

Chapter-IV

Determinants of Investment in Gold by Marwari Businessmen

Investment in any form is being affected by various factors or determinants. Similarly, gold investment decision is also driven by the various determinants. Investment in gold by Indian society possesses a long history. The same set of age old histories of gold investment by the various communities in India is still working as the determinants which can be assumed for furthering the exploration.

In the first chapter of this study, many of the factors having linkages with investment in gold in general and especially by the Marwari communities in India was mentioned. These factors were conceptually delineated in the earlier chapter, further used to explore in the real life situation of investment of gold by Marwari businessmen. The factors in context were incorporated in the questionnaire of this present study were-types of the ownership of the business, avenues for investment of incomes and savings, forms of gold investment, percentage of total net income invested in gold, factors which were given priority while investing in gold, how buying or purchasing gold was perceived as an investment, sources of information to make investment in gold, sources other than business income for investment in gold, investment pattern, why investment was made, where from gold could be purchased, barriers while investing in gold, what motivated for any kind of investment and also for maximum return, factors influencing investment decision to investment in gold like family members opinion, friend's opinion, image of the investment, social network, family background, trend, period for investment considered etc. It was attempted to portray the picture of various demographic variables associated with gold investment decision. This chapter aimed to conduct an empirical test to explore the factors influencing gold investment by Marwari businessmen in Guwahati city.

Tentative Hypotheses

A few tentative hypotheses were framed to guide the empirical testing and explore on the associations of certain factors.

- Ho1:** There is no significant association between investment in physical gold and demographic variables of respondents (Marwari Businessmen investing in Gold);
- Ho2:** There is no significant association between certificate form of gold investment and demographic variables of the respondents (Marwari Businessmen investing in Gold);
- Ho3:** There is no significant association between mixed form of gold investment and demographic variables of the respondents (Marwari Gold Investors);
- Ho4:** There is no significant association between the investment in the shares gold mining companies and demographic variables of the respondents (Marwari Gold Investors);
- Ho5:** There is no significant association between the investment in gold account the demographic variables of the respondents (Marwari Gold Investors);
- Ho6:** There is no significant association between physical gold investment and financial variables of the respondents (Marwari Gold Investors);
- Ho7:** There is no significant association between investment in certificate form of gold and financial variables of the respondents (Marwari Gold Investors);
- Ho8:** There is no significant association between investment in mixed form of gold and financial variables of the respondents (Marwari Gold Investors);
- Ho9:** There is no significant association between investment in shares of gold mining companies and financial variables of the respondents (Marawri Gold Investors);
- Ho10:** There is no significant association between the investment in gold account and financial variables of the respondents (Marwari Gold Investors);
- Ho11:** There is no significant association between financial wellness and investment in gold;

Investors' Income and Investment

To get the picture of the gold investment by the Marwari businessman, the present study explored on types of business, their annual income and the preferable investment avenues. In the table- 4.1 depicted the various types of Marwari businessmen investing in fixed deposit as the investment avenue according to annual income.

Type of Business	Annual Income (Below)	Fixed Deposit		Total no of Investors
		Yes (Percentage)	No (Percentage)	
Sole-Proprietorship	Below Rs 2 Lakhs	23 (43.3)	30(56.6)	53
	2 Lakhs- 4 Lakhs	44 (47.8)	48 (52.2)	92
	4 Lakhs - 6 Lakhs	32(62.7)	19 (37.3)	51
	6 Lakh - 8 Lakh	10(52.6)	19 (47.4)	29
	More than 8 Lakhs	19(50)	19(50)	38
	Total	128 (48.7%)	135(51.3)	263
Partnership	Below Rs 2 Lakhs	10(45.5)	12(54.5)	22
	2 Lakhs- 4 Lakhs	16(37.2)	27(62.8)	43
	4 Lakhs - 6 Lakhs	10(40)	15(60)	25
	6 Lakh - 8 Lakh	3(60)	2(40)	5
	More than 8 Lakhs	3(33.3)	6(66.7)	9
	Total	42(40.4)	62(59.6)	104
Company	Below Rs 2 Lakhs	5(71.4)	2(28.6)	7
	2 Lakhs- 4 Lakhs	3(37.5)	5(62.5)	8
	4 Lakhs - 6 Lakhs	1(14.3)	6(85.7)	7
	6 Lakh - 8 Lakh	1(100)	0(0)	1
	More than 8 Lakhs	3(37.5)	5(62.5)	8
	Total	13(41.9)	18(58.1)	31
Joint Venture	Below Rs 2 Lakhs	1(100)	0(0)	1
	4 Lakhs - 6 Lakhs	1(100)	0(0)	1
	6 Lakh - 8 Lakh	1(100)	0(0)	1
	Total	3(100)	0	3
HUF	2 Lakhs- 4 Lakhs	1(50)	1(50)	2
	4 Lakhs - 6 Lakhs	0(0)	3(100)	3
	6 Lakh - 8 Lakh	1(50)	1(50)	2
	More than 8 Lakhs	0(0)	6(100)	6
	Total	2(15.4)	11(84.6)	13

Source: Compiled from Questionnaire

The table- 4.1 reflected that 128 numbers of sole-proprietors, i.e., 48.7% out of 263 numbers of sole proprietors selected fixed deposit as an investment avenue followed by 42 numbers of Marwari businessmen, i.e., 40.4% out of 104 numbers of businessmen engaged in partnership business; 13 numbers of businessmen, i.e.,41.9% out of 31 businessmen engaged in company form of business; all three (3) numbers of joint venture businessmen and 2 numbers of businessmen, i.e.,15.4% out of 13 numbers of businessmen engaged in Hindu undivided family (HUF).

In the study, considering the exploration on types of business, their annual income and the preferable investment avenues, the table- 4.2 depicted the various types of Marwari businessmen investing in postal savings as the investment avenue according to annual income.

Table-4.2				
Postal Savings as an Investment Avenues				
Type of Business	Annual Income	Postal Savings		Total no of Investors
		Yes (Percentage)	No (Percentage)	
Sole-Proprietorship	Below Rs 2 Lakhs	4(7.5)	49 (92.5)	53
	2 Lakhs- 4 Lakhs	17 (18.5)	75 (81.5)	92
	4 Lakhs - 6 Lakhs	9(17.6)	42(82.4)	51
	6 Lakh - 8 Lakh	3(15.8)	16(84.2)	19
	More than 8 Lakhs	8(21.1)	30(78.9)	38
	Total	41(16.2)	212(83.8)	253
Partnership	Below Rs 2 Lakhs	2(9.1)	20(90.9)	22
	2 Lakhs- 4 Lakhs	2(4.7)	41(95.3)	43
	4 Lakhs - 6 Lakhs	6(24)	19(76)	25
	6 Lakh - 8 Lakh	0(0)	5(100)	5
	More than 8 Lakhs	1(11.1)	8(88.9)	9
	Total	11(10.6)	93(89.4)	104

Company	Below Rs 2 Lakhs	1(14.3)	6(85.7)	7
	2 Lakhs- 4 Lakhs	1(12.5)	7(87.5)	8
	4 Lakhs - 6 Lakhs	0(0)	7(100)	7
	6 Lakh - 8 Lakh	1(100)	0	1
	More than 8 Lakhs	1(12.5)	7(87.5)	8
	Total	4(12.9)	27(87.1)	31
Joint Venture	Below Rs 2 Lakhs	0(0)	1(100)	1
	4 Lakhs - 6 Lakhs	0(0)	1(100)	1
	6 Lakh - 8 Lakh	0(0)	1(100)	1
	Total	0	3(100)	3
HUF	2 Lakhs- 4 Lakhs	0(0)	2(100)	2
	4 Lakhs - 6 Lakhs	0(0)	3(100)	3
	6 Lakh - 8 Lakh	1(50)	1(50)	2
	More than 8 Lakhs	2(33.3)	4(66.7)	6
	Total	3(23.1)	10(76.9)	13

Source: Compiled from Questionnaire

The table-4.2 showed that 41 numbers of sole proprietors out of 253 selected postal savings as investment avenue which constituted 16.2% of total Marwari businessmen having sole proprietorship firm. 11 numbers of Marwari businessmen out of 104 numbers of businessmen engaged in partnership firm selected postal savings as investment avenue which was 10.6% of the total partnership firm. In the same way, 4 numbers of businessmen out of 31 numbers of businessmen pertaining to companies invested in postal savings which was 12.9% of the total and 3 numbers of businessmen of Hindu undivided family out of 13, e.f., 23.1% of total HUF invested in postal savings as investment avenue.

On the basis of the types of businessmen, their annual income and the preferable investment avenues, the table- 4.3 highlighted the degree of investment in gold by different types of Marwari businessmen in accordance with annual income.

Table-4.3				
Gold as an investment avenue				
Type of Business	Annual Income	Gold		Total no of Investors
		Yes (Percentage)	No (Percentage)	
Sole-Proprietorship	Below Rs 2 Lakhs	34(64.2)	19(35.8)	53
	2 Lakhs- 4 Lakhs	57(62)	35(38)	92
	4 Lakhs - 6 Lakhs	33(64.7)	18(35.3)	51
	6 Lakh - 8 Lakh	10(52.6)	19 (47.4)	29
	More than 8 Lakhs	26(68.4)	12(31.6)	38
	Total	160(60.8)	103(39.2)	263
Partnership	Below Rs 2 Lakhs	17(77.3)	5(22.7)	22
	2 Lakhs- 4 Lakhs	35(81.4)	8(18.6)	43
	4 Lakhs - 6 Lakhs	20(80)	5(20)	25
	6 Lakh - 8 Lakh	3(60)	2(40)	5
	More than 8 Lakhs	7(77.8)	2(22.2)	9
	Total	82(78.9)	22(21.1)	104
Company	Below Rs 2 Lakhs	6(85.7)	1(14.3)	7
	2 Lakhs- 4 Lakhs	7(87.5)	1(12.5)	8
	4 Lakhs - 6 Lakhs	6(85.7)	1(14.3)	7
	6 Lakh - 8 Lakh	1(100)	0(0)	1
	More than 8 Lakhs	4(50)	4(50)	8
	Total	24(77.4)	7(22.6)	31
Joint Venture	Below Rs 2 Lakhs	1(100)	0(0)	1
	4 Lakhs - 6 Lakhs	0(0)	1(100)	1
	6 Lakh - 8 Lakh	1(100)	0(0)	1
	Total	2(66.7)	1(33.3)	3
HUF	2 Lakhs- 4 Lakhs	2(100)	0(0)	2
	4 Lakhs - 6 Lakhs	3(100)	0(0)	3
	6 Lakh - 8 Lakh	1(50)	1(50)	2
	More than 8 Lakhs	4(66.7)	2(33.3)	6
	Total	10(76.9)	3(23.1)	13

Source: Compiled from Questionnaire

The table-4.3 revealed that 160 numbers of sole-proprietors, i.e., 60.8% out of 263 numbers invested in gold as an investment avenue. Similarly, 82 numbers of businessmen out of 104 numbers of businessmen engaged in partnership firm selected gold as an investment avenue which was 78.9% of the total partnership firm; 24 numbers of businessmen associated with companies, i.e.,22.6% out of 31numbers invested in gold; 2 numbers of joint venture businessmen,i.e,66.7% out of 3 Joint venture businessmen invested in gold and 10 numbers of HUF ,i.e, 76.9% out of 13 numbers of HUF invested in gold .

