

**AWARENESS AND PREFERENCE ON POST OFFICE SAVING SCHEMES AMONG
EMPLOYEE'S IN COIMBATORE DISTRICT**

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ABSTRACT

The present study is to identify the awareness and preference of Government and Private Employees on post office saving schemes. The study is primary in nature and the essential data for the study have been gathered through issue of predetermined questionnaire. There are 634 employees investing in the post office saving schemes in the Coimbatore District. The size of the sample is six hundred and thirty four. The data collected are examined using correlation, multiple regression, stepwise regression, mean score analysis and simple percentage. The study reveals that majority of the employees aware of the all the schemes. Most of the employees have saving bank account.

Keywords: Awareness - Preference – Government and Private Employee's - Post Office Saving Schemes.

Introduction:

Post office department is a historical department in India. Its facilitates the savings habit amongst peoples. People have a tendency of saving out of their income to secure their future as future cannot be predicted. To be financially secure, people prefer saving scheme offering maximum return with minimum risk. Saving attitude offers safety net during emergency situations. The post office department is launching different types of saving schemes. Which are easy and convenient for peoples. Saving attitude is prima facie of every Indian whether they reside in village or town. Post office savings is also 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 present study covers the government & private employee's awareness and preference towards post office savings schemes with special reference to Coimbatore district.

Review of Literatures:

Parimala Kanthi and Ashok Kumar (2013) discloses that majority of the investors are aware of all the post office saving schemes, post office saving account dominates all other savings schemes, regular return is the main objective of investors. Ritka Aggarwal (2012) discloses that the majority of the respondents prefer postal savings due to its safety, security and tax benefits features; and unaware of the new schemes introduced due to less advertisement and promotion. Finally the researcher suggested that the post office needs strong marketing efforts that support the positioning strategy and the revolution in IT. Thulasipriya (2015) observes that employee's still prefers to invest in financial products which give risk free returns. This confirms that Indian investors even if they are of high income, well educated, salaried, independent are conservative investors prefer to play safe. The investment product designers can design products which can cater to the investors who are low risk tolerant and use TV as a marketing media as they seem to spend long time watching.

Statement of the Problem:

Investors are choosing their saving schemes on the basis of awareness. Postal department offered verity of saving schemes. Their willingness always differed from the knowledge level. Awareness boost their savings pattern in the modern economy. Awareness and preference the savings. **Vadivel and Kavitha (2018)** The researcher found that the various banks being the major competitors, India Post offices have to concentrate on providing fast services by implementing advanced technology, increasing customer friendly financial schemes, improving customer awareness and educating their staff as per the recent developments to attain better customer satisfaction and boost their performance. Moreover, India Post offices being advantageous that its branches are widely spread

all over the country covering every rural and remote areas where there are hardly any banks can be maximum utilized by introducing additional special financial schemes in such places. In this research covers that government and private employee's awareness level on their post office saving schemes. These arising in the following questions like what is the purpose of savings in post office? What is level of awareness on post office saving schemes? and What is the influencing factor in saving schemes?, and what are the factors influencing in the investing?, It will help to identify their awareness and preference in the post office. The Government and Private Employees are hold different types of saving schemes according their awareness and preference

Research Gap

Many researchers has undergone the post office savings scheme studies but no one has been conducted private and government employee's awareness and preference towards post office saving schemes, So I examined in this aspects of the study.

Objectives of the study

The following are the objectives of the study

1. To find out the nature of relationship of select variables with employee awareness on post office saving schemes
2. To study awareness and preference on various post office saving schemes.

Research Methodology:

The universe of the study area is Coimbatore District, which is quite large. It is therefore decided to use convenience sampling for identifying the respondents. The study is mainly based on primary data and the required data for the study have been collected through issue of structured questionnaire. The questionnaire contains questions relating to the personal profile of the sample respondents, their post office saving schemes details and satisfaction. A sample of 634 government and private employees has been selected by adopting convenience sampling technique. The data collected are analysed using simple percentage and chi – square test.

Significance of the Study

In recent years the postal department has introduced lot of facilities in the India. Post office provide bank services at the doorstep. Many researcher has been studied post office saving schemes like parent perception, working women, rural investor's perception, awareness, satisfaction and problems. But no one has studied government and private employee's perception. The present study covers the Government & private employee' level of awareness towards post office savings schemes with special reference to Coimbatore district. I have selected only ten post office saving schemes for the purpose of research. Savings Bank Account, Time Deposit, Recurring Deposit, Monthly Income Scheme, National Savings Certificate, Public Provident Fund, Kisan Vikas Patra, Senior Citizen Savings Scheme, Sukanya Samriddhi Account and Jansuraksha Schemes.

