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CHAPTER NUMBER THREE

RESEARCH METHODOLOGY

3.0: A BRIEF OUTLINE ON CHAPTER OF RESEARCH METHODOLOGY:

In the chapter of 'Research Methodology' an endeavor has been made to narrate in brief various decisions followed in the conduct of the different research studies under the title. The research methodology has been divided in to two sub parts as described :(A) The Part-I consists of steps of research methodology applied for measurement of customer satisfaction of end users and (B) The Part –II consists of research methodology applied for measurement of customer satisfaction for Authorized Postal Agents(APAs). The researcher has tried to outline various procedural aspects related to research methodology that includes viz., key terms of the research study, rationale of the research study, scope and coverage of the research study as well as research design of the study, objectives and hypothesis of the research study, sources of information, collection of primary data; sampling decisions, as well as tools and techniques adopted for data analysis and interpretation.

PART –I

CUSTOMERS' STUDY

3. I.1: A BRIEF ABOUT THE CUSTOMERS' RESEARCH STUDY:

The research on customer satisfaction has been gaining significance to the marketers in the present day complex and competitive market environment having aim to develop suitable strategies for building positive brand image in the market place by measurement of service quality and thereby aiming to enrich customer satisfaction.. The success of any business entity depends upon its ability to attract and retain customers of the selected market segment. In this regard, an attempt has been made to undertake an empirical research study to investigate and measure service quality and thereby carrying out measurement of customers' satisfaction (Expectation vs. Experience) related to delivery of in postal services in the Vadodara City of the Gujarat State.

An attempt has been made to cultivate an understanding on selected customers' expectations and experiences on service quality on selected postal services in the City of Vadodara in the State of Gujarat.

The researcher has put attempt to examine and investigate in to overall awareness, expectation, satisfaction and/or dissatisfaction of those selected customers' who had visited and availed postal services as offered by the post offices in the Vadodara City of the state of Gujarat State.

3. I.2: KEY TERMS OF THE RESEARCH STUDY:

Service, Postal Services, India Post, Customer, Satisfaction, Customer Satisfaction Authorized Postal Agents (APAs).

The key terms of this research study have been defined and describe in brief as follows:

3. I.2.1: Service:

Service in this context be described as an act of helpful activity; to help; or an aid to offer someone a service or the serving of a sovereign, State, or Government in some official capacity or the duty or work of a public servant (<http://dictionary.reference.com/browse/service>)¹.

3. I.2.2: Postal Services:

Postal operations at the post office includes the entire array of the basic postal services that includes viz., Sale of stamps and stationery; Booking of registered articles, insured articles, Value Payable Articles Remittance of money through Money Orders and Postal Orders, Booking of Parcels. Postal Services were traditionally provided at manually operated counters. But, now use of Technology has further extended the scope of the postal services to be provided, making it more responsive and error-free (<http://www.indiapost.gov.in>). It has been described as the arrangements made by the Government for the transmission of letters, packages, and periodicals, and other related services. (<http://encyclopedia.thefreedictionary.com>)².

3. I.2.3: India Post:

The Department of Posts has been functioning under the brand name of India Post is a Government operated postal system in India generally referred to within India as the post office (www.indiapost.gov.in).

3. I.2.4: Customer:

Customer can be defined as someone who regularly purchases from a particular store or company (David L. Loudon and Albert J. Della Bitta, 2002)³.

A customer is a person who influences or decides on the acquisition of one or more products or services, or who uses one of these products or services (Kincaid J. W, 2006)⁴.

Juran (1990)⁵ had stated the concept of customer as most people suppose that customer is the final consumer whereas the customer is both categories of the intra-organizational and the extra-organizational, that is whoever the product and service is produced to meet his or her need.

All those who are involved in the process of transfer of ownership of a product from the production center to the consumption center are customers, and not merely the only ones who enjoy the benefit of a product or service (H Peeru Mohamed a Sagadevan, 2007)⁶. In the words of Mahatma Gandhi, the customer is the most important person for a business; he is not an interruption to our work but the purpose of it. He is not an outsider; he is part of it. We are not doing him a favor; he is doing us a favor by giving us an opportunity to serve (www.indusbusinessjournal.com)¹.

3. I.2.5: Satisfaction:

Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance or outcome in relation to his or her expectations (Philip Kotler and Kevin Lane Keller, 2006)⁷.

3. I.2.6: Customer Satisfaction:

Customer Satisfaction is the delivery of satisfaction provided by the goods or services of a firm as measured by the number of repeat customers (www.businessdictionary.com)².

It is a business term and seen as a key performance indicator within business, which is a measure of how products and services supplied by a company meet or surpass customer expectation (http://en.wikipedia.org)³.

Customer satisfaction is a customer's feelings of pleasure or disappointment resulting from comparing a product's perceived performance or outcome in relation to his or her expectations (Philip Kotler and Kevin Lane Keller, 2005)⁸.

3. I.2.7: Authorized Postal Agents (APAs):

Authorized Postal Agents (APAs) include those individuals who are holding valid license issued by National Small Saving (NSS) Organization to collect and deposit money on behalf of general public and render financial and/or investment services through identified Small Savings Schemes as notified by the Ministry of Finance from time to time and operated through Post Offices.

It includes both types of postal agents holding either or both the types of agency or license to function as an investment adviser for small savings viz. SAS (Standardize Agency System) and or MehelaPradhanKshetriyaBachatYogina (MPKBY) Agency.

3. I.3: THE RATIONALE OF THE RESEARCH STUDY:

The present research study has attempted to provide feedback and also report on selected customers' expectations and experiences with regard to selected Indian Postal Services as availed by them from amongst Post-Offices that are located in the Vadodara City of Gujarat State. It has also list out suggestions for improving of the Postal Services that shall be beneficial to its users. An attempt in this research study was also made to measure and evaluate customers' overall awareness, expectations, as well as satisfaction and or dissatisfaction conveniently selected customers, who have availed Indian Postal Services as delivered to them by the various Post-Offices located in the Vadodara City of the Gujarat State. It is truly significant from customers' perspective and also from the perspective of the service providers identified as an Authorized Postal Agents. An understanding on the prevalent business practices relating to Indian Postal Services in the post offices concerning to customers' rising expectations and search for corresponding aspiring experiences would be truly significant in identifying gap for providing suitable measures that can be incorporate to improve functioning of India Post. The proposed study has significant socio-economic implications from customers' as well as also from the perspective of the service provider, the India Post. The researcher has gathered the primary data on measurement of service quality on the basis of customers' general awareness for the different postal services and their experience of postal services out of actual use as during their visit to the post offices. An attempt was made to collect primary data on customers' expectations regarding Ambience, Timings of the functioning of the post offices, Service Quality in terms of Availability and Access of Information, Counter Services at the Post offices, Behaviour of the staff of the Post Offices while providing services to the customers, complaint handling, and their overall satisfaction or dissatisfaction respectively.

3. I.4: SCOPE AND COVERAGE OF THE CUSTOMERS' RESEARCH STUDY:

The research study was carried out to investigate study and submit report on selected postal services as offered by the post-offices located in the Vadodara City in the State of Gujarat. The researcher has tried to measure and evaluate prevalent state of postal services, as offered by India Post, considering customers' responses as well as their overall awareness, expectations, and satisfaction or dissatisfaction with regard to the various kinds of Indian postal services as delivered to them by the various post-offices located in the Vadodara City in the State of Gujarat.

The geographical periphery of the research study was confined with an exclusive focus on those customers' who had visited and actually availed postal services from the post offices located in the City of Vadodara. It was decided to have customers, who had actually visited and also availed Postal services from various post offices located in the City of Vadodara were, as selected respondents or representative sampling units under this customers' research study.

3. I.5: OBJECTIVES OF THE CUSTOMERS' RESEARCH STUDY:

The research study was carried out considering following major objectives:

1. To measure selected Customers' awareness on the various kinds of selected Indian postal services as offered to them by the various post-offices located in the Vadodara City in the State of Gujarat;
2. To collect selected Customers' responses on the various postal services as offered to them by the different post-offices located in the Vadodara City in the State of Gujarat;
3. To gather selected customers' overall opinion on selected criteria on the various kinds of selected postal services as offered to them by the various post-offices located in the Vadodara City in the State of Gujarat;
4. To examine the actual experience of selected customers' on the various kinds of selected postal services as offered to them by the various post-offices located in the Vadodara City in the State of Gujarat;
5. To measure and examine selected Customers' expectations and experiences on the various kinds of selected postal services as offered to them by the various post-offices located in the Vadodara City in the State of Gujarat;
6. To measure selected customers' overall satisfaction/dissatisfaction as experienced by selected customers on the various kinds of selected postal services as offered to them by the various post-offices located in the Vadodara City in the State of Gujarat; and
7. To investigate in to various problems being faced by the selected customers in availing various postal services as offered to them by the different post-offices located in the Vadodara City in the State of Gujarat.

3. I.6: RESEARCH QUESTIONS OF THE CUSTOMERS' RESEARCH STUDY:

The researcher attempted to investigate in to following research questions:

- What are the demographic characteristics of the selected customers who had availed selected postal services from the Vadodara City in the state of Gujarat?
- What is the level of selected customers' satisfaction /dissatisfaction with regard to various kinds of selected Indian postal services as availed by them from various post-offices located in the Vadodara City in the State of Gujarat?;
- What is the selected customers' opinion on various types of selected postal services as made available to them by different post-offices located in the Vadodara City in the State of Gujarat?;
- What is the actual experience of selected customers' on various kinds of postal services as made available to them by different post-offices located in the Vadodara City in the State of Gujarat?;
- How is the selected Customers' overall awareness on various kinds of postal services as made available to them by different post-offices located in the Vadodara City in the State of Gujarat?;
- What are the selected Customers' responses on various kinds of Indian postal services as availed by them from various post-offices located in the Vadodara City in the State of Gujarat?;
- What are the selected Customers' expectations and experiences on various kinds of Indian postal services as availed by them from various post-offices located in the Vadodara City in the State of Gujarat?; and
- What problems are being faced by the selected customers in availing various kinds of Indian postal services as offered to them by the various post-offices located in the Vadodara City in the State of Gujarat?

3. I.7: AN ILLUSTRATIVE LIST OF HYPOTHESES OF THE RESEARCH STUDY:

It has been listed out as follows:

- ✚ There is no association between selected customers' overall awareness on selected services that are being offered to them by post offices in the City of Vadodara of the Gujarat State vis-à-vis selected customers' selected background variables such as age, gender, marital status, occupation ,educational qualifications and income.

- ✚ The expectation of selected customers' on selected criteria viz., ambience of the post office, timings of the functioning of the post office, availability and access of information at the post office, counter service quality, behaviour of staff of the post office, and complaint handling vis-a-vis selected customers' background variables viz., age; gender; marital status; occupation; educational qualifications, and income are independent.
- ✚ The experience of selected customers' on selected criteria viz., ambience of the post office, timings of the functioning of the post office, availability and access of information at the post office, counter service quality, behaviour of staff of the post office, and complaint handling vis-a-vis selected customers' background variables viz., age; gender; marital status; occupation; educational qualifications, and income are independent.
- ✚ The perceived importance of selected customers' on selected criteria viz., ambience of the post office, timings of the functioning of the post office, availability and access of information at the post office, counter service quality, behaviour of staff of the post office, and complaint handling vis-a-vis selected customers' background variables viz., age; gender; marital status; occupation; educational qualifications, and income are independent.
- ✚ There is no association between selected customers' overall satisfaction and or dissatisfaction on selected criteria viz., ambience of the post office, timings of the functioning of the post office, availability and access of information at the post office, counter service quality, behaviour of staff of the post office, and complaint handling vis-a-vis selected customers' background variables viz., age; gender; marital status; occupation; educational qualifications, and income are independent.

