

INVESTORS' ATTITUDE TOWARDS POST OFFICE DEPOSITS SCHEMES – EMPIRICAL STUDY IN UDAIPUR DISTRICT, RAJASTHAN

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ABSTRACT

For more than 150 years, the Department of Posts (DoP) has been the backbone of the country's communication and has played a vital role to connect the whole of the country and has also provided banking facilities in the absence of banks. But over time, its role has changed and it has grown to become one of the best avenues to channel investment from even the wealthy investor and use them fruitfully in nation buildings activities. There has been introduction of several types of deposit schemes that cater to the differing needs of different classes of investors in which person has an option to invest even a minimal amount of Rs.500 per month. Investment in Post Office Savings account for a maximum investment of Rs.110, 000, per financial year is totally exempt from tax under section 80C of the Income Tax Act, 1961. The interest income is also exempted from tax under section 10 of Income Tax Act, 1961 in some cases. This has enabled them to compete successfully with the other avenues of investment available to investor like commercial and co-operative bank, non-banking financial institutions, public sector companies, etc. It is necessary for institutions offering investment instruments to study the perception of investors' towards various investment instruments because it has influenced the saving behavior of investors since decade. The study is an attempt to identify the awareness, preferences, problem

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and attitudes of investor' towards various deposit schemes offered by the Post Office among 100 respondents of the Udaipur District.

Key words – Post office, post office deposits schemes, saving and investment, Perception and opinion of investor, chi- square, Sources of Awareness.

Introduction

Various investment opportunities are available for an individual to his savings and he can choose the appropriate investment schemes, which suit his needs. There are different types of opportunities provided by many financial institutions like commercial banks, co-operative banks, post office savings banks, life insurance corporation public limited company. Of all the above mentioned institutions, Post Office Savings Bank play vital role. It provides numerous benefits to the investors. Post office saving bank is the largest savings institutions in the country. With a view to mobilizing savings of people with relatively small income and circulating in them a spirit of thrift and savings, the Central Government has endeavored to make the National Savings Movement popular by offering high returns than those given by scheduled banks. There are a number of attractive schemes, well designed to meet the individual requirements of different investors. Tax saving features of those schemes attracts the higher income groups more than small savers.

The investment avenues provided by the post offices are generally marketable as they are a saving media. The major instruments of post office schemes enjoy tax benefits such as exemption of investment contribution or interest income from tax or both up to certain limits.

Postal Services in India

India possesses the largest postal network in the world with 155,000 post offices spread all over the country as on March 31, 2001, of which 89 per cent are in the rural sector. Post offices in India play a vital role in the rural areas. They connect these rural areas with the rest of the country

and also provide banking facilities in the absence of banks in the rural areas. They come under the Department of Posts which is a part of the Ministry of Communications and Information Technology under the Government of India. The apex body of the department is the Postal Service Board. The board consists of a chairman and six members. The six Members of the Board hold portfolios of Personnel, Operations, Technology, Postal Life Insurance, Human Resource Development (HRD) and Planning functions. The Joint Secretary and Financial Advisor to the Board is also a permanent invitee to the Board.

India has been divided into 22 postal circles, each circle headed by a Chief Postmaster General. Each Circle is further divided into regions comprising field units, called Divisions, headed by a Postmaster General. Other functional units like Circle Stamp Depots, Postal Stores Depots and Mail Motor Service may exist in the Circles and Regions. Besides the 22 circles, there is a special Circle called the Base Circle to cater to the postal services of the Armed Forces of India. The Base Circle is headed by an Additional Director General, Army Postal Service holding the rank of a Major General. The modern postal service in India is more than 150 years old. In 1854, the Post Office in the Province of Sindh, (then in British India), made postal history, when India became the first country to issue postage stamps. In October 1854, all the post offices of Indian sub continent came under centralized control. In the same year Railway Mail Service was established and India had a network of 701 post offices across the continent. In 1911, India achieved another "first" when a biplane from Allahabad to Naini flew with 6500 pieces of mail. The flight was the first official Air Mail in the world. After independence, the Indian government broadened the vision of the postal system to reach the entire population of the country. Today Indian postal system has a reach that ranges from arid deserts of Rajasthan and Kutch to the icy heights of Laddakh. India has the highest post office in the world in Sikkim at a height of 15,500 feet (postal code - 172114). Indian postal service provide many facilities like - general or registered mail, parcel post, speed post, express post, e post and special courier service known as EMS-speed post. They also offer a number of post office savings schemes like National Savings Certificate, Kisan Vikas Patra, Recurring Deposits and Term Deposits.

