E-ISSN: 2708-4523
P-ISSN: 2708-4515
AJMC 2024; 5(1): 478-484

www.allcommercejournal.com
Received: 17-02-2024
Accepted: 23-03-2024

Himani Arya
Research Scholar,
Department of Commerce,
M.B. Govt. P.G College,
Haldwani, Uttarakhand, India

Dr. Santosh Kumar Arya
Assistant Professor,
Department of Commerce,
M.B. Govt. P.G College,
Haldwani, Uttarakhand, India

Corresponding Author:
Himani Arya
Research Scholar,
Department of Commerce,
M.B. Govt. P.G College,
Haldwani, Uttarakhand, India

Understanding investor views and their impact on satisfaction levels in the Sukanya Samriddhi scheme

Himani Arya and Dr. Santosh Kumar Arya

DOI: https://doi.org/10.22271/27084515.2024.v5.i1f.296

Abstract
Purpose: The purpose of this paper is to Understanding Investor Views and Their Impact on Satisfaction Levels in The Sukanya Samriddhi Scheme.
Design/Methodology: For our research objectives, we selected six variables (Trust and Reliability, Financial Benefits, Ease of Use, Account Management, Interest Rate and Returns, and Communication and Information), comprising 24 items. A total of 200 individuals participated in the questionnaire survey, out of which 150 responses were completed and deemed reliable. Therefore, the study's total sample size was 150, chosen randomly from the population. Both Amos and SPSS software were employed to validate the model and test hypotheses.
Findings: The study revealed that there is a significant impact of the Ease-of-Use factor that has significantly affected Communication and Information In this case we are rejecting the null hypothesis and rest of the case we are accepting the null hypothesis.

Keywords: Sukanya Samrddhi scheme, investors' perception, and investor satisfaction

Introduction

The Sukanya Samriddhi Scheme (SSS), launched by the Government of India in 2015, stands as a flagship initiative aimed at fostering financial inclusion and securing the future of girl children in the country. This scheme, falling under the broader umbrella of the Beti Bachao Beti Padhao campaign, provides a dedicated avenue for parents or guardians to invest in the long-term financial security of their daughters. With its attractive interest rates, tax benefits, and emphasis on empowering girl children, the SSS has garnered considerable attention among investors seeking avenues for savings and investment.

However, the success and effectiveness of any financial scheme are not solely determined by its features and benefits but also by how it is perceived and experienced by its investors. Investor perception plays a pivotal role in shaping their attitudes, behaviours, and ultimately, their satisfaction levels with the scheme. Understanding the nuances of investor views towards the Sukanya Samriddhi Scheme and their consequent impact on satisfaction levels is crucial for policymakers, financial institutions, and stakeholders involved in promoting financial literacy and inclusion. This study aims to delve into the intricacies of investor views concerning the Sukanya Samriddhi Scheme and explore how these perceptions influence satisfaction levels. By examining factors such as awareness, understanding of scheme features, perceived benefits, perceived risks, and overall satisfaction, this research seeks to provide valuable insights into the dynamics at play within the investor landscape.

Previous research in the realm of financial behaviour and decision-making has underscored the significance of perception in shaping investor attitudes and behaviours. Studies examining investor perception have elucidated its role in asset allocation, risk tolerance, and investment decision-making processes. Building upon this foundation, our study seeks to extend the discourse to the domain of government-backed savings schemes, particularly focusing on the Sukanya Samriddhi Scheme. The findings of this research hold implications for policymakers in refining the design and communication strategies of the Sukanya Samriddhi Scheme to better align with investor preferences and expectations. Moreover, financial institutions can leverage these insights to tailor their outreach efforts, educational initiatives, and customer service experiences to enhance investor satisfaction and promote long-term engagement with the scheme.

In the subsequent sections of this paper, we will review relevant literature on investor perception and satisfaction, delineate the conceptual framework guiding our study, elucidate

the research methodology employed, present the empirical findings, and discuss the implications and recommendations derived from our analysis.

Conceptual framework

The SERVQUAL model, developed by A. Parasuraman, Valarie Zeithaml, and Leonard Berry in the 1980s, is a widely used framework for measuring service quality. It's based on the premise that consumers assess service quality by comparing their expectations with their perceptions of the actual service received. SERVQUAL identifies five dimensions of service quality.

