

A STUDY OF THE INFLUENCE OF DEMOGRAPHIC FACTORS ON GOLD PURCHASE BEHAVIOUR IN SMART CITIES IN TAMIL NADU

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ABSTRACT

We Indians valued physical things more than financial assets, but this has changed. They are cautious and like to be safeguarded. The pandemic problem is causing investors to buy. It is possible to set the investment condition here. Despite the various restrictions imposed by the Central Government and the Reserve Bank of India, people continue to invest in Gold. Gold These are well-liked investments. A "Gold ETF" is gaining popularity as a form of virtual Gold these days. When investors are concerned about inflation, they frequently purchase Gold as a risk diversifier and inflation hedge. Gold investors typically invest in both physical Gold (Jewellery, bars, coins, and so on) and virtual Gold. Socio-cultural, socioeconomic, psycho-behavioural, and lifestyle factors all have an influence on gold investing. This study looks at the behaviour of gold investors in Tamil Nadu. The purpose of this study is to inform future research on gold investment in Tamil Nadu by examining gold investment behaviour in six smart cities with small sample sizes. The study's goals are to learn about gold investors' preferences and choices. It drew on both primary and secondary sources of information. The primary data source is a 353-person survey conducted in Tamil Nadu's smart cities. Inhabitants of Coimbatore invest more than residents of other districts. In comparison to gold ETFs and other investment options. According to the poll, people in Chennai and Coimbatore favour gold.

KEYWORDS: Gold Investment, Demographic Factors, Investor Behaviour, Gender, ETFs.

INTRODUCTION

Investing is the process of putting money into something with the hope of profiting from it. Every investor wishes to maximize their profits. Investors may now select from a wide range of investment alternatives. Investors typically prefer traditional and modern approaches. Stocks, bonds, debentures, mutual funds, securities, real estate, bank deposits, postal savings, and precious metals such as Gold, silver, and diamonds are part of the investment portfolio. Demographic and financial factors impact investor intent. Some investors choose safe investments, while others like taking risks and reaping the benefits. The primary objective of an investor is to decrease risk while boosting return. When choosing an investment plan, Gold is an important consideration. It enjoys exceptional investor favouritism. Individuals invest in Gold regardless of their Income, despite the various limitations imposed by the central government and RBI. People do purchase coins and bars. Investors may now purchase cyber-Gold in the form of a gold ETF. Investors buy Gold to diversify their risk and maybe hedge against inflation. Gold investors generally invest in physical Gold (jewellery, bars, coins, and so on) and virtual Gold (digital Gold). Because of its corrosion resistance and malleability is used in space exploration, nanoparticle technology, and medicine. It's also used in the core of the iPhone. The location of investors impacts their gold investment selections as well. Different Indian places have unique characteristics. Each area has its own ideology and principles. and each region of the country reacts differently to similar events. It might be a financial, family, or political decision. Furthermore, when it comes to gold investment, different civilizations react differently and make different judgments. As a result, the purpose of this study is to look at investors' demographical factors influences buying behaviour of gold in smart cities of Tamilnadu.