3.1.8: RESEARCH DESIGN OF THE CUSTOMERS' STUDY:

The research design followed in the study was of exploratory as well as descriptive in nature considering its rationale, objectives, and hypothesis as well as the sources of information, sampling decisions, data analysis and interpretation of the research study.

3. I.9: RESEARCH METHODOLOGY:

The researcher has tried to narrate various methodological procedural steps together with conceptual aspects concerning to the research methodology that includes various components of the research such as objectives and rationale of the study, basic terms, research questions of the study, scope and coverage, research design of the study, sources of data, decisions on sampling, drafting of the research instrument, hypotheses, data analysis and interpretation of the research study; results, findings and implications of the research study; conclusions and suggestions of the research study together with its limitations respectively.

3. I.9.1: Secondary Data or Sources of Information:

The researcher has required efforts in to gather available information from various secondary sources that have been mentioned as follows:

3. I.9.1. (I): Sources of Secondary Data:

The researcher has gathered and analyzed relevant information for having its rational review that had been collected from various sources of published secondary data viz., newspapers; research journals; published as well as unpublished reports; websites, and search engines. The major newspapers referred by the researcher include vernacular, regional and national viz., Sandesh, Gujarat Samachar, the Times of India and the Economic Times. The researcher had also referred various research journals relating on chosen area of the research study.

List of research journals included viz.; Journal of Marketing Research, Journal of Marketing Science, Journal of Marketing, Journal of Service Research, International Journal of Service Industry Management, Journal of Marketing Research, Journal of Quality & Reliability Management, Journal of Consumer Research, Managing Service Quality, respectively.

The researcher has also made use of various websites, and search engines available on Internet.

3. I.9.2: Collection of the Primary Data:

The primary data was accumulated by the researcher from customers' who had visited and also actually availed various postal Services as being offered to them by different post offices located in the City of Vadodara in the State of Gujarat.

3. I.9.3: Research Instrument Used in the Customers' Research Study:

This research study was undertaken using self-administered, structured, non-disguised questionnaire for the collection of the primary data from the selected customers' who had visited and availed postal services as offered to them by various post offices located in the City of Vadodara in the state of Gujarat during the year 2013. Out of the total numbers of 1,306 duly filled up structured questionnaires that were collected by the researcher, after necessary editing, finally it was decided to consider total number of 1,200 qualifying responses that is structured questionnaires for the purpose of data analysis and interpretation.

3. I.9.4: Sampling Decisions:

It includes following:

3. I.9.4.1: A Representative Sample of the Research Study:

The population was defined as those customers who have been visiting and availing postal services from the various post offices located in the City of Vadodara in the State of Gujarat. Therefore, those customers who had visited and also availed postal services from the various post offices in the City of Vadodara in the State of Gujarat at the time of collection of the primary data were regarded as a representative sampling unit in the customers' research study.

3. I.9.4.2: A Sampling Frame of the Research Study:

Since the post offices do not maintain record of visitors who visit their offices, sampling frame for this research study was not available. Sampling frame having direct relevance as truly representative sampling unit was not available for this customers' research study. So informal interactions and published reports narrating total population of the City of Vadodara of the State of Gujarat was considered to be useful inputs to estimate appropriate sample size for this research study.

3. I.9.4.3: The Sample Size of the Research Study:

The researcher undertook the research study with a major focus to study responses of only those customers who had visited the post offices and had also availed postal services as offered to them by various post offices located in the City of Vadodara in the State of Gujarat. Therefore, the researcher had drawn adequate number of customers, to have true representation of the representative sampling units, from different customers who had visited post offices located in the City of Vadodara. In all 1200 customers were approached in person by the researcher to collect his or her responses from across the various post offices located in the City of Vadodara in the State of Gujarat.

A summary presentation selected sample size of 1200 respondents who had actually visited and also availed postal services from various post offices located in various localities in the City of Vadodara in the State of Gujarat is given as follows:

Table Number: 3.I.1: Sample Size of the Research Study (Part-A)

Sr.No	Name of the Post office (Location in the City of Vadodara)	Sample Size	Sr. No.	Name of the Post office (Location in the City of Vadodara)	Sample Size
Non-Delivery Town Sub Post offices			Town Delivery Sub Post offices		
01	Alkapuri	24	19	Vadodara HO	41
02	Baranpura	26	20	Fatehgunj HO	39
03	Dandia Bazar	28	21	Chemical Ind.	37
04	C.E.B.	15	22	Pratapnagar	32
05	ID Hospital	27	23	Fatehpura	35
06	Chhani Road	29	24	Race Course	40
07	KhanderaoMkt	36	25	EME Vadodara	32
08	Madan Zampa	41	26	ONCC	28
09	Mandvi	36	27	Makarpura IE	24
10	Pratapganj	42	28	Manjalpur	26
11	PadmavatiChogan	36	29	Atladra	16
12	Pratapnagar RS	45	30	Maneja	25
13	Sayajigunj	40	31	Makarpura	32
14	SK Colony	12	32	VN Colony	35
15	SN Society	26	33	Gorwa IE	28
16	Saradnagar	26	34	Wadi SN Road	36
17	Wadi Vadodara	24	35	Karelibaug	42
18	Waghodia Road	23	36	Ajwa Road	26
			37	Akota	18
			38	TB Sanatorium	16
			39	Harni Colony	25
			40	Subhanpura	21
Total Number of Customers selected as Sampling Units					1200

Source: Fieldwork

The researcher had finally decided to include 1200 responses for the purpose of data analysis and interpretation in case of this customers' study. Duly filled up and edited structured questionnaires have been tabulated and analyzed with the help of SPSS 15.0.

Explanation for the Sample Size of the Customers' Research Study:

The researcher has tried to offer logic and rationale for the selection of the total number of 1200 customers with a supportive logic that total population of the City of Vadodara to be regarded as the visitor or user of the postal services as offered by the post offices at various locations. Based on expert advice total sample size was arrived as 1200 respondent who were drawn from amongst various post offices located in different localities in the City of Vadodara to be considered as a true representative of the population.

3. I.9.4.4: Sampling Design of the Customers' Research Study:

The non-probability sampling design was applied by the researcher.

3. I.9.4.5: Sampling Method of the Customers' Research Study:

The convenience and judgment sampling method were applied to collect the primary data from those customers who had actually visited and availed postal services as offered to them by various post offices that are located in the various localities of the City of Vadodara in the State of Gujarat.

3. I.9.4.6: Sampling Media:

The representative sample that is customers were approached and drawn in person to administer structured non-disguised questionnaire by the researcher himself for the collection of the needed primary data from those customers who had actually visited and also availed postal services as offered to them by the various post offices that are located in the various localities of the City of Vadodara in the State of Gujarat.

NOTE:

The researcher had gathered primary data from amongst the selected customers' who had visited and availed various postal services as offered to them by the various post offices that are located in the different localities in the City of Vadodara in the State of Gujarat. The population was defined as those customers who had actually visited and availed various postal services as made available to them by the post offices in the City of Vadodara.

The figure of "Map of Vadodara" provides geographical location of City of Vadodara in the State of Gujarat [Please Refer List of Appendices].

3. I.10: DRAFTING OF THE STRUCTURED NON-DISGUISED QUESTIONNAIRE:

The researcher has made an attempt to report a brief outline of review of literature that was undertaken in the drafting of structured non-disguised questionnaire with regard to selected items that have been used to obtain responses of selected customers as representative sample. The structured non-disguised questionnaire was put to use to study selected customers' awareness and use of postal services, their perceived importance on various parameters/variables/factors to examine level of his or her overall satisfaction and or dissatisfaction who were drawn from amongst the various post offices located in the different localities of the City of Vadodara in the State of Gujarat.

The structured questionnaire has been sub-divided into six parts.

The first part has dealt with gathering of primary data and information for ensuring their visit to the post office and also on availing as well as using postal services from amongst the branch/es of the post offices that they have been visiting to know location of the post office situated in the City of Vadodara and frequency of their visit to the different post offices.

The second part of the research instrument has covered questions aimed to evaluate the selected customers' awareness and actual use of pre-identified 16 different postal services as offered to them by the post offices in the City of Vadodara.

The third part of the research instrument has incorporated questions to measure selected customers' 'Expectations' and 'Experiences' on selected postal services with selected magnitude of study. A thorough list of 64 items have been listed out on 5 point scale defined as: For Expectation scale was defined as : 1= Least Important; 2=Unimportant; 3=Somewhat Important; 4=Important; 5=Most Important, and for Experience scale was defined as: 1 = Highly Dissatisfied, 2=Dissatisfied, 3=Somewhat Satisfied / Can't Say / Undecided; 4=Satisfied and 5= Highly Satisfied respectively.

The fourth part of the structured questionnaire covered questions to check internal validity and reliability of the instrument. Separate questions were asked to selected customers to measure their overall expectations and experiences on selected criteria concerning postal services.

The fifth part of the structured questionnaire has covered questions to collect responses on opinion of the selected customers' on as to whether India Post is adopting changing scenario, (adopting changes according to the expectations of the customers), whether they prefer to avail 'Financial Services' from Authorized Postal Agents (APAs) or not?

This scale was defined as: Never, Rarely, Sometimes, Many Times and Always. For their rating on 'Investment Services' as provided to them by the Authorized Postal Agents (APAs), the scale was defined as: Poor, Fair, Average, Good and Excellent respectively. Whether they have ever faced any problem /difficulty in availing postal services, and at any time registered complaint with the post office and whether they recommend others to continue to use the postal services or not?

The sixth part of the structured questionnaire has included questions aimed at collection of information on Demographic and Socio-Economic profile of the selected customers.

The Question Number 01 to Question Number 04 was related with asking the qualifying question whether a respondent has actually visited the Post Office and availed services as offered by the post offices or not, as well as their choice of Branch/Branches (location) of the post office for the purpose of availing postal services and information on their frequency of visit to the post offices was also solicited in the same.

The Question Number 5 was related to measurement of selected respondents' awareness and actual use of the selected postal services as provided to them by the post offices in the City of Vadodara.

The Question Number 06 has considered to collect information on customers' expectations and experience where in sixty four (64) items were pre-determined to put to use in the form of eight (8) set of factors.

The Question Number 07 has dealt with the customers' overall satisfaction on eight factors.

The Question Number 08 and 09 have dealt with opinion of the selected customers' as to whether India post is adopting changes in accordance with the expectations of its customers or not?

The Question Number 10 and 11 dealt with the customers' preference and experience for availing financial and investment services as provided to them by the Authorized Postal Agents (APAs).

The Question Number 12 and 13 and have dealt with the customers' opinion regarding whether they have faced any problem /difficulty in availing postal services, and at any time they have registered complaint with the post office or not?

The Question Number 14 has dealt with checking their willingness to recommend others to continue to use the postal services or not?

The end part of the structured questionnaire has dealt with Demographic Profile of Selected Customers' viz., as Age; Gender; Marital Status; Educational Qualifications; Occupation, and Income as well as their Daily Activities and Media Habits respectively.

In order to offer convenience to the selected customers and to ensure reliable primary data collection, this research instrument was also translated in the vernacular language (Gujarati).

Note:

The structured Questionnaire put to use for the purpose of collection of the primary data has been enclosed at the end of this chapter.

