

Socio-Economic Stratification and the Elasticity of Purchase Sensitivity in the Indian Consumer Economy

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Abstract: The contemporary Indian marketplace represents a complex laboratory of socio - economic behaviour, characterized by a transition from a traditional savings - oriented society to an aspiration - driven consumer economy. The impact of socio - economic status (SES) on purchase sensitivity is not merely a function of disposable income but is increasingly mediated by social capital, digital literacy, and the availability of institutional credit. As the Indian economy undergoes structural transformations, the mechanisms through which consumers evaluate price, value, and prestige have become highly differentiated across various socio - economic tiers. This analysis explores the evolution of these behavioural frameworks, the psychological underpinnings of value - consciousness, and the external macroeconomic and technological forces that are reshaping consumer decision - making in the world's most populous nation.

Keywords: Socio-economic, Stratification, Elasticity, Purchase Sensitivity, Indian Consumer Economy

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