

24. An Exploration of Investors' Behavior in Gold Investment in Selected Smart Cities in Tamil Nadu

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Abstract

We Indians used to value things more than money, but that has changed. They are wary and want to be protected. Investors are buying due to the epidemic. The investment condition can be set here. Despite the Central Government and the Reserve Bank of India's regulations, individuals continue to invest in Gold. Gold These are popular bets. A "Gold ETF" is becoming a popular type of virtual Gold. Concerned about inflation, investors often buy Gold as a risk diversifier and inflation hedge. Gold investors commonly invest in both actual and virtual gold (jewellery, bars, coins, etc.). Factors such as culture, economics, psychology, and lifestyle affect gold investing. This research examines gold investors in Tamil Nadu. This study examines gold investment behaviour in six smart cities in Tamil Nadu to guide future research on gold investment in Tamil Nadu. These are the study's objectives. It used primary and secondary sources of data. A 353-person survey in Tamil Nadu's smart cities provided the basic data. Coimbatore inhabitants invest more than other districts. Compared to gold ETFs and other choices. A poll in Chennai and Coimbatore shows gold preference.

Keywords - Gold Investment, ETFs.

Introduction

We Indians used to prioritise tangibles above financial possessions, but that has changed. They are cautious and protective. Fear of pandemic drives investors to purchase. You may set the investment condition here. Despite the Central Government and Reserve Bank of India's limitations, individuals continue to invest in Gold. Gold Popular investments. These days, a