LIST OF ABBREVIATIONS

AMOS: Analysis of Moment Structures
ANOVA: Analysis of Variance
CDMS: Consumers' Decision-Making Styles
CFA: Confirmatory Factor Analysis
CPG: Consumer Packaged Goods
CSI: Consumers' Style Inventory
EFA: Exploratory Factor Analysis
F&G: Food & Grocery
FMCG: Fast Moving Consumer Goods
MB: Manufacturer's Brands
MLE: Maximum Likelihood Estimation
MRSI: Market Research Society of India
SB: Store Brands
SBP: Store Brand Proneness
SEC: Socio-Economic Class
SEM: Structural Equation Modeling
SKU: Stock Keeping Units
SPSS: Statistical Package for Social Sciences