

**INVESTOR ATTITUDE TOWARDS POSTAL SAVING SCHEME IN BARGUR TALUK****R. MANIMEKALAI AND Dr. T.RAGUNATHAN****PACHAMUTHU COLLEGE OF ARTS AND SCIENCE FOR WOMEN, DHARMAPURI****SRI MUGAMBIHAI COLLEGE OF ARTS AND SCIENCE FOR WOMEN COLLEGE,  
THEMMARAYANAHALLI-TAMILNADU****ABSTRACT**

*Postal service in India has a long tradition of postal systems, since it was created as a replacement for all separated postal systems of the Indian union pre independence before 1947 was a mixture of post service were opened for public on 1<sup>st</sup> April 1834 postal service divided into three postal circles servicing the country names Chennai, Bombay and Bengal.*

*Savings is general to all human being in the society. But servicing way differs from one person to another person. The saving schemes Investor behaviors are satisfied continues in investments in the same schemes.*

*Very often, they will start investing on other schemes. The nature of the behavior among investors about saving schemes and institutions offering such instruments were studied from the analysis clear that investor consequences on their risk bestoch here bearing capacity and range of investment , experience , income are and take payment , safety it is motive and behavior of individuals . The people expect to get good service and good return during their investment period any problem taking while in investment, analysis their investor problem, awareness, preference behavior in various investments.*

**Keywords:** investor attitude, postal savings, Investment, awareness

**1. INTRODUCTION**

Post offices saving schemes are also like commercial bank schemes originally institution called 'trustee saving banks' were operating the saving bank account. This institution gradually and postal department took up task of providing a facility to save through there are postal saving account. This account become very popular the government of India could collect errors of rupees through this accounts a part form this saving bank account , post office often various schemes which pure to be attractive for the investors . Attaches the most importance to study accept

Many kinds of Investors opportunities are available for an individual to save and he can select a appropriate investment schemes. Different types of opportunities provide by many financial institution like co – operative bank, LIC, post office etc. post office saving bank play very important role in economic growth as well as investors. It given numerates benefit to the investments.

## **1.1 TYPES OF POST OFFICE SAVING SCHEMES**

### **(1) POST OFFICE MONTHLY INCOME**

Under the post office monthly income schemes, an individual can invest between Rs. 1,000 and Rs. 3,00,000 or jointly by two individuals upto 6,00,000. The period of deposit is 6 years and this scheme carries benefit in the form of interest at 8 % and 10% bonus at the time of maturity of deposit amount. The investor is also entitled to tax benefit in the form of deduction under section 80 L in respect of interest earned by him.

### **(2) KISAN VIKAS PATRA**

Kisan vikas patra is a popular scheme operated by post offices. This has a face value of Rs. 100, Rs. 1,000, Rs.5, 000, Rs. 10,000 and gives a compound interest. This investment doubles in 8 years and 7 month. The encashment individuals and trusts can purchase these investments and these instruments are not transferable from one to another.

### **(3) NATIONAL SAVING CERFITICATE**

Individuals and trusts can invest in national saving certificates which carry a compound interest of 8%. The principal plus interest is payable at maturity. For example, Rs. 100 invested.

In NSC gives Rs. 160. 10 on the expiry of six years. The investor can avail tax rebate under section 88 and is also eligible to claim deduction under section 80L.

#### **(4) PUBLIC PROVIDENT FUND**

The investor can open public provident fund account in head post offices, state bank of India and some nationalized banks. PPF carries a compounds interest of 8% and the maximum limit for investment in a financial year is Rs. 70,000. The period of investment is 15 years. The interest on PPFs exempted under section 10 and the amount of investment in PPF qualifies for rebate under section 88.

#### **(5) POST OFFICE RECURRING DEPOSIT**

The minimum amount payable per month is Rs. 10 and there is no maximum limit for this. An amount of Rs. 10 paid every month into the account, returns Rs. 728.90 after the expiry of 5 years.

#### **(6) POST OFFICE TIME DEPOSITS**

Fixed deposits are accepted by post offices for a period varying between 1 and 5 years. Depending upon the period of deposit, the interest offered by the POTD varies between 6.25% and 7.50%.

### **1.2 DEPOSIT SCHEMES FOR RETIRED GOVERNMENT EMPLOYEES**

Under the above schemes, the retired employees from government. Service and public sector undertaking can open an account in certain nationalized banks like SBI, situated in the district headquarters. It carries and interest of 7% and retirement benefits can be invested within 3 years from the data of retirement.

### **(1)POST OFFICE SAVING ACCOUNT**

Individual investors can open saving account with the post offices for a maximum amount of Rs. 1, 00,000. Cheque facility is also offered under the saving account and the interest income earned on saving account is exempt under section 10 of the income tax act. The minimum balance to be maintained in this account is Rs. 50.

### **(2) SAVING SCHEMES FOR SENIOR CITIZEN**

The government of India has introduced a new saving scheme for senior citizen.

