

A STUDY ON GOLD AS AN INVESTABLE COMMODITY AMONG PEOPLE

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

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SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

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SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
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CATEGORY - 1 UNIVERSITY BY UGC

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **ARSHIYA SADAQ S.A 42410075** who carried out the project entitled “**A Study on gold as an investable commodity among people**” under my supervision from October 2023 to December 2023.

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DECLARATION

I **ARSHIYA SADAQ (42410075)** hereby declare that the Project Report entitled “**A Study on gold as an investable commodity among customers**” done by me under the guidance of **DR. LAVANYA M** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

DATE: 22.12.2023

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ARSHIYA SADAQ S A

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ABSTRACT

Gold is one of the main commodities where the customers invest their money comparatively with bank for better interest. In the Indian context people purchase gold for their children's marriages for later period. The investment in gold is better suits for easy conversion into money with quickest possible time from the bank and gold merchants. The appreciation or depreciation of gold based on other investment options like fixed deposit, provident fund, international crude oil price, stock market, mutual fund etc. The comparative analysis of gold with other investment options gives an edge to the customer to clearly understand the investment pattern for their hard-earned money expected to give good returns in the future

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CHAPTER1

INTRODUCTION

1.1 INTRODUCTION:

- ★ Gold is a precious metal valued for its rarity, beauty and unique properties.
- ★ It is a symbol of wealth, beauty and heritage carrying memories and cultures.
- ★ However, besides these, gold also makes significant contributions to a wide range of technologies.
- ★ It has a rich history dating back thousands of years, with cultural, economic and symbolic significance
- ★ Gold is used extensively in jewellery, ornaments, and decorative arts due to its malleability and lustrous appearance
- ★ As an investment gold is considered a safe-haven assets, often sought during economic uncertainties
- ★ It serves as a store of value and a hedge against inflation and currency devaluation.
- ★ Gold mining is a major industry worldwide, with significant environmental and social impacts.
- ★ The metal has various industrial applications, including electronics and dentistry.
- ★ Scientifically, gold is studied for its unique properties and applications in fields like nanotechnology and medicine.
- ★ The price of gold can be subject to short-term fluctuations but has demonstrated long-term stability.
- ★ Gold is commonly traded through various financial instruments including ETFs and future contracts.
- ★ It continues to be a symbol of wealth, prestige, and enduring value in many cultures worldwide.
- ★ Due to its physical features as corrosion resistance and highly malleable and ductile, gold is being applied in space exploration, nano particle technology, and medicine.
- ★ Gold is considered by many, to be the best investment you can make to protect yourself during stock market declines and inflation.
- ★ In fact, history shows that the performance of gold goes up in times of high inflation.

- ★ However, the price of gold also has its highs and lows and you could just as easily lose money investing in gold as with any other investment.



1.2 INDUSTRY PROFILE

MARKET CONDITION:

Gold, often viewed as a safe-haven asset, tends to exhibit price strength during times of uncertainty, such as downturns, geopolitical tensions, or currency fluctuations. In these fluctuations. In these situations, Investors seek refuge in gold as a store of value and a hedge against inflation. Conversely, when global economic conditions are stable and confidence in traditional financial markets is high, the demand for gold may decrease, leading to lower prices. The gold market is also influenced by central bank policies, as significant purchases or sales of gold reserves by central bank can impact supply and demand dynamics. Additionally, factors like interest rates, the strength of the U.S dollar and technological advancement in mining and extraction techniques can affect the price of gold. In recent years, environmental and ethical concerns related to gold mining have led to increased scrutiny of the industry and could potentially impact future market conditions. Overall, the market conditions of gold are subject to a multitude of variables, making it a dynamic and closely monitored asset class by investors and financial analysis worldwide.

MARKET DEVELOPMENT:

- ★ Gold has experienced significant price volatility in recent years, with periods of rapid appreciation followed by corrections.
- ★ The covid -19 pandemic led to surge in demand for gold as a safe-haven asset in 2020, pushing prices to all-time highs
- ★ The global economic recovery from the pandemic and expectations of rising interest rates have contributed to some price retracement
- ★ Central banks continue to hold gold reserves as a part of their monetary policy and risk management strategies
- ★ Advances in technology have led to more efficient and sustainable methods of gold mining and extraction
- ★ Environmental and ethical concerns surrounding gold mining practices have prompted industry initiatives to address these issues
- ★ The emergence of digital gold backed crypto currencies has added a new dimension to the gold market
- ★ Gold remains a popular choice for portfolio diversification and wealth preservation among investors
- ★ Exchange traded funds (ETFs) backed by physical gold have made it easier for investors to gain exposure to the metal.
- ★ Geopolitical tensions and economic uncertainties continue to influence short term price movements in the gold market
- ★ Long term prospects for gold are influenced by factors like global economic stability and the sustainability of mining practices



TYPES OF GOLD INVESTMENTS:

1. PHYSICAL GOLD:

- **Gold Button** : Physical gold bars for coming sizes and purities
- **Gold Jewellery:** Gold Jewellery is also a form of physical gold, but its primary value is its craftsmanship and aesthetic appeal.
- **Gold Coins:** Coins like the American Eagle, South African Krugerrand, or Canadian Maple Leaf are popular choice for collectors and investors.

2. PAPER GOLD:

- **Gold ETFs (Exchange traded funds):** These are investment funds that hold by physical gold or gold derivatives, and their shares are traded on stock exchange. They offer easy liquidity and are a convenient way to invest in gold without holding the physical metal.
- **Gold Mutual funds:** These are mutual invest in a portfolio of gold related assets, which can include gold mining stocks, ETFs, and other gold related securities.
- **Gold Certificates:** These represent ownership of a specific quantity of gold held by a bank of financial situation. They can be used for trading and investment purposes.

3. DERIVATIVES AND FUTURES:

- **Gold future contract:** This financial contract allows investors to speculate on the future price of the gold. They are traded on commodity exchanges and involve significant.
- **Options on gold futures:** Options provide the right to buy or sell gold futures at a predetermined price on or before a specific date.

4. GOLD MINING STOCKS:

- **Individual mining stocks:** Investors can buy shares in individual gold mining companies. The value of these stock is influence by the price of gold but also the performance and profitability of the specific country.
- **Gold mining ETFs:** These ETFs invest in a basket of gold mining companies provided diversified exposure to the sector.

5. DIGITAL GOLD:

- **Gold -Backed cryptocurrencies:** Some crypto currencies are backed by physical gold stored in vaults. Examples include tether Gold (XAUT) and PAX gold (PAXG). These digital assets aim to combine the benefits of cryptocurrencies without the stability of physical gold.

6. GOLD SAVINGS ACCOUNT:

- Some banks and financial institutions offer gold savings accounts, allowing customers to buy and sell gold electronically and hold in their accounts.

7. GOLD ACCUMULATION PLANS(GAP):

- These plans allow investors to regularly invest small amounts of money in gold over time, typically without the need to store physical gold.

8. GOLD IRAs:

- In the United States, individuals can invest in gold through a self-directed individual Retirement Account (IRA). This allows them to hold physical gold or certain gold-related investments within a tax advantaged retirement account.

GOLD MUTUAL FUNDS IN INDIA:

- ★ SBI Gold Fund.
- ★ Aditya Birla Sunlife Gold fund.
- ★ Kotak Gold Fund.
- ★ Axis Gold Fund.
- ★ Quantum Gold savings fund.

1.3 COMPANY PROFILE

SBI GOLD FUND:

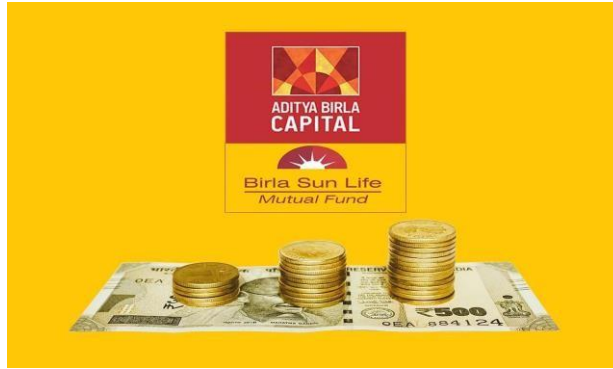
SBI gold mutual fund is an Asset Management Company introduced by the State Bank of India (SBI) and incorporated in 1987 with its corporate head office located in Mumbai, India, SBIFMPL is joint venture between the State bank of India and Indian public sector bank, and Amundi, a European asset management company, A shareholder agreement in this regard has been entered on April 13, 2011, between SBI and AMUNDI asset Management. Accordingly, SBI currently holds 63% State in SBIFMPL and the 37% stake is held by AMUNDI Asset Management through a wholly owned subsidiary, AMUNDI India Holding. SBI and AMUNDI Asset Management shall jointly develop the company as an asset management company of international repute by adopting global best practices and maintaining international standards.



KEY MILESTONES:

- **1987:** Establishment of SBI Mutual Fund.
- **1991:** Launch of SBI Magnum Equity Fund.
- **1999:** Launch of sector funds, India's first contra Fund.
- **2001:** Involvement in Ketan Parekh Scam SBI Mutual fund, according to the CBI charge-sheet, purchased 22 Lakh shares at Rs. 165 each in February 2000 through off-market deals from Ketan Parekh – controlled firms.
- **2004:** Joint Venture with Société General Asset Management.
- **2006:** Became the first bank sponsored fund to launch an offshore funds Resurgent India Opportunities Fund.
- **2011:** Stake Transfer from SGAM to Aundi Asset Management.
- **2013:** Acquisition of Daiwa Mutual Fund, part of the Tokyo-based Daiwa Securities Group.
- **2013:** Launch of SBI Fund Guru, an investor education initiative.
- **2015:** Employees provident Fund Organisation decided to invest in the equity market for the first time by investing Rs. 5,000 crores in the Nifty and Sensex ETFs of SBI Mutual fund.
- **2018:** First AMC in India to launch an Environment, Social and Governance fund viz. magnum Equity ESG Fund.
- **2018:** Signatory to the United Nations Principles for Responsible Investment (UN-PRI).

ADITYA BIRLA SUNFLIFE GOLD FUND:



Aditya Birla Sunlife Asset Management Company Ltd. (ABSLAMC), formerly known as Birla Sun life asset management Company Limited, is an investment managing company registered under the Securities and Exchange Board of India. It is a joint venture between the Aditya Birla Capital of India and the Sun Life Financial Inc. of Canada. The Company offers sector- specific equity schemes, fund of fund schemes, hybrid and monthly income funds, debt and treasury products and offshore funds. It offers a variety of investment products and schemes including debt, treasury and equity schemes, investments including fund of fund schemes, wealth management services, regular income scheme, offshore funds, hybrid and monthly income funds, Wealth creation, tax savings strategies, and also introduced research-based investments. By 2020. It maintained a presence in several global markets including the United Kingdom, United States, Canada, Japan, Indonesia, Philippines, Ireland, China, Hongkong, Bermuda and India.