1. **Tangibles:** The physical facilities, equipment, and appearance of personnel.
2. **Reliability:** The ability to perform the promised service dependably and accurately.
3. **Responsiveness:** The willingness to help customers and provide prompt service.
4. **Assurance:** The knowledge and courtesy of employees and their ability to convey trust and confidence.
5. **Empathy:** The provision of caring, individualized attention to customers.

The researcher evaluates these dimensions on a Likert scale, where they rate their perceptions of the service received from the post office.

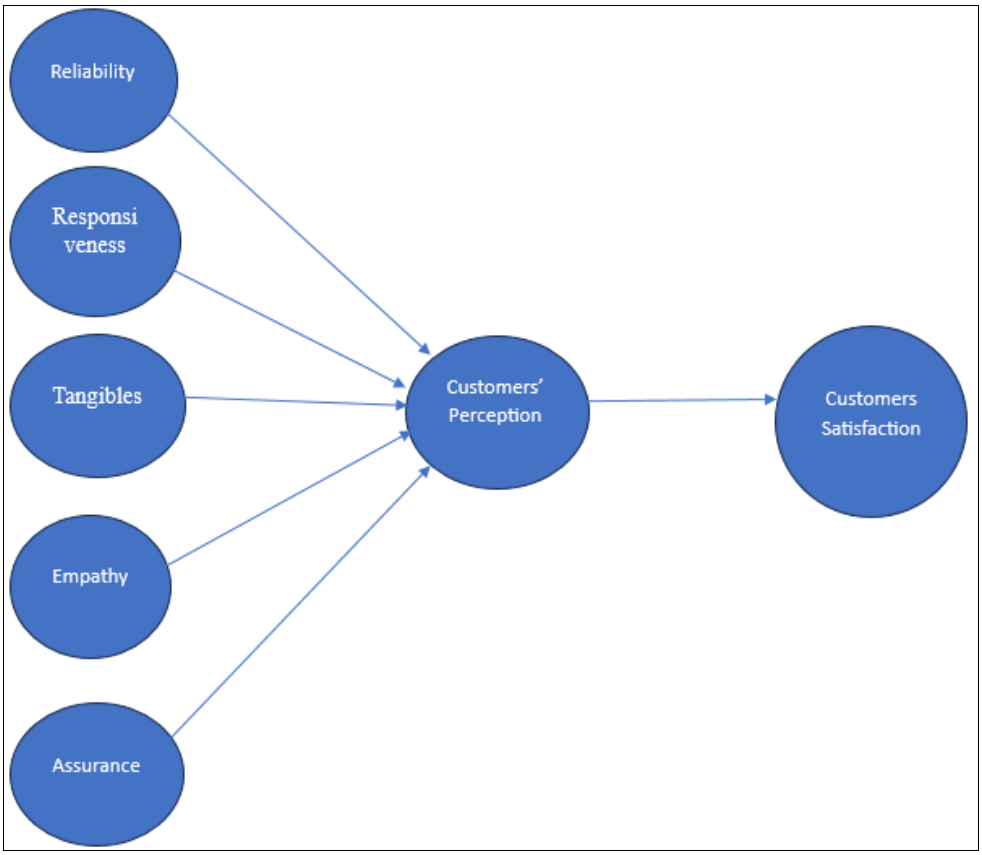

Fig 1: Measuring Service Quality: The SERVQUAL Model and its Dimensions

Literature review

Investor perception and satisfaction are critical factors in understanding the efficacy and success of financial schemes, particularly in the context of government-backed savings initiatives like the Sukanya Samriddhi Scheme (SSS). This literature review synthesizes research findings from various studies to provide insights into the dynamics of investor perception and satisfaction, shedding light on factors that influence investor behaviour and attitudes towards such schemes. Kumar (2018) [2] conducted a study focusing on financial inclusion through the Sukanya Samriddhi Yojana in India, exploring investors' perceptions and awareness. The research highlighted the importance of investor knowledge and understanding of scheme features in shaping their attitudes and behaviours towards the SSS. Findings suggested that enhancing investor awareness and education could contribute significantly to improving scheme participation and satisfaction levels.

