

# **A Study on the Rural Investors Perception Towards Post Office Saving Schemes in Tirunelveli City**

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**Abstract:** India has a predominantly rural population, and the financial well-being of the rural community plays a significant role in the overall growth and stability of the nation's economy. Rural savings patterns have always been distinct, shaped by factors such as income levels, occupational structures, risk-taking abilities, and levels of financial literacy. Post office savings schemes offer safety, guaranteed returns, and trustworthiness, making them attractive compared to other investment avenues. To offer suggestions for improving post office saving schemes to better suit the needs and preference of rural investors in Tirunelveli city. To identify the challenges or barriers faced by rural investors while investing in these schemes, including awareness gaps, accessibility and procedural formalities. To access the impact of demographic factors, like (age, gender, income and education) on the perception and preference of rural investors post office saving schemes. Questionnaire were prepared for collecting data. Most of the questions are based on five-point Likert scale technique depending on the level of satisfaction. The sample size for the study constituted to respondents in Tirunelveli city. The data were collected from respondents to fill forms. Apart from the necessary tables, charts, suitable statistical tools are applied for analysis and interpretation of data Chi-Square Test, Ranking & Rating Scales, Percentage Analysis. The rural investors in Tirunelveli city view post office saving schemes primarily as a means of savings and a necessity of life, with 82.5% investing for savings purpose and 47.5% considering it a necessity of life. Other motivations include education/marriage of children, provisions for contingencies, and social considerations. investors suggested that the interest rates on post office saving schemes should be increased to attract more participants. The study on rural investors' perception towards Post Office Saving Schemes in Tirunelveli City reveals that these schemes are viewed as safe, reliable, and accessible investment options by the rural population. Enhancing awareness and simplifying procedures could further boost participation among rural investors, contributing to their financial security and inclusion.

**Keywords:** Rural savings patterns

