

A Study on Customer Perception towards Post Office Savings Scheme

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Abstract: *This study investigates customer perceptions towards post office savings schemes. Through a comprehensive analysis, it explores factors influencing customers' attitudes and behaviours regarding these financial instruments. By examining various demographic variables and socio-economic factors, the study aims to provide insights into how individuals perceive post office savings schemes and their potential implications for financial decision-making.*

Keywords: Customer perception, Post Office Savings Scheme, Savings products, Financial services, Investment options, public perception, Trust, Security.