- a) Persons who have availed voluntary retirement scheme (VRS) are also eligible to join the scheme.
- b) The amount of investment may vary between Rs. 1,000 and Rs. 15,00,000.
- c) The scheme carries rate of interest of 9% per annum.the due dates for payment of interest are march 31, June 30, September 30 and December 31
- d) The deposit amount matures after the expiry of 5 years. However the period of deposit can be further extended by another 3 years.

## **2. STATEMENTS OF THE PROBLEMS**

Now days so many alternative choice available for investors for making investments investor how to give preference to postal saving schemes. And to know the real problem faced by the investor while investing in postal saving schemes. This Study based on primary data questionnaire method special reference to Bargur Taluk and total number of respondents 120.

## **3. OBJECTIVE OF THE STUDY**

- To know the investor preference to post office saving schemes

- To know the investor expectation from the post office saving schemes.
- To study source of awareness, opinion and problem faced regarding post office saving schemes.

#### **4. Research Methodology**

##### **4.1 SOURCES OF DATA**

For the research purpose using primary data as well as secondary data.

###### **(1) PRIMARY DATA**

Collection of primary data from the sample respondents and using structured questionnaire methods with interview schedule.

###### **(2) SECONDARY DATA**

Secondary data collected from journal news paper, books about theoretical back ground.

###### **(3) SAMPLE SIZE**

Sample size taken the study is 120 respondents from Bargur Taluk.

###### **(4) RESEARCH TOOLS AND TECHNIQUES**

For the analysis purpose following statistical tools and technique is used

- 1) Simple percentage analysis
- 2) Chi – square analysis

**TABLE – 1 GENDER OF THE RESPONDENTS**

S.NO	GENDER	NO.OF RESPONDENTS	PERCENTAGE%
1	Male	88	72%
2	Female	32	28%
3	Total	120	100%

The above table 4.1 reveals that genders of the respondents, 72% of the respondents are belongs to male and remaining 27% of the respondents are belongs to female. Majority (7%) of the respondents were belonged to male.

**TABLE – 2 AGE OF THE RESPONDENTS**

S .NO	AGE	NO. OF RESPONDENTS	PERCENTAGE%
1	Below 20	19	16%
2	20 – 30	49	41%
3	30 -40	35	29%
4	Above40	17	14%
	TOTAL	120	100%

The above table 2 shows that the respondents are age group of the respondents. Among the total respondents 16% of the respondents are belongs the age group below 20 , 41% of the respondents are belonged the age group between 20-35 years, 29% of the respondents are belonged the age group between 30-40 years, 14% of the respondents are belonged the age group above 40 years.

Majority (41%) of the respondents were belonged to the age group of between 20-30 years.

**TABLE – 3 EDUCATIONAL QUALIFICATION OF THE RESPONDENTS**

S.NO	EDUCATIONAL QUALIFICATION	NO.OF RESPONDENTS	PERCENTAGE%
1	School level	23	19%
2	Graduate level	25	21%
3	Professional	9	8%
4	Business	50	41%
5	Illiterate	7	6%
6	Others	6	5%
	TOTAL	120	100%

The above table 3 show that educational qualification of the respondents, among the total respondents 19% of the respondents are having scool level , 21 % of the respondents are having UG degree, 8% of the respondents are professional ,41% of the respondents are doing business, 6% of the respondents are illiterate and other respondents are 5%. Majority (41%) of the respondents are doing business.

**TABLE – 4 ANNUAL INCOME OF THE RESPONDENTS**

S.NO	ANNUAL INCOME	NO.OF RESPONDENTS	PERCENTAGE%
1	Below 1,00,000	38	32%
2	1,00,000-1,50,000	50	42%
3	1,50,000-2,00,000	28	23%
4	Above 200000	4	3%
	TOTAL	120	100%

From the table 4 indicates that monthly income of the respondents, 32% of the respondents are earning monthly income of below Rs.100000. 42% of the respondents are earning monthly income monthly of above Rs. 100000-150000, 23% of the respondents are earning monthly income of Rs.150000 – 200000, 3% of the respondents are earning income level of above 200000

Majority (37%) of the respondents are earning monthly income of RS.20,000.

**TABLE – 5 PROBLEM REGARDING INVESTMENT IN POSTAL SAVING SCHEME BY INVESTOR**

S.NO	PROBLEM REGARDING INVESTMENT	NO. OF RESPONDENTS	PERCENTAGE%
1	Lack out interest	22	18%
2	Delay in withdrawal	20	17%
3	More formalities in withdrawal	16	13%
4	Poor liquidity	28	23%
5	Low return	34	29%
	TOTAL	120	100%

From the above table 5 review that benefit of postal saving scheme out of total respondent 18 % of respondent are lack of interest, 17% of respondent are delay in withdrawal , 13% of respondent are More formalities in withdrawal , 23% of respondent are poor liquidity, 29% of respondent are low return.

