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## A Study on Consumer Perception Towards Post Office Services And Schemes With Special Reference To Coimbatore City

*Mrs. Teena Thomas\*, Haripriya K\*\**

M.com CA., PGDCA., Assistant Professor, Department of B.com CA, Sri Krishna Adithya College of Arts and Science , Coimbatore\*  
Student, Department of B.com CA , Sri Krishna Adithya College of Arts and Science , Coimbatore\*\*

### ABSTRACT:

The aim of this study is to examine the consumer perception towards post office services and schemes in Coimbatore city. Post offices play a crucial role in providing various financial and non-financial services to the public. However, there is limited research on consumer perception towards these services, especially in the context of Coimbatore city. This study employs a descriptive research design, and data was collected from a sample of consumers using a structured questionnaire. The findings of the study will help in understanding the strengths and weaknesses of post office services and schemes from the consumer's perspective, and provide insights for improving service quality and customer satisfaction.

### INTRODUCTION

The postal system was introduced by the British in India. It is one of the most powerful government institutions established in India which is a subsidiary of Ministry of Communication. Indian postal system offers a large variety of saving schemes to all its investors. India post is brand name revealing recognition with the department of posts which functions as government managed postal system in the territory of India and described as the post office within in the territory of India. Indian post was launched in the year 1854 by Lord Dalhousie. It was named as "INDIA POST" on 15 August 1972. The post office is the only public organization which is more intimately bound up with human relations than any other government department. It is universally recognized as a facilitator of communications.

Today post office not only delivers letters but is also engaged in a range of retail activities through its vast network. Its capacity to handle financial transactions and its knowledge about the local environment provides efficient and cost-effective means of catering a variety of services to the public. India post truly represents both tradition and modernity. This institution has become a symbol of continuity and change. India post is all set to grow from strength to strength, shedding a joyful light to people everywhere. The country has been divided into 23 postal circles. Each circle is divided into regions, headed by a Postmaster General and comprising fields units known as Divisions. These divisions are further divided into sub divisions. In addition to the 23 circles, there is a base circle to provide postal highest post offices in the world is in Hakim, Himachal Pradesh operated by India Post at a height of 14,567ft. India Post is the largest postal network in the world. It is having a network of 1,54,866 post offices in India, out of which 1,39,040 post offices are located in the rural areas. It has enriched the lives of living population by providing variety of services like Mail, Banking, Insurance, and Money Transfer or Retail services.

Traditionally, these services were being made available through manually operated counters with less technological support. With the passage of time and with due respect to the growing need for availing benefits of technology to customers, functioning at the counter is now being progressively computerized to ensure a wider range of services to the customers from single window leading to Swift and Error Free Services. The post office savings bank is the oldest and the largest banking system in India. It offers the savings products across its 155015 post office and the country has been delivered into 23 postal circles. Savings are vital factors for the growth and improvement of the economy of the country.

### STATEMENT OF THE PROBLEM

- This study was taken up with the main idea of studying the consumer perception towards post office services and schemes because of the lack of proper advertisements about the various schemes.
- Most of the investors are influenced to make investment in post office saving deposits schemes for tax benefits purpose.

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## OBJECTIVES OF THE STUDY

1. To understand the various post office services and schemes in Coimbatore city.
2. To measure the level of awareness towards post office services and schemes.
3. To identify the level of satisfaction of the consumer over the post office services and schemes and suggestions for the improvement.

## RESEARCH DESIGN

The entire process involved in research methodology is called research design. Research design is a plan of study made by a researcher before undertaking his/her research. This study is based on descriptive research.

## SAMPLING DESIGN

A sampling design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. Sample design may as well lay down the number of items to be included the sample i.e., the size of the sample.

## SAMPLING TECHNIQUES

This study is based on non-probability technique. Non-probability is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected.

## SAMPLE SIZE

Questionnaires are collected from 127 respondents

## DATA COLLECTION

- **Primary data:**

The firsthand information, which is being collected by the researcher or assistant, is called primary data. The primary data was collected through structured questionnaire. Questionnaire was employed to collect the primary data from 100 respondents in this study.

- **Secondary data:**

Secondary data is the data that has already collected through primary sources and made readily available for researches to use for their own research. Secondary data is collected through journals publications and websites in this study.

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## METHODOLOGY

The researcher has confined her study to survey method, it is essential to select sample respondent's area of the study and customers of post office for the study. It is equally important that sample respondents should represent the entire universe. Hence the selection of sample respondents gets significance as already been stated in the first chapter itself, and the sample represent have been selected in the study area so as to respondent the entire population. The study is confined to the entire Coimbatore District which has five Taluks. In order to give equal importance to all taluks and the investors available in the study area, sample respondents have been selected.

## AREA OF STUDY

Coimbatore city is selected as the study area.

**TARGET POPULATION**

Customers of post office in Coimbatore city.

**SCOPE OF THE STUDY**

- This study is helpful to get a wide knowledge about the consumer perception over the new schemes of Indian postal system
- To create awareness among the customers about various post office deposits schemes and helps working people to invest in various post office deposit schemes.
- One of the major challenges in India post is lack of awareness over the schemes and services and their benefits.

**RANK OF POST OFFICE SERVICES**

S.NO	POSTAL SCHEMES	1	2	3	4	5	TOTAL	RANK
1	POST OFFICE RD	47	34	38	8	0	378	2
2	MONTHLY INCOME SCHEMES	28	40	46	13	0	391	1
3	POST OFFICE SAVINGS A/C	34	29	57	7	0	355	3
4	PUBLIC PROVIDENT FUND	38	36	38	14	1	344	4
5	SUKANYA SAMRIDHI YOJANA	37	37	35	40	1	297	5

**INTERPRETATION:**

According to this table the respondents gave 1st rank for monthly income scheme, 2nd rank for post office RD, 3rd rank for post office savings a/c, 4th rank for public provident fund and 5th rank for Sukanya samridhi yojana.

Majority of the respondents gave 1st rank for monthly income scheme

**SUGGESTIONS**

To be successful in competition with other private competitors, it must be ready to offer high-quality IT-related service.

Government must create more awareness among the rural and urban people about the postal schemes and the benefits as it have not reached properly.

Good reliable, Government authorized agent should be appointed so that people find it easy to hand over the money so that mobilization of saving.

**CONCLUSIONS**

Since independence, the prime objective of the government policy in India is to promote a rapid and balanced growth. As development is a continuous process, it requires the utilization of resources more effectively to achieve the accepted means. Sustaining the development mainly depends on the availability of large volume of capital. Availability of adequate finance ensures systematic and uninterrupted development generally

in the economy of the country and particularly in the field of postal investments. Necessary postal services and schemes can be made available if the postal intermediaries perform their work efficiently and effectively.

Banks, non-banking finance companies, post office and share markets are the major intermediaries. These organizations help the retail and rural investors to save and invest their money for a specific purpose. Among the above, India post offices perform their work efficiently and effectively with reference to development.

Advertising through all the media and educating public about the saving schemes are imperative. The post offices operate life insurance schemes but they are not popular at the desired level. The post offices should provide loan against the NSC, KVP. But the targets availability of funds. That can be solved by providing sufficient funds at the counter.

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