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## **INVESTOR'S PERSPECTIVES TOWARDS GOLD INVESTMENT IN COIMBATORE DISTRICT**

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### **ABSTRACT**

Gold is the one of the precious metal plays an important role in Indian economy, Gold is the symbol of beauty and it is an inevitable element. In India, besides the economic and strong social considerations, individuals are highly sentimental about the gold in their possession, as the gold ornaments are passed on from one generation to another. Acquisition of gold is considered auspicious and necessary for making family ornaments to get a sense of wellbeing in our country. This study is an attempt to find out the behavioral patterns of individual investors in and around Coimbatore district with reference to gold commodity. In this paper a focus is given to the socio economic profile of the investors and the relationship between the level of awareness of gold, level of satisfaction of gold and level of agreeability of the investors.

**KEY WORDS:** Investors, gold Commodity, Level of Awareness, Level of Satisfaction and Agreeability