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A Study on Investment patterns in Precious metals Gold and Silver : A review

Ms. Thriveni S.R[1] and Dr. Irshad Nazeer[2]

[1]Research Scholar, Management Research Centre, Presidency College (affiliated to Bengaluru City University), Bengaluru.

srthriveni791@gmail.com

[2]Professor, Department of Management, Presidency College, Bengaluru.

Abstract

Percious metals has been considered as one of the oldest and trusted investment avenues in India. Various investments schemes are introduced by the corporate but gold and silver still remain as highly preferred by the investors due its features such as liquidity, interoperability and its ability to beat the inflation. Many nationalized banks, private financial institutions, brokerage companies offer variety of gold saving schemes to invest in the gold by the retail investors. Investor can choose the type of gold and silver investment schemes as per their investment goals. They can invest in standard form, gold/silver exchange traded fund and in form of jewellery. Earlier gold and silver are considered as long term assets and also a status symbol for many. people use to accumulate more and more gold/silver in physical form and wearing it during cultural events was considers as a ritual. But new age generation perception is changed over period, they consider gold and silver as speculative assets instead of long term asset. Even though gold and silver rate changing frequently investors still preferred to invest in precious metals in the physical form, gold and silver ETFs and gold bonds. Retail investors prefer gold and silver Exchange Traded funds to protect themselves against inflation. Investing in gold and silver can be more preferred option for those investors , who are looking for diversify their investment portfolio or to get protection against inflation. Descritive research method adopted for the study. The study is focused on understanding changing patterns in investment in gold and silver in India, the information was gatherd from secondary sources.

Key words: *Investment patterns, precious metals, Exchnage traded funds, perception, inflation. Speculative assets.*

1. Introduction

Gold is very valuable and widely used metal. It has properties that make it suitable for many important uses beyond jewelry. This precious metal used in the electronics industries due to its conductivity and resistance to corrosion, in glass making industries and many more. Due to because of short supply and more value individual investors and financial institutions consider gold and silver as a means of investments and they do investments in Gold bars & coins.

Gold holds the distinction of being one of the worlds most valuable & sought after precious metals, finding extensive use in jewelry & electronics. It historical role as a safe haven asset during economic down turns Preserving value for millennia makes it a relatable investment in uncertain times.

In august 2020 gold prices reached a new all time high, exceeding $2000 per ounce. This was drives by concerns ever the economic impact of measures & low-interest rates.

In December 2023, gold hit a new record climbing above $2000 reacting to a new monetary policy by central banks that had Kick start a cycle of interest rate cuts.

- **Gold Demand in World Wide**

Gold demand for jewelry amounted to a decade low volume of 1401 metric tons in 2020. It increased in subsequent years to over 2000 metric tons annually. Which is within the average range of gold demand for jewelry that was witnessed during the past decade. That accounted for a 44% share of the global gold demand. China is the largest is the world's leading gold consuming nation followed by India. Chain consumed 10017 metric tons in 2022. Following typical global patterns. The average price of gold has risen significantly over the last decades. In 1984 the price of gold was at 306.48 US dollars per troy once in 2023. About 3300 metric globally in 2024. Though The United States still holds the worlds largest reserves of gold, totaling 8033.53 metric tons as the Second quarter of 2023. The reported consumption of gold in the US stood at some 250 metric tons. As global tensions rise, gold has remained a realiable assets for investors seeking stability. On Multi Commodity Exchange (MCX) gold futures reached a historic high of Rs 99178 per 10 grams reflecting a surge of nearly Rs 1900 from the previous close. In physical markets prices have also crossed the rupees one lakh mark, after factoring in the goods and services tax(GST). Silver prices have followed upward rise in May futures trading at rupees 955562 per kilogram.