Li and Mai (2019) [3] examined investor perception of financial risks and their impacts on investment decision-making. While their study did not specifically focus on government savings schemes, the findings are relevant as they underscore the role of risk perception in shaping investor behaviour. Understanding investor perceptions of risk associated with the SSS, such as liquidity risk or interest rate risk, can provide valuable insights into factors influencing satisfaction levels.

Seifert and Keasey (2019) [4] delved into the determinants of investor satisfaction in collective investment schemes. While their study focused on a different investment context, the research framework and findings apply to the study of the SSS. Factors such as perceived benefits, transparency, and customer service emerged as critical determinants of investor satisfaction. Adapting these insights to the context of government savings schemes can offer valuable guidance for enhancing investor satisfaction with the SSS.

Research methodology: In this research, we are distributing 150 questionnaires to the customers of the post office, and the bank that has at least one Sukanya Samriddhi

Account, after collecting the data we are using SPSS and Amos software for analysing the data. SPSS software was used for the factor analysis and Amos was employed for SEM.

The Objective of the Research

Investigate how customers' perceptions of service quality contribute to their overall satisfaction.

The Hypothesis of the Study

- **H_0:** There is no significant relationship between customers' perceptions of service quality and their overall satisfaction.
- **H_a:** Customers' perceptions of service quality have a significant positive effect on their overall satisfaction.

Data Analysis

Table 1: Demographic Profile of Data

Demographic	Frequency	Percentage
Gender		
Male	62	51.7
Female	58	48.3
Age		
Below 20 Years	18	15.0
20 - 30 Years	49	40.8
30 - 40 Years	26	21.7
40 - 50 Years	18	15.0
More than 50 Years	9	7.5
Marital Status		
Married	32	26.7
Unmarried	88	73.3
Qualification		
School Level	21	17.5
Diploma	25	20.8
Undergraduate	40	33.3
Postgraduate	23	19.2
Other	11	9.2
Occupation		
Student	7	5.8
Government Employee	43	35.8
Private Employee	37	30.8
Businessman	17	14.2
Other	16	13.3
Monthly Income		
Below Rs. 10000	12	10.0
Rs. 10000 - Rs. 20000	10	8.3
Rs. 20000 - Rs.30000	44	36.7
Rs. 30000 - Rs. 40000	37	30.8
More than Rs. 40000	17	14.2
Place of Residence		
Urban	32	26.7
Rural	88	73.3

Table 2: Variables with respective factor codes

Variable	Variable Code
I perceive Sukanya Samriddhi as a trustworthy savings option for the future.	TR1
The government backing of Sukanya Samriddhi enhances my confidence in its reliability.	TR2
I believe Sukanya Samriddhi provides a secure and stable investment opportunity.	TR3
The reputation of the financial institution administering Sukanya Samriddhi positively influences my perception of the scheme.	TR4
I consider the interest rate offered by Sukanya Samriddhi to be competitive.	FB1
The tax benefits associated with Sukanya Samriddhi make it an attractive savings option for me	FB2
Sukanya Samriddhi aligns well with my long-term financial goals and objectives.	FB3
I believe the returns from Sukanya Samriddhi are competitive compared to other investment options.	FB4
The process of opening a Sukanya Samriddhi account is user-friendly.	EU1
I find it convenient to manage my Sukanya Samriddhi account through various channels (Online, in-person, etc.).	EU2
The flexibility offered in terms of contribution amounts and frequencies is satisfactory for my needs.	EU3
The conditions and flexibility associated with making withdrawals from Sukanya Samriddhi meet my expectations.	EU4
I am satisfied with the overall process of managing my Sukanya Samriddhi account.	AM1
The process of checking my Sukanya Samriddhi account balance and transaction history is easy and convenient.	AM2
The accessibility of Sukanya Samriddhi account information significantly influences my overall satisfaction.	AM3
I am satisfied with the customer service provided for Sukanya Samriddhi account-related queries or concerns.	AM4
I am satisfied with the interest rate offered by the Sukanya Samriddhi scheme.	IRR1
The interest earned on my Sukanya Samriddhi account aligns well with my expectations.	IRR2

