

# To Study about Gold as an Investment Options

**Asiya Ansari and Shruti Bole**

Shri G. P. M. Degree College, Vile Parle (E), Mumbai, Maharashtra, India

**Abstract:** *Throughout the history, gold has often been used as a tool for bartering or trading. It was first used a form of coins as a currency. The financial crisis of 2009 has seriously affected the world economy. On August 6, 2011 standard and poor downgraded the U.S.'s AAA credit ratings for the first time since its granting in 1917 This paper is done in the interest of hoe gold should be invested, both in general and in the underlying circumstances. The starting point to introduce the role of gold in a financial world, and its features as an investment. After that an econometric model is applied to figure out what the relevant factors are that affect the gold's price primarily. My study tries to focus about different gold investment schemes available in the market and also the investor's attitude towards the investment.*

**Keywords:** Gold Investment