KOTAK GOLD FUND:

Kotak Mahindra Asset Management Company Limited (KMAMC), is the asset manager for Kotak Mahindra Mutual Fund KMAMC started operations in December 1998 and has approximately 74 Lac investors in various schemes. Kotak Mutual Fund is wholly owned by Kotak Mahindra Bank Limited and was established in December 1998. In December 2020, it became the first India Mutual House to launch the Global REIT Fund of Fund. It manages pension funds in India. It offers services like banking asset management, investment banking, life insurance, stock broking and general insurance. Currently, it has an investor base of over 2 million investors. It has a distribution network of around 43,000 distributors. The company is present in 82 cities and has 86 branches. It is currently the 5th Largest mutual fund house in the country with more than 2.86 Lakh crore Assets. Under Management Under Management. It currently operated out of 86 branches in India with headquarters in Mumbai, and has around 75 lakhs investor accounts, with a distribution network comprising 50000 empanelled distributions. It is currently managing more than 73000 of equity assets. Kotak Mutual Fund follows an

institutionalized investment process. It includes investment universe, research, idea generation, company meeting and idea discussion, investment report, portfolio action and on-going review. The fund manager is the decision maker for their portfolios.

AXIS GOLD FUND:

Axis Mutual Fund is an Indian asset Management company. It was established in the year 2009 and has its headquarters in Mumbai. Axis Mutual Fund offers various types of mutual fund scheme to invest in India, such as equity funds, hybrid funds, debt funds, and more. Axis mutual fund started its operations in 2009 with its first equity scheme, Axis equity Fund.

QUANTUM GOLD SAVINGS FUNDS:

The Quantum Group of funds are privately owned hedge funds based in London, New York, Curacao and Cayman Islands. They are advised by George Soros through his company Soros Fund Management. Soros started the



fund in 1973 in partnership with Jim Rogers. In 1987, the funds lost \$800 million of Japanese stocks shortly before the October 19, 1987 stock market crash. In 1992, the lead fund, Soros Quantum Fund, became famous for breaking the Bank of England, forcing it to devalue the pound. Soros had bet his entire fund in a short sale in the ultimately fulfilled prediction that the British currency would drop in value, a coup that netted him a profit of \$ 1 billion, also known as Black Wednesday. In 1997, Soros was blamed for forcing sharp devaluation in Southeast Asian Currencies. On February 14, 1994, the funds have a major loss of \$600 million in one day betting against the Japanese yen. The Fund lost US\$2 billion in investments in Russia during the 1998

Russian Financial Crisis. In July 2011, to avoid having to register with the SEC and comply with reporting requirements under the Dodd-Frank reform act, the Quantum Fund announced they would be turning the fund into a family investment group and returning all outside money to investors by the end of 2011. The fund is now managed Soros family money as well as working with retail investors.

1.4 NEED OF THE STUDY:

- It allows investors to grow their wealth and at the same time generate inflation beating returns.
- Customers also benefit from the power of compounding.
- Furthermore, investments have the potential to meet customers financial goals, such as purchasing a house, accumulating retirement corpus, and building an emergency fund, among others.

1.5 SCOPE AND SIGNIFICANCNE OF THE STUDY:

- The study on an impact of changing attitude from gold consumption to gold investment on an Indian economy is conducted to know the various reasons why the people give priority to gold as an investment rather than other avenues.
- Gold plays an important role in the Indian's lifestyle. Such investment creates a tremendous impact on Indian economy through heap of import, balance of payment and reserve maintenance.
- In this context the researcher tried to analyse the gold as investment than gold consumption.

1.6 OBJECTIVES OF THE STUDY:

- To identify gold as an investable commodity among customers.
- To analyse customer preference to invest in gold.
- To find the reason for investing in gold.
- To understand the factor that influences customers to invest in gold.
- To find customers opinion about gold is luxury or necessity.

1.7 LIMITATIONS OF THE STUDY:

- The analysis of investment was mainly based in historical data.
- There is no guarantee that what happened in past will continue in the future.
- Storage is the biggest issue in physical gold investment.
- International movement shave impact on the price of gold in India.



CHAPTER 2

REVIEW OF LITERATURE

- **Graham (2001)** Found the existence of short-term interaction and long-term equilibrium gold prices and stock prices. Accordingly, there is no long run relationship between the gold price and stock price but in short run stock price affect gold price.
- **Gidwani Devika (2002)** in her paper titled “Branded Gold Jewellery Market in India” mentioned that there is definitely a market for branded jewellery especially if something is aimed at the younger generation, which wants to buy fashionable real jewellery. This is the right time to get into the market, as it has just started to take-off.
- **Sampath Kumar. R (2003)** pointed out in his study that a majority of consumers nowadays are highly enlightened with the quality of products. In majority of the cases, companies try to get the consumers loyalty.
- **Kannan et al. (2003)** studied the various factors affecting demand for gold in India and concluded that gold has inverse relationship with its price and is positively related with income further they also found that financial wealth induced by medium term trends in equity prices has a positive impact of gold and real yield on government bonds have inverse relationship with gold demand.
- **Bhandari, Vandana (2004)** She reveals that India has multiple languages and multiple traditions of Indian customs, costumes, textiles and jewellery. She focused his these in the state of Rajasthan which mostly celebrated all the traditional Indian festivals in Indian costumes his details study of the complex role played by clothing. Wearing of ornaments and jewellery in Indian economy. She studied various aspects of jewellery and the various times the same is used by the people. She analysed that jewellery is mostly used and warned at the time of marriage functions to show the status in the society.

- **Mathur, Asha Rani (2007)** She identified the role of diamond and jewellery in creation of wealth diamond and jewellery play major role in wealth creation as volume wise the same is very less but on the payment terms it is extremely on a higher side this helps to preserve wealth and if required off load and encashed wealth in parts as required from time to time. Mathur's study is a reflection of diamond and jewellery in India.
- **Mishra P.K. et al (2010)** examined the gold price volatility and the causality between domestic gold prices and stock prices returns in India for the 1991 to 2009. They conclude that there exists long run equilibrium relation between gold prices and stock market returns in India.
- **Tim Pullen et al (2011)** explored the diversifying, hedging and safe haven properties of gold button, gold stocks, gold mutual funds and gold ETFs. The study found gold bullion to have a strong hedging role over a mere diversifying capability. The gold stocks, gold mutual funds and gold ETFs tend to be diversifiers. Another finding was that both gold button and gold ETFs show support for the safe haven property.
- **Suresh (2011)** A similar study noted the Indian's attitude to gold has changed (more than a status symbol) but given the ever-increasing price, demand for gold has still not plummeted and a comparative analysis of what variables influence the demand for gold in people pursuing real income and investment in gold had also been carried out. The findings were that the demand for gold is the consequence of investment, people's desire for net wealth and the significant socio-economic and cultural patterns.
- **Beyers Bosman (2011)** argues that the advent of gold ETFs does take away some of the unique appeal that gold stocks previously held. The gold ETFs are a different type of investment from gold stocks, whereas gold ETFs appear to have more investment appeal. The findings suggest that the impact of gold ETFs on analyst's recommendations is substantial an investing in gold ETFs can be an attractive alternative way of participate in gold price movements with lower risk than gold stocks.

- **Fons Bok (2012)** explored to find if there is a better risk-return trade-off than a physical backed gold ETF compared to other precious metal ETFs and if there is another precious metal than gold that could be considered as a safe haven.
- **Rabi N. Mishra and G. Jagan Mohan (2012)** concluded that domestic gold prices and international gold prices were closely interlinked. Variations in the international gold prices find almost similar echo in the domestic gold similar; analysis of the study also suggests that the factor affecting data generating process of the international gold prices has undergone a structural shift in 2003. In the pre-2003 period, macro fundamental such as international commodity prices.
- **Priyanka Jain (2012)** It state equity shares has low return but high capital appreciation, risk liquidity, Marketability, tax benefit, Debentures has high return but low risk liquidity and marketability.
- **World Gold Council (2013)** studied how gold can reduce portfolio drawdown for investors with emerging-market allocation relative to a foreign-exchange hedge. The research found gold as a discrete allocation increases risk adjusted returns by lowering volatility, not merely because gold has been in a rising price environment, but because global crises have garnered a greater response from gold than before.
- **Vipin Kumar Aggarwal et al., 2013**, demonstrated that the gold ETFs have lesser variability as compared to the physical gold and concluded that the performance of gold ETFs is better than the performance of physical gold.
- **Jalpa, Sheena Sheena (2013)** has conducted an empirical study on gold investment rage among the professionals with a comparative analysis of gold, gold ETF and gold funds with an objective to study the most preferred metal for investment from gold, silver and platinum to know the attitude towards investment in gold and other gold options risk associated and return in gold investment. He concluded that family members and friend play an important role in investment decision and Risk and return

perspective of gold ETF is considered as moderate in the ratings as compared to E-gold and gold funds.

- **Ragavendra RH (2013)** has undertaken a comparative study on investing in gold related assets like Gold ETFs, Gold mutual fund and physical gold. The results concluded that there is a significant difference among the Gold ETFs, Gold Mutual Funds and physical gold. The statistics shows that return of Gold ETFs is higher than physical form of gold and also Gold Mutual Funds.
- **Nishad Nawaz M. & Sudindra V.R. (2013)** has undertaken a study on various forms of gold investment with an objective to study the awareness level and various options for investors for gold investment to study the pros and cons of various forms of gold investment and to assist in creating awareness among investors. The results revealed that majority of the respondents prefer investing in jewellery and the awareness is very low in case of e gold, gold certificates etc. Respondents invest or purchase in Jewellery due to convenience and constraint being making charges.
- **Mohdsaleem and Matloobullahkhan (2013)** in their article “The overview of gold ETFs and its various positive features”, they try to explain comparative study of gold ETFs v/s Physical gold and its also gives focus on Gold ETFs as a strong and attractive investment option for the investor. Gold ETFs gives extra leverage tot its users in terms of the profit.
- **Manoj Kumar (2013)** Employment of funds on assets with the aim of earing income or capital appreciation is called as investment. The investor with excess cash can invest in securities like real estate, gold, bank deposits etc.
- **Ms K Sudhal & Ms.R. Buvaneswari (2014)** in their research paper” A Study on investment pattern investors of jewellery at Pudukkottai Town “Observed the investment pattern of investors in jewellery and the investment decisions are driven by number of factors such as income of the family, economic conditions, tax considerations etc. The study concluded that the investors are ready to invest in the

long term and less risky product because they are aware about consequences of short-term investment plan.

- **Rajeshwari Jain (2014)** Investment is the consumption and saving opportunity in future expressed in monetary terms. Two classes of investments like fixed income statements i.e., Preference shares, Bonds, Fixed deposits and variable income investment i.e., equality capital, proprietary ownership.
- **Sha (2014)** concluded that the portfolio risk, rather than being in one form, would be lower and the returns would be higher if the investment is diversified in various forms. Gold genuinely enhances wealth for investors and investors are free to always consider gold and silver in the short-and long-term future of investment as an asset class. Moreover, another study had similar results.
- **Shobha (2017)** indicated that gold investment risk is lower compared to stocks and tickets because daily volatility is lower in gold price than daily stocks and ticket volatility. The finding also showed no importance of education skills as a variable for investors when they decide to invest in gold or not. Whereas, another study found that in the short-run period, there is a unidirectional relationship between Sensex return to gold price return. The reason being, almost all the investors are ready to stock in a short period. During long-run relationship, between gold price and stock market return were closely associated.
- **Selvan & Ram Raj (2020)** The international market has associated articles relating to the factors influencing investment decisions on gold. Despite the popularity of gold in Nepal, very few research works have been conducted in Nepal relating to the gold market. This research, however, discusses the scenario gap that currently exists and describes the factors influencing investment on gold and the effect of moderating variable on gold investment decisions.
- **Soos, Andy (2011)**, expressed the world consumption of new gold produced is about 50% in jewellery, 40% in investments, and 10% in industry.

