



Empirical Study On Adoption Of Green Banking Practices In Commercial Banks

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ARTICLE INFO ABSTRACT

Indian banks are eagerly anticipating initiatives in the green banking space, which is gaining popularity throughout the world. India aspires to join the ranks of Green Banking greats like the United States, Japan, Australia, etc. When it comes down to it, "Green Banking Products" are financial services whose main goal is green energy conservation. Finding out what's happening now, how users are aware of green banking practices, how customers perceive and favor these activities, and where the study may be improved upon are the main goals of the research. The research made use of both original and secondary sources of information. The data collection method chosen was Non-Probability Convenience Sampling. The results show that, in the current climate, green banking is crucial, according to most customers. The percentage of people using green banking products, such as ATMs and mobile banking services, exceeded 90% of the total. Green banking measures implemented by both public and private sector banks are well-known to nearly all customers. On a related note, it's safe to say that customers have learned about green banking through word of mouth and bank websites, rather than through print ads or television and online commercials, have major impact. In light of the present situation, the majority of the customers consider it necessary.

Keywords: Green Banking, Green Financial Services, Convenience Sampling, Advertisement

1. Introduction

"Green Banking" is a banking model in which a country reaps environmental benefits. The conventional wisdom holds that conventional banks can become "green" when they devote all of their resources only to environmental protection. The banking industry promotes sustainable development and eco-friendly practices, bridging the gap between economic growth and environmental conservation. The idea of "Green Banking" is linked to Triodos Bank. Its Dutch roots date back to its 1980 founding. From the very beginning, it pioneered ecological sustainability in the banking sector. As part of their Green Banking initiative, banks launched a new product in 1990 called Green Funds to back environmentally conscious initiatives. Many banks around the world have been inspired by this project, and the banking sector as a whole has recognized the significance of green initiatives. (Papak and Yadav, 2013).

During the introduction phase of Green Banking, the primary decision was to decrease paper consumption in banking operations. This was due to the fact that cutting down so many trees would inevitably lead to deforestation. As a result of this destructive action, atmospheric carbon dioxide levels rise, and oxygen levels fall.

Two methods exist for implementing environmentally friendly banking practices. Two types of green banking: interior and exterior. Green buildings, electronic banking, electronic statements, electronic emails, rooftop solar panels, virtual meetings instead of in-person ones, webcams, etc. are all part of an internal green banking strategy. Nonetheless, financial institutions can engage in external green banking by providing

capital for environmentally friendly initiatives, such as Effluent Treatment Plants (ETPs), solar energy plants, biogas plants, and so on. Simply said, green banking aims to safeguard the environment by directing attention to climate change and providing funding for environmentally beneficial projects that make effective use of natural resources.

1.2 Aspects of Green Banking

Ethical, social, and sustainability considerations are essential for green banking to arrive at an accurate assessment of the returns on investment for environmentally friendly initiatives. Ethical Banking argues that monetary and ethical indicators should both be used to analyze profitability. One example would be a special savings account that lets customers transfer a percentage of their interest to green initiatives or NGOs. Social banking is a kind of banking that aims to improve society and the environment simultaneously. Investment in a society that values both human progress and environmental preservation is the primary goal of these social banks. For instance, wealthy people can seek advice from social banks on how to best assist social entrepreneurs and charities as they work to effect political and social change. According to sustainable banking principles, banks should prioritize the well-being of all stakeholders, including consumers, the economy, and its employees and shareholders. Another crucial part of this is protecting the environment.

1.3 Green Banking Products

Many banks and financial organizations have begun to take a more environmentally conscious stance. Indian banks are eagerly anticipating initiatives in the green banking space, which is gaining popularity throughout the world. India aspires to join the ranks of Green Banking greats like the United States, Japan, Australia, etc. When it comes down to it, "Green Banking Products" are financial services whose main goal is green energy conservation.

Following are the exhaustive list of the Green Banking and Financial Products all over the Globe.

1. Online Banking
2. Solar ATM / ATM
3. Tree Plantation assignment
4. Mobile banking
5. Canvas bag
6. Green Mortgages & Loans
7. Green Car Loans
8. Green Commercial Building Loans
9. Green Cards
10. Green Project Finance
11. Green Indices
12. Green Fiscal Funds
13. Green Insurance
14. Green Securitization
15. Green Reward Checking Accounts
16. Green Marketing

1.4 Need of the Study

The concept of "green banking" is still in its infancy in the banking industry. In its most basic form, it's an approach to banking that prioritizes environmental protection while also considering social and environmental impacts. After looking at all the studies, it's clear that international banks are taking green banking very seriously. Financial institutions from other countries are also taking part in the Equator Principles (EP), which aim to quantify the societal and economic benefits of reducing paper, energy, and water consumption through the issuance of loans. According to research conducted in India, banks there are still in the early stages of implementing Green Banking Practices and have had some setbacks along the way. This study is vitally necessary in order to determine the current situation, user awareness, and areas that might be improved.

