

A STUDY ON ACCOUNT HOLDER'S SATISFACTION TOWARDS SUKANYA SAMRIDDHI ACCOUNT IN POLLACHI TALUK

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Abstract

The Sukanya Samriddhi Account (SSA) is a government savings scheme aimed at ensuring the financial security of girl children. This study aims to examine the satisfaction levels of account holders under the Sukanya Samriddhi Account (SSA) scheme in Pollachi Taluk. The SSA, a government-backed small savings scheme targeted at the welfare of girl children, plays a vital role in financial inclusion and long-term savings. A sample of 290 respondents was selected using random sampling methods. The research investigates satisfaction in relation to account features, service delivery, and demographic variables. Statistical tools such as One-Way ANOVA were used to analyze whether satisfaction levels differ across qualification groups. The findings revealed a significant relationship between respondents' qualification levels and their satisfaction with SSA services. The study concludes that awareness and understanding of the scheme influence satisfaction, and recommends that outreach efforts be improved, particularly for less qualified groups.

Keywords: Sukanya Samriddhi Yojana Scheme, Qualification levels and Satisfaction.

Introduction

The Sukanya Samriddhi Account (SSA) is a flagship initiative under the "Beti Bachao Beti Padhao" campaign, designed to secure the future of girl children by encouraging systematic savings. As an investment instrument operated primarily through post offices and banks, SSA offers attractive interest rates and tax benefits. Despite its growing popularity, the effectiveness of the scheme largely depends on the satisfaction of account holders, which in turn is shaped by their awareness, experience, and ease of access to services.

This study focuses on understanding the satisfaction levels among SSA account holders in Pollachi Taluk, a semi-urban area in Tamil Nadu. With a sample size of 290 respondents, the study aims to uncover the challenges faced by users, their perception of the scheme, and how factors like qualification levels influence their satisfaction.

Review of Literatures

Rekha & Shanmugam (2020) This study focused on "Awareness and Utilization of Sukanya Samriddhi Account among Rural Women," revealing that most users were aware of the scheme's benefits, but their satisfaction varied depending on their interaction with postal services and their understanding of operational details. **Sharma (2021)** noted that satisfaction levels were positively correlated with regular interaction with postal staff and the ease of access to account services. Satisfaction was also found to be higher among parents who had a better understanding of the scheme's maturity and withdrawal rules.

Objective

- To examine the influence of qualification level on the understanding, accessibility, and overall experience with the Sukanya Samriddhi Account.

Research Methodology

- **Research Design:** Descriptive Research
- **Sampling Method:** Simple Random Sampling
- **Sample Area:** Pollachi Taluk
- **Sample Size:** 290 Respondents
- **Data Collection Method:** Structured Questionnaire

- **Tools Used for Analysis:**
 - Descriptive Statistics (Mean, Standard Deviation)
 - Inferential Statistics (One-Way ANOVA, Levene's Test, Tukey HSD)
- **Variables Studied:**
 - Independent variable: Qualification level
 - Dependent variable: Satisfaction level with SSA

The data was analyzed to determine if qualification level significantly influences the satisfaction levels of SSA account holders.

Scope of the Study

- The study is geographically limited to Pollachi Taluk.
- It focuses on understanding satisfaction among SSA account holders.
- The scope includes analyzing the influence of qualification level on satisfaction.
- The study will be beneficial for policy makers, financial institutions, and postal departments in improving the reach and effectiveness of SSA.
- The findings can help target outreach and education efforts to under-informed groups.

One Way Anova

A statistical technique that are used to determine and analyse whether there is significant differences are there in between means of the 3 or more unrelated independent groups statistically. The Anova is designed to handle and compares the means of the groups and across multiple groups simultaneously. In the research, the test applied to examine the relationship between satisfaction levels of account holders are differed across the demographic groups of the respondents.

One-Way ANOVA is crucial in need more understanding about the demographic profile and characteristics like education or income level that affects satisfaction levels of account holder with the SSA scheme. For example, important findings between educational groups may propose that more educated individuals are more (or less) satisfied with the scheme, for further guiding policy or outreach efforts. The results are Non-significant and suggested that satisfaction level is consistently apparent regardless of demographic differences, which may replicate the reasonable landscape of the program.

To compare and analyse the satisfaction mean and Education Level of the respondents.

