

## Abbreviation

3G	.....	3 <sup>rd</sup> Generation
ANOVA	.....	Analysis of Variance
APMEA	.....	Asia/Pacific, Middle East and Africa
ASSOCHAM	.....	Associated Chambers of Commerce and Industry of India
B2C	.....	Business to Customer
BRIC	.....	Brazil, Russia, India and China
C2C	.....	Company to Customer
CAGR	.....	Compound Average Gross Ratio
CRM	.....	Customer Relationship Management
GDP	.....	Gross Domestic Product
IAMAI	.....	Internet and Mobile Association of India
IMRG	.....	Interactive Media in Retail Group
ISP	.....	Internet Service Provider
ITU	.....	International Telecommunication Union
KMO	.....	Kaiser-Meyer-Olkin
PBC	.....	Perceived Behaviour Control
PCA	.....	Principal Component Analysis
RAM	.....	Reasoned Action Model
SN	.....	Subjective Norms
SPSS	.....	Statistical Package for Social Study
TAM	.....	Technology Acceptance Model
TPB	.....	Theory of Planned Behavior
TRA	.....	Theory of Reasoned Action
US	.....	United States

USA ..... United States of America  
VIF ..... Variance Inflation Factors