LIST OF ABBREVIATIONS

24x7: 24 Hours a Day 7 Days a Week (Round The Clock)
AMA: American Marketing Association
AMOS: Analysis of Moment Structures
ANOVA: Analysis Of Variance
ASV: Average Shared Variance
AVE: Average variance extracted
B2B: Business 2 Business
B2C: Business 2 Customer
CFA: Confirmatory Factor Analysis
Cr.: Crore
Df: Degree of Freedom
DHL: Dalsey Hillblom Lynn (Logistic Company)
EBSCO: Elton B. Stephens Co.
EFA: Exploratory Factor Analysis
et al: And others
e-WOM: Word of Mouth over the Internet
GDP: Gross Domestic Product
GPS: Global Positioning System
IBM: International Business Machine
ie: For Example
INC: International Company
ISI: Indian Statistical Institute
KLM: Koninklijke Luchtvaart Maatschappij (Dutch Airline)
KMO: Kaiser-Meyer-Olkin
Lat Am / Carib: Latin America/Caribbean Islands
MSV: Maximum Shared Variance
SD: Standard Deviation
Sig.: Significance
SMS: Short Messaging service
SNA: Social network analysis
SPSS: Statistical Package for the Social Sciences
<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Full Form</th>
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<tr>
<td>Std. Deviation:</td>
<td>Standard Deviation</td>
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<tr>
<td>TAM:</td>
<td>Technology Acceptance Model</td>
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<td>TPB”</td>
<td>Theory of Planned Behavior</td>
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<td>TRA”</td>
<td>Trust Research Advisory</td>
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<td>TV:</td>
<td>Television</td>
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<td>US:</td>
<td>United States of America</td>
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<td>VM:</td>
<td>Viral Marketing</td>
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<td>WOM:</td>
<td>Word of Mouth</td>
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