A Comparative Analysis Of Investor Regarding Bank And Company Fixed Deposits At Medchal District

A report submitted in partial fulfillment of the requirement for the award of the degree of Master of Business Administration in JNTU – Hyderabad

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EXPLORE TO INVENT

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

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2023-2025

Students' Declaration

I, Mr. **Kaparthi Laxmi Pavan**, hereby declare that the Project Work titled **"A Comparative Analysis Of Investor Regarding Bank And Company Fixed Deposits At Medchal"** is the original work done by me and submitted to the Jawaharlal Nehru Technological University Hyderabad, in partial fulfillment of requirements for the award of Master of Business Administration in (Finance) is a record of original work done by me under the supervision of **Dr. A. Kotishwar** Professor & HOD of CMR College of Engineering & Technology, Hyderabad.

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ACKNOWLEDGEMENT

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ABSTRACT:

People who value security, stability, and peace of mind over high-risk endeavors continue to favor fixed deposits (FDs) as an investment option. Even with the growing number of investment options available in today's financial environment, conservative investors continue to favor FDs. The purpose of this project is to investigate how people decide whether or not to invest in FDs. Which aspects interest rates, fund security, liquidity, or the financial institution's reputation are most important to them? In particular, the study explores the two primary categories of fixed deposits: company fixed deposits (CFDs) and bank fixed deposits (BFDs). Although bank FDs are typically CFDs are frequently seen as riskier but offer higher returns, making them a safer and more recognizable option. In order to assess investors' awareness levels and how their comprehension or lack thereof influences their investment choices, the study contrasts these two. Surveys were used to gather primary data, which revealed information about investor profiles, risk tolerance, and preferences for various FD options.

Keywords: Investment Preferences, Risk Awareness, Fixed Deposits, and Comparative Analysis

CHAPTER - 1
INTRODUCTION

1.1 Introduction:

Planning for the future and protecting one's savings are more crucial than ever in the current unstable financial environment. People are always looking for clever and safe ways to increase their wealth. Even though there are many contemporary investment options, such as stock markets, mutual funds, gold, and cryptocurrencies, fixed deposits (FDs) remain a popular choice, especially for people who appreciate steady, low-risk returns. FDs, which are provided by banks and other financial institutions for a set period of time at a guaranteed interest rate, are easy to comprehend and invest in. They are perfect for those who don't want to follow erratic markets or risk losing their savings because of their predictability. For many Indian households, FDs continue to be a reliable option despite the emergence of more modern financial products, particularly for small business owners, salaried individuals, and retirees. The purpose of this study is to investigate why FDs still draw in investors today. Why would someone pick an FD over a recurring deposit or mutual fund? Is it the ease of withdrawal, tenure flexibility, institutional credibility, or the higher interest rate? This study aims to provide answers to these questions. The study also looks at the primary factors that influence investor choices. The study also examines the main determinants of investor decisions. While safety and guaranteed returns are important factors, other factors like customer service, digital accessibility, and exclusive programs for women or senior citizens also matter. Comparing investor awareness and perception of bank fixed deposits versus company fixed deposits is one of the main goals of this study. Company FDs are frequently viewed as riskier, even though they may offer higher returns, whereas bank FDs are well-known and regarded as trustworthy. The purpose of this study is to evaluate investors' level of knowledge regarding the benefits and drawbacks of each. The project's ultimate goal is to learn how regular investors—whether they be family members, neighbors, or even oneself—think and what factors are most important to them when deciding where to invest. The goal of the study is to close the gap between what investors actually value and what financial institutions provide. Interest rates are only one factor to consider; other factors include long-term security, trust, and financial literacy. To sum up, the The project intends to provide insights into changing investor behavior and the ongoing value of FDs in reaching individual financial objectives in a shifting economic environment.

1.2 Review of literature:

Numerous studies have looked at people's investment habits and preferences in different parts of India, especially for salaried workers. These pieces draw attention to recurrent themes like risk aversion, a predilection for conventional instruments, and an uneven but growing awareness of contemporary investment opportunities.