3. I.10.01: Reliability of the Structured Non-Disguised Questionnaire:

Reliability refers to the extent to which a scale produces consistent results if repeated measurements are made on the items/variables/characteristics/parameters. One of the popular approaches for checking reliability includes the Internal Consistency Reliability Method which is used to evaluate the reliability of a summated scale where several items are summed to form a total score. The simplest measure of Internal Consistency is Split-Half-Reliability. A popular approach of overcoming this problem is to use the Coefficient Alpha or Cronbach's Alpha which is the average of all possible Split – Half Coefficients resulting from different ways of splitting the scale items. This coefficient varies from 0 to 1, and average of 0.6 or less generally reveals unsatisfactory internal consistency reliability. The reliability tests were operationalized to decide how strongly the attitudes were related to each other and to the composite score. All components of the research instrument related with measuring customers' satisfaction were tested and the Cronbach's Alpha ranged from 0.629 to 0.884 which truly shows internal reliability of the scale. The reliability of a scale as measured by coefficient alpha reflects the degree of cohesiveness among the scale items (Naresh K. Malhotra, 2007; Jum C. Nunnally, 1981, and Puay Cheng Lim & Nelson K. H. Tang, 2000)⁹.

Table Number: 3.I.2: Summary of Indicators (Experience) and Reliability Alpha Score

Sr. No.	Grouped Indicator Items	Cronbach's Reliability Alpha Coefficient
(01)	Location of the Post Office/s	0.629
(02)	Timing of the Post Office/s	0.756
(03)	Ambience of the Post Office/s	0.824
(04)	Services given to me by the various Counters of the post office/s	0.800
(05)	Access / Availability of the Information at the post office/s	0.788
(06)	Behavior of the staff of Post office/s	0.884
(07)	Complaint solving by the staff of post office/s	0.799
Overall Reliability Score of 64 Items Covered by 7 Criteria		0.930

Source: Fieldwork

3. I.10.02: Validity of the Structured Questionnaire:

In this empirical research, while undertaking this research study, the research instrument was given to customers. The results of measurement of the criterion wise validity and overall means score is shown in the tabular form.

It had total number of 14 questions inclusive of Demographic Variables (09 criteria); General Variables of Customers' Expectations and their Experience related to availing and using of Postal services (64 criteria grouped under Q.No. 01 to Q. No. 06); and also their overall satisfaction respectively (08 criteria under Q. No.07) (Naresh K. Malhotra, 2007; R.D. Sharma & Hardeep Chahal, 1999; Parasuraman et. al., 1991)¹⁰.

Table Number: 03: I: 03
Table Showing Comparison of Mean Scores of Extent of Customers' Opinion about Postal Services As Provided by Post Offices in Vadodara City of Gujarat State

Customers' Opinion with respect to Criteria		Customers' Opinion with respect to Criteria		Difference in Mean Count (Column 2 – Column 4)
Rating Scale 1 (Highly Dissatisfied) to 5 (Highly Satisfied)				
(Q-6 - 01 to Q-6-64)	Mean Score (Rank)	(Q-7 -1 to Q-7-7)	Mean Score (Rank)	
1	2	3	4	5
Location of the Post Offices	3.48	Location of the Post Offices	3.56	-0.08
Timing of the Post Offices	3.42	Timing of the Post Offices	3.54	-0.12
Ambience of the Post Offices	2.42	Ambience of the Post Office/s	2.89	-0.47
Services given by the various Counters of the post offices	2.97	Services given by the various Counters of the post offices	2.99	-0.02
Access / Availability of the Information at the post offices	2.72	Access / Availability of the Information at the post offices	2.87	-0.15
Behavior of the staff of Post offices	2.84	Behavior of the staff of Post office/s	2.70	0.14
Complaint solving by the staff of post offices	2.69	Complaint solving by the staff of post offices	2.57	0.12
Overall Average	2.93		3.017	-.087

The researcher has attempted to measure Convergent Validity by comparing mean scores of scale with other measures of the same construct. It reveals clearly from the table that the means of same construct were measured and less variation was observed in the given question categories and average satisfaction score was found to be as similar. Majority of the customers were found as placed between Highly Dissatisfied to Highly Satisfied Category.

Based on extensive review of literature and advice from different experts, researchers of the social science, content of the research instrument was finalized.

WELCOME TO THE QUESTIONNAIRE

Sir/Madam,

I am a faculty member of the Faculty of Commerce, M.S. University of Baroda, pursuing a research study on **“Measuring the Customers’ Satisfaction of the Postal Services in the Vadodara City”**. We will be grateful to you if you kindly agree to spare your valuable time for it and provide us with your valuable views, opinions, and also share your experiences on the performance of the various Post Offices in delivering the postal services. We assure you that it is purely an academic exercise and the information supplied by you would not be analyzed on the individual basis and it would be kept strictly confidential.

Thanking You, We remain,

(Shri Kalpesh Purohit)

Please put a (√) on the following:

Q.1. Do you visit Post Office? Yes No

Q.2. Do you avail / Use Postal Services? Yes No

Q.3. Which branch/es of the Post Offices you have been visiting for getting the postal services in the Vadodara City?

a. Post Offices Located Nearby our Office **b.** Post Offices Located Nearby Our Residence

c. Post Offices Located Nearby Workplace/ Place of Business/Shop/etc.

d. Post Office Suggested by Agent

e. Any other Post Offices that you have visited: (Please Specify) _____

Q.4. How frequently do you visit Post Offices?

a. Once in a Six Month **b.** Once in a Month **c.** Once in a Fortnight

d. Once in a Week **e.** Each Alternate Day **f.** Everyday

Q.5. Please put a tick (√) on following two boxes separately as the case may be:

Sr. No.	Selected Postal Services Provided by the Post Offices in the Vadodara City	I Know about the following Postal Services	I have used/ availed the following Postal Services
1	Sale of Stamps/Covers		
2	Collection of Parcels		
3	To make Money Order		
4	To do Speed Post		
5	To Pay ElectriCity Bills		
6	To Pay Telephone Bills		
7	To Post letter		
8	To sent Registered Post		

9	To operate Post Office Savings Bank Deposit Account		
10	To operate Post Office Recurring Deposit Account		
11	To operate Post Office Time Deposit Account		
12	To operate Post Office Monthly Income Scheme		
13	Post Office National Savings Certificates		
14	Post Office KisanVikasPatra		
15	Post Office Public Provident Fund Account		
16	To get various services of PLI		

[Q.6] Please encircle on ANY ONE of the following numbers given against each of the Statements/Items relating to Your Expectations and Actual Experiences about the Postal Services as provided by the Post Offices of 5 Scales defined as for **Expectation: 1= Least Important; 2=Unimportant; 3=Somewhat Important; 4=Important; 5=Most Important) and Actual Experience: 1 = Highly Dissatisfied, 2=Dissatisfied, 3=Somewhat Satisfied / Can't Say / Undecided; 4=Satisfied and 5= Highly Satisfied)**

Sr. No.	Selected Statements/ Items	Your Expectation					Your Experience				
		1	2	3	4	5	1	2	3	4	5
1	Post Office/s are located at a convenient place from my residence	1	2	3	4	5	1	2	3	4	5
2	Post Office/s are located at a convenient place from my office	1	2	3	4	5	1	2	3	4	5
3	Post Office/s are located at a convenient place from my place of work	1	2	3	4	5	1	2	3	4	5
4	The working hours of the Post Office/s are convenient to me	1	2	3	4	5	1	2	3	4	5
5	The Post Office/s start functioning as per the notified time	1	2	3	4	5	1	2	3	4	5
6	The timing of Recess of the Post Office/s is convenient to me	1	2	3	4	5	1	2	3	4	5
7	The Post Office/s are spacious	1	2	3	4	5	1	2	3	4	5
8	The proper ventilation inside the Post Office/s is available	1	2	3	4	5	1	2	3	4	5
9	The Post Office/s have proper illumination	1	2	3	4	5	1	2	3	4	5
10	The Post Office/s are kept clean	1	2	3	4	5	1	2	3	4	5
11	The Post Office/s are having hygienic condition	1	2	3	4	5	1	2	3	4	5

12	There is provision for drinking water at the Post Office/s	1	2	3	4	5	1	2	3	4	5
13	There is adequate sitting arrangement for the visitors in the Post Office/s	1	2	3	4	5	1	2	3	4	5
14	The facility of wash room is available at the Post Office/s	1	2	3	4	5	1	2	3	4	5
15	The writing desk for the visitors is available at the Post Office/s	1	2	3	4	5	1	2	3	4	5
16	The parking facility for the visitors is available at the Post Office/s	1	2	3	4	5	1	2	3	4	5
17	Fire Extinguishers are kept in the post office/s for safety	1	2	3	4	5	1	2	3	4	5
18	Security Guard is deployed at the Post Office/s	1	2	3	4	5	1	2	3	4	5
19	The close circuit cameras are installed at the Post Office/s	1	2	3	4	5	1	2	3	4	5
20	Emergency Help-Line Numbers are displayed at the Post Office/s	1	2	3	4	5	1	2	3	4	5
21	All counters at Post Office/s are adequately manned	1	2	3	4	5	1	2	3	4	5
22	The Post Office/s are having sufficient number of service counters	1	2	3	4	5	1	2	3	4	5
23	Separate counter for the Senior Citizens is available at the Post office/s	1	2	3	4	5	1	2	3	4	5
24	All the counters at the Post Office/s are functioning	1	2	3	4	5	1	2	3	4	5
25	The staplers, pins, gum, pen, calculator, etc., are available at the service counters of the post office/s	1	2	3	4	5	1	2	3	4	5
26	The transaction related stationery, such as, vouchers, slips, forms, etc., are available at the service counters of the post office/s	1	2	3	4	5	1	2	3	4	5
27	The Post Office/s have equipments like, computer, printer, scanner, photocopying machines, etc.,	1	2	3	4	5	1	2	3	4	5
28	The Post Office/s make the changes in its working as per requirement	1	2	3	4	5	1	2	3	4	5
29	The customer Help Desk/'May I Help you' counter is available at the Postal Office/s	1	2	3	4	5	1	2	3	4	5

30	Sign Boards are displayed at the Post Office/s	1	2	3	4	5	1	2	3	4	5
31	The information on the Sign Boards are regularly updated at the post office/s	1	2	3	4	5	1	2	3	4	5
32	We get prompt information at the Post Office/s	1	2	3	4	5	1	2	3	4	5
33	We get information easily at the Post Office/s	1	2	3	4	5	1	2	3	4	5
34	We get information conveniently at the post office/s	1	2	3	4	5	1	2	3	4	5
35	We get accurate information from the Post Office/s	1	2	3	4	5	1	2	3	4	5
36	The Post Office/s deliver prompt services to me	1	2	3	4	5	1	2	3	4	5
37	The Post Office/s give accurate services to me	1	2	3	4	5	1	2	3	4	5
38	The services provided by the Post Office/s are trustworthy	1	2	3	4	5	1	2	3	4	5
39	Services rates charged by the post office/s are reasonable	1	2	3	4	5	1	2	3	4	5
40	It is simple to make transactions at the post office/s	1	2	3	4	5	1	2	3	4	5
41	We are provided receipts for transactions made at the Post Office/s	1	2	3	4	5	1	2	3	4	5
42	We get Pass Book, Savings Certificates, etc. in due time from the Post Office/s	1	2	3	4	5	1	2	3	4	5
43	The staff of Post Office/s replies to our queries	1	2	3	4	5	1	2	3	4	5
44	The staff of Post Office/s gives prompt replies to our queries	1	2	3	4	5	1	2	3	4	5
45	The staff of post office/s has sufficient information	1	2	3	4	5	1	2	3	4	5
46	The staff of post office/s provides correct information to us	1	2	3	4	5	1	2	3	4	5
47	The staff of post office/s has skill to perform job	1	2	3	4	5	1	2	3	4	5
48	The staff of post office/s is trained	1	2	3	4	5	1	2	3	4	5
49	The staff of post office/s is polite	1	2	3	4	5	1	2	3	4	5
50	The staff of post office/s is helpful	1	2	3	4	5	1	2	3	4	5
51	The staff of post office/s is well-mannered	1	2	3	4	5	1	2	3	4	5

