

Usage intention of public with respect to Indian Postal Payments Bank

*Shabna Babu

Assistant Professor on contract, Aquinas College, Edakochi, Kerala (India)

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*Corresponding Author

Email: shabnababu1991[at]gmail.com

ABSTRACT

Indian Postal Payments Bank was founded on 1 September 2018 by Government of India under the Department of post. The products of this bank includes regular savings account, digital savings account, basic savings account, current account, mobile banking, fund transfers etc.

This paper attempts to find out the usage intention of public with respect to the Indian Postal Payments Bank with the help of primary data collected from 63 samples. The study proves that most of the people are ready to use Indian Postal Payment bank Services.

1. Introduction and Research Problem

Indian Postal Payments Bank was founded on 1 September 2018 by Government of India under the Department of post. The products of this bank includes regular savings account, digital savings account, basic savings account, current account, mobile banking, fund transfers etc.

This paper attempts to find out the usage intention of public with respect to the Indian Postal Payments Bank with the help of primary data collected from 63 samples.

1.1. Objectives

The study aims at to find out the usage intention of public with respect to Indian Postal Payments Banks. It also tried to find out is there any association between socio economic variables and usage intention

1.2. Research Hypothesis

H0:- There is no association between usage intention of public with respect to Indian Postal Payments Bank and socio economic variables.

1.2. Methodology

Primary data is used for this study. It is collected from 63 samples using a structured questionnaire. Mean, Standard Deviation, Sign Test and Chi-Square test are used to check the whether there is any association between usage intention of public with respect to Indian Postal Payments Bank and socio economic variables.

2. Results

The profile of the samples from whom the data collected is shown in the following table:

Table 1
Profile of the Sample

Variable	Category	Frequency	Percentage
Gender	Male	25	39.7
	Female	38	60.3
	Total	63	100.0
Age	Upto 30	32	50.8
	31 to 40	20	31.7
	41 to 50	11	17.5
	51 to 60	0	0
	Above 60	0	0
	Total	63	100
Education	Upto SSLC	6	9.5
	+2/Diploma	5	7.9
	Graduate	30	47.6
	Postgraduate	22	34.9
	Total	63	100
Occupation	Salaried – Govt or Public Sector	12	19.0
	Salaried - Private Sector	36	57.1
	Self Employed	4	6.3
	Student	7	11.1
	Unemployed	4	6.3
	Total	63	100.0
Region	Rural	26	41.3
	Urban	37	58.7

	Total	63	100.0
Type of Bank	Nationalised Bank Only	23	36.5
	Nationalised and Private Sector Banks	9	14.3
	Nationalised and Foreign Banks	1	1.6
	Nationalised and Other Banks	1	1.6
	Private sector Bank Only	24	38.1
	Foreign Bank Only	1	1.6
	Nationalised, Private Sector and Foreign Bank	3	4.8
	Others	1	1.6
	Total	63	100
Banking experience	Upto 5 Years	22	34.9
	6 to 10 Years	19	30.2
	11 to 15 Years	16	25.4
	16 to 20 Years	6	9.5
	Total	63	100.0

Source: Survey Data

Most of the respondents are females with good qualification and employment. They have given priorities towards nationalized banks and private banks for their banking transactions. They have good banking experience also.

Chi-Square test is used to find out whether there is any association between the Socio-economic variables and awareness:

Table 2
Association between Socio Economic Variables and willigness

Variable	Chi Square	Df	P Value	Inference
Gender	5.327 ^a	2	.070	Not Significant
Age	9.599 ^a	4	.048	Not Significant
Education	10.596 ^a	6	.102	Not Significant
Occupation	6.899 ^a	8	.548	Not Significant
Region	5.595 ^a	2	.061	Not Significant
Type of banks	34.222 ^a	14	.002	Highly Significant
Banking experience	6.828 ^a	6	.337	Not Significant

Source: Survey Data

Chi-square test confirms that there is no association between willingness and socio economic variables except in the case of the variable type of banks.

Table 3
Usage Intention of Different Products and Services of IPPB

Services of IPPB	N	Mean	Std. Deviation	Rank	Z	P value	Inference
Mobile Banking	63	4.62	0.633	1	-7.484	< 0.001**	Highly Significant
Regular Savings Account	63	4.52	0.644	2	-7.484	< 0.001**	Highly Significant
Remittances and Fund Transfers	63	4.48	0.800	3	-6.940	< 0.001**	Highly Significant
Bill Payments and Recharge	63	4.43	0.875	4	-6.815	< 0.001**	Highly Significant
SMS Banking	63	4.40	0.814	5	-7.082	< 0.001**	Highly Significant
Phone Banking	63	4.35	0.901	6	-6.668	< 0.001**	Highly Significant
Basic Savings Account	63	4.33	0.783	7	-6.940	< 0.001**	Highly Significant
Direct Benefit Transfers	63	4.27	0.919	8	-6.518	< 0.001**	Highly Significant
Digital Savings Account	63	4.13	0.907	9	-6.126	< 0.001**	Highly Significant
QR Card	63	4.03	1.047	10	-5.367	< 0.001**	Highly Significant
Missed Call Banking	63	4.00	1.107	11	-5.429	< 0.001**	Highly Significant
Current Account	63	3.67	1.320	12	-3.714	< 0.001**	Highly Significant

Source: Survey Data

Mean and Standard Deviation confirms that most of the respondents are willing to use mobile banking services followed by Regular Savings Account, Remittances and Fund Transfers,

Bill Payments and Recharge, SMS banking etc. and also the Sign test confirms that all the services provided by the bank are highly significant in the matter of usage intention.

Table 4
Usage intention on the basis of different factors

Motivational factors	Mean	Rank	Chi Square	Df	P Value	Inference
Widespread Access	3.15	2	30.917	4	<0.001**	Highly Significant
Public Sector Attraction	2.63	5				
Technology Support	3.08	3				
Variety of Products	2.67	4				
Low Cost of Transaction	3.47	1				

Source: Survey Data

The mean confirms that low cost of transaction is the most important factor which effects the usage intention of public with respect to Indian Postal Payments Bank followed by widespread access, technology support, variety of products and public sector attraction. The Chi-Square test confirms that these factors are highly significant which effect the usage intention of public with respect to Indian Postal Payments Bank.

3. Discussion

The study could reveal that there is no association between socio economic variables and willingness to use Postal

Payments Bank except in the case of the type of bank. People are highly concerned about the services offered by Indian Postal Payments Bank and most of them are said to use mobile banking followed by Regular Savings Account, Remittances and Fund Transfers, Bill Payments and Recharge, SMS banking etc. people are giving more importance to low cost of transaction while choosing a bank to open an account Bank followed by widespread access, technology support, variety of products and public sector attraction.

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