- **Parimalakanthi, k. and Kumar, M. Ashok (2015)** discovered that the major factors behind an investment are the safety of principle amount, liquidity, Income stability, and appreciation.
- **Worstall, Tim (2016)** contributed, gold is not exactly the most fertile of investment, offers no ongoing return, and it is a positive drag on the economy as a whole and yet real estate and gold do contribute up to two thirds of household savings in India. Primarily Indian culture is an extremely long lasting one. Life out in the villages has not changed all that much, so standard behaviour is construct on some very old historical roots. The market in physical gold is extremely liquid having mass appeal. It is entirely feasible to pawn or sell a small piece of gold if any need arises. Gold, or gold jewellery, is a handy form of saving.
- **Greenspan, Alan (2017)** former Chairman of the Federal Reserve, unveiled his deep concerns about economic prospects in the developed world and evaluate the long-term value of gold and quoted,” Significant increases in inflation will ultimately hike the price of gold. Investment in gold now is insurance.
- **Dallas, Celia (2017)** Chief investment strategist at global investment firm, Cambridge Associates, discussed optimal investment strategies in a world beset by uncertainty and the role that gold can play in this environment.” In the current environment of swelled central bank balance sheets and competitive currency devaluations, we regard gold as a handy addition to portfolios”.
- **The world gold council (2018)** highlights that gold is highly liquid, scarce asset and is no one liability. Moreover, gold is a luxury good, but also an investment. Because of these characteristics, gold can have a very important, even fundamental, role in investment portfolios. By adding gold to investment portfolios, investors can increase diversification but also enhance risk adjusted returns.

- **Ritu and Ankur (2012)**, the role of gold has increased not only as a store of value but also as an important alternative asset class providing investment benefits. If the returns on bonds, equities and real estate are not adequately compensating for the risk involved and the rate of inflation, then the demand for gold and other alternative investments such as commodities increases.
- **Nigel Desebrock (2002)** holds that in India, while cultural, adornment and other factors influence the purchase of gold jewellery, its parallel role as an investment is relevant and that demand tends to be sensitive to the movements in the price of gold. He opines that the attitude of owning gold jewellery for 'adornment' and 'investment' purposes are no longer homogenous across the population. Among the urban or rural, rich or poor and young or old, they have started to diverge. This divergence is the outcome report of varying rates of economic and social change among the different population groups.
- **Denver gold group (2010)** report that gold has served three important functions. It assumes role of a financial asset, held by individual investors as a store of wealth and has proven as a premium portfolio diversifier. It has been a commodity, used primarily in jewellery but also in electronics, dentistry, and many other technological applications. Finally, it has been a monetary asset, used by government as a reserve asset, as a form of money, and as a backing for their own currencies.
- **Roche (2010)** observes that when analysing the price of gold, it is important to understand that gold price do not move like most of the other commodities.
- **Menon, A. (2020)**, the primary objective of the study is to identify investor preference for different assets during normal market conditions and during or after black swan, events and to identify the preference to investor amongst various gold instruments.
- **Santhi, M. (2013)**, to know the perception on investment towards gold as the investors invest the avenue in Madurai city. The present study is based on both primary and secondary data. The primary data was collected from respondents and the secondary

data from published resources. Both the data were analysed by employing the percentile analysis and mean scores of five- point scale. It is a well-known fact that gold is an unproductive asset. There is no way to actually value gold other than to compare it with other asset classes. The price of gold, in dollar terms has fallen 12-15 percent in last 6 months. This is the largest period of continuous decline in 16 years.

- **Lahoti, J.H. (2017)**, the purpose of the study is. To study the factors influencing the choice of investment in gold. To study about the various options available to investor while investing in gold. To identify the reasons for not to invest in gold. To know about the risk options in physical gold and other gold investment options. The method used in this study are both descriptive and analytical in nature.
- **Paranjpye, R., & Raghuvanshi, A.A.B. (2020)**, the goal is to study various modes of investment in gold and evaluate the perception of consumers for investing in gold in India. In this research primary and secondary data has been collected. For primary data Questionnaire was prepared to know about the age, gender, saving ratio, awareness about gold funds, and reason for investment. To analyse the data various tolls are used such as sums, percentage, charts for the quantitative data analysis. The following research conclude that gold is a precious commodity, most popular as an investment and it has sentimental values in India, various options in gold investment are physical gold, gold ETFs and e-gold, and government also announced various schemes such as gold monetization scheme, gold sovereign bonds etc.
- **Nagaramyakiran, D. C. (2022)**, the objective of this study is to know the socio-economic profile of other respondents and to analyse perception towards gold jewellery in Hyderabad. This study is both descriptive and analytical in nature which covers both primary and secondary data. Primary data is structured through questionnaire and secondary through magazines, journals etc. The suggestions regarding to this research would be that, The Retailers must create awareness regarding the gold jewellery and try to attract the customers.

- **Xavier, A.J., & Kamalam, G. (2016)**, the aim of research is to identify the factors influencing consumers perception towards gold jewellery. The study is both descriptive and analytical in nature. It covers both primary and secondary data. The research analysed through chi square test, garret ranking, percentage is used throughout the research. This research concludes that the behaviour on gold jewellery purchase in Sivakasi played a significant role. Gold is leading on the list of investments and value. Gold has resale value and this creates gold a great benefit and great asset value to the buyer. So, this makes gold jewellery a gentle of art in India.
- **Joseph, J.K. (2014)**, the goal of research is to analyse the consumer behaviour towards branded jewellers, small dealers, reputation, shop Ambiance and evaluate the influence of purity of gold, price of gold, influence of advertisement in Kerala. The study was conducted through primary data. It was collected form people living in the Northern, Central, Southern parts of the state, to analyse the data various Statistical Techniques are used such as percentage, ranking, arithmetic mean, standard error of mean etc., is used. This research analyses the difference between small and branded jewellers and it suggest to small dealers to bring professionalism in their business and try to identify, offer those facilities to attract customers through improve its premises, customer service, try to earn more reputation among the customer by adopting appropriate strategies.

Hundal, B.S., Grover, S., & Bhatia, J.K. (2013), the objective of the study the perception of retail investors towards purchase of gold. The present study is mainly based on primary data collected from around 183 respondents from Punjab Region. These respondents were interviewed through a pretested, well structured questionnaire which was administered personally. Convenient and Judgmental sampling method has been used keeping in view the socio-economic characteristic. The perception of retail investors towards purchase of gold in the present scenario has been worked out with the help of questionnaire in this study.

- The results of factor analysis revealed that variables like profitability, tax a version, future prospect, time value of money etc. motivates a retail investor to purchase gold as an investment. The purpose for buying gold has clearly come out through the survey.
- **Beyers Bosman (2011)** argues that the advent of gold ETFs does take away some of the unique appeal that gold stocks previously held. The gold ETFs are a different type of investment from gold stocks, whereas gold ETFs appear to have more investment appeal. The findings suggest that the impact of gold ETFs on analysts' recommendations is substantial and investing in gold ETFs can be an attractive alternative way of participating in gold price movements with lower risk than gold stocks.
- **Lixia Wang et al (2010)** explores the developments of gold exchange traded funds and future prospects, specifically in China. They found that the circumstances in China are favourable for Gold ETFs. If only one ounce purchased by each of the 80 million middle-class. Chinese would equate to 2500 tons of gold. This will lead an increase in Chinese gold reserves as well as more opportunities for investors. They concluded that the investments in Gold ETFs in China were significant. The launch of Gold ETFs would improve the China's ability to deal with problems such as diversification, inflation protection, currency hedging.
- **Rabi N. Mishra and G. Jagan Mohan (2012)** concluded that domestic gold prices and international gold prices were closely interlinked. Variations in the international gold prices find almost similar echo in the domestic gold prices.
Empirical analysis of the study also suggests that the factors affecting data generating process of the international gold prices has undergone a structural shift in 2003. In the pre-2003 period, macro fundamental such as international commodity prices, US exchange rate and equity prices used to be the most dominating factors affecting the international gold prices and their impact used to be identical both in the long-run and short run. In the post 2003 period, however, this relationship has weakened in terms of its statistical and first and second order econometric properties.

- **World Gold Council (2013)** studied how gold can reduce portfolio drawdown for investors with emerging-market allocations relative to a foreign-exchange hedge. The research found gold as a discrete allocation increases risk adjusted returns by lowering volatility, not merely because gold has been in a rising price environment, but because global crises have garnered a greater response from gold than before. The study concludes that gold's proven tail risk hedging properties make it a powerful complement to a foreign-exchange hedge for emerging markets.
- **Michael, J. Naylor et al (2011)** has examined the series of three gold-backed and three silver backed ETFs and tested their return performance against existing knowledge of physical gold and silver behaviour. The tests evidenced a remarkable consistency between the return properties of the ETFs and the physical assets of gold and silver identified in prior studies. It was found that an investor using a trading strategy has a small opportunity to outperform a passive investor.
- **Tim Pullen et al (2011)** explored the diversifying, hedging and safe haven properties of gold bullion, gold stocks, gold mutual funds and gold ETFs. The study found gold bullion to have a strong hedging role over a mere diversifying capability. The gold stocks, gold mutual funds and gold ETFs tend to be diversifiers. Another finding was that both gold bullion and gold ETFs show support for the safe haven property. However, gold stocks and gold mutual funds display very little evidence of the safe haven characteristic. They concluded that investors, who are keen on securing safe haven features of gold investment, cannot generally on gold stocks or mutual funds. Instead, they need to take positions directly in bullion or gold ETFs.
- **Lucy (2011)** Provides a recent in-depth survey of academic findings of gold. Researches have mainly focused on gold role as a diversifier.
- **Jaffe (1989)** is among the first scholars to show the diversification gains obtains when gold is included into a broader portfolio.

- **Hillier et al (2006)** contrast gold to other precious metals and conclude that gold is the most efficient diversifier in a similar fashion, other studies highlight gold's ability against eroding effects of inflation.
- **Sherman (1983)** among others shows gold's attractiveness as an investment during periods of high inflation as the price rises in times of increasing inflation.
- **Bruno and Chincarini (2010)** suggest that allocation to gold minimizes downside risk with respect to inflation and insures positive real returns.

CHAPTER-3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN:

Research is purely and simply the framework and plan for the study that guides the collections and analysis of data. “Analytical research” technique was adopted in the project. Analytical research is designed to analyse the facts/ information available to make a critical evaluation.

3.2 SAMPLING TECHNIQUE:

Sampling technique used here is convenient sampling techniques.

3.3 SOURCE OF DATA:

PRIMARY DATA:

Questionnaire method have been used as a tool for a data collection in this research.

SECONDARY DATA:

The secondary data for the study was collected from websites, Internet, magazines and other sources.

3.4 STRUCTURE OF QUESTIONNAIRE:

In this structure of questionnaire, we can used for:

- Descriptive Questions
- Suggestion Questions
- General Questions
- Linear scale Questions

3.5 SAMPLE SIZE:

In this Sample size was 100 respondents.

3.6 PERIOD OF THE STUDY:

The period of the study was 2 Months.

3.7 HYPOTHESIS/ ANALYTICAL TOOL:

Hypothesis 1:

HO: There is no significant relationship between annual income and income save to buy gold

H1: There is a significant relationship between annual income and income save to buy gold.

Hypothesis 2:

HO: There is no significant relationship between occupation and investment deal in gold future plan

H1: There is a significant relationship between occupation and investment deal in gold future plan.