52	The staff of post office/s is honest	1	2	3	4	5	1	2	3	4	5
53	The staff of post office/s provides us guidance for the procedural compliances	1	2	3	4	5	1	2	3	4	5
54	The staff of post office/s give explanations to our queries	1	2	3	4	5	1	2	3	4	5
55	The staff of post office/s follows rules and regulations	1	2	3	4	5	1	2	3	4	5
56	The Post Master of the post office/s guides the staff of the Post Office	1	2	3	4	5	1	2	3	4	5
57	The Post Master of the post office/s controls the staff of the Post Office	1	2	3	4	5	1	2	3	4	5
58	The Post Office/s listen to our complains	1	2	3	4	5	1	2	3	4	5
59	The staff of post office/s is prompt to respond our complaints	1	2	3	4	5	1	2	3	4	5
60	Complaint book is available at the post office/s	1	2	3	4	5	1	2	3	4	5
61	The information related with registration of complaints is displayed at the post office/s	1	2	3	4	5	1	2	3	4	5
62	The procedure for registration of our complaints is simple at the post office/s	1	2	3	4	5	1	2	3	4	5
63	The Post Office/s solve our complaints	1	2	3	4	5	1	2	3	4	5
64	Our grievances are solved by the staff of the post office/s	1	2	3	4	5	1	2	3	4	5

[Q.7] Overall how satisfied you are with services provided by the Post Offices on the following aspects? Please state your score against each of these aspects. 1=Highly Dissatisfied; 2=Dissatisfied; 3=Somewhat Satisfied / Can't Say / Undecided; 4=Satisfied; 5= Highly Satisfied

Sr.No.	Selected Criteria	Your Score				
1	Location of the Post Office/s	1	2	3	4	5
2	Timing of the Post Office/s	1	2	3	4	5
3	Ambience of the Post Office/s	1	2	3	4	5
4	Services given to me by the various Counters of the post office/s	1	2	3	4	5
5	Access of the Information at the post office/s	1	2	3	4	5
6	Availability of the Information at the post office/s	1	2	3	4	5
7	Behavior of the staff of Post office/s	1	2	3	4	5
8	Complaint solving by the staff of post office/s	1	2	3	4	5

Q.8. Do you feel that India Post is adopting to the changing scenario? YES NO

Q.9. Do you feel that India Post is adopting the changes according to the expectations of its customers? YES NO

Q.10 Would you prefer to avail 'Financial Services' from Authorized Postal Agents (APAs)?

Never Rarely Sometimes Many times Always

- Q.11 How do you rate 'Investment Services' provided to you by Postal Agents?**
 Poor Fair Average Good Excellent
- Q.12. Have you ever faced any problem/difficulty in receiving postal services?**
 YES NO
- Q.13. Have you any time registered your complaint with the Post Office?**
 YES NO
- Q.14. Would you recommend others to continue to use the postal services?**
 YES NO

ABOUT YOU [Please put a tick (√)]

Age : Below 25 Years 26-45 years 45-60 years Above 60 Years

Gender : Male Female

Educational Qualifications: Less than Graduation Graduation Post Graduation
 Professional Degree/diploma

Marital Status : Unmarried Married

Occupation : Student House Wife Businessman/Woman
 Self-Employed Service Professional

Type of Family: Joint Nuclear

Number of dependents in your family: Up to 3 4 to 5 6to7 More than7

Number of earning embers in family: Single Two Three More than Three

Annual Family Income: Up to Rs.1, 00,000 Rs. 100000 to 300,000
 Rs.300,000 to Rs.600,000 Rs.600000 to Rs.10, 00,000
 More than 10, 00,000

Your Daily Activities: Read Magazines Read Newspapers Watch TV
 Listen Radio Go for walk Physical exercises Meet friends
 Meet Relatives Meet Colleagues

You own and/ or use following: Home Car Color TV Fridge Washing Machine
 Microwave OTG Air Conditioner
 Personal Computer Laptop Camera
 Music System/DVD/MP3 I- Pod Mobile Phone
 Landline Phone Cable TV/ DTH

Media Habits:

- **Name any 3 Newspapers that you read:**
1. _____ 2. _____ 3. _____
- **Name any 3 Magazines that you read:**
1. _____ 2. _____ 3. _____
- **Name your favorite TV Channels:**
1. _____ 2. _____ 3. _____
- **Your Favorite Radio Channels:**
1. _____ 2. _____ 3. _____
- **Do you use internet? Yes No If Yes: Your E-mail Id: _____**
- **Which are your 3 Favorite Websites?**
1. _____ 2. _____ 3. _____
- **Your Favorite Search Engines:**
1. _____ 2. _____ 3. _____

Do you use Mobile Phone? (a) Yes (b) No If Yes: Name of the Brand: _____

Vehicle that You can drive: (a) Two-wheeler (b) Four-wheeler (c) Both (d) Can Not Drive

પ્રશ્નવલીમાંઆપનુંસ્વાગતછે

હુંએમ.એસ.યુનિવર્સિટીનીફેકલ્ટીઓફકોમર્સમાંશિક્ષકહુંઅને‘વડોદરાશહેરમાંડાકસેવામાંગ્રાહકનાસંતોષનીમાપણી’ઉપરસંશોધનકરુંછું.

આપઆપનોકિમતીસમયફાળવીઆપનાકિમતીવિચારો,અભિપ્રાયઅનેઆપનાઅનુભવડાકધરમાંઆપવામાંઆવતીડાકસેવાવિષેઆપવામાટેસંમતથયાતેમાટેઅમોઆપનાખૂબજઆભારીરહીશું.

અમોઆપનેખાતરીઆપીએછે,કેઆસંપૂર્ણશૈક્ષણિકકાર્યછેઅનેઆપનાદ્વારાઆપવામાંઆવતીમાહિતીનુંવિષ્લેષણવ્યક્તિગતધોરણએનહીથાયઅનેતેસંપૂર્ણગોપનીયરાખવામાંઆવશે.

આભાર,

)કલ્પેશપુરોહિત(

મહેરબાનીકરીઆપનાજવાબઉપર)√(નીનિશાનીકેરો.

પ્રશ્ન:૧શુંઆપડાકધરનીમુલાકાતલોછો? હાના

પ્રશ્ન:૨શુંઆપડાકસેવામેળવોઅથવાઉપોયોગકરોછો? હાના

પ્રશ્ન:૩વડોદરાશહેરમાંઆપકયાડાકધરમાંડાકસેવામેળવવામાટેમુલાકાતલોછો?

મારાધરનીનજીકઆવેલુંડાકધરમારર્થલયનીનજીકઆવેલુંડાકધરમારાકામનીથા

/ધંધો/દુકાનનીનજીકઆવેલુંડાકધરએજેટદ્રાસૂચવવામાંઆવેલુંડાકધરઅન્યકોઈડાકધરહેરબાનીકરીસ્પષ્ટકરો(_____

પ્રશ્ન:૪આપકેટેલીવખતડાકધરનીમુલાકાતલોછો?

છમાસમાંએકવખતમહિમાંએકવખતપખવાડિમાંએકવખતઅઠવાડીયામાંએવખત

મેકદિવસનાઅંતરેદરરો

પ્રશ્ન:૫ મહેરબાનીકરીજેલાગુપડતુંહોયતેખાંનામાં)√(નીનિશાનીકેરો.

અનુક્રમ નંબર	વડોદરાશહેરમાંઆવેલડાકઘરદ્વારાઆપવામાંઆવતીપસંદકરેલડાકસેવાઓ	હુંનીચેનીડાકસેવાઓવિષેજાણુંછું	હુંનીચેઆપેલડાકસેવાઓમેળવુંછુંઅથવાઉપયોગકરુંછું
૧	ટિકિટઅથવાકવરનુંવેચાણ		
૨	પાર્સલમેળવણી		
૩	મનીઓર્ડરકરવો		
૪	સ્પીડપોસ્ટ		
૫	વીજબિલનીચૂકવણી		
૬	ટેલિફોનબિલનીચૂકવણી		
૭	ડાકઅથવાટપાલમોકલવા		
૮	રજિસ્ટર્ડપોસ્ટ		
૯	પોસ્ટઓફિસસવિંગબેન્કખાતું		
૧૦	પોસ્ટઓફિસરીકર્ડિંગખાતું		
૧૧	પોસ્ટઓફિસટાઇમડિપોજિટખાતું		
૧૨	પોસ્ટઓફિસમાસિકઆવકયોજના		
૧૪	પોસ્ટઓફિસકિસાનવિકાસપત્રો		
૧૫	પોસ્ટઓફિસલોકલવિધિનિધિ)પી. પી. એફ(ખાતું		
૧૬	પોસ્ટલજીવનવિમાનીવિવિધસેવાઓ		

પ્રશ્ન:૬ મહેરબાનીકરીનીચેઆપેલડાકઘરદ્વારાઆપવામાંઆવતીડાકસેવાઓસંદર્ભનાવિધાનોઅથવાબાબતોઅનેતેનીસામેદર્શાવેલઅંકોપૈકેએકઉપરવર્તુળ

)૦)કરીઆપનીઅપેક્ષાઅનેવાસ્તવિકઅનુભવનોપ્રતિભાવઆપો. અંકોનોમાપદંડ * અપેક્ષા—

૧=સૌથીઓછુંમહત્વનું,૨= મહત્વનુંનહી,૩=સાધારણમહત્વનું,૪=મહત્વનું,૫=સૌથીવધુમહત્વનું *

વાસ્તવિકઅનુભવ—૧=ખૂબજઅસંતુષ્ટ,૨=અસંતુષ્ટ,૩ સાધારણસંતુષ્ટ૪= સંતુષ્ટ૫=ખૂબજસંતુષ્ટ

અનુ.	પસંદકરેલવિધાનોઅથવાબાબતો	આપનીઅપેક્ષા	આપનોઅનુભવ
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નં.		૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૧	ડાકઘરમારાઘરથીઅનુકુળજગ્યાએછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૨	ડાકઘરમારાકાર્યલયથીસુલભજગ્યાએછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૩	ડાકઘરમારાકામનીજગ્યાએથીસુલભજગ્યાએછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૪	ડાકઘરનાકામનાકલાકોમનેઅનુકુળછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૫	ડાકઘરનુંકામનિયતસમયએશરૂથાયછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૬	ડાકઘરનોરિસેસનોસમયમનેઅનુકુળછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૭	ડાકઘરમાંજગ્યાનીમોકળાસછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૮	ડાકઘરમાંપુરતોહવાઉજાસછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૯	ડાકઘરમાંપુરતોપ્રકાશછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૧૦	ડાકઘરસ્વરછરાખવામાંઆવેછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૧૧	ડાકઘરઆરોગ્યપ્રદસ્થિતીમાંછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૧૨	ડાકઘરમાંપીવાનાપાણીનીવ્યવસ્થાછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૧૩	ડાકઘરમાંમુલાકાતીઓમાટેબેસવાનીયોગ્યવ્યવસ્થાછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૧૪	ડાકઘરમાંશૌચાલયછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૧૫	ડાકઘરમાંમુલાકાતીઓમાટેલખવામાટેટેબલછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૧૬	ડાકઘરમાંમુલાકાતીઓમાટેવાહનમુકવાનીસગવડછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૧૭	ડાકઘરમાંઅગ્નિસામકસુરક્ષામાટેરાખવામાંઆવેછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૧૮	ડાકઘરમાંસુરક્ષાકર્મિરાખવામાંઆવેલછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૧૯	ડાકઘરમાંસી.સી.ટી.વી. કેમેરોમુકવામાંઆવેલછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૨૦	ડાકઘરમાંતાત્કાલિકમદદમાટેફોનનંબરદર્શાવેલછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૨૧	ડાકઘરમાંબધીબારીઉપરપુરતામાણસોછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫

૨૨	ડાકઘરમાં પૂરતા પ્રમાણમાં સેવા બારી (Service Counters) છે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૨૩	ડાકઘરમાં વરિસ્થ નાગરિકો માટે અલગ બારી છે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૨૪	ડાકઘરમાં બધી જ બારી ઓઉપર કામ ચાલુ છે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૨૫	સ્ટેપલર, પિન, ગુંદર, પેન, કેલ્ક્યુલેટર જેવી વસ્તુઓ સેવા બારી ઉપર ઉપલબ્ધ છે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૨૬	વ્યવહાર માટે જરૂરી સ્ટેશનરી જેવી કે વાઉચર, સ્લિપ, ફોર્મ વિગેરે સેવા બારી ઉપર ઉપલબ્ધ છે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૨૭	ડાકઘરમાં કમ્પ્યુટર, પ્રિન્ટર, સ્કેનર અને નકલ કાઢી આપનાર મશીન જેવા સાધનો છે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૨૮	ડાકઘર કામ કરવામાં જરૂર મુજબ બદલાવ કરે છે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૨૯	‘ગ્રાહક મદદ ટેબલ’/ ‘શું હું તમને મદદ કરી શકું છું.’ તેવી બારી ડાકઘરમાં ઉપલબ્ધ છે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૩૦	ડાકઘરમાં સંજ્ઞા સૂચક બોર્ડ મુકવામાં આવેલ છે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૩૧	ડાકઘરના સંજ્ઞા સૂચક બોર્ડ ઉપરની માહિતી નિયમિત બદલાવમાં આવે છે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૩૨	ડાકઘરમાં અમોને માહિતી ઝડપથી મળે છે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૩૩	ડાકઘરમાં અમોને માહિતી સરળતાથી મળે છે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૩૪	ડાકઘરમાં અમોને માહિતી સુલભતાથી મળે છે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૩૫	ડાકઘરમાંથી અમોને સાચી માહિતી મળે છે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૩૬	ડાકઘર અમોને ઝડપી સેવા આપે છે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૩૭	ડાકઘર અમોને સારી સેવા આપે છે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૩૮	ડાકઘર દ્વારા આપવામાં આવતી ડાક સેવા ઓવિશ્વાસપાત્ર છે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૩૯	ડાકઘરમાં સેવા શુલ્ક નાદરવાજબી છે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૪૦	ડાકઘરમાં વ્યવહાર કરવો સરળ છે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫

૪૧	ડાકઘરમાંથીઅમોનેવ્યવહારનીરસિદમળેછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૪૨	ડાકઘરમાંથીઅમોનેપાસબુક,બચતપત્રોવિગેરેસમયસરમળેછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૪૩	ડાકઘરકર્મચારીવર્ગદ્વારાઅમારીમુઝવણનાજવાબઅપાયછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૪૪	ડાકઘરકર્મચારીવર્ગઅમોનેમુઝવણનાજવાબજલ્દીથીઆપેછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૪૫	ડાકઘરકર્મચારીવર્ગપાસેપૂરતીમાહિતીહોયછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૪૬	ડાકઘરકર્મચારીવર્ગઅમોનેસાચીમાહિતીપુરીપાડેછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૪૭	ડાકઘરકર્મચારીવર્ગપાસેકામકરવાનીઆવડતછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૪૮	ડાકઘરકર્મચારીવર્ગતાલીમબદ્ધછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૪૯	ડાકઘરકર્મચારીવર્ગવિનમ્રછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૫૦	ડાકઘરકર્મચારીવર્ગમદદરૂપથાયછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૫૧	ડાકઘરકર્મચારીવર્ગસારુંવર્તનદાખવેછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૫૨	ડાકઘરકર્મચારીવર્ગપ્રામાણિકછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૫૩	ડાકઘરકર્મચારીવર્ગઅમોનેકામપૂર્ણકરવામાટેમાર્ગદર્શનઆપેછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૫૪	ડાકઘરકર્મચારીવર્ગઅમોનેમુઝવણમાટેસમજણઆપેછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૫૫	ડાકઘરકર્મચારીવર્ગડાકનિયમોનુંપાલનકરેછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૫૬	પોસ્ટમાસ્ટરડાકઘરમાંકર્મચારીવર્ગનેમાર્ગદર્શનઆપેછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૫૭	પોસ્ટમાસ્ટરડાકઘરમાંકર્મચારીવર્ગઉપરઅંકુશરાખેછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૫૮	ડાકઘરઅમારીફરિયાદસાંભળેછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૫૯	ડાકઘરઅમારીફરિયાદનોઝડપીજવાબઆપેછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૬૦	ફરિયાદપોથીડાકઘરમાંઉપલબ્ધછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫

૬૧	ફરિયાદનંધાવવામાટેનીમાહિતિડાકઘરમાંદર્શાવેલછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૬૨	ડાકઘરનીફરિયાદનોંધણીપ્રક્રિયાસરળછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૬૩	ડાકઘરઅમારીફરિયાદનોઉકેલલાવેછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫
૬૪	ડાકઘરકર્મચારીવર્ગઅમારીતકરારનોઉકેલલાવેછે.	૧	૨	૩	૪	૫	૧	૨	૩	૪	૫

પ્રશ્ન:૭સમગ્રરીતેઆપડાકઘરદ્વારાઆપવામાંઆવતીસેવાવિષેકટેલાસંતુષ્ટોતેનીચેદર્શાવેલમુદ્દાનીસામેઆપનુંમૂલ્યાંકનકરીજણાવો. *વાસ્તવિકઅનુભવ :- ૧ = ખૂબજઅસંતુષ્ટ, ૨ = અસંતુષ્ટ,૩ = સાધારણસંતુષ્ટ,૪ = સંતુષ્ટ,૫ = ખૂબજસંતુષ્ટ

અનુક્રમનંબર	પસંદકરેલમાપદંડ / મુદ્દા	આપનુંમૂલ્યાંકન				
૧	ડાકઘરનુંસ્થળ	૧	૨	૩	૪	૫
૨	ડાકઘરનોસમય	૧	૨	૩	૪	૫
૩	ડાકઘરનુંઆંતરિકવાર્તાવરણ	૧	૨	૩	૪	૫
૪	ડાકઘરમાંથીમનેઆપવામાંઆવતીવિવિધસેવાબારીઉપરનીસેવા	૧	૨	૩	૪	૫
૫	ડાકઘરનોમાહિતીપ્રસાર	૧	૨	૩	૪	૫
૬	ડાકઘરમાંથીમાહિતીનીઉપલબ્ધી	૧	૨	૩	૪	૫
૭	ડાકઘરકર્મચારીવર્ગનુંવર્તન	૧	૨	૩	૪	૫
૮	ડાકઘરકર્મચારીવર્ગદ્વારાફરિયાદનિવારણ	૧	૨	૩	૪	૫

પ્રશ્ન:૮શુંઆપમાનોછોકેભારતીયડાકબદલાતીપરિસ્થિતીનેઅનુરૂપથાયછે?હાના

પ્રશ્ન:૯શુંઆપમાનોછોકેભારતીયડાકગ્રાહકોનીઅપેક્ષાઅનુસારજરૂરીબદલાવલાવેછે?હાના

પ્રશ્ન:૧૦શુંઆપ'નાણાકીયસેવાઓ'ડાકઅધિકૃતએજેટ'દ્વારામેળવવાનુંપસંદકરશો?

ક્યારેયનહિક્યારેકજઅમુકવખતવારંવારહંમેશાં

પ્રશ્ન:૧૧ડાકએજેટદ્વારાઆપવામાંઆવતી'રોકાણવિષયક'સેવાઓનેઆપકેવીરીતેમુલવશો?

ખૂબજખરાબસામાન્યસરેરાસસારીઉત્તમ

પ્રશ્ન:૧૨ શું આપેડાકસેવામેળવવામાંકોઈપ્રશ્નકેમુશ્કેલીઅનુભવીછે? હાના

પ્રશ્ન:૧૩ શું આપેડાકઘરમાંકચારેયપણફરિયાદનોંધાવીછે?હાના

પ્રશ્ન:૧૪ શું આપઅન્યનેડાકઘરનીસેવાઓમેળવવામાટેસૂચનકરશો?હાના

આપનાવિશે :] યોગ્યજગ્યાએ)√ (નિશાનીકરો]

- વય: ૨૫વર્ષથીનીચે૨૬થી૪૫વર્ષ૪૬થી૬૦વર્ષ૬૦વર્ષઉપર
- જાતિ: પુરુષસ્ત્રી
- શૈક્ષણિકલાયકત :સ્નાતકથીઓછુંસ્નાતકઅનુસ્નાતકવ્યવસાયલક્ષીઉપાધિ/ડિપ્લોમા
- વૈવાહિકદરરજો :અપરણિતપરણિત
- વ્યવસાય:વિધાર્થીગૃહિણીધંધાર્થીસ્વરોજગારનોકરીસ્વતંત્રવ્યવસાય
- કુટુંબનોપ્રકાર:સંયુક્તવિભક્ત
- કુટુંબમાંઆપનાઉપરનિર્ભરસભ્યોનીસંખ્યા:એકબેત્રણત્રણથીવધુ
- કુટુંબમાંકમતાવ્યક્તિનીસંખ્યા : એકબેત્રણત્રણથીવધુ
- વાર્ષિકકૌટુંબિકઆવક:રૂ.૧૦૦૦૦૦સુધી રૂ. ૧૦૦૦૦૦થી૩૦૦૦૦૦
રૂ.૩૦૦૦૦૦થી૬૦૦૦૦૦રૂ.૬૦૦૦૦૦થી૧૦૦૦૦૦૦રૂ.૧૦૦૦૦૦૦થીવધુ
- આપનીરોજિંદીપ્રવૃત્તિઓ:સામાયિકવાંચવું વર્તમાનપત્રવાંચવું ટી.વી.જોવું
રેડિયોસાંભળવો ચાલવાજવું શારીરિકવ્યાયામમિત્રોનેમળવુંસગાસંબંધીઓનેમળવું
સહકર્મચારીનેમળવું
- નીચનાપૈકીઆપમાલિકીઘરવોછો/વાપરોછો:મકાન ગાડી રંગીનટી.વી. ફ્રિજ
વોશિંગમશીનમાઇક્રોવેવઓવનએરકંડિશનરપર્સનલકમ્પ્યુટરલેપટોપકેમેરો
 મ્યુજિકસિસ્ટમ/ડીવીડી આઈ-પોડ મોબાઇલફોન લેન્ડલાઇનફોન
કેબલટી.વી./ડી.ટી.એચ
- માધ્યમોનોઉપયોગ:
-આપવાંચતાહોયતેવાકોઈત્રણવર્તમાનપત્રો:- ૧_____ ૨_____ ૩_____

- આપવાંચતાહોયતેવાકોઈત્રણસામાયિક :- ૧ _____ ૨ _____ ૩ _____

- આપનેપસંદહોયતેત્રણરેડિયોચેનલ :- ૧ _____ ૨ _____ ૩ _____

શુંઆપઇન્ટરનેટનોઉપોયાગકરોછો.હાના

શુંઆપમોબાઇલફોનનોઉપોયોગકરોછો.હાનાજોહાહોયતોકંપનીનુંનામ:_____

આપચલાવીશકતાહોયતેવાવાહનો :- દ્વીચક્રીવાહન ચારપેડાંવાળાવાહન

વાહનચલાવીશકતોનથી

તારીખ :- _____

PART – II
AUTHORIZED POSTAL AGENTS’
(APAs) STUDY

An attempt has been made by the researcher also to present separately research methodology adopted for Authorized Postal Agents’ (APAs) research study which has been narrated as follows:

3. II.1: A BRIEF ABOUT THE APAs RESEARCH STUDY:

The research on customer satisfaction has been gaining more weight for the marketers in the present day dynamic business environment that has aim to develop and alter appropriate business strategies for building and improving image in the market by measurement of service quality, and thereby ensuring scaling new heights in the market place. With the passage of time, to ensure better performance in the market from customers’ perspective, the marketers have become more vigilant with regard to the role of ‘Internal Customers’, who are recognized as an instrument to ensure desired level of satisfaction to an end customers. The survival and growth of any firm rest upon their ability to attract and retain customers as service providers have realized that high buyers’ turnover could be a severe symptom and apprehension in the marketplace.

