List of Abbreviations

APMC- Agricultural Produce Marketing Committee
A.T.Keamey - Andrew Thomas (Tom) Kearney
CAGR- Compounded annual growth rate.
DF- Degree of Freedom
EBO- Exclusive Brand Outlets
FDI - Foreign direct investment
F&G- Food and Grocery
FY- Financial Year.
GDP-Gross Domestic Product
GRDI - Global Retail Development Index
IBEF-India Brand Equity Foundation
IBT –Impulsive Buying Tendency
K-S - Kolmogorov-Smirnov
K-W Test - Kruskal-Wallis test
M&A- Mergers and acquisitions
PLS- Partial Least Square
SEM- Structural equation modeling
SPSS- Statistical Package for the Social Sciences/ Statistical Product and Service Solutions
USD- United States Dollars