Type of Business	Annual Income	Life Insurance		Total no of Investors
		Yes (Percentage)	No (Percentage)	
Sole-Proprietorship	Below Rs 2 Lakhs	7(13.2)	46(86.8)	53
	2 Lakhs- 4 Lakhs	20(21.7)	72(78.3)	92
	4 Lakhs - 6 Lakhs	11(21.6)	40(78.4)	51
	6 Lakh - 8 Lakh	6(31.6)	13 (68.4)	19
	More than 8 Lakhs	11(28.9)	27(71.1)	38
	Total	55(21.7)	198(78.3)	253
Partnership	Below Rs 2 Lakhs	3(13.6)	19(86.4)	22
	2 Lakhs- 4 Lakhs	8(18.6)	35(81.4)	43
	4 Lakhs - 6 Lakhs	1(4)	24(96)	25
	6 Lakh - 8 Lakh	2(40)	3(60)	5
	More than 8 Lakhs	1(11.1)	8(88.9)	9
	Total	15(14.4)	89(85.6)	104
Company	Below Rs 2 Lakhs	0(0)	7(100)	7
	2 Lakhs- 4 Lakhs	1(12.5)	7(87.5)	8
	4 Lakhs - 6 Lakhs	0(0)	7(100)	7
	6 Lakh - 8 Lakh	0(0)	1(100)	1
	More than 8 Lakhs	3(37.5)	5(62.5)	8
	Total	4(12.9)	27(87.1)	31
Joint Venture	Below Rs 2 Lakhs	0(0)	1(100)	1
	4 Lakhs - 6 Lakhs	1(100)	0(0)	1
	6 Lakh - 8 Lakh	0(0)	1(100)	1
	Total	1(33.3)	2(66.7)	3
HUF	2 Lakhs- 4 Lakhs	0(0)	2(100)	2
	4 Lakhs - 6 Lakhs	1(33.3)	2(66.7)	3
	6 Lakh - 8 Lakh	0(0)	2(100)	2
	More than 8 Lakhs	2(33.3)	4(66.7)	6
	Total	3(23.1)	10(76.9)	13

Source: Compiled from Questionnaire

The present study explored the types of business, their annual income and the preferable investment avenues to get the idea of the gold investment by the Marwari businessmen. The table- 4.4 indicated the investment in life insurance as an investment avenue by different types of businessmen as per their annual income. This has also revealed that 55 numbers of sole proprietors out of 253 numbers of sole proprietors invested in life insurance as an investment avenue which was 21.7% percent of total Marwari businessmen having sole proprietorship firm. 15 numbers of marwari businessmen having partnership business out of 104 numbers selected life insurance as an investment avenue which was 14.4 % of the total partnership business. Similarly, 4 numbers of businessmen out of 31 numbers engaged in company form of business invested in life insurance followed by 1 number of joint venture businessmen out of 3 numbers Joint venture businessmen invested in life insurance which constituted 33.3% of the total and 3 numbers of Hindu undivided family out of 13 numbers invested in life insurance which was 23.1% of the total HUF business.

Types of Ownership and Investment Avenues

There were different types of businessmen and investment avenues available in the market. In the table, based on different investment avenues, ownership wise, respondents' number were given.

Types of Ownership	Fixed Deposits	Postal Savings	Gold	Life Insurance	Others
Sole-Proprietorship	128	41	160	55	31
Partnership	42	11	82	15	9
Company	13	4	24	4	6
Joint Venture	3	0	2	1	0
HUF	2	3	10	3	5
Total	188	59	278	78	51
Rank	2nd	4th	1st	3rd	5th

Source: Compiled from Questionnaire

Table-4.5 exhibited the different investment avenues selected by the different categories of businessmen of Marwari community which revealed that the gold investment was the best option followed by fixed deposits, life insurance, postal savings and others .Among 404 numbers of respondents 278 numbers of respondents selected gold as the best avenue for investment. According to the rank of the selection of avenues, gold investment occupied the 1st rank followed by fixed deposits, i.e., 2nd rank; life insurance, i.e., 3rd rank; postal savings, i.e.,4th rank and others, i.e., 5th rank.

Uses of Sources of information in Gold Buying

Information was the fundamental source for investment decision. The different sources of information do the selected group of Marwari businessman used while investing in gold. The following were the empirical evidences on the uses of information sources by selected groups of Marwari businessmen while deciding the investment in gold.

Types of Business and Businessmen	Frequency		Total
	Yes (%)	No (%)	
Sole-Proprietorship	25 (9.9)	228 (90.1)	253
Partnership	9 (8.7)	95 (91.3)	104
Company	1 (3.2)	30 (96.8)	31
Joint Venture	1 (33.3)	2 (66.7)	3
HUF	1 (7.7)	12 (92.3)	13
Total	37(9.2)	367(90.8)	404

Source: Compiled from Questionnaire

Table-4.6 evidenced journal as the source of information in deciding about the gold investment by the selected Marwari businessmen groups. Among all the groups, the sole-proprietors were the significant group of user of journal followed by the businessmen engaged in partnership business, company, joint venture and HUF. Journal as a information source were acknowledged by 25 numbers of sole proprietors, i.e., 9.9 percent out of total 253 numbers of sole proprietors ; 9 numbers of businessmen engaged in partnership business, i.e., 8.7 percent in the total of 104 partnership business; 1 number of businessmen from the rest of the businessmen, i.e., company, joint venture and HUF. All total 37

numbers of businessmen out of total 404 businessmen used journal as the source of information for gold investment decision which was 9.2% of 404 Marwari businessmen.

Table- 4.7			
Daily news paper as a source of information			
Types of Business and Businessmen	Frequency		Total
	Yes (%)	No (%)	
Sole-Proprietorship	109(43.1)	144(56.9)	253
Partnership	46(44.2)	58(55.8)	104
Company	9(29)	22(71)	31
Joint Venture	0(0)	3(100)	3
HUF	5(38.5)	8(61.5)	13
Total	169	235	404

Source: Compiled from Questionnaire

Table-4.7 stated that daily news paper was one of the important source of information for taking any kind of investment decision .In case of gold investment, 109 numbers of ,i.e, (43.1%) sole proprietors out of 253 numbers relied on daily news paper as the source of information in deciding about the gold investment. Similarly, 46 numbers of , i.e, (44.2%) businessmen having partnership firm out of 104 considered daily news paper as source of information occupied the 2nd place after sole proprietors .9 numbers of businessmen out of 31 numbers engaged in company and 5 numbers of businessmen out of 13 numbers of businessmen engaged in HUF followed daily news paper as source of information respectively at the time of investment in gold.

Table- 4.8			
Social Group as a source of information			
Types of Business and Businessmen	Frequency		Total
	Yes (%)	No (%)	
Sole-Proprietorship	57 (22.5)	196 (77.5)	253
Partnership	19 (18.3)	85 (81.7)	104
Company	9 (29)	22 (71)	31
Joint Venture	0 (0)	3(100)	3
HUF	2 (15.4)	11 (84.6)	13
Total	87	317	404

Source: Compiled from Questionnaire

Table-4.8 identified that social group was also one of the important source of information during the time of investment in gold.57 numbers of sole proprietors out of 253 numbers acknowledged social group as source of information for taking investment decision in gold. 19 numbers of businessmen

having partnership firm relied on social group as source of information while investing in gold followed by 9 numbers of businessmen engaged in company out of 31 numbers and 2 numbers of businessmen engaged in HUF out of 13 numbers who also relied on social group as a source of information for taking decision towards investment in gold.

Table- 4.9			
Internet as a source of information			
Types of Business and Businessmen	Frequency		Total
	Yes (%)	No (%)	
Sole-Proprietorship	33(13.0)	220(87.0)	253
Partnership	24 (23.1)	80(76.9)	104
Company	13 (41.9)	18(58.1)	31
Joint Venture	1 (33.3)	2(66.7)	3
HUF	2(15.4)	11 (84.6)	13
Total	73	331	404

Source: Compiled from Questionnaire

Table-4.9 viewed internet as one of the vital source of information for investment decision related to gold. 33 numbers of sole proprietors out of 253 numbers ,24 numbers of businessmen having partnership firm out of 104 numbers ,13 businessmen engaged in companies out of 31 numbers ,1 number of Joint Venture out of 3 numbers and 2 numbers of HUF out of 13 numbers followed internet as source of information towards gold investment respectively.

Table- 4.10			
Broker as a source of information			
Types of Business and Businessmen	Frequency		Total
	Yes (%)	No (%)	
Sole-Proprietorship	20 (7.9)	233(92.1)	253
Partnership	6 (5.8)	98(94.2)	104
Company	2 (6.5)	29(93.5)	31
Joint Venture	1 (33.3)	2(66.7)	3
HUF	3(23.1)	10 (76.9)	13
Total	32	372	404

Source: Compiled from Questionnaire

Table-4.10 revealed that 20 numbers of sole proprietors out of 253 numbers followed by 6 numbers of businessmen having partnership firm out of 104 numbers,2 numbers of businessmen associated with companies out of 31

numbers, 1 number of joint venture out of 3 numbers and 3 numbers of HUF out of 13 numbers considered broker as source of information towards gold investment decision.

Types of Business and Businessmen	Frequency		Total
	Yes (%)	No (%)	
Sole-Proprietorship	47 (18.6)	206(81.4)	253
Partnership	23(22.1)	81(77.9)	104
Company	5 (16.1)	26(83.9)	31
Joint Venture	0 (0)	3(100)	3
HUF	1(7.7)	12 (92.3)	13
Total	76	328	404

Source: Compiled from Questionnaire

Table-4.11 mentioned that gold selling counter was one of the source of information through which the businessmen took investment decision towards gold. 47 numbers of sole proprietors out of 253 numbers relied on gold selling counter while investing. In the same way, 23 numbers of businessmen having partnership firm out of 104 numbers considered gold selling counter as source of information during the time of investment in gold. 5 numbers of businessmen out of 31 numbers having company form of business followed gold selling counter as source of information at the time of taking decision towards gold investment. 1 number of HUF out of 3 numbers regarded gold selling counter as source of information during investment in gold.

Types of Business and Businessmen	Frequency		Total
	Yes (%)	No (%)	
Sole-Proprietorship	20(7.9)	233(92.1)	253
Partnership	8(7.7)	96(92.3)	104
Company	0 (0)	31(100)	31
Joint Venture	0 (0)	3(100)	3
HUF	3(23.1)	10 (76.9)	13
Total	31	373	404

Source: Compiled from Questionnaire

Table-4.12 revealed that in spite of the given sources of information, Marwari businessmen irrespective of their type relied on other sources during the time of investment. Besides the mentioned sources, the businessmen like sole proprietors out of 253 numbers, 20 numbers of them relied on other sources while

investing in gold followed by 8 numbers of businessmen having partners firm out of 104 numbers and 3 numbers of HUF out of 13 numbers.

Types of Business and Sources of Fund

Other than business income, there were various sources of funds upon which businessmen of various types depended on while investing in gold. Fund played an important role for investment decision. Gold was one of the important avenues for investment for Marwari businessmen irrespective of their type of ownership. Based on the availability of fund they invested in gold. Responses of the businessmen irrespective of their type and sources of fund were illustrated below.

Types of Business and Businessmen	Frequency		Total
	Yes (%)	No (%)	
Sole-Proprietorship	117(46.2)	136(53.8)	253
Partnership	49(47.1)	55(52.9)	104
Company	9 (29)	22(71)	31
Joint Venture	1 (33.3)	2(66.7)	3
HUF	4(30.8)	9 (69.2)	13
Total	180(44.6)	224(55.4)	404

Source: Compiled from Questionnaire

Table-4.13 stated savings as source of fund while investing in gold by the selected Marwari businessmen of Guwahati city. Among all the businessmen, the sole-proprietors were the significant group as responded by total 117 numbers i.e. 46.2 percent out of total 253 sole proprietors opted for savings as source of fund for investment in gold. In the partnership category, 49 respondents i.e.47.1 percent out of 104 numbers;9 numbers of respondents,i.e,29 percent out of 31 numbers in the category of company ; 1 number of joint venture out of 3 numbers; 4 numbers of hindu undivided family out of 13 numbers used savings as source of fund for investment in gold. From the total of 404 businessmen, 180 businessmen irrespective of their type were using savings as the source of fund for gold investment decision which was 44.6% of 404 Marwari businessmen.

Table- 4.14			
Money from business as source of fund for investment in Gold			
Types of Business and Businessmen	Frequency		Total
	Yes (%)	No (%)	
Sole-Proprietorship	77(30.4)	176(69.6)	253
Partnership	33(31.7)	71(68.3)	104
Company	9 (29)	22(71)	31
Joint Venture	0 (0)	3(100)	3
HUF	5(38.5)	8 (61.5)	13
Total	124(30.7)	280(69.3)	404

Source: Compiled from Questionnaire

Table-4.14 revealed that money from businesses acted as source of fund required for investment in gold. Out of 253 numbers of businessmen under the category of sole proprietorship, 77 numbers of businessmen used money from business as source required for gold investment. 33 numbers of partnership firm out of 104 numbers, 9 numbers of businessmen associated with companies out of 31 numbers and 5 numbers of HUF out of 13 numbers considered money from business as source of fund required for investment in gold. 124 numbers of businessmen from 404 irrespective of their type used money from business as the source of fund required for gold investment which was 30.7 % of 404 Marwari businessmen.

