



A Study On Investors Perception And Satisfaction Towards Post Office Savings Schemes With Special Reference To Coimbatore City

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Abstract: Post Office Savings Schemes (POSS) are reliable financial tools known for providing secure and risk-free returns. This research explores investor perception and satisfaction regarding POSS in Coimbatore city, focusing on factors such as security, reliability, digital convenience, service efficiency, and user-friendly account management. The study highlights the preferences and satisfaction levels of local investors, especially among the younger and salaried population. It also points out key areas needing improvement—such as digital infrastructure, customer service, and promotional efforts—to strengthen investor engagement and overall satisfaction.

Keywords: Post Office Savings Schemes, Investor Perception, Investor Satisfaction, Coimbatore City.

INTRODUCTION

Post Office Savings Schemes (POSS) were launched in 1882 with the establishment of the Post Office Savings Bank (POSB) during British rule, with the primary objective of encouraging savings and providing secure investment avenues. Over the years, the range of schemes has broadened to include options such as Recurring Deposits, Fixed Deposits, the Public Provident Fund (introduced in 1968), the Senior Citizens' Savings Scheme (2004), and the Sukanya Samriddhi Account (2015), among others.

Supported by the Government of India, POSS are recognized for their security, consistent returns, tax advantages, and wide accessibility—making them especially attractive to conservative investors. With an extensive postal network, these schemes significantly contribute to financial inclusion, particularly in rural regions.

Despite increasing competition from contemporary financial products, POSS continue to adapt by embracing digital platforms, enhancing service quality, and implementing awareness campaigns. They remain a fundamental part of India's culture of savings and a key pillar of financial stability.

OBJECTIVES OF THE STUDY

- To examine the demographic profile of respondents.
- To analyze the investors perception towards Post Office Savings Scheme.
- To study the level of satisfaction of the investors towards Post Office Savings Scheme.
- To identify the challenges faced by investors in Post Office Savings Scheme.
- To provide suggestions for improving investors experience in Post Office Savings Scheme.

REVIEW OF LITERATURE

1. **Dr. Ravindran G. (2021)** explored the savings patterns of India Post customers by examining both demographic and psychographic factors. The research focused on variables such as age, gender, income, and psychological traits to understand their influence on investment decisions, motivations, and financial goals. The study concluded that behavioral insights play a crucial role in shaping household financial choices.
2. **Himanshu Shekhar Singh (2021)** evaluated the impact of Information and Communication Technology (ICT) advancements on India Post's services. Through a SWOT analysis, the study revealed that customers now expect India Post to deliver service standards comparable to those of banks and insurance firms.
3. **Shafee Y. (2022)** analyzed the rollout of ATM services by India Post, highlighting the importance of adapting to technological, socio-economic, and cultural changes. The study indicated that with the right improvements, India Post's ATM services have the potential to secure a strong position in the market.

SCOPE OF THE STUDY

This study aims to explore investor perception and satisfaction regarding Post Office Savings Schemes (POSS) in Coimbatore City. It seeks to understand the preferences and behaviors of investors across various demographic groups, including differences in age, income, education level, and occupation. The research focuses on commonly utilized schemes such as Recurring Deposits, Fixed Deposits, National Savings Certificates, Public Provident Fund, Sukanya Samriddhi Account, and Senior Citizens' Savings Scheme. Key influencing factors such as safety, interest rates, accessibility, and the quality of customer service are examined in relation to investor choices and satisfaction levels. The study also offers a comparative analysis of POSS against other financial instruments like bank deposits and mutual funds. The insights derived aim to support policymakers and postal authorities in enhancing their financial products and services to better align with investor expectations and needs within the region.

LIMITATIONS OF THE STUDY

- The research is limited to Coimbatore city, which may limit the relevance to other regions.
- Only a limited sample is surveyed.
- Investors perception and satisfaction levels are subjective and influenced by personal experiences, which may vary.
- Rapid changes in Post Office Savings Schemes may lead to bias in findings.

STATEMENT OF PROBLEM

Although Post Office Savings Schemes (POSS) are secure and backed by the Government of India, they often fall short of meeting the expectations of today's investors. While attributes such as safety, ease of account opening, and tax benefits continue to satisfy many, persistent challenges exist in areas like digital accessibility, customer service, and the convenience of branch operations. Moreover, a significant number of investors become aware of POSS through informal sources, indicating a lack of effective awareness campaigns.