Hypothesis 1:

ONE WAY ANNOVA TEST:

Descriptive								
What percentage of your income do you save to buy gold?								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	30	1.77	.898	.164	1.43	2.10	1	4
2	30	2.03	.850	.155	1.72	2.35	1	4

3	18	1.78	.732	.173	1.41	2.14	1	3
4	22	1.95	.999	.213	1.51	2.40	1	4
Total	100	1.89	.875	.087	1.72	2.06	1	4

ANOVA					
What percentage of your income do you save to buy gold?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.391	3	.464	.598	.618
Within Groups	74.399	96	.775		
Total	75.790	99			

Post Hoc Tests

What percentage of your income do you save to buy gold?		
Duncan		
6. Annual Income	N	Subset for alpha = 0.05
		1
1	30	1.77
3	18	1.78
4	22	1.95
2	30	2.03
Sig.		.348
Means for groups in homogeneous subsets are displayed.		
a. Uses Harmonic Mean Sample Size = 23.855.		

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Hence, the Alternate Hypothesis[H1] is accepted.

Inference:

Since, Calculated value is greater than a Tabulated value, so we accept the alternate hypothesis and there is a relationship between annual income and income saved to buy gold.

Hypothesis 2: CHI SQUARE TEST

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
3. OCCUPATION * 17. How much percentage of your investment deal in gold future plan?	100	100.0%	0	0.0%	100	100.0%

3. OCCUPATION * 17. How much percentage of your investment deal in gold future plan? Crosstabulation		
	17. How much percentage of your investment deal in gold future plan?	Total

			1	2	3	4	
3. OCCUPATION	1	Count	23	32	9	3	67
		Expected Count	24.8	29.5	9.4	3.4	67.0
	2	Count	1	4	0	0	5
		Expected Count	1.9	2.2	.7	.3	5.0
	3	Count	13	8	5	2	28
		Expected Count	10.4	12.3	3.9	1.4	28.0
Total		Count	37	44	14	5	100
		Expected Count	37.0	44.0	14.0	5.0	100.0

Chi-Square Test			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.952 ^a	6	.429
Likelihood Ratio	6.801	6	.340
Linear-by-Linear Association	.020	1	.886
N of Valid Cases	100		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .25.

Hence, the Alternate hypothesis[H1] is accepted.

Inference:

Since, the calculated value is greater than a tabulated value, so we accept the Alternate hypothesis and there is a relationship between Occupation and investment deal in future plan.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

The following consist of the data analysis and interpretation of my questionnaire:

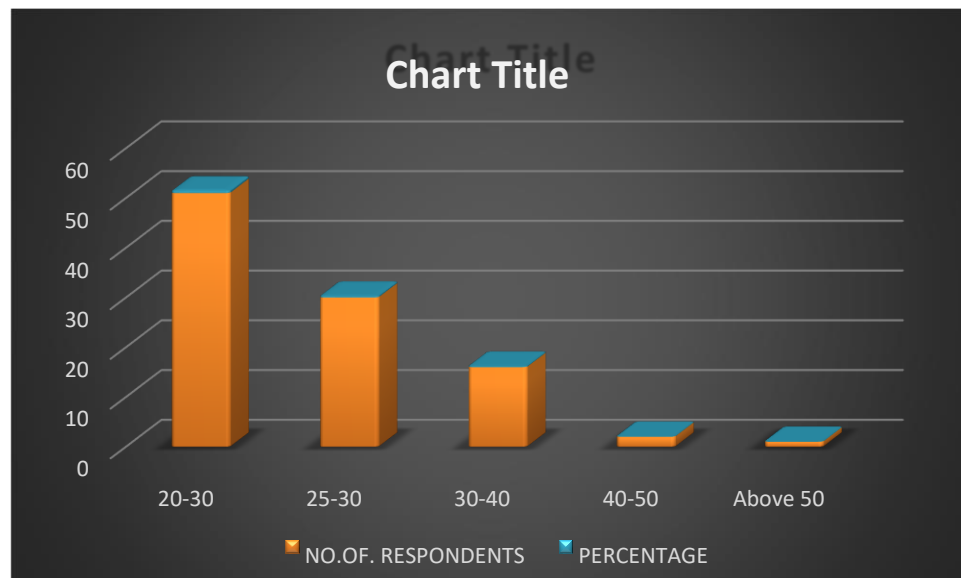
Table no: 4.1

Table indicating age wise classification of respondent's

AGE	NO.OF. RESPONDENTS	PERCENTAGE
20-30	51	51%
25-30	30	30%
30-40	16	16%
40-50	2	2%
Above 50	1	1%
Total	100	100%

Chart no: 4.1

Chart representing Age wise classification of respondent's



Interpretation:

From the above table, it is interpreted that 51% of the respondents belong to age group between 20-30, 30% of the respondents belong to age group between 25-30, 16% of the respondents belong to the age group between 30-40, 2% of the respondents belong to age group between 40-50, and 1% of the respondents belong to the age Above 50.

Inference:

Majority 51% of the respondents of my questionnaire belongs to age group between 20-30.

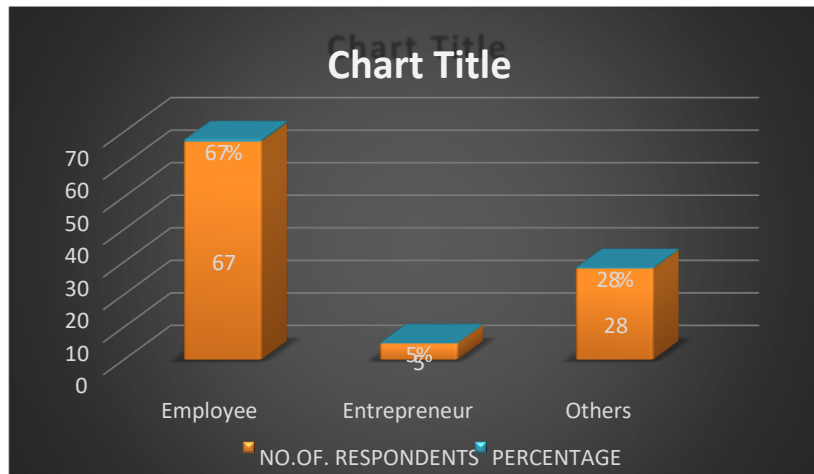
Table No: 4.2

Table indicating Occupation wise classification of the respondents.

OCCUPATION	NO.OF. RESPONDENTS	PERCENTAGE
Employee	67	67%
Entrepreneur	5	5%
Others	28	28%
Total	100	100%

Chart No:4.2

Chart representing Occupation wise classification of the respondents.



Interpretation:

From this above table, it is interpreted that 67% of respondents are Employed, 5% of respondents are Entrepreneur and 28% of respondents are Others.

Inference:

Majority 67% of the respondents of my questionnaire belong to the Employed.

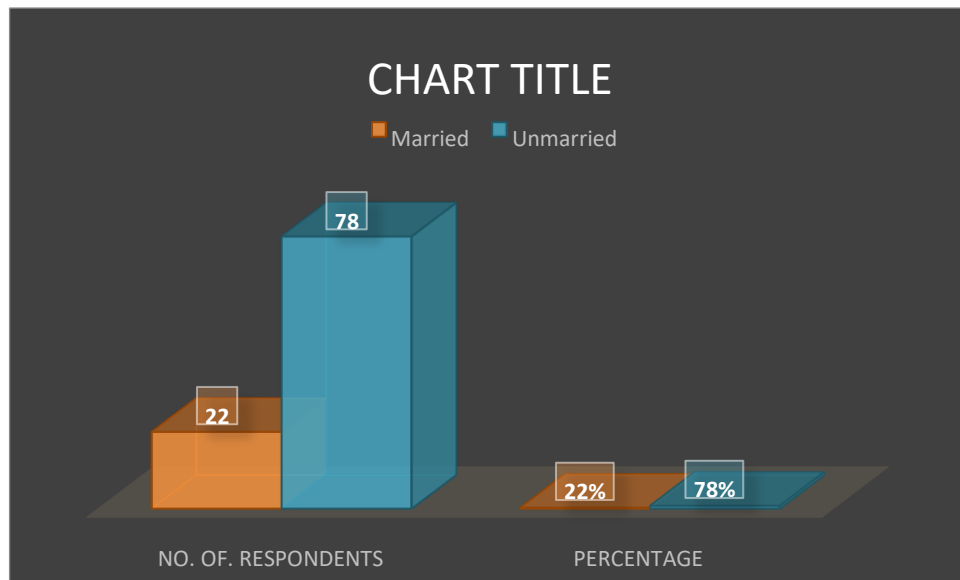
Table No: 4.3

Table indicating marital status wise classification of the respondent's

MARTIAL STATUS	NO. OF. RESPONDENTS	PERCENTAGE
Married	22	22%
Unmarried	78	78%
Total	100	100%

Chart No:3

Chart representing marital status wise classification of the respondent's



Interpretation:

From the above table, it is interpreted that 78% of the respondents, 22% of the respondents are unmarried.

Inference:

Majority 78% of the respondents of my response belong to the Unmarried.

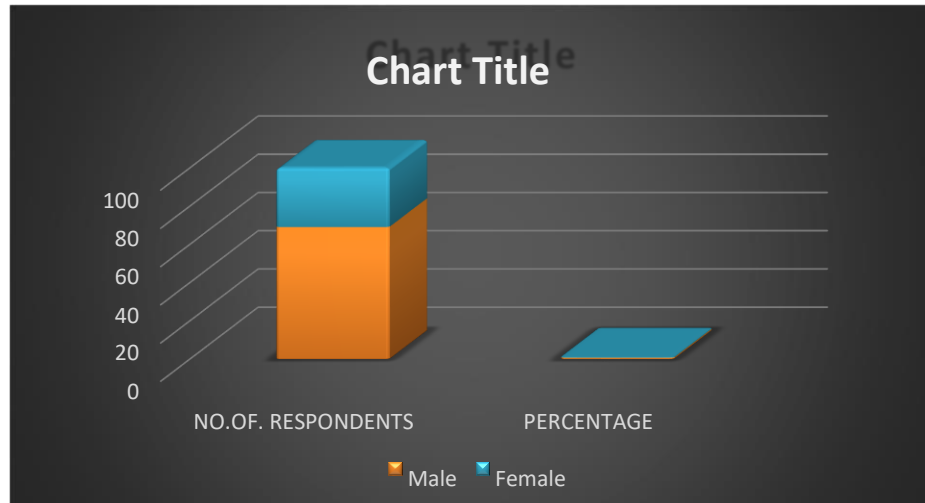
Table no: 4.4

Table indicating the Gender of the respondents.

GENDER	NO.OF. RESPONDENTS	PERCENTAGE
Male	69	69%
Female	31	31%
Total	100	100%

Chart no: 4.4

Chart representing the Gender of the respondents.



Interpretation:

From the above table, it is interpreted that 69% of the respondents are male, 31% of the respondents are Female.

Inference:

Majority 69% of the respondents of my questionnaire belong to male.