Table- 4.15			
Personal Borrowing as source of fund for investment in Gold			
Types of Business and Businessmen	Frequency		Total
	Yes (%)	No (%)	
Sole-Proprietorship	39(15.4)	214(84.6)	253
Partnership	23(22.1)	81(77.9)	104
Company	10 (32.3)	21(67.7)	31
Joint Venture	1(33.3)	2(66.7)	3
HUF	3(23.1)	10 (76.9)	13
Total	76(18.8)	328(81.2)	404

Source: Compiled from Questionnaire

Table-4.15 replicated that 39 numbers of sole proprietors out of 253 numbers preferred personal borrowing as source of fund for investment in gold. 23 numbers of businessmen having partnership firm out of 104 numbers treated personal borrowing as source of fund for investment in gold. 10 numbers of businessmen having company form of business out of 31 numbers of respondents' honoured personal borrowing as source of fund for investment in gold. 1 number of joint venture out of 3 numbers and 3 numbers of HUF out of 13 numbers recognised personal borrowing as the source of fund and used it for

investment in gold. In totality 76 numbers of businessmen from 404 numbers , i.e., 18.8 percent irrespective of their type used personal borrowing as the source of fund required for gold investment.

Types of Business and Businessmen	Frequency		Total
	Yes (%)	No (%)	
Sole-Proprietorship	25(9.9)	228(90.1)	253
Partnership	12(11.5)	92(88.5)	104
Company	5(16.1)	26(83.9)	31
Joint Venture	1(33.3)	2(66.7)	3
HUF	3(23.1)	10 (76.9)	13
Total	46	358	404

Source: Compiled from Questionnaire

Table-4.16 disclosed that reinvestment of matured return was one of the source of fund for investment in gold. 46 numbers of marwari businessmen out of 404 numbers which was 11.4 percent of 404 numbers of respondents treated reinvestment of matured fund as source of fund for investment towards gold .In the study, it was found that 25 numbers of sole proprietors out of 253 numbers used their matured return for further investment.12 numbers of businessmen having partnership status out of 104 numbers concentrated on re-investment of matured return as source of fund towards gold investment. Businessmen having company were not lagging behind, 5 numbers of businessmen out of 31 numbers having company form of business supported reinvestment of matured return as source of fund for investment in gold.1 number of joint venture out of 3 numbers and 3 numbers of HUF out of 13 numbers honoured reinvestment of matured return as source of fund for investment in gold.

Types of Business and Businessmen	Frequency		Total
	Yes (%)	No (%)	
Sole-Proprietorship	19(7.5)	234(92.5)	253
Partnership	5(4.8)	99(95.2)	104
Company	4(12.9)	27(87.1)	31
Joint Venture	0(0)	3(100)	3
HUF	2(15.4)	11 (84.6)	13
Total	30	374	404

Source: Compiled from Questionnaire

Table-4.17 interpreted that there were other sources which enabled the businessmen of different types to invest in gold. Besides the business income and given sources, there were more other sources which encouraged the businessmen to invest money in gold. Data in hand explained that 19 numbers of sole proprietors out of 253 numbers chose other sources as means of fund required for investment in gold followed by 5 numbers of businessmen having partnership firm out of 104 numbers, 4 numbers of businessmen associated with companies out of 31 numbers and 2 numbers of HUF out of 13 numbers .

Businessmen and their Investment Pattern

There were different types of businessmen in the market. Each of them reacted in different manner in different situation. There were businessmen who invested in daily basis, some invested in weekly basis, monthly basis, once in six months and so on.

Business and Businessmen	Table- 4.18 Types of business and businessmen and their investment pattern								Total
	Daily	Weekly	Monthly	Quarterly	Once in Six Months	Yearly	Very Rare	Others and Occasional	
Sole-Proprietorship	3	2	29	31	60	70	46	12	253
Partnership	0	0	33	16	24	21	8	2	104
Company	0	0	8	5	7	7	4	0	31
Joint Venture	0	0	1	0	0	2	0	0	3
HUF	0	1	3	2	1	2	4	0	13
Total	3	3	74	54	92	102	62	14	404
Rank	7	7	3	5	2	1	4	6	

Source: Compiled from Questionnaire

The above table- 4.18 illustrated frequencies of investment in gold by various groups of respondents/businessmen. It explained that only 3 numbers of sole proprietors invested daily and were ranked 7th among all. Similarly, only 3 numbers of businessmen of which 2 numbers were sole-proprietors and 1 was HUF reported that they invested weekly, collectively they were in 7th rank. The table also revealed that 74 numbers of businessmen consisting 29 numbers of sole-proprietors, 33 numbers of partnership firm, 8 numbers of businessmen having company form of business, 1 number of joint venture, 3 numbers of HUF invested on monthly basis which occupied 3rd rank among all. 54 numbers of

businessmen out of 404 numbers where 31 numbers were sole-proprietors, 16 numbers were businessmen having partnership firm, 5 numbers were businessmen associated with companies and 2 numbers were HUF invested quarterly possessing the rank of 5th. This was to note that 92 businessmen reported investment in gold once in six months stood 2nd among all the respondents. It contained 60 numbers of sole-proprietors, 24 numbers of businessmen having partnership firm, 7 numbers of businessmen having company form of business and 1 number of HUF. There were 102 numbers of businessmen who invested in gold on yearly basis. They were ranked 1st among all. Their group contained with 70 numbers of sole-proprietors, 21 numbers of businessmen having partnership firm, 7 numbers of businessmen having companies, 2 numbers of joint ventures and 2 numbers of HUF. As per the study, 62 numbers of businessmen invested in gold very rarely. This included 46 numbers of sole proprietors, 8 numbers of businessmen having partnership firms, 4 numbers of businessmen having companies and 4 numbers of HUF. They were ranked 4th among all. 14 numbers businessmen invested in gold occasionally. Among 14 numbers of businessmen, 12 numbers were sole proprietors and 2 numbers were businessmen having partnership firm who were ranked 6th.

Types of Businessmen and their preference towards various attributes

Every investor has got different motives while investing .Each and every investor made investment decision considering their preference level.

Types of Business	First Preference	Second Preference	Third Preference	Fourth Preference	Fifth Preference	Total
Sole-Proprietorship	24	39	42	56	92	253
Partnership	10	11	16	18	49	104
Company	5	4	3	7	12	31
Joint Venture	1	0	2	0	0	3
HUF	3	0	0	1	9	13
Total	43	54	63	82	162	404
Rank	5 th	4 th	3 rd	2 nd	1 st	

Source: Compiled from Questionnaire

The above table-4.19 portrayed the preferences given to short term profit seeking while investing in gold by the different businessmen of different types. From the table, it was appeared that 43 number of Marwari businessmen gave 1st preferences to short term profit seeking while investing in gold. This group of businessmen included 24 numbers of sole proprietors, 10 numbers of businessmen having partnership firm, 5 numbers of businessmen associated with companies, 1 number of Joint venture and 3 numbers of HUF. They were ranked 5th as far as the number of respondents concerned. In the same way, 54 numbers of businessmen gave 2nd preferences to short term profit seeking during the time of investment in gold. This group of businessmen consisted of 39 numbers of sole proprietors, 11 numbers of businessmen having partnership firms and 4 numbers of businessmen having companies. This group of businessmen possessed 4th rank among all the respondents. The table also revealed that 63 numbers of businessmen gave 3rd preference to the short term profit seeking at the time of investing its fund in the gold .These 63 numbers covered 42 numbers of sole proprietors,16 numbers of partnership firms,3 numbers of companies and 2 numbers of joint ventures. They held the 3rd rank. There were 82 numbers of businessmen who possessed the 2nd rank gave 4th preferences to short term profit seeking at the time of investment in gold. These 82 numbers included 56 numbers of sole proprietors ,18 numbers of partnership firm,7 number of companies and 1 number of HUF .There are 162 numbers of businessmen who possessed 1st rank gave 5th preference to the short term profit seeking during the time of investment in gold. The group of 162 businessmen was formed by 92 numbers of sole proprietors, 49 numbers of partnership firms, 12 numbers of companies and 9 numbers of HUF.

Types of Business	First	Second	Third	Fourth	Fifth	Total
Sole-Proprietorship	39	36	64	72	42	253
Partnership	17	12	23	34	18	104
Company	7	9	4	4	7	31
Joint Venture	1	1	0	1	0	3
HUF	1	4	4	4	0	13
Total	65	62	95	115	67	404
Rank	4 th	5 th	2 nd	1 st	3 rd	

Source: Compiled from Questionnaire

The above table-4.20 represented the preference level of Marwari businessmen towards steady income while investing in gold. According to this table, 65 numbers of businessmen gave 1st preferences to steady income while investing in gold. 39 numbers of sole proprietors, 17 numbers of businessmen having partnership firms, 7 numbers of businessmen having companies, 1 number of joint venture and 1 no of HUF constituted the group of 65 businessmen who were holding 4th rank among all the respondents. In the table, it was found that 62 numbers of businessmen treated steady income as secondly preferred factor while investing in gold. These businessmen possessed the 5th rank among all the respondents' businessmen. These 62 numbers proclaimed the presence of 36 numbers of sole proprietors, 12 numbers of partnership firms, 9 numbers of businessmen having company form of business, 1 number of joint venture and 4 numbers of HUF. There were 95 numbers of businessmen who gave 3rd preference to steady income at the time of investment. They were ranked 2nd among the respondents. These 95 numbers consisted of 64 sole proprietors, 23 numbers of businessmen having partnership firm, 4 numbers of businessmen having company form of business and 4 numbers of HUF. In the table, a group of 115 businessmen occupied the 1st rank consisted of 72 numbers of sole proprietors, 34 numbers of businessmen having partnership firm, 4 numbers of companies, 1 number of joint venture and 4 numbers of HUF gave 4th priority to steady income. The table also revealed that 67 numbers of businessmen holding 3rd rank gave 5th preference to steady income during the time of investment in gold. These 67 numbers included 42 numbers of sole proprietors, 18 numbers of businessmen engaged in partnership firm and 7 numbers of businessmen associated with companies.

Types of Business	First	Second	Third	Fourth	Fifth	Total
Sole-Proprietorship	63	57	53	47	33	253
Partnership	31	21	22	15	15	104
Company	8	5	12	3	3	31
Joint Venture	1	2	0	0	0	3
HUF	6	0	3	4	0	13
Total	109	85	90	69	51	404
Rank	1 st	3 rd	2 nd	4 th	5 th	

Source: Compiled from Questionnaire

The above table-4.21 represented the preference level of Marwari businessmen towards long term profit seeking while investing in gold. The table described that 109 numbers of businessmen gave 1st preferences to long term profit seeking while investing in gold. The group consisted of 63 numbers of sole proprietors, 31 numbers of partnership firms, 8 numbers of companies, 1 number of joint venture and 6 numbers of HUF. They occupied the 1st rank among the respondents. Similarly, 85 numbers of businessmen gave 2nd preference to long term profit seeking having the 3rd rank among the businessmen. These 85 numbers of businessmen included 57 numbers of sole proprietors, 21 numbers of businessmen having partnership firms, 5 numbers of businessmen associated with companies and 2 numbers of joint ventures. There were 90 numbers of businessmen who gave 3rd preference to long term profit seeking during the time of investment in gold. These businessmen were graced with 2nd rank and consisted of 53 numbers of sole proprietors, 22 numbers of businessmen associated with partnership firms, 12 numbers of businessmen engaged in companies and 3 numbers of HUF. Here, 69 numbers of businessmen including 47 numbers of sole proprietors, 15 numbers of businessmen having partnership firms, 3 numbers of companies and 4 numbers of HUF gave 4th preference to long term profit seeking while investing in gold. This group possessed the 4th rank among all the businessmen. In the table, it was found that 51 numbers of businessmen gave 5th preference to long term profit seeking while investing in gold. These 51 numbers of businessmen occupied the 5th rank among all the businessmen. They included 33 numbers of sole proprietors, 15 numbers of businessmen having partnership business and 3 numbers of businessmen associated with companies.