NATURE OF RELATIONSHIP OF SELECT VARIABLES WITH AWARENESS OF VARIOUS POST OFFICE SAVINGS SCHEMES – CORRELATION ANALYSIS

In order to evaluate the nature of relationship of select variables with employee awareness on post office saving schemes, correlation analysis is applied. Partial correlation co – efficient has been found out first to finalize the variables that is taken up for correlation analysis.

The variables with negligent partial correlation co – efficient are omitted as they are likely to have very thin association with employee's awareness on post office saving schemes. Variables omitted by negligence contribution are: marital status – unmarried, occupation – private employee, non-earning member in the family, location of post office namely city and town and usage of apps. variables automatically excluded from the correlation that are: area of residence – semi urban, gender – male, marital status – married, occupation – government employee, type of family – joint, status in the family – head, location of post office – village. Leaving out such variables has resulted in the

following: area of residence namely rural and urban, gender namely - female, age, educational qualification, type of family - nuclear, status in the family - member, earning members in the family, size of the family, monthly income, family income, monthly savings, sources of knowledge, mode of visiting post office, and frequency of visiting post office. These are the variables used in correlation, multiple regression and step – wise regression analysis.

Table 1
Nature of relationship of select variables with Awareness of various Post Office Savings Schemes – Correlation Analysis

Variables	r	r ²
Rural	0.026	0.001
Urban	-0.124**	0.015
Female	0.011	0.000
Age	-0.026	0.001
Educational Qualification	0.041	0.002
Nuclear	-0.210**	0.044
Member	-0.006	0.000
Earning	0.033	0.001
Size of the family	-0.034	0.001
Monthly income	-0.140**	0.020
Family income	0.006	0.000
Monthly savings	0.158**	0.025
Source of knowledge	-0.071	0.005
Mode of visiting	-0.080*	0.006
Frequency of visiting	0.210**	0.044

* Significant at Five Per Cent Level

**Significant at One Per Cent Level

DETERMINANTS OF AWARENESS ON POST OFFICE SAVINGS SCHEMES (MULTIPLE REGRESSION ANALYSIS)

In order to find out the variables that determine the employee's awareness on post office saving schemes, all the variables included for correlation analysis have been regressed on awareness post office saving schemes index. The following regression equation has been framed to ascertain the impact of the variables on the employee's awareness on post office saving schemes.

$$AI = a + b_1 AR + b_2 AU + b_3 GF + b_4 AG + b_5 EQ + b_6 TFN + b_7 SEM + b_8 EMF + b_9 SF + b_{10} MI + b_{11} FI + b_{12} MS + b_{13} SF + b_{14} MVPO + b_{15} FVPO + e$$

Where,

SI	=	Awareness Index
a	=	Intercept Term
b ₁ ...b ₂₁	=	Regression Co – efficient
AR	=	Area - Rural
AU	=	Area - Urban
GF	=	Gender - Female
AG	=	Age
EQ	=	Educational Qualification
TFN	=	Type of Family - Nuclear
SFM	=	Status in the Family - Member
EMF	=	Earning Members in the Family
SF	=	Size of the Family
MI	=	Monthly income
FI	=	Family Income
MS	=	Monthly Savings
SF	=	Source of Knowledge
MVPO	=	Mode of Visiting the Post Office

FVPO = Frequency of Visiting the Post Office
e = Error Term

The results of regression analysis are consolidated in the following table. Of the fifteen variables are introduced, only six variables are found to significantly influence the awareness on the post office saving schemes namely urban, nuclear, size of the family, monthly income, monthly savings and frequency of visiting.

Table 2
Determinants of Awareness on Post office Savings Schemes – Multiple Regression Analysis

Variables	Regression Coefficients		T (d.f:618)
	B	Std. Error	
(Constant)	2.183	0.175	12.489
Area -Rural	-0.047	0.070	-0.669
Area - Urban	-0.118*	0.050	-2.383
Gender – Female	0.102	0.053	1.928
Age	-0.029	0.036	-0.820
Educational Qualification	0.037	0.020	1.820
Type of family - Nuclear	-0.231**	0.047	-4.902
Status in the family - Member	-0.092	0.058	-1.584
Earning members in the Family	0.021	0.033	0.631
Size of the family	-0.084*	0.042	-1.989
Monthly income	-0.128**	0.030	-4.283
Family income	-0.044	0.031	-1.427
Monthly savings	0.166**	0.034	4.944
Source of knowledge	-0.009	0.015	-0.587
Mode of visiting the Post Office	-0.051	0.044	-1.150
Frequency of visiting the Post Office	0.124**	0.031	3.995

