



## A STUDY ON WOMEN'S PERCEPTION TOWARDS INVESTMENT IN GOLD WITH SPECIAL REFERENCE TO MADURAI CITY.

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### ABSTRACT:

Gold has been a significant form of investment and cultural symbol in India, playing a crucial role in personal finance and societal customs. This study aims to explore the perceptions of women regarding investment in gold, focusing particularly on Madurai City in Tamil Nadu, India.

The research methodology involves a mix of qualitative and quantitative approaches, utilizing surveys and interviews to gather data. The study examines various factors influencing women's attitudes and behaviours towards investing in gold, including cultural influences, economic considerations, and personal preferences.

Findings from the study shed light on the multifaceted nature of women's perceptions towards gold investment, revealing insights into the role of tradition, financial security, and social dynamics. Understanding these perceptions is crucial for financial institutions, policymakers, and market analysts to design effective strategies and products that cater to the needs and preferences of female investors.

### KEYWORDS:

**WOMEN, INVESTMENT, GOLD, PERCEPTION, FUNDS.**

### 1.1 INTRODUCTION

Preface Gold has held a significant position in Indian culture and economics for centuries, serving not only as a symbol of wealth and substance but also as a traditional form of investment. In recent times, there has been a growing interest in understanding the dynamics of gold investment, particularly among women, who play a vital part in shaping ménage fiscal opinions. Madurai, a major megacity in Tamil Nadu, India, represents a unique sociocultural environment where traditional values attend with ultramodern fiscal practices. The purpose of this study is to probe the comprehensions of women towards investment in gold, with a specific focus on Madurai City. By probing into the stations, provocations, and enterprises of womanish investors, this exploration aims to give precious perceptivity into the factors impacting their decision-making process. The significance of studying women's comprehensions towards gold investment lies in the evolving part of women in managing ménage finances and contributing to long-term wealth accumulation. Gold is the most precious asset in frugality. Understanding how women in Madurai perceive gold as an investment avenue can contribute to the development of acclimatized fiscal products and strategies that feed to their requirements and preferences.

### GOLD CAN BE INVESTED IN AS GOLD

- Physical gold (gold jewellery, gold coins, gold bars)
- Sovereign gold bonds
- Gold exchange-traded funds (ETFs)
- Collective gold funds
- Gold Savings Plan
- Futures and options

This preface sets the stage for the posterior sections of the study, which will claw into the methodology, findings, and counteraccusations of the exploration. By exploring women's comprehensions towards gold investment in Madurai City, this study seeks to contribute to the being body of knowledge on gender dynamics in finance and inform stakeholders about the implicit avenues for promoting fiscal addition and commission among women in the region. The purpose of this study is to explore the factors impacting women's stations and behaviours regarding investment in gold within Madurai City. By probing into the unique socio-artistic dynamics of Madurai, this exploration aims to give perceptivity into the provocations, preferences, and challenges faced by women investors in the environment of gold.

### 1.2 STATEMENT OF THE PROBLEM

In Madurai City, women represent a significant portion of

the population, yet there is a lack of comprehensive understanding regarding their perceptions towards investment in gold. Gold is a significant one of them. Even though there are many ways to invest in gold, women are known to favor ornamental kinds of investment. Most women entrepreneurs are only vaguely aware of the electronic gold market and gold paper investing. At the same time, the satisfaction of women entrepreneurs varies from person to person.

Despite the enduring cultural significance of gold in Indian society and its status as a preferred investment asset, there remains a gap in understanding women's perception towards gold investment, particularly within the context of Madurai City. While previous research has explored various factors influencing investment behaviour, including cultural norms, economic conditions, and personal preferences, there is a lack of specific research focusing on the attitudes and behaviours of women investors in Madurai City. Moreover, the findings of this research are expected to have practical implications for policymakers, financial institutions, and investment advisors in tailoring their services to better meet the needs of women investors in Madurai City.

### 1.3 REVIEW OF PREVIOUS STUDIE

**M. Santhi (2013)** made an attempt to gold has been a highly coveted metal since the dawn of civilization due to its durability. It has been utilized by nations as fiat currency, ensuring its enduring value. However, investing in gold does come with certain drawbacks. Unlike other precious metals, gold has limited industrial demand, with its value primarily determined by investors. While gold serves as reliable short-term wealth storage, it is not considered an ideal long-term investment as its returns are often surpassed by the equity market. Additionally, gold investments do not yield dividends. This study focuses on gathering investor feedback on gold investments, with seventy-five respondents providing insights through structured questions. The research sheds light on both the advantages and disadvantages of investing in gold. The author emphasizes the downsides of gold investments, particularly noting that gold imports have significantly impacted the country's foreign currency reserves, leading to an increase in the current account deficit and a decline in the value of the rupee against the dollar.

