

INVESTOR ATTITUDE AND SAVINGS PATTERN
TOWARDS POST OFFICE SAVINGS SCHEMES – A STUDY
WITH SPECIAL REFERENCE TO RURAL WORKING
WOMEN OF POLLACHI TALUK IN COIMBATORE
DISTRICT

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Abstract

Post office service is the backbone of our country's communication and it plays an important role for the economic growth. Investment is one of the major issues of rural working women as their small savings of today are to meet the expenses of tomorrow. Rural working women have a greater tendency to save and invest because of their independent earning power. They are also motivated by the investment behavior of their colleagues in their work place. The present study has been undertaken to analyze the whether the postal saving schemes have gained importance among the rural working women investors or not and it aims at bringing the rural working women attitude towards Post Office Saving Schemes with special reference to Pollachi taluk in Coimbatore district.

Keywords :Post office savings schemes, Savings pattern, Rural working women

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INTRODUCTION

Savings and investment are important factors for growth and development of an economy. Saving attitude is essential of every Indian whether they reside in village or town. Post office savings schemes are one of the modes for them to save their valuable earning. The Indian postal system facilitates the people to deposit their money in postal for those who do not have access to a bank in their area. The investment in postal generally associated with the attitudes, perceptions and willingness of individuals and institutions. Post offices offer various saving schemes like Savings Bank Account, National Savings Certificate Account, Post Office Monthly Income Scheme, Senior Citizen Scheme, Recurring Deposit and so on. Banks also offer deposit schemes, but still Post Office Saving Schemes have gained significance in rural areas. The main objective of this scheme is to facilitate the rural people to have the attitude of savings. In this study on Investors, attitude towards post office savings scheme in Pollachi Taluk will assume a great significance in formulating the policies for the development of and regulations of savings in general and protection, promotion of small savings schemes .

POST OFFICE SAVINGS SCHEMES

1. Post office Savings Account
2. Post office Recurring Deposit Account
3. Post office Time Deposit Account
4. Kisan Vikas Patra
5. National Savings Certificate
6. Senior Citizen Savings Schemes
7. Sukanya Samridhi Account

STATEMENT OF PROBLEM

Savings have become an important tool in poverty alleviation. People need savings to run their day to day life. Savings depends on the life style of a person. Domestic savings play an important role in bringing about economic development of backward countries. In order to promote the economy of our country, various post office saving schemes have been introduced by the post office. India is a country of villages, hence the people are unable to be aware Post Office Saving Schemes. The depositors face a lot of difficulties while depositing money and getting back their

deposits. Even today main problems are uneducated peoples are not aware of the facilities extended by the government. Hence, research in this area will facilitate the rural women investors to know the their savings patterns real problem faced them while investing.

OBJECTIVES OF THE STUDY

1. To analyse the role of post office savings schemes in the saving pattern of rural working women
2. To Study the awareness among rural working women investors about post office savings schemes in the study area.
3. To examine the motivational factors encouraging rural women investors to prefer post office savings schemes.
4. To find out the benefit and problems of rural working women investors while investing in post offices

REVIEW OF LITERATURE

1. **Mathumitha(2015)¹**, pointed out that post office savings schemes gives a secure, risk free and more investment option for small investors. She suggested that latest technology be incorporated in post office to serve the public in an effective and efficient manner, through by reducing the transaction time and rate of interest offered by the post office should be increased.
2. **Shashikant (2015)²**, pointed out that post office savings bank is the largest savings institutions in the country. There are number of attractive schemes designed to meet the individual requirement of different investors. Most of the customers are prefer post office investment because of strong support of union government, rare case of malpractices, frauds and satisfactory return.
3. **Mehta(2015)³** examines that post office savings bank faces many challenges from financial institutions like bank and insurance companies. It faces the challenges from increasing competition and continuing advances in information and communication technology especially in mobile technology and advanced internet connections.
4. **Ravindran(2016)⁴**, revealed that post office is not only medium of sending letters to the public. It gives multiple financial services to the public like send money to foreign country, postal life insurance, mutual fund investment and small saving schemes. He also suggested that

to attract women investors by providing right information and knowledge about the post office savings schemes through advertisement.

5. **Bhagyashree Teli (2017)⁵**, Conducted a study from 50 respondents in Rajsamand district, stated that most of the respondents were aware about post office deposit schemes through their friends and relatives. Level of awareness of various post office schemes is very low expect recurring deposit and post office savings bank account. He also pointed out that post office in small savings schemes for rural area is good enough but if they want to increase deposit officials increase awareness through advertising and agents.

6. **Vembu (2018)⁶**, revealed that more of rural women are interested in investing their savings in investing their savings in post office because of proximity of post office situated in their residing location. He also stated that the officials create awareness to rural people for investing their money in post office it create a growth of postal sector. Most of the investors are invest in post office savings schemes only for tax relief.

