

Gold and Silver Investor Sentiment and Trends

Mayur Shah

*Shri Chimanbhai Patel Institute of Management & Research
Ahmedabad, India*

Email: mayurfinance@gmail.com

Abstract: This study investigates investor sentiment and market trends in gold and silver markets over the period 2023–2026. Integrating behavioral finance theory with recent empirical findings, the research examines how sentiment influences price dynamics and investment decisions. Using insights from recent literature and secondary data, the study highlights the role of macroeconomic factors, sentiment indices, and structural demand. The findings reveal that gold maintains its safe-haven characteristics, while silver exhibits hybrid behavior influenced by both industrial demand and speculative sentiment. The paper contributes by synthesizing recent academic research and proposing a sentiment-driven analytical framework for precious metals. This paper analyzes investor sentiments and trends based on data from 2024 to early 2026, highlighting a shift towards "safe-haven" assets despite record-high price levels.

Keywords: Geopolitical Conflict, Indian Stock Market, Gold, Silver, Market