

## **A STUDY OF THE PERCEPTION OF INVESTORS IN NAGPUR CITY TOWARDS BANK DEPOSITS VIS-À-VIS EQUITY RELATED INVESTMENTS**

**DR. SWARNALATA PHILIP**

ASSISTANT PROFESSOR,  
J D COLLEGE OF ENGINEERING AND MANAGEMENT,  
NAGPUR

---

### **ABSTRACT**

Several factors influence investors decision in selecting a particular investment avenue. How far these factors favour a particular type of investment is studied in the context of traditional bank deposits as compared to equity related investments such as IPOs, direct equity investments in secondary market and mutual fund schemes investing in equities. ANNOVA test has been used in this study and F Test reveals a significant difference in preferences towards different types of investments under study and also reveals that the factors determining the investment decisions are not significantly different in terms of weightage given to them by the investors.

**KEYWORD:** Investment choice, perception, Bank Deposits, Equity investments and mutual funds

---