

WOMEN'S BUYING ATTITUDE TOWARDS INVEST IN E-GOLD

Ms.M.Gayathri

Assistant Professor, Nallamuthu Gounder Mahalingam College, Pollachi 642001

eMail: gayathri.m0012@gmail.com

Abstract:

The current situation working women are the rise of digital financial services has introduced new opportunities for investment, with e-gold emerging as a popular option. However, it's adoption in rural India, exclusively among working women, it's still under study. This study aims to investigate the purchasing attitude of working women in rural areas of kovai towards investing in E-gold. By examining factors such as socio-cultural norms, economic conditions, technology access and risk perception, this research provides insights into the motivations and barriers rural women face when considering e-gold investment. While traditions gold investments have cultural significance in rural communities, awareness and acceptance of digital alternatives is increasing, especially among financially independent women, the study found. However, challenges such as limited digital literacy, security concerns and preference for tangible assets continue to affect investment decisions. The research highlights the role of education, technology infrastructure and financial institutions in building trust and confidence in e-gold. Improve the diffusion of e-gold with recommendations for policy makers and financial service providers. The paper concludes with encouraging its adoption among rural working women and ultimately providing them with secure and flexible investment opportunities.

Keywords: Working Women – E-Gold investment – Awareness – Buying attitude – Satisfaction

INTRODUCTION

In recent years, the financial landscape of rural India has undergone a transformation, driven by the increasing participation of women in the workforce and the widespread adoption of digital technologies. Coimbatore, a city in tamilnadu, reflects a mix of urban and rural physiognomies with substantial farming, industrialized and service sectors. In this changing environment, working women in rural Coimbatore are emerging as key decision makers in family financial planning, including investment choices. Traditionally, E-gold has been a preferred investment choice for rural women due to its cultural significance and perceived security. However, the beginning of e-gold, a system of digital gold deals a innovative suitable and protected method of investing in this precious assets. E-gold allows individuals to invest in gold electronically without the need to physically hold it, providing flexibility, liquidity, and ease of transaction.

This modern investment option offers a unique opportunity, especially for women in rural areas, who may face geographic and financial constraints in accessing traditional gold markets. Despite these advantages, adoption of w-gold among rural working women remains low, and several factors affect their willingness to invest in such digital financial products. The objective of the study is to investigate the purchasing attitude towards e-gold investment among working women in rural areas of Coimbatore. It seeks to understand the underlying motivations, challenges, and barriers these women face when considering e-gold as a financial instrument. Factors such as access to technology, financial literacy, and cultural perception of e-gold and economic conditions play an important role in shaping their investment decisions.

By examining these aspects, this research provides valuable insights into the factors that drive or hinder the adoption of e-gold in rural areas. In the end, this study seeks to connection the gap in empathetic the interactions of gender knowledge and investment performance among rural women in Coimbatore. Through this study, financial institutions, policy makers and development organizations can create awareness, financial literacy and the research aims to provide recommendations for adoption of e-gold as a safe, flexible and accessible investment option by rural working women.

REVIEW OF PAST STUDIES

Dr. E. Dhanasekar et al (2024) made on the study “A Study on Working Women Perception towards Gold Investment in Coimbatore City” The main objective of the study to identify the preferred gold investment options and assess the awareness and satisfaction levels of women investors. Primary data was collected through a well-structured questionnaire from 117 randomly selected women respondents in Coimbatore City. The outcome of the study that perception differs significantly based on satisfaction.

Anantlaxmy and Arunasarathakumar (2016) made on the study “Awareness and approach of consumers using the Internet for online purchase”. The purpose of this study was deemed to be the customer's attitude towards online shopping from those products they buy using the Internet. There were primary and secondary data it is used for this study. The sample size of this study is 105 and adopt random sample the method respondents were used for this study. The tools like Chi-square Analysis, Kruskal-Wallis test, Rank test and Multiple Regression. The result of the study was that age And monthly income does not affect consumers' approach to buying goods online.

Shahna Parveen and Deepa Saxana (2017) studied "Buying Women's Behavior towards Gold Jewellery in Rewa City". The main objective of this study was to buy customer behavior and factor that affects the purchase of gold jewelry. The primary data was collected through the questionnaire and secondary data was collected through magazines, textbooks and internet. 50 respondents were selected by random sampling method for this study. Tools such as mean, standard deviations ANOVA and T-Test. The results of the study show that the respondents preferred branded and the rest of the respondents preferred non-branded jewelry.

Gasha Thomas (2017), understanding why consumers like to buy jewelry despite availability Alternative investment is valuable information. Traders should know about changing the customer Priority. Given the popularity of gold for various occasions, it seems important ability. Business. The diversity of jewelry styles in cultures and religions studies this field Comprehensive. Kerala has experienced adequate increase in gold jewelry market Shops are doubling in the last decade. This development indicates a detailed analysis to identify the most preferred Gold jewelry shops based on quality, price and customer service. The study also examines the effect Advertisement of gold jewelry shops in various media on purchasing decisions of customers, aim Customers guide the iconic establishments while purchasing their gold ornaments.

