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LIST OF ABBREVIATIONS

ACTA	Anti-Counterfeiting Trade Agreement
AGFI	Adjusted Goodness of Fit Index
AMOS	Analysis of Moment Structures
ANOVA	Analysis of Variance
ASPA	Authentication Solution Providers' Association
ASSOCHAM	Associated Chambers of Commerce & Industry of India
ATT	Attitude Towards Counterfeit Products
AVE	Average Variance Extracted
BASCAP	Business Alliance to Stop Counterfeit and Piracy
BP	Branded Products
CACP	Coalition Against Counterfeiting and Piracy
CANOE	Conscientiousness, Agreeableness, Neuroticism, Openness, and Extroversion
CASCADE	Committee Against Smuggling and Counterfeiting Activities Destroying the Economy
CB-CFA	Covariance Based Confirmatory Factor Analysis
CBP	Counterfeit Branded Products
CDT	Cognitive Dissonance Theory
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CFP	Counterfeit Proneness
CMIN/DF	Minimum Discrepancy Function by Degrees of Freedom divided
CP	Counterfeit Products
CR	Composite Reliability
CRISIL	Credit Rating Information Services of India Limited
EDM	Ethical Decision Making
EU	European Union
EUIPO	European Union Intellectual Property Office
FFM	Five-Factor Model
FICCI	Federation of Indian Chambers of Commerce and Industry
FMCG	Fast Moving Consumer Goods
GCC	Gulf Cooperation Council
GDP	Gross Domestic Product
GFI	Goodness of Fit Index
GIS	Geographic Information System
GTRIC	General Trade-Related Index of Counterfeiting

GTRIC-e	General Trade-Related Index of Counterfeiting Economies
HMR	Hierarchical Moderated Regression
IACC	International Anti-Counterfeiting Coalition
ICC	International Chamber of Commerce
INDRP	.In Domain Name Dispute Resolution Policy
INR	Indian Rupee
INS	Information Susceptibility
INTA	International Trademark Association
IP	Intellectual Property
IPR	Intellectual Property Rights
ITG	Integrity
MASCRADE	Movement Against Smuggled and Counterfeit Trade
MEH	Mediation Hypotheses
MOH	Moderation Hypotheses
NAFTA	North American Free Trade Agreement
NDC	Non-Deceptive Counterfeits
NRS	Normative Susceptibility
NVS	Novelty-Seeking
OECD	Organization for Economic Co-operation and Development
PD	Path Direction
PI	Purchase Intentions
PPE	Personal Protective Equipment
PQI	Price-Quality Inference
PRC	Price Consciousness
PRG	Personal Gratification
PRI	Purchase Intentions
PRR	Perceived Risk
PRV	Perceived Value
R&D	Research and Development
RAV	Risk Averseness
RMSEA	Root Mean Square Error of Approximation
SCM	Supply Chain Management
SD	Standard Deviation
SDR	Social Desirability Response
SE	Standard Error
SEM	Structural Equation Modeling
SIT	Social Identity Theory
SMH	Structural Model Hypotheses

SOI	Social Influence
SOR	Stimulus-Organism-Response
SPSS	Statistical Package for Social Sciences
SRI	Social Recognition and Integrity
STC	Status Consumption
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
TRIPS	Trade Related Aspects on Intellectual Property Rights
Tukey HSD	Tukey Honestly Significant Difference
UN	United Nations
USTR	United States Trade Representative
VLC	Value Consciousness
WCO	World Customs Organization
WHO	World Health Organization
WIPO	World Intellectual Property Organization
WOM	Word of Mouth
WTO	World Trade Organization