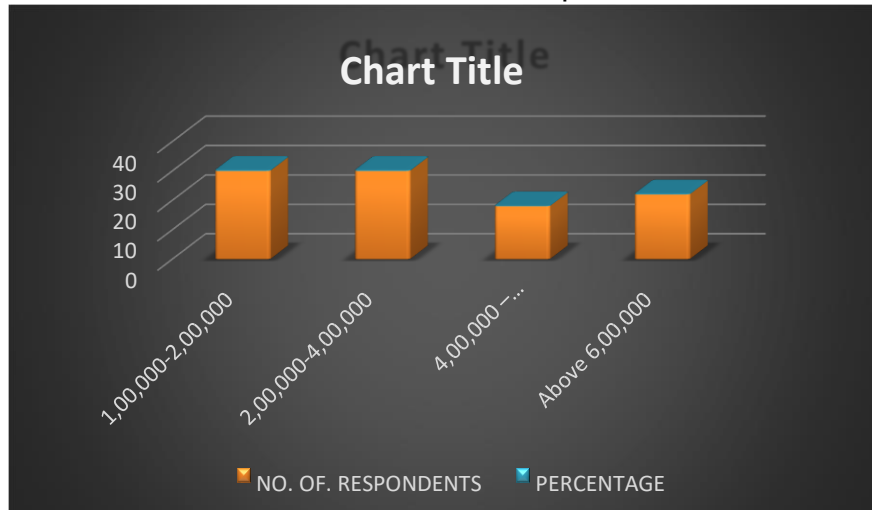
Table no:4.5

Table indicating Income wise classification of the respondents.

ANNUAL INCOME	NO. OF. RESPONDENTS	PERCENTAGE
1,00,000-2,00,000	30	30%
2,00,000-4,00,000	30	30%
4,00,000 – 6,00,000	18	18%
Above 6,00,000	22	22%
Total	100	100%

Chart no:4. 5

Chart represent income wise classification of the respondent's



Interpretation:

From the above table, it is interpreted that 30% of the respondents are 1,00,000 to 2,00,000 30% of the respondents are 2,00,000 to 4,00,000 18% of the respondents are 4,00,000 to 6,00,000 and 22% of the respondents are Above 6,00,000.

Inference:

Majority 30% of the questionnaire of my respondents belong to 1,00,000 to 2,00,000 and 2,00,00 to 4,00,000.

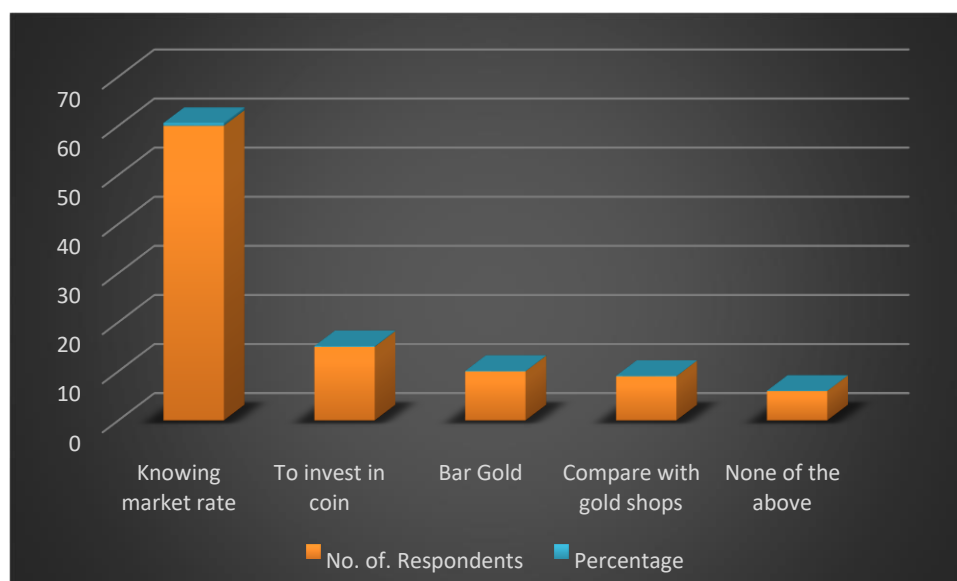
Table no 4.6

Table Indicating my people strategy?

Options	No. of. Respondents	Percentage
Knowing market rate	60	60%
To invest in coin	15	15%
Bar Gold	10	10%
Compare with gold shops	9	9%
None of the above	6	6%
Total	100	100%

Chart no: 6

Chart representing my customer strategy?



Interpretation:

From this above table, it is interpreted that 60% of the respondents are Knowing the market rate, 15% of the respondents are to invest in coin, 10% of the respondents are Bar gold, 9% of the respondents are to Compare with gold shops, 6% of the respondents are None of the above.

Inference:

Majority 60% of the respondents of my questionnaire belongs to Knowing the market rate.

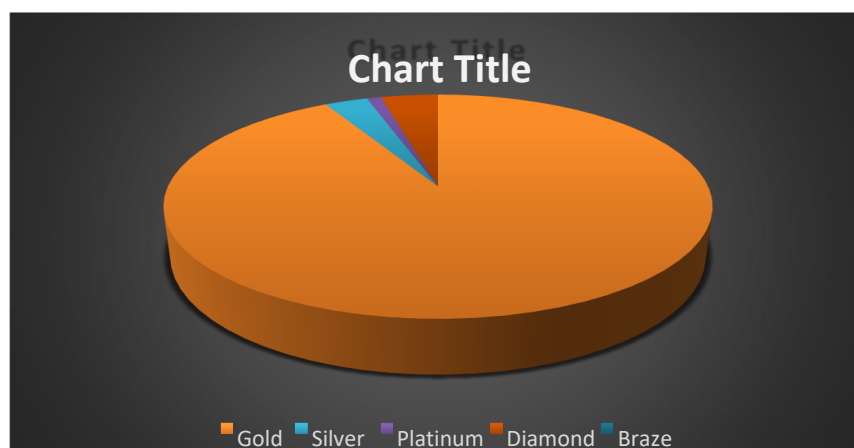
Table no :4.7

Table Indicating the most preferred investments among customers?

Options	No. of. Respondents	Percentage
Gold	92	92%
Silver	3	3%
Platinum	1	1%
Diamond	4	4%
Braze	-	-
Total	100	100%

Chart no:4.7

Chart representing the most preferred investments among customers?



Interpretation:

From the above table, it is interpreted that 92% of respondents are preferred Gold, 3% of respondents preferred Silver, 1% of respondents preferred Platinum, 4% of respondents preferred Diamond, none of the respondents preferred Braze.

Inference:

Majority 92% of the respondents of my questionnaire preferred Gold.

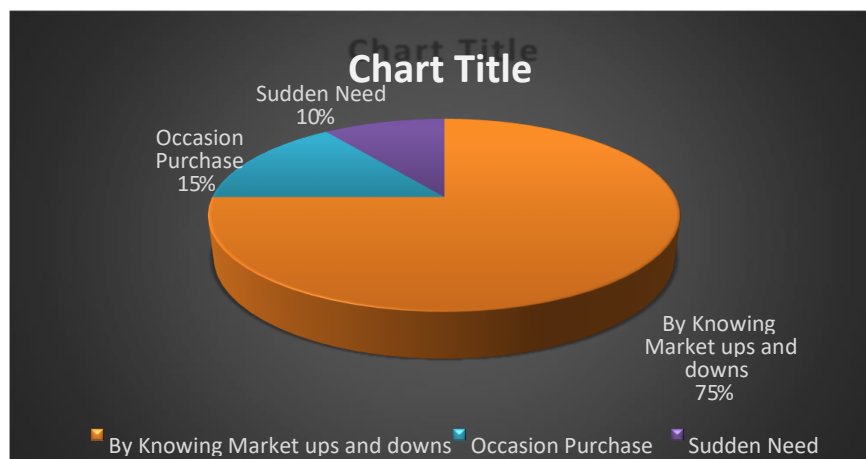
Table no: 4.48

Table Indicating when can people buy Gold?

Options	No. of. Respondents	Percentage
By Knowing Market ups and downs	75	75%
Occasion Purchase	15	15%
Sudden Need	10	10%
Total	100	100%

Chart no: 4.8

Chart representing When can people buy Gold?



Interpretation:

From the above table, it is interpreted that 75% of respondents are By Knowing Market Ups and Downs, 15% of respondents are Occasion Purchase, 10% of respondents are Sudden Need.

Inference:

Majority 75% of respondents of my Questionnaire belong to By Knowing Market ups and downs.

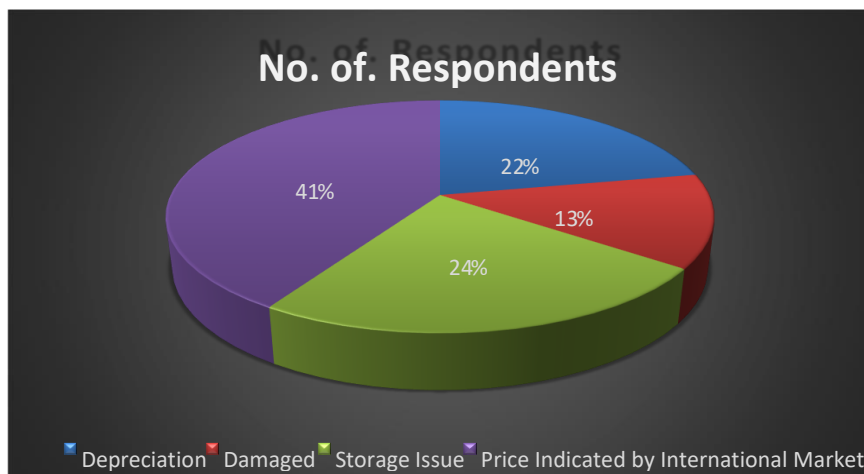
Table no:4.9

Table indicating the drawbacks and risks of physical gold?

Options	No. of. Respondents	Percentage
Depreciation	22	22
Damaged	13	13
Storage Issue	24	24
Price Indicated by International Market	41	41
Total	100	100

Chart no:9

Chart representing the drawbacks and risks of physical gold?



Interpretation:

From the above table, it is interpreted that 22% of respondents are Depreciation, 13% of respondents are Damaged, 24% of respondents are Storage issue, 41% of respondents are Price indicated by International Market.

Inference:

Majority 41% of respondents of my Questionnaire belong to Price Indicated by International Market.

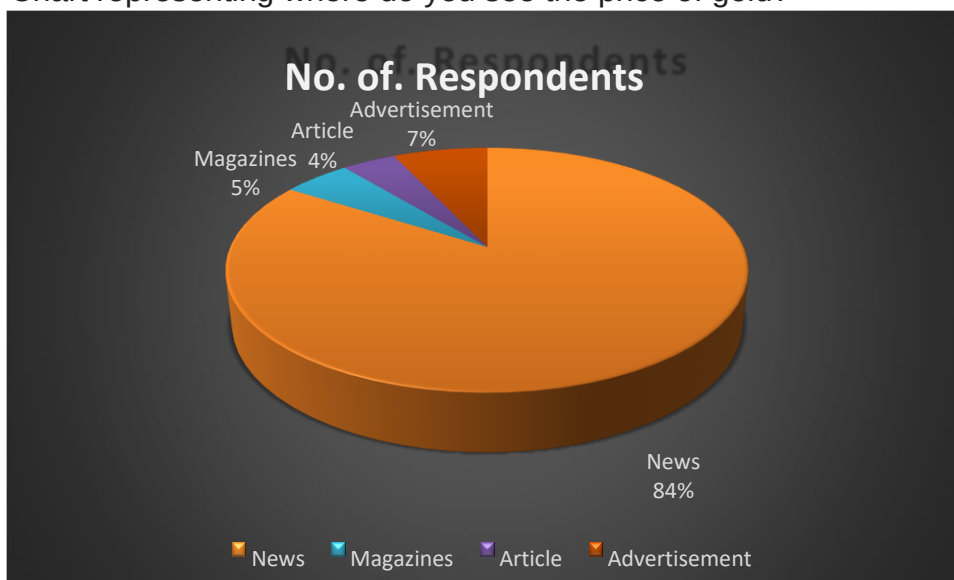
Table no:4.10

Table indicating where do you see the price of gold?

