

List of Abbreviations

<i>Abbreviation</i>	<i>Full form</i>
IAMAI	Internet & mobile Association of India
NDM	Naturalistic Decision Making
SEU	Subjected Expected Utility
ET	Exploratory Tendency
EBBT	Exploratory Buying Behavior Tendencies
SCP	Supply Chain Performance
OSL	Optimum Stimulation Level
SES	Socio Economic Status
BS	Brand Switching
RT	Risk Taking
INOV	Innovativeness
IC	Interpersonal Communication
ETS	Exploratory Through Shopping
IS	Information Seeking
EV	Expected Value
MAUT	Multi-Attribute Utility Theory
RPD	Recognized Prime Decision
SNS	Social networking sites