Gold demand in the country in 2024 stood at 802.8 tonnes, as against 761tonnes in the year 2023. Gold demand in India witnessed steady growth in these years. Gold demand in India raised 5 times at 802.8 tonnes in 2024, world gold council estimate that in 2025 the overall demand for the gold will be 700 to 800 tonnes. Reduction in the import duty and gold purchases related to weddings and festivals and retailer investment options in gold are the major reasons for the raise of demand for the yellow metal in 2025. the total gold demand value went up by 31 percent at Rs. 5,15,390 crore in 2024, compared to Rs. 3,92,000 crore in 2023(Sachin Jain).

The privaling preference among Indian investors for physical gold over sovereign gold bonds continues to influence market dynamics. Indian investor's key determinants of future performance include liquidity conditions, metal purity standards (99.99% LBMA certified) and ongoing geopolitical developments.

- **Gold and silver price forecast**

Most major banks & financial data provides such as Bloomberg. Provide only short term price predictions. An additional reason is that commodity markets can be highly volatile & small changes in supply or demand factors along with external factors like geopolitical tensions or extreme weather events, can lead to unexpected price swings. Their volatility can challenge the accuracy of predictions.

The $7000 an ounce scenario seems to pursuit in gold forecasts for 2030. In the rational case for $7000 gold by 2030, economist charlic moms predicts the $7000 price milestone.

Gold and silver prices in India have crossed Rs 1lakh per 10 grams in case of gold and rupees 1lakh silver per kilo. These metals have outperformed inflation over centuries. Gold prices are anticipated to range between $ 2450 and $ 2950 per ounce in 2025, indicating a potential appreciation of 15 to 18 percent. Demand for silver is projected to increase by 7 percent in 2025. primarily driven by advancements in green technology and industrial application. Strategic asset allocation guidelines suggest maintaining 5 to 8 percent exposure to gold and 10 to 15 percent to silver within investment portfolio.

Morris describes gold as the leading major asset class in the $7000 price milestone. Morris describes gold as the leading major asset class in the 21st century, which is an extraordinary achievement given that gold doesn't pay a yield. Jim pup lava predicts a significant bull market by 2030. Citing demographics & globalization as the primary reasons for the price increase. At the term of the century when gold was below $300. Puplaves correctly predicted a 10 year bull run in precious metals.

2. **Review of Literature:**

- **Ramanna M.K (2025)**: Gold investment recent trends. The study explores how gold remains a vital investment in India balancing cultural tradition and financial security, while physical gold like jewelary and coins is still popular modern options, such as digital gold, ETFs and sovereign gold bonds are gaining ground among younger, tech - savvy investors. Gold continues to be both a cultural symbol and reliable, financial assets in India with digital forms expected to grow as litercy and trust improve.Digital gold adoption is rising, but limited awareness and trust issues.
- **Sridhar Vembu (Zoho's founder, 2025)**: as per him Indians consider investment in gold as tradition, by emphasising the long term stability. It brings in a volatile global financial environment. He stated Indian housewives are the best and smartest fund managers in the world, and they always prefer gold over other financial assets. Gold is a "real money" a perspectives shares across the Indian population, particularly among the poorest who have trusted the yellow metal as a secure store of value.
- **Elroi Hadad, Davinder Malhotra & Srinivas Nippani (2024)**: Trading commodity ETFs: price behavior, investment insights and performance analysis: the study analyzed the risk - adjusted performance of commodity exchange traded funds across diverse market conditions. From the factor regressions study it was reveal that shifts in the global commodity price index and disposable personal income significantly influence commodity ETFs' excess returns, pointing to broader economic and income-

related trends. Commodity ETFs exhibit lower value - at- risk and expected shortfall compared to stock market indices, indicating reduced downside risk exposure for investors. The increasing popularity of commodity ETFs, these insights hold substantial significance for market participants. Investors can utilize commodity exchange traded funds (ETF) which track commodity price movements.such ETFs buy and sell futures contracts of various energy, agriculture commodities allowing institutional and retail-size investors manage risk and to gain exposure to commodity markets. From the study it was found that personal income is a significant factor which affect investment preferences and diversification in commodity markets

