

## **GENDER DIFFERENCE IN DECISION MAKING STYLE OF MIDDLE AGE CONSUMERS OF CLOTHING**

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### **ABSTRACT**

The purpose of this study was to investigate the effect of gender on decision making determinants in purchase of clothing of middle age Indian consumers. Survey study was conducted on 600 respondents belonging to 40-60 years age group. A questionnaire was designed to collect data by face to face interview. Chi square was calculated to know association between sex and decision making of respondents. The result showed significant difference in fashion awareness and conformity to clothes.

**KEYWORDS:** Price, Brand, Fashion, Quality, Planned Purchaser