

## **INVESTOR'S PREFERENCE FOR INVESTMENT IN GOLD SCHEMES**

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### **ABSTRACT**

Gold is termed as the most precious metal on the earth. On the basis of the interpretation & analysis of the data so collected we have come to the following findings: Everyone who has money invests in part of their savings in gold. Average of investment in gold is high in case of respondents belonging to the age group of 31-40 years. Self-employed respondents are more interested for investing their savings in gold with highest Average investment. Investment in gold does not depend upon the marital status of the respondents. Whether, the respondent is married, unmarried gold is purchased for investment. Annual income and family income of the respondents has a direct relation with investment in gold to some extent.

**KEY WORDS:** Gold, Metal, Investor, Preference.

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