

Growth or Preservation of Wealth? An Examination of Indian Mutual Funds and Gold Investments Based on Factors

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Abstract:

The following paper reviews the characteristics, advantages, and risks associated with gold and mutual funds' investments. This paper tries to guide investors seeking portfolio diversification through a comparison of investor profiles. Analysis in this paper may guide investors in taking informed decisions.

Keywords:

Gold Investment; Mutual Funds, Portfolio Diversification, Risk-Return Analysis, Behavioral Finance, Investment Decision-Making, Indian Retail Investors, Systematic Investment Plan (SIP).