

A Study on Customer Perception and Outreach Strategies of Indian Postal Services – With Reference to Tirupati Division

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Abstract—India Post operates as the largest postal network worldwide while it supports India through essential services that enable communication and financial access. The organization provides affordable services to a wide area yet it struggles to establish a positive customer image and reach out to customers especially in semi-urban areas. The research investigates customer perceptions of India Post services through assessment of public outreach methods used to establish trust and public awareness in the Tirupati Division. The research demonstrates through study results that rural customers prefer services which provide low-cost access to services while urban customers want fast services that offer digital access. The research results show that people lack knowledge about contemporary programs which include India Post Payments Bank and e-commerce partnerships. The study establishes that companies need to adopt modernization practices together with geographical outreach methods and digital messaging systems to maintain customer trust while competing effectively in the changing service industry.

Index Terms—India Post, Customer perception, Consumer Perception, Outreach strategies, Digital adoption.

I. INTRODUCTION

India Post, which began operations in 1854, has developed into the largest postal system in the world, operating over 150,000 post offices throughout India. The organization began as a mail delivery and money order and savings program provider, but it now provides services in insurance banking and e-commerce logistics. India Post faces difficulties because its diverse operations do not help improve

customer perceptions or customer outreach. Many customers, particularly in urban and semi-urban areas, view it as a slow-moving institution when compared to private courier companies and digital-first service providers. The main factors that determine how customers view a product are its ability to deliver results and its cost and availability and its service performance and its progress towards modernization. Rural households trust India Post for secure transactions and affordable services, but urban customers face delivery delays and limited digital integration which leads to dissatisfaction. The organization used multiple outreach methods, including posters and awareness camps and mobile applications and social media campaigns, but these methods failed to create a new organizational image. The research study examines Tirupati Division, a semi-urban area that shows how India Post operates as both a traditional service provider and a contemporary institution. The research investigates how consumers perceive products while studying outreach methods to determine brand image problems and develop solutions that meet digital age standards.

II. REVIEW OF LITERATURE

Anitha Bose. (2025), article investigated the impact of digital content formats which include videos and infographics and interactive posts on how people perceive products and interact with them. The article describes digital communication methods which India Post can implement to build customer trust and satisfaction through its outreach efforts.

Vimal V. (2023), studied on Consumer Satisfaction towards Indian Post Office and examined customers satisfaction with the services provided by India Post and study shown that customers who live in rural areas value the service because it provides affordable prices and extensive service coverage. Customers expressed dissatisfaction because they experience delays in package deliveries and the service lacks digital systems and sufficient customer assistance. The paper also shown that companies must modernize their operations while expanding their services to meet customer demands. Dr. J. Shyla and Kochu Tresya M. (2023), The study examined how India Post implements financial inclusion through its India Post Payments Bank system. The study shows that outreach campaigns and awareness programs are critical in building customer trust, particularly in rural and semi-urban areas. The research found that IPPB can change financial access but customers will only have trust in the system after they experience successful digital communication and know about their capabilities.

Sengazhani Murugesan and Kirubaharan Boobalan (2023), article investigated how service quality factors which include reliability and responsiveness and empathy impacted customer satisfaction during the pandemic period which occurred in Karnataka. The study shows that India Post successfully maintained public trust through its essential services despite facing operational difficulties. The study identified problems with digital communication and service delivery speed which indicated that the organization needed to improve its outreach efforts while adopting new technologies.

Dr. K. Rajeswari & Mrs. K.J. Sunmista (2022), conducted a study and examined how customers assess service quality in different regions of Virudhunagar and Madurai districts. The study found that urban customers of India Post need fast digital services because they trust the service but rural customers choose economical and accessible options. The study also shown that different regions have unique ways of viewing things which creates a need for specific outreach methods matching those regional views.

Panwar, U.S., Ray, N., & Kumar, R. (2021), established a comprehensive framework which organizations can use to develop their outreach and promotional activities in service-based businesses. The study shows how businesses need to create customer-focused communication systems which

include loyalty programs and digital communication channels. The insights from this study will help India Post develop better outreach methods to enhance customer satisfaction. Sinha, D. (2020), case study shows how customers at India Post have different expectations from the services which the company actually provides. Customers find value in the postal services because of their widespread availability and low costs yet they perceive the service as slow and lacking modern technologies. The study recommends better service quality and outreach methods to achieve higher customer satisfaction levels.