Types of Business	Future Security					Total
	First	Second	Third	Fourth	Fifth	
Sole-Proprietorship	97	63	38	32	23	253
Partnership	34	33	15	17	5	104
Company	10	7	4	9	1	31
Joint Venture	0	0	1	2	0	3
HUF	0	6	1	3	3	13
Total	141	109	59	63	32	404
Rank	1 st	2 nd	4 th	3 rd	5 th	

Source: Compiled from Questionnaire

The above table-4.22 depicted the level of preferences given to future security while investing in gold by the different businessmen of different types. The table described that 141 numbers of businessmen gave 1st preference to future security while investing in gold. They held the 1st rank among all the businessmen. This group of 141 businessmen included 97 numbers of sole proprietors, 34 numbers of businessmen engaged in partnership business and 10 numbers of businessmen associated with companies. Here, it was also found that 109 numbers of businessmen gave 2nd preference to future security during the time of gold investment. They possessed the 2nd rank among all the businessmen. In the table, it was appeared that 59 numbers of Marwari businessmen gave 3rd preferences to future security while investing in gold. These businessmen occupied the 4th rank among all the businessmen. Here, 63 numbers of businessmen gave 4th preferences to future security while investing in gold. They were ranked 3rd among all the businessmen. The table also revealed that 32 numbers of businessmen gave 5th preference to future security while investing in gold. This group of businessmen included 23 numbers of sole proprietors, 5 numbers of partnership firm, 1 number of company and 3 numbers of HUF. This group of businessmen occupied the 1st rank among all the businessmen.

Types of Business	Liquidity					Total
	First	Second	Third	Fourth	Fifth	
Sole-Proprietorship	28	58	56	46	65	253
Partnership	12	27	28	20	17	104
Company	1	6	8	8	8	31
Joint Venture	0	0	0	0	3	3
HUF	3	3	5	1	1	13
Total	44	94	97	75	94	404
Rank	4 th	2 nd	1 st	3 rd	2 nd	

Source: Compiled from Questionnaire

The mentioned table-4.23 depicted the level of preferences given to liquidity while investing in gold by the different businessmen of different types. The table described that 44 numbers of businessmen gave 1st preference to liquidity while investing in gold. They held the 4th rank among all the businessmen. This group of 44 businessmen included 28 numbers of sole

proprietors, 12 numbers of businessmen having partnership and 1 number of businessman associated with company form of business and 3 numbers of HUF. Here, it was also found that 94 numbers of businessmen gave 2nd preference to liquidity during the time of gold investment. They possessed the 2nd rank among all the businessmen. In the table, it was appeared that 97 numbers of Marwari businessmen gave 3rd preferences to liquidity while investing in gold. These businessmen occupied the 1st rank among all the businessmen. Similarly, 75 numbers of businessmen gave 4th preferences to liquidity while investing in gold. They were ranked 3rd among all the businessmen. The table also revealed that 94 numbers of businessmen gave 5th preference to liquidity while investing in gold. This group of businessmen included 65 numbers of sole proprietors, 17 numbers of businessmen engaged in partnership firm, 8 numbers of businessmen associated with companies, 3 numbers of joint ventures and 1 number of HUF and these group occupied the 2nd rank among all the businessmen.

Types of Gold and percentage of income invested

Businessmen normally invested certain percentage of their income in gold. They invested in different forms of gold which may be physical gold, certificate form of gold , mixed form of gold, gold account or shares of gold mining companies etc.

Percentage of income invested in gold	Annual Income										Total	
	Below Rs 2 Lakhs		2 Lakhs- 4 Lakhs		4 Lakhs - 6 Lakhs		6 Lakh - 8 Lakh		More than 8 Lakhs		Yes	No
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No		
Less than 25 %	35	19	61	32	30	23	7	13	21	13	154	100
25% to 50%	10	8	27	17	16	7	4	2	12	7	69	41
50% to 75%	2	1	1	2	2	5	1	0	0	0	6	8
75% to 100%	1	0	0	0	2	0	0	1	0	1	3	2
None of these	2	5	0	5	1	1	0	0	1	6	4	17
Total	50		89		51		12		34		236	

Source: Compiled from Questionnaire

In the above table-4.24, it was appeared that 35 numbers of businessmen having their annual income below 2 lakhs invested their less than 25 percent of

income in gold as investment. 61 numbers of businessmen within the range of annual income of Rupees 2 to 4 lakhs invested their less than 25 percent of income in gold as investment. In the same way, 30 numbers of businessmen within the annual income range of 4 lakhs to 6 lakhs invested their 25 percent of income during gold investment followed by 7 numbers of businessmen having income between 6 to 8 lakhs and 21 numbers of businessmen having annual income more than 8 lakhs invested their less than 25 percent of income in gold as investment. Again, 10 numbers of businessmen having their annual income below Rupees 2 lakhs invested their 25 percent to 50 percent of income in gold investment. 27 numbers of businessmen within the annual income range of 2 to 4 lakhs invested their 25 percent to 50 percent of income in gold investment. 16 numbers of businessmen within the annual income range of 4 to 6 lakhs invested their 25 percent to 50 percent of income in gold investment. 4 numbers of businessmen within the annual income range of 6 to 8 lakhs invested their 25 percent to 50 percent of income in gold investment. 12 numbers of businessmen having annual income more than 8 lakhs invested their 25 percent to 50 percent of income in gold investment. In the table, it was also found that 2 numbers of businessmen having their annual income below 2 lakhs invested their 50 percent to 75 percent of income in gold as investment. 1 numbers of businessmen within the range of annual income of Rupees 2 to 4 lakhs invested their 50 percent to 75 percent of income in gold. 2 numbers of businessmen within the annual income range of 4 to 6 lakhs invested their 50 percent to 75 percent of income in gold investment. 1 number of businessman within the annual income ranges from 6 to 8 lakhs invested their 50 percent to 75 percent of income in gold investment. In the table, it was noted that 2 numbers of businessmen having annual income below rupees 2 lakhs invested their 75 percent to 100 percent in the investment of gold. 2 numbers of businessmen within the range of annual income of rupees 4 lakhs to 6 lakhs invested their 75 percent to 100 percent of income in the gold investment. From the table we could precisely conclude that 50 numbers of businessmen having annual income below rupees 2 lakhs invested in gold as an investment. Similarly, 89 numbers of businessmen within the range of annual

income of rupees 2 to 4 lakhs invested in gold. 51 numbers of businessmen within the range of annual income of rupees 4 to 6 lakhs invested their income in gold. 12 numbers of businessmen within the range of annual income of rupees 6 to 8 lakhs invested their income in gold and 34 numbers of businessmen having annual income more than rupees 8 lakhs invested their income in gold.

Percentage of income invested in certificate form of gold	Annual Income										Total	
	Below Rs 2 Lakhs		2 Lakhs- 4 Lakhs		4 Lakhs - 6 Lakhs		6 Lakh - 8 Lakh		More than 8 Lakhs			
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Less than 25 %	5	49	7	86	4	49	1	19	0	34	17	237
25% to 50%	0	18	5	39	0	23	1	5	3	16	9	101
50% to 75%	0	3	1	2	3	4	1	0	0	0	5	9
75% to 100%	0	1	0	0	0	2	1	0	0	1	1	4
None of these	0	7	0	5	0	2	0	0	2	5	2	19
Total	5		13		7		4		5		34	

Source: Compiled from Questionnaire

In the table-4.25, it was appeared that 5 numbers of businessmen having their annual income below 2 lakhs invested their less than 25 percent of income in gold as investment. 7 numbers of businessmen within the range of annual income of Rupees 2 to 4 lakhs invested their less than 25 percent of income in gold as investment. In the same way, 4 numbers of businessmen within the annual income range of 4 lakhs to 6 lakhs invested their 25 percent of income during gold investment followed by 1 number of businessman having income between 6 to 8 lakhs invested his less than 25 percent of income in gold as investment. Again, 5 numbers of businessmen within the annual income range of 2 to 4 lakhs invested their 25 percent to 50 percent of income in gold investment. 1 number of businessman within the annual income range of 6 to 8 lakhs invested his 25 percent to 50 percent of income in gold as investment. 3 numbers of businessmen having annual income more than 8 lakhs invested their 25 percent to 50 percent of income in gold. In the table, it was also noted that 1 number of businessman within the range of annual income of Rupees 2 to 4 lakhs invested his 50 percent to 75 percent of income in gold. 3 numbers of businessmen within the annual income range of 4 to 6 lakhs invested their 50 percent to 75 percent of

income in gold. 1 number of businessman within the annual income range of 6 to 8 lakhs invested his 50 percent to 75 percent of income in gold. Similarly, In the table, it was found that 2 numbers of businessmen having more than 8 lakhs of annual income invested their 75 percent to 100 percent of income in gold. From the table, we could conclude that 5 numbers of businessmen having annual income below rupees 2 lakhs; 13 numbers of businessmen within the range of annual income of rupees 2 to 4 lakhs ; 7 numbers of businessmen within the range of annual income of rupees 4 to 6 lakhs ;4 numbers of businessmen within the range of annual income of rupees 6 to 8 lakhs and 5 numbers of businessmen having annual income more than rupees 8 lakhs invested their income in gold.

Percentage of income invested in gold mining Shares	Annual Income										Total	
	Below Rs 2 Lakhs		2 Lakhs- 4 Lakhs		4 Lakhs - 6 Lakhs		6 Lakh - 8 Lakh		More than 8 Lakhs			
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Less than 25 %	1	53	1	92	0	53	0	20	0	34	2	252
25% to 50%	1	17	2	42	2	21	0	6	0	19	5	105
50% to 75%	0	3	0	3	1	6	0	1	0	0	1	13
75% to 100%	0	1	0	0	0	2	0	1	0	1	0	5
None of these	0	7	0	5	0	2	0	0	0	7	0	21
Total	2		3		3		0		0		8	

Source: Compiled from Questionnaire

In the table-4.26, it was clear that 1 number of businessman having his annual income below rupees 2 lakhs invested his less than 25 percent of income in gold as investment. 1 number of businessman within the range of annual income of Rupees 2 to 4 lakhs invested his less than 25 percent of income in gold as investment. In the same way, 1 number of businessman having his annual income below 2 lakhs invested his income in the range of 25% to 50% in gold as investment. 2 numbers of businessmen within the annual income range of 2 to 4 lakhs invested their 25% to 50% of income during gold investment followed by 2 number of businessmen having income between 4 to 6 lakhs invested their 25% to 50% of income in gold as investment. Again, 1 number of businessman within the annual income range of 4 to 6 lakhs invested his 50 percent to 75 percent of income in gold as investment. From the table, it could be concluded that 2

numbers of businessmen having annual income below rupees 2 lakhs invested in gold as investment.3 numbers of businessmen within the range of annual income of rupees 2 to 4 lakhs invested in gold. 3 numbers of businessmen within the range of annual income of rupees 4 to 6 lakhs invested their income in gold.

Percentage of income invested in gold account	Annual Income										Total	
	Below Rs 2 Lakhs		2 Lakhs- 4 Lakhs		4 Lakhs - 6 Lakhs		6 Lakh - 8 Lakh		More than 8 Lakhs			
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Less than 25 %	2	52	1	92	2	51	0	20	0	34	5	249
25% to 50%	1	17	1	43	3	20	0	6	1	18	6	104
50% to 75%	0	3	0	3	0	7	0	1	0	0	0	14
75% to 100%	0	1	0	0	2	0	0	1	0	1	2	5
None of these	0	7	0	5	0	2	0	0	2	5	2	19
Total	3		2		7		0		3		15	

Source: Compiled from Questionnaire

In the table-4.27 it was apparent that 2 numbers of businessmen having their annual income below rupees 2 lakhs invested their less than 25 percent of income in gold as investment.1 number of businessman within the range of annual income of rupees 2 to 4 lakhs invested his less than 25 percent of income in gold as investment.2 numbers of businessmen having annual income of rupees 4 to 6 lakhs invested their less than 25 percent of income in gold as investment. In the same way, 1 number of businessman having his annual income below rupees 2 lakhs invested his income in the range of 25% to 50% in gold as investment. 1 number of businessman having his annual income in between 2 to 4 lakhs invested his income in the range of 25% to 50% in gold as investment. 3 numbers of businessmen within the annual income range of 4 to 6 lakhs invested their 25% to 50% income in gold as investment. 1 number of businessman having an annual income more than rupees 8 lakhs invested his 25 % to 50% income in gold.Again,2 number of businessmen within the annual income range of 4 to 6 lakhs invested their 75 percent to 100 percent of income in gold as investment. From the table we could conclude that 3 numbers of businessmen having annual income below rupees 2 lakhs invested in gold as investment.2 numbers of

businessmen within the range of annual income of rupees 2 to 4 lakhs ; 7 numbers of businessmen within the range of annual income of rupees 4 to 6 lakhs and 3 numbers of businessmen having annual income more than 8 lakhs invested their income in gold as investment.

