

Gold:A social and economic perspective on women

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Abstract :

Gold has always been seen as a status, symbol of wealth, security and identity in many societies especially in India. For women gold is not just an economic resource but also connected with values, culture, tradition and emotional meaning they are normally connected with the marriage, inheritance and status. Economically in women perspective they see gold as a safe investment because gold is used as a hedge against inflation and financial instability, symbolizing women's security during crises. The view of women in society has changed over time but remains influenced by social and cultural determinants. Women's role rights and opportunities are shaped by societal attitude; generally decide what they should do at home, in work place, in school and their behavior. Though the gender equality has been advanced traditional norms and stereotypes continue to influence the way women are treated. This study examines societal view on women about owning gold. do they see it as practice of tradition or financial stability. Under these views in the context of eliminating gender biases, encourage equality and designing an egalitarian environment where women are free to realize their potential.

INTRODUCTION

Gold has occupied long standing position in human society its meaning is especially twist around with women. Especially in India gold is seen as a status, tradition it hold cultural and social thinking of peoples. According to data from 2025 India has 11% of total gold of the world. Traditionally women are seen as the keepers of gold in the aspect of gift, jewelry or inherited property in most societies. It is given and saved for women for milestones like wedding celebration and religious rituals. Having the possession or adorning gold is to advance the social status of women. They are associated with the women's identity and recognition at the family or community or family level.

From cultural point of view gold is as more then a jewelry . It is a indicator of honor and social standing. Form ancient time till now gold is seen as status more then ainvestment. It determines the women's place in society .At the same time gold hold a life changing economic consequences for women. It is often seen as a economic protection .Its make the women feel independent and it act as a financial security.

By analysis the people's perspective of gold for women is social or economical. This study seeks to investigate how the societies view affect the women's life and also about the knowledge of about equality and their economic view.

REVIEW OF LITERATURE

1. Understanding gold investment trends among working women in Haryana:
Authors: Himani Khatri &Kuldip S' Chhikara
Year: 2025
They found that 78 % of working women in Haryana see gold as a traditional investment, while only 45% know about digital gold .
2. Factors affecting gold investment attitude among women investment :
Place: Cuddalore district of Tamil Nadu
Year: 2025
This research show how women's attitude towards gold investment and how they are shaped by the tradition and culture. Result the see gold as both investment and culture.
3. Study on investment behavior of working women
Author:T Kiruthika
Year: 2025

Focus on women's preference, investment type, overall satisfaction and conform how women see gold as security or investment.

RESEARCH METHODOLOGY

Data collection tool:

Google form survey

Number of participants: 84

Time frame:

The survey was conducted from Sep 19 to 27.

Data analysis method:

Analyzed the answers by chart and percentage

Questionnaire design:

Likert scale close-ended questions (yes/no/agree/disagree/neutral)

RESULTS & ANALYSIS:

This section speaks about the results of survey conducted using google forms. A total of 84 responses were collected by survey.

1.Question: Age of responders

From the 84 numbers of response. The age distributed as 4.7% of response is from below 18 years , 31% is from 18-25 age people, 11.9% is from 26-35 age people, 23.8% from 36-45 and finally 28.6% from 45+ age people.

Question 2

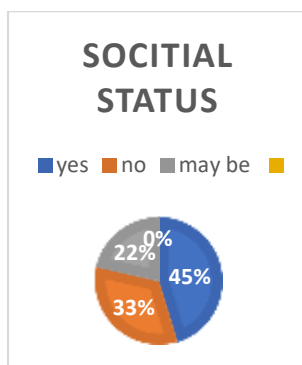
Among the response received from 84 number people 50% from women, 50% from men.

Question 3

Occupation of the respondents are mostly from employee with 45.2% then students with 33.3% then the least number of response is from homemakers 7.1% from other fields is 14.3%

Question 4

Do you think gold is important for a women's social status?



Majority of people think gold as a symbol of social status for women rather than as a financial investment this indicates people still see gold in traditional way of investment.

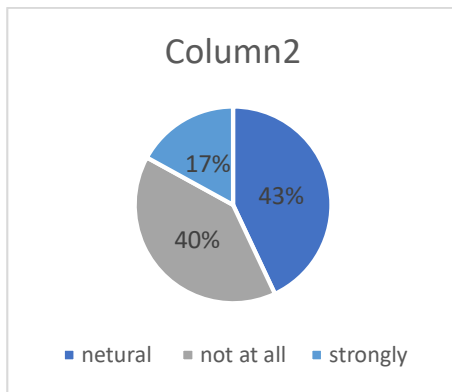
Question5:

In your opinion does owning gold increase a women's respect in society.

In this question 33.3% of people believe it strongly, 35.7% people say its neutral state and 29% people say no 'not at all'

Question 6:

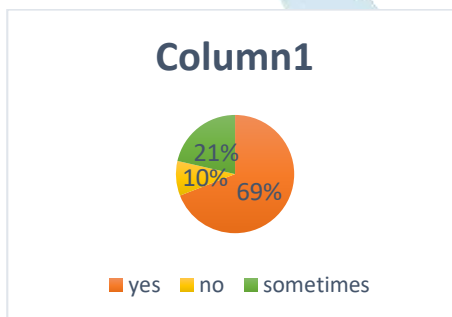
How do you associate gold with marriage and dowry



Majority of people think its neutral with a percentage of 43. 17% of people say they are strongly associated, 40% of people say not at all. This represent the growing knowledge of people knowing dower is not a good this to be received or given.

