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## STUDY ON IMPACT OF AKSHAYA TRITIYA ON CONSUMER BUYING BEHAVIOUR OF GOLD

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### Abstract

*Gold is the most precious and invaluable metal ever discovered by man. Gold is respected throughout the world for its value and rich history, which has been interwoven into cultures for thousands of years. People used to see gold as a way to pass on and preserve their wealth from one generation to the next. Gold is also used as an excellent hedge against inflation, as its price tends to rise when the cost of living increases. Gold has always been a go-to investment during times of fear and uncertainty. Periods of fear and uncertainty go hand in hand with economic recessions and depressions. With the discovery of metals like gold, a revolutionary change in ornaments took place. Gold ornaments became an unavoidable factor in the racial and cultural life of people. They considered gold as a good way to plan for the future and a manifestation of their social position and dignity. The same sentiment is much prevalent nowadays also. The Research paper studies the impact of the auspicious day called Akshaya Tiritiya on consumer's buying of gold.*

### Author Keywords

Akshaya Tiritiya, demand, gold, offers, purchase

### Index Keywords

Hindu community, Social position, Diminishing, Jains celebrate

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