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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*

I. INTRODUCTION

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. Among the various financial institutions in India that cater to the needs of rural savers, the post office holds a special place. The Indian postal system, with its extensive network, accessible branches, and user-friendly services, has historically been a popular investment destination for rural households. Post office savings schemes offer safety, guaranteed returns, and trustworthiness, making them attractive compared to other investment avenues. The post office has become a reliable institution for accommodating these needs, providing a variety of schemes such as recurring deposits, fixed deposits, monthly income schemes, senior citizens savings plans, time deposits, and public provident funds.

OBJECTIVES

- To measure the level of awareness among rural investors in Tirunelveli city regarding various post office saving schemes.
- To examine the perceptions and attitudes of rural investors among post office saving schemes
- To offer suggestions for improving post office saving schemes to better suit the needs and preference of rural investors in Tirunelveli city.

STATEMENT OF THE PROBLEM

Rural investors in Tirunelveli rely considerably on post office saving schemes due to the accessibility, safety, and government backing these schemes provide, especially in areas where banking facilities are limited. Despite this, many rural investors face challenges such as insufficient awareness about various saving products, procedural difficulties, delays, lack of technological infrastructure, and occasional dissatisfaction with the service quality. Moreover, there is evidence suggesting a decline in interest among rural investors, possibly due to limited promotional activities, lower interest rates compared to other instruments, and inadequate information about tax benefits and new schemes.

II. RESEARCH METHODOLOGY

The selected of this study is Tirunelveli city. 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. The collection of the study is both primary and secondary data.

III. TOOLS FOR ANALYSIS

Apart from the necessary tables, charts, suitable statistical tools are applied for analysis and interpretation of data
Ranking & Rating Scales
Percentage Analysis

PERCENTAGE ANALYSIS

AGE WISE CLASSIFICATION

S.NO	AGE OF RESPENDENTS	NUMBER OF RESPONDENS	PERCENTAGE
1.	20 YEARS	28	24
2.	20– 40 years	20	17
3.	40 – 60 Years	37	31
4.	60 above	33	28
	TOTAL	118	100

Source: Primary data

Interpretation:

From the above table 4.1, it clears that out of 118 respondents, 28 percentage of the respondents are come under the age group of below 20 years, 20 percentage of the respondents Chart 4.1are belonging to the age group of 21-40 years, 37 percentage of the respondents are between the age group of 41-60 years and 33 percentage of the respondents are lies under the age group of above 60 years. Hence, we concluded that most of the respondents have come under the age group of 40-60 years.

GENDER WISE CLASSIFICATION:

S.NO	Gender	NO.OF. RESPONDENT	PERCENTAGE
1.	MALE	56	47
2.	FEMALE	62	53
	TOTAL	118	100

Source: Primary data

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Interpretation:

From the above table 4.2, it reveals that, out of 118respondents, 47 percentage of the respondents are male, and 53 percentage of the respondents are female. Hence, we concluded that most of the respondents are female.

RANKING & RATING SCALES

ISSUE OPINION WISE CLASSIFICATION

S.No	STATEMENT	Agree	Strongly Agree	Neutral	Disagree	Strongly Disagree	Mean Score	Rank
1	Post office savings schemes are safe and secure for investment	45 (225)	50 (250)	12 (36)	7 (14)	4 (4)	4.409	I
2	post office savings schemes provide better returns compared to other investment options	40(200)	38(190)	20(60)	12(24)	8(8)	4.017	III
3	Procedures and formalities in post of/ices are simple and easy to follow	32(160)	30(150)	25(75)	18(36)	13(13)	3.617	V
4	Post office staff are helpful and cooperative with rural investors	35(175)	34(170)	28(84)	13(26)	8(8)	3.97	IV
5	Lack of post office is a major reason for low investment in post office schemes	43(215)	44(220)	18(54)	9(18)	4(4)	4.25	II
6	distance of post office and accessibility affect rural investors participation	38(190)	30(150)	25(75)	15(30)	10(10)	3.85	VI
	TOTAL	118	118	118	118	118		

IV. FINDINGS

According to age wise classification, the majority of the respondents are belonging to the age group of 40-60 years.
According to gender wise classification, the majority of the respondents are mostly female.
According to opinion wise classification, the majority of the respondents says the scheme is very safe and secure.

