

LIST OF ABBREVIATIONS

Abbreviations	
ANOVA	Analysis of Variance
BIC	Bayesian Information Criterion
CII	Confederation of Indian Industry
DINKS	Double Income No Kids
H1	Alternate Hypothesis
HENRYs	High Earning not rich yet
Ho	Null Hypothesis
KMO	Kaiser-Meyer-Olkin
LOV	List of Values
LVMH	Louis Vuitton Moet Hennessey
OBC	Other Backward Caste
PCA	Principal Component Analysis
PVH Corp	Phillips-Van Heusen Corporation
RO	Research Objectives
RQ	Research Questions
SA	Société Anonyme
SC	Scheduled Caste
SCID	Social Class Identity Dissonance
SCS	Social Class Score
SCWM	Social Class Worldview Model
SE	Societas Europaea
SES	Socio-Economic Status