Types of Post Office Deposits Schemes

Post Office Monthly Income Scheme- Post Office Monthly Income Account is meant for those investors who want to invest a lump sum and earn interest on monthly basis for their living.

Public Provident Fund -Public Provident Fund, popularly known as PPF, is a savings cum tax saving instrument. It also serves as a retirement planning tool for many of those who do not have any structured pension plan covering them.

National Savings Certificate -National Savings Certificate, popularly known as NSC, is a time-tested tax saving instrument that combines adequate returns with high safe.

Post Office Saving Account -Post office saving account is similar to a savings account in a bank. It is a safe instrument to park those funds, which you might need to liquidate fully or partially at very short notice.

Post office time deposit -Post office time deposit account is just like the bank fixed deposit account. These time deposits are meant for those investors who want to deposit a lump sum for a fixed period.

Senior Citizens Savings Scheme: Offers fixed investment option for senior citizens for a period of five years, which can be extended, at a higher rate of interest that are paid in quarterly installments.

Recurring deposit account -Recurring deposit account is a systematic way of saving money. The scheme is meant for those investors who want to deposit a fixed amount regularly or periodical basis.

Statement of the Problem

This study was taken up with the main idea of studying the investors' attitude towards Post office deposits schemes because of the lack of proper advertisements about the various schemes. Most of the investors are influenced to make investment in post office deposits schemes for tax benefits purpose only. Nowadays people are interested to invest their money only in banks compared to post office deposits schemes which has lead to a reduction of deposits in post offices. The slashing of commissions to agent has further aggravated the problem of collection. Hence the

researcher decided to study and identify the effect and the attitude of investors towards Post Office Deposits Schemes.

Review of Literature

Investors Voice opines that post office investors belong to a separate class. It has been recognized that the post office savings schemes is the oldest in the country; are the safety investment avenues and hence attract those classes of investors like senior citizens house wives, institutions trust etc. The post office savings schemes are relatively inflexible but those who do not care much of risk reward equation have traditionally been plumping for the post office saving with the sole criterion of the security of investment.

Dr.R.Ganapathi (2010) studied that various Small Saving Schemes were mainly meant to help the small investors and also those who are in high tax brackets. The study concluded that proper advertisements must be made for Post Office Savings Schemes, so that even a layman could know about these Schemes and deposits can be increased. They stated that investing their amount in Post Office deposits provides safety and security for the amount invested. **Karthikeyan** (2001) conducted a research on Small Investors' Perception on Post Office Saving Schemes and found that there was significant difference among the four age groups, in the level of awareness for Kisan Vikas Patra (KVP), National Savings Schemes (NSS), and Deposit Scheme for Retired Employees (DSRE), and the overall score confirmed that the level of awareness among investors in the old age group were higher than in those of the young age group. No difference was observed between male and female investors except for the NSS and KVP. Out of the factors analyzed, necessities of life and tax benefits were the two major ones that influence the investors both in semi-urban and urban areas. Majority (73.3 per cent) of investors of both semi-urban and urban areas were very much willing to invest in small savings schemes in future provided they have more for savings. **Gavini and Athma** (1999) found that social considerations, tax benefits, and provision for old age were the reasons cited for saving in urban areas, whereas provision for old age was the main reason in rural areas. Among the post office schemes, Indira Vikas Patra (IVP), KVP and Post Office Recurring Deposit Account (PORD) were the most popular, in both urban and rural areas. **Tamilkodi** (1983) has stated that small savings schemes have a