- **Hesniate, & Hesniate (2020):** Gold plays an important role in an investor's portfolio, because it provides stability of returns and favourable opportunity to improve investor's wealth. This study aims at investigate the impact of behavioral influence towards investment decisions in gold instrument. Anchoring, availability bias, information asymmetry representative bias and risk aversion are chosen as behavioral finance factors. Multiple linear regression analysis, was applied to test the hypothesis. The study found that behavioral factors such as information asymmetry and availability bias have significant impact on investment decisions.

3. **Research design**

3.1 Objectives of the study

1. To understand the precious metals such Gold and silver investment trends in the market,
2. To study the factors influencing investor's to invest on gold and silver,
3. To study the gold and silver investment and saving schemes available for investors .

3.2 Research Methodology

Descriptive research design was adopted for the study. As the name implies, the objective of these studies is to provide a comprehensive and detailed explanation of the phenomean under study.

Data sources: Secondary data sources such as published database, and online data bases were used to collect the information on changing patterns of investors in gold and silver.

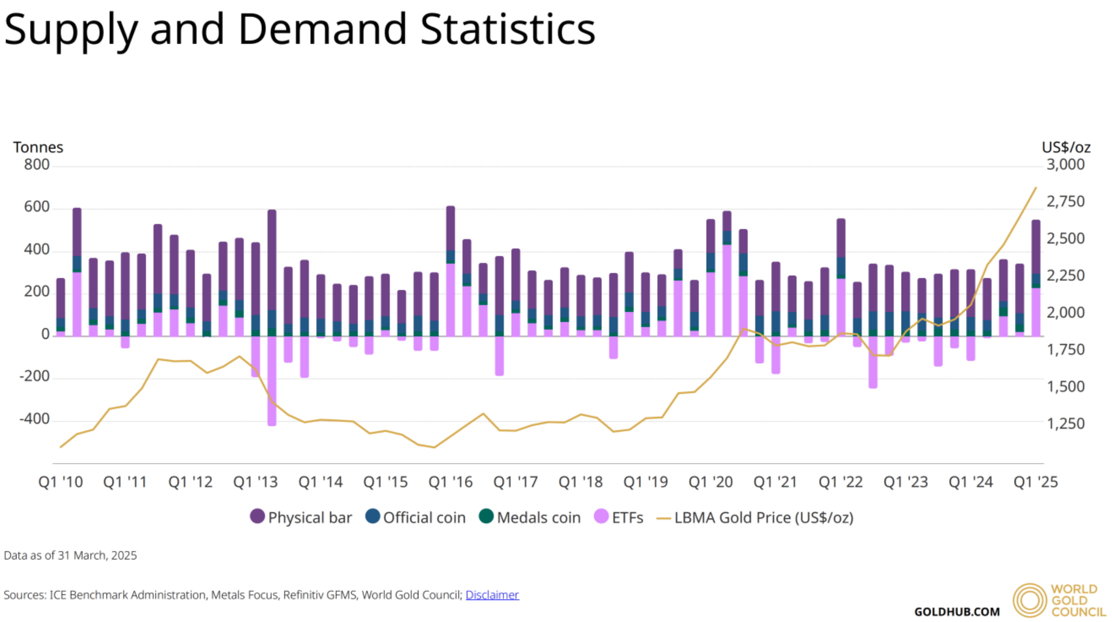
3.3 Limitation of the study.

The study was limited to gold and silver investments trends in the recent years.

4. **Investors avail many ways to invest in precious metals such as gold and silver in India.**

Physical form : Investors can invest in physical gold/ silver in the form bars/coins, jewelry.