Priority to various factors with respect to percentage of income by the different businessmen towards investment in Gold.

Investors or the businessmen prioritised some factors while taking investment decision. On the basis of their income and priority they invested in gold.

Percentage of Income Invested in Gold	Table-4.28 Types of business and businessmen who consider safety in investing in Gold										Total	
	Sole-Proprietorship		partnership		Company		Joint Venture		HUF		Yes	No
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No		
Less than 25 %	68	111	18	36	6	8	0	0	0	7	92	162
25% to 50%	16	38	24	19	6	5	0	0	1	1	47	63
50% to 75%	0	4	1	2	1	4	0	2	0	0	2	12
75% to 100%	0	3	0	0	0	0	0	1	0	1	0	5
None of these	5	8	0	4	0	1	0	0	0	3	5	16
Total	89		43		13		0		1		146	

Source: Compiled from Questionnaire

Table-4.28 exhibited safety as a factor in investment in gold. Here, in this table vertical columns with yes explained safety as a factor considered by the investors in gold and rows were indicating the percentage of income invested in gold. In this matrix 89 numbers of sole proprietor considered safety as one of the factor for investing in gold. In the same way, 43 numbers of businessmen having partnership firms incorporated safety as one of the factor in gold investment.13 numbers of businessmen associated with companies opined safety as the factor while investing in gold along with 1 number of HUF. Similarly, while investing

in gold, safety as an important factor was considered by 92 numbers of businessmen investing their less than 25 percent of income;47 numbers of businessmen with the annual income between 25% to 50% and 2 numbers of businessmen within the range of 50 % to 75%.

Percentage of income invested in gold	Table-4.29 Types of business and businessmen who prioritise return as factor in investing in Gold										Total	
	Sole-Proprietorship		Partnership		Company		Joint Venture		HUF		Yes	No
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No		
Less than 25 %	35	144	13	41	3	11	0	0	4	3	55	199
25% to 50%	11	43	5	38	3	8	0	0	0	2	19	91
50% to 75%	0	4	0	3	0	5	0	2	0	0	0	14
75% to 100%	0	3	0	0	0	0	0	1	1	0	1	4
None of these	1	12	1	3	0	1	0	0	1	2	3	18
Total	47		19		6		0		6		78	

Source: Compiled from Questionnaire

Table-4.29 interpreted return as a factor during investment in gold. Here, in this table vertical columns with yes explained return as a factors considered by the investors in gold and the horizontal rows were indicating the percentage of income invested in gold. In this matrix, 47 numbers of respondents from sole proprietors' group of business men considered return as the one factor for investing in gold. In the same way, 19 numbers of businessmen having partnership firms opined return as one of the factor in gold investment.6 numbers of businessmen associated with companies accepted return as the factor while investing in gold along with 6 numbers of HUF. Similarly, 55 numbers of businessmen invested their less than 25 percent of income considered return as one of the important factor while investing in gold.19 numbers of businessmen within the range of annual income between 25% to 50% treated return as one of the important factor while investing in gold.1 number of businessman within the range of 75 % to 100% of his income invested in gold considered return as one of the important factor.

Percentage of income invested in gold	Table-4.30 Types of business and businessmen who prioritise liquidity as factor in Investing in Gold										Total	
	Sole-Proprietorship		Partnership		Company		Joint Venture		HUF			
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Less than 25 %	51	128	20	34	2	12	0	0	0	7	73	181
25% to 50%	19	35	18	25	5	6	0	0	1	1	43	67
50% to 75%	2	2	1	2	0	5	0	2	0	0	3	11
75% to 100%	0	3	0	0	0	0	0	1	0	1	0	5
None of these	2	11	0	4	0	1	0	0	0	3	2	19
Total	74		39		7		0		1		121	

Source: Compiled from Questionnaire

Table-4.30 described liquidity as a factor at the time of investment in gold. Here, in this table vertical columns with yes explained liquidity as a factor considered by the investors in gold and horizontally the rows were indicating the percentage of income invested in gold. In this matrix, 74 numbers of respondents from sole proprietors' group of business men considered liquidity as one of the factor for investing in gold. In the same way, 39 numbers of businessmen having partnership firms stated liquidity as one of the factor in gold investment. 7 numbers of businessmen associated with companies gave priority to liquidity as a factor while investing in gold and 1 number of HUF considered liquidity as prioritised factor while investing in gold. Similarly, 73 numbers of businessmen invested their less than 25 percent of income considered liquidity as one of the important factor while investing in gold. 43 numbers of businessmen within the range of annual income between 25% to 50% treated liquidity as one of the important factor while investing in gold. 3 number of businessmen within the range of 50 % to 75% of income invested in gold regarded liquidity as one of the important factor

Percentage of Income Invested in Gold	Table-4.31 Types of business and businessmen who prioritised stability as factor in investing in Gold										Total	
	Sole-Proprietorship		Partnership		Company		Joint Venture		HUF		Yes	No
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No		
Less than 25 %	35	144	12	42	6	8	0	0	1	6	54	200
25% to 50%	14	40	17	26	4	7	0	0	0	2	35	75
50% to 75%	1	3	1	2	4	1	2	0	0	0	8	6
75% to 100%	0	3	0	0	0	0	0	1	1	0	1	4
None of these	0	13	0	4	0	1	0	0	2	1	2	19
Total	50		30		14		2		4		100	

Source: Compiled from Questionnaire

Table-4.31 described stability as a factor at the time of investment in gold. Here, in this table, vertical columns with yes explained stability as a factor considered by the investors in gold and horizontally the rows were indicating the percentage of income invested in gold. In this matrix, 50 numbers of sole proprietors considered stability as one of the factor for investing in gold. In the same way, 30 numbers of businessmen having partnership firms stated stability as one of the factor in gold investment. 14 numbers of businessmen associated with companies gave priority to stability as a factor while investing in gold and 1 number of HUF considered stability as prioritised factor while investing in gold. Similarly, 54 numbers of businessmen invested their less than 25 percent of income considered stability as one of the important factor while investing in gold. 35 numbers of businessmen within the range of 25 % to 50 % annual income treated stability as one of the important factor while investing in gold. 8 number of businessmen within the range of 50 % to 75% of income invested in gold regarded stability as one of the important factor. 1 number of businessman within the range of 75% to 100% considered stability as an important factor while investing in gold.

Percentage of income invested in gold	Table-4.32 Types of business and businessmen who prioritise hedge against inflation as factor in investing in Gold										Total	
	Sole-Proprietorship		partnership		Company		Joint Venture		HUF		Yes	No
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No		
Less than 25 %	19	160	5	49	1	13	0	0	2	5	27	227
25% to 50%	3	51	5	38	0	11	0	0	1	1	9	101
50% to 75%	0	4	0	3	0	5	0	2	0	0	0	14
75% to 100%	1	2	0	0	0	0	1	0	0	1	2	3
None of these	0	13	2	2	0	1	0	0	0	3	2	19
Total	23		12		1		1		3		40	

Source: Compiled from Questionnaire

Table- 4.32 described hedge against inflation as a factor at the time of investment in gold. Here, in this table, vertical columns with yes explained hedge against inflation as a factor considered by the investors in gold and horizontally the rows were indicating the percentage of income invested in gold. In this matrix, 23 numbers of sole proprietors' group of business men considered hedge against inflation as one of the factor for investing in gold. In the same way, 12 numbers of businessmen having partnership firms stated hedge against inflation as one of the factor in gold investment. 1 number of businessman having company gave priority to hedge against inflation as a factor while investing in gold , 1 number of joint venture considered hedge against inflation as prioritised factor while investing in gold and 3 numbers of HUF considered hedge against inflation as an important factor while investing in gold. Similarly, 27 numbers of businessmen invested their less than 25 percent of income considered hedge against inflation as one of the important factor while investing in gold. 9 numbers of businessmen with the annual income between 25% to 50% treated hedge against inflation as one of the important factor while investing in gold. 2 number of businessmen within the range of 75 % to 100% of income invested in gold regarded hedge against inflation as one of the important factor.

Types of businessmen and the factors considered in investing Gold comprising percentage of income invested.

Different factors played different role during the time of investment.

Investors considered certain factors while taking any investment decision.

Following tables portrayed the same.

Percentage of income invested in gold	Table-4.33 Types of business and businessmen who consider price as factor in investing in Gold										Total	
	Sole-Proprietorship		partnership		Company		Joint Venture		HUF			
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Less than 25 %	24	155	4	50	0	14	0	0	2	5	30	224
25% to 50%	10	44	3	40	2	9	0	0	0	2	15	95
50% to 75%	1	3	0	3	2	3	0	2	0	0	3	11
75% to 100%	1	2	0	0	0	0	0	1	0	1	1	4
None of these	1	12	0	4	0	1	0	0	1	2	2	19
Total	37		7		4		0		3		51	

Source: Compiled from Questionnaire

Table-4.33 revealed price as a factor at the time of investment in gold. In this table, it was appeared that 37 numbers of sole proprietors considered price as the one factor for investing in gold. In the same way, 7 numbers of partnership firms stated price as one of the factor in gold investment. 4 numbers of businessmen having companies gave priority to price as a factor while investing in gold, 3 numbers of HUF considered price as prioritised factor while investing in gold. Similarly, 30 numbers of businessmen invested their less than 25 percent of income considered price as one of the important factor while investing in gold. 15 numbers of businessmen within the range of annual income between 25% to 50% treated price as one of the important factor while investing in gold. 3 numbers of businessmen within the range of 50 % to 75 % of income invested in gold regarded price as one of the important factor along with 1 number of businessman who invested 75% to 100% of his income in gold .

Percentage of income invested in gold	Table-4.34 Types of business and businessmen who consider status symbol as factor in investing in Gold										Total	
	Sole-Proprietorship		partnership		Company		Joint Venture		HUF			
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Less than 25 %	33	146	10	44	1	13	0	0	2	5	46	208
25% to 50%	8	46	9	34	1	10	0	0	0	2	18	92
50% to 75%	0	4	0	3	0	5	2	0	0	0	2	12
75% to 100%	0	3	0	0	0	0	1	0	0	1	1	4
None of these	1	12	1	3	0	1	0	0	0	3	2	19
Total	42		20		2		3		2		69	

Source: Compiled from Questionnaire

Table-4.34 illustrated the empirical evidences on the type of business and businessmen who considered status symbol as a factor at the time of investment of their income in gold. In this table, it was clear that 42 numbers of sole proprietors considered status symbol as the one factor for investing in gold. In the same way, 20 numbers of businessmen having partnership firms stated status symbol as one of the factor in gold investment. 2 numbers of businessmen having company form of business perceived status symbol as a factor while investing in gold, 3 numbers of joint ventures considered status symbol as a factor while

investing in gold. 2 numbers of HUF perceived status symbol as factor while investing in gold. Similarly, 46 numbers of businessmen invested their less than 25 percent of income considered status symbol as one of the important factor while investing in gold. 18 numbers of businessmen within the range of annual income between 25% to 50% treated status symbol as one of the important factor while investing in gold. 2 numbers of businessmen within the range of 50 % to 75 % of income invested in gold regarded status symbol as one of the important factor along with 1 number of businessman who invested 75% to 100% of his income in gold .