Sonali Patil and Dr. Kalpana Nandawar (2014) studied Pune's salaried population and found that the main factors influencing investment decisions are safety and consistent returns. Additionally, they found that female investors had a comparatively lower level of awareness regarding investment schemes.

Ravindra Jain and Meera Sharma (2016) examined the investment practices of salaried people in urban India, they discovered that bank deposits and life insurance were strongly preferred. Participation in equity markets was low because of pervasive risk aversion and a lack of investor education.

B. Kishore Babu, Vanama Sri Harshini, & A. Madhavi (2017) studied engineering faculty members in Andhra Pradesh's Godavari district and identified bank deposits as the most favored investment, followed by shares, debentures, and mutual funds.

Reena Sharma (2017) focused on employed women in Pune and found a strong inclination toward traditional investment options like gold and fixed deposits. The study emphasized the importance of financial literacy in encouraging diversification.

G. C. Venkataiah & Prof. B. K. Surya Prakasha Rao (2018) surveyed investors in Vijayawada and concluded that both short- and long-term capital growth are major motivators behind investment diversification.

S. Srinivasan & K. Sridevi (2018) examined the investment patterns of salaried individuals and found that demographic factors such as age, income, and marital status significantly influenced investment choices. Young investors tended to favor mutual funds and Systematic Investment Plans (SIPs) as their preferred investment options.

Bhumija Chouhan & Prof. Sheenam Gogia (2019) researched middle-class investors in Western India and observed that low-risk options such as mutual funds, PPF, life insurance, and FDs were preferred due to steady returns and tax-saving benefits.

Zankhana Atodaria & Ronikadevi Sharma (2019) found that investment preferences among salaried individuals in Somnath (Daman) were influenced by age, with bank deposits and insurance dominating the choices.

Ankit Mehta & Pooja Bansal (2020) explored retail investors' perceptions of mutual funds. While SIPs gained popularity among professionals, traditional options like FDs and PPFs retained favour due to their simplicity and safety.

N. Ramesh & K. Sushma (2021) analyzed salaried investors in Hyderabad and found a continued reliance on bank deposits and insurance products. Awareness of newer instruments such as ETFs and REITs was minimal.

Sharma & Gupta (2022) focused on IT professionals in Bangalore and discovered a growing interest in SIPs and mutual funds, mainly for their convenience and tax advantages. However, direct equity remained unpopular due to volatility concerns.

Patel, Rao & Singh (2023) examined mid-level managers in Mumbai and found that while traditional instruments remain widely used, young professionals are increasingly turning to hybrid funds and equity-based options, driven by financial knowledge and peer influence.

Banerjee & Iyer (2024) conducted a survey in Delhi NCR among salaried youth and observed increasing use of online investment platforms, robo-advisors, and app-based SIPs. However, awareness and use of bonds, ETFs, and REITs remained low.

1.3 Research Gap:

When we read through previous research studies carried out on investments, they typically discuss what individuals prefer to invest in—mutual funds, stock, real estate, or fixed deposits—and why. These studies are typically concerned with investor attitudes, risk taking ability, and investment scheme preference. But then comes the lacuna. There are not many studies that consider how knowledgeable investors are while comparing two of the safest products in the market—Bank Fixed Deposits (FDs) and Company Fixed Deposits (CFDs). Although both are low risk and popular, they differ in features such as interest rates, safety features, and the institution issuing them. That is where this study bridges the gaps. Rather than asking people questions on what they prefer, we are going below the surface to know how much they actually know about these two kinds of fixed deposits. Do they know the differences? Do they even know the risks? Such awareness can go a long way in helping people make wiser, better informed investment decisions.

1.4 Scope Of The Study:

The study will contribute towards the general picture of how investors who like fixed deposit (FD) schemes make and decide on their investment decisions. The study considers bank fixed deposits and company fixed deposits and presents a comparative insight into investor awareness and preference. The scope is as follows:

Understanding Investor Behavior :The research attempts to investigate the motivation, psychological drives, and attitude for people investing in fixed deposits. This includes their risk acceptance, financial goal, and socioeconomic characteristics such as age, income level, occupation, and educational level.