Overall, I am satisfied with the returns on my Sukanya Samriddhi investment compared to other saving options.	IRR3
The returns from Sukanya Samriddhi significantly contribute to my satisfaction with the scheme.	IRR4
I am satisfied with the clarity and transparency of communication regarding Sukanya Samriddhi updates and changes.	CI1
I feel well-informed about any modifications or enhancements made to the Sukanya Samriddhi scheme over time.	CI2
I am satisfied with the accessibility and availability of educational resources or materials explaining Sukanya Samriddhi's features and benefits.	CI3
The level of information provided strongly influences my confidence in Sukanya Samriddhi as a long-term savings option.	CI4

Reliability test

In this study, assessing internal consistency with Cronbach's Alpha is crucial. Guidelines suggest a value above 0.8 indicates strong consistency, while above 0.7 is considered reliable. This helps ensure the reliability and coherence of the analyzed variables.

Table 3: Reliability Statistics

Cronbach's Alpha	N of Items
0.898	24

The results of the above table indicate the value of Cronbach's alpha is 0.914, showing high internal consistency, which means the study can proceed further with KMO and Bartlett's test.

Sampling Adequacy

Kaiser-Meyer-Olkin (KMO) and Bartlett's test are used to assess the feasibility of factor analysis. KMO evaluates sample adequacy, while Bartlett's Test examines variable correlation. For factor analysis, KMO should exceed 0.5, indicating sample adequacy, while Bartlett's Test requires a p-value less than 0.05 to demonstrate variable correlation.

Table 4: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.781
Bartlett's Test of Sphericity	Approx. Chi-Square	1849.256
	Df	276
	Sig.	.000

***Source*:** Computed data

The table displays a KMO value of 0.870, indicating adequate sample size, and Bartlett's Test p-value of 0.000, suggesting a variable correlation. With both conditions met, factor analysis is deemed appropriate for data analysis.

Communalities measure how much variance a variable shares with others. Initial communalities start at one, while extraction communalities show variance accounted for by factors. Low values indicate insignificance, making it difficult for attributes to load onto factors during analysis.

Table 5: Communalities

	Initial	Extraction
TR1	1.000	.750
TR2	1.000	.816
TR3	1.000	.656
TR4	1.000	.715
FB1	1.000	.818
FB2	1.000	.784
FB3	1.000	.736
FB4	1.000	.784
EU1	1.000	.737
EU2	1.000	.705
EU3	1.000	.683
EU4	1.000	.733
AM1	1.000	.524
AM2	1.000	.739
AM3	1.000	.647
AM4	1.000	.633
IRR1	1.000	.658
IRR2	1.000	.678
IRR3	1.000	.768
IRR4	1.000	.798
CI1	1.000	.561
CI2	1.000	.738
CI3	1.000	.614
CI4	1.000	.614
Extraction Method: Principal Component Analysis.		

***Source*:** Computed data

The table summarises extracted factors, Eigenvalues, variance percentages, and cumulative variance. The first factor explains (23.244%) of the variance, followed by the second (12.610%), third (12.088%), fourth (10.190%), fifth (7.180%), and sixth (5.053%) factors. Together, they explain 69.794% of the variance, surpassing the 60% threshold. Rotation with the Oblimin method is applied to improve factor scores.

Table 6: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1.	5.578	23.244	23.244	5.578	23.244	23.244	3.043	12.679	12.679
2.	3.026	12.610	35.853	3.026	12.610	35.853	2.964	12.349	25.029
3.	2.901	12.088	47.942	2.901	12.088	47.942	2.937	12.236	37.264
4.	2.446	10.190	58.132	2.446	10.190	58.132	2.935	12.227	49.492
5.	1.723	7.180	65.312	1.723	7.180	65.312	2.509	10.455	59.946
6.	1.213	5.053	70.365	1.213	5.053	70.365	2.500	10.419	70.365
7.	.762	3.177	73.542						
8.	.660	2.749	76.291						
9.	.614	2.558	78.849						
10.	.554	2.309	81.158						
11.	.522	2.175	83.333						
12.	.506	2.109	85.442						
13.	.453	1.886	87.328						
14.	.436	1.815	89.144						

15.	.385	1.603	90.746						
16.	.367	1.528	92.275						
17.	.329	1.372	93.647						
18.	.302	1.257	94.904						
19.	.266	1.107	96.011						
20.	.249	1.037	97.048						
21.	.230	.956	98.005						
22.	.193	.804	98.809						
23.	.154	.641	99.450						
24.	.132	.550	100.000						
Extraction Method: Principal Axis Factoring.									