Options	No. of. Respondents	Percentage
News	84	84%
Magazines	5	5%
Article	4	4%
Advertisement	7	7%
Total	100	100%

Chart no:4.10

Chart representing where do you see the price of gold?



Interpretation:

From the above table, it is interpreted that 84% of respondents are News, 5% of respondents are Magazines, 4% of respondents are Article, 7% of respondents are Advertisement.

Inference:

Majority 84% of respondents of my Questionnaire belong to News.

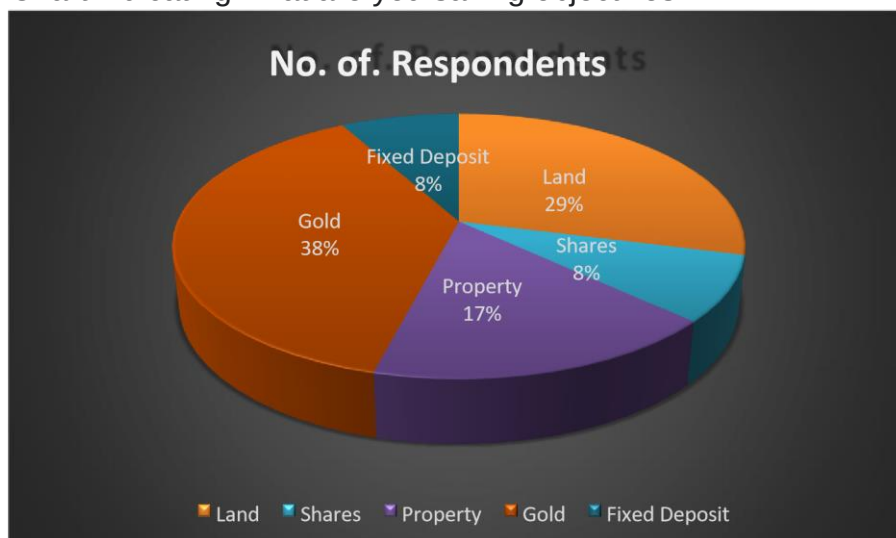
Table no:4.11

Table indicating what are you saving objectives?

Options	No. of. Respondents	Percentage
Land	29	29%
Shares	8	8%
Property	17	17%
Gold	38	38%
Fixed Deposit	8	8%
Total	100	100%

Chart no: 11

Chart indicating what are you saving objectives?



Interpretation:

From the above table, it is interpreted that 29% of respondents are Land, 8% of respondents are Shares, 17% of respondents are Property, 38% of respondents are Gold, 8% of respondents are Fixed deposit.

Inference:

Majority 38% of respondents of questionnaire belong to Gold.

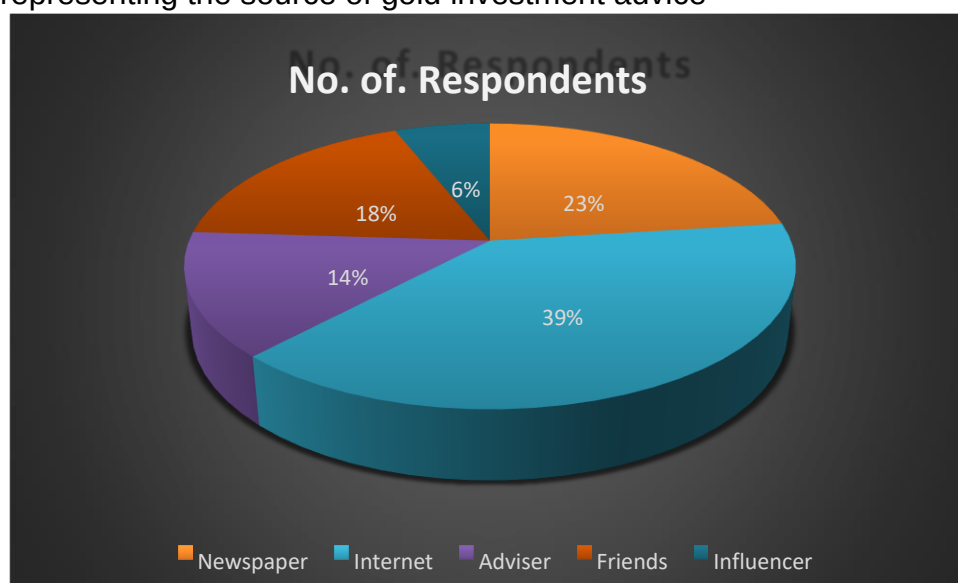
Table no 4. 12:

Table indicating the source of gold investment advice

Options	No. of. Respondents	Percentage
Newspaper	23	23
Internet	39	39
Adviser	14	14
Friends	18	18
Influencer	6	6
Total	100	100

Chart no:4.12

Chart representing the source of gold investment advice



Interpretation:

From the above table, it is interpreted that 39% of respondents are Internet, 14% of respondents are Adviser, 18% of respondents are Friends, 6% of respondents are Influencer, 23% of respondents are Newspaper.

Inference:

Majority 39% of respondents of my Questionnaire belong to Internet.

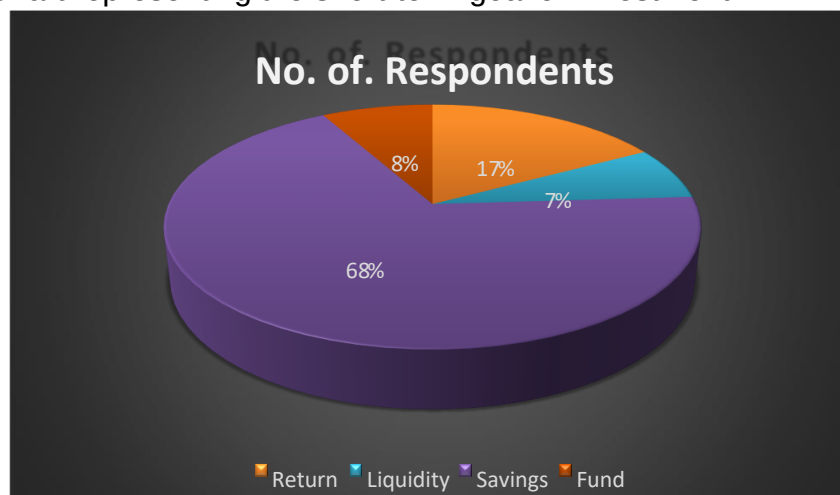
Table no:4.13

Table Indicating short-term goal of Investment

Options	No. of. Respondents	Percentage
Return	17	17%
Liquidity	7	7%
Savings	68	68%
Fund	8	8%
Total	100	100%

Chart no:4.13

Chart representing the short-term goal of Investment



Interpretation:

From the above table, it is interpreted that 68% of respondents are Savings, 7% of respondents are Liquidity, 17% of respondents are Return, 8% of respondents are Fund.

Inference:

Majority 68% of respondents of my Questionnaire belong to Savings.

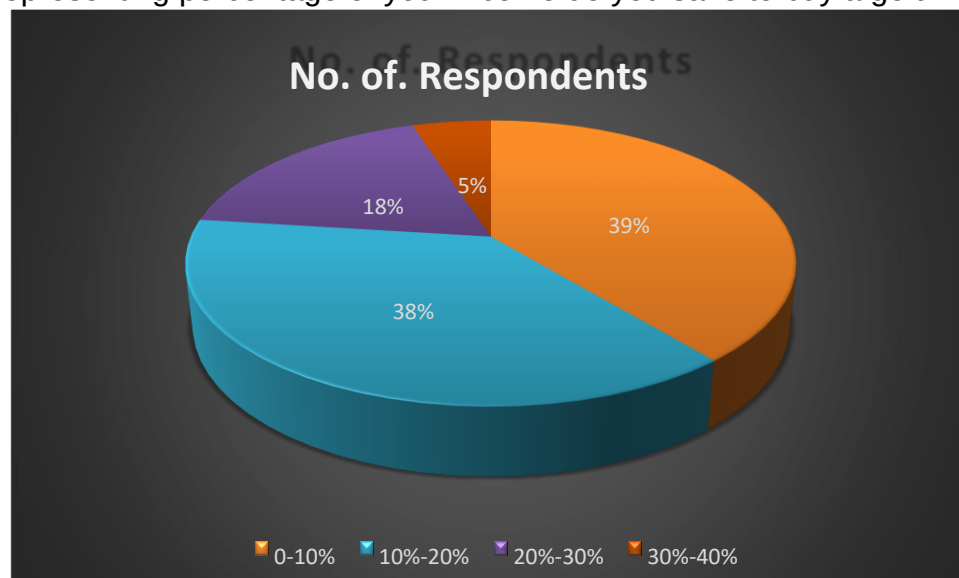
Table no: 4.14

Table Indicating percentage of your income do you save to buy a gold

Options	No. of. Respondents	Percentage
0-10%	39	39%
10%-20%	38	38%
20%-30%	18	18%
30%-40%	5	5%
Total	100	100%

Chart no:4. 14

Chart representing percentage of your income do you save to buy a gold.



Interpretation:

From this above table, it is interpreted that 39% of Table respondents are 0-10%, 38% of respondents are 10%-20%, 18% of respondents are 20%-30%, 5% of respondents are 30%-40%.

Inference:

Majority 39% of respondents of my Questionnaire are 0-10%.

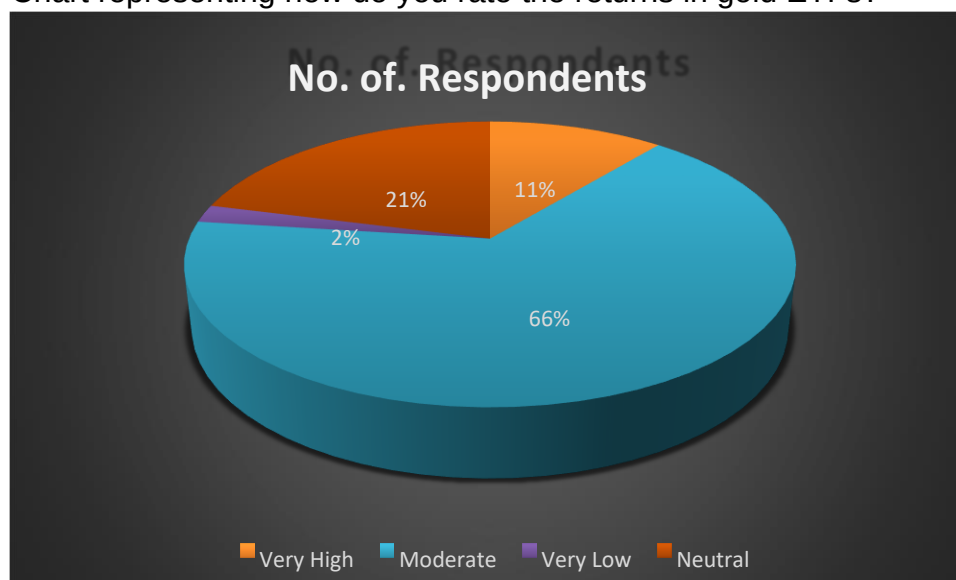
Table no:4.15

Table Indicating how do you rate the returns in gold ETFs?

Options	No. of. Respondents	Percentage
Very High	11	11%
Moderate	66	66%
Very Low	2	2%
Neutral	21	21%
Total	100	100%

Chart no: 4.15

Chart representing how do you rate the returns in gold ETFs?