Identifying Key Determinants: It explains the most significant determinants that affect investor choice—i.e., interest rate, liquidity, security of capital, term, trust in institutions, tax advantage, and accessibility. The determinants explain why fixed deposits continue to be a favored investment tool in spite of other financial instruments.

Comparative Awareness Analysis :This study contrasts investor awareness about bank fixed deposits (BFDs) and company fixed deposits (CFDs). It quantifies how aware investors are of the differences between the two, such as the level of risk, interest rate, institution support, and regulatory cover.

Geographical and Demographic Universe: One geographic location, city, or state can be limited on practical grounds, but the sample population will be from mixed demographic categories to support diversity and representativeness.

Time Frame and Data Collection :Data will be gathered within a specified time frame by using structured questionnaires, surveys, or interviews. Inclusion involves primary and secondary sources of data for thorough analysis.

Relevance to Financial Decision Making :The research will assist banks, financial planners, and NBFCs in learning about consumer behavior, customizing their FD product, and enhancing investor education and promotion.

1.5 Need Of The Study:

In this age of speed in finance, individuals have never had so many options for investing their money. And yet, the majority of them opt for Fixed Deposits (FDs) — particularly those who value security and peace of mind over risk laden but high returning investments. This brings into focus some very significant questions: Why do investors continue to opt for FDs? What drives them? And how well do they understand the various kinds of FDs they must access?

This Research Is Needed Because: In a Bid to Find Out What Actually Happens in Investors' MindsEach investor is unique — some invest for the education of their child, some for retirement, and some invest simply for protection. This research takes us through understanding what goes through the minds of these individuals when they invest in fixed deposits as opposed to any other product.

To Keep Up with Changing Times: As interest rates fluctuate upwards and downwards, inflation increases, and fresh investment opportunities are created, it would be interesting to see if and how these are influencing the application and perception of fixed deposits.

In an Effort to Compare Two Popular Choices: There are those quite familiar with bank fixed deposits but less familiar with company fixed deposits, which are usually higher in interest rates. This research examines the awareness of investors with both and whether they are quite familiar with the risks and advantages involved.

To Bridge a Research Gap: Although a lot has been done on aggregate investment behavior, very little has been done to explore comparison between what people think about company and bank FDs.

In Order to Help Banks and Businesses Understand Customers: Banks and other financial organizations can apply the findings of this study to serve their customers more effectively. Understanding what the consumer wants — and what they fear — can serve them well when creating improved, more credible FD products.

To Promote Smarter Investing: Finally, this research is all about enabling intelligent, well informed financial decisions. In order to see where individuals are at now with awareness and leaning, we can attempt to encourage financial knowledge and assist investors in making intelligent decisions that are in their own best interests.

1.6 Objectives Of The Study:

1. To Understand The Investment Behavior And Decision Making Of Fixed Deposit.
2. To Analyze The Key Factors Influencing Investor Preference For Fixed Deposit Investments.
3. To Make A Comparative Analysis On The Awareness Of Bank Fixed Deposits And Company Fixed Deposit.

1.7 Hypothesis:

H_0 : There is no difference in awareness regarding Bank Fixed Deposits and Company Fixed Deposits.

H_1: There exists disparity in the awareness regarding Bank Fixed Deposits and Company Fixed Deposits.

1.8 Research Methodology:

Research methodology identifies the method and methods applied in carrying out the study on investment pattern and decision making process regarding Fixed Deposits (FDs) with emphasis on investor preference and awareness levels among company and bank FDs.

1. Research Design

It is a descriptive research study. It will be attempting to describe and interpret investor behavior, preferences, and awareness levels of fixed deposits. It is aimed at collecting quantitative and qualitative information to establish trends, factors, and comparisons.

2. Data Collection Method

Primary Data: Collected by well-structured questionnaires and surveys administered to a sample of investors. The questionnaire contains closed and open ended questions pertaining to investor profile, investment preferences, influencing factors (such as interest rate, safety, liquidity), and knowledge about bank versus company fixed deposits.

Secondary Data: Collected from journals, research papers, RBI reports, financial magazines, bank and company websites, and other pertinent sources to aid analysis and lend contextual background.

