

A STUDY ON AWARENESS OF INDIAN POST FINANCIAL SERVICES AMONG NON-CUSTOMERS IN GUJARAT STATE

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Abstract

The present study examines the awareness of Indian Post's Financial Services among non-customers in Gujarat. The Study also shed light on the reasons for the non-adoption of India Post's financial services and evaluated future intentions towards their adoption. The study uses a descriptive research design and collects data from 406 respondents through a structured questionnaire across the different regions of Gujarat. Statistical tools such as the one-sample t-test, paired t-test, and one-way ANOVA were employed for the data analysis. The finding reveals that savings schemes have emerged as a widely recognized financial service, whereas awareness of Insurance and Money remittance services remains comparatively low. The study also reveals that preference for banking services is the primary reason for the non-adoption of India Post financial services, followed by perceptions of outdated services and comparatively less attractive returns. The hypothesis results confirmed significant differences in awareness levels and identified service quality and awareness as important determinants of future adoption intentions. The study suggests that targeted awareness campaigns, investment in digital infrastructure, and measurable improvements in service quality can enhance customer adoption and attract more customers.

Keywords: India Post, Financial Services, Saving Schemes, Postal Life Insurance, Money remittance Services, Postal Financial Services.

INTRODUCTION

Financial services play a vital role in encouraging savings, promoting financial inclusion, and supporting economic growth. India Post, with its extensive postal network, has established itself as a key provider of accessible financial services across the country. It offers various savings plans, money transfer services, insurance options, and digital banking, alongside traditional postal functions, catering to different societal groups. These services enhance financial inclusion by delivering affordable and accessible financial products to a wide range of communities.

Recent years have seen rapid technological progress and rising competition in the financial services sector from commercial banks, digital payment platforms, and fintech companies. The increasing popularity of banking and digital financial services has further intensified this competition. Despite offering a broad range of financial products, India Post still faces preferences for other financial institutions among many individuals. The reasons for this preference and the barriers limiting non-customers from adopting India Post's financial services are not well understood, highlighting the need to explore their awareness, perceptions, and future intentions. While India Post has launched various modernization initiatives, awareness and acceptance among non-customers remain key issues.

This study explores how non-customers in Gujarat perceive India Post's financial services. It assesses their awareness of various financial products, identifies where they learn about these services, analyzes the factors affecting their choice of providers, investigates why some choose not to adopt these services, and considers their future intentions to use India Post's financial offerings. The results aim to provide useful insights to help India Post develop customer-focused strategies and increase the use of its financial products.

REVIEW OF LITERATURE

The study examined how 600 rural investors in Dharmapuri perceive and feel about post office savings schemes. It revealed that most people see savings as crucial for their financial security and the country's

growth, although no strong link was found to factors such as age, education, or income. The study suggests improving financial literacy and further supporting India Post's involvement in rural investment services [1].

A study in Tirunelveli city examined customer opinions and the factors affecting their use of India Post's financial services. The research focused on services such as savings schemes, insurance, remittances, foreign exchange, and mutual funds, with 60 respondents selected through convenience sampling. Results showed convenience as a major factor, with common problems including delays, technical issues, and the absence of value-added services. The study suggests improving IT infrastructure and raising awareness to enhance service delivery and competitiveness [2].

A survey of 50 people in Rajasthan, with equal numbers from urban and rural areas, explored their awareness of and preferences for Postal Life Insurance (PLI/RPLI). Results showed that urban participants generally had greater knowledge than rural residents. Rural respondents saw PLI as a means for long-term financial growth, whereas urban individuals were primarily motivated by tax advantages. In both groups, agents served as the primary source of information. Urban respondents preferred joint-life policies, while rural respondents favored whole-life policies. Commonly cited benefits included savings and security [3]

A study surveyed 500 customers in Namakkal about postal financial services and found that the use of social media and couriers has reduced reliance on traditional services, prompting the need for modernization. It highlighted low awareness among women and a desire for lending and ATMs. Limited knowledge hinders money transfer and insurance, while employees' lack of computer skills causes delays. The study recommends India Post upgrade services with new technology, training, longer hours, loans, and ATMs to improve performance [4]

A study in Kanyakumari District assessed awareness and perceptions of India Post's financial services using primary data from 614 respondents. Results showed that participants generally had a high level of awareness of these services. Statistical analysis also identified notable differences in awareness by demographic factors such as age and gender, highlighting their influence on public knowledge and perceptions of India Post's financial products [5].

