

# Gold Investment: An Inflationary Hedge for Future.

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- **Abstract:** Gold is considered as one of the best investment avenues available for Indian investor. Indians consider the gold investment as traditional form of investment and from past it is given moderate return which is considerably higher than inflation. Hence also use has hedging tools. Gold demand and gold price is a complex composition of various economic determinants. The study is aimed to find the impact of those various investment and other behavioral factors influencing gold investment. The study summarizes wide literature review which includes research from long period. A Structural equation modeling technique is used to find the structural relationship between various investment and other behavioral factors influencing gold investment the result of the same reveals that the investors behavior towards investing in gold for future and safety purpose.
- **Keywords:** gold investment, investors, complex composition