Kumar, A. & Singh, R. (2019), research investigated on India Post's digital development through its online platforms and mobile applications and its collaboration with IPPB. The study found that rural customers face two main obstacles which include their low digital literacy and their resistance to new technology. The research shows that digital adoption together with successful outreach efforts, will enhance customer perception and service delivery.

III. NEED FOR THE STUDY

People trust India Post because of its extensive delivery network and low pricing. The public perceives India Post as a conventional postal service which operates at a slow speed. The organization needs to research how customers view its services and outreach programs because this information will help them compete against digital companies which operate in the private sector.

3.1 Scope of the Study

The research investigates customer perceptions of India Post services and outreach activities among residents of tier-2 and tier-3 cities who belong to specific customer groups. The research study investigates five factors which include trust and affordability and accessibility and speed and digital readiness while it removes internal HR and logistics operations to demonstrate how India Post modern outreach programs function.

3.2 Objectives of the Study

1. To study the concept of customer perception and outreach strategies in general.
2. To analyze the awareness level of customers about various schemes and initiatives of India Post.

3. To examine the effectiveness of different outreach strategies such as advertisements, social media, awareness camps, and word-of-mouth publicity.
4. To examine the customer perception and effectiveness of outreach strategies of India Post in the Tirupati Division.
5. To evaluate customer perception towards Service quality, financial and digital services offered by India Post.
6. To suggest measures for improving service quality and outreach effectiveness of India Post.

3.3 Limitations of the Study

The researchers conducted their research only within Tirupati Division which creates limitations for applying their findings to other areas. The responses were provided by participants through self-reporting which may have introduced their personal biases into their answers.

The researchers could not collect more data because they faced limitations in time and available resources.

IV. RESEARCH METHODOLOGY

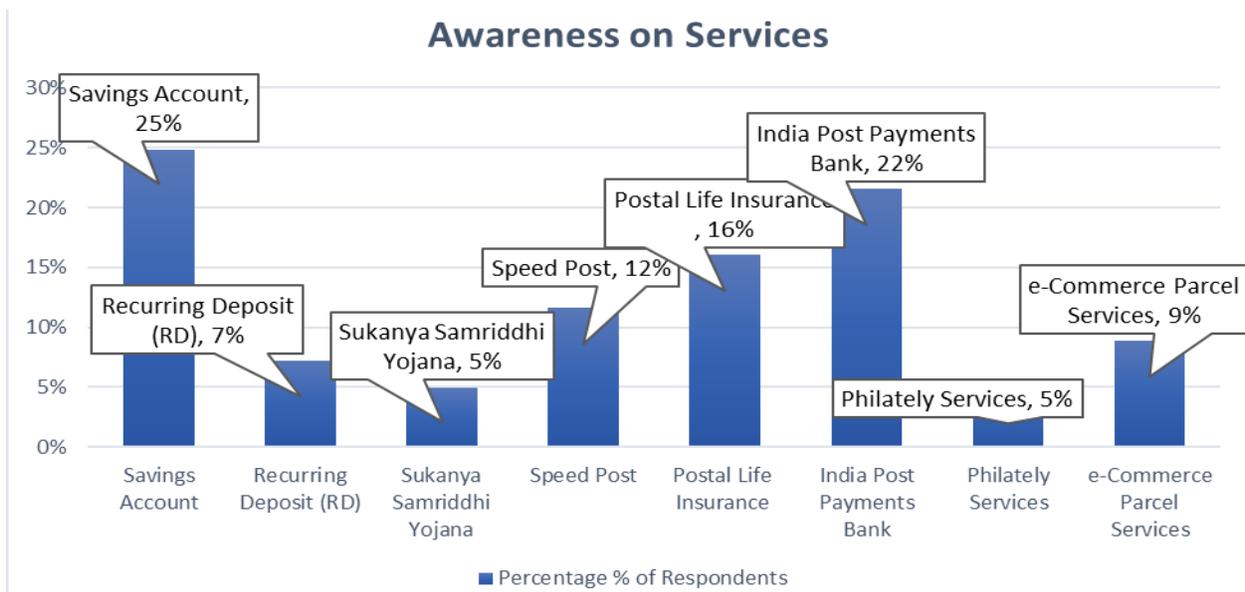
Data collection: Primary & secondary
 Type of research: Descriptive research
 Research instrument: Questionnaire
 Sample size: The population is infinite so we use basic sample size formula
 Where, $Z = 1.645$ for 90% confidence level,
 $P = 0.5$, $e = 5\%$ margin of error.
 $n = (Z^2 * p * (1 - p)) / e^2$
 $n = (1.64)^2 * 0.5 * (1 - 0.5) / 0.05^2$
 $n = 270.6 * 0.25 / 0.0025$
 $n = 270.6 = 271$
 Sample Size = 271
 Sampling method: Convenience sampling
 Statistical tool: percentage and graphical analysis