RESEARCH GAP

After reviewing the previous studies, the major research gap identified is that most studies examine the awareness levels of existing customers of India Post's financial services. In contrast, the present study assesses the awareness levels of non-customers.

PROBLEM STATEMENT

India Post has evolved from a traditional postal service into a provider of diverse financial services, including savings schemes, insurance, money transfers, and digital banking. With its widespread network and recent modernization efforts, it aims to enhance financial inclusion and broaden access to financial services. Yet, despite these services and modernization efforts, many individuals still do not utilize India Post's financial products. The persistently large non-customer base highlights a significant challenge in the reach and acceptance of these services. As a result, it is crucial to analyze this issue from the perspective of those who remain non-customers.

OBJECTIVES OF THE STUDY

- To examine the level of awareness among Non-customers towards the Financial Services of the Indian Post.
- To analyze reasons among non-customers for not availing the financial Services of Indian Post.

HYPOTHESES OF THE STUDY

- H0: Mean awareness of India Post financial services equals the neutral midpoint of 3.
- H0: Mean awareness is equal across Savings Schemes, Postal Life Insurance, and Money Transfer Services.
- H0: There is no significant difference between unawareness and banking preference as barriers to adoption.
- H0: Service Quality is rated equally important as all other factors when choosing a financial service.
- H0: Future intention to use India Post financial services is equal across Low, Medium, and High awareness groups.

RESEARCH METHODOLOGY

1.1 Research Design

The present study employs a descriptive research design to examine the level of awareness of the financial services offered by the Indian Post among non-customers in Gujarat.

1.2 Ares of the Study

The study was conducted in the state of Gujarat. Respondents were selected from each region of Gujarat to gain a broader understanding of awareness of Postal Financial Services.

1.3 Population of the study

The study population comprises individuals residing in Gujarat who are not using the Indian Post Office's financial services.

1.4 Sampling Technique

Due to the wide geographic spread, the present study employs nonprobability convenience sampling to ensure representativeness across the state of Gujarat.

1.5 Sample Size

A total of 430 responses were collected from various regions of Gujarat using a structured questionnaire. However, some questionnaires were incomplete or unusable and were discarded during data screening. After this process, 406 valid, fully completed responses remained for analysis.

1.6 Sources of Data

The study uses both primary and secondary data. Primary data were collected through structured questionnaires, while secondary data were collected from books, journals, research papers, reports, and the official website of India Post.

1.7 Tool for Data Analysis

The collected data were analyzed using Percentage Analysis, Mean, Standard Deviation, Ranking Technique, One-Sample t-Test, Paired t-Test, and One-Way ANOVA.

DATA ANALYSIS

Table 1: Demographic Profile of Respondents

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	237	58.4
	Female	169	41.6
	Total	406	100.0
Age	Less than 30	113	27.8
	31-40	103	25.4
	41-50	91	22.4
	51-60	62	15.3
	61 above	37	9.1
	Total	406	100.0
Education Qualification	Uneducated	18	4.4
	Primary	41	10.1
	SSC	37	9.1
	HSC	54	13.3
	Graduate	99	24.4
	Postgraduate	115	28.3
	Doctorate	42	10.3
	Total	406	100.0
Occupation Status	Student	67	16.5
	Farmer	54	13.3
	Business	50	12.3
	Government Employee	61	15.0
	Private Employee	102	25.1
	Housewife	54	13.3
	Daily worker	18	4.4
	Total	406	100.0
Marital Status	Married	262	64.5
	Unmarried	117	28.8
	Widowed	24	5.9
	Divorced	3	0.7
	Total	406	100.0
Monthly Income	Less than ₹25,000	158	38.9
	₹25,001 - ₹50,000	100	24.6
	₹50,001 - ₹75,000	71	17.5
	₹75,001 - ₹1,00,000	42	10.3
	More than ₹1,00,000	35	8.6
	Total	406	100.0