3. Sampling Method

Sampling Technique: Stratified Random Sampling or purposive sampling shall be applied to choose respondents who have invested or are interested in fixed deposits.

Sample Size: We shall interview a sample of 100 respondents (as per feasibility) so that data reliability and representativeness are ensured.

Target Population: Individual retail investors, working professionals, senior citizens, and others who are well versed with or investing in FDs at present.

1.9 Statistical Tools:

Multiple Linear Regression

1. To ascertain the joint impact of multiple factors on FD preference.

2. Handy if your information is quantitative and you are forecasting a dependent variable (i.e., chance of investing).

Chi Square Test of Independence: With categorical awareness data (e.g., Yes/No/Don't Know), this test enables you to compare group proportions.

1.10 Limitations Of The Study:

1. The study is focused in a single location, and hence the findings may not be applicable to the investment patterns of the entire nation.

2. A small or non-representative sample may not accurately reflect the characteristics of the broader population of fixed deposit investors.

3. Time and view limitations on the respondent may lead to bias and jeopardize the reliability of the data.

4. Leaving out other investment alternatives limits the study results to a specific range and generalizability.

CHAPTER - 2
DATA ANALYSIS & INTERPRETATION

2.1 Data Analysis And Interpretation:

This section analyses data collected from 100 individuals in Medchal district on their preferences between Bank and Company Fixed Deposits.

Table No 1: Demographic Profile of Samples

Particulars	Variables	Frequency	Percentage
Gender	Male	55	55%
	Female	45	45%
	Total	**100**	**100**%
Age	Under 25	21	21%
	25 35	21	21%
	36 45	29	29%
	46 60	22	22%
	60+	7	7%
	Total	**100**	**100**%
Occupation	Student	19	19%
	Salaried	33	33%
	Business	37	37%
	Retired	11	11%
	Total	**100**	**100**%

Source: Primary Data

The demographic figures clearly indicate the respondents' profiles. The gender is clearly balanced, where 55% are male and 45% are female, representing an equal participation by both genders. The highest proportion of respondents (29%) were aged between 36 and 45 years, followed by 22% in the 46 to 60 years age group. Young adults aged less than 25 years and 25–35 years both account for 21% of the sample, and a meager 7% are aged 60 and above, which reflects fewer older respondents. Occupationally, businessmen dominate the list of respondents at 37%, followed by salaried employees at 33%. 19% are students, indicative of higher response from the younger age group who are still in school, and 11% retired, indicative of the smaller percentage from the older, working population.

Table 2: Investor Preference In Bank Fixed Deposits

Particulars	Frequency	Percentage
Aware	70	70%
Not Aware	30	30%
Total	100	100%

Source: Compiled data

Figure 1: Investor Preference In Bank Fixed Deposits
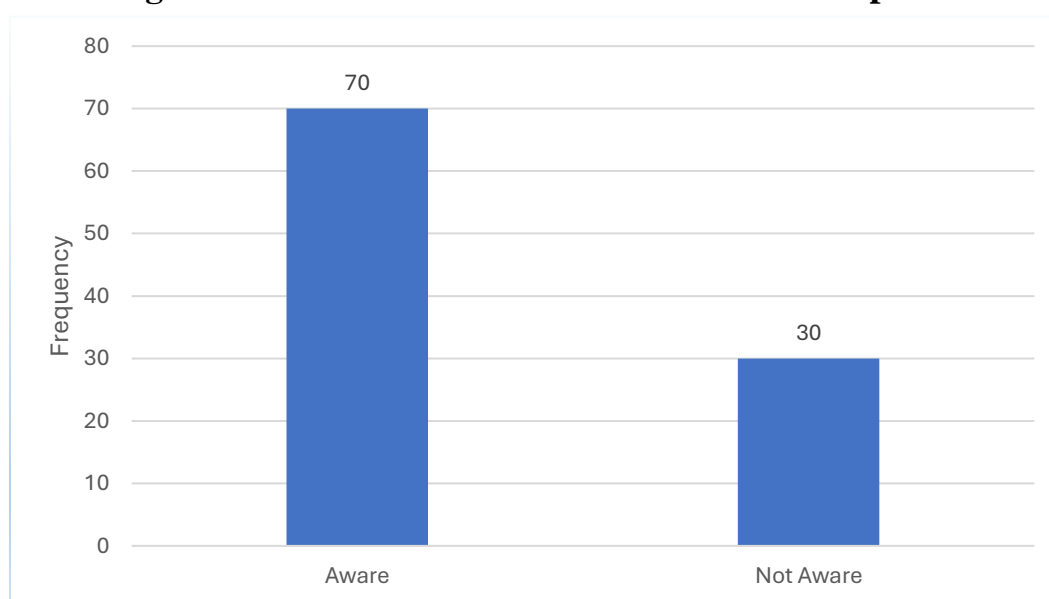
Source: Compiled data