In this regard an empirical study was decided to carry out to examine and measure service quality and customers’ satisfaction (Expectation versus Experience) with regard to postal services as offered in the Vadodara City in the State of Gujarat. The researcher has made an attempt to cultivate an understanding on selected Authorized Postal Agents’ (APAs) expectations and experiences on service quality on the selected postal services in the City of Vadodara in the State of Gujarat. The researcher has also investigate in to overall awareness, expectations, satisfaction or dissatisfaction of selected Authorized Postal Agents (APAs) who had visited and had also availed selected postal services as offered to them by the post offices located in the City of Vadodara in the State of Gujarat.

3. II.2: KEY TERMS OF THE RESEARCH STUDY:

Service, Postal Services, India Post, Customer, Satisfaction, Customer, Authorized Postal Agents (APAs).

Note:

The above terms have been explained in the Part-I of the study covered in this chapter which may please be noted.

3. II.3: RATIONALE OF THE APAs RESEARCH STUDY:

This research study had attempted to critically evaluate policy aspects and or prevalent practices as well as marketing activities concern with offering of Indian Postal services by the selected Authorized Postal Agents [APAs]. APAs are largely responsible for offering various kinds of Indian postal services largely described and called as financial services within and outside the Post-Offices as well as also at the residential locations of the existing and prospective customers. The visits of various selected APAs was therefore made to collect information and gather primary data on offering of various kinds of selected financial services as offered to the customers residing in the Vadodara City in the State of Gujarat. The researcher has measured and evaluated selected APAs' overall awareness, expectations, and opinion on selected criteria related with Indian Postal Services. The researcher has also listed out various suggestions gathered from APAs' for bringing out an overall qualitative improvement for delivering better quality postal services that shall be beneficial to the customers as well as for the service provider.

3. II.4: SCOPE AND COVERAGE OF THE APAs RESEARCH STUDY:

This empirical research study was undertaken mainly to investigate and submit report on measurement of customer satisfaction of selected APAs functioning and rendering investment/financial services in the different post offices located in the City of Vadodara in the State of Gujarat. It has been carried out with personal interaction and primary data and information gathered on selected criteria through use of Structured Non-Disguised questionnaire on service quality, level of satisfaction of APAs with regards to services offered to them by different post offices located in the City of Vadodara in the State of Gujarat. It also aimed at examining possibility and avenues for improvement of service quality and thereby increasing performance of postal services in the City of Vadodara in the State of Gujarat. The scope of this research study was mainly restricted to APAs deployed in various post offices in the City of Vadodara in the State of Gujarat.

The researcher has obtained information on overall opinion, experiences, expectations, and responses of selected APAs' regarding selected financial/investment services as provided by them to selected customers.

3. II.5: OBJECTIVES OF THE APAs RESEARCH STUDY:

The research study was carried out with following broad objectives:

- To study the causes for satisfaction and or dissatisfaction of selected APAs on offering of selected financial services to the customers residing in the City of Vadodara in the State of Gujarat;
- To recommend policy change in services offered by post offices considering responses of APAs with regard to their expectations and experiences;
- To study administrative responses; work environment, constrains and utility of APAs' with regard to various services offered by selected post offices located in the City of Vadodara in the State of Gujarat;
- To evaluate growth and reasons for the development of services offered by India Post in the State of Gujarat;
- To study and evaluate marketing efforts of the selected APAs' for increasing volume of their business; profitability regarding selected financial services as offered to the customers residing in the Vadodara City in the State of Gujarat;
- To learn about practices and policy adopted by India post for providing motivation to APAs working in various post offices in the City of Vadodara in the state of Gujarat.

3. II.6: RESEARCH QUESTIONS OF THE RESEARCH STUDY:

The researcher has laid down following research questions for the empirical research study:

- What leads to satisfaction/dissatisfaction to the selected APAs' functioning in various post offices in the City of Vadodara in the State of Gujarat?
- What kind of administrative changes needed for ensuring an overall qualitative improvement in rendering of services in the post offices to the customers?
- With what work environment, conditions, facilities and constraints APAs are functioning in the selected post offices in the Vadodara City in the State of Gujarat?
- What are aspirations, expectations and experiences of selected APAs functioning in the selected post offices in the Vadodara City in the State of Gujarat?

- What business practices and modality the selected APAs' are adopting for serving customers in the City of Vadodara in the State of Gujarat?

3. II.7: AN ILLUSTRATIVE LIST OF HYPOTHESES OF THE APAs RESEARCH STUDY:

- ✚ There is no association between overall awareness of selected APAs on selected services that are being offered by post offices in the Vadodara City of the Gujarat State vis-à-vis selected APAs background variables viz., age, gender, marital status, occupation, educational qualifications and income.
- ✚ The actual expectation of selected APAs on ambience of the post office, timings of the functioning of the post office, availability and access of information at the post office, counter service quality, behaviour of staff of the post office, complaint handling and motivation of APAs vis-a-vis selected APAs' background variables viz., age; gender; marital status; occupation; educational qualifications and income are independent.
- ✚ The actual experience of selected APAs on selected criteria viz., ambience of the post office, timings of the functioning of the post office, availability and access of information at the post office, counter service quality, behaviour of staff of the post office, complaint handling and motivation to APAs vis-a-vis selected APAs' background variables viz., age; gender; marital status; occupation; educational qualifications, and income are independent.
- ✚ The perceived importance of selected APAs on selected criteria viz., ambience of the post office, timings of the functioning of the post office, availability and access of information at the post office, counter service quality, behaviour of staff of the post office, complaint handling and motivation to APAs vis-a-vis selected APAs' background variables viz., age; gender; marital status; occupation; educational qualifications, and income are independent.
- ✚ The actual experience of selected APAs on selected criteria viz., ambience of the post office, timings of the functioning of the post office, availability and access of information at the post office, counter service quality, behaviour of staff of the post office, complaint handling and motivation to APAs vis-a-vis selected APAs' frequency of visit to the selected post offices in the City of Vadodara in the State of Gujarat are independent.

- ✚ The perceived importance of selected APAs on selected criteria viz., ambience of the post office, timings of the functioning of the post office, availability and access of information at the post office, counter service quality, behaviour of staff of the post office, complaint handling and motivation to APAs vis-a-vis selected APAs frequency to visit to the selected post offices in the City of Vadodara in the State of Gujarat are independent.

3. II.8: RESEARCH DESIGN OF THE APAs STUDY:

The research design of this empirical research study considering its objectives, scope and coverage is exploratory as well as descriptive in nature.

3. II.9: RESEARCH METHODOLOGY:

The researcher has tried to narrate various methodological procedural steps together with conceptual aspects concerning to the research methodology that includes various components of the research such as objectives and rationale of the study, basic terms, research questions of the study, scope and coverage, research design of the study, sources of data, decisions on sampling, drafting of the research instrument, hypotheses, data analysis and interpretation of the research study; results, findings and implications of the research study; conclusions and suggestions of the research study together with its limitations respectively.

3. II.9.1: Secondary Data/Information:

The researcher has made possible efforts in order to collect available information from various secondary sources that have been outlined in brief as follows:

3. II.9.1 (i): Sources of Secondary Data:

The researcher has gathered and analyzed relevant information for having its rational review that had been collected from various sources of published secondary data viz., newspapers; research journals; published as well as unpublished reports; websites, and search engines. The major newspapers referred by the researcher include vernacular, regional and national viz., Sandesh, Gujarat Samachar, the Times of India and the Economic Times. The researcher had also referred various research journals relating on chosen area of the research study.

List of research journals included viz.; Journal of Marketing Research, Journal of Marketing Science, Journal of Marketing, Journal of Service Research, International Journal of Service Industry Management, Journal of Marketing Research, Journal of Quality & Reliability Management, Journal of Consumer Research, Managing Service Quality, respectively.

The researcher has also made use of various websites, and search engines available on Internet.

3. II.9.2: Collection of the Primary Data:

The primary data had been gathered using Structured-Non-Disguised Questionnaire through personal interviewing of the selected APAs' who have been rendering various kinds of selected financial/investment services to the customers residing in the Vadodara City in the State of Gujarat. The primary data had been collected during the time period between March-2013 to September-2013 from APAs rendering services at different post offices located in the City of Vadodara in the State of Gujarat. The separate Structured Non-Disguised Questionnaire as a research instrument was drafted and used for data collection from selected APAs.

The primary data had been gathered from total number of 318 APAs and finally responses of total number of 300 APAs were considered for final data analysis. Selected APAs included both the category of Agency holder (SAS and MPKBY Agency) who have been rendering services in various post offices located in the Vadodara City of Gujarat state.

3. II.9.3: Research Instrument Used in the APAs Research Study:

The researcher has used of Structured Non-Disguised Questionnaire for gathering of the primary data from the selected APAs who have been rendering services to customers in the different post offices located in the City of Vadodara in the State of Gujarat.

3. II.9.4: Sampling Decisions:

As the researcher carried out the research study with a primary focus of approaching those APAs who have been visiting the post offices and have been availing and rendering services in different post offices located in the City of Vadodara in the State of Gujarat. The researcher has considered total 300 APAs as adequate number from amongst total APAs who have been functioning in the city of Vadodara. In order to have fair and true representation of the responses, an attempt was also made to contact different APAs who have been visiting different post offices located in the City of Vadodara.

A summary presentation of sample size of 300 selected APAs who have been selected from different post offices located in various localities in the City of Vadodara in the State of Gujarat is given as follows:

Table Number: 3.II.01: Sample Size of the Research Study (Part-B)

Sr.No	Name of the Post office (Location in the City of Vadodara)	Sample Size Numbers of APAs	Sr. No.	Name of the Post office (Location in the City of Vadodara)	Sample Size Numbers of APAs
Non-Delivery Town Sub- Post offices			Town Delivery Sub- Post offices		
01	Alkapuri	07	19	Vadodara HO	06
02	Baranpura	08	20	Fatehgunj HO	08
03	Dandia Bazar	10	21	Chemical Ind.	09
04	C.E.B.	09	22	Pratapnagar	06
05	ID Hospital	08	23	Fatehpura	07
06	Chhani Road	08	24	Race Course	09
07	KhanderaoMkt	09	25	EME Vadodara	08
08	Madan Zampa	06	26	ONCC	08
09	Mandvi	07	27	Makarpura IE	08
10	Pratapganj	06	28	Manjalpur	08
11	PadmavatiChogan	07	29	Atladra	08
12	Pratapnagar RS	08	30	Maneja	09
13	Sayajigunj	06	31	Makarpura	06
14	SK Colony	06	32	VN Colony	08
15	SN Society	07	33	Gorwa IE	09
16	Saradnagar	09	34	Wadi SN Road	07
17	Wadi Vadodara	06	35	Karelibaug	06
18	Waghodia Road	08	36	Ajwa Road	08
			37	Akota	06
			38	TB Sanatorium	07
			39	Harni Colony	06
			40	Subhanpura	08
Total Number of sample selected					300

Source: Fieldwork.

Out of approached APAs, the researcher had finally considered responses of 300 APAs for the purpose of data analysis and interpretation under the research study. Duly filled up and edited structured questionnaires have been tabulated and analyzed with the help of SPSS 15.0.

3. II.9.4.1: A Sampling Design of the APAs Research Study:

The non-probability sampling design was applied by the researcher.