Area of Living	Rural	169	41.6
	Urban	237	58.4
	Total	406	100.0
Family Size	up to 2 members	23	5.7
	up to 3 members	72	17.7
	up to 4 members	135	33.3
	Above 4 members	176	43.3
	Total	406	100.0
Region	North Gujarat	100	24.6
	South Gujarat	101	24.9
	Central Gujarat	100	24.6
	Saurashtra & Kutch	105	25.9
	Total	406	100.0

The respondents' demographic profile reveals that most are male (58.4%) and from urban areas (58.4%). Over half are under 40 years old (53.2%), indicating a predominantly economically active population. Regarding education, postgraduate respondents constitute the largest group (28.3%), followed by graduates (24.4%), indicating that most respondents are well educated. In terms of occupation, private employees make up the largest segment (25.1%), and the majority are married (64.5%). A significant portion earns less than ₹25,000 monthly (38.9%), indicating a prevalence of lower- and middle-income groups. Additionally, most families have more than four members (43.3%). The regional distribution of respondents is fairly balanced across Gujarat, ensuring comprehensive geographical coverage in the study.

Table 2: Awareness of Saving Schemes

Rank	Product	Mean	SD	Awareness Level
1	Savings Account	4.30	1.068	High
2	Senior Citizens Savings Scheme	3.68	1.168	Moderate-High
3	Recurring Deposit Account	3.77	1.125	Moderate-High
4	Time Deposit Account	3.62	1.259	Moderate
5	Sukanya Samriddhi Account	3.62	1.184	Moderate
6	Public Provident Fund (PPF)	3.64	1.122	Moderate
7	Monthly Income Scheme	3.45	1.199	Moderate
8	Kisan Vikas Patra (KVP)	3.40	1.220	Moderate
9	National Savings Certificate (NSC)	3.32	1.261	Moderate-Low
10	Mahila Samman Savings Certificate	2.89	1.130	Low

The table highlights that non-users have moderate to strong awareness of various savings schemes, with noticeable differences across products. Respondents are most familiar with the Savings Account scheme (Average = 4.30), followed by the Recurring Deposit Account and the Senior Citizens Savings Scheme, indicating moderate to high awareness levels. Awareness of the Time Deposit Account, Sukanya Samriddhi Account, Public Provident Fund, Monthly Income Scheme, and Kisan Vikas Patra was found to be moderate. The National Savings Certificate had comparatively lower awareness, while the Mahila Samman Savings Certificate was the least recognized among respondents. Overall, traditional postal savings products tend to be more familiar than newer or less-promoted schemes.

Table 3: Awareness of Postal Life Insurance

Rank	Product	Mean	SD	Awareness Level
1	Whole Life Assurance (Suraksha)	3.33	1.273	Moderate
2	Convertible Whole Life Assurance (Suvidha)	2.87	1.110	Low-Moderate
3	Endowment Assurance (Santosh)	2.86	1.196	Low-Moderate
4	Children Policy (Bal Jeevan Bima)	2.86	1.214	Low-Moderate
5	Joint Life Assurance (Yugal Suraksha)	2.82	1.155	Low-Moderate
6	Anticipated Endowment Assurance (Sumangal)	2.65	1.118	Low

The findings reveal that respondents' awareness of Postal Life Insurance products was generally low to moderate. Whole Life Assurance (Suraksha) recorded the highest awareness level (Mean = 3.33), indicating moderate awareness. Convertible Whole Life Assurance (Suvidha), Endowment Assurance (Santosh), Children Policy (Bal Jeevan Bima), and Joint Life Assurance (Yugal Suraksha) exhibited low to moderate levels of awareness. Anticipated Endowment Assurance (Sumangal) showed the lowest awareness among all the insurance products studied. Overall, the results suggest limited awareness of Postal Life Insurance schemes among respondents.

Table 4: Awareness of Money Remittance Services

Rank	Product	Mean	SD	Awareness Level
1	Money Order	3.99	1.218	High

2	India Post Payment Bank	3.72	1.149	Moderate-High
3	Instant Money Order	3.67	1.176	Moderate-High
4	Electronic Money Order	3.45	1.238	Moderate
5	MoneyGram International	3.07	1.248	Moderate-Low
6	MO Videsh	2.92	1.202	Low-Moderate
7	Electronic Clearance Service	2.79	1.247	Low

The results show that respondents were most aware of the Money Order service (Mean = 3.99), indicating a high level of awareness. India Post Payment Bank and Instant Money Order also had moderate to high awareness. In contrast, Electronic Money Order and MoneyGram International had moderate to low levels of awareness. MO Videsh had low to moderate awareness, while Electronic Clearance Service had the lowest. Overall, traditional money transfer services are more commonly recognized than specialized or electronic financial services.

