

Cultural Significance of Gold Across Societies and Its Impact on Investment Decisions

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Abstract: *Gold has held a distinctive position in human societies for centuries, serving not only as a precious metal but also as a powerful cultural, social, and economic symbol. Across different societies, gold is deeply associated with traditions, religious beliefs, social status, and financial security. Despite the emergence of diverse modern investment avenues, gold continues to remain a preferred asset for individuals and households, particularly in developing and tradition-oriented societies. In this context, the present study seeks to examine the cultural significance of gold in different societies and analyze its impact on investment decisions.*

The study adopts a descriptive and analytical research design and is primarily based on primary data collected through a structured questionnaire. A sample of 200 respondents from varied socio-cultural backgrounds was selected using a convenience sampling technique. The questionnaire was designed to capture demographic details, cultural perceptions of gold, and preferences toward different gold investment avenues. Secondary data were sourced from scholarly journals, books, reports of the World Gold Council, and relevant online databases to support the conceptual framework of the study. The collected data were analyzed using statistical tools such as percentage analysis, mean score analysis, chi-square test, and correlation analysis to derive meaningful insights.

The findings of the study reveal that cultural traditions and religious beliefs play a dominant role in shaping gold investment behavior. Gold is perceived not merely as a financial asset but as a symbol of prosperity, emotional security, and social prestige. The study also highlights a strong preference for physical gold, particularly gold jewellery, owing to its cultural and ceremonial importance. Statistical analysis confirms a significant association between cultural beliefs and preferred gold investment avenues, as well as a positive correlation between cultural attachment and gold investment decisions. Although modern forms of gold investment such as digital gold, gold exchange-traded funds, and sovereign gold bonds are gaining attention, their adoption remains limited due to emotional detachment and lack of cultural familiarity.

The study concludes that gold investment decisions are influenced by a complex interaction of cultural, emotional, and economic factors. Cultural values continue to dominate investment behavior, often outweighing rational considerations of return and liquidity. The findings underscore the importance of incorporating cultural perspectives into financial planning, policy formulation, and the design of gold-based investment products. By bridging the gap between cultural sociology and financial behavior, the study contributes to a deeper understanding of why gold continues to hold a central place in investment portfolios across societies..

Keywords: Cultural Significance of Gold; Gold Investment Behaviour; Cultural Beliefs; Investment Decision-Making; Safe-Haven Asset