

Review on Comparison of Growth Rate of Gold and Silver as an Investment Option.

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- **Abstract:** Gold and silver are more popular than ornamental value as an investment option. Gold investing in the form of coins or bars is becoming more common. Gold is considered the most popular investment following traditional banking and more recent mutual funds. Although the option of gold as final customers become buyers has changed significantly, the pace is slow. India, which accounts for about 20 percent of world demand, is the world's largest gold market. Gold and silver prices have soared on the international stage, owing to a significant supply gap and the use of gold as a hedge against other investments. The present study is aimed at classifying several factors that influence gold investment decisions, helping gold marketers to build a buyers' target profile. Gold and silver as a commodity, as coins, bars and jewels, are the subject of this study. The study is conducted with already published literature and online data in order to assess the reasons leading to the buy-out of gold as an incentive for investment. This study will further help in the assessment of measuring the growth rate of gold and silver.
- **Keywords:** Gold, ornamental, coins, regarded, consumers, production, decisions, socioeconomic.