

DOES YOUNGER GENERATION INVEST IN GOLD: QUALITATIVE APPROACH

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Abstract:

Investment is the form of securing future. Today world, gold plays a major role in investment. Because it gives return well as compared to other form of investment. In India gold is the traditional way of investment. So today there are lot of platform are available for gold investment. My study is to focus to study today younger generation have an idea in invest in gold. My sample size is 87. More respondents are agree and strongly agree with the findings in table. The analysis is done by Anova: single factor.

(KEYWORDS: youngsters, investment, Thanjore, anova)

I. Introduction:

Investment is the way of securing the future. Gold plays a huge position in the economy of a country. It is used as the bonding wire at the core of an iphone. Gold is the safe mode of investment. Gold gives a way to increase our wealth. In India gold is the traditional and favorite investment platform. Investors generally buy gold as a way diversifying risk. The price of gold is determined by the market force of demand and supply. The value of gold goes up in the time of inflation.

II. Literature review:

Shanthi (2013)., examined a lot of people would love to see gold down, a lot of people may not want gold to fall but there is no way can form a great opinion on gold.

Rupa and Salini(2016), explained that public are not aware of various forms of gold namely gold accounts, EFT's, gold bullion which yields a high amount of return comparatively to that of physical form of gold.

AghilaSasidharan(2015), stated that the attitude of investors towards gold and also there are different ways to invest in gold.

Umakalyani and Kannan (2016), found that many investors still prefer jewellery, gold coins and gold bullion bars forms of investment and prefer to invest in ETF and futures and options which gives profit in easy form of investment.

Vipin Benny and BijuJohn(2014), concluded that investors education and income levels are crucial elements in making investment in gold.

III. Research methodology:

Youngsters in the particular area of Thanjavur city is taken as sampling unit for the study. The data were collected by using well-structured interview schedule, the primary data had been collected from the respondents in the study area and secondary data were referred from research publications, journals, books and web sources. Using the simple random sampling method, in the study area of the research.

3.1. Hypothesis:

H₀: There is no significant difference between the opinion on the gold and investment in gold.

H₁: There is a significant difference between the opinion and investment in gold.

3.2. Sample size:

Total population: 115

Sample size: 87 (according to RAO software)

IV. Data Analysis

4.1 TABLE

Variables	S.A	A	N	DA	S.DA
price will go up	21	34	21	9	2
gold coins, bar & jewellery	27	16	6	19	19
status symbol	30	32	14	7	4
exchanged to currency	22	25	23	10	7
risk in losing money is less	18	33	16	13	7
easy to get loans	24	25	17	9	12
traditional way of investment	14	31	14	20	8
not to show in IT returns	13	19	31	14	10
beneficial at any time	16	32	21	11	7
financial security	20	9	23	23	12
mean	20.5	25.6	18.6	13.5	8.8

(S.A-strongly agree, A-agree, N-neutral, DA-disagree, S.DA-strongly disagree)

Table 4.1 shows it is evident that mean value 25.6 is higher on “agree” followed by mean value 20.5 is on “strongly agree”. They are mostly satisfied with the variable.

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4.2 ANOVA TABLE

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	57.4954	9	6.388378	4.044837	0.00004	1.89075
Within Groups	1358.276	860	1.579391			
Total	1415.771	869				

Table 4.2 shows that p value is less than 0.05, In addition, F value 4.04 is greater than F critical value 1.89 research accepted the alternate hypotheses and rejected the null hypothesis.

V. Conclusion:

There are various options for investments available in today world. But, the people mind is crazy on gold jewellery so still they prefer this way of investment. But people are not aware in various form of gold investment so awareness must be created. Based on this research people prefer jewelry products, gold coins and bars for their investment. Investor attitude and knowledge plays a major role in the investment.

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