***Source*:** Computed data

Rotation of factors: Rotation of the factor matrix, initially unrotated, enhances interpretation by aligning factors with values close to 0 or 1. Oblimin rotation with Kaiser Normalization, involving nine iterations, was utilised to improve interpretability. Table 5 displays the rotated component matrix, showing factor scores loaded onto respective factors.

Table 7: Rotated Component Matrix:

	Component					
	1	**2**	**3**	**4**	**5**	**6**
I consider the interest rate offered by Sukanya Samriddhi to be competitive.	.875					
The tax benefits associated with Sukanya Samriddhi make it an attractive savings option for me.	.823					
I believe the returns from Sukanya Samriddhi are competitive compared to other investment options.	.819					
Sukanya Samriddhi aligns well with my long-term financial goals and objectives.	.763					
The government backing of Sukanya Samriddhi enhances my confidence in its reliability.		.900				
I perceive Sukanya Samriddhi as a trustworthy savings option for the future.		.851				
The reputation of the financial institution administering Sukanya Samriddhi positively influences my perception of the scheme.		.832				
I believe Sukanya Samriddhi provides a secure and stable investment opportunity.		.805				
The process of opening a Sukanya Samriddhi account is user-friendly.			.826			
I find it convenient to manage my Sukanya Samriddhi account through various channels (online, in-person, etc.).			.793			
The conditions and flexibility associated with making withdrawals from Sukanya Samriddhi meet my expectations.			.759			
The flexibility offered in terms of contribution amounts and frequencies is satisfactory for my needs.			.739			
The returns from Sukanya Samriddhi significantly contribute to my satisfaction with the scheme.				.887		
Overall, I am satisfied with the returns on my Sukanya Samriddhi investment compared to other saving options.				.866		
The interest earned on my Sukanya Samriddhi account aligns well with my expectations.				.817		
I am satisfied with the interest rate offered by the Sukanya Samriddhi scheme.				.796		
I feel well-informed about any modifications or enhancements made to the Sukanya Samriddhi scheme over time.					.840	
I am satisfied with the accessibility and availability of educational resources or materials explaining Sukanya Samriddhi's features and benefits.					.734	
I am satisfied with the clarity and transparency of communication regarding Sukanya Samriddhi updates and changes.					.684	
The level of information provided strongly influences my confidence in Sukanya Samriddhi as a long-term savings option.					.676	
The process of checking my Sukanya Samriddhi account balance and transaction history is easy and convenient.						.853
The accessibility of Sukanya Samriddhi account information significantly influences my overall satisfaction.						.785
I am satisfied with the customer service provided for Sukanya Samriddhi account-related queries or concerns.						.774
I am satisfied with the overall process of managing my Sukanya Samriddhi account.						.700

Interpretation

The above table shows that after the factor analysis, we found 6 factors which are suitable for our research for the confirmation of the factor we used confirmatory factor analysis.

Confirmatory Factor Analysis (CFA): CFA, conducted using R software, validates correlations with a predefined theory. The initial step involves constructing a confirmatory model. Indicator loadings exceeding 0.6, preferably 0.7, are retained in the model, while values below 0.6 are excluded.