Question 7

Do you think gold as a source of financial investment for women?



Majority of people say gold in a financial investment rather than a traditional or cultural thing.

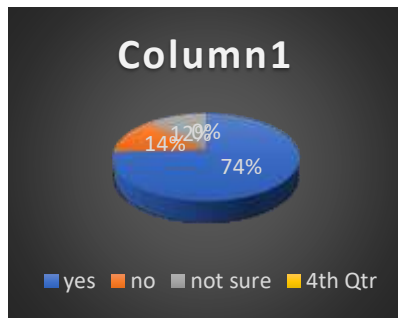
Question 8:

Do gold make women more independent?

55% of people agree for this statement 33% feel its neutral and 12% disagree with this statement.

Question 9:

Do you think society puts too much pressure on women owning gold?



Many people think society put too much pressure on women to buy gold rather than a man.

Question 10:

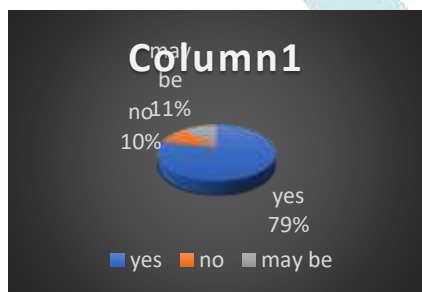
In your view holding gold is still women's identity?

For this question many people answered no (45%)

29% people say yes and 26 stand by neutral.

Question 11;

Do you think gold must be seen more as an investment rather than a jewelry?



majority of people think gold should be seen more as an investment .

Question 12

At which stage of life women need more gold?

Marriage: 52%

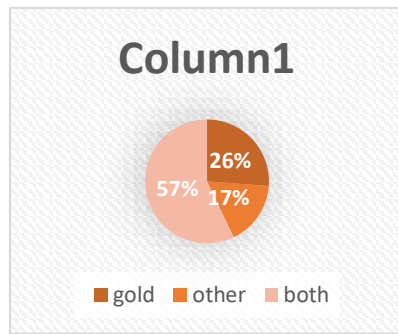
Child hood: 6%

Mother hood: 31%

Old age: 11%

Question 13

Do you think modern women prefers gold jewelry or other form of investment?



modern women invest in both jewelry and other investments too.

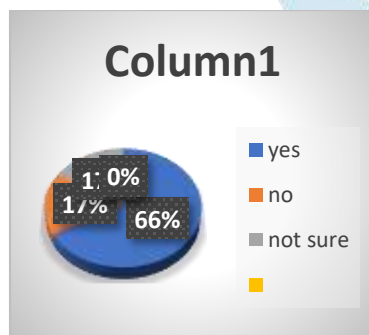
Question 14:

In your point of view social media influence women desire for gold jewelry?

Majority believe that social medial influence women desire to 'gold to some extent'.

Question 15:

Should the dowery system involving gold should be completely banned in India?



Majority of people say yes to the gold involvement as dowery must be banned.

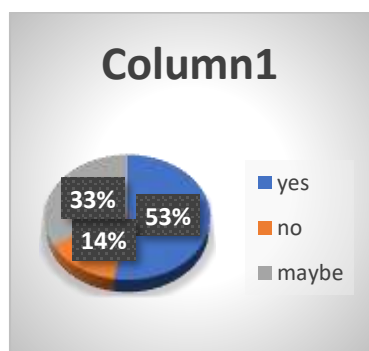
Question 16:

Do you think gold has more emotional value or financial value?

Maby people think it has both financial and emotional value

Question 17:

Do you support replacement of gold with alternative gifts (like savings bonds or property)



many people support to replace gold with other gift like bonds or property.

DISCUSSION:

Gold is deeply connected with women (in social perspective) in many cultures especially in India in see as a symbol of respect, status at the same time the society tie a women's worth with gold a nonliving thing. From economic perspective gold is seen as a form of investment that protects and prevent the women. Make a women feel independent and make them take decide in manysituation.

Even in previous research in Hariya 78% women see gold as an traditional investment rather than an investment but in this research many people see it as an investmentrather than as a tradition.

CONCLUSION:

Gold is more than wealth it's a culture, tradition. Form cultural perspective it is mostly seen as a pressure for women and their family many people are still not married because of they can't afford gold. Marriage is important part of life according to Indian culture. If we see some ancient poems or storis we can clearly see that men are the one who give gold or money to women's family to show then that he can financially to *take care of the women*. Later that practice has changed women stated giving gold to groom's family. Now even in modern time women dowery to men's family. But in this research we can see many peoples perspectives are changing **as gold is just a investment rather than a tradition**. This research end with gold will continue to shine in women's life not just a traditional thing but also as an investment.