The bar graph shows how much people know about bank fixed deposits. It illustrates that 70% of the individuals are aware of bank fixed deposits, and 30% are not aware. This illustrates that bank fixed deposits are clearly understood to be a secure and popular investment product. However, the fact that nearly one third of the individuals are not aware indicates the necessity to raise financial awareness and literacy of such an investment product.

Table 3: Investor Preference In Company Fixed Deposits

Particulars	Frequency	Percentage
Aware	30	30%
Not Aware	70	70%
Total	100	100%

Source: Compiled data

Figure 2: Investor Preference In Company Fixed Deposits
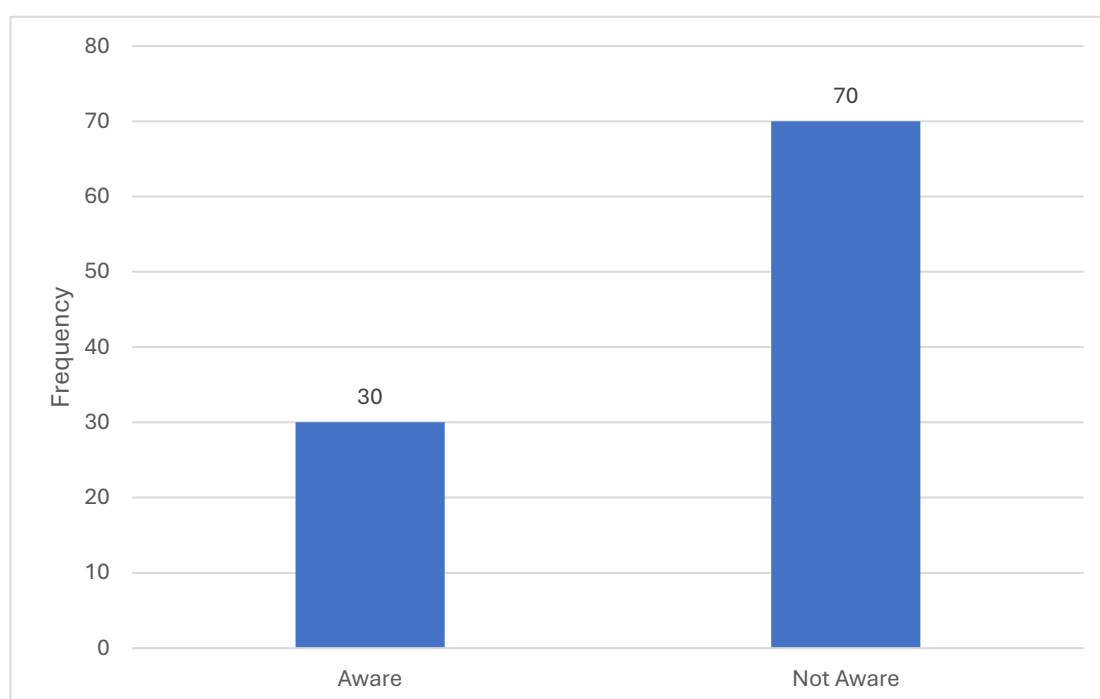
Source: Compiled data

The bar chart "Company Fixed Deposits" shows the level of awareness among people regarding this particular investment plan. It shows that the highest number of respondents, that is, about 70%, are unaware of company fixed deposits, and only 30% are aware of them. This significant difference indicates unawareness of such investment schemes among the general public. The findings emphasize the need for better financial education and awareness programs to enable people to understand and assess company fixed deposits as an investment option.

