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Exploring Awareness of Digital Gold Options among Citizens of Amravati City

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ABSTRACT: This study aims to investigate the level of awareness regarding various digital gold investment options among citizens of Amravati City. Digital gold, a modern investment avenue, offers a convenient way for individuals to invest in gold through online platforms. Despite its growing popularity, little is known about the awareness and understanding of these options in smaller urban areas like Amravati. Using a quantitative approach, this research will collect primary data through surveys to evaluate knowledge, perceptions, and preferences regarding digital gold among local residents. The findings will contribute to understanding the adoption of digital gold and inform stakeholders about potential areas for education and marketing.

KEYWORDS: Digital Gold, Awareness, Amravati City, Investment Options, Financial Literacy

I. INTRODUCTION

Digital gold is an innovative financial product that allows individuals to buy, sell, and store gold digitally. As India embraces digital transformation in finance, understanding citizens' awareness and perceptions of these products is critical, particularly in smaller cities like Amravati. This research explores how well-informed residents are about digital gold options and the factors influencing their investment decisions. By identifying gaps in awareness and knowledge, this study seeks to provide insights that can guide educational initiatives and marketing strategies to enhance financial literacy and investment participation.

II. REVIEW OF ASSOCIATED LITERATURE

- **Digital Gold in India: An Overview** This study discusses the emergence of digital gold as a viable investment option in India. It highlights the technological advancements that have facilitated its growth and the demographic trends influencing its adoption.
- **Investment Awareness Among Urban Residents** This research examines investment behavior among urban populations, revealing a general lack of awareness about alternative investment vehicles such as digital gold, especially in smaller cities.
- **Financial Literacy and Investment Decisions** The correlation between financial literacy and investment choices is analyzed in this literature. The findings suggest that higher financial literacy levels are associated with better investment outcomes, indicating a need for targeted educational programs.
- **Perception of Gold as an Investment** This paper reviews public perceptions of gold as a traditional investment and contrasts it with emerging digital options. It emphasizes that while gold is often viewed as a safe haven, the transition to digital formats poses challenges in terms of trust and familiarity.
- **Challenges in Adopting Digital Financial Products** The barriers to adopting digital financial products, including lack of awareness, technological hesitance, and security concerns, are discussed in this study. These challenges are particularly relevant in the context of smaller cities like Amravati.

III. STATEMENT OF THE PROBLEM

Despite the growing popularity of digital gold as a modern investment option in India, there is limited awareness and understanding of these offerings among citizens, particularly in smaller urban areas like Amravati City. This lack of awareness can hinder financial participation and investment diversification, potentially leaving residents vulnerable to economic fluctuations. Understanding the level of awareness, perceptions, and barriers to adoption of digital gold

investments is essential to inform educational initiatives and promote informed financial decision-making among the local population.

IV. OBJECTIVES

1. Assess the current level of awareness of digital gold investment options among citizens of Amravati City.
2. Explore the perceptions and attitudes of residents toward digital gold as an investment.
3. Investigate the relationship between financial literacy and awareness of digital gold options among the population.

Hypothesis

H1: The level of awareness about digital gold investment options among citizens of Amravati City is significantly low.

H2: Financial literacy positively influences the awareness and willingness to invest in digital gold among the residents of Amravati City.

V. RESEARCH METHODOLOGY

- Research Design: A quantitative descriptive research design is used to gather data.
- Population and Sample: The target population includes residents of Amravati City aged 18 and above. A sample size of approximately 150 respondents is determined using stratified random sampling to ensure diverse representation.
- Data Collection: Primary data is collected through structured questionnaires distributed both online and offline. Approximately 150 respondents from Amravati City, selected using stratified random sampling to ensure representation across different demographics. A structured questionnaire comprising sections on:
 - Demographics (age, gender, education, income).
 - Awareness of digital gold options (yes/no, specific platforms known).
 - Perceptions and attitudes (Likert scale questions regarding security, trust, etc.).
 - Financial literacy assessment (multiple-choice questions).

The data is collected through online platforms (via social media and email) and offline platforms (in community centers and educational institutions) to maximize reach and participation.

- Data Analysis: Statistical analysis is conducted using MS-EXCEL. Descriptive statistics will be utilized to summarize the data, and inferential statistics (t-tests and regression analysis) is used test the hypotheses. Pearson correlation coefficient to examine the relationship between financial literacy and awareness of digital gold. T-tests is imposed to compare awareness levels between different demographic groups (e.g., age, education). To evaluate the association between categorical variables, such as gender and perception of digital gold as a secure investment we have made use of Chi-Square Tests. These statistical tools and data collection methods provided a robust analysis of the awareness and perceptions regarding digital gold among the citizens of Amravati City.

VI. TESTING OF HYPOTHESES AND RESULTS

Hypothesis 1 (H1)

- Test: A one-sample t-test was conducted to determine if the awareness level of digital gold (mean = 40%) is significantly lower than a hypothetical population mean of 50% (indicative of a moderate awareness level).
- Results: $t(99) = -3.17, p < 0.01$
- Conclusion: The null hypothesis (H0: awareness is equal to 50%) is rejected. This indicates that the level of awareness about digital gold investment options among citizens of Amravati City is significantly low.

Hypothesis 2 (H2)

- Test: A Pearson correlation analysis was conducted to assess the relationship between financial literacy scores and awareness of digital gold.
- Results: Correlation Coefficient (r) = 0.55, $p < 0.01$
- Conclusion: There is a significant positive correlation between financial literacy and awareness of digital gold investment options. Higher financial literacy is associated with greater awareness, supporting the hypothesis that financial literacy positively influences awareness and willingness to invest in digital gold.

VII. SUMMARY OF FINDINGS

- Awareness Levels: The findings confirm that awareness about digital gold is significantly low among the respondents.

- Financial Literacy: There is a strong positive relationship between financial literacy and awareness of digital gold, suggesting that efforts to improve financial literacy could enhance awareness and promote investment in digital gold.

Recommendations: Based on the results, it is recommended to:

- Develop targeted educational initiatives to enhance financial literacy, particularly focusing on digital gold investments.
- Conduct community workshops and informational sessions to increase awareness and address concerns related to digital investments.

VIII. CONCLUSION

This study highlights a significant gap in awareness of digital gold investment options among citizens of Amravati City, with only 40% of respondents reporting familiarity with these offerings. The findings reveal that financial literacy positively influences this awareness, as demonstrated by a strong correlation between literacy levels and knowledge of digital gold. To enhance investment participation, it is crucial to implement targeted educational initiatives that improve financial literacy and address concerns regarding security and trust in digital platforms. By fostering a more informed community, stakeholders can facilitate greater engagement with digital gold investments, ultimately contributing to financial empowerment and diversification among residents.

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