7. **Holosagi (2018)⁷**, said that investors motivational factor for investment in postal is to meet domestic purpose and to be secure at old age and their prefer regular and safety, local access ability and easy manageability . He suggest that government can create more awareness among rural people about the postal investment schemes and its benefits available through it as it has not reached the people properly.

RESEARCH METHODOLOGY

Primary Source

A well structured Interview schedule was prepared and distributed to the rural working women investors who are investing the amount in various post office savings schemes in Pollachi Taluk in coimbatore district.

Secondary Source

The various secondary information sources used for the present research include the journals and magazines and websites.

Tools used for Data Analysis

The data collected was analyzed through Percentages, frequencies and Chi-square tests. Charts are also prepared.

Period of the study

The study was conducted during May 2018 to July 2018

Area of the study

The study is undertaken in Pollachi Taluk of Coimbatore District.

Sampling Design

The study covers only the selected rural working women investors who are all investing amount in post office savings schemes . In this study stratified random sampling technique has been used and 90 customers were selected on random basis.

Limitations of the study

1. Women investor may be hesitant to provide the necessary information
2. Only 90 respondents were selected for sampling
3. Data is collected only from Pollachi Taluk in Coimbatore District.

Hypothesis Testing

1. There is no significant relationship between Educational qualification and awareness level of various schemes in post office.
2. There is no significant relationship between family monthly income and factors influencing to investment in post office savings schemes.

ANALYSIS AND FINDING**TABLE - 1****Demographic profile of the respondents**

Demographics		No.of respondents	Percentage (%)
Age(in Years)	Below 25	14	15.56
	25-35	37	41.11
	36-45	26	28.89
	Above 45	13	14.44
Educational Qualification	No formal Education	19	21.11
	School Level	42	46.67
	Graduate Level	17	18.88

	Professional	7	7.78
	Others	5	5.56
Occupational Status	Agriculture	20	22.22
	Employee	49	54.44
	Professional	7	7.78
	Business	14	15.56
Family Monthly Income	Below Rs.10,000	15	16.67
	Rs.10,000 –Rs.20,000	37	41.11
	Rs.20,001 –Rs.30,000	25	27.78
	Above 30,000	13	14.44
Number of Earning Members in Family	1	5	5.56
	2	41	45.55
	3	32	35.56
	Above 3	12	13.33
Amount of savings per month	Below 1000	32	35.55
	1000 -2000	21	23.34
	2000 -3000	17	18.89
	Above 3000	20	22.22

Source: Primary Data

Table 1 clearly states that demographic profile of the sample respondents.. Majority of respondents falls in the age group of 25- 35 and school level qualification are high as compared to other education groups. Majority of the respondents are working as a employee in both private and public sector and majority of the respondents family monthly income fall under Rs.10,001 - 20,000. Majority of the respondents earnings members are two and rural working women are spending below Rs.1000 for saving in post office schemes.

TABLE - 2**Source of Information about Post Office Savings Schemes**

S.No.	Source of Information	No. of Respondents	Percentage
1	Friends and Relatives	25	27.78
2	Agents	22	24.44
3	Self Interest	15	16.67
4	Post office employees	20	22.22
5	Others	8	8.89

Source: Primary Data

The table clearly shows that 27.78 % of the respondents are knowing various post office investment schemes through their friends and relatives, 24.44% of them are know through agents, 22.22% of them are know through post office employees, 16.67 % of them are knowing through their self interest and 8.89 % of them are knowing through others like their spouse, parents.