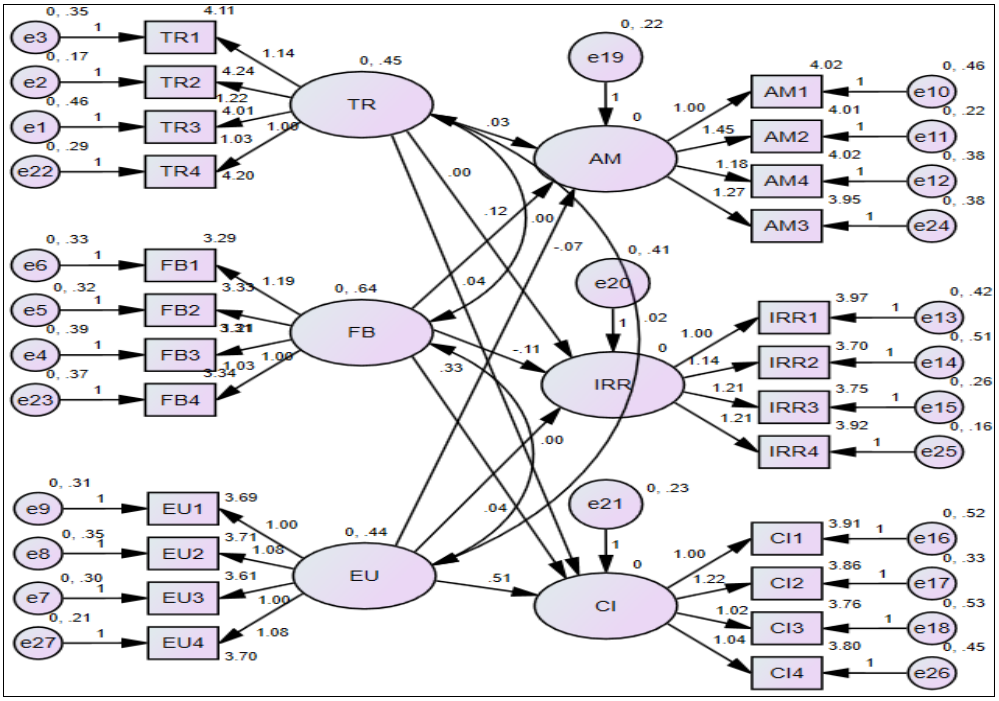

Fig 2: Confirmatory Factor Analysis (CFA) Procedure in R Software

Table 8: Summary of Results

	CR	AVE	MSV	MaxR(H)	EU	TR	FB
EU	0.757	0.502	0.379	0.878	0.634		
TR	0.706	0.564	0.001	0.893	0.038	0.604	
FB	0.736	0.506	0.379	0.901	0.616	0.004	0.633

The table summarizes results where CR, AVE, and MSV are computed and compared. CR exceeds 0.7 for all constructs, and it's higher than AVE. AVE surpasses 0.5 and is greater than MSV. This indicates that all criteria for validity and reliability are met.

Model fit Indices

Fit indices like CFI, TLI, NFI, GFI, AGFI, and RMSEA are assessed to determine model adequacy. CFI and TLI values ideally exceed 0.9, with CFI surpassing TLI. RMSEA and square mean should be below 0.05. Table 7 displays the model fit assessment results.

Table 9: Model fit indices

Model fit indices	Value	Acceptable criteria	Literature
Likelihood Ratio ($\chi 2$/df)	1.266	≤ 4	Wheaton *et al*. (1977) [17]
Comparative Fit Index (CFI)	0.962	>0.95, 0.9 and >0.8(acceptable)	Bentler (1990) [9]
Tucker-Lewis Index (TLI)	0.952	>0.9	Bonnet & Bonnet (1980) [18]
RMSEA	0.042	<0.05	Hu and Bentler (1990) [9]
NFI	0.91	>0.9	Bollen (1989)
GFI	0.92	>0.9	Hu and Bentler (1990) [9]

The above table reflects the index value of the required model fit indices. All the values of the model fit indices met the acceptable criteria.

Interpretation

After analysing the data with the help of EFA and CFA we found that six factors affect the effectiveness of the Investor Views and Their Impact on Satisfaction Levels in the Sukanya Samriddhi Scheme.

Hypothesis Testing

- **H_0:** There is no significant relationship between customers' perceptions of service quality and their overall satisfaction.
- **H_a:** Customers' perceptions of service quality have a significant positive effect on their overall satisfaction.

Table 10: Regression Weights

			Estimate	S.E.	C.R.	P
AM	<---	TR	.033	.068	.488	.626
AM	<---	FB	.124	.079	1.569	.117
AM	<---	EU	-.071	.094	-.756	.450
IRR	<---	TR	-.001	.087	-.008	.994
IRR	<---	FB	-.112	.100	-1.123	.261
IRR	<---	EU	-.002	.121	-.017	.987
CI	<---	TR	.039	.076	.521	.603
CI	<---	FB	.036	.086	.420	.675
CI	<---	EU	.514	.123	4.176	***

Interpretation

The above table represents that only the Ease-of-Use factor has significantly affected Communication and Information In this case we are rejecting the null hypothesis and rest of the case we are accepting the null hypothesis.

