**Abstract**

Investment is an asset or item acquired with the goal of generating income and appreciation. In an economic sense, an investment is the purchase of goods that are not consumed today but are used in future to wealth. In finance, an investment is a monetary asset purchased with the idea that the asset will provide income in the future or will later be sold at a higher price for profit. Commodities play a vital role in the development of any economy. Commodities are products which are outputs of primary sector. Today commodity market proves to be a very major avenue of investment. It was observed from the statistical analysis that there was a significant association between the respondents’ age and the various factors such as Terms, conditions& Benefits, Easy transactions. Also there was a significant association between the respondents’ Profession and factors such as Awareness & knowledge, tax exemptions, Affordable brokerages. As a result of Anova test there was significance among Areas of Investment and tax exemption. Also there was a high significance between way of investment decision reached and factors such as Awareness & knowledge, Terms, conditions& Benefits, Tax exemption.