1.5 Objectives of the Study

1. To study customers usage and source of information awareness for Green Banking products.
2. To identify the preferences of selected customers about Methods of Adopting Green Banking.
3. To analyze the perception of selected customers towards Green Banking practices.

2. Review of Literature

There are a number of studies that have shown a correlation between environmental sustainability being ignored and natural disasters. On a worldwide scale, banks are also concerned about environmental issues and climate change. This is because, in a roundabout way, banks contribute to these problems by funding

related sectors and, more directly, by utilizing energy-intensive office appliances. To this end, the term "Green Banking" was developed to describe a new approach to banking that takes environmental factors into account. Although numerous studies have examined the evolution of green banking on a national and international scale, the overarching conclusion is that, in comparison to their international counterparts, Indian banks are moving at a snail's pace to incorporate this novel concept into their daily operations.

Khairunnessa et al., (2021) The emergence of "Green Banking" in Bangladesh is the primary topic of this study, which was conducted in Bangladesh. The function of financial regulations in greening the Bangladeshi financial industry is also examined. In addition, the article delves into how various institutions, both monetary and otherwise, might promote the green financial revolution. A number of secondary sources, such as the websites of commercial banks and the central bank of Bangladesh, will be consulted for this purpose. When examining the data, descriptive statistics should be employed. The results showed that the reserve bank of Bangladesh was instrumental in bolstering the country's environmentally friendly financial system through the implementation of several green policies and regulations. In spite of Bangladesh's impressive recent achievements in green growth, infrastructure development, and green finance, the country's environmental performance is still below that of rich nations. Ali Bukhari et al., (2020) For banks at any point in their Green Banking adoption journey, this article lays out a variety of ESG-based green practices that they can put into action. For regulatory agencies to utilize in crafting Green Banking regulations or policies, it details methods for creating this business structure. Human ecology, which takes into account the interdependence and interrelationship of the elements impacting environmental sustainability, is the theoretical foundation of this investigation. Banks can achieve Green Banking adoption by using certain practices sequentially or parallelly, according to this study. All sorts of internal and external factors impact the adoption process. Methods for implementing green banking can be categorized.

JeyaRani and Thangaraja (2016) gave conceptual foundation for green banking considering Marketing Intelligence (MI). They considered the Kotler's view about marketing intelligence which is "systematic collection and analysis of publicly available information about competitors and developments in the marketing environment." They used the model of MI in green banking practices, the view was created that, it is require to survey the customers and ask the opinions about the technology or products they are aware of considering the educational background, Income, age etc. Thereafter fair view will be generated by banks about the new innovations to be done for attracting more customers and to create goodwill, by this way green initiatives should be marketed. Jinwala (2013) described the importance of Green Banking, highlighted international experiences. This paper added new point of drivers and trends in green product development, compared to above paper of Laxman (2014). He derived the conclusion that there has not been much initiative by the banks and other financial institutions in India and so he suggested possible policy measures to promote green banking in India.

Chaurasia (2014) attempted to highlight the major benefits, confronting Challenges, strategic aspects of Green Banking and also presented the status of Indian banks as far as Green Banking adoption is concerned. He found that there has not been much initiative in this regard by the banks in India. He managed to cover a new area of ways to reduce carbon foot print. Karunakaran (2014) described new area of -types of banking risks mitigated by Green Banking and steps to be undertaken for applying green banking which had not been covered in earlier researches. He found that there has not been much inventiveness in this regard by the banks and other financial institutions in India, though they play an active role in India's developing economy. More than 100 countries have incorporated the equator principle. So, this principle has become a common standard of project finance. None of banks or financial institutions has adopted equator principle even for the sake of records. Kaur (2014) upgraded the paper of Nath et al. (2014) and provided suggestions to adopt and promote green banking in Banks, apart from overview about green banking, advantages associated with it and different green banking initiatives taken by Indian banks. She concluded that with increasing concern about global warming and conserving environment, Indian banks are becoming more responsive towards the green aspirations of their customers. New initiatives like green products and new environmentally friendly policies are also being adopted.

Ratnaparkhe and Ratnaparkhe (2015) have studied the conceptual foundation of green banking, the initiatives taken by banks, green rating standards by RBI and ways to adopt green banking. They highlighted strategies of green banking, wherein the key point was that, banks adopting socially responsible lending and investing are altering the process of traditional investment banking, bond underwriting, people are aware about environmental concerns, so they should initiate the same for competitive advantage. They concluded still there is long way to go for Indian Banks. Ullah (2013) upgraded his paper by describing the present status of green banking practices. For that, a comparative analysis was done among different types of banks in Bangladesh to see whether they adopted green banking policy guided by Bangladesh Bank (BB). Some of the Green Banking tools viz. online banking, mobile banking, ATM facilities, green financing etc. were considered for comparison. He concluded that only PCBs, FCBs have adopted green banking guidelines and financed some of green banking-based projects on the other hand SCBs and SDBs initiatives are not remarkable. Hundal and Kumar (2015) have done survey of 100 UG and PG students of Amritsar, to know the preference of them towards environment friendly / Green products. They considered seven factors like Desire, Trustworthiness, Preference, Ethical, Awareness, initiative, and social welfare for factor

