

*Original Article*

A Comparative Analysis on the awareness of Bank Fixed Deposits & Company Fixed Deposits

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Abstract: Indians are conventionally known for their preference for saving money. Indians, in general, are risk avert and are interested in saving money and in investments. The aim of this research is to analyze awareness, perception & behavior of Indians towards Bank Fixed Deposits and Company Fixed Deposits as a safe investment avenue. The present study is a comparative analysis on the awareness of Bank Fixed Deposits and Company Fixed Deposits. Primary and secondary data are utilized for the study. Primary Data is collected from the respondents who invest in Fixed Deposits. Convenience sampling method is adopted to identify respondents. The study is based on the data collected from Mumbai and Lucknow cities. Primary data from the respondent investors is collected through a structured questionnaire with closed ended questions. Non-parametric statistical methods are applied for testing the hypothesis of this study. The findings of the study indicate that Fixed Deposits are still a popular choice among investors. But there is a decline in the awareness of Fixed Deposits. The findings also indicate that there is a decline in the investment in Bank Fixed Deposits and Company Fixed Deposits. The findings of the study stand the awareness and investment preferences of investors. The findings of the study indicate that there is a decline in the awareness of Fixed Deposits.