Table 1

Descriptives								
Satismean		Mean	Std. Deviation	Std. Error	95% Confidence Interval for mean		Minimum	Maximum
S.No	N				Lower Bound	Upper Bound		
1	42	4.0201	.53787	.08300	3.8525	4.1878	2.88	4.77
2	26	3.6420	.45231	.08871	3.4593	3.8247	3.00	4.31
3	100	4.1200	.34872	.03487	4.0508	4.1892	2.85	4.73
4	94	3.9738	.51503	.05312	3.8683	4.0793	2.69	4.96
5	28	4.1511	.35358	.06682	4.0140	4.2882	3.46	4.96
Total	290	4.0183	.46488	.02730	3.9646	4.0720	2.69	4.96

Table - 2

Tests of Homogeneity of Variances					
Satsimean		Levene Stistic	df1	df2	Sig
	Based on Mean	4.372	4	285	.002
	Based on Median	3.672	4	285	.006

	Based on Median and with adjusted df	3.672	4	263.118	.006
	Based on trimmed Mean	4.255	4	285	.002

Table - 3

ANOVA					
Satismeant	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.396	4	1.349	6.737	<.001
Within Groups	57.060	285	.200		
Total	62.456	289			

Multiple Comparisons						
Dependent Variable: satismeant						
Tukey HSD						
(I) 1.3 - Edu Qul	(J) 1.3 - Edu Qul	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	.37813 [*]	.11166	.007	.0716	.6847
	3	-.09985	.08227	.743	-.3257	.1260
	4	.04633	.08305	.981	-.1817	.2743
	5	-.13095	.10917	.752	-.4307	.1687
2	1	-.37813 [*]	.11166	.007	-.6847	-.0716
	3	-.47799 [*]	.09850	<.001	-.7484	-.2076
	4	-.33180 [*]	.09915	.008	-.6040	-.0596
	5	-.50909 [*]	.12186	<.001	-.8436	-.1745
3	1	.09985	.08227	.743	-.1260	.3257
	2	.47799 [*]	.09850	<.001	.2076	.7484
	4	.14619	.06428	.156	-.0303	.3227
	5	-.03110	.09567	.998	-.2937	.2315
4	1	-.04633	.08305	.981	-.2743	.1817
	2	.33180 [*]	.09915	.008	.0596	.6040
	3	-.14619	.06428	.156	-.3227	.0303
	5	-.17729	.09633	.352	-.4418	.0872
5	1	.13095	.10917	.752	-.1687	.4307
	2	.50909 [*]	.12186	<.001	.1745	.8436
	3	.03110	.09567	.998	-.2315	.2937
	4	.17729	.09633	.352	-.0872	.4418

*. The mean difference is significant at the 0.05 level.

satsimean			
Tukey HSD ^{a, b}			
1.3 - Edu Qul	N	Subset for alpha = 0.05	
		1	2
2	26	3.6420	
4	94		3.9738
1	42		4.0201
3	100		4.1200
5	28		4.1511
Sig.		1.000	.365
Means for groups in homogeneous subsets are displayed.			
a. Uses Harmonic Mean Sample Size = 42.150.			
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.			

The test is conducted to analyse the relationship between the two variables statistically significant. Satisfaction of SSA account holders and their educational background has been taken for the analysis. There are five groups of participants and they are categorised.

The results of the test exposed difference in satisfaction scores across the educational groups which scores the $F(4, 285) = 6.737, p < .001$ that are statistically significant. The point is to that the level of education plays a noteworthy role in influencing the satisfaction level of the respondents with the SSA scheme.

It is suggested that the Levene's test of homogeneity of variances was significant statistically at the level of $p = .002$, explore the assumption of equal variances which was violated. The further analysis was proceeded with the Tukey HSD post hoc test to categorize specific group differences. The results showing that participants in **Group 2** who are at the lower level of education had significantly lower levels of satisfaction on compared to all other groups — including Group 1 ($p = .007$), Group 3 ($p = .000$), Group 4 ($p = .008$), and Group 5 ($p = .000$). No other group differences were statistically significant.

Finally, the findings expressed about the satisfaction level of accountholders of SSA that education level influences the perception of the respondents. Generally, the lower education level will have impact on the understanding of the concepts related to SSA, have become the greatest challenges in this research. Understanding the scheme's features, related process and benefits with lower level of satisfaction. At the same time, the respondents with higher level of education, are better equipped to navigate the procedures and support the long-term values of the SSA, which results in higher satisfaction. This highlights the significance of couture communiqué and support services are educated less segments to ensure reasonable access and satisfaction with government financial schemes.

Conclusion

The study establishes a significant relationship between qualification level and satisfaction among Sukanya Samriddhi Account holders in Pollachi Taluk. Respondents with lower qualifications reported lower levels of satisfaction, possibly due to limited understanding of the scheme's benefits, processes, and long-term implications. Conversely, respondents with higher qualifications demonstrated better comprehension and greater satisfaction. This finding underscores the need for customized communication, simplified processes, and educational outreach to improve the satisfaction and participation of less qualified individuals. Ensuring that all beneficiaries, regardless of qualification, understand the scheme is essential for the SSA's continued success and inclusiveness.

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Reference

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Website

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