psychological appeal and it provides an opportunity for ordinary men, women, and even children to park their savings. It reaches a large number of people and covers a wide range of areas. She also suggested that efforts should be taken to simplify the procedure of small savings schemes to suit the needs of illiterate and socially downtrodden people. Further, she suggested an increase in the rate of interest of small savings schemes to meet the challenges of commercial banks. **Preeti Singh (2002)** stated that post office schemes were generally like the post office deposits schemes and commercial bank schemes. They have a saving account, a recurring deposits account, time deposits account which is also recurring in nature. The saving account functions in the same way as commercial banks through cheques and there is no restriction on withdrawals. The study by **Mukhi (1989)** has revealed that National Savings Certificate (NSC) has been one of the most popular tax savings instruments in this country. He has stated that contractor and others who have to provide security while bidding for contracts finds it extremely convenient to buy NSC and pledge these to the appropriate authorities while earning 8 per cent per annum on the pledged securities. He also stated that the major attraction of NSC is its simplicity. Even the average investor does not have to scratch his head to understand the scheme. **Richa (2004)** in her study argued that the Post office continues to be a major attraction for savers. Finance Ministry officials say that the attraction for the Post office deposit schemes stems from the higher interest rate they offer vis-à-vis what banks give. **Scher (2001)** observed that in many countries Postal Savings and Giro remittances have long enabled provision of financial services to all segments of the population. Questionnaires were sent to the Ministers and Postal administrations of approximately 80 countries in July 1999. The review of experiences of Asian developing countries suggests many ways by which developing countries can help themselves to mobilize domestic savings and provide domestic financial services through postal savings and remittances and thereby provide financial services to those most likely to be excluded. **Amling Ferderic** stated that investment is the employment of funds with aim of achieving additional income of growth in value. The essential quality of investment is that it involves “waiting” for a reward. There are a number of investment possibilities that prospective investors can think of. **Monograph** stated that the different types of small saving include the national saving certificate, the post office saving bank deposits and the post office cash certificate. Individuals saving in the form of Post Office saving bank deposits should be treated on a par with other bank deposits since they are a liquid as other deposits.

Objective of the Study

The overall objectives of the study are to analyze the investors' attitude towards "POST OFFICE DEPOSITS SCHEMES". The specific objectives are -

- To find out the level of awareness of various schemes of Post office among the public.
- To find out the purpose of investments in various schemes of post office.
- To study the problem faced by depositors in depositing in Post Office Deposits Schemes.
- To study the investors opinion regarding tax benefits and returns from Post Office Deposits Schemes.
- To find out the sources of awareness by which public get aware about various schemes.
- To study the relationship between the demographic factor and sources of awareness, opinion and problem faced regarding Post Office Deposits Schemes.

Scope of Study

The study aims to create awareness among the investors' about various post office deposits schemes. It helps working people to invest in various post office deposits schemes and the National Savings Organisation (NSO) and the Post Offices to know the problems faced by investors in while investing in post office deposits schemes. On basis of the study, the Government can make suitable changes to promote the various post office savings schemes according to the respective needs of the investors.

Hypothesis Framed for the Study

1. The demographic factors of the respondents have no significant influence over their sources of awareness of various Post Office Deposits Schemes.
2. The demographic factors of the respondents have no significant influence over their opinion towards various Post Office Deposits Schemes.
3. The demographic factors of the respondents have no significant influence over the problem faced while investing in Post Office Deposits Scheme.

Methodology Adopted for the Study

1. Study Area - The study covers Udaipur district of Rajasthan.
2. Sample Size – 100 respondents who have invested in post office deposits schemes.
3. Sampling Method Used – Convenience Sampling
4. Data Sources - The study is based on primary data that has been collected using a structured questionnaire.
5. Period the study – November 2011 to February 2012
6. Structured Questionnaire has 13 questions in it.
7. The first part of questionnaire is devoted to the basic information relating to the respondents such as age, gender, marital status, and income level, size of the family, education and occupation.
8. The second part of the questionnaire is made to get an idea of the investors towards Post Office Deposits Schemes.
9. Statistical Tool Used- Simple percentage, chi- square analysis, standard deviation and mean.
10. All the tests are carried out at 5% level of the significance.