Gold/ Silver Exchange Traded Funds: These are the best investment mode for those investors looking for liquidity, systematic investment plans(SIP), and safety through demat account holdings. Gold ETFs provide certain benefits for investors such as investors not required to bear the storage cost and risk, which is very essential to hold a physical gold. Gold ETFs more efficient investment avenue in today's digital investment platform (Trivedi). As per the data exist, Physiacl gold investors were earned 20 percent CAGR, whereas Gold ETFs earnings fall between 13.8% to 14.07%, over the past five years. As per the data, physical gold investment received high returns compare to Gold ETFs. Gold ETFs can satisfy divers needs of the investor's such as convenience, liquidity, transparency, cost effectiveness and ease of trading compare to physical gold investment.



Key Elements in the Chart:

Y-axis (left): Tonnes (presumably net change in gold demand/supply from various sectors). Y-axis (right): LBMA Gold Price in US$/oz (ranging from ~$1,000 to ~$3,000). X-axis: Quarterly data from Q1 2010 to Q1 2025. Data Categories (Stacked Bar Segments): Physical bar, Official coin, Medals/coin, ETFs (Exchange-Traded Funds).

Interpretation:

The chart shows fluctuations in investment demand through different gold forms.The gold price trend rose significantly between 2019–2020 and again from 2023 to early 2025. There are notable spikes in ETF inflows and other categories around economic uncertainty periods (e.g., 2020 pandemic, 2023 inflation concerns). Some periods show net negative bars, indicating net outflows from investment vehicles like ETFs

Trend Analysis: Gold Price & Investment Demand (2010–2025)

1. Gold Price (LBMA, US$/oz):

- **2010–2012**: Gold prices climbed, peaking around **$1,800–$1,900/oz** during the post-financial crisis era.
- **2013–2018**: Prices declined and then stabilized in the **$1,100–$1,300/oz** range — a period of consolidation.
- **2019–2020**: A sharp surge — price rose above **$2,000/oz in Q2–Q3 2020**, driven by COVID-19-related uncertainty and monetary easing.
- **2021–2022**: A slight retreat, followed by stabilization around **$1,750–$1,900/oz**.
- **2023–2025**: Another strong rally — by Q1 2025, gold hits new highs approaching or surpassing **$2,500/oz**, likely tied to inflation and geopolitical tension.

General Demand Trends:

- **ETF Demand:**
  - Massive **inflows in Q2–Q3 2020** — a standout spike during COVID-19.
  - Net **outflows** in several quarters during 2021–2022, reflecting investor shifts as interest rates rose.
  - Modest rebound **post-2023**, suggesting renewed investor interest.
- **Physical Bars and Coins:**
  - Strong and relatively stable over time, with **peak demand during crises** (e.g., 2011 Eurozone crisis, 2020 pandemic).
  - Less volatile than ETFs, indicating **long-term holding behavior**.

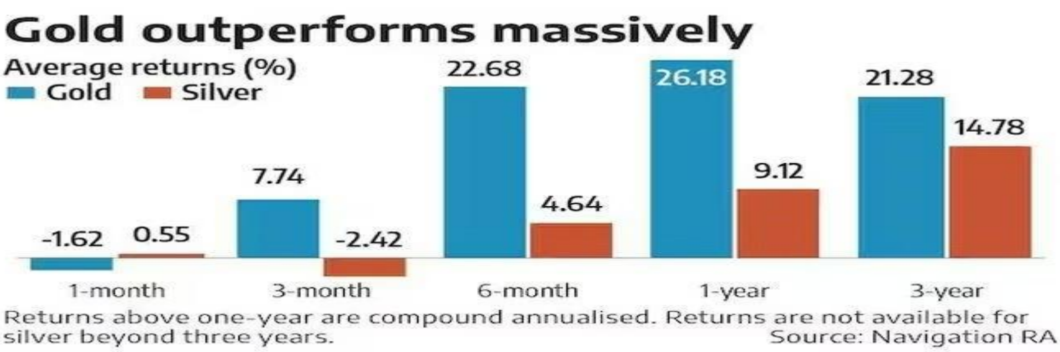
Comparison Analysis: Physical Bars vs. ETFs