SUGGESTION

Increase Awareness Campaigns: Conduct financial literacy programs in villages and schools. Use local media (FM radio, posters in Tamil) to spread scheme awareness.
Simplify Procedures: Reduce lengthy paperwork, provide multilingual forms, and assist fewer literate investors.
Enhance Digital Access: Introduce mobile apps and SMS alerts in Tamil. Provide kiosks for guided online transactions.

REVIEW

Greeshma P and Vidyeswari K (2025) analysed “A STUDY ON INVESTORS ATTITUDE TOWARDS POST OFFICE SAVING SCHEMES WITH SPECIAL REFERENCE TO MAVOOR POST OFFICE” This study examines the attitude

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of investors towards Post Office Saving Schemes with a special focus on the Mavoor Post Office. These schemes, backed by the Government of India, are known for their safety, reliability, and guaranteed returns. The sample consisted of 30 respondents, selected from the target population. Collected through a structured questionnaire and face-to-face interviews. The questionnaire included both closed and open-ended questions focusing on usage patterns, satisfaction levels, and perceptions of post office saving schemes. In conclusion, while post office saving schemes are essential for financial planning among lowerincome groups, enhancing awareness, improving customer service, and providing clearer information could further strengthen their effectiveness and appeal.

Anand (2019) conducted **"A Quantitative study measuring the perception of postal investments".** The study was conducted with a sample size of 80 selected using convenience sampling. The analysis used was percentage analysis and Pearson's Rank Correlation. The weighted ranking technique was used to analyse the factors which influenced the people to invest in the investment schemes. The study concluded that postal investment and rural savings is considered as one of the most preferred investment options among rural investment. To study the awareness level of the Investors towards post office savings schemes. The questionnaire was circulated among 150 investors and 122 were received. So, the sample size was restricted to 122. The chi-square test has established a significant relationship between the age of the investors and their level of awareness.

B. Saranya and G.B. Karthikeyan (2015) revealed in the paper "A study on investor's behaviour towards post office schemes with special reference to Coimbatore city", about the significance of savings among the investors in post office schemes. Saving practices differs from one person to another person. They analysed the various factors of strength, weakness, and threats faced by investing in post office savings schemes. The main reasons for investing in post office are for meeting the family needs, future of children and emergencies. Mutual funds are found to be the major threat to the post office investment. Graphical tools like pie diagram and bar charts have been used. Evaluate the attitude of investors towards Post office savings schemes. Identify the benefits and prospects of post office savings schemes. A total of 50 respondents is surveyed to conduct the study. It focuses on the attitude, benefits, satisfaction and problems of the Post office Schemes

V. CONCLUSION

The study titled *"A Study on the Perception Towards Post Office Saving Schemes in Tirunelveli City"* concludes that post office savings schemes continue to hold a significant position among the public as secure and reliable investment options. The research revealed that most respondents view these schemes as trustworthy due to government backing, safety of returns, and moderate interest rates, though awareness about newer schemes and digital services remains limited. The primary objectives of this study were to analyse public awareness, understand the factors influencing investment decisions, and assess the level of satisfaction among customers with various post office saving schemes. Secondary objectives included identifying challenges faced by customers and suggesting measures to improve awareness and service quality. Hence this study concludes that while the majority of investors in Tirunelveli still perceive post office savings as safe and dependable, there is a growing demand for improved digital facilities, easier access, and better promotional efforts. Enhancing customer service, modernizing operational methods, and increasing awareness programs would strengthen the role of post offices in mobilizing savings among urban and rural populations a like.

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