



**A STUDY ON EXAMINING THE FACTORS
CAUSING DETERIORATION TO INDIAN POSTAL
SERVICES**

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ABSTRACT

This research paper investigates the level of customer satisfaction with the Indian postal services and explores the factors influencing service quality and delivery. Millions of customers are being served by Indian Postal services regularly. Despite its vastness, the Indian postal services have faced numerous challenges in delivering quality services, resulting in customer dissatisfaction. Thus, the researchers focused to examine the customer satisfaction of the Indian Postal Service and factors that deteriorating the consumption of IPS. Hence, the researchers aimed to carry a study with following objectives. The objectives of the study are: (i) to investigate customer service quality influence on customer satisfaction towards India post, (ii) to analyze the impact level of service quality of India post on customer's loyalty. The study is descriptive in nature and the study used both primary and secondary data. The Primary data were collected from a sample of 131 postal service users in Tamil Nadu through a structured questionnaire by employing convenience sampling techniques. Tools such as Chi – square, ANOVA and correlation were used for statistical analysis

Keywords: Post Office, Indian Postal service, Private services.

1) Introduction

Postal offices played a key role in sharing of information to goods within different parties. Post Office was trust worthy medium to share goods across. Indians were mostly relied on Indian postal services for sending greetings, letters, money order and parcels. Across countries postal services vary. Although the postal office remains a public entity ensuring mail and parcel services, availability of postal stamp and post box. With all the infrastructure and giant workforce Post Office struggles to engage with continuous support to the end customers. The private courier services are not the only or a recent hindrance to postal services, as they were available since the beginning of postal service. In the fiscal year 2021, the Indian post payments bank alone received an income of 213 crore, while the expenditure went up to 533 crores for the same fiscal year. Thus this study is to ensure what lacks in Post Office that the consumer finds difficult to continue using postal services. The term has been put to use since 17th century. India hosts Post Offices in almost every panchayat (a village council). It runs under the Ministry of

Communication. Postal department under ministry of communication has been vital in economic development taken place so far. Post Office has a distribution of 1,55,000 outlets. Postal services has now evolved to serve with mail deliveries, financial small saving scheme deposits, cover over life insurance, bill collection and sale of forms. Also acts middle men in disbursement of Mahatma Gandhi National Rural Employment Guarantee Scheme wages and senior citizen pension payroll. By researching customer satisfaction find areas where there is a need to strengthen the services and the consumer experience. And compare the services of its rivals and pinpoint areas where progress is needed to remain competitive, the customer satisfaction research can assist the department of Post.

1.1) Objectives of study

- To investigate customer service quality influence on customer satisfaction towards India post.
- To analyze impact level of service quality of India post on customer's loyalty.

1.2) Limitations

The study is limited to following aspects such as a) Interaction with supplier and client didn't take place. b) The study was only in the period of December 2022 to March 2023.

2) REVIEW OF LITERATURE

¹This paper handles the summary of hardships ahead for India post. The challenges are not only due to the private courier service competitors. The paper states it's also due to the lack of branches at urban places and increasing financial institution like banks and insurance services. Further the increased use of communication devices and developing technologies. By this the author concludes by stating to compete private companies, more and more urban branches are to be opened and door-to-door services also has to be extended.

²The author quotes revolution of internet, mobile phone poses the threat for letters, which the monopolies of post across globe faces and undergoes restructure from privatization. India post faces decline because of its own below line standards and letting competitors chip the letter market too. This all due to the constraining autonomy of managing, the author quotes. As all financial decisions are at finance ministry's hand. As the India post keeps its speed post at good pace, to maintain which it delivers letter mail late. He also states with the lack of market orientation, the lack of competitive spirit from such a premium public service and the erosion of morale and self-esteem of employees have yielded ground to private couriers.

