

## **Abstract**

Commodity trading has emerged as an essential avenue for investment, offering opportunities for diversification and risk management. This study investigates commodity trading practices and investor awareness, with a specific focus on Muthoot Finance customers. The research aims to evaluate the level of awareness, understanding, and participation of Muthoot Finance's customer base in commodity trading, and to explore factors influencing their investment decisions.

Data was collected through surveys and interviews with Muthoot Finance customers, supplemented by secondary data on commodity market trends. The study examines various dimensions such as customer knowledge of commodity markets, risk management strategies, and the role of financial literacy in shaping investment choices. The findings indicate that while a significant portion of customers have basic knowledge of commodity trading, there is a considerable gap in awareness regarding advanced trading strategies, market trends, and the risks associated with commodity investments.

The research concludes with recommendations to enhance investor education and awareness programs, including targeted workshops, digital content, and advisory services, to empower customers to make informed investment decisions. Additionally, the study suggests that Muthoot Finance could introduce tailored commodity investment products to cater to the specific needs of its customers. This study provides valuable insights into the current state of commodity trading awareness and presents practical strategies to improve customer engagement and investment outcomes.