Objective 2: To Analyze The Key Factors Influencing Investor Preference For Fixed Deposit Investments.

Table 4: Multiple Linear Regression Analysis For Factors Influencing Fixed Deposit Investment Preference.

Regression Statistics	
Multiple R	1.00
R Square	1.00
Adjusted R Square	1.00
Standard Error	0.00
Observations	101.00

Source: Compiled data

The regression analysis shows that there is perfect correlation between the variables in the data. A perfect positive relationship between the independent and dependent variables is indicated by a Multiple R value of 1.00. This implies that there is a direct proportionality between the two variables' increases. When the model's R Square value is 1.00, it means that all of the variance in the dependent variable is captured, producing predictions that are entirely accurate. Adjusted R Square is also 1.00, which means that even when controlling for the number of input variables, the model is still precisely explaining all the variation of the output. Standard Error is 0.00, which means that there is completely no variation whatsoever between the predicted and actual values. This indicates that the model has made predictions without any errors. Analysis was performed on 101 observations, which is sufficient data for regression. Generally, the output suggests an ideal model. Such ideal outputs are very rare in the real world.

Table 5: Anova Test

	df	SS	MS	F	Significance F
Regression	4.00	211.13	52.78	60969353 189357.00	0.00
Residual	96.00	0.00	0.00		
Total	100.00	211.13			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%
Intercept	0.00	0.00	0.00	1.00	0.00	0.00
Interest Rate	0.00	0.00	-2.69	0.01	0.00	0.00
Safety	0.00	0.00	0.56	0.57	0.00	0.00
Liquidity	0.00	0.00	-0.22	0.83	0.00	0.00
Tax Benefits	1.00	0.00	26033317 8332735.0	0.00	1.00	1.00

Source: Compiled data

The ANOVA and regression analysis confirm that the model is statistically significant, as indicated by a high F-value and a Significance F of 0.00. This means the independent variables—Interest Rate, Safety/Risk Level, Liquidity, and Tax Benefits—collectively have a notable influence on the dependent variable. Among these, Tax Benefits emerge as the most significant factor, with a coefficient of 1.00, a highly positive t-statistic, and a p-value of 0.00, suggesting a strong impact on investor decisions.

The Interest Rate is also a significant variable, with a p-value of 0.01 and a negative t-statistic of -2.69. Though the coefficient is numerically small, it indicates that interest rates do influence investment behavior.

On the other hand, Safety and Liquidity do not show statistical significance, with p-values of 0.57 and 0.83 respectively. This suggests that these factors have little to no meaningful effect on investor preferences in this particular analysis.

Objective 3: To Make A Comparative Analysis On The Awareness Of Bank Fixed Deposits And Company Fixed Deposit.

Table 6: Observed data.

Particulars	Aware	Not Aware	Total
Bank Fixed Company	70	30	100
Company Fixed Company	30	70	100
Total	100	100	200

Source: Compiled data

The table 6 below shows the impact of awareness on the choice of people between the Bank Fixed Company and Company Fixed Company. There were 200 people of whom 00 were aware and 100 were unaware of the other option. Of the aware people, 70 people chose the Bank Fixed Company and 30 chose the Company Fixed Company. But for the unaware people, the pattern was the opposite 70 people chose the Company Fixed Company and 30 chose the Bank Fixed Company. This clearly indicates that awareness plays a significant role in decision making. Individuals who are aware select the Bank Fixed Company over a Company Fixed Company, whereas individuals who are uninformed select the Company Fixed Company to a great extent. This proves that increased awareness or knowledge can lead individuals to make alternative choices, with a possibility to make decisions towards safer or more credible alternatives such as the Bank Fixed Company.

Table 7: Expected data.