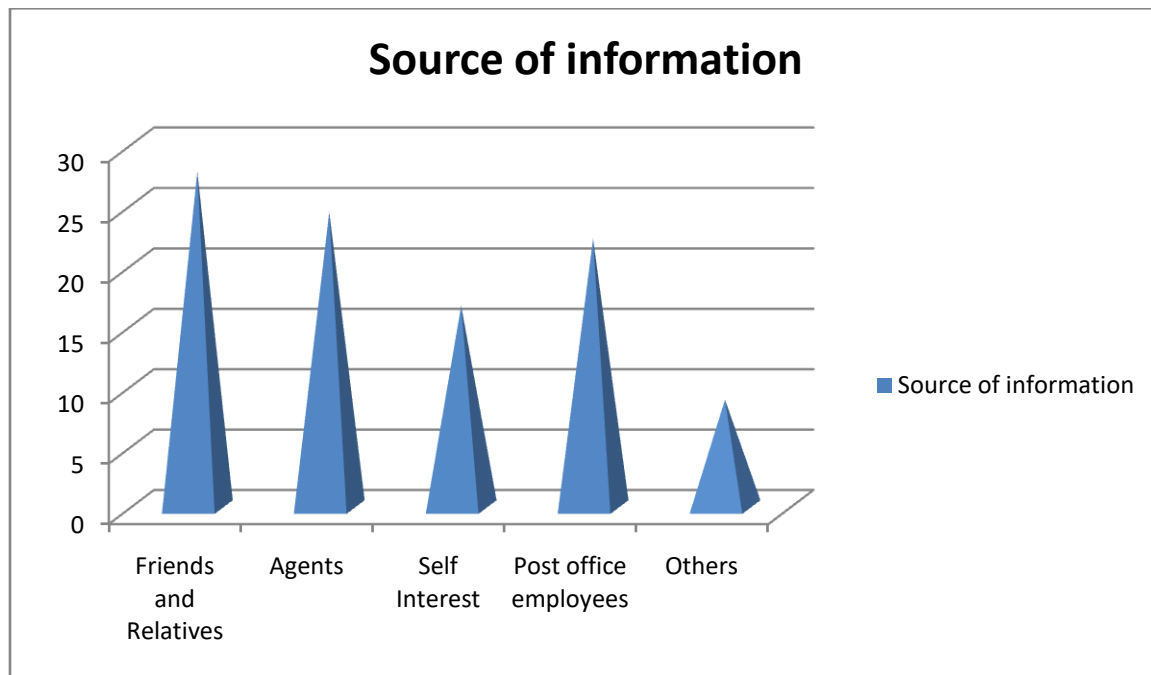


TABLE - 3**Awareness about various Savings schemes in post office**

S.No.	Various Schemes	Very High	High	Moderate	Low	Very Low
1	Post office Savings Deposit	42	34	14	-	-
2	Post office Recurring Deposit	19	30	21	11	9
3	Kisan Vikas Patra	11	19	28	19	13
4	National Savings Certificate	10	21	26	22	11
5	Public Provident Fund	7	17	32	18	16
6	Senior Citizen savings schemes	19	15	27	14	15
7	Sukanaya Samridhi Account	15	21	26	19	9

Source:**Primary****Data**

The above table clearly shows that the awareness level about various savings schemes available in post office. Most of the respondents highly aware about the post office savings deposit schemes.

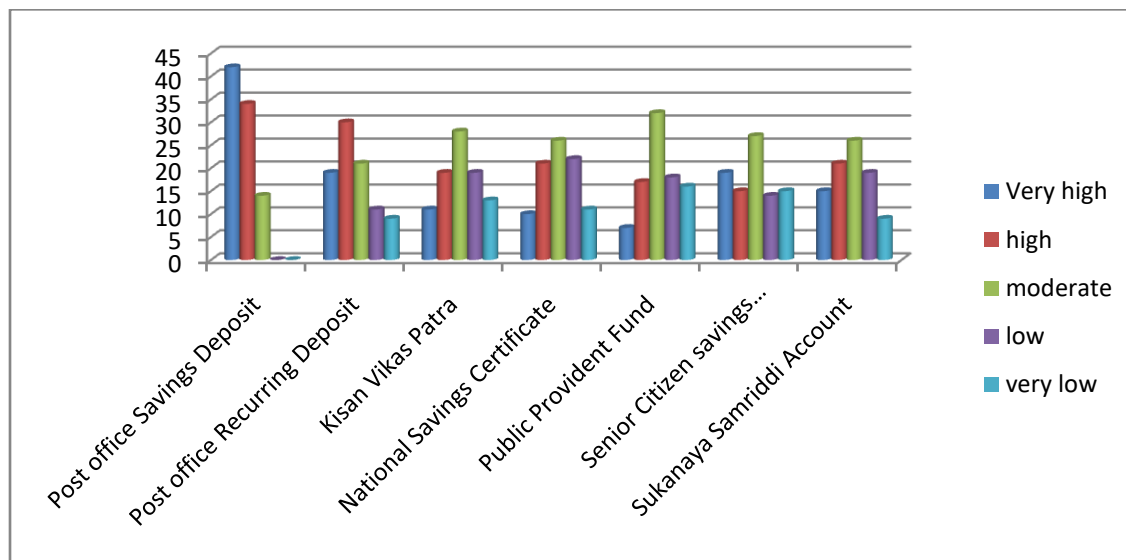
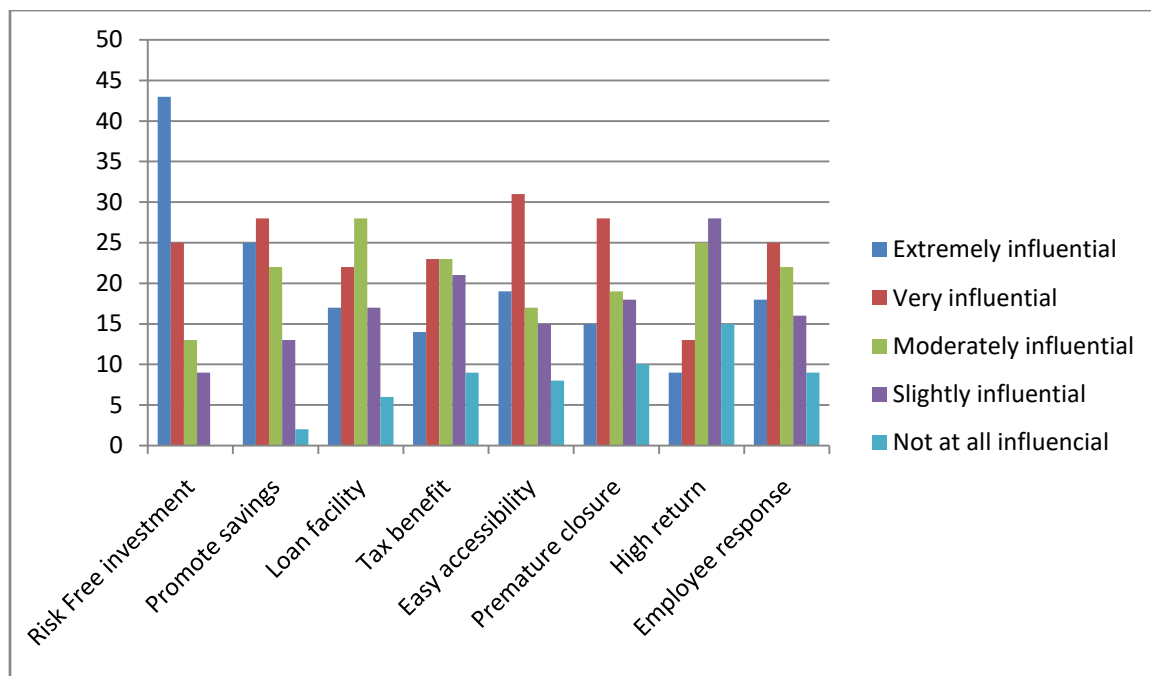
Chart I: Awareness about various investment schemes