³The author states Post Office Savings Bank has emerged as significant component of India post operations. The author quoted that nearly Rs.3, 23,781 crores has been saved as on March 31, 2007 from nearly 16 crore Post Office users. In which Rs.16, 789 crore remained as deposits. Therefore, the author states there is a need for integration technologically of all savings accounts to widen and further enhance the serviceability. Out of all commercialized banks the public sector banks that too at rural has greater income. Thus they had a inclusion agenda in Indian economic policy. Then, the micro-finances, how they provided quality and restructured

and quality engineered lower interest rates for the poor and still be able to own profitable balance sheet is a complex financial enhancement. And then the author addressed small savings through Post Office savings bank. This survived because of access to poor to disburse funds and so to recover the disbursed over commercial banks. Still the private banks and micro-finances were at access to poor. Mostly the micro-finance counterfeited. But out of 15,630 branches only 2699 private sector banks (i.e.) 17% only existed in rural. Post Office Savings Bank having an existing widespread infrastructure and didn't distinguish between rich and poor, can play a major role in development of nation.

Thus, the author concluded that the combination of outreach and credibility if Indian Post Office with its extensive experience to harness rapid IT and telecomm capacity expansion to attain competitiveness and strategic improvement.

⁴The courier industry in India is booming amidst the growing needs of individuals and companies. With huge competitors it is crucial to provide competency in effectiveness. The author states to mitigate the service failure incidents, trained and skilled front-end workers and committed delivery personals to enable an effective service delivery.

⁵The author states that Indian postal department is being eaten up by private competitors. The loss is also due to lack of freedom in commercial decision, he adds. Then he addresses the needs for regulator is that there is no legal licensing and regulatory board to offer a SOP to courier systems and there are numerous courier systems nationwide. Then the rates, there is no final rate system for letter mail, parcel and other.

⁶The author collected questionnaire and only that primary data has been used for research. The geographical area was limited only to Dhule city. By the research, financial services were most vital and other variables also play an important role in income of people. Therefore there lies a sharp and clear impact of services at rural or urban areas.

3) METHODOLOGY

The researchers have used descriptive study, as the study is ruling-out the specifics. The study uses both primary and secondary data for study and analysis. The sample size of the study is 131. The researchers used convenient sampling technique to select the samples. A structured questionnaire method of survey was adopted. The questionnaire consisted of five demographic variables and sixteen survey questions on customer perception. Statistical Tools such as Chi square test and ANOVA test are carried out to meet the objectives.

4) DATA ANALYSIS AND CONSTRUE:

The data analysis test was conducted using SPSS software and the results of the test are tabulated here in this chapter. The tables are represented for each test taken place between two different variables. In this research, tests conducted on descriptive, Chi-square and ANOVA statistical tool are tabulated below.

4.1) DESCRIPTIVE ANALYSIS:

In this part, the study rundown to show the quantitative information collected through research survey. The major variables that ally with the research objective along with demographic variables are dispersed by descriptive analysis.

Table 4.1.1 – shows the Age Distribution of the respondents

Age group	Number of Respondents	%
Upto 18	5	3.8%
19 to 26	73	55.7%
27 to 45	36	27.4%
46 to 65	14	10.6%
above 65	3	2.2%

The above table shows the data collected on the various options classified before respondent. Then the percentage of each is charted and rounded-off for best results.