3. II.9.4.2: The Sampling Methods of the APAs Research Study:

The convenience and judgmental sampling methods were applied for drawing APAs from amongst the selected post offices located in the City of Vadodara in the State of Gujarat.

3. II.9.4.3: Sampling Media:

The representative samples were drawn in person for administering Structured Non-Disguised Questionnaire by the researcher for the collection of the needed primary data from the selected APAs who have been availing services from post offices and rendering services to customers in the various post offices located in the City of Vadodara in the State of Gujarat.

The researcher had collected primary data from amongst 300 selected APAs by personally visiting the post offices in the City of Vadodara as well as residential accommodations of them.

3. II.10: DRAFTING OF THE STRUCTURED NON-DISGUISED QUESTIONNAIRE:

An attempt has been made by the researcher to give a brief idea on drafting of the research instrument that is used to collect primary data from selected sample of APAs who have been availing services from the post offices and rendering services to customers in the selected post offices that are located in the City of Vadodara in the state of Gujarat.

The structured questionnaire was sub-divided into seven (07) parts.

The first part had dealt with how long APAs have been functioning in the Post offices, their frequency of visit to the post office (Less than 5 times, 5 to 10 times, 10 to 15 times, 15 to 20 times and More than 20 times) and the type of the agency they hold as APAs that is SAS/MPKBY or Both SAS And MPKBY respectively.

The second part had aimed at collecting data and information on APAs awareness and actual use of 06 identified postal services as generally used by them as investment instruments or schemes.

The third part of the structured questionnaire had included questions to measure APAs' 'Expectations' and 'Experiences' on selected postal services with selected magnitude of study. A thorough list of 55 items were laid down on 5 point scale (Scale of Expectation was defined as : 1= Least Important; 2=Unimportant; 3=Somewhat Important; 4=Important; 5=Most Important for Actual Experience it was defined as: 1 = Highly Dissatisfied, 2=Dissatisfied, 3=Somewhat Satisfied / Can't Say / Undecided; 4=Satisfied and 5= Highly Satisfied respectively.

The fourth part of the structured questionnaire had covered questions to check internal validity and reliability of the questionnaire. Separate questions were asked to select APAs to measure their overall expectations and experiences on selected criteria concerning postal services.

The fifth part of the structured questionnaire had covered questions to collect information on opinion of the selected APAs on as to whether India Post is adopting to the changing scenario, according to the expectations of the customers or not?

The sixth part of the structured questionnaire was carried out gathering data and information on opinion about major changes that India Post should adopt to deliver better customer satisfaction. It had considered 10 items related to measures and the changes for delivery of better customer satisfaction measured on 5 point scale defined as: 1= Strongly Disagree 2= Disagree 3= Somewhat Agree 4= Agree 5= Strongly Agree respectively.

The seventh part of the structured questionnaire aimed at obtaining data and information on selected demographic characteristics of selected APAs viz., age; gender marital status; educational qualifications of selected APAs.

3. II.10.1: Reliability of the Structured Questionnaire:

Reliability refers to the extent to which a scale produces consistent results if repeated measurements are made on the items/variables/characteristics/parameters. One of the popular approaches for checking reliability includes the Internal Consistency Reliability Method which is used to evaluate the reliability of a summated scale where several items are summed to form a total score. The simplest measure of Internal Consistency is Split-Half-Reliability. A popular approach of overcoming this problem is to use the Coefficient Alpha or Cronbach's Alpha which is the average of all possible Split – Half Coefficients resulting from different ways of splitting the scale items. This coefficient varies from 0 to 1, and average of 0.6 or less generally reveals unsatisfactory internal consistency reliability. The reliability tests were operationalized to decide how strongly the attitudes were related to each other and to the composite score. Reliability tests were carried out to decide how strongly the attitudes were related to each other and to the composite score. All dimensions of the structured questionnaire related with measurement of selected APAs satisfaction were tested, and the Cronbach's alpha ranged from 0.627 to 0.844 which showed internal reliability of the scale. The reliability of a scale as measured by Coefficient Alpha reflects the degree of cohesiveness among the scale items (Naresh K. Malhotra, 2007; Jum C. Nunnally, 1981, and Puay Cheng Lim & Nelson K. H. Tang, 2000)¹¹.

Table Number: 03: II: 02
Table Showing Summary of Indicators and Reliability Alpha Score

Sr. No.	Selected Criteria	Cronbach's Alpha Coefficient
01	Ambiance of the Post office	0.627
02	Services given by the Service Counters of the post office	0.725
03	Availability of the Information at the post office	0.844
04	Behavior of the staff of Post office	0.771
05	Complaint solving by the Post Office	0.698
06	Motivation to APAs	0.737
	Overall Reliability Score of 55 Items Covered by 6Criteria	0.743

Source: Fieldwork.

Note:

The structured Questionnaire put to use for the purpose of collection of the primary data has been enclosed at the end of this chapter number three. The researcher has also attached the figure of “Map of Vadodara” to provide geographical location of the Vadodara City of Gujarat State given at the end of Appendices of this theses [Please Refer List of Appendices].

3. II.10.2: Validity of the Structured Questionnaire:

In this empirical research study while undertaking the pilot study, the structured questionnaire was given to Authorized Postal Agents (APAs) for their valuable feedback and opinion on design of structured questionnaire to be used for collection of primary data for measurement of selected APAs satisfaction. It had total number of 09 questions which consisted of Demographic variables (07 criteria); General variables of APAs' expectations and their experience related to working and using Postal services (55 criteria grouped under Q. No. 01 to Q. No. 05); and overall satisfaction (06 criteria under Q. No. 06) have been included in it (Naresh K. Malhotra, 2007; ^{R.D.} Sharma & HardeepChahal, 1999; Parasuraman et. al., 1991)¹².

Table Number: 03: II: 03**Table Showing Comparison of Mean Scores of Extent of Selected APAs' Opinion about Services Provided by Post Offices Located in Vadodara City**

Selected APAs' Opinion on Selected Criteria		Selected APAs' Opinion on Selected Criteria		Difference in Mean Count (Column 2 – Column 4)
Rating Scale 1 (Highly Dissatisfied) to 5 (Highly Satisfied)				
(Q-6 - 1 to Q-6-64)	Mean Score (Rank)	(Q-7 -1 to Q-7-7)	Mean Score (Rank)	
1	2	3	4	5
Ambience of the Post Offices	3.98	Ambience of the Post Offices	3.44	0.54
Services given by the various Counters of the post offices	2.46	Services given by the various Counters of the post offices	2.74	-0.28
Access / Availability of the Information at the post offices	3.47	Access / Availability of the Information at the post offices	3.65	-.018
Behaviour of the staff of Post offices	2.67	Behaviour of the staff of Post offices	2.49	0.18
Complaint solving by the staff of post offices	3.62	Complaint solving by the staff of post offices	2.87	0.75
Motivation to APAs	2.44	Motivation to APAs	2.30	0.14
Overall Average	3.106	Overall Average	2.915	0.191

The researcher had also measured convergent validity by comparing mean scores of scale with other measures of the same construct. It was evident from the above given table that the means of same construct were measured and less variation was observed in the given question categories and average satisfaction score was found to be as similar. Majority of the APAs were found as placed between Highly Dissatisfied to Highly Satisfied category respectively.

3. II.11: DATA ANALYSIS AND INTERPRETATION:

The forth chapter of the Thesis is sub divided into two parts. The part one has dealt with selected customers' study whereas the part two is devoted to measure satisfaction of selected Authorized Postal Agents (APAs). Data analysis in the part one of the chapter has also given information on customers' visit to the post offices and assurance for Availing services from the post offices, number of times they visited the post office (Frequency of Visit), location of the post offices that they visited, their awareness and usage of various postal services during their visit respectively.

The researcher had also evaluated selected APAs overall 'Expectations and Experiences' on selected aspects of postal services viz., location, Timings of the post office , ambience of the post office, access and availability of information, counter services , behaviour of the staff and complaint handling at the post office. The second part of this research study has offered results from the view point of APAs. Data analysis in this chapter of part two has also given information on whether selected APAs were found to be satisfied with the service quality they have experienced or not that was evaluated against their expectation for their visits and functioning at the various selected post offices located in the City of Vadodara in the State of Gujarat.

3. II.12: FINDINGS OF THE RESEARCH STUDY:

The Chi-square test and Factor analysis have been applied for testing of hypotheses for providing findings and implications of this empirical research study. The findings of the research study had revealed that overall experience and expectation of selected APAs towards selected aspects of the post office relating to Location, Timings of the functioning, Ambience, Access and availability of information, Counter services, Behaviour of the staff and Complaint handling towards selected post offices were found as dependent on selected demographic characteristics/variable.

These demographic variables includes age, gender, marital status, income, occupation & educational qualification in some of the criteria while other criteria it was found as independent . It provides insight into different dimensions of satisfaction that need to be ensured by the post offices located in the City of Vadodara in the State of Gujarat in order to attract, maintain and retain customers for a long period of time. The findings of the research study part one and two is separately provided in detail in chapter number five of the Thesis.

3. II.13: CONCLUSIONS, RECOMMENDATIONS & SUGGESTIONS OF THE RESEARCH STUDY:

The researcher has offered conclusions of the study supported with implications in the last chapter of the Thesis.

3. II.14: CHAPTERISATION SCHEME OF THE THESIS:

The thesis has been organized into six chapters. A brief outline of each of the chapter has been given as follows:

Chapter-1: Review of India Post:

The first chapter has attempted to offer an overview of India post with its evolution as well as growth and its development too has been covered in it. The researcher has provided brief sketch of India Post by giving brief explanation on selected aspects such as viz., History of India Posts, governance, organization and administrative setup, growth, performance and major services offered by it, latest developments in the functioning and operations that have taken place in India Post too has been covered in it together with major issues being faced in the functioning of India post have been also included in it.

Chapter-2: Review of Literature:

The chapter number two has provided review of literature pertaining to the area and selected topic of this research study which has been sub-divided in to three parts as viz., General Review of Literature; Relevant Review of Literature, and Specific Review of Literature respectively. An appropriate summary in tables have been given followed by the review of literature at the end of the chapter. The researcher has made use of various research journals and other diverse secondary sources that were available for obtaining research papers have been acknowledged in the Thesis.

Chapter-3: Research Methodology:

This chapter has dealt with procedural aspects concerning Research Methodology. It consists of two separate set of major decisions pertaining to the research methodology adopted by the researcher viz., Part –I called as Customers’ Study, and Part-II identified as Authorized Postal Agents (APAs) Study respectively. It has given explanation and rationale for selected research design and sampling decisions along with significance of the research study. It has also covered scope and coverage of the research study and limitations of the research study too have been provided at the end of it.

Chapter-4: Data Analysis, and Interpretations:

This chapter has explained researcher’s adopted method applied for data collection and its rationale, tools and techniques as well as statistical methods applied for data analysis as well as software used for the purpose of analysis and drawing interpretations. The researcher had approached customers on convenience basis and Structured Non-Disguised questionnaire was put to use as an instrument for primary data collection.

With the help of Statistical Software, SPSS-15 version analysis was carried out. The researcher had also given Frequency Distribution, Testing of Hypothesis as well as Factor Analysis for the purpose of data analysis and interpretation.

Chapter-5: Findings and Implications of the Research Study:

Under this chapter, an attempt has been made to present findings concerning demographic profile of the respondents, frequency of their visit to the post offices, awareness, and usage of various services offered by post offices and expectations and experiences of selected respondents for their visit to the post offices in the City of Vadodara in the State of Gujarat. Due diligence is discharged and care has been taken to present findings in simple language to give clear understanding of it to the readers.

Chapter-6: Conclusions, Suggestions and Recommendations of the Research study:

The last chapter contains researcher's own inferences, observations, experiences and conclusions drawn together with justification based on collected and available statistics. An attempt has been made to suggest some significant areas where improvement is expected for the betterment of the system under review.