Metric	**Physical Bars**	**ETFs**
Volatility	Low to Moderate	High (frequent inflow/outflow swings)
Peak Periods	2011, 2020, 2023	2020 (Q2–Q3), 2023–2025 (mild rebound)
Crisis Behavior	Steady Increases	Surging inflows, then sharp outflows
Investor Type	Long-term, conservative holders	Speculative, short-term institutional
Net Trend (2023–2025)	Increasing	Rebounding after 2021–22 declines

Interpretation:

- **ETFs** are more **price-sensitive** and reflective of **market sentiment**.
- **Physical bars and coins** show **more consistent demand** and act as **safe-haven assets** in times of stress.
- During major events like **COVID-19 or inflation surges**, both categories rise — but ETFs tend to **amplify** the response.

Comaprison of returns on gold and silver investment:



This chart titled **"Gold outperforms massively"** shows the **average returns (%)** for **Gold (blue bars)** and **Silver (orange bars)** over different time periods: 1-month, 3-month, 6-month, 1-year, and 3-year.

Key Observations:

1. **Short-Term (1-month):**
    - **Gold**: -1.62% return (negative)
    - **Silver**: 0.55% return (positive)

Interpretation: Silver slightly outperformed gold in the very short term.

2. **3-Month Period:**
    - **Gold**: 7.74%
    - **Silver**: -2.42%

Interpretation: Gold significantly outperformed silver; silver had negative returns.

3. **6-Month Period:**
    - **Gold**: 22.68%
    - **Silver**: 4.64%

Interpretation: Gold shows strong performance and substantially beats silver.

4. **1-Year Period:**
    - **Gold**: 26.18%
    - **Silver**: 9.12%

Interpretation: Gold returns are nearly three times those of silver.

5. **3-Year Period (Compound Annualized Returns):**
    - **Gold**: 21.28%
    - **Silver**: 14.78%

Interpretation: Both assets perform well long-term, but gold still leads.

- **Gold has significantly outperformed silver** across almost all time periods except for the 1-month window.
- The outperformance is particularly **pronounced over 3-month to 1-year durations**.
- **Returns above one year are compound annualized**, highlighting the strong compounding effect of gold's performance.
- **Silver data is not provided beyond three years**.

This chart supports the narrative that **gold is a more consistent and higher-return asset** over time compared to silver.

Table showing the changes in gold investment in different forms at Global level

Tonnes	Q2'23	Q2'24	Year-on-year % change
Investment	252.6	253.9	1
Bar & Coin	273.7	261.0	-5
India	29.5	43.1	46

China, P.R.: Mainland	49.3	80.0	62
Gold-backed ETFs	-21.1	-7.2	-

Source: Bloomberg, Company filings, Metals Focus, World Gold Council

It can interpret from the data provided in the table, Global gold investment was resilient in Qurter2, concealing some regional variations. In Qurter 2 2024 investment demand for gold – bars, coins and gold ETFs – was marginally firmer y/y at 254t. We can understand 5% year on year decrease in bar and coin investment was wholly due to a 38% drop in demand for gold coins; gold bar investment was 12% higher year by year.

Outflows from global gold ETFs during gradually weaker in the the second quarter: holdings declined by just 7tonnes compared with 21tonnes during Q2'23 and represented a marked slowdown from the 113tonnes of outflows seen in Q1. India also witnessed a strong quarter: net inflows of 2tonnes took holdings to 47tonnes – a 24% year by year increase. This positive ETF demand can in large part be attributed to a surge of inflows into multi-asset funds. Gold ETFs have benefited from these inflows, given that multi-asset funds are mandated to allocate at least 10% of their portfolio to each of three asset classes – namely equities, debt and commodities – and the strong gold price performance attracted particular attention in the latter category.