Analysis and Interpretation of Data

The

result of the analysis of the collected data is presented below:

TABLE 1

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

S.NO.	DEMOGRAPHIC FACTOR	FREQUENCY	PERCENT
	AGE		
1	< 21 years	9	9
2	21- 35 years	49	49
3	35-50 years	28	28
4	> 50 years	14	14
	GENDER		
1	Male	52	52

2	Female	48	48
MARITAL STATUS			
1	Married	74	74
2	Unmarried	24	24
3	Others	2	2
EDUCATIONAL QUALIFICATION			
1	No formal education	5	5
2	School level	17	17
3	College level	42	42
4	Professional	36	36
OCCUPATIONAL STATUS			
1	Agriculture	1	1
2	Business	25	25
3	Employed	37	37
4	Professional	25	25
5	Other	12	12
INCOME LEVEL			
1	< Rs 5000 Rs	28	28
2	Rs 5000-10000 Rs	15	15
3	10000-15000 Rs	17	17
4	15000-20000 Rs	11	11
5	> 20000 Rs	17	17
6	NILL	12	12
FAMILY SIZE			
1	Up two Members	7	7
2	Three Members	11	11
3	Four Members	37	37
4	Above 4 Members	45	45

INTERPRETATION – The above table shows that out of 100 respondent's 49% belongs to the age group of 21-35 years, 28% belongs to the age group of 35-50 years, 14% belongs to the age group above 50 years and only 9% belongs to the age group below 21 years. 52% were male and 48% are female. 74% are married, 24% are unmarried and only 2% comes under the category of others. 42% were qualified up to college level, 36% were professionally qualified, 17% were qualified up to school level and only 5% of the respondents had no formal education. 37% were employed in government or private organisation, 25% of the respondents belong to business and professionals, 12% belongs to other category such as retired persons, housewives, etc. and only 1% belongs to agriculture. 28% belongs to a monthly income group of below Rs. 5000, 17%

belongs to both monthly income group of Rs.5000-10000 and below income of Rs 20000 ,11% of them belongs to Rs.15000-20000 and 12% didn't have a fixed monthly income. Majority of the respondents belong to the monthly income group of below Rs. 5000. 45% of the respondents have above 4 members in their family, 37% have 4 members in their family, 11% have 3 members in their family and only 7% have 2 members in their family.

TABLE 2

SOURCES OF AWARENESS, PROBLEM FACED AND OPINION OF THE RESPONDENTS REGARDING POST OFFICE DEPOSITS SCHEMES.

S.NO.		FREQUENCY	PERCENT
	SOURCES OF AWARENESS		
1	Advertisements	10	10
2	Agents	36	36
3	Friends & relatives	37	37
4	Others	17	17
	PROBLEM FACED		
1	Problem related to services	23	23
2	Low rate of return	39	39
3	Lack of awareness and Knowledge	20	20
4	Others	18	18
	OPINIONS		
1	Very Good	25	25
2	Good	52	52
3	Average	20	20
4	Bad	3	3

INTERPRETATION – The table show that out of 100 respondents, 37% of the respondents came to know about Post Office Deposits Schemes through Friends & relatives, 36% were aware through agents, 17% respondents came to know through other members like staff in post office and another 10% of the respondents through advertisements. Regarding problems faced while investing, 39% of the respondents had faced the problem of low rate of return, 23% of the respondents faced the problems related to the services while investing in post office deposits schemes, 20% of the respondents had lack of awareness and knowledge regarding post office deposits schemes and 18% of the respondents faced other problems while investing in post office

deposits schemes. The major problem faced were the problem of low rate of return. Regarding opinion of the respondents 52% of the respondents had good opinion regarding Post Office Deposits Schemes, 25% had a very good opinion about it, 20% of the respondents had average opinion about it and only 3% had bad opinion regarding Post Office Deposits Schemes. Majority of the respondents have good opinion regarding Post Office Deposits Schemes which shows that people like them.