In an increasingly technology-driven financial environment, it is crucial for POSS to modernize their services and expand outreach, particularly to engage younger demographics. Therefore, this study seeks to address these issues by offering a comprehensive approach to align POSS offerings with the evolving needs of investors in Coimbatore City. The focus is on enhancing investor satisfaction, improving accessibility and service delivery, and strengthening awareness initiatives to ensure continued relevance and growth.

RESEARCH METHODOLOGY

Research methodology is a systematic process and techniques to collect data, analyze and interpret data in order to address research questions and evaluate the hypotheses.

METHODS OF DATA COLLECTION

The data which is collected for the research is

- **Primary data:** The primary data is collection of information from the original source rather than existing data, which is done through questionnaires.
- **Secondary data:** The secondary data is information that has already been collected from existing sources such as websites, magazines, newspapers, and existing research.

AREA OF STUDY: The study is conducted in Coimbatore city.

SAMPLE SIZE: The sample size is 110.

TOOLS USED FOR THE ANALYSIS: The tools for data analyzing are Simple Percentage and Chi-Square Test.

- **SIMPLE PERCENTAGE:** A Simple percentage helps to analyze the proportion of a specific value relative to a total, which makes it easier to interpret and compare different sets of data.
- **CHI-SQUARE:** A Chi-square test is a statistical method used to compare the observed value with the expected value.
 - $\chi^2 = \sum (O_i - E_i)^2 / E_i$
 - **Degree of freedom** = $(r-1) * (c-1)$
 - **H₀(Null hypothesis)** = There is no significant relationship between the level of income and the preference of OTT platforms.
 - **H₁(Alternative hypothesis)** = There is a relationship between the gender and the overall satisfaction of the OTT platform users.

INTERPRETATION AND PERCENTAGE ANALYSIS

Table1: Table Showing the demographic profile of the respondents

S.NO	Demographic	No of respondents	Percentage
1.	Gender	Male	41.8%
		Female	58.2%
2.	Age	Below 18 years	2.7%
		19-25 years	53.6 %
		26-35 years	34.5 %
		36-50 years	7.3 %
		Above 50 years	1.8 %
3.	Educational Qualification	Higher secondary	4.5 %
		UG	71.8 %
		PG	15.5 %
		Others	8.2 %
4.	Occupation	Student	15.5 %
		Employee	55.5 %
		Business	14.5 %
		Others	14.5 %
5.	Marital Status	Married	39.1%
		Unmarried	60.9%
		Divorced	nil
6.	Monthly Income	Less than Rs.20000	18.2 %
		Rs.21000-Rs.30000	37.3 %

Rs.31000- Rs.40000	37	33.6 %
Rs.41000- Rs.50000	09	8.2 %
Rs.51000 and above	03	2.7 %

Source: Primary Data

Interpretation

The above table shows the demographic profile of the sample respondents. Majority of them are female, Majority of them are at the age of 19-25 years, Majority of the respondents are Undergraduate, Majority of them are Employees, Majority of them are unmarried, Maximum number of respondents monthly income is Rs.21000-Rs.30000.

H_1 = There significant relationship between the independent variable and the dependent variable.

Table 2

Variable	Degree of freedom	Level of significance	Calculated value	Table value	Accepted/Rejected
Level of Income and the Schemes that are currently invested in	12	5%	22.75	21.026	Accept alternative hypothesis, Rejects null hypothesis

Source: Primary Data

Interpretation: The above table clearly states that the demographic profile of the respondents and Majority of the respondents are currently invested in Post Office Savings Account.

Result: The calculated value (22.75) is higher than the table value (21.026). Hence, there significant relationship between the level of income and the Schemes that are currently invested in.

H_0 = There is no significant relationship between the independent variable and the dependent variable.

Table 3

Variable	Degree of freedom	Level of significance	Calculated value	Table value	Accepted/Rejected
Gender and the overall satisfaction	4	5%	4.73	9.488	Accepts null hypothesis, Rejects alternative hypothesis

Source: Primary Data

Interpretation: The above table clearly states that the demographic profile of the respondents and Maximum of the respondents are highly satisfied.

Result: The calculated value (4.73) is lower than the table value (9.488). Hence, there is no significant relationship between the Gender and the overall satisfaction.