Table 5: Category Comparison — All Three Awareness Categories

Rank	Category	Category Mean	No. of Products	Awareness Level
1	Savings Schemes	3.57	10	Moderate-High
2	Money Transfer Services	3.37	7	Moderate
3	Postal Life Insurance	2.90	6	Low-Moderate

The category-wise analysis reveals that Savings Schemes recorded the highest awareness among respondents with a category mean of 3.57, indicating a moderate to high level of awareness. Money Transfer Services ranked second with a category mean of 3.37, reflecting a moderate level of awareness. Postal Life Insurance ranked last with a category mean of 2.90, suggesting low to moderate awareness among respondents. Therefore, respondents were relatively more aware of India Post's savings schemes than its money transfer and insurance services.

Table 6: Sources of Awareness about India Post Financial Services

Rank	Source	n	%	Channel Type
1	Friends and Relatives	302	74.4%	Interpersonal
2	Social media	160	39.4%	Digital
3	Postal Employees	142	35.0%	Institutional
4	Newspapers	133	32.8%	Traditional Media
5	Advertisement	126	31.0%	Traditional Media
6	Financial Advisors	76	18.7%	Professional
7	Website of India Post	72	17.7%	Digital
8	Investment-related Websites	49	12.1%	Digital
9	Brokers	30	7.4%	Professional

This multiple-response question identifies the sources of financial services of India Post among non-users. The results show that Friends and Relatives are the primary source of information regarding the India Post financial service, with 74.4% of respondents. Social Media and Postal Employees emerged as other important sources of awareness. Newspapers and advertisements contributed significantly as well. Conversely, Financial Advisors, the India Post Website, Investment Websites, and Brokers had less influence. Overall, word of mouth is the primary source, while digital and professional channels are markedly underused to spread awareness.

Table 7: Usage of Other Financial Services

Rank	Source	n	%	Institution Type
1	Public Sector Banks	335	82.5%	Government Bank
2	Private Sector Banks	203	50.0%	Private Bank
3	Insurance Companies	138	34.0%	Insurance
4	Co-operative Banks	97	23.9%	Co-operative
5	Regional Rural Banks	65	16.0%	Rural Bank
6	Microfinance Institutions	52	12.8%	Microfinance
7	NBFCs	44	10.8%	Non-Banking

This multiple-response question highlights the competitive financial landscape India Post faces among non-users. Among non-users of India Post financial services, public sector banks are the dominant financial service provider (82.5%), followed by private sector banks (50.0%), insurance companies (34.0%), co-operative banks (23.9%), regional rural banks (16.0%), microfinance institutions (12.8%), and NBFCs (10.8%). The strong preference for public-sector banks, despite India Post being a government-backed institution, suggests that convenience, digital capabilities, and product diversity — rather than institutional trust — are the decisive factors driving financial service choices away from India Post.

Table 8: Importance of Factors When Choosing a Financial Service

Factors	Mean	Std. Deviation
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Service Quality	4.60	0.784
Trust & Security	4.18	0.821
Interest Rates & Charges	4.20	0.908
Convenience & Accessibility	3.83	1.009
Digital Services & Technology	4.05	0.961
Customer Support & Responsiveness	3.86	1.015
Reputation of Institution	3.86	0.999
Product Availability	3.86	0.980
Ease of Use	3.84	1.015
Usefulness of Services	3.86	1.006

The analysis shows that service quality is the most important factor when selecting a financial service provider (Mean = 4.60, SD = 0.784). This is followed by interest rates and charges (Mean = 4.20) and trust and security (Mean = 4.18), forming a key top tier of decision factors. Digital services and technology (4.05) surpass the four-point mark, indicating they are now a basic expectation rather than a differentiator for non-users. The other six factors — customer support, reputation, product availability, usefulness, ease of use, and convenience — are closely grouped between 3.83 and 3.86, reflecting essential hygiene factors. Interestingly, convenience and accessibility rank lowest despite India Post's extensive physical network, implying that physical reach alone does not significantly influence adoption.