**Mahalakshmi P. K, (2019)** identified that the investment is a form of future security. In today's world, gold plays an important role in investment. Because it gives better results than other types of investments. There is gold in India Traditional investment method. So today there are many platforms for gold mining it makes.

**K. S. Sudha (2021)** Made an attempt to gold is considered a significant investment avenue in India, with a variety of options available in the market. Female investors, in particular, show a keen interest in investing in gold. This study primarily focuses on identifying the most preferred gold investment option, as well as the awareness and

satisfaction levels of women investors. Primary data was gathered through a well-structured questionnaire from 100 randomly selected women's respondents in Madurai city. The data was analysed using Kendall's Co-efficient of Concordance (W) and Chi-square test. The findings of this study suggest that women investors consistently Favour investing in gold jewellery over other gold investment options.

**Juliet Mary K A (2023)** identified that the women's gold investment in India, gold holds great significance as an investment option, offering numerous choices for investors. Among them, women investors show a keen interest in making gold investments. The main objective of this study is to determine the gold investing strategy, the satisfaction level of women investors. To gather primary data, a well-structured questionnaire was administered to 100 randomly selected women respondents in Madurai city. The acquired data was analysed using the Chi-square test and Kendall's Coefficient of Concordance (W). The findings of this study reveal that women consistently prefer investing in gold jewellery over other gold investment options.

### 1.4 OBJECTIVES OF THE STUDY

1. To study the women investor's choice of gold investment among various forms of gold investment avenues.
2. To identify the way, they invest in Gold in Madurai city.
3. To know about the factors influencing their investment in Gold with special reference to Madurai City.
4. To analysis the investor's preference towards various investment avenues in Madurai.
5. To find out the problem faced by the gold investor and the investors opinion about gold investment in future.

### 1.5 METHODOLOGY

The present study is a research based on survey method and it is purely based on primary data. For this, 100 sample women investors have been selected from Madurai city by using Non-Probability Convenient Sampling Technique. All possible efforts have been made to identify the number of women gold investors in Madurai city. But, not possible to get such data. Consequence of this, it is decided to use Non probability convenient sample method. A well-structured a questionnaire has been used to collect the required primary data from 100 sample women respondents in Madurai city.

### HYPOTHESIS

There is no relationship between demography profile (Age, Education, Occupation, and Monthly Income with Women's Perception for Investment in Gold).

H0: There is no significant difference in women's perception towards investment in gold in Madurai city compared to other locations.

H1: Women in Madurai city perceive investment in gold differently compared to women in other locations.

**1.6 RESULT AND DISCUSSION**

**REGRESSION ANALYSIS**

**TABLE 1**

**DEMOGRAPHY PROFILE WITH WOMEN'S PERCEPTION FOR INVESTMENT IN GOLD IN MADURAI CITY**

VARIABLES ENTERED/ REMOVED <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	Monthly Income, Occupation, Education, Age	.	Enter

a. Dependent Variable: Women's Perception for Investment in Gold.

b. All requested variables entered.

MODEL SUMMARY				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.474 <sup>a</sup>	.688	-.452	6.76988

a. Predictors: (Constant), Monthly Income, Occupation, Education, Age.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3923.422	4	980.856	21.401	.000 <sup>b</sup>
	Residual	4353.968	95	45.831		
	Total	8277.390	99			

a. Dependent Variable: Women's Perception for Investment in Gold.

b. Predictors: (Constant), Monthly Income, Occupation, Education, Age.

CO-EFFICIENTS <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22.471	3.207		7.007	.000
	Age	-1.018	.957	-.087	-1.064	.000
	Education	-.795	.866	-.070	-.917	.000
	Occupation	5.100	.621	.642	8.208	.000

Monthly Income	-.103	.829	-.010	-.124	.001
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a. Dependent Variable: Women's Perception for Investment in Gold.

It is clear from table 1 that the difference between Women's Perception towards on Age, Education, Occupation and Monthly Income with Investment in Gold for regression analysis based on F-value is 21.401, R square value is 69% and P-value is (0.000) that is highly significant. That is a 1% level significant. So, the null hypothesis is rejected.

**1.7 FINDINGS, SUGGESTIONS AND CONCLUSION**

- The women's Perception towards on Age, Education, Occupation and Monthly Income with Investment in Gold for regression analysis based on F-value is 21.401, R square value is 69% and P-value is (0.000) that is highly significant.
- The independent variables are significantly associate with the awareness level of Women's Perception for Investment in Gold.
- The p-value is greater than the significance level (e.g., 0.05), it accepts the null hypothesis.

Giving alluring commercials through the media like on the web, TV, newspapers, radio, magazines. Leading client overview all the time audits changes in taste and tribute of clients. Presenting more alluring money limits plans for the client to improve the expansion in the offer of gold. There are various gold investment avenues available. Women gold investors always prefer gold jewellery as their favourite option for investment. It is also found that the age, marital status, educational qualification, occupational work, monthly income and annual family expenses of women workers do not influence their awareness.

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