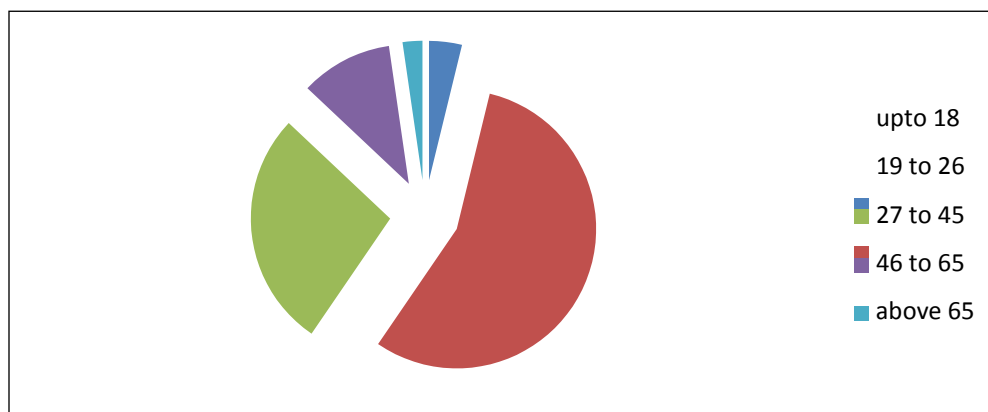


Figure 4.1.1 – shows the age group distributed as pie-chart

Table 4.1.2 – shows the tabulation of percentage test on geographic variable

Geographic location	Number of respondents	%
Urban	82	62.5%
rural	49	37.4%

The tabular representation of geographic location diversified as urban and rural area. From the 131 respondents 82 were from urban and rural constituted only of 49 numbers of responses.

Table 4.1.3 – shows the Tabulation of percentage test on respondents who finds safety of parcels is at Post Office and at private services.

Safety of parcels	Number of respondents		%	
	At Post Office	At private courier services	Post Office	Private courier
1 star	6	7	4.6%	5.3%
2 star	9	20	8.9%	15.3%
3 star	20	47	15.3%	35.9%
4 star	45	36	34.4%	27.5%
5 star	51	21	38.9%	16%

Above table is the summary of responses collected for the respondents who preferred that postal services where most safe for the sending and receiving of packages. And also states the tabulation of responses collected over the respondents who found their parcels are safe through private couriers.

4.2) Chi square Analysis

Aim: Chi Square test is implemented to analyze the existence of significant association between the variables Age and Satisfaction level at Post Office.

H₀₁: There is No significant relationship between Age and satisfaction level at Post Office.

Table 4.2.1 – shows the tabulation of chi square test output on age and satisfaction level at Post Office

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.422 ^a	16	.714

Likelihood Ratio	14.113	16	.590
Linear-by-Linear Association	.017	1	.897
N of Valid Cases	131		
a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .05.			

Inference

Above table is the output of SPSS chi square test. This states the Pearson chi-square test value as 12.422, the p-value is found to be 0.714 which is > 0.05 . Thus, we conclude to accept the Null Hypothesis. Further, it states that there is **no significant relationship** between the age and satisfaction level at Indian Postal Service by consumers.

4.3) Chi square test:

Aim: Chi Square test is implemented to analyze the existence of significant association between the variables satisfaction and customer relation at Post Office.

H₀: There is No significant relationship between satisfaction and customer relation at Post Office.

Table 4.3.1 – shows the tabulation of chi square test output of satisfaction at Post Office and customer relation at Post Office

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	109.639 ^a	16	<.001
Likelihood Ratio	93.137	16	<.001
Linear-by-Linear Association	53.718	1	<.001
N of Valid Cases	131		
a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .05.			

Inference

The test found that p-value <0.001 , which is less than 0.05. Thus the null hypothesis is rejected. Thus **there is a significant relationship** between the satisfaction level among customers and customer relation level at Post Office

4.3.1) Correlation:

Aim: To find the reciprocal relation by correlation between satisfaction and customer relation at Post Office.

Table 4.3.2 – shows the tabulation of correlation test output between satisfaction at Post Office and customer relation at Post Office

Correlations			
		satisfactory at Post Office	review of customer relation of employees at Post Office
satisfactory at Post Office	Pearson Correlation	1	.643 ^{**}
	Sig. (2-tailed)		<.001
	N	131	131
review of customer relation of employees at Post Office	Pearson Correlation	.643 ^{**}	1
	Sig. (2-tailed)	<.001	
	N	131	131
**. Correlation is significant at the 0.01 level (2-tailed).			

Inference

From the above table it is inferred that there is a strong positive relation between the satisfactory levels at post office and customer relation at post office. Above table is said to have **positive value of 0.643** by Pearson correlation test.

4.4) Analysis of Variance (ANOVA) test:**Aim:**

To test the variance, between the time taken to complete work at Post Office and at private couriers by ANOVA.