The strong price performance was not the sole driver of raise in demand for gold investment. The overall economic environment is keeping investor desires of interest rate cuts alive, particularly after the PBoC cuts earlier this year. The depreciating currency value remains another driving factor as domestic investors look to gold for value preservation. Another major reason was equity market weakness and the ongoing turmoil in the property market – once considered a reliable safe-haven – and conditions remain ripe for investors to focus on gold.

It is also worth mentioning that gold accumulation plans (GAP) – where investors can buy and sell physical gold via bank accounts – gained popularity. We believe the ability to easily accumulate and sell physical gold attracted relatively shorter-term and more tactical gold investors.

In India the auspicious Akshaya Tritiya festival in May boosted demand for gold investment products, as did bullish price expectations, with investors anticipating a resumption of the upward price trend following a period of correction/consolidation in late May and June.

Investment demand should remain supported as expectations are for further price rallies, with an added boost from the reduced import duty on gold. The healthy monsoon rainfall – so far – will further support demand through its positive effect on rural incomes. That outlook is tempered, however, by the likelihood of profit-taking – or at the least a notable lull in investment – should any gold price sharp rises materialise.(Metals Focus, Refinitiv GFMS, World Gold Council).

4.1 Factors influencing investors to invest in gold and silver:

I . Market factors influencing on investment in gold and silver such as:

1. **Inflation and economic uncertainity** : gold and silver are considerd hedges against inflation. The value of paper currency decreases leading to higher demand for gold and silver. Economic downtruns or crises increase safe - haven investment. During the 2008 financial crises gold prices surged as investors sought stability.

- **Interest rates and monetary policy**: the existence of inverse relationship between interest rates and gold and silver prices. Gold and silver prices tend to fall when interest rates rise because fixed income assets becomes more attarctive for investors.
- **Central bank policies**: when central banks lower interest rates or increase circulation of money in the economy as a part of quantitative easing, the demand for gold and silver increases.Example: in the year of 2020 RBI cut the interest rates due to covid-19, gold and silver prices hit high record.
- **Currency fluctuations**: currency fluctuations have direct impact on gold and silver prices, precious metals are normally priced in US dollar curency.Whenever the USD become weaker its weaken the prices of gold and silver. When USD become stronger the prices of gold and silver will rise in the international market. It eventually impact on demand and supply of gold and silver, which leads to lower prices in the market.
- **Geopolitical risks and global events**: As global tensions rise, gold has remained a reliable assets for investors seeking stability. On the Multi Commodity Exchange (MCX) gold futures reached a historic high of Rs 99178 per 10 grams, reflecting a surge of nearly Rs 1900 from previous close. In physical market prices have also crossed Rs one lakh mark after factoring the GST. Silver prices have followed a similar upward rise in future trading at Rs 95562 per kilogram.
- **Supply and demand dynamics**: the supply and demand of the preciuos metals are the major factor influence on investors, but it doesn't act on all of them in similar manner. Because of their multiple uses.each one has slightly diffrent from the other. The major reason for increase demand for gold, whenever market downwards occures in stock and currency market,because many investors look for safer investment avenues after incurring losses. In case of silver, it has been exessively used by industries than retail silver also has considerable impact of demand and supply on its price. The production of silver also increasing year on year to cater the industries demand over the past years. As a result, the pric of silver is considerable lower than gold.
- **Government regulations and policies**:In in India, government has given legal status with tax benefits. Authorised cions has BIS Gold coins are considerd as a long term as well as speculative asset by the majority of investors.
- **Speculative trading and market sentiments**: Hedge funds, institutional investors, and retail investors influences prices througgh futures trading and ETFs.market speculative leads to short term voltaility in gold/ silver prices.
- **Digital gold and crypto alternatives**: the rise of bitcoin and digital gold backed assets influences traditional gold/silver investments. In 2021, Bitcoin rise

led some investors to shift money from gold to crypto currencies.