TABLE - 4**Motivational factors influencing to invest in post office savings schemes**

S.No.	Particulars	Extremely Influential	Very Influential	Moderately Influential	Slightly Influential	Not at all Influential
1	Risk Free Investment	43	25	13	9	-
2	Promote Savings	25	28	22	13	2
3	Loan Facility	17	22	28	17	6
4	Tax benefit	14	23	23	21	9
5	Easy accessibility	19	31	17	15	8
6	Premature closure	15	28	19	18	10
7	High Return	9	13	25	28	15
8	Employee Response	18	25	22	16	9

Source: Primary Data

The above table clearly states that the various factors influencing by the rural women investors to invest amount in post office schemes. Most of the respondents are extremely influenced through risk free investment.

Chart 2 :Motivational factors influencing to invest in post office savings schemes

Chi-Square test**Null Hypothesis 1**

There is no significant relationship between Educational qualification and awareness level of various investment schemes in post office.

Chi-square value = 42.77

Table value = 40.23

Significant level = 5%

Result: Thus the χ^2 value is more than table value we reject the hypothesis. Therefore there is a significant relationship between educational qualification and awareness level of various investment schemes in post office.

Null Hypothesis 2

There is no significant relationship between family monthly income and factors influencing to invest in post office savings schemes.

Chi-square value = 25.34

Table value = 31.72

Significant level = 5%

Result: Thus the χ^2 value is less than table value we accept the hypothesis. Therefore there is no relationship between family monthly income and factors influencing to invest in post office savings schemes.

TABLE - 5**Problems faced by the rural women investors**

S.No.	Particulars	Frequently	Rarely	Never
1	Delay in Processing	44	39	7
2	Inadequate Information	27	45	18
3	Lack of Agents Support	15	54	21
4	More formalities	47	36	7
5	Lack of customer friendly attitude	35	42	13
6	Poor response from employees	36	39	15

Source : Primary Data

The above table shows that the various problems faced by the rural women investors. Most of the investors are frequently facing the problem of delay in processing and more formalities.

Suggestions

1. Most of the respondents are not aware about the various schemes provided by the post office. So post office department take necessary steps to give more awareness to public about the schemes through awareness campaigns and advertisement.
2. Some of the respondents said that the rate of interest is low when compared to other investment so postal department try to increase their interest rates.
3. Few of the respondents are facing a problem of poor response from the employees. So the government should appoint proper official to monitor all these issues.
4. In some of the rural post office ,lack of computerized and technological facilities are there. Due to this customers are waiting for long time. So government should take care these issues.

Conclusion

Post office savings schemes plays an vital role for rural working women. It is one of the best investment schemes for rural working women when compare to other investment schemes. Rural working women investors have a great faith and positive attitude towards post office savings schemes because of there is no complicated procedure in making investment, Easy accessibility, Secure and Safety investment , premature closure etc.,

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