*Significant at Five Per Cent Level

**Significant at One Per Cent Level

Constant : 2.183
Standard Error : 0.175
R Square : 0.162**
Adjusted R Square : 0.142

PROMINENT VARIABLES INFLUENCE OF SELECT VARIABLES WITH AWARENESS ON VARIOUS POST OFFICE SAVINGS SCHEMES (STEP-WISE REGRESSION)

To find out variables influences of the awareness that are prominently associated with the government and private employees on Post office Savings Schemes

Table 3
Prominent Variables influence of Select variables with Awareness on Various Post office Savings Schemes – Step-wise Regression

Step	Constant	T- N	FV	MS	MI	SOF	A-U	R Square
1	2.107	-0.246	-	-	-	-	-	0.044
2	1.846	-0.207	0.141	-	-	-	-	0.074
3	1.704	-0.200	0.135	0.102	-	-	-	0.093
4	1.850	-0.186	0.125	0.162	-0.140	-	-	0.130
5	2.025	-0.214	0.123	0.164	-0.139	-0.088	-	0.138
6	2.101	-0.216	0.113	0.155	-0.143	-0.082	0.099	0.145

T- N : Type of family – Nuclear
FV : Frequency of visiting

MS : Monthly Savings
MI : Monthly Income
SOF : Size of the family
A-U : Area of Residence - Urban

The Step-wise Regression analysis examined that the variables that the prominently associated with awareness. The result found six variables prominently associated with awareness, namely type of family – nuclear, frequency of visiting, monthly savings, monthly income, size of the family, area of residence – urban amounts to 14.5 per cent. The R^2 value of multiple regression amounts to 16.2 per cent. The differences of 1.7 per cent is due to the contribution of other variables.

Table 4
Awareness on Various Schemes offered by Post Office – Weighted Average Score

S.No	Schemes	HA	A	NA	Mean Score
1	Savings Bank Account [SB]	416	208	10	2.64
2	Time Deposit [TD]	242	322	70	2.27
3	Recurring Deposit [RD]	386	198	48	2.53
4	Monthly Income Scheme [Post Office MIS]	206	312	116	2.14
5	National Savings Certificate [NSC]	236	280	118	2.19
6	Public Provident Fund [PPF]	270	266	98	2.27
7	Kisan Vikas Patra [KVP]	240	274	120	2.19
8	Senior Citizen Savings Scheme [SCSS]	212	274	148	2.10
9	Sukanya Samriddhi Account [SSA]	310	224	100	2.33
10	Jansuraksha Schemes	192	248	194	2.00

I have used to evaluate the Weighted Average Score. out of ten schemes three point scale used to evaluate the awareness, most of the government and private employees are aware of the all the post office saving schemes.

THE GOVERNMENT AND PRIVATE EMPLOYEES PREFERENCE ON POST OFFICE SAVING SCHEMES

The Government and Private Employees are hold different types of saving schemes according their preference and satisfaction. Table 4. reveals that their depositing saving schemes details.

Table 5
The Government and Private Employees held on post office saving schemes

S.No	Type of Post Office Saving Schemes	Schemes Held		Total
		Yes	No	
1	Savings Bank Account [SB]	520	114	634
2	Time Deposit [TD]	200	434	
3	Recurring Deposit [RD]	400	234	
4	Monthly Income Scheme [Post Office MIS]	116	518	
5	National Savings Certificate [NSC]	88	546	
6	Public Provident Fund [PPF]	174	460	
7	Kisan Vikas Patra [KVP]	96	538	
8	Senior Citizen Savings Scheme [SCSS]	50	584	
9	Sukanya Samriddhi Account [SSA]	290	344	
10	Jansuraksha Schemes	196	438	

Therefore it is reveals that, the majority of the employees have savings bank account.

Conclusion

The present study discloses that majority of the government and private employees have aware of the all the schemes. Most of the employees have saving bank account. Those who have awareness about the post office saving schemes, they are invested in the post office. Also it is suggested that the postal department should create more awareness to public by social media. It will reach to the maximum public. Postal department should give a sms notification to the customers when the new scheme is available like Bank and LIC.

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