Interpretation:

From this above table, it is interpreted that 66% of respondents are Moderate, 11% of respondents are Very High, 2% of respondents are Very Low, 21% of respondents are Neutral.

Inference:

Majority 66% of respondents of my Questionnaire belongs to Moderate.

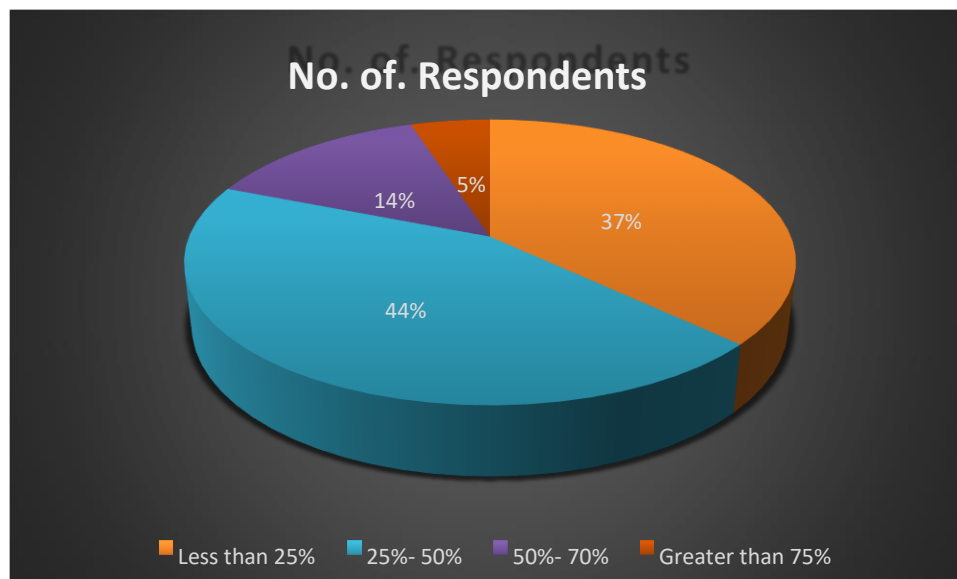
Table no:4.16

Table Indicating percentage of your investment deal in gold future Plan

Options	No. of. Respondents	Percentage
Less than 25%	37	37%
25%- 50%	44	44%
50%- 70%	14	14%
Greater than 75%	5	5%
Total	100	100%

Chart no:4. 16

Chart representing percentage of your investment deal in gold future Plan.



Interpretation:

From this above table, it is interpreted that 37% of respondents of my Questionnaire are Less than 25%, 44% of respondents of my Questionnaire are 25%-50%, 14% of respondents of my Questionnaire are 50%-70%, 5% of respondents of my Questionnaire are Greater than 75%.

Inference:

Majority 44% of respondents of my Questionnaire belongs to 25%- 50%.

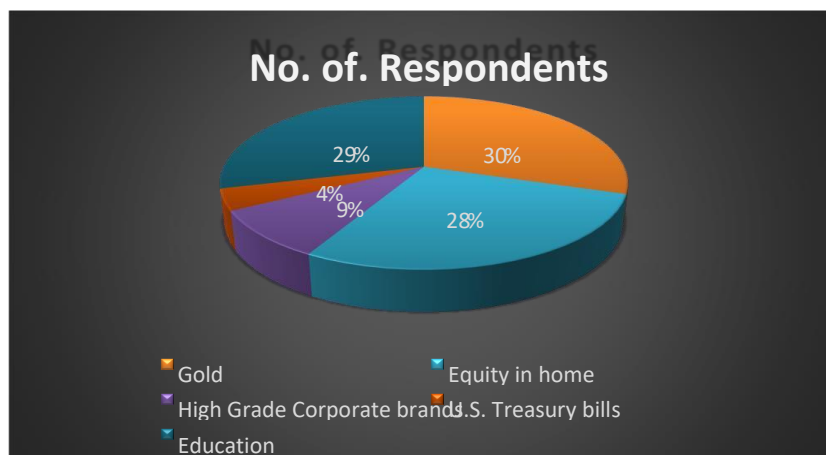
Table no: 4.417

Table indicating the following would be considered as a risk-free investment

Options	No. of. Respondents	Percentage
Gold	30	30%
Equity in home	28	28%
High Grade Corporate brands	9	9%
U.S. Treasury bills	4	4%
Education	29	29%
Total	100	100%

Chart no:4 .17

Chart representing the following would be considered as a risk-free investment



Interpretation:

From this above table, it is interpreted that 30% of respondents are Gold, 28% of respondents are Equity in home, 9% of respondents are High Grade Corporate Brands, 4% of respondents are U.S. Treasury Bills, 29% of respondents are Education.

Inference:

Majority 30% of respondents of my Questionnaire belongs to Gold.

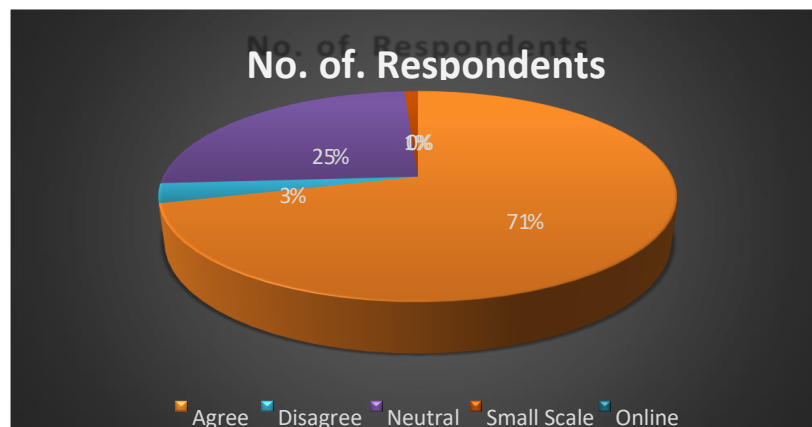
Table no:4. 18

Table Indicating whether people preferred to purchase gold from showroom.

Options	No. of. Respondents	Percentage
Agree	71	71%
Disagree	3	3%
Neutral	25	25%
Small Scale	1	1%
Online	0	0%
Total	100	100%

Chart no: 4.18

Chart representing whether people preferred to purchase gold from showroom.



Interpretation:

From this above table, it is interpreted that 71% of respondents are Agreed, 3% of respondents are Disagreed, 25% of respondents are Neutral, 1% of respondents are Small Scale. None of the respondents preferred Online.

Inference:

Majority 71% of respondents of my Questionnaire are Agreed.

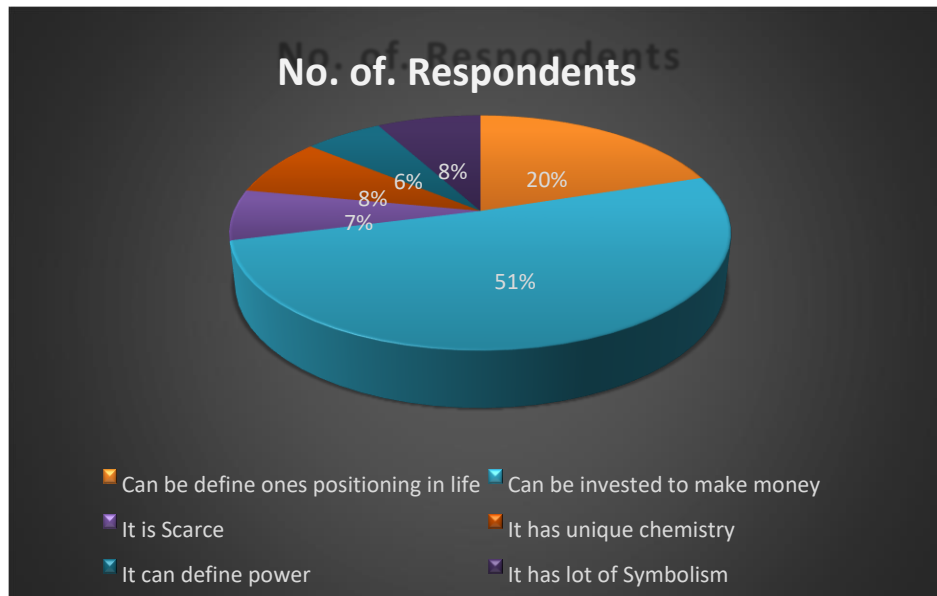
Table no:4. 19

Table indicating identify gold as an investable commodity

Options	No. of. Respondents	Percentage
Can be define ones positioning in life	20	20%
Can be invested to make money	51	51%
It is Scarce	7	7%
It has unique chemistry	8	8%
It can define power	6	6%
It has lot of Symbolism	8	8%
Total	100	100%

Chart no:4.19

Chart representing identify gold as an investable commodity.



Interpretation:

From this above table it is interpreted that, 20% of respondents are Can be define ones positioning in life, 51% of respondents are Can be invested to make money, 7% of respondents are It is Scarce, 8% of respondents are I has unique Chemistry, 6% of respondents are It can define power, 8% of respondents are It has lot of Symbolism

Inference:

Majority 51% of respondents of my questionnaire belongs to Can be Invested to money.

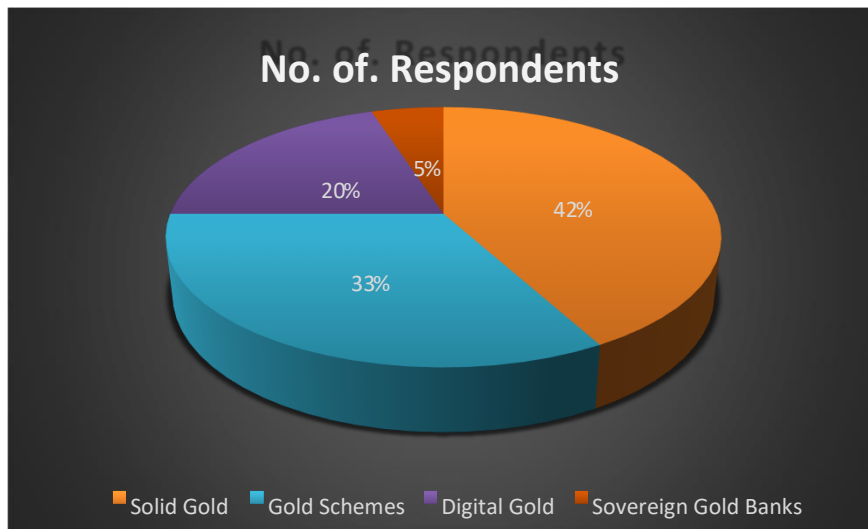
Table no: 4.20

Table indicating preference to invest in gold?

Options	No. of. Respondents	Percentage
Solid Gold	42	42%
Gold Schemes	33	33%
Digital Gold	20	20%
Sovereign Gold Banks	5	5%
Total	100	100%

Chart no: 20

Chart representing preference to invest in gold.



Interpretation:

From this above table, it is interpreted that 42% of respondents are Solid Gold, 33% of respondents are Gold Schemes, 20% of respondents are Digital Gold, 5% of respondents are Sovereign Gold Schemes.

Inference:

Majority 42% of respondents of my Questionnaire belong to Solid Gold.