Percentage of income invested in gold	Table-4.35 Types of business and businessmen who consider culture as factor in investing in Gold										Total	
	Sole-Proprietorship		partnership		Company		Joint Venture		HUF			
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Less than 25 %	38	141	18	36	5	9	0	0	1	6	62	192
25% to 50%	19	35	17	26	4	7	0	0	1	1	41	69
50% to 75%	1	3	0	3	0	5	0	2	0	0	1	13
75% to 100%	1	2	0	0	0	0	0	1	0	1	1	4
None of these	0	13	0	4	0	1	0	0	1	2	1	20
Total	59		35		9		0		3		106	

Source: Compiled from Questionnaire

Table-4.35 depicted the empirical evidences on the type of business and businessmen who considered culture as a factor at the time of investment of their income in gold. In this matrix, it was noted that 59 numbers of sole proprietors considered culture as the one factor for investing in gold. In the same way, 35 numbers of businessmen having partnership firms stated culture as one of the factor in gold investment. 9 numbers of businessmen associated with companies perceived culture as a factor while investing in gold, 3 numbers of HUF considered culture as a factor while investing in gold. Similarly, 62 numbers of businessmen invested their less than 25 percent of income considered culture as one of the important factor while investing in gold. 41 numbers of businessmen within the range of annual income between 25% to 50% treated culture as one of the important factor while investing in gold. 1 number of businessman within the range of 50 % to 75 % of income invested in gold regarded culture as one of the

important factor along with 1 number of businessman who invested 75% to 100% of his income in gold .

Percentage of Income Invested in Gold	Table-4.36 Types of business and businessmen who consider common belief as factor in investing in Gold										Total	
	Sole-Proprietorship		partnership		Company		Joint Venture		HUF			
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Less than 25 %	64	115	19	35	2	12	0	0	3	4	88	166
25% to 50%	19	35	14	29	4	7	0	0	0	2	37	73
50% to 75%	2	2	1	2	3	2	0	2	0	0	6	8
75% to 100%	2	1	0	0	0	0	0	1	0	1	2	3
None of these	4	9	1	3	0	1	0	0	0	3	5	16
Total	91		35		9		0		3		138	

Source: Compiled from Questionnaire

Table-4.36 showed the empirical evidences on the type of business and businessmen who considered common belief as a factor at the time of investment of their income in gold. In this table, it was revealed that 91 numbers of sole proprietors treated common belief as the one factor for investing in gold. In the same way, 35 numbers of businessmen engaged in partnership firms stated common belief as one of the factor in gold investment. 9 numbers of businessmen having companies perceived common belief as a factor while investing in gold, 3 numbers of HUF considered common belief as a factor while investing in gold. Similarly, 88 numbers of businessmen invested their less than 25% of income considered common belief as one of the important factor while investing in gold. 37 numbers of businessmen within the range of annual income between 25% to 50% treated common belief as one of the important factor while investing in gold followed by 6 numbers of businessmen within the range of 50 % to 75 %.

Percentage of income invested in Gold	Table-4.37 Types of business and businessmen who consider religious activity as factor in investing in Gold										Total	
	Sole-Proprietorship		Partnership		Company		Joint Venture		HUF			
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Less than 25 %	32	147	4	50	0	14	0	0	0	7	36	218
25% to 50%	9	45	12	31	5	6	0	0	1	1	27	83
50% to 75%	0	4	2	1	3	2	0	2	0	0	5	9
75% to 100%	0	3	0	0	0	0	0	1	1	0	1	4
None of these	0	13	0	4	0	1	0	0	2	1	2	19
Total	41		18		8		0		4		71	

Source: Compiled from Questionnaire

Table-4.37 denoted the empirical evidences on the type of business and businessmen who considered religious activity as a factor at the time of investment of their income in gold. In this table, it was described that 41 numbers of sole proprietors acknowledged religious activity as the one factor for investing in gold. In the same way, 18 numbers of businessmen having partnership firms stated religious activity as one of the factor in gold investment. 8 numbers of businessmen having company form of business perceived religious activity as a factor while investing in gold, 4 numbers of HUF considered religious activity as a factor while investing in gold. Similarly, 36 numbers of businessmen invested their less than 25 percent of income considered religious activity as one of the important factor while investing in gold. 27 numbers of businessmen within the range of annual income between 25% to 50% treated religious activity as one of the important factor while investing in gold. 5 numbers of businessmen within the range of 50 % to 75 % of income invested in gold regarded religious activity as one of the important factor along with 1 number of businessman who invested 75% to 100% of his income in gold .

Percentage of Income Invested in Gold	Table-4.38 Types of business and businessmen who consider tradition as factor in investing in Gold										Total	
	Sole- Proprietorship		partnership		Company		Joint Venture		HUF		Yes	No
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No		
Less than 25 %	49	130	13	41	6	8	0	0	1	6	69	185
25% to 50%	12	42	16	27	2	9	0	0	0	2	30	80
50% to 75%	1	3	0	3	1	4	0	2	0	0	2	12
75% to 100%	01	3	0	0	0	0	0	1	1	0	2	4
None of these	3	10	0	4	0	1	0	0	1	2	4	17
Total	66		29		9		0		3		107	

Source: Compiled from Questionnaire

Table-4.38 noted the empirical evidences on the type of business and businessmen who considered tradition as a factor at the time of investment of their income in gold. In this table, it was seen that 66 numbers of sole proprietors considered tradition as the one factor for investing in gold. In the same way, 29 numbers of businessmen having partnership firms revealed tradition as one of the factor in gold investment. 9 numbers of businessmen having company form of business perceived tradition as a factor while investing in gold, 3 numbers of

HUF considered tradition as a factor while investing in gold. Similarly, 69 numbers of businessmen invested their less than 25 percent of income considered tradition as one of the important factor while investing in gold. 30 numbers of businessmen within the range of annual income between 25% to 50% treated tradition as one of the important factor while investing in gold. 2 numbers of businessmen within the range of 50 % to 75 % of income invested in gold regarded tradition as one of the important factor along with 2 numbers of businessmen who invested 75% to 100% of their income in gold.

Percentage of Income Invested in Gold	Table-4.39 Types of business and businessmen who consider custom as factor in investing in Gold										Total	
	Sole-Proprietorship		Partnership		Company		Joint Venture		HUF		Yes	No
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No		
Less than 25 %	33	146	10	44	1	13	0	0	2	5	46	208
25% to 50%	2	52	3	40	3	8	0	0	1	1	9	101
50% to 75%	0	4	0	3	0	5	0	2	0	0	0	14
75% to 100%	0	3	0	0	0	0	0	1	0	1	0	5
None of these	6	7	2	2	1	0	0	0	1	2	10	11
Total	41		15		5		0		4		65	

Source: Compiled from Questionnaire

Table-4.39 represented the empirical evidences on the type of business and businessmen who considered custom as a factor at the time of investment of their income in gold. In this table, it was appeared that 41 numbers of sole proprietors noted custom as the factor for investing in gold. In the same way, 15 numbers of businessmen engaged in partnership firms considered custom as one of the factor in gold investment. Similarly, 5 numbers of businessmen having company form of business perceived custom as a factor while investing in gold, 4 numbers of HUF treated custom as a factor while investing in gold. The given table also described that 46 numbers of businessmen invested their less than 25 percent of income acknowledged custom as one of the important factor while investing in gold. 9 numbers of businessmen within the range of annual income between 25% to 50% considered custom as one of the important factor while investing in gold.

Importance of factors in buying and investment in Gold

Investment in gold depended on various factors. In this chapter, these factors were classified into five groups or categories. They were mainly- Personal, Psychological, financial, Societal, Cultural factors. Considering these five categories of behavioural factors appeared in table-4.41 having linkages to investment decision were used in factor analysis for extracting the principal components of these factors.

Table-4.40 Behavioural Factors Derived From Literature	
Financial Factors	Safety, Return, Liquidity, Stability, Hedge against inflation, Price, Short Term Profit Seeking, Steady Income, Long Term Profit Seeking, Future Security, Enjoy Tax Benefits
Psychological	Emotion Toward Gold, Experience, Own Knowledge, Strong Belief about positive return,
Cultural	Culture, Status Symbol ,Common Belief, Tradition, Custom, Family culture
Societal	Religious activity, Traditional Values
Personal	Biasness, Right Attitude

Source: Compiled from Questionnaire

By operating factor analysis the outcomes revealed its factor communalities of 27 numbers of variables in the table- 4.41

Table- 4.41 Communalities				
Factors		Initial	Extraction	Ranks of extracted factors
1	Safety	1.000	.717	6
2	Return	1.000	.716	7
3	Liquidity	1.000	.739	4
4	Stability	1.000	.619	12
5	Hedge against Inflation	1.000	.607	14
6	Price	1.000	.581	16
7	Status Symbol	1.000	.748	3
8	Culture	1.000	.662	8
9	Common belief	1.000	.790	2
10	Religious Activity	1.000	.562	18
11	Tradition	1.000	.834	1
12	Custom	1.000	.625	11
13	Buying Gold is our Family Culture	1.000	.568	17
14	Gold is a Status Symbol for me	1.000	.646	9
15	I buy gold due to my emotion attached to it	1.000	.518	22
16	Buying Gold is our Custom	1.000	.522	21

17	Investment in Gold is Backed by our Traditional Values	1.000	.478	24
18	I have an unknown feeling (biasness) that Gold is one of best option to invest in it	1.000	.504	23
19	Short Term Profit Seeking	1.000	.635	10
20	Steady Income	1.000	.554	19
21	Long Term Profit Seeking	1.000	.611	13
22	Future Security	1.000	.734	5
23	Experience	1.000	.518	22
24	Right Attitude	1.000	.444	25
25	Own Knowledge	1.000	.594	15
26	Strong Belief about positive return	1.000	.543	20
27	Enjoy Tax Benefits	1.000	.646	9
Extraction Method: Principal Component Analysis.				

Source: Compiled from Questionnaire

These entire 27 numbers of variables extracted and loaded in 11 numbers of factors. Before interpreting the factor analysis, eigen values were observed and assigned the relative ranks to each eigen value to understand the factorial weights of each variable. The table -4.41 showed the ranks of the extracted variables. Tradition, common belief, status symbol, buying gold as the family culture, customs were emerged as the top influencing variable under the group of cultural factors. The second category of the factors were liquidity, future security, safety, return, tax benefits, short term profit, stability of income, long term profit seeking, hedge against inflation and price were falling under financial factors. Third groups of variables were own knowledge, status symbol , strong belief about positive return , emotions , experience which came under the psychological factors. Under the social factors, the variables emerged were religious activity, traditional values and finally biasness, right attitudes were emerged as the important and significant variables under personal factors those influence on the investment decision in gold.

The factor analysis extracted 11 numbers of components of the factors as appeared in the table- 4.42. In the table, factors/variable loaded to the components were observed with their respective eigen values and their respective percentage of variances. Thus, factors loaded with strong eigen values were retained for further interpretation.

Factors Clubbing	Component										
	1	2	3	4	5	6	7	8	9	10	11
	Feeling and Socio Cultural Factors	Attitudinal and Expectation	Knowledge And Belief	Stability and Common Belief	Culture and Status	Experience and Custom	Safety	Financial Factor	Liquidity and Tradition	Religious Activity	Tax Benefits
Initial Eigen Value (Total)	2.967	1.921	1.741	1.483	1.441	1.390	1.284	1.184	1.156	1.098	1.047
% of Variance	10.997	7.117	6.447	5.494	5.336	5.149	4.756	4.386	4.283	4.067	3.877
Cumulative variance %	10.991	18.107	24.554	30.048	35.384	40.533	45.289	49.675	53.958	58.026	61.903
Gold is a Status Symbol for me	.714										
Buying Gold is our Family Culture	.681										
I buy gold due to my emotion attached to it	.648										
Buying Gold is our Custom	.537										
Investment in Gold is Backed by our Traditional Values	.504										
I have an unknown feeling (biasness) that Gold is one of best option to invest in it	.387										
Short Term Profit Seeking		.638									
Future Security		.554									
Steady Income		.522									
Long Term Profit Seeking		.415									
Right Attitude		.391									
Own Knowledge			.532								
Strong Belief about positive return			.507								
Common belief				.629							
Stability				.428							
Culture					.600						
Status Symbol					.556						
Experience						.548					
Custom						.431					
Safety							.652				
Return								.622			
Hedge against Inflation								.428			
Price								.382			
Liquidity									.497		
Tradition									.442		
Religious										.401	
Activity											.461
Enjoy Tax Benefits											

Kaiser-Meyer-Olkin Measure of Sampling Adequacy=0.683, Approximate Chi-Square= 1799.413, Berlet Test of Sphericity with Degree of Freedom= 351; Significant=.000 (at 95% level of Significance) Method of extraction: Principal components analysis (PCA)

Source: Compiled from Questionnaire

In the components -1 in table- 4.42, 6 numbers of variables loaded, they were
Gold is a status symbol for me

- i. Buying gold is our family culture
- ii. I buy gold due to my emotion attached to it
- iii. Buying gold is our custom
- iv. Investment in gold is backed by our traditional values
- v. I have an unknown feeling (biasness) that gold is one of best option to invest in it

In the components -2 in table- 4.42, 5 numbers of variables loaded, they were

- i. Short term profit seeking
- ii. Future security
- iii. Steady income
- iv. Long term profit seeking
- v. Right attitude

In the components -3 in table- 4.42, 2 numbers of variables loaded, they were

- i. Own knowledge
- ii. Strong belief about positive return

In the components -4 in table -4.42, 2 numbers of variables loaded, they were

- i. Common belief
- ii. Stability

In the components -5 in table -4.42, 2 numbers of variables loaded, they were

- i. Culture
- ii. Status symbol

In the components -6 in table 4.42, 2 numbers of variables loaded, they were

- i. Experience
- ii. Custom

In the components -7 in table 4.42, 1 number of variable loaded, it was

- i. Safety

In the components -8 in table 4.42, 3 numbers of variables loaded, they were

- i. Return
- ii. Hedge against inflation
- iii. Price

In the components -9 in table 4.42, 2 numbers of variables loaded, they were

- i. Liquidity
- ii. Tradition

In the components -10 in table 4.42, 1 number of variable loaded, it was

- i. Religious activity

In the components -11 in table 4.42, 1 number of variable loaded, it was

- i. Enjoy tax benefits.