TABLE 3
DIFFERENT TYPES OF DEPOSITS HELD BY THE RESPONDENTS

S.NO	TYPES OF DEPOSITS	FREQUENCY	PERCENT
1.	POST OFFICE SAVING BANK A/C	38	38.0
2.	POST OFFICE TIME DEPOSITS	7	7.0
3.	RECURRING DEPOSITS	53	53.0
4.	POST OFFICE MONTHLY INCOME SCHEME	33	33.0
5.	NATIONAL SAVINGS CERTIFICATE	5	5.0
6.	NATIONAL SAVINGS SCHEME	8	8.0
7.	DESPOSITS SCHEME FOR RETIRING GOVT. EMPLOYEES	11	11.0
8.	PUBLIC PROVIDENT FUND	23	23.0
9.	DESPOSITS SCHEME FOR RETIRING EMP. FOR PUBLIC SECTORS COMPANY	10	10.0
10.	POST OFFICE SAVING BANK A/C & RD	18	18.0
11.	POST OFFICE TIME DEPOSITS & PPF	14	14.0

INTERPRETATION – The above table shows the various schemes in which the respondents have invested. 53% had invested only in Recurring Deposits, 38% in Post Office Saving Bank A/C, 33% in Post Office Monthly Income Scheme, 23% in Public Provident Fund, 18% of the respondents in both schemes i.e. Post Office Saving Bank A/C & RD, 14% in both Post Office Time Deposits & PPF, 11% of them had invested only in Deposits Scheme for Retiring Govt. Employees, 10% had invested in deposits scheme for retiring employees for public sectors company, 8% in National Savings Scheme, 7% in Post Office Time Deposits and minority of the respondents had invested only in National Savings Certificate. Majority of the respondents had invested only in Recurring Deposits.

TABLE 4

LEVEL OF AWARENESS OF THE RESPONDENTS ABOUT VARIOUS SCHEMES

S.NO	LEVEL OF AWARENESS	FREQUENCY	PERCENT
1.	POST OFFICE SAVING BANK A/C	36	36.0
2.	POST OFFICE TIME DEPOSITS	4	4.0
3.	RECURRING DEPOSITS	45	45.0
4.	POST OFFICE MONTHLY INCOME SCHEME	19	19.0
5.	NATIONAL SAVINGS CERTIFICATE	7	7.0
6.	NATIONAL SAVINGS SCHEME	7	7.0
7.	DESPOSITS SCHEME FOR RETIRING GOVT. EMPLOYEES	8	8.0
8.	PUBLIC PROVIDENT FUND	25	25.0
9.	DESPOSITS SCHEME FOR RETIRING EMP. FOR PUBLIC SECTORS COMPANY	5	5.0
10.	P. O SAVING BANK A/C, RD, P.O TIME DEPOSITS & P.O MONTHLY INC. SCHEME	38	38.0

11.	P. O SAVING BANK A/C , RD, DESPOSITS SCHEME FOR RETIRING GOVT. EMPLOYEES,PFF	26	26
12.	P. O SAVING BANK A/C, DESP. SCHEME FOR RETIRING GOVT. EMP. &PUBLIC SECTORS COMP. , NATIONAL SAVINGS CERTIFICATE & SCHEME	10	10.0

INTERPRETATION – The above table shows the level of awareness of the respondents about various schemes of the post office. 45% of the respondents were aware only about Recurring Deposits, 38% of the respondents were aware about Post Office Saving Bank A/C, RD, P.O Time Deposits & P.O Monthly Inc. Scheme, 36% of the respondents were aware about Post Office Saving Bank A/C , 26% of them were aware about all i.e. P. O Saving Bank A/C , RD, Deposits Scheme for Retiring Govt. Employees & PFF , 19% of the respondents were aware only about Post Office Monthly Income Scheme , 10% of them were aware about all i.e. P. O Saving Bank A/C, Deposits. Scheme for Retiring Govt. Emp. & Public Sectors Comp, National Savings Certificate & Scheme, 8% were aware only about Deposits Scheme for Retiring Govt. Employees, 7% of the respondents were aware about both National Savings Certificate & Scheme and 4% were aware only about Post Office Time Deposits. Majority of the respondents were aware only about Recurring Deposits.