FINDINGS

Simple Percentage

- Majority (58.2%) of the respondents are female.
- Majority (53.6%) of the respondents are in the age of 19-25 years.
- Majority (71.8%) of the respondents are Under Graduates.
- Majority (55.5%) of the respondents are employee.
- Majority (60.9%) of the respondents are unmarried.
- Maximum (37.3%) of the respondents is from Rs.21000-Rs.30000 of monthly income.
- Majority (60.9%) of the respondents are somewhat aware on POSS.
- Majority (72.7%) of the respondents first learn POSS through friends and family.
- Maximum (39.1%) of the respondents prefers low risk in the feature appeal in POSS.
- Majority (57.3%) of the respondents are invested in Post office savings account.
- Majority (77.3%) of the respondent's rate good in the variety of investment options in POSS. Majority (69.1%) of the respondents perceive transparent towards POSS.
- Majority (58.2%) of the respondents agree that POSS suitable for all income groups.
- Majority (62.7%) of the respondents invest monthly in Post Office Savings Schemes.
- Majority (94.5%) of the respondents will recommend POSS to others.
- Majority (84.5%) of the respondents responded No in cancellation of POSS.
- Majority (56.4%) of the respondents responded rarely in facing difficulties in understanding the schemes.
- Majority (52.7%) of the respondents responded rarely experienced delay in processing your investment or withdrawals in POSS.
- Maximum (46.6%) of the respondents responded not convenient towards Post Office branch timings.
- Majority (54.5%) of the respondents responded average in the rating of digital accessibility in POSS.
- Majority (53.6%) of the respondents responded rarely in facing delays in receiving returns or interest payments in POSS.
- Maximum (37.3%) of the respondents strongly disagrees that there is not enough awareness program on POSS.
- Majority (53.64%) of the respondents responded highly satisfied in safety on investment.
- Majority (60%) of the respondents responded satisfied on documentation process.
- Maximum (43.64%) of the respondents responded highly satisfied on availability of information.
- Maximum (42.73%) of the respondents responded satisfied on withdrawal and maturity process.
- Maximum (33.64%) of the respondents responded highly satisfied on customer service.
- Maximum (47.27%) of the respondents responded satisfied on range of investments.
- Maximum (47.27%) of the respondents responded satisfied on ease of opening an account.
- Majority (50%) of the respondents responded satisfied on the interest credited process.
- Maximum (49.09%) of the respondents responded satisfied on tax savings option.
- Maximum (48.18%) of the respondents responded highly satisfied on overall satisfaction.
- Maximum (48.65%) of the respondents strongly agree on enhancing digital services.
- Majority (50%) of the respondents strongly agree in conducting regular workshops to educate investors.
- Majority (56.36%) of the respondents strongly agree on personalized investment advisory services.
- Majority (57.3%) of the respondents are invested in Post office savings account.
- Maximum (48.18%) of the respondents responded highly satisfied on overall satisfaction.

SUGGESTIONS

Post Office Savings Schemes (POSS) are well-regarded, especially by young, educated, and salaried individuals, due to their safety, transparency, and ease of access. High satisfaction levels and a 94.5% recommendation rate highlight strong trust, supported by tax benefits and risk-free returns.

However, challenges remain in digital accessibility, limited branch hours, and average customer service. Improvements like real-time tracking, better online platforms, extended service hours, and staff training are needed. The study also highlights a lack of awareness initiatives, suggesting the need for financial literacy programs and personalized advisory services. Enhancing digital services, customer experience, and outreach efforts can help POSS attract and retain a broader investor base.

CONCLUSION

The study concludes that Post Office Savings Schemes (POSS) enjoy a high degree of trust and preference, particularly among the young, educated, and salaried segments. Investors are drawn to the schemes due to their safety, transparency, ease of access, and risk-free returns—factors that contribute to elevated satisfaction and strong word-of-mouth recommendations. Despite these advantages, the study highlights several areas requiring attention, including limited digital capabilities, customer service shortcomings, restricted branch hours, and minimal promotional activities. Addressing these issues through digital transformation, extended service hours, staff development, and enhanced investor awareness initiatives is essential. By building on their core strengths and embracing modernization, POSS can remain competitive and relevant in the dynamic financial landscape, effectively engaging a broader spectrum of investors and reinforcing their role in promoting inclusive financial growth.

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