By examining the component mixtures in the extracted factors from the analysis, it was realised to give the nomenclature for each group. Accordingly, for the first group of extracted factors, name had been given as feeling and socio cultural factors; for second group of factors, name had been given as attitudinal and expectation; for the third group as knowledge and belief; for fourth group, stability and common belief; for fifth group, culture and status; for sixth group, experience and custom; for seventh group, safety; for eighth group, financial factor; for ninth group, liquidity and tradition; for tenth group, religious activity and for eleventh group, tax benefits. Empirically eleven numbers of factors were influencing on the purchasing as well as investment decisions considered by Marwari businessmen of Guwahati city.

The result of the table-4.42 explained how the factors were loaded in the analysis.

Feeling and Socio Cultural Factors

This factor was represented by six variables with factor loadings ranging from 0.714 to 0.387. They were- gold is a status symbol for me, buying gold is our family culture, I buy gold due to my emotion attached to it, buying gold is our custom, investment in gold is backed by our traditional values and I have an unknown feeling (biasness) that gold is one of best option to invest in it. The percentage of variance of feeling and socio cultural factors among the six variables was 10.997 and cumulative variance percentage was 10.991. As the values of variances of the associated factors were negligible, hence all the variables were associated to each other forming the cluster of variables.

Attitudinal and Expectation

This factor was represented by five variables with factor loadings ranging from 0.638 to 0.391. They were- short term profit seeking, future security, steady income, long term profit seeking and right attitude. The percentage of variance of attitudinal and expectation factors among the five variable was 7.117 and cumulative variance percentage was 18.107.

Knowledge and Belief

This factor was represented by two variables with factor loadings ranging from 0.532 to 0.507. They were- own knowledge and strong belief about positive return. The percentage of variance of knowledge and belief factors between the two variable was 6.447 and cumulative variance percentage was 24.554.

Stability and Common Belief

This factor was represented by two variables with factor loadings ranging from 0.629 to 0.428. They were common belief and stability. The percentage of variance of stability and common belief factors between the two variables was 5.494 and cumulative variance percentage was 30.048.

Culture and Status

This factor was represented by two variables with factor loadings ranging from 0.600 to 0.556. They were culture and status symbol. The percentage of variance of culture and status factors between the two variables was 5.336 and cumulative variance percentage was 35.384.

Experience and Custom

This factor was represented by two variables with factor loadings ranging from 0.548 to 0.431. They were experience and custom. The percentage of variance of experience and custom factors between two variables was 5.149 and cumulative variance percentage was 40.533.

Safety

This factor was represented by one variable with factor loadings ranging from 0.652. It was safety. The percentage of variance of safety was 4.756 and cumulative variance percentage was 45.289.

Financial Factor

This factor was represented by three variables with factor loadings ranging from 0.622 to 0.382. They were- return, hedge against inflation and price. The percentage of variance of financial factors among three variables was 4.386 and cumulative variance percentage was 49.675

Liquidity and Tradition

This factor was represented by two variables with factor loadings ranging from 0.497 to 0.442. They were liquidity and tradition. The percentage of variance of liquidity and tradition between two variables was 4.283 and cumulative variance percentage was 53.958.

Religious Activity

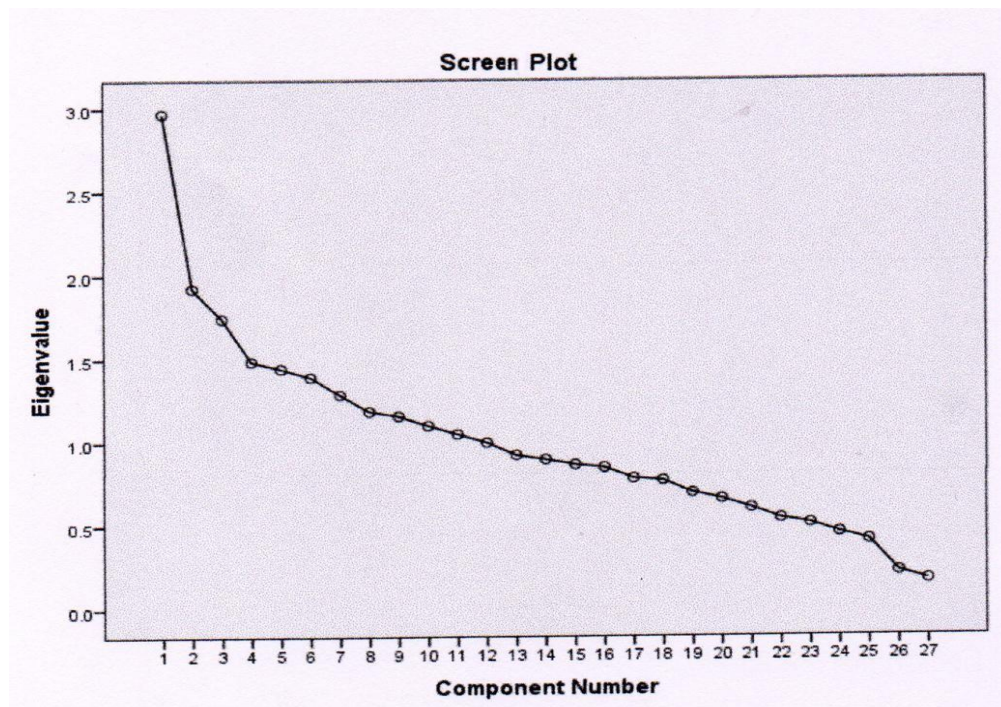
This factor was represented by one variable with factor loadings ranging from 0.401 .It was religious activity. The percentage of variance of religious activity was 4.067 and cumulative variance percentage was 58.026.

Tax Benefit

This factor was represented by one variable with factor loadings ranging from 0.461 .It was- enjoy tax benefits. The percentage of variance of tax benefit factor was 3.877 and cumulative variance percentage was 61.903.

The following figure showed the factor plots of 27 extracted factors and their impact size on purchasing or investment decision of gold.

Figure-4.1-Factor status



Source: Compiled from Questionnaire

Relationship between Gold Investment and Demographic Variables

There is a close association among demographic variables and the investment decision in gold. Verma (2008) concluded that investment choice depended on and was affected by the demographic variables. In the same line Palanivelu and Chandrakumar (2013) had acknowledged that the demographic factors have significant impact in the decision of gold investment. The relationship between gold investment and the demographic variables are presented below:

Table- 4.43					
Investment in Physical Gold					
Variables	Significance	β Value (Beta)	R Square (Model Summary)	F Value (ANOVA)	Significance (ANOVA)
Number of family members	.056	-.025	0.038	2.263	0.017 ^b
Marital Status of the respondent	.570	-.035			
Gender	.043	-.166			
Age	.309	.050			
Annual Income	.577	.011			
Education	.049	.057			

Source: Compiled from Questionnaire

It was apparent from the table- 4.43 that the value of R Square was 0.038. Thus, all the variables, i.e., number of family members; marital status of respondents, gender, age, annual income, education explained 3.8% of the total variation in physical gold investment. F value (ANOVA) was 2.263 and significance was 0.017 which was less than the 0.05 (5% level of significance).

In the paradigm of the study the hypothesis that there is no significant association between physical gold investment and demographic variables could not be accepted, given the test and methodology.

Alternatively, the test results indicated that there are significant relationship between investment in physical gold & the demographic variables of the respondents. Education (0.049) and Gender (0.043) were significantly affecting physical gold investment. Gender was explaining -0.166 (β Value) which meant change in one unit of respondent's gender from male to female (male being considered as reference variable) will decrease the gold investment by 0.166 units. In the same way, Education was explaining 0.057 (β value) which means change in one unit of respondent's education will increase gold investment by 0.057 units.

Variables	Significance	β Value (Beta)	R Square (Model Summary)	F Value (ANOVA)	Significance (ANOVA)
Number of family members	.840	-.001	0.016	1.052	0.391 ^b
Marital Status of the respondent	.453	.026			
Gender	.186	.062			
Age	.730	-.010			
Annual Income	.757	-.004			
Education	.089	-.028			

Source: Compiled from Questionnaire

It was appeared from the table -4.44 that the value of R Square was 0.016. Thus, all the variables, i.e., number of family members; marital status of respondents, gender, age, annual income, education explained 1.6% of the total variation in certificate form of gold investment. F value (ANOVA) was 1.052 and significance was 0.391 which was not less than the 0.05 (5% level of significance). The present study proved that the hypothesise that there is no significant association between certificate form of gold investment and demographic variables was accepted given the test and methodology.

Variables	Significance	β Value (Beta)	R Square (Model Summary)	F Value (ANOVA)	Significance (ANOVA)
Number of family members	.135	-.013	0.032	2.199	0.042 ^b
Marital Status of the respondent	.350	.037			
Gender	.139	.079			
Age	.302	.033			
Annual Income	.007	-.037			
Education	.430	.015			

Source: Compiled from Questionnaire

It was apparent from the table 4.45 that the value of R Square was 0.032. Thus, all the variables, i.e., number of family members; marital status of respondents, gender, age, annual income, education explained 3.2% of the total variation in mixed form of gold investment. F value (ANOVA) was 2.199 and significance was 0.032 which was less than the 0.05 (5% level of significance). In view of the study, the hypothesis that there is no significant association between mixed form of gold investment and demographic variables was rejected given the test and methodology. Alternatively, the results of the test confirmed that there was significant association between mixed form of gold investment and the demographic variables of the respondents. Annual Income (0.007) was significantly affecting the mixed form of gold investment. Annual Income was explaining -0.037 (β Value) which meant change in one unit of respondent's annual income will decrease the gold investment by 0.037 units.

Variables	Significance	β Value (Beta)	R Square (Model Summary)	F Value (ANOVA)	Significance (ANOVA)
Number of family members	.013	-.009	0.052	3.633	0.002 ^b
Marital Status of the respondent	.083	-.030			
Gender	.169	.032			
Age	.487	.010			
Annual Income	.030	.013			
Education	.002	-.025			

Source: Compiled from Questionnaire

It was apparent from the table 4.46 that the value of R Square was 0.052. Thus, all the variables, i.e., number of family members; marital status of respondents, gender, age, annual income, education explained 5.2% of the total variation in investment in shares of gold mining companies. F value (ANOVA) was 3.633 and significance was 0.002 which was less than the 0.05 (5% level of significance). *The hypothesis that there is no significant association between the investment in the shares of gold mining companies and demographic variables was rejected given the test and methodology. Alternatively, the results of the test confirmed that there was significant association between the shares of gold mining companies and the demographic variables of the respondents.* Number of family members (0.013), annual income (0.030) and education (0.002) were significantly affecting the investment in the shares of gold mining companies. Number of family members were explaining -0.009 (β Value) which meant change in one unit of respondent's number of family members will decrease the gold investment by 0.009 units. In the same way, annual income was explaining .013 (β Value) which meant change in one unit of respondent's annual income will increase the gold investment by .013 units. Education was explaining -0.025 (β value) which meant change in one unit of respondent's education will decrease gold investment by 0.025 units.