Table 9: Reasons for Not Using Postal Financial Services

Reasons Statements	Mean	S. D
I am unaware of Postal Financial Services	3.90	1.076
I have concerns about the security and trustworthiness of Postal Financial Services	2.94	1.140
The services offered by the post office do not meet my specific needs	3.14	1.146
Postal financial services are unavailable at my nearest post office	3.10	1.220
I prefer to use banking services over Postal Financial Services.	4.04	1.032
The returns on investments with Postal Financial Services are unattractive	3.54	1.220
The traditional environment of the post office discourages me from using its financial services	3.42	1.053
I have heard negative feedback about Postal Financial Services from others	3.43	1.027
The location of the post offices is inconvenient for me.	3.17	1.127
Postal financial services are perceived as outdated compared to modern digital platforms	3.65	0.975

The analysis shows that banking preference is the most significant barrier to adopting India Post financial services (Mean = 4.04). This is followed by a lack of awareness (3.90), a perception of being outdated compared to modern digital platforms (3.65), and unattractive investment returns (3.54). Moderate barriers include negative word-of-mouth (3.43), the traditional post office environment (3.42), inconvenient location (3.17), unmet specific needs (3.14), and service unavailability (3.10). Notably, security and trustworthiness have the lowest mean (2.94), falling below the neutral midpoint — indicating that non-users do not question India Post's safety credentials, a finding consistent with its sovereign-backed status.

Table 10: Motivator-wise Interpretation

Rank	Motivator	n	%	Category
1	Improved knowledge about financial products	316	77.8%	Awareness
2	Enhanced digital/online banking facilities	198	48.8%	Digital
3	Competitive interest rates/features	194	47.8%	Financial
4	Better service quality	169	41.6%	Service
5	Faster processing & reduced waiting time	152	37.4%	Service
6	Better customer service at post offices	139	34.2%	Service
7	More investment and loan options	105	25.9%	Product
8	Personalized services	94	23.2%	Service
8	Higher security & trust	94	23.2%	Trust
10	Integration with other banks	91	22.4%	Digital
11	Simplified processes	84	20.7%	Service
12	Better accessibility	68	16.7%	Access

This multiple-response question identifies the factors that influence non-users to initiate engagement with India Post's financial services. The analysis indicates that the most significant motivator is increased awareness of financial products, accounting for 77.8% of responses. This is followed by improved digital and online banking facilities at 48.8%, competitive interest rates at 47.8%, enhanced service quality at 41.6%, expeditious processing at 37.4%, and superior customer service at 34.2%. Additionally, but less prominently, motivators

include a greater variety of investment and loan options at 25.9%; personalized services and heightened security perceptions, both at 23.2%; bank integration at 22.4%; simplified procedural workflows at 20.7%; and improved accessibility at 16.7%. These findings suggest that the primary challenge for India Post in promoting customer conversion lies in perception management and digital transformation, rather than in structural deficiencies of its financial products. Addressing these perceptual and technological factors offers a cost-effective, actionable strategy to increase engagement among non-users.

Table 11: Future Intention to Use Postal Financial Services

Valid	Yes	Frequency	Percent
	No	101	24.9
	Maybe, if improvements are made	65	16.0
	Total	240	59.1
		406	100.0

The largest segment — 59.1% (n = 240) — responded: "Maybe, if improvements are made." A notable minority of 24.9% (n = 101) expressed a definitive "Yes" — representing firm future intent to adopt — while only 16.0% (n = 65) categorically said "No," making outright rejectors the smallest group among the three response categories.

