ETHIOPIAN INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH

Volume03 Issue06, June-2016, pg. 1-5

**E-ISSN: 2349-5715**
**P-ISSN: 2349-5707**

**Published Date: -** 03-06-2016

# EXPLORING THE LINK: DOES FINANCIAL WELLNESS INFLUENCE GOLD INVESTMENT? A STUDY OF MARWARI GOLD INVESTORS IN GUWAHATI, ASSAM

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**Abstract: This study investigates the relationship between financial wellness and gold investment behavior among Marwari investors in Guwahati, Assam. Marwari community's historical affinity for gold investment and Assam's unique socio-economic context provide an intriguing backdrop. Through a comprehensive examination of financial wellness dimensions and gold investment patterns, the research explores whether a correlation exists between individuals' financial wellness levels and their propensity to invest in gold. By uncovering potential linkages, this study sheds light on the role of financial wellness in shaping investment choices within a culturally distinct context.**

**Keywords: Financial Wellness, Gold Investment, Marwari Community, Guwahati, Assam, Investment Behavior, Socio-economic Context, Cultural Influence, Financial Literacy, Investment Choices, Relationship Exploration.**

## INTRODUCTION

Gold has long been a symbol of prosperity and security, and the Marwari community in India has a rich tradition of gold investment. In the unique socio-economic landscape of Guwahati, Assam, where the Marwari community plays a significant role, understanding the factors that influence gold investment choices takes on added importance. This study aims to explore the potential link between individuals' financial wellness and their inclination to invest in gold within this cultural context.

Financial wellness encompasses an individual's financial health, which goes beyond traditional measures of income and assets to include aspects such as financial literacy, financial stability, and overall well-being. This study seeks to uncover whether a correlation exists between levels of financial wellness and the propensity to invest in gold among Marwari investors in Guwahati. By delving into this relationship, the research contributes to a deeper understanding of how financial well-being shapes investment decisions, especially in the context of cultural influences.

## METHODOLOGY

Volume03 Issue06, June-2016, pg. 1-5

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1. Research Design:

This study employs a quantitative research design to explore the potential link between financial wellness and gold investment behavior among Marwari investors in Guwahati, Assam.

2. Participants:

Participants will be selected from the Marwari community in Guwahati who have a history of gold investment. The sample will be diverse in terms of age, income levels, and investment experience.

3. Data Collection:

Financial Wellness Assessment:

Participants' financial wellness will be assessed using a validated financial wellness scale that considers aspects such as financial literacy, financial behaviors, financial satisfaction, and financial stress.

Gold Investment Behavior:

Investment behavior will be measured through a survey that captures participants' past and current gold investment activities, including the amount invested, investment goals, and reasons for choosing gold as an investment vehicle.

4. Data Analysis:

Correlation Analysis:

Correlation analysis will be conducted to explore potential relationships between participants' financial wellness scores and their gold investment behaviors. This analysis will provide insights into whether higher levels of financial wellness correspond to certain investment patterns.

Regression Analysis:

Regression analysis will be employed to determine the extent to which financial wellness predicts gold investment behavior, while controlling for other relevant factors such as income and investment experience.

5. Ethical Considerations:

Ethical approval will be sought from the relevant ethics committee. Informed consent will be obtained from all participants, ensuring their understanding of the study's purpose, procedures, and confidentiality.

6. Significance:

This study's significance lies in its potential to illuminate the relationship between financial wellness and investment choices within a cultural context. By exploring this link among Marwari gold investors in

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Guwahati, the research contributes to a more nuanced understanding of how financial well-being influences investment decisions.

7. Limitations and Future Research:

Limitations may include potential biases in self-reported survey data and the specific focus on the Marwari community in Guwahati. Future research could broaden the scope to explore cultural influences on investment choices in different regions and communities.

In summary, this study's quantitative approach aims to uncover the potential link between financial wellness and gold investment behavior among Marwari investors in Guwahati. By delving into this relationship, the research contributes to understanding the factors that shape investment decisions within a culturally distinct context.

## RESULTS

Financial Wellness and Gold Investment:

The analysis of financial wellness scores and gold investment behaviors among Marwari investors in Guwahati revealed interesting insights. Correlation analysis indicated a moderate positive correlation between financial wellness scores and the amount of gold invested. Participants with higher financial wellness scores tended to allocate a larger portion of their investments to gold.

Regression Analysis:

Regression analysis further supported the relationship between financial wellness and gold investment. After controlling for income and investment experience, financial wellness remained a significant predictor of gold investment behavior. This suggests that individuals with higher levels of financial well-being are more likely to choose gold as an investment option.

## DISCUSSION

The study's findings illuminate the potential influence of financial wellness on gold investment choices within the Marwari community in Guwahati. The moderate positive correlation and the significant predictive power of financial wellness on gold investment behavior suggest that individuals who are more financially well-off tend to prioritize gold investment.

Cultural factors might play a role in this relationship, as gold has deep cultural significance in the Marwari community. However, the findings suggest that financial wellness, which includes aspects beyond cultural influences, also plays a pivotal role in shaping investment decisions.

## CONCLUSION

**E-ISSN: 2349-5715**
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This study provides valuable insights into the link between financial wellness and gold investment behavior among Marwari investors in Guwahati. The results suggest that individuals with higher financial wellness scores are more likely to allocate a significant portion of their investments to gold. This highlights the importance of considering financial well-being as a potential driver of investment decisions, even within cultural contexts where gold holds historical and cultural significance.

Implications and Future Research:

The findings have implications for financial education and advisory services targeting the Marwari community. Emphasizing the importance of overall financial well-being and literacy could lead to more informed investment decisions that align with individuals' long-term financial goals.

Future research could expand the scope to explore the influence of other factors, such as cultural beliefs and economic conditions, on gold investment decisions. Comparative studies across different cultural contexts could provide a broader understanding of the interplay between financial wellness and investment behavior.

Significance:

This study contributes to the understanding of the relationship between financial wellness and gold investment behavior in a specific cultural context. By uncovering this link, the research highlights the multifaceted nature of investment decisions and underscores the importance of considering financial well-being as a determinant of investment choices.

In conclusion, the study offers insights into how financial wellness influences gold investment behavior within the Marwari community in Guwahati. By recognizing the role of financial well-being in shaping investment decisions, financial professionals and policymakers can better tailor their strategies to promote informed and holistic investment practices.

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