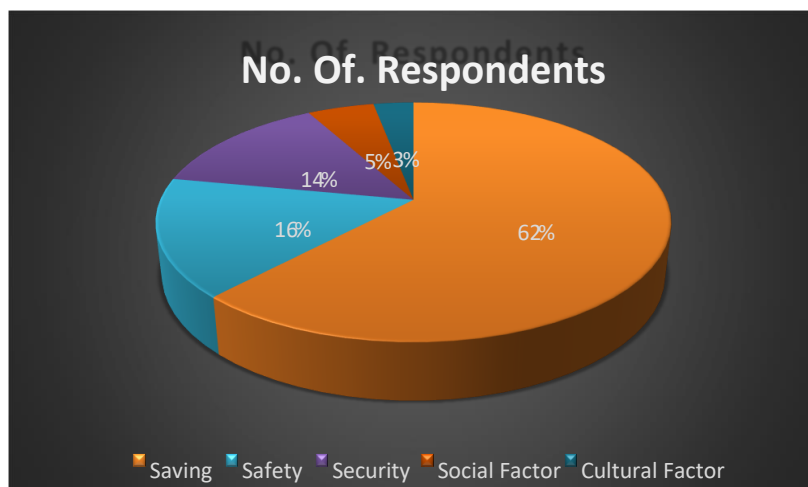
Table no: 4.21

Table indicating reason for investing in Gold.

Options	No. Of. Respondents	Percentage
Saving	62	62%
Safety	16	16%
Security	14	14%
Social Factor	5	5%
Cultural Factor	3	3%
Total	100	100%

Chart no: 4.21

Chart representing reason for investing in Gold.



Interpretation:

From this above table, it is interpreted that 62% of respondents are Savings, 16% of respondents are Safety, 14% of respondents are Security, 5% of respondents are Social Factor, 3% of respondents are Cultural Factor.

Inference:

Majority 62% of respondents of my Questionnaire belongs to Savings.

Table no:4. 22

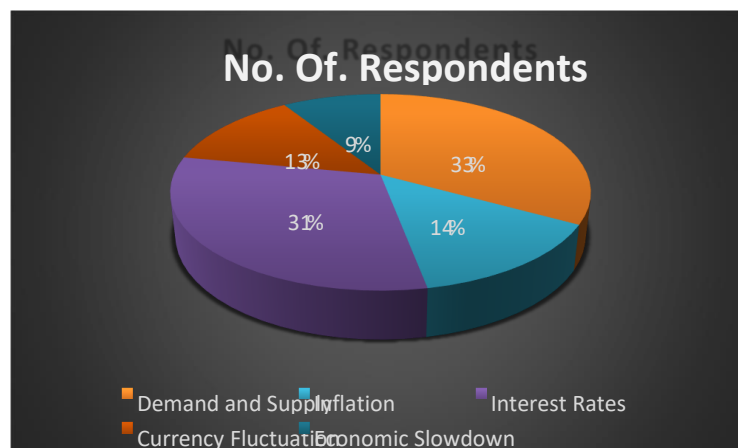
Table Indicating kind of factor that influence people to invest in Gold?

Options	No. Of. Respondents	Percentage
Demand and Supply	33	33%
Inflation	14	14%
Interest Rates	31	31%
Currency Fluctuation	13	13%
Economic Slowdown	9	9%

Total	100	100%
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Chart no: 4.22

Chart representing kind of factor that influence people to invest in Gold?



Interpretation:

From this above table, it is interpreted that 14% of respondents are Inflation, 33% of respondents are Demand and Supply, 31% of respondents are Interest Rates, 13% of respondents are Currency Fluctuation, 9% of respondents are Economic Slowdown.

Inference:

Majority 33% of respondents of my Questionnaire belong to Demand and Supply.

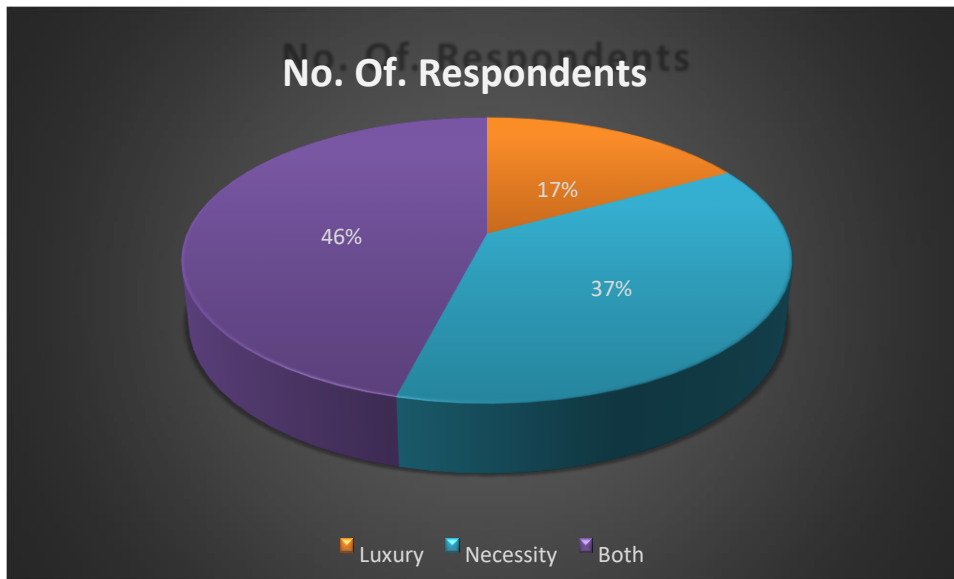
Table no: 4.23

Table indicating opinion about gold? Is it luxury or necessity?

Options	No. Of. Respondents	Percentage
Luxury	17	17%
Necessity	37	37%
Both	46	46%
Total	100	100%

Chart no: 4.23

Chart representing opinion about gold? Is it luxury or necessity?



Interpretation:

From this above table, it is interpreted that 17% of respondents are Luxury, 37% of respondents are Necessity, 46% of respondents are Both.

Inference:

Majority 46% of respondents of my Questionnaire belongs to Both.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS OF THE STUDY:

- 1) Majority 51% of the respondents of my questionnaire belongs to age group between 20-30.
- 2) Majority 67% of the respondents of my questionnaire belong to the Employed.
- 3) Majority 78% of the respondents of my response belong to the Unmarried.
- 4) Majority 69% of the respondents of my questionnaire belong to male.
- 5) Majority 30% of the questionnaire of my respondents belong to 1,00,000 to 2,00,000 and 2,00,00 to 4,00,000.
- 6) Majority 60% of the respondents of my questionnaire belongs to Knowing the market rate.
- 7) Majority 92% of the respondents of my questionnaire preferred Gold.
- 8) Majority 75% of respondents of my Questionnaire belong to By Knowing Market Ups and downs.
- 9) Majority 41% of respondents of my Questionnaire belong to Price Indicated by International Market.
- 10) Majority 84% of respondents of my Questionnaire belong to News.
- 11) Majority 38% of respondents of questionnaire belong to Gold.

- 12) Majority 39% of respondents of my Questionnaire belong to Internet.
- 13) Majority 68% of respondents of my Questionnaire belong to Savings.
- 14) Majority 39% of respondents of my Questionnaire are 0-10%.
- 15) Majority 66% of respondents of my Questionnaire belongs to Moderate.
- 16) Majority 44% of respondents of my Questionnaire belongs to 25%- 50%.
- 17) Majority 30% of respondents of my Questionnaire belongs to Gold.
- 18) Majority 71% of respondents of my Questionnaire are Agreed.
- 19) Majority 51% of respondents of my questionnaire belongs to Can be Invested to money.
- 20) Majority 42% of respondents of my Questionnaire belong to Solid Gold
- 21) Majority 62% of respondents of my Questionnaire belongs to Savings.
- 22) Majority 33% of respondents of my Questionnaire belong to Demand and Supply.
- 23) Majority 46% of respondents of my Questionnaire belongs to Both.

5.2. SUGGESTIONS:

- Investing in gold as a benefit is constantly useful for long haul.
- Invest with at any rate as a twofold the edge cash that is required for a specific product.

5.3 CONCLUSION:

Though there are various investment options available investors namely securities, real estate, bank deposits, commodity exchange and mutual funds, Gold has been considered as the most preferred investments due to its high liquidity and profitability. Investors are now looking beyond gold as merely a commodity for consumption and are realizing its worth as an investment avenue too. Investments in gold have yielded consistent and assured returns, especially in volatile times. The rise of India as an economic power will continue to have gold at its heart. However, the public are not aware of various forms of gold namely gold accounts, ETF's gold bullion which yields a high amount of return comparatively to that of physical form of gold. Hence awareness should be created.

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APPENDIX-I (QUESTIONNAIRE):

1. Name: _____
2. Age:
 - a) 20-30
 - b) 25-30
 - c) 30-40
 - d) 40-50
 - e) Above 50
3. Occupation:
 - a) Employed
 - b) Self Employed
 - c) Unemployed
 - d) Retired
4. Marital Status:
 - a) Married
 - b) Unmarried
5. Gender:
 - a) Male
 - b) Female
6. Income:
 - a) 1,00,000-2,00,000
 - b) 2,00,000-4,00,000
 - c) 4,00,000-6,00,000
 - d) Above 6,00,000
7. What should be my customer strategy?
 - a) Knowing market rate
 - b) To invest in coin
 - c) Bar gold
 - d) Compare with gold shops
 - e) None of the above

8. What are the most preferred investments among customers?

- a) Gold
- b) Silver
- c) Platinum
- d) Diamond
- e) Braze

9. When can customers buy gold?

- a) By knowing market up and downs
- b) Occasion Purchase
- c) Sudden Need

10. What are the drawbacks and risks of physical gold?

- a) Depreciation
- b) Damaged
- c) Storage issue
- d) Price dictated by International Market

11. Where do you see the price of gold?

- a) News
- b) Magazines
- c) Article
- d) Friends' advice
- e) Advertisement.

12. What are your saving objectives?

- a) Land
- b) Shares
- c) Property
- d) Gold
- e) Fixed Deposit.

13. What is your source of gold investment?

- a) Newspaper
- b) Internet

- c) Adviser
- d) Friends
- e) Influencer

14. What is your short-term goal of investment?

- a) Return
- b) Liquidity
- c) Savings
- d) Fund

15. What percentage of your income do you save to buy gold?

- a) 0-10%
- b) 10-20%
- c) 20-30%
- d) 30-40%

16. How do you rate the returns in gold ETFs?

- a) Very high
- b) Moderate
- c) Very Low
- d) Neutral
- e) None of above

17. How much percentage of your investment deal in gold future plan?

- a) Less than 25%
- b) 25-50%
- c) 50-75%
- d) Greater than 75%

18. Which of the following would be considered a risk-free investment?

- a) Gold
- b) Equity in a home
- c) High- grade corporate bonds

- d) U.S. Treasury bills
- e) Educations

19. Customer preferred to purchase gold from showroom?

- a) Agree
- b) Disagree
- c) Online
- d) Small scale
- e) Neutral

20. What do you identify gold as an investable commodity?

- a) Can define one's social positioning in life
- b) Can be invested to make money
- c) It is Scarce
- d) It has a unique chemistry
- e) It can define power
- f) It has a lot of Symbolism

21. What is your preference to invest in gold?

- a) Solid Gold
- b) Gold schemes
- c) Digital Gold
- d) Sovereign Gold banks

22. What is your reason for investing in gold?

- a) Saving
- b) Safety
- c) Security
- d) Social factor
- e) Cultural Factor

23. What kind of factor that influences customers to invest in gold?

- a) Demand and supply
- b) Inflation
- c) Interest rates
- d) Currency fluctuations

e) Economic slowdown

24.What is your opinion about gold? Is it luxury or necessity?

a) Luxury

b) Necessity

c) Both

25.Do you prefer to buy branded gold, and if yes then which brand?