HYPOTHESES TESTING

H₀₁: Mean awareness of India Post financial services equals the neutral midpoint of 3. (Test Value = 3)

Table 12: Descriptive Statistics

Variable	N	Mean
Overall Awareness Score	406	3.3333
Std. Deviation	—	0.7728
Std. Error Mean	—	0.0384
Test Value	—	3.0000
Mean Difference	—	0.3333

Table 13: One-Sample Test

	t	df	Sig. (2-tailed)	Mean Diff.	95% CI Lower	95% CI Upper
Overall Awareness	8.689	405	0.000	0.3333	3.2581	3.4084

Decision: Reject H₀. The mean overall awareness score (3.333) is significantly above the neutral midpoint of 3 (t = 8.689, df = 405, p < 0.001, 95% CI: 3.258 to 3.408). Non-users have moderate but above-neutral awareness of India Post financial services. However, this awareness has not translated into adoption, indicating that awareness alone is insufficient for conversion.

H₀₂: Mean awareness is equal across Savings Schemes, Postal Life Insurance, and Money Transfer Services.

Table 14: Category Descriptive Statistics

Category	N	Mean	Std. Deviation
Savings Schemes	406	3.5690	0.8691
Postal Life Insurance (PLI)	406	2.8974	0.9442
Money Transfer Services	406	3.3702	0.8696

Table 15: Paired Samples Test

Pair	Mean Diff.	SD Diff.	t	df	Sig. (2-tailed)	95% CI
Savings vs PLI	0.6716	0.8516	15.890	405	0.000	(0.589, 0.754)
Savings vs Money Transfer	0.1988	0.6763	5.923	405	0.000	(0.133, 0.265)
PLI vs Money Transfer	-0.4728	0.8024	-11.873	405	0.000	(-0.551, -0.395)

Decision: Reject H₀. All three category pairs differ significantly (all p < 0.001, Bonferroni corrected). Savings Schemes are most known (Mean = 3.569), Money Transfer Services are moderately known (Mean = 3.370), and Postal Life Insurance is least known (Mean = 2.897). The awareness gap between Savings and PLI (0.672 points) is the largest, representing a critical communication gap for India Post.

H₀₃: There is no significant difference between unawareness and banking preference as barriers to adoption.

Table 16: Paired Samples Test

Barrier Item	Mean	SD	Mean Diff.	t	Sig. (2-tailed)
Unawareness	3.8990	1.0760			
Banking Preference	4.0443	1.0318	0.1453	-2.174	0.030
SD of Difference	1.3466		df = 405		95% CI: (0.014, 0.276)

Decision: Reject H₀. Banking preference (Mean = 4.044) is a significantly stronger barrier than unawareness (Mean = 3.899), t = -2.174, df = 405, p = 0.030, 95% CI: (0.014, 0.276). This finding indicates that non-adoption

is driven more by entrenched banking habits than by lack of awareness. Improving awareness alone will be insufficient — India Post must actively compete on service quality and product positioning.

H₀₄: Service Quality is rated equally important as all other factors when choosing a financial service.

Table 17: Paired Samples Test — Service Quality (Mean = 4.603, SD = 0.784) as Anchor

Service Quality vs Factor	Factor Mean	Factor SD	Mean Diff.	t	Sig. (2-tailed)
Service Quality — Anchor (Mean = 4.6034, SD = 0.7843)	—	—	—	—	—
Trust & Security	4.1773	0.8214	0.4261	10.814	0.000
Interest Rates & Charges	4.1970	0.9084	0.4064	8.615	0.000
Convenience & Accessibility	3.8325	1.0094	0.7709	14.333	0.000
Digital Services & Technology	4.0468	0.9611	0.5567	11.118	0.000
Customer Support & Responsiveness	3.8645	1.0154	0.7389	13.846	0.000
Reputation of Institution	3.8621	0.9991	0.7414	13.583	0.000
Product Availability	3.8596	0.9800	0.7438	13.777	0.000
Ease of Use	3.8448	1.0150	0.7586	13.617	0.000
Usefulness of Services	3.8645	1.0056	0.7389	13.316	0.000

Decision: Reject H₀. Service Quality is rated significantly higher than all nine other factors (all $p < 0.001$, Bonferroni corrected). The lowest standard deviation (0.784) indicates near-universal consensus. Service Quality is the single most decisive criterion non-users apply when evaluating financial service providers — making it India Post's highest strategic priority for improvement.

H₀₅: Future intention to use India Post financial services is equal across Low, Medium, and High awareness groups.