Table 5

REASON FOR INVESTMENT IN POST OFFICE DEPOSITS SCHEMES

S. NO .	FACTOR S	RANK I	RANK II	RANK III	RANK IV	RANK V	RANK VI	RANK VII	RANK VIII	RANK IX	RANK X	SD	MEAN
1.	Safety & Security	51	28	15	3	1	1	1	NIL	NIL	NIL	1.123	9.18
2.	Min. Deposits Amount	24	44	15	4	5	2	2	2	2	NIL	1.793	8.42
3.	High Int. Rate	3	3	16	9	6	NIL	4	20	22	17	2.844	4.21

4.	Int. Earned Deduction	1	2	2	7	11	6	6	25	35	5	2.078	3.63
5.	Pre-Mature Closure Possibility	3	3	12	28	26	15	7	3	2	1	1.661	6.22
6.	Tax & Benefit	6	9	12	21	13	20	11	5	1	2	2.047	6.25
7.	Bonus	NIL	4	7	9	22	29	19	4	4	2	1.679	5.30
8.	Wealth Tax Exemption	1	1	10	10	8	13	31	13	9	4	2.000	4.67
9.	Amt. Gets Doubled	10	8	11	7	3	11	14	10	16	10	2.956	5.10
10.	Deposits Pledged	1		2	2	4	2	5	17	7	60	1.911	2.19

INTERPRETATION – The above table shows the order, standard deviation and mean for reason of investing in post office deposits schemes. Firstly by ranking order it is found that 51 respondents gave first rank to safety and security, secondly the value of standard deviation of safety and security is also very less deviated from the mean and thirdly we can say that value of mean of safety and security is highest among all so it is concluded that majority of the respondents invested in post office deposits schemes for the purpose of safety and security. Deposits Pledged is least preferred by the investors.

Chi-Square Analysis

The Chi-square statistics is used to test the statistical significance of the observed association in a cross-tabulation. It assists us in determining whether a systematic association exists between two variables. The null hypothesis **H₀** is that there is no association between the variables. The test is conducted by computing the cell frequencies. These expected cell frequencies, denoted **fe**, are then compared to the actual observed frequencies **fo**, found in the cross-tabulation to calculate the chi-square statistics. The greater is the discrepancies between the expected and actual frequencies, the larger the value of the statistic. Assume the cross-tabulation has r rows and c columns and a random sample of n observation. Then the expected frequency for each cell can be calculated by using a simple formula shown below in equation (1):

$$fe = \frac{n_c n_r}{n} \dots\dots\dots (1)$$

Where n_r = total number in the row, n_c = total number in the column, n = total sample size Then the value of chi-square is calculated by using the formula shown in equation (2):

$$\chi^2 = \sum_{all\ cells} \frac{fo - fe}{fe} \dots\dots\dots (2)$$

An important characteristic of the chi-square statistics is the number of degrees of freedom (df) associated with it. In general, the number of degree of freedom is equal to the number of observations less than number of constraints needed to calculate a statistical term. In the case of chi-square statistic associated with a cross-tabulation, the number of degree of freedom is equal to the product of number of rows (r) less one and the number of columns (c) less one i.e. $df = (r - 1) * (c - 1)$. The null hypothesis H_0 of number of association between the two variables will be rejected only when the calculated value of the test statistics is greater than the critical value of chi-square distribution with the appropriate degree of freedom (Source: Malhotra, 2007).

Hypothesis

- (1). H_0 : The demographic factors of the respondents have no significant influence over their sources of awareness towards various Post Office Deposits Schemes.

