
SD - Standard definition
IT - Information Technology
ROI- Return on Investment
DVR- Digital Video Recorder
PC – Personal computer

STB – Set Top Boxes

DTH- Direct To home

ITU - International Telecommunications Union

DRM- Digital Rights Management

FDI -Foreign direct investment

DSL –Digital Subscriber Line

ADSL- Asynchronous Digital Subscriber Line

TRAI-Telecom Regulatory Authority of India

PVR- Personal video recorder

CRM - Customer relationship management

IS- Information science

PSU- Public Sector Undertaking

KMO -Kaiser-Meyer-Olkin

EFA- Exploratory factor analysis

PCA-Principal Component Analysis

ITEMES ABBREVIATIONS LIST

SEREOU- I find IPTV services easy to use

LEASY- Learning to use the IPTV would be easy for me

MODSYS- It is expected that people like me will use modern system like IPTV

MKFRN- Using IPTV service I can make new friends

INTVT- Interaction with advertiser
PRED - Price reduction
RPVAS- Reasonable price for value added service
NEXP - Not expensive
CONTSER - Continuation of service
MCHTM- Using the IPTV can take up too much of my time when performing
VIHACK- Virus and hackers
BORES- Using the IPTV bores me
RECO- Recommendation to friends and relatives
JOBSE- Job searching
RELSE- I think that IPTV provides very reliable service.
NCT- New communication tool
ISTRC - Internet surfing through TV and Remote controller
BUNDIT- Bundling of Internet, Telephony and TV
LSAD- Less advertisement
FSTSPD- I think that the speed of IPTV is fast.
FSCS- Flexibility of service and channel selection
DLONE- I do not feel lonely when using IPTV.
EASGET- I find it easy to get what I need from the IPTV
ENJ- I enjoy using the IPTV
SPB- Single point billing
VAINF- Verities of information
IMPER- Improvement of performance
CONSTRUCTS ABBREVIATIONS LIST

ITU-Intention to use IPTV
PUITV-Perceived usefulness related to internet and TV
PSQ-Perceived system quality
PEOU-Perceived ease of use
PC-Perceived complexity
PPL-Perceived price level
PE-Perceived enjoyment
PUJ-Perceived usefulness related to job
SI-Social Influence

DEMOGRAPHIC VARIABLES ABBREVIATIONS LIST

GEND- Gender
EDU-Education
AGE-Age
OCCU-Occupation
INC-Income