

CURRENT FASHION BUYING AMONG INDIAN FEMALE UPPER-MIDDLE CLASS WITH REFERENCE TO TAMIL NADU

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ABSTRACT

The escalating household income of the Indian middle upper class and liberation of women's social status in public, have resulted in the awakening of Indian female fashion awareness. A judgment sampling contains 426 respondents who are Indian females belong to upper-middle class has been applied. Based on theory of planed behavior, quantitative scale modeling is taken to explore the contribution of several factors such as shopping values, education level, household income; frequency of buying etc. to female's fashion apparel consumption. The significant findings of this paper are: Among females of upper middle class in India 1.Frequency of buying is positive associated with household income; 2.Fashion involvement is positive associated with education qualification; 3.Hedonic value is not distinguished held by fashion consumers.

KEY WORDS: Upper middle class, shopping orientation, fashion involvement, scales, social class, emerging market, customer segmentation.

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