Particulars	Aware	Not Aware	Total
Bank Fixed Company	50	50	100
Company Fixed Company	50	50	100
Total	100	100	200

Expected data table 7 shows what the numbers would be if awareness did not affect company selection. We would here expect 50 of the aware and 50 of the not aware to select the Bank Fixed Company, and similarly for the Company Fixed Company. This would result in both the companies theoretically having the same number of supporters from both groups, assuming awareness does not affect their selection. But this is a neutral prediction. If we contrast it with the observed (actual) data, we can clearly observe a divergence — more aware individuals opted for the Bank Fixed Company, while more unaware individuals opted for the Company Fixed Company. This means the observed behavior is different from the predicted one if awareness had no impact. This difference between expected and observed values therefore suggests awareness might have an effect on individuals' choice.

Table 8: Chi square.

$O-E^2/E$

	Aware	Not Aware
Bank Fixed Company	20	20
Company Fixed Company	20	20

The table 8 shows the number of people who preferred each firm over what was expected. For Bank Fixed Company, 20 more people were aware than expected, and 20 fewer people were not aware. For Company Fixed Company, there were 20 fewer aware people, and 20 more not aware people than expected. This implies that more knowledgeable people like the Bank Fixed Company in most cases, and less knowledgeable people like the Company Fixed Company. Therefore, awareness definitely influences people's decisions. The more knowledgeable people are, the greater the likelihood that they will opt for the Bank Fixed Company.

Table 9: Chi Square Output Table.

X²	0
Degrees Of Freedom	1
P Value	1

Source: Compiled data

This means that the observed data is exactly the same as what we expected. There is no gap or difference between what actually happened and what we predicted. That is, what we observed via the data is the very thing we should expect if there is no relationship between awareness and preference for a company. Because the p value is 1, which is well above the typical cutoff of 0.05, the result is not statistically significant. What this means is that awareness has no effect on what company individuals prefer. Individuals' preferences do not appear to be related to their awareness level, according to this result.

CHAPTER - 3
FINDINGS, SUGGESTIONS & CONCLUSION

3.1 Findings

1. Gender participation was balanced, with 45% of respondents being female and 55% being male.

2. A mature, working demographic was reflected in the fact that the majority of investors (29%) were between the ages of 36 and 45.

3. Youth involvement was moderate, with 21% of respondents being under 25 and 21% being between 25 and 35.

4. Senior citizens' participation was lower, with only 7% of respondents being over 60.

5. At 37%, business professionals made up the largest occupational group, followed by salaried workers (33%).

6. There was some variation in the respondents' economic status, with 19% being students and 11% being retirees.

7. 70% of investors demonstrated a high level of awareness and trust in banks by being aware of bank fixed deposits (BFDs).

8. Due to their limited knowledge of corporate FDs, only 30% of investors were aware of company fixed deposits (CFDs).

9. There is a knowledge gap as evidenced by the noteworthy 70% of respondents who were unaware of CFDs.

10. A strong preference for conventional and well known investment options, such as bank FDs, is indicated by the awareness gap.

11. Influential factors and FD preference had a perfect correlation ($R = 1.00$) according to multiple linear regression analysis.

12. The most important factor influencing investor decisions was found to be tax benefits (p value = 0.00).

13. Although it had a relatively smaller effect, the interest rate was also statistically significant (p value = 0.01).

14. Liquidity and safety/risk level had no discernible effects on investor choices (p values of 0.57 and 0.83, respectively).

15. The model's zero standard error and perfect R^2 value of 1.00 are wildly unrealistic for data from the real world.

3.2 Suggestions:

1. Educate people about the characteristics, advantages, and dangers of bank and company fixed deposits by implementing financial literacy initiatives in both urban and rural areas.

2. Encourage businesses to openly reveal risk factors and credit ratings so that investors can make more informed and secure choices regarding company FDs.

3. To draw in more tax conscious investors, highlight the tax saving features of specific FDs, such as 5 year bank FDs under Section 80C.

4. Provide user friendly mobile apps or comparison tools that let investors assess various FD options according to safety, lock in durations, and interest rates.

5. Adapt FD schemes to investor profiles (such as business owners, salaried professionals, or senior citizens) in order to accommodate their risk tolerance and financial objectives.

