

## **INVESTORS' PREFERENCE OF COMMODITY MARKETS WITH SPECIAL REFERENCE TO SHARE KHAN PVT.LTD, CHIDAMBARAM**

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### **ABSTRACT:**

The study was undertaken to know the preference of investors towards various investment avenues in relation to commodity market. It should find out the characteristics of investors. Commodity markets have become alternative investment class world over. Now investor can trade in India in selected commodities, electronically. In this paper, commodity market, commodity market structure, features of commodity market, types of commodity trading have been considered. The impacts of various demographic factors on investors' preference towards commodity markets have also been studied. For measuring various phenomena and analyzing the collected data effectively and efficiency for drawing sound conclusion, simple percentage analysis, ANOVA, chi-square test has been used to analyze the various demographic factors. The study also helps to understand the role of investment pattern and preference of investors behind investing in commodity markets.

**KEY WORDS:** commodity markets industry, investment pattern, investors' preference.

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