**TABLE – 6 BENEFITS OF POSTAL SAVING SCHEMES**

S.NO	BENEFITS	NO. OF RESPONDENTS	PERCENTAGE%
1	Regular income	27	23%
2	Premature encashment	34	28%
3	Tax free interest	45	38%
4	Highly safety	14	11%
	TOTAL	120	100%

From the above table 6 review that benefit of postal saving scheme out of total respondent 23 % of respondent are regular, 28% of respondent are regular premature encashment , 38% of respondent are said benefit Tax free interest, 11% of respondent are highly safety.

**TABLE -7 PREFERENCES AND AWARENESS LEVEL OF POSTAL SAVING SCHEMES**

S.NO	SAVING SCHEMES	NO. OF RESPONDENTS	PERCENTAGE%
1	Saving bank	38	32%
2	Monthly income scheme	43	36%
3	Recurring deposits	17	14%
4	Public provident fund	8	7%
5	Kissanvikas patra	6	5%
6	National saving	3	2%
7	Time deposits	5	4%
		120	100%



From the above table deals with preference and awareness of the postal saving scheme 32 % giving preference to postal saving bank account, 36 % of respondent are giving preference to monthly income scheme, 14% of respondents are giving preference to RD, 7 % of respondent are giving preference to PPF, 5 % of respondent are giving preference to KVP, 2 % of respondent are giving preference NSC, 4 % of respondent are giving preference to TD.

### **HYPOTHESIS**

Ho – Null hypothesis framed there is no significant relationship between two variables.

H<sub>1</sub> - Alternative hypothesis framed there is significant relationship between the variables.

### **HYPOTHESIS 1**

H<sub>0</sub> – There is no significance association between gender of the respondent and satisfaction of investors in postal saving scheme.

H<sub>1</sub>- There is significance association between gender of the respondent and satisfaction of investors in postal saving scheme

### **HYPOTHESIS 2**

H<sub>0</sub> – There is no significance association between educational qualification of the respondent and facing problem while investors in postal saving scheme.

H<sub>1</sub>- There is significance association between educational qualification of the respondent and facing problem while investors in postal saving scheme.

**HYPOTHESIS 3**

$H_0$  – There is no significance association between annual income and preference of postal saving scheme.

$H_1$ - There is significance association between annual income and preference of postal saving scheme.

**HYPOTHESIS 4**

$H_0$  – There is no significance association between age and annual income of respondent.

$H_1$ - There is significance association between age and annual income of respondent.

**TABLE 10 FACTOR OF THE RESPONDENTS AND SATISFICATIONS OF INVESTOR  
IN POSTAL SAVINGS SCHEMES**

S.NO.	FACTOR	DEGREE OF FREEDOM	CALCULATED VALUE	TABLE VALUE	SIGNIFICANT LEVEL
1	GENDER	2	0.32	5.991	5% ACCEPTED
2	EDUCATION	12	0.624	21.026	5%
3	ANNUAL INCOME	18	0.801	28.869	5% ACCEPTED
4	AGE WISE	12	0.3947	28.869	5% ACCEPTED
5	AGE GROUP	9	27.848	16.919	5% REJECTED

Calculated vale (0.32) less than the table value (5.991) so null hypothesis is accepted, there is no significance relationship between gender and satisfaction of investors in post office savings scheme

Calculated vale (0.0.624) less than the table value (21.026) so null hypothesis is accepted, there is no significance relationship between education qualification of the respondents and problem faced by investor while investing in postal saving schemes.

Calculated value (0.801) less than the table value (28.869) so null hypothesis is accepted, there is no significance relationship between annual income of the respondents and preference of postal saving schemes.

Calculated value (0.3947) less than the table value (28.869) so null hypothesis is accepted, there is no significance relationship between age of the respondents and problem regarding investment in postal saving schemes.

## **FINDINGS**

- Majority 72% of the respondents are male category
- Majority 41% of the respondents are coming under the age group of 30 – 40 years.
- The 42% of the respondent are coming earning annual income of Rs 1,00,000 - n1,50,000 .
- Majority 29% of the respondents are said problem of investment in postal saving scheme is low rate of return
- Majority 38% of the respondents are said benefits of postal saving scheme is tax free interest
- Majority 36% of the respondents are giving preference to monthly income saving scheme

## **SUGGESTION**

- Most of the respondents are feel low rate of interest compare to other investment. Post office take necessary step to increase rate of interest for their saving.
- Most of the respondents are not aware about postal saving schemes create awareness among the public through advertisement

- Bargur Taluk mostly business people are residing area they are giving saving preference to commercial bank. Post office take step to moving infrastructure facility and credit facilities they are turn to post office.

## CONCLUSION

Post office scheme very important role mobilization finance from public. Through postal saving scheme this scheme are still preferred by investor as if is fully backed by government and functioning for long. The trust is high investor where rates of the deposit money is more important issue than then return in investment create awareness form urban people also because they most of the people saving their investment in bank.

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