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Books


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Internet Sources


LIST OF ABBREVIATIONS

Given below is the list of abbreviation that had been used in the study.

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$</td>
<td>Dollar Sign</td>
</tr>
<tr>
<td>£</td>
<td>Pound Sterling Sign</td>
</tr>
<tr>
<td>€</td>
<td>Euro Sign</td>
</tr>
<tr>
<td>AC</td>
<td>Air Conditioner</td>
</tr>
<tr>
<td>BIL</td>
<td>Britannia India Ltd.</td>
</tr>
<tr>
<td>BSNL</td>
<td>Bharat Shanchar Nigam Ltd.</td>
</tr>
<tr>
<td>CCD</td>
<td>Customer Care Division</td>
</tr>
<tr>
<td>CHD</td>
<td>Consumer Healthcare Division</td>
</tr>
<tr>
<td>DCP</td>
<td>Dabur Chyawanprash</td>
</tr>
<tr>
<td>Df</td>
<td>Degree of freedom</td>
</tr>
<tr>
<td>DFL</td>
<td>Dabur Food Limited</td>
</tr>
<tr>
<td>DIL</td>
<td>Dabur India Limited</td>
</tr>
<tr>
<td>DTSI</td>
<td>Digital Twin-Spark Ignition</td>
</tr>
<tr>
<td>FMCG</td>
<td>Fast Moving Consumer Goods</td>
</tr>
<tr>
<td>Abbreviation</td>
<td>Full Form</td>
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<tr>
<td>--------------</td>
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<tr>
<td>GGMW</td>
<td>Georgian Glass &amp; Mineral Water</td>
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<tr>
<td>GCMMF</td>
<td>Gujarat Cooperative Milk Marketing Federation</td>
</tr>
<tr>
<td>HRM</td>
<td>Human Resource Management</td>
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<tr>
<td>HUL</td>
<td>Hindustan Unilever Limited</td>
</tr>
<tr>
<td>IBEF</td>
<td>India Brand Equity Foundation</td>
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<tr>
<td>IPL</td>
<td>Indian Premier League</td>
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<tr>
<td>IPO</td>
<td>Initial Public Offering</td>
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<tr>
<td>ITC</td>
<td>India Tobacco Company</td>
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<tr>
<td>JV</td>
<td>Joint Venture</td>
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<tr>
<td>M&amp;A</td>
<td>Merger And Acquisitions</td>
</tr>
<tr>
<td>MNC</td>
<td>Multi National Company</td>
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<tr>
<td>MTNL</td>
<td>Mahanagar Telecom Nigam Ltd.</td>
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<tr>
<td>N</td>
<td>Sample size</td>
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<td>n.d.</td>
<td>no date available</td>
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<tr>
<td>O&amp;M</td>
<td>Ogilvy &amp; Mather</td>
</tr>
<tr>
<td>P&amp;G</td>
<td>Procter &amp; Gamble</td>
</tr>
<tr>
<td>Abbreviation</td>
<td>Description</td>
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<tr>
<td>--------------</td>
<td>------------------------------</td>
</tr>
<tr>
<td>PLC</td>
<td>Product Life Cycle</td>
</tr>
<tr>
<td>R&amp;D</td>
<td>Research &amp; Development</td>
</tr>
<tr>
<td>RBIL</td>
<td>Reckitt Benckiser India Ltd.</td>
</tr>
<tr>
<td>SD</td>
<td>Standard Deviation</td>
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<tr>
<td>SKUs</td>
<td>Stock Keeping Units</td>
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<tr>
<td>t</td>
<td>Critical value of t</td>
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<tr>
<td>TVC</td>
<td>Television Commercials</td>
</tr>
<tr>
<td>USP</td>
<td>Unique Selling Proposition</td>
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