1. **Social factors**
2. **Cultural and traditional influence** : gold is not just investment but a symbol of wealth, status and security. Countries like India, China, and middle east countries have deep -rooted tradition of buying gold for weddings, festivals, and religious purposes. Silver is often used for religious artifacts and ornaments. In India gold demand spikes during Diwali, Akshaya Tritiya and wedding seasons due to cultural beliefs.
3. **Social influence and peer pressure**: people tend to follow family, friends and social circles in investment decisions. Social media and financial influencers can also shape gold and silver investment trends. Gold and silver are perceived as a safe investment in a community. Individuals are more likely to invest in gold and silver.
4. **Changing consumer prefernces and life styles trends**: younger generations are shifting towards digital gold, gold/silver ETFs and gold backed crypo currencies rather than physical gold and silver. There is growing demand for designers jewellray, luxuray watches and branded bullion products from consumers.
5. **Ethical and ESG concerns:** young investors consider ethical gold mining, fair trade and eco - friendly practices before investing. And also there is rising demand for recycled gold and conflict free silver.
6. **Media and public perception**: influence of media on people is very high. News reports, financial analysts and social media trend affect investor sentiment. Market hype influence on investment decisions.
7. **Demographic and income levels**: social class of people also an important factor which influence investment. Wealthier families perfer to invest in high-valuegold assets and also buy bulk quantity og gold. Middle class investors prefer buy jewelry, digital gold or gold in small quatity. Rural investors consider gold as a primary savings method. Urban pepole invest in Gold/ silver ETFs and Gold bonds, while rural people perfer to buy physical gold/silver instead of paper gold and silver.

4.2 Gold and silver are considerd as strategic assets for several important reasons such as:

1. **Long term value perservation:** gold and silver has historically retained its value over time, serving as a hedge against inflation and currency devaluation.
2. **Diversification**: precious metals behaves differently from other financial assets like stock and bonds, making it a useful tool to reduce portfolio risk and volatality.
3. **Liquidity**: gold and silver are highly liqiud assets traded globally, allowing investors to buy or sell it quickly when needed.
4. **Safe haven status**: in times of economic and geo- political uncertainity investors often turn to gold and silver as stable store of value.
5. **No credit risk:** gold is not issued by any government or industry, so it carries no default risk.
6. **Multiple demand drivers** : It is used in investment, central bank reserves, jewelry and technology which supports its value across economic cycles.

4.3 Gold saving schemes available for retail investors in India

India is the second largest consumer of yellow metal after chain. gold Investment are considered a primary haven for investment, due to its special features such as store of value,high liquidity, and protection aganist inflation.however holding gold in large quantity is financially challenging. To encourage among saving and investment habits among people many gold companies have introduced Gold Saving schemes. These saving schemes are offered by prominent jewelers. The main intention behind this schemes is to make purchasing gold simpler and affordable. Gold saving schemes plans are designed for those people are intend to invest in gold in form of systematic investment plan(SIPs) by contributing fixed sum of money as a part of their savings or as a way to diversify their investment portfolio. Under these schemes, a fixed sum is deposited montly for a specified period. After completing the tenure, investors can purchase gold from the respective jeweler equivalent to the total amount deposited. A gold saving schemes does not give any interest for depositors they often provide a bonus or benefit such as the jeweler paying the last instalment, offering a discount on the final settlement, or waiving making charges to compensate for the lack of interest.

Gold saving schemesoffer a low - to - moderate risk investment opportunity that combines the stability of gold with the discipline of regular savings. They are particularly attractive for those looking to build a corpus of gold or benefit from the potential appreciation in gold prices. These schmes cater to bothshort- term and long - term investors who seek moderate risk and financial stability.