IV. DATA ANALYSIS AND INTERPRETATION

Table No. 1: Respondents' Awareness of various services provided by India Post

Options	No of Respondents	Percentage %
Savings Account	243	25%
Recurring Deposit (RD)	70	7%
Sukanya Samriddhi Yojana	48	5%
Speed Post	113	12%
Postal Life Insurance	156	16%
India Post Payments Bank	210	22%
Philately Services	48	5%
e-Commerce Parcel Services	86	9%

Source: Field Study.



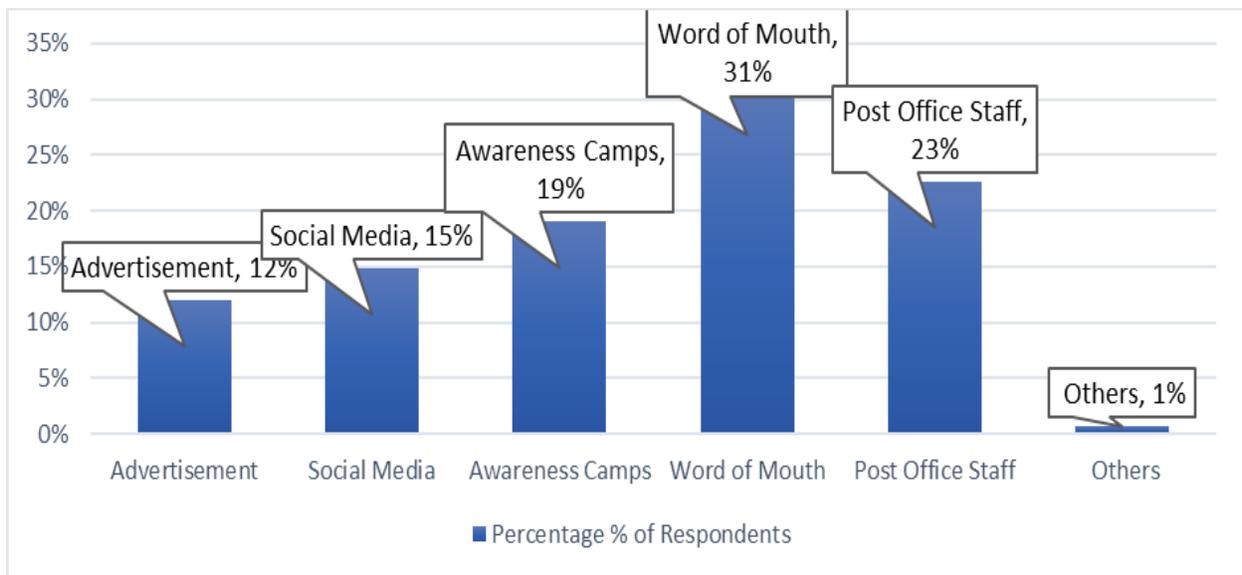
Interpretation:

The above graph shows highest recognition for Savings Account (25%) and India Post Payments Bank (22%), moderate for Postal Life Insurance (16%) and Speed Post (12%), but very low for all other services (5–9%). The understanding about conventional banking services is well, however, has not trickled down for the postal and financial services.

