

## **A STUDY ON INVESTORS PREFERENCE TOWARDS LAND AND GOLD IN THOOTHUKUDI**

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### **ABSTRACT**

Investment is the employment of funds with the aim of achieving additional income or growth in value. The essential quality of incomes is that, it involves waiting for reward. It involves a commitment of resources which have been saved or put away from current consumption in the hope that benefits will occur in future. The term investment does not appear to be simple it has been defined investment has been categorized by financial experts of economist. It has also often been confused with the term speculation. India comes under the grade of developing countries. The reason for the rapid growth and development of the economic prosperity of the country is attained by means of investment. Diverse investments are commercialized and capture the eyes of the investors. Investors are in a flow to invest their capital in shares, bonds, gold, land and mutual funds. Due to fluctuations in the price of gold and land investors are clever in investing in the aforesaid assets. Thus, study has been taken to analyze the investors' preferences toward gold and land.

**KEYWORDS:** Investment, Land, Gold