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Abbreviations

Following are abbreviations and the related words which were used while analyzing and interpretation of data.

Abbreviations Used	Word
• NB	National Brand
• PL	Private Lable
• Q	Quality
• P	Price
• R	Risk (Associated)
• PC	Packaging
• BI	Brand Image
• _N_	National Brand
• _P_	Private Label
• CD	Consumer Durable
• PC	Personal Care Product
• HC	Home Care Product