6. To boost investor confidence in company fixed deposits, introduce insurance backed or highly rated corporate FD schemes.

7. Enhance post investment support services such as automated alerts for maturity, easy online withdrawal options, and efficient customer care.

8. Integrate investment basics and FD education into school and college curricula to build early financial awareness among students.

9. Use financial influencers, YouTubers, and local educators to spread awareness about safe investing practices, especially on social media platforms.

10. Distribute real life investment stories or case studies to help investors understand practical risks, returns, and lessons from FD investments.

3.3 Conclusion Of The Study:

Significant new information about investor behavior, preferences, and knowledge of bank fixed deposits (BFDs) and company fixed deposits (CFDs) in the Medchal district has been made possible by this study. The study confirms people's long held belief that fixed deposits are a reliable and safe way to invest, particularly for conservative investors who value capital preservation over large returns. The substantial awareness gap between BFDs and CFDs is one important finding. Only 30% of respondents were aware of company FDs, compared to 70% who were aware of bank FDs. This suggests a strong preference for conventional banking establishments and a lack of familiarity with or confidence in corporate deposit products. Despite having higher interest rates, company FDs are generally seen as riskier, which deters investors from looking into them.

Interest rates were found to be the second most important factor influencing investor decisions, after tax benefits, according to the multiple regression analysis. Interestingly, safety and liquidity, which are usually expected to rank highly in FD selection, were statistically insignificant in this study. This might be the result of irregularities in the data or the sample's properties. A highly unusual perfect fit ($R^2=1$) in the regression results indicates either overfitting or data limitations, necessitating careful interpretation.

A comparative analysis using the Chi square test revealed that while awareness appeared to influence investment preference visually (aware people leaning toward CFDs and unaware people favoring BFDs), the test indicated no statistically significant relationship with a p value of 1.0. Sample size, awareness definition, or data distribution could be the cause of this discrepancy between observed patterns and statistical output, indicating that more research is required for more reliable findings.

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Websites :

https://www.rbi.org.in/
https://www.hdfc.com/
https://sbi.co.in/

Annexure :

1. Age Group (Select the correct option):

    Under 25 age (   )

    25–35 age   (   )

    36–45 age   (   )

    46–60 age   (   )

    60 + age   (   )

2. Gender(Select the correct option):

    Male (   )

    Female (   )

    Other (   )

3. Profession (Select the correct option):

    Student (   )

    Salaried Employee (   )

    Business   (   )

    Retired (   )

    Other (Please specify): _____

4. Are you currently investing in fixed deposits?

    Yes (   )

    No (   )

5. What are your favorite investments? (You can choose more than one)

    Bank Fixed Deposits (   )

    Company Fixed Deposits (   )

    Mutual Funds (   )

    Gold (   )

    Real Estate (   )

    Stocks/Shares (   )

6. What kind of fixed deposits do you invest in?

    Bank Fixed Deposits (   )

    Company Fixed Deposits (   )

    Both (   )

7. What are your first choices of fixed deposits compared to other investments? (Choose all that apply)

        Capital Safety (   )

        Guaranteed Returns (   )

        Easy Liquidity (   )

        Simple and Easy to Read (   )

        Tax Benefits (   )

        Other (Please specify): _____

8. How many tenures would you prefer for fixed deposits?

        Below 1 year (   )

        Between 1 and 3 years (   )

        Between 3 and 5 years (   )

        More than 5 years (   )

9. How much does your decision to invest in fixed deposits depend on the following factors?

        Factor (   )

        Interest Rate (   )

        Safety (   )

        Liquidity (   )

        Tax Benefits (   )

10. Which of the following do you think offers higher interest rates?

        Bank Fixed Deposits (   )

        Company Fixed Deposits (   )

        Not Sure (   )

11. In your opinion, which is safer?

        Bank Fixed Deposits (   )

        Company Fixed Deposits (   )

        Not Sure (   )

12. Which financial institution or banks have you invested in with fixed deposits?

        Bank Name(s): _____

        Company Name(s): _____