Table No. 2: Sources of Information about India Post Services among Respondents

Options	No of Respondents	Percentage %
Advertisement	92	12%
Social media	113	15%
Awareness Camps	146	19%
Word of Mouth	238	31%
Post Office Staff	173	23%
Others	6	1%

Source: Field Study.



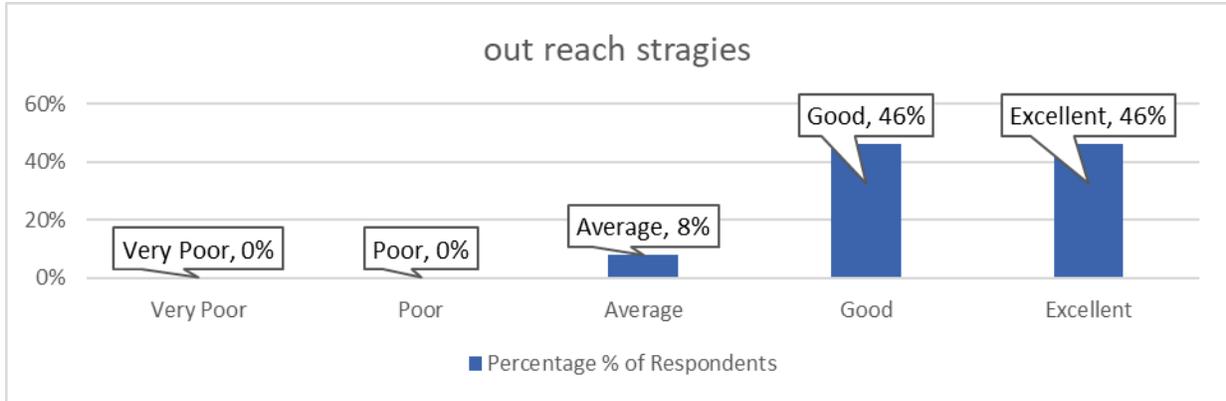
Interpretation:

The source-of-awareness graph shows that Word of Mouth (31%) serves as the strongest channel while Post Office Staff (23%) and Awareness Camps (19%) follow as the second and third most effective channels. Social media (15%), Advertisements (12%), and Others (1%) function as less important channels. Word of mouth is the key driver of awareness, with staff and camps also important.

Table No.3: Perception on Effectiveness of India Post Outreach Strategies

Options	No of Respondents	Percentage %
Very Poor	0	0%
Poor	0	0%
Average	22	8%
Good	125	46%
Excellent	124	46%
Total	271	100%

Source: Field Study.