4.4 Gold saving schemes offered by gold companies such as

- **Malabar Gold company's Smart Buy Plan**: It is one of the most attractive and profitable gold saving plan available for the investors. Individual can purchase both in stock and out of stock pieces of jwellary at discounted rates. The schemes offer free maintenance, one year insurance for free and also provide buy back guarantee. Investors need to make the payement up front in advance to avail the smart buy option. It is only availiable for pieces of jwellary that do no need resizing.
- **Jos Alukkas Easy Buy Gold Purchase paln**: it is a online gold scheme offered by the company, therefore investors need to enroll for the scheme and pay installments through online. This scheme last for 365 days. Investor need to pay equal monthly instalment for 12 months. Aftar completion of the 12 months only subscribers are eligiable to purchase the gold either on online or offline from joyallukas showrooms after 30 days from the payment of last instalment.
- **Tanishq Golden Harvest Scheme**: this saving schemes offers for individal to invest as low as Rs 2000 per month and in multiples of Rs 1000. once they chosen installment option cannot change it during the course of plan. After the payment of 10 monthly installments sthe scheme start maturing. Upon maturity, Tanishq will add a discount equilent to the 75% of on months instalment. Investor can withdraw the he/her deposit after 300 days but they are eligible for 55% to 75% discount range.
- **Gold schemes by Banks:** in the year 2015 central government budget introdued this scheme to encourge the saving or deposit of

idle gold in banks. The programme requires the bank to pay interest to the depositor. Jewellers can borrow gold directly from banks. In this manner, India can avoid spending on foreign reserves utilized for gold imports.

4.5 Factors to consider before investing in Gold and silver saving schemes

1. Assess value in investment gold and check it in the minimum contribution to realise investment goal is within the budget.
2. Understanding the credibility of the companies which offer gold investment plans. Investors need to do proper research and opt for those who offer better discounts and interest.
3. Investors must consider liquidity factor associated with investment plan. Investots must prefer the plans which are eligible to meet emergency fund requirement and the schemes which permit premature withdrawal with low or zero penality.

5: Findings:

1. **Evolving investor preferences:**

Traditionally, Indians viewed gold primarily as a long- term asset and a symbol of status and culture. Younger and urban investors increasingly view gold as a speculative or portfolio diversification asset.There is a growing shift from physical gold (jewelry, bars, coins) toward digital and financial gold instruments(ETFs, sovereign bonds, digital gold).

2. **Rise in Demand amid global uncertainity:**

Significant surges in gold demand periods of economoic crisis(e.g.COVID-19 and global inflationary pressures). gold and silver both reached record prices in India, with gold surpassing Rs, 1 lakh per 10 gram and silvernearing Rs 1 lakh per kg in 2024.

3. **Gold continues to beat inflation:**

Over 3,5 and 10 years, gold outperformed most inflation measures. Gold showed 26.18%1 year return vs silver's 9.12% and 21.28% 3 yearCAGR Vs silver's 14.78%.

4. **Investment Schemes growing in popularity:**

Retail- focused gold saving schemes (Tanishq, Jos Alukkas, Malbar, etc) are helping convert traditional saving behavior into structured investment habits among people.

5. **Behavioral finance influence:**

Behavioral biases such as availability bias, risk aversion and information asymmetry significantly affect investment decision. Personal income and financial litercy influence investor preference for commodity ETFs.

Conclusion:

The study revels a significant transformation in Indian investors approach towards gold and silver as an investment options. While traditional forms of physical gold remain dominant due to cultural significance, modern instruments like ETFs and gold bonds are steadily gaining traction, especially among young generation, tech-savy and urban investors.

Economic unceratinity, inflation concerns and technological advancement have pushed precious metals, especially gold into spotlight as reliable hedges and portfolio stabilizers. With structured gold and silver saving schemes and increased awraeness of digital alternatives, investment in gold and silver is becoming more inclusive, diversified and strategic. As market dynamics evolve, investor financial litercy and accessibility to digital investmentplatforms will further accelerate the shift toward modern investment channels in precious metals.

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