Kaveri & John William (2015) in their study entitled “consumer perception towards gold jewellery on select retailers in Coimbatore district”. The objective of the study was to analyses the consumer buying behaviour towards gold jewellery in Coimbatore. Sample size of research was 142 questionnaires collected to vast population by probability sampling method and analysed due to like chi-square, simple percentage and degree of freedom used in this study. The outcome of study was various factors affecting buying behaviour of gold jewellery products were identified that price, purity and design which score the maximum.

STATEMENT OF THE PROBLEM

The study motive that to assess the level of awareness of working women investors regarding digital gold and to examine the purchasing behavior of working women and to analyze the factors influencing their investment decisions. Furthermore the study will identify barriers rural working women face in problem in adopting digital gold such as lack of financial literacy, digital access or trust. Finally that seeks to measure the level of satisfaction of female investors with various e-gold investment schemes, providing insights into factors enhance or inhibit investment options. Empathetic these aspects will help to link the gap between traditional gold investment vs e-gold, finally contributing to better financial inclusion and investment literacy among women in Coimbatore.

AIMS OF THE STUDY

- ☐ To find out the level of awareness of working women investors about e-gold .
- ☐ To investigate the purchasing attitude of working women.
- ☐ To measure the level of satisfaction of women investors in various investment scheme in e-gold

RESEARCH METHODOLOGY

The research design used in the present investigation centers attention on the raw data with which the researchers have a prior engagement.

SAMPLING

This paper is focused on the working women's buying attitude to invest in e-gold during this era of digitization. It consisted of the distribution and collection of 102 questionnaires. A convenience sampling method was used for this study.

DATA SOURCE:

The data used is based on initial research results. Quantitative data were obtained via a questionnaire specifically developed for this study, which was created and distributed to the participants sampled. Furthermore, secondary data were collected from publicly available sources.

HYPOTHESES OF THE STUDY

H0: There is the relationship between Educational qualification influence levels of awareness on E-gold purchase.

H0: Age does not influence variance in the level of awareness on E-gold purchase.

DATA ANALYSIS AND VISUALIZATION TOOLS

I. Soico Economic Profile

parameter	Number of		
Respondents	Percentage		
Age	18-20 years	29.5	29
	21-40 years	51.5	50
	41-60 years	13	13
	Above 60	8	8
	Total	102	100
Gender	Male	31	30
	Female	71	70
	Total	102	100
Marital status	Married	37	36
	Unmarried	65	64
	Total	102	100
Educational Qualification		Up to HSC	17 16.1
	UG	33	32.4
	PG	32	31.4
	Other	20	20.1
	Total	102	100
Occupation	Agriculture and home		
maker	18	18	

Student	16.2	16		
Business	28.5	28		
Professional	19.5	19		
Government employed	11.5	11		
Private employee	8	8		
Total	102	100		
Type of family	Joint	31	30	
	Nuclear	71	70	
Total	102	100		
Monthly income	Up-to –Rs.10000	30.5	30	
	Rs.10001-20000	37.5	36.8	
	Rs.20001-30000	20	19.4	
	Above Rs. 30000	14	13.8	
Total	102	100		
Monthly saving in a family	Up-to-Rs.4000	60	59	
	Rs.4001-8000	26.5	26	
	Rs.8001-12000	9	9	
	Above Rs.12000	6.5	6	
Total	102	100		

Primary data

The table presented above illustrates the socioeconomic factors of the respondents. Most of the respondents are in age group of 21-40 years. Most of the respondents are unmarried.32.4% of the respondent's educational qualification is under graduate.28% of the respondent's occupation are Business.70% of the respondents belong to nuclear family.Most of the respondent's monthly family income ranges between Rs.10, 000 – Rs.20, 000.26% of the respondents up to 4000 monthly saving in a family.

II. Awareness on Investment Scheme In E-Gold

Table 2.1 Source information

Source of Information	Number of Respondents	Percentage
Advertisement and Net	38	38
Word of mouth	28	27
Newspaper	15	15
Banners/posters	12	12
Magazines	9	8
Total	102	100

Source: primary data

Table above shows that, out of 100 respondents, 38 respondent's sources of Information about jewels design is Advertisement and Net, 28 respondents know about jewels design is word of mouth, 15 respondents through Newspaper, 12 respondents through the banners/posters and remaining 9 respondents are known about design through magazines.

Thus, it is found that most of the respondent's source information about jewels designs is through advertisement and net.