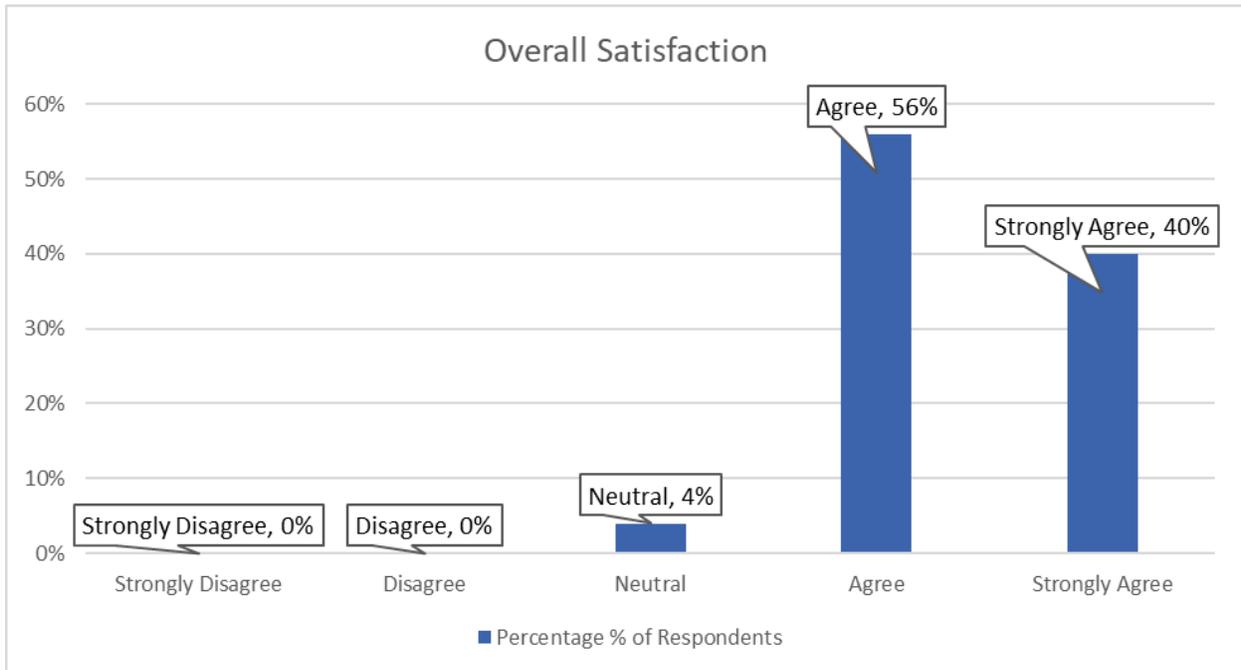
Interpretation

The outreach strategies rating graph shows that respondents split evenly between Good (46%) and Excellent (46%), with only a small share rating them Average (8%). 0% of respondents assigned ratings from Poor to Very Poor. Almost all interpretive species programs have been highly rated by respondents visiting the four test sites with ninety-seven out of 130 surveyed participants (75%) rating them good or excellent.

Table No. 4: Respondents’ Level of Overall Satisfaction with India Post Services

Options	No of Respondents	Percentage % of Respondents
Strongly Disagree	0	0%
Disagree	0	0%
Neutral	12	4%
Agree	151	56%
Strongly Agree	108	40%
Total	271	100%

Source: Field Study.



Interpretation: The overall satisfaction graph shows that most respondents were agreed (56%) or Strongly Agreed (40%) with their overall satisfaction with their services with India posts, while only 4% are Neutral. The respondents did not express any disagreement with the statement. Excellent scores were reported by most respondents and almost all respondents agreed they had positive experiences.

V. FINDINGS

5.1 Customer Perception

- ❖ Postal services have achieved 98% public awareness among customers.
- ❖ Customers display strong satisfaction with the service because they trust its reliability and financial security (96% trust).

5.2 Outreach Strategies

- ❖ Word of Mouth (31%) serves as the most effective outreach channel for their organization.
- ❖ Post Office Staff (23%) and Awareness Camps (19%) demonstrate moderate effectiveness as outreach channels.

5.3 Service Delivery vs. Expectations

- ❖ Reliability (46% agreement with 10% strong agreement) and financial safety (76% positive) meet customer expectations.
- ❖ The service speed assessment shows a performance gap because 50% of customers remained neutral about their experience.

5.4 Digital Adoption & Customer-Centric Outreach

- ❖ Digital services (56% agreement with 24% strong agreement) receive positive feedback which indicates potential for future expansion.
- ❖ Consumers show willingness to adopt digital technology but organizations need to enhance their awareness efforts.

VI. SUGGESTIONS

- The public recognizes Savings Accounts and IPPB as their most known services while all other services remain unknown to them.
- The most effective method for spreading awareness about our organization functions through Word of Mouth which ranks as the top

channel while staff interactions and awareness camps serve as secondary channels.

- The outreach strategies receive high ratings because most respondents evaluated them as Good or Excellent.
- The overall satisfaction level remains extremely high because almost all respondents reported their positive experiences through agree or strongly agree responses.

VII. CONCLUSION

Consumers in Tirupati Division trust and are satisfied with India Post mainly for its affordability, reliability, and financial safety, with word-of-mouth and staff interactions driving awareness. To stay competitive, India Post must modernize operations, improve service speed, strengthen advertising, and integrate digital outreach with its traditional strengths.

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