

## LIST OF ABBRIVATIONS

A-AHMEDABAD

AG – Agree

ANNOVA – Analysis of Variance

B-BARODA

B2B- Business-to-Business

B2C-Business-to-Consumer

BPO-Business process outsourcing

BRQ -Brand Relationship Quality

CIAI- Computer Industry Almanac Inc.

CSF -Consolidated Sinking Fund

CRM –Customer Relationship Management

DA – Disagree

DMOs -Destination marketing organizations

DMS -Destination marketing system

DS – Dissatisfied

E- Marketing-Electronic Marketing

E-Business- Electronic Business

E-Consumer – Electronic Consumer.

E-Forums- Electronic forums

E-Mail- Electronic mail

E-Quality- Electronic Quality

E-Satisfaction.- Electronic Satisfaction

E-Scape,- Electronic Scape

E-Service- Electronic Service

E-Shopping-Electronic Shopping

E-Shopper- Electronic Shopper

E-Shop-Electronic Shop

E-tailor-Electronic Retailor

E-trust- Electronic Trust

ECT-Electronic Commerce transaction Act

ETIG -Economic Times Intelligence group

F – Female

FRL- Fiscal Responsibility Legislation GDP -Gross Domestic Product

GATT- General Agreement Trade and Services/  
GFD- Gross Fiscal Deficit  
GIPB -Gujarat Industrial Promotion Board  
GRF- Guarantee Redemption Fund  
CSF- Consolidated Sinking Fund  
GRF -Guarantee Redemption Fund GSS -General Social Survey  
GSWAN -Gujarat State Wide Area Network  
GSDP -Gross State Domestic Product  
HDS – Highly Dissatisfied  
HS – Highly Satisfied  
IM – Important  
IAMAI-Internet and Mobile Association of India  
IT – Information Technology  
ICT-Information and Communication Technology  
IMRB- Indian Management Research Bureau  
IWDMS- Integrated Workflow and Document Management System  
ITES- IT Enabled Services Business  
ITU- International Telecommunications Union  
JIT- Just in Time  
LI – Least Important  
M – Male  
MI – Most Important  
NA – Not Available  
NCAER-National Council of Applied Economic Research  
ONS-Online Shopper  
(P-A-D)-Pleasure-Arousal-Dominance  
R-RAJKOT  
RFPs -Requests for Proposals  
S- SURAT  
SA – Strongly Agree  
SD – Standard Deviations  
SDA – Strongly Disagree  
SEZ- Special Economic Zone  
ST – Satisfied

SSTs- Self Service Technologies  
TAM-Technology Acceptance Model  
TNS -Taylor Nelson Sofres  
TRA -Theory of Reasoned Action  
TQM -Total Quality Management  
UNCITRAL- United Nations Commission on International Trade Law  
VSNL-Videsh Sanchar Nigam Limited  
WWW -World Wide Web  
WPI- Wholesale Price Index  
WTO-World Trade Organisation