3. II.15: LIMITATIONS OF THE RESEARCH STUDY

- As study requires collection of primary data through use of structured-non-disguised questionnaire based on an empirical field survey, all efforts were made to check, reduce and minimize irrelevant and vague responses as provided by the selected respondents that may lead to distortion of rational data information, analysis and findings.
- As this empirical field study was mainly undertaken based on collection of primary data and information mainly from urban population, it would be inappropriate to generalize it as fit and good for the population residing in rural areas.
- The study was mainly carried out in the City of Vadodara in the State of Gujarat hence this research work does not aimed to cover the total picture of customers residing in other parts of India.
- The quantitative method was put to use for establishing relationships between variables, but it could be considered weak in identifying the reasons for those relationships as the case may be.
- The findings of the research study are suffering limitations of sampling design as followed by the researcher.

- Errors due to misinterpretation or misunderstanding or customers' or APAs inattention might have systematically affected results of this research study.

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WELCOME TO THE QUESTIONNAIRE

Sir/Madam,

I am a faculty member of the Faculty of Commerce, M.S. University of Baroda, pursuing a research study on **“Measuring the Customers’ Satisfaction of the Postal Services in the Vadodara City”**. We will be grateful to you if you kindly agree to spare your valuable time for it and provide us with your valuable views, opinions, and also share your experiences on the performance of the various Post Offices in delivering the postal services. We assure you that it is purely an academic exercise and the information supplied by you would not be analyzed on the individual basis and it would be kept strictly confidential.

Thanking You, We remain,

(Shri Kalpesh Purohit)

Q.1 Since how long are you working as an Authorized Postal Agent (APA)?

Less than 5 years More than 5 years but less than 10 years
More than 10 years but less than 15 Years More than 15 years

Q.2 What type of Agency do you hold?

Standardize Agency System (SAS) MPKBY Agency (For Recurring Deposit)
Both SAS & MPKBY Agency

Q.3 How frequently do you visit to a Post Office in one month?

Less than 5 times 5 to 10 times 10 to 15 times 15 to 20 times
More than 20 times

Q: 4 Please put a tick (√) on following two boxes separately as the case may be:

Sr. No.	Selected Post office Investment Scheme	I Know about the following Post office Investment Scheme	I have used/ availed the following Post office Investment Scheme
01	Post Office Savings Bank Deposit Account		
02	Post Office Recurring Deposit Account		
03	Post Office Time Deposit Account		
04	Post Office Monthly Income Scheme		
05	Post Office National Savings Certificates		
06	Post Office KisanVikasPatra		

Q.5 Please encircle on ANY ONE of the following numbers given against each of the Statements/Items relating to Your Expectations and Actual Experiences about the Postal Services as provided by the Post Offices of 5 Scales defined as for **Expectation: 1= Least Important; 2=Unimportant; 3=Somewhat Important; 4=Important; 5=Most Important and **Actual Experience: 1 = Highly Dissatisfied, 2=Dissatisfied, 3=Somewhat Satisfied / Can't Say / Undecided; 4=Satisfied and 5= Highly Satisfied**)**

Sr. No.	Selected Statements/ Items	Your Expectation					Your Experience				
		1	2	3	4	5	1	2	3	4	5
01	Post Office is located at a convenient place	1	2	3	4	5	1	2	3	4	5
02	The working hours of the Post Office is convenient to me	1	2	3	4	5	1	2	3	4	5
03	The Post Office starts functioning as per the notified time	1	2	3	4	5	1	2	3	4	5
04	The timing of Recess of the Post Office is convenient to me	1	2	3	4	5	1	2	3	4	5
05	The Post Office is spacious	1	2	3	4	5	1	2	3	4	5
06	The proper ventilation inside the Post Office is available	1	2	3	4	5	1	2	3	4	5
07	The Post Office has proper illumination	1	2	3	4	5	1	2	3	4	5
08	The Post Office is kept clean	1	2	3	4	5	1	2	3	4	5
09	There is provision for drinking water at the Post Office	1	2	3	4	5	1	2	3	4	5
10	There is adequate sitting arrangement for Authorized Postal Agents(APAs) in the Post Office	1	2	3	4	5	1	2	3	4	5
11	The facility of wash room is available at the Post Office/s	1	2	3	4	5	1	2	3	4	5
12	The writing desk for Authorized Postal Agents(APAs) is available at the Post Office/s	1	2	3	4	5	1	2	3	4	5
13	Security Guard is deployed at the post Office	1	2	3	4	5	1	2	3	4	5
14	The parking facility for Authorized Postal Agents(APAs) is available at the Post Office/s	1	2	3	4	5	1	2	3	4	5
15	The Post Office/s are having sufficient number of service counters	1	2	3	4	5	1	2	3	4	5
16	Separate counter for Authorized Postal Agents(APAs) is available at the Post office/s	1	2	3	4	5	1	2	3	4	5
17	The staplers, pins, gum, pen, calculator, etc., are available at the service counters of the post office/s	1	2	3	4	5	1	2	3	4	5
18	The transaction related stationery, such as, vouchers, slips, forms, etc., are available at the service counters of the post office/s	1	2	3	4	5	1	2	3	4	5
19	The Post Office has equipment like, computer, printer, scanner, photocopying machines, etc.,	1	2	3	4	5	1	2	3	4	5
20	The Post Office makes changes in its working as per requirement	1	2	3	4	5	1	2	3	4	5
21	The Post Office delivers prompt services to me	1	2	3	4	5	1	2	3	4	5
22	The Post Office gives accurate services to me	1	2	3	4	5	1	2	3	4	5
23	The services provided by the Post Office are	1	2	3	4	5	1	2	3	4	5

	trustworthy												
24	It is simple to make transactions at the post office	1	2	3	4	5	1	2	3	4	5		
25	We are provided receipts for transactions made at the Post Office	1	2	3	4	5	1	2	3	4	5		
26	We get Pass Book, Savings Certificates, etc. in due time from the Post Office	1	2	3	4	5	1	2	3	4	5		
27	We get prompt information at the Post Office	1	2	3	4	5	1	2	3	4	5		
28	We get information easily at the Post Office	1	2	3	4	5	1	2	3	4	5		
29	Post Office update changes on sign boards	1	2	3	4	5	1	2	3	4	5		
30	We get accurate information from the Post Office	1	2	3	4	5	1	2	3	4	5		
31	Post Office update changes on sign boards	1	2	3	4	5	1	2	3	4	5		
32	The staff of Post Office replies to our queries	1	2	3	4	5	1	2	3	4	5		
33	The staff of Post Office gives prompt replies to our queries	1	2	3	4	5	1	2	3	4	5		
34	The staff of post office has skill to perform job	1	2	3	4	5	1	2	3	4	5		
35	The staff of post office is trained	1	2	3	4	5	1	2	3	4	5		
36	The staff of post office is polite	1	2	3	4	5	1	2	3	4	5		
37	The staff of post office is helpful	1	2	3	4	5	1	2	3	4	5		
38	The staff of post office is honest	1	2	3	4	5	1	2	3	4	5		
39	The staff of post office provides us guidance for the procedural compliances	1	2	3	4	5	1	2	3	4	5		
40	The staff of post office follows rules and regulations	1	2	3	4	5	1	2	3	4	5		
41	The Post Master of the post office guides the Authorized Postal Agents(APAs)	1	2	3	4	5	1	2	3	4	5		
42	The Post Master of the post office controls the Authorized Postal Agents(APAs)	1	2	3	4	5	1	2	3	4	5		
43	Post office tries to understand our problems	1	2	3	4	5	1	2	3	4	5		
44	Post Office listen to our complains	1	2	3	4	5	1	2	3	4	5		
45	The Post Office is prompt to respond our complaints	1	2	3	4	5	1	2	3	4	5		
46	Complaint book is available at the post office	1	2	3	4	5	1	2	3	4	5		
47	The information related with registration of complaints is displayed at the post office	1	2	3	4	5	1	2	3	4	5		
48	The procedure for registration of our complaints is simple at the post office	1	2	3	4	5	1	2	3	4	5		
49	The Post Office solves our complaints	1	2	3	4	5	1	2	3	4	5		
50	Commission Paid to APAs is fair at the Post Office	1	2	3	4	5	1	2	3	4	5		
51	Due Commission is paid to APAs regularly at the Post Office	1	2	3	4	5	1	2	3	4	5		
52	Post Office provides training/counseling to APAs	1	2	3	4	5	1	2	3	4	5		

53	Post office motivates APAs for promoting business	1	2	3	4	5	1	2	3	4	5	
54	Post Office communicate about changes to APAs	1	2	3	4	5	1	2	3	4	5	
55	Post Office provides extra monetary incentives for their performance	1	2	3	4	5	1	2	3	4	5	

Q.6 Overall how satisfied you are with services provided by the Post Offices on the following aspects? Please state your score against each of these aspects. 1=Highly Dissatisfied; 2=Dissatisfied; 3=Somewhat Satisfied / Can't Say / Undecided; 4=Satisfied; 5= Highly Satisfied

Sr. No.	Selected Criteria	Your Score				
01	Ambiance of the Post office	1	2	3	4	5
02	Services given by the Service Counters of the post office	1	2	3	4	5
03	Availability of the Information at the post office	1	2	3	4	5
04	Behavior of the staff of Post office	1	2	3	4	5
05	Complaint solving by the Post Office	1	2	3	4	5
06	Motivation to APAs	1	2	3	4	5

Q.7 Do you feel that India Post is adopting to the changing scenario? YES NO

Q.8 Do you feel that India Post is adopting the changes according to the expectations of its customers? YES NO

Q.9 Please encircle ANY ONE of the following numbers given against each item reflecting your opinion about major changes that India Post should adopt to provide better customer satisfaction. (Opinion: 1= Strongly Disagree. 2= Disagree. 3= Somewhat Agree. 4= Agree. 5= Strongly Agree)]

Sr. No	Selected Items	Opinion				
(1)	India Post should adopt technological advancement	1	2	3	4	5
(2)	India post should introduce new services	1	2	3	4	5
(3)	India Post should make changes in existing services only [Services updating]	1	2	3	4	5
(4)	India Post should bring behavioral changes in the Staff of Post Offices	1	2	3	4	5
(5)	India Post should enrich reliability of services	1	2	3	4	5
(6)	Monetary reward of APAs should be increased	1	2	3	4	5
(7)	India Post should extend postal network	1	2	3	4	5
(8)	India Post should improve control over internal operations	1	2	3	4	5
(9)	India Post should discard some of the existing services	1	2	3	4	5
(10)	India Post should extend autonomy to retail counters(Decentralization)	1	2	3	4	5

ABOUT YOU [Please put a tick (√)]

- **Age** : Below 25 Years 26-45 years 45-60 years Above 60Years
- **Gender:** Male Female
- **Educational Qualifications:** Less than Graduation Graduation
Post Graduation Professional Degree/diploma
- **Marital Status** : Unmarried Married
- **Number of dependents in your family:** Up to 3 4 to 5 6to7 More than7
- **Number of earning embers in family:** Single Two Three More than Three
- **Annual Family Income:** Up to Rs.1,00,000 Rs.100000 to 300,000
Rs.300,000 to Rs600000 Rs.600000 to Rs.10, 00,000 More than 10, 00,000
- **Your Daily Activities:** Read Magazines Read Newspapers Watch TV Listen Radio
 Go for walk Physical exercises Meet friends Meet Relatives Meet Colleagues
- **You own and/ or use following:** Home Car Color TV Fridge Washing
Machine Microwave OTG Air Conditioner Personal Computer Laptop
Camera Music System/DVD/MP3 I- Pod Mobile Phone Landline Phone
Cable TV/ DTH
- **Do you use internet?** Yes No