Table 2.2

Gold Investment scheme in E-Gold

Gold investment scheme	Aware	Neutral	Unaware	Total	
Gold deposit(GMS-govt)	60%	31%	11%	100%	
Gold bonds(govt)	43%	47%	12%	100%	
Gold coin and bullion(Govt)	50%	37%	15%	100%	
Future plus savings (deposits any amount)	45%	36%	21%	100%	
Smart gold(new gold for old gold)		40%	49%	15%	100%
Chit fund(monthly saving amount)		37%	46%	19%	100%
Golden seen-no wastage	29%	47%	26%	100%	
SBI gold	27%	45%	30%	100%	

Source: Primary Data

Hence, it is resulting that majority of the respondents 60% are aware of Gold deposits, Smart gold and Golden seen-no wastage both are majority 49% respondents under the category of safe zone like neutral and SBI gold is majority 39% respondents are unaware.

- ☐ Majority of the respondents are purchasing of gold investment has branded shop.
- ☐ Most of the respondents light weight prefer in online.
- ☐ 48% of the respondents is purchasing plain gold investment
- ☐ 82% of the respondents chose same store of gold purchasing online in investment scheme.
- ☐ Most of the respondents same store as the purchasing in online reason required by gold quality.
- ☐ Most of the respondents are mode of payment as cash basis only
- ☐ 52% of the respondents are received free gift like sliver things.
- ☐ Majority of the respondents are GST effects on customers as safe zone level under the follow while purchasing gold investment.
- ☐ 68% of the respondents are knowledge and experience of purchasing of jewels in online.
- ☐ Most of the respondents are purchasing gold as a social value

AVOVA -Test analysis

Table 1

Educational qualification and level of awareness

Vol. 1 No. 07, March 2025

Educational qualification	Number		Average index		Stranded deviation		Above average	Below average
Range								
Up to HSC	17	73.80	10.86	11	22	42.86-95.24		
Ug	33	74.04	10.87	33	33	42.86-100		
Pg	32	73.81	11.04	32	32	52.38-90.48		
Others	20	73.2	10.97	21	20	52.38-100		
Total	102	73.89	11.00	97	107	42.86-100		

Source: primary data Calculated F Value: 2.618 Table Value: Five per cent level: 2.60

It can be seen from above table that the mean index is high with those whose ranges are other high level of category purchasing of gold and it is low are HSC. However, is the calculated F value is lower than the table value at five percent level. Hence it is inferred that there is significant difference in the average index of purchasing of e-gold jewellery classified on the basis of their educational qualification. Therefore, the null hypothesis is rejected.

Table 2

Age and level of awareness

Age	Number		Average		Stranded		Above average	Below average
index								
deviation								
average								
Range								
18-20	29	74	10.80	33	26	57.14-100		
21-40	52	73.93	10.99	49	54	42.86-100		
41-60	13	73.92	10.84	8	18	42.86-100		
Above 60	8	73.81	11.04	7	9	52.38-95.24		
Total	102	73.91	11.00	97	107	42.86-100		

Source: primary data Calculated F Value: 1.237 Table Value: Five per cent level: 2.60

It can be seen from above table that mean index is high with those ranges are 18-20 high level of category purchasing of gold and it is low are 60 above the age group. However, the calculated F value is lower than the table value at five percent level. Hence it is inferred that there is no significant difference in the average index of purchasing of E-gold jewellery classified on the basis of their age. Therefore, the null hypothesis is accepted.

SCOPE FOR FUTURE STUDY

Examining the demographic characteristics of rural working women, focusing on their disposable income, education levels, and familiarity with financial products. An analysis of how traditional beliefs and familial roles within rural communities influence the investment choices made by women. An assessment of the conversance of rural women with e-gold platforms, mobile applications, and online banking, as well as an exploration of whether digital literacy

serves as an impediment to their investment efforts. A study of the impact of trust in digital platforms and security concerns on the purchasing attitudes of rural women regarding e-gold

CONCLUSION:

The buying attitude of working women in rural Coimbatore toward e-gold is influenced by a combination of cultural, economic, and technological factors. While they may be drawn to e-gold's convenience and security, challenges such as trust, digital access, and financial education need to be addressed. If these challenges are overcome, e-gold could offer a valuable investment option for rural working women seeking to diversify their savings in a modern, digital way.

REFERENCE:

- Gisha Thomas (2017), "Consumer Attitude towards Gold Market: An Empirical Study", International Journal of Research Culture Society, Volume - 1, Issue - 10, PP-237-243.
- Ananthaxmi and Arun Sarath Kumar (2016), "Awareness and attitudes of consumers in using internet for online purchase", International Journal Of Research, volume-4, issue-9, pp:26-36.
- Shahana Parveen and Deepa Saxana (2017) "Buying behaviour of women towards gold jewellery in reva city", International Journal Of Research In Commerce And Management, Vouume-6, Issue-6
- Dr. E. Dhanasekar Ramkumar. R. S, Sairam. R (2024) "A Study on Working Women Perception Towards Gold Investment in Coimbatore City", International Journal for Multidisciplinary Research ,Vol-6(2), PP-1- [<https://www.ijfmr.com/papers/2024/2/17081.pdf>

Copyright (c) 2025 Dr. M. Akilanayaki (Author)



This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).