

Neural Network Modeling of Gold Saving Practices for the Girl Child among Working Families in India

Kalai Selvi D*, Harshitha T, Umadevi A
R.M.K. Engineering College, Chennai, India

*Corresponding Author

ABSTRACT

Gold has always been a safe and culturally significant investment in Indian households. In working-class families, the gold saving habit is normally followed with the intention of securing the future of the girl child, particularly for marriage, higher education, and emergencies. Gold is still a popular investment option despite the availability of new-age investment options because of its perceived safety, liquidity, and cultural significance. Although research on gold as an investment has been investigated by previous studies, there has been little research on gold saving habits for the girl child, which takes into account demographic, awareness, trust, economic, and socio-cultural factors simultaneously. The research aims to analyse the determinants of gold saving practices for the girl child in working families in India. The objectives of the research are to examine the impact of demographic variables, financial awareness, trust, and financial security, economic affordability, and socio-cultural variables on gold saving practices. The hypotheses are formulated to test the significance of the variables on gold saving practices. The research uses a descriptive research design. The primary data is collected using a structured questionnaire. A Neural Network model is used to determine the complex relationships between the independent variables and gold saving practices. The results are expected to show the significant impact of income, cultural practices, trust, and financial awareness on gold saving practices.

Keywords: Gold Saving Practices, Girl Child Financial Security, Cultural Investment Behaviour, Neural Network Analysis, Household Financial Behaviour