Table -4.47					
Investment in Gold Account					
Variables	Significance	β Value (Beta)	R Square (Model Summary)	F Value (ANOVA)	Significance (ANOVA)
Number of family members	.653	.002	0.012	3.68	0.899 ^b
Marital Status of the respondent	.722	-.008			
Gender	.691	.012			
Age	.366	.016			
Annual Income	.468	-.005			
Education	.654	-.005			

Source: Compiled from Questionnaire

It was apparent from the table 4.47 that the value of R Square was 0.012. Thus, all the variables, i.e., number of family members; marital status of respondents, gender, age, annual income, education explained 1.2 % of the total

variation in investment in gold account. F value (ANOVA) was 3.68 and significance was 0.899 which was not less than the 0.05 (5% level of significance) given the test and methodology. In the study, the hypothesis that there is no significant association between the investment in gold account and demographic variables was accepted.

Relationship between Gold Investment and Financial Variables

Financial variables played a significant role in the investment decision of gold as propelled by the earlier studies. As per the studies done by the earlier researchers, it was established that financial variables are the backbone of investment portfolio. Authors like Lutter and Soone (2008), Fei and Adibe (2010) had also cited the importance of financial variables with respect to gold investment in their studies. The following discussions will pave more light on this subject.

Variables	Significance	β Value (Beta)	R Square (Model Summary)	F Value (ANOVA)	Significance (ANOVA)
Safety	.063	.103	0.087	5.374	0.000 ^b
Return	.416	.054			
Liquidity	.000	.265			
Stability	.004	.164			
Hedge against Inflation	.320	.081			
Price	.000	.269			

Source: Compiled from Questionnaire

It was apparent from the table 4.48 that the value of R Square was 0.087. Thus, all the variables, i.e. safety, return, liquidity, stability, hedge against inflation and price explained 8.7 % of the total variation in physical gold investment. F value (ANOVA) was 5.374 and significance was 0.000 which was less than the 0.05 (5% level of significance) given the test and methodology. The hypothesis in the study that there is no significant association between physical gold investment and financial variables was rejected. Alternatively, the results of the test confirmed that there was significant association between physical gold

investment and the financial variables of the respondents. Liquidity (0.000), Stability (0.004) and Price (0.000) were significantly affecting physical gold investment. Liquidity was explaining 0.265 (β Value) which meant change in one unit of liquidity will increase the gold investment by 0.265 units. In the same way, stability was explaining 0.164 (β value) which meant change in one unit of stability will increase gold investment by 0.164 units and price was explaining 0.269 (β value) i.e., change in one unit of price will increase gold investment by 0.269 units.

Variables	Significance	β Value (Beta)	R Square (Model Summary)	F Value (ANOVA)	Significance (ANOVA)
Safety	.475	-.023	0.023	1.345	0.228 ^b
Return	.712	-.014			
Liquidity	.503	-.022			
Stability	.110	.053			
Hedge against Inflation	.420	.038			
Price	.056	-.082			

Source: Compiled from Questionnaire

It was noted from the table- 4.49 that the value of R Square was 0.023. Thus, all the variables, i.e. safety, return, liquidity, stability, hedge against inflation and price explained 2.3 % of the total variation in certificate form of gold investment. It was also found that the F value (ANOVA) was 1.345 and significance was 0.228 which was not less than the 0.05 (5% level of significance) given the test and methodology. The hypothesis that there is no significant association between investment in certificate form of gold and financial variables was accepted.

Variables	Significance	β Value (Beta)	R Square (Model Summary)	F Value (ANOVA)	Significance (ANOVA)
Safety	.014	.089	0.073	4.433	0.000 ^b
Return	.009	.113			
Liquidity	.118	.058			
Stability	.000	.135			
Hedge against Inflation	.005	.149			
Price	.010	.125			

Source: Compiled from Questionnaire

It was apparent from the table- 4.50 that the value of R Square was 0.073. Thus, all the variables, i.e. safety, return, liquidity, stability, hedge against inflation and price explained 7.3 % of the total variation in mixed form of gold investment. It was also found that F value (ANOVA) was 4.433 and significance was 0.000 which was less than the 0.05 (5% level of significance) given the test and methodology. In the parlance of the study, the hypothesis that there is no significant association between mixed form of gold investment and financial variables was rejected. Alternatively, the results of the test confirmed that there was significant association between mixed form of gold investment and the financial variables of the respondents. Safety (0.014), return (0.009) stability (0.000), hedge against investment (0.005) and price (0.010) were significantly affecting mixed form of gold investment. Safety was explaining 0.089 (β Value) which meant change in one unit of safety will increase the gold investment by 0.089 units. In the same way, return was explaining 0.113 (β value) which meant change in unit of return will increase the gold investment by 0.113 units, stability was explaining 0.135 (β value) which meant change in one unit of stability will increase gold investment by 0.135 units, hedge against inflation was explaining 0.149 (β Value) which meant change in one unit of hedge against inflation will increase gold investment by 0.149 units and price was explaining 0.125 (β value) which meant change in one unit of price will increase gold investment by 0.125 units

Variables	Significance	B Value (Beta)	R Square (Model Summary)	F Value (ANOVA)	Significance (ANOVA)
Safety	.617	.008	0.020	1.148	0.332 ^b
Return	.929	-.002			
Liquidity	.923	-.002			
Stability	.094	.028			
Hedge against Inflation	.783	.007			
Price	.329	-.021			

Source: Compiled from Questionnaire

It was apparent from the table- 4.51 that the value of R Square was 0.020.

Thus, all the variables, i.e. safety, return, liquidity, stability, hedge against inflation and price explained 2 % of the total variation in investment in shares of gold mining companies. It was also found that F value (ANOVA) was 1.148 and significance was 0.332 which was not less than the 0.05 (5% level of significance) given the test and methodology .The hypothesis that there is no significant association between investment in shares of gold mining companies and financial variables was accepted.

Variables	Significance	β Value (Beta)	R Square (Model Summary)	F Value (ANOVA)	Significance (ANOVA)
Safety	.416	.017	0.012	0.663	0.704 ^b
Return	.764	.007			
Liquidity	.313	.021			
Stability	.175	.029			
Hedge against Inflation	.412	.025			
Price	.825	-.006			

Source: Compiled from Questionnaire

It was visible from the table- 4.52 that the value of R Square was 0.012. Thus, all the variables, i.e. safety, return, liquidity, stability, hedge against inflation and price explained 1.2 % of the total variation in investment in gold account. F value (ANOVA) was 0.663 and significance was 0.704 which was not less than the 0.05 (5% level of significance) given the test and methodology. *The hypothesis established that there is no significant association between the investment in gold account and financial variables was accepted.* This meant that there was no significant association between the investment in gold and financial variables.

Chapter Summary

To conclude, it could be mentioned that sole proprietors were the key players as far as gold investment was concerned in Guwahati city. The study revealed gold as one of the best investment avenue followed by fixed deposits

and life insurance as perceived by majority of Marwari businessmen in Guwahati city. In the same way Sindhu (2013) in his study stated that in India, gold was one of the foundation assets for households in the form of investments. Aggarwal and Lucey, (2007) in their study categorically mentioned that for most of the ordinary Indians who sought safety of their capital, gold was the alternative to fixed deposits. They have nowhere mentioned that gold investment was a better investment than gold rather it was as like as fixed deposit.

Regarding the source of information for making investment decision with respect to gold, this study made it clear that the daily news paper was the prime source of information for the investors investing in gold followed by social groups. Highest numbers of the respondents reported that the daily news papers were the main source of information for them while investing in gold. In the previous study also, conducted by Warne (2012) it was appeared that agents/newspapers/magazines played major significant role in influencing the decision of the investors with respect to investment in gold.

It was perceptible that Marwari businessmen considered savings as source of fund for investment in gold followed by personal borrowing. In the study of World Gold Council (2010) it was reflected that every class of the Indian society, whether its urban or rural investor, would prefer to possess it or make savings to purchase it in their life span. The obvious reason for this was that possessing gold for Indians is more to do with the sign of purity, prosperity and good luck in their lives.

The study also revealed that majority of the Marwari businessmen invested on yearly basis in gold followed by the other businessmen investing in once in six months.

This study portrayed the preference level given by Marwari Businessmen of Guwahati city to various factors while investing in gold. They ranked long term profit seeking and future security as 1st followed by liquidity, steady income and short term profits. This finding was backed by Lutter and Soone (2008)

where they conceptualised the fact that gold was a long term stable backbone of investment portfolio. It was appeared from the study that majority of Marwari businessmen having their annual income within the range of 2 lakhs to 4 lakhs invested less than 25% of thier income in gold investment.

The study also noted that majority of the respondents considered liquidity, tradition, culture as a determining factor while investing in gold. Tradition, common belief, status symbol, buying gold as the family culture, customs were emerged as the top influencing variable under the group of cultural factors followed by financial factors which included liquidity, future security, safety, return, tax benefits, short term profit, stability of income, long term profit seeking, hedge against inflation and price. Similarly, psychological factors, i.e., own knowledge, status symbol, strong belief about positive return , emotions , experience along with social factors like religious activity, traditional values and personal factors, i.e., biasness and right attitudes were the determining factors while investing in gold. In line of our findings, the previous authors like Fei and Adibe (2010) also mentioned that there was a significant relationship between the price movement of gold, real interest rates and the exchange rate. Similarly, Parikh and Vaish (2013) in their study stated that in India different cultures, sub-cultures, customs, religions, a deep affection for gold impacted a lot on gold purchase. It was the only commodity which was universal across the length and breadth of the country.

It was obvious from the study that the demographic factors like education, gender were significantly affecting physical gold investment. In the similar way, it was apparent that annual income was significantly affecting the mixed form of gold investment and the number of family members (0.013), annual income (0.030) and education (0.002) significantly affected the investment in the shares of gold mining companies. The present findings substituted the earlier findings of Verma (2008) who concluded that investment choice depended on and was affected by the demographic variables, i.e, gender, age, income, education, occupation as well as by the personality types such as conservative , medium

moderate and aggressive and the findings of Palanivelu and Chandrakumar (2013) who opined certain factors like education level, awareness about the current financial system, age of investors etc made significant impact while deciding the investment avenues.

Financial factors like liquidity ($P= 0.000$), stability ($P= 0.004$) and price ($P= 0.000$) significantly affected the decision of investment in physical gold. It was also visible from the study that safety ($P= 0.014$), return (0.009) stability (0.000), hedge against investment (0.005) and Price (0.010) significantly affected the decision of Marwari businessmen in Guwahati city and the marwari community in Assam in general towards the investment in the mixed form of gold. In contrast to the present findings, Sireesha, B.P. and Laxmi, S.C. (2013) revealed that the study presented the results of empirical testing of impact of demographic factors on investment avenues selected by investors in the twin cities of Hyderabad and Secunderabad, India. It was concluded that the respondents of the study were conservative in nature and showed less concern for money multiplication and liquidity. In line with our findings, Wright and Levin (2006) found that gold investor tends to have a proportion of gold in their portfolios due to the fact that the price of gold is expected to rise in line with the inflation and act as an inflation hedge. Lutter and Soone (2008) showed that gold is already known and valued by the people for its stable nature and long tradition. In the same way, Ghosh, et.al. (2004) had pointed that people buy gold for two purposes. The first is the -Use Demand, where gold is used directly in the production of jewellery, medals, coins, electrical components and so on. The second is -asset demand for gold, where it is used by governments, fund managers and individuals as an investment. The asset demand for gold is traditionally associated with the view that gold provides an effective -hedge against inflation and other uncertainty.

The test results indicated that there were significant relationship between investment in physical gold and the demographic variables, mixed form of gold investment and the demographic variables of the respondents, shares of gold

mining companies and the demographic variables of the respondents. The test results also confirmed that there was no significant association between certificate form of gold investment along with gold account and the demographic variables of the respondents.

Financial variables of the respondents showed different associations between the different types of gold investment avenues. The results of the test confirmed that there was significant relationship between investment in physical gold and the financial variables of the respondents and mixed form of gold investment and the financial variables of the respondents. Adversely, there was no significant association between the certificate form of gold investment and the financial variables of the respondents, investment in shares of gold mining companies and the financial variables of the respondents, the investment in gold account and the financial variables of the respondents.