Conclusion

After conducting both Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA), it was determined that six factors influence the effectiveness of Investor Views and Their Impact on Satisfaction Levels in the Sukanya Samriddhi Scheme.

The analysis revealed that among these factors, only ease of use significantly affects Communication and Information. In this instance, the null hypothesis is rejected, indicating a meaningful relationship between ease of use and Communication and Information. However, for the remaining factors, the null hypothesis is accepted, suggesting that they do not have a significant impact on Communication and Information.

In conclusion, the study highlights the importance of ease of use in influencing Communication and Information regarding the Sukanya Samriddhi Scheme. However, the other identified factors do not demonstrate a significant relationship with Communication and Information. These findings provide valuable insights into the factors influencing investor views and satisfaction levels in the scheme, aiding in the development of targeted strategies for enhancing communication and satisfaction among investors.

References

1. Department of Economic Affairs, Ministry of Finance, Government of India. Sukanya Samriddhi Account Rules, 2016; c2015.
2. Kumar A. Financial Inclusion through Sukanya Samriddhi Yojana in India: A Study of Investors' Perception and Awareness. International Journal of Research in Finance and Marketing. 2018;8(1):48-59.
3. Li X, Mai Y. Investor Perception of Financial Risks and It's Impacts on Investment Decision-Making. Journal of Risk and Financial Management. 2019;12(1):29.
4. Seifert B, Keasey K. Determinants of Investor Satisfaction in Collective Investment Schemes: An Empirical Study. International Review of Financial Analysis. 2019;65:101367.
5. Parasuraman A, Zeithaml VA, Berry LL. Servqual: A multiple-item scale for measuring consumer perceptions of service quality. Journal of Retailing. 1988;64(1):12-40.
6. Parasuraman A, Zeithaml VA, Berry LL. Refinement and reassessment of the SERVQUAL scale. Journal of Retailing. 1991;67(4):420-450.
7. Zeithaml VA, Parasuraman A, Berry LL. Delivering quality service: Balancing customer perceptions and expectations. Simon and Schuster; c1990.
8. Fornell C, Larcker DF. Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. Journal of Marketing Research. 1981;18(1):39-50.
9. Bentler PM. Comparative Fit Indexes in Structural Models. Psychological Bulletin. 1990;107(2):238-246.
10. Bentler PM, Bonett DG. Significant tests and goodness of fit in the analysis of covariance structures. Psychological Bulletin. 1980;88(3):588-606.
11. Hu L, Bentler PM. Cut-off criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. Structural Equation Modelling: A Multidisciplinary Journal. 1999;6(1):1-55.
12. Fincham JE. Response Rates and Responsiveness for Surveys Standards, and the Journal. American Journal of Pharmaceutical Education, 2008, 72(2).
13. Henseler J, Wang H, editors. Handbook of Partial Least Squares: Concepts, Methods and Applications. Springer Berlin Heidelberg; c2010. p. 691-711.
14. Byrne BA. Structural equation modelling with LISREL, PRELIS, and SIMPLIS: Basic concepts, applications, and programming. Mahwah, NJ: Erlbaum; c1998.
15. Tanaka JS, Huba GJ. A fit index for covariance structure models under arbitrary GLS estimation. British Journal of Mathematical and Statistical Psychology. 1985;38:197-201.
16. Field A. Discovering Statistics Using IBM SPSS Statistics (5th Edition). SAGE publication; c2018.
17. Wheaton B, Muthen B, Alwin DF, Summers GF. Assessing reliability and stability in panel models. In: Heise DR, editor. Sociological Methodology 1977. San Francisco: Jossey-Bass; c1977. p. 84-136.
18. Bonnet RM, Decaudin M, Bruner Jr EC, Acton LW, Brown WA. High-resolution Lyman-alpha filtergrams of the sun. Astrophysical Journal, Part 2-Letters to the Editor, Centre National d'Etudes Spatiales. 1980 Apr;237:L47-50.