H03: There is no variance between the time taken to complete work at Post Office and at private couriers by ANOVA.

Table 4.4.1 – shows the tabulation of ANOVA test output between time taken to complete work at Post Office and at private services

ANOVA					
Time Taken to Complete Work at Post Office					
	Sum of Squares	dF	Mean Square	F	Sig.
Between Groups	2.177	4	.544	1.280	.281
Within Groups	53.564	126	.425		
Total	55.740	130			

Inference

The test table has found significant value to be 0.281, which is greater than 0.05(significance level). Thus, the null hypothesis is accepted.

This states that **there is no significant variances/difference**. The time taken to complete work at Post Office has effect on private services faster processing time.

4.4.1) Correlation test:

Aim: To test the reciprocal relation, between time taken at Post Office and at private services to complete the desk work.

Table 4.4.2 – shows he tabulation of correlation test output between time taken to complete work at Post Office and at private services

Correlations			
		time taken to complete work at Post Office	are private couriers faster than Post Office
time taken to complete work at Post Office	Pearson Correlation	1	-.169
	Sig. (2-tailed)		.054
	Covariance	.429	-.111
	N	131	131

are private couriers faster than Post Office	Pearson Correlation	-.169	1
	Sig. (2-tailed)	.054	
	Covariance	-.111	1.012
	N	131	131

Inference

The correlation value is **found to be negative value i.e. -0.169**, therefore, when the private courier services are found to be faster and the postal service has delayed.

5) FINDINGS & SUGGESTION

This heading discusses the results of the data analyzed and interpreted from the above chapter. The findings from the tables are discussed for the result of the test in this chapter. **I. FINDINGS OF DESCRIPTIVE ANALYSIS:** (a) From table 4.1.1., mostly the respondents were between the age group of 19 and 26 years old, followed by age group 27 to 45 years old. These states the respondents were mostly young adults. (b)From table 4.1.2., in my research paper rural population contributed only 37% and urban of 63%. (c)From table 4.1.3., the maximum of 39% of respondents selected 5 star and second maxim of 34% selected 4 star option for safety of the parcels sent/ received at Post Office and in the private section the maximum recorded percentage of 37% was recorded for the three star rating of the parcels sent/ received through private couriers, followed by 27% for four star. This also states their reliability is on the Post Office **II. FINDINGS OF CHI-SQUARE:** (a) Chi square of age and satisfaction level at Post Office: From table 4.2.1., It is found that there is no significance relationship between age and satisfaction of customers of Post Office Thus age of customer has no effect on the customer satisfaction at Post Office. (b) Satisfactory and customer relation at Post Office: From table 4.3.1., There is a significant relationship between the two variables, it depicts the satisfaction of postal users had cause of customer relation at office. And from table 4.3.2., the positive correlation value denotes when the customer relation was kept good then the customer satisfaction level also shot high. **III. FINDINGS OF ANOVA:** The test found that there is no variance. That states there is a relation between time taken for a work at Post Office and at private courier. The correlation resulted negative which implies that time taken at postal services and private courier are indirectly proportionate. **SUGGESTIONS: It is suggested to** Improve and concentrate in delivery time reduction, Promote of the services they are offer to the customers, and it is also suggested that, Post Departments should create awareness among the public through advertise in newspapers, television and social media. The most customers are found to post offices are the people from the rural areas, thus postal department can implement certain strategies suitable for rural customers.

CONCLUSION:

The study aimed to find out the performances and customer satisfaction levels of Post Office. It is observed that many private courier services are growing in the market which could have influenced the Post Office consumption by the consumers for various reasons which triggered the researchers to find the deteriorating causes of Post Office. This study identified and reveals that; Post Office is well performing in terms of Customer services and safety; however Post Offices are not capable to serve on par to Private Courier which is tend to function better in terms of speed of the delivery and better tracking. Besides, there are few evident supports that, Post Offices are performing in Debts. Thus, the income and expenses of Post Offices can be analyzed in future research.

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