TABLE 6

PERSONAL FACTOR AND SOURCES OF AWARENESS OF POST OFFICE DEPOSITS SCHEME

PERSONAL FACTOR	CHI-SQUARE VALUE	DEGREE OF FREEDOM	TABLE VALUE	S/NS
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AGE	14.337	9	16.919	NS
GENDER	1.856	3	7.815	NS
MARITAL STATUS	5.643	6	12.592	NS
EDUCATIONAL QUALIFICATION	15.577	9	16.919	NS
OCCUPATIONAL STATUS	10.751	12	21.026	NS
MONTHLY INCOME	23.101	12	21.026	S
FAMILY SIZE	13.423	9	16.919	NS

INTERPRETATION – It is understood from above table that the null hypothesis is accepted in all cases except one case where it is rejected. From this it is concluded that except monthly income, all other demographic factor of the respondents have no significant influence over source of awareness towards various Post Office Deposits Schemes.

(2). H_0 : The demographic factors of the respondents have no significant influence over their opinion towards various Post Office Deposits Schemes.

TABLE 7

PERSONAL FACTORS AND OPINION TOWARDS VARIOUS POST OFFICE DEPOSITS SCHEMES.

PERSONAL FACTOR	CHI-SQUARE VALUE	DEGREE OF FREEDOM	TABLE VALUE	S/NS
AGE	9.260	9	16.919	NS
GENDER	4.318	3	7.815	NS
MARITAL STATUS	2.026	6	12.592	NS
EDUCATIONAL QUALIFICATION	26.114	9	16.919	S

OCCUPATIONAL STATUS	20.583	12	21.026	NS
MONTHLY INCOME	28.058	12	21.026	S
FAMILY SIZE	13.642	12	16.919	NS

INTERPRETATION – It is understood from above table that the null hypothesis is accepted in all cases except two cases where it is rejected. From this it is concluded that except monthly income and educational qualification, all other demographic factors of the respondents have no significant influence over their opinion towards various Post Office Deposits Schemes.

(3). H₀: The demographic factors of the respondents have no significant influence over the problems faced while investing in Post Office Deposits Schemes.

TABLE 8

PERSONAL FACTOR AND PROBLEMS FACED BY THE RESPONDENTS

PERSONAL FACTOR	CHI-SQUARE VALUE	DEGREE OF FREEDOM	TABLE VALUE	S/NS
AGE	6.637	9	16.919	NS
GENDER	2.050	3	7.815	NS
MARITAL STATUS	6.715	6	12.592	NS
EDUCATIONAL QUALIFICATION	11.934	9	16.919	NS
OCCUPATIONAL STATUS	14.517	12	21.026	NS
MONTHLY INCOME	23.640	12	21.026	S
FAMILY SIZE	9.598	9	16.919	NS

INTERPRETATION- It is understood from above table that the null hypothesis is accepted in all cases except one case where it is rejected. From this it is concluded that except monthly

income, all other demographic factor of the respondents have no significant influence over the problems faced while investing in Post Office Deposits Schemes.

Conclusions

- Demographic factors have no significant influence over sources of awareness and problem faced regarding Post Office Deposits Schemes except monthly income.
- Demographic factors have no significant influence over the opinion towards Post Office Deposits Schemes except monthly income and educational qualification.
- Monthly income and educational qualification have significant influence over the opinion, source of awareness and problem faced regarding Post Office Deposits Schemes which shows that higher monthly income group people were least like to invest in post office.
- Majority of the respondents invest in post office deposits schemes for the purpose of safety and security. Deposits Pledged is least preferred by the investors.
- The level of awareness of the respondents about various Deposits schemes are very low except Recurring Deposits and Post Office Saving Bank A/C due to this majority of the respondents have invested only in Recurring Deposits, Post Office Saving Bank A/C and Post Office Monthly Income Scheme. Very less no. of respondents have invested in other schemes.
- Though the level of awareness of the respondents regarding Post Office Deposits Schemes is low but majority of the respondents has good opinion about it. This shows people like to deposits in Post Office Deposits Schemes.
- The major problems faced by respondents while depositing in post office deposits schemes were low rate of return.
- Majority of the respondents were aware about Post Office Deposits Schemes through Friends & relatives and agents.

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