Response coding: 1 = Yes, 2 = No, 3 = Maybe if improvements are made

Table 18: Descriptive Statistics

Awareness Group	N	Mean	Std. Deviation	Std. Error	Min
Low	36	2.0278	0.9706	0.1618	1
Medium	64	2.1562	0.9465	0.1183	1
High	306	2.4183	0.8026	0.0459	1
Total	406	2.3448	0.8512	0.0423	1

Table 19: ANOVA Table

Source	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.5441	2	3.7720	5.318	0.005
Within Groups	285.8672	403	0.7093		
Total	293.4113	405			

Table 20: Post-Hoc Tests — Bonferroni Independent t-tests (alpha = 0.0167)

Group (I)	Group (J)	Mean Diff. (I-J)	t	Sig. (2-tailed)
Low	Medium	-0.1284	-0.646	0.520 (NS)
Low	High	-0.3905	-2.698	0.007
Medium	High	-0.2621	-2.300	0.022 (NS)

NS = Not Significant at Bonferroni corrected alpha = 0.0167

Decision: Reject H₀. Future intention differs significantly across awareness groups ($F = 5.318$, $df = 2, 403$, $p = 0.005$). Post-hoc analysis reveals that the Low vs High awareness comparison is the significant driver ($t = -2.698$, $p = 0.007$). Importantly, even the High awareness group scores 2.418 — closer to Maybe than Yes — confirming that awareness is necessary but insufficient for adoption. Service improvements are the decisive trigger for conversion.

Table 21: Summary of Hypotheses Testing

H	Hypothesis	Test Applied	Statistic	df	p-value	Decision	Interpretation
H1	Awareness significantly differs from neutral (3.0)	One-Sample t-test	$t = 8.689$	405	< 0.001	Reject H₀	Awareness significantly differs from the neutral level
H2	Awareness differs across 3 product categories	Paired t-test x3 (Bonferroni)	$t = 5.92$ to 15.89	405	< 0.001	Reject H₀	Awareness significantly differs across product categories.
H3	Banking preference > Unawareness as a	Paired-Samples t-test	$t = -2.174$	405	0.030	Reject H₀	Banking preference is a significantly stronger barrier than

	barrier							unawareness.
H4	Service Quality > All other factors	Paired t-test x9 (Bonferroni)	t = 8.61 to 14.33	405	< 0.001	Reject H0		Service quality is significantly more important than other factors.
H5	Future intent varies by awareness level	One-Way ANOVA + post-hoc	F = 5.318	2, 403	0.005	Reject H0		Future intention significantly differs across awareness groups.

CONCLUSION

This study offers valuable insights into the awareness levels of Indian Post Financial Services among non-customers in Gujarat. Findings reveal a notable awareness of financial services, with savings schemes being the most recognized, indicating the enduring popularity of traditional postal savings. Conversely, Postal Life Insurance and money remittance services are less well known, highlighting the need for increased public awareness of these products. Word of mouth significantly influences information dissemination, whereas digital and professional channels are underutilized. Most respondents prefer public-sector banks, indicating that India Post faces significant competition in attracting customers. Service quality emerged as the key factor influencing choice, with customers seeking efficient, reliable, and customer-focused services. Barriers to adoption include a preference for banking, lack of awareness, outdated perceptions, and lower returns. This highlights that raising awareness alone is insufficient; India Post must also enhance customer perception, modernize its offerings, and boost competitiveness. The study identified that better product knowledge, improved digital facilities, competitive benefits, and superior service quality motivate non-customers to use India Post's financial services.

The hypothesis results confirm significant differences in awareness levels across financial services and establish that awareness and service quality significantly influence future adoption intention. This finding indicates that higher awareness is associated with a stronger willingness to adopt India Post's financial services in the future. Collectively, the findings suggest that India Post's non-adoption problem among respondents in Gujarat is driven primarily by entrenched banking preferences, moderate but insufficient awareness, a critical image gap in service quality and digital modernization, and significant unawareness of Postal Life Insurance products. With 84 % of non-users expressing conditional or definitive future intent to adopt. The study recommended that India Post conduct targeted awareness campaigns, invest in digital infrastructure, achieve measurable improvements in service quality, modernize its public image, and promote lesser-known financial products to increase customer adoption and attract more customers. Overall, the findings provide valuable guidance for India Post to design customer-oriented strategies and strengthen its position in the increasingly competitive financial services market.

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