analysis perception of consumers towards Green Products. They determined the Cronbach's alpha to be .814 which is significant, interpreting the reliability. They derived some subjective conclusions that, concept is new, so it will need time for acceptance. People are less aware about the benefits of green products, so green movement should be conducted. Another important concept of Green Myopia is also developed as less costly products will be sold by other companies compared to green products. Consumers don't prefer costly green products it is great concern.

Malliga and Revathy (2016) conducted a primary study on the awareness of Customer for Green Banking initiatives taken up by private Banks at Theni District. They discussed the Green Products and SWOC analysis of Green Banking as theoretical framework. Considering empirical side, initiative taken by few of the private banks at the selected district was emphasized. They found majority of the banks give training for green banking services, major problem in green banking system is lack of customer interaction, giving security & privacy was the most important tool to create awareness of the green banking concept, which was perceived by customers. It was concluded Bank has to create Green goals and market them for creating awareness amongst customers. At the end, Age was considered for checking its relation with other variables through ANOVA, where a only one variable saving in time is found to be significantly different regard to age of customers. Mehta and Sharma (2016) has done an empirical study on customers of Nepal, wherein, the perception and awareness about Green Initiatives by Banks of Nepal was examined. It was found, there is not much awareness about the concept of Green Banking and not satisfied with green banking services but, they consider it's an important concept for Environment conservation and sustainability. It was also found majority were knowing about Mobile/ Internet Banking and they agreed upon the use of solar energy and saving paper to be the most important factor of environment sustainability through Green Banking. Ravikumar and Jagadeesha (2016) has done an empirical study on awareness of green banking and usage of online banking by customers of southern Karnataka district- Mysore and Mandya. They compared the parameters between the two cities. They performed Chi Square Analysis keeping the three parameters- District, Profession and Gender. The relationship of these three parameters and awareness of Green Banking / usage of online Banking was studied. It was found, that customers' especially males are significantly more aware and profession is also associated with awareness of the green banking. Considering usage of online Banking, Business professionals are highly associated and again customers are having higher usage, while gender doesn't play any role in this.

Sharma et al. (2014) studied consumer awareness regarding green banking concept and green banking services initiatives taken by various Public and Private sector banks in India, Mumbai. And obstacles faced by consumers in availing green Banking services. They found from their research that green initiatives like Communication through Press, Bank environmental policy, Concession on energy savings, Solar ATMs, Green CDs is not familiar in Green initiatives by the bank as per the respondents. Still Indian banks have not accepted the principle equator policy to keep a record of their clients. The limitation of this paper is small sample size. Vijayakumar (2016) studied the awareness level and satisfaction of Karnataka's about green banking services and green banking initiatives by banks. It was found that, Majority were aware about the green checking account as one of the initiative of banks under green banking, followed by cash deposit system and online banking. It was determined from the sample respondents that there exist no significant differences in awareness between green banking initiatives like e-statement, green loans, net banking and Gender. Technical issues and lack of education were the major obstacles in availing green services. It was concluded that Banks should strictly follow the equator principle and there exist good opportunity in reducing carbon footprints.

3. Research Methodology and Sampling Design

Both primary and secondary data were used for the study. Primary data was collected with the help of structure questionnaire. Secondary data was collected from published sources such as research papers, available books, and websites. The study is mainly descriptive in nature. The area of the study is limited to three cities of North India Lucknow, Prayagraj and Kanpur. From these cities two private and two public banks were selected for the study. The sample of the study was restricted to 263 respondents, mainly customers of the banks. The sample considered for the study which was taken from public and private banks were large enough to make the inferences drawn. Lack of co-operation from the respondents faced as a limitation of the study. Non-Probability Convenience Sampling method was selected for collecting the data.

3.1 Tools for Analysis

Structured questionnaires designed for surveying the customers were done from different modes. That is from public and private sector banks. The data was collected from the customers via online Google Doc form and physical mode. The questionnaire was divided into two sections. The first section is about the questions related to green banking such as awareness, usage, and method of its adoption, importance, obstacles and general perception or views of customers towards green banking practices. The second section deals with demographic profile of customer's bank, type, gender, age qualification, city, occupation, and income of customers. Frequency, percentage, cross tabulation, charts and various statistical tests were also used for analysing the data like chi square, correlation, ANOVA and T test.

4. Data Analysis and Interpretations

Table 1.1 Frequency of Respondent's Bank

Sl. No.	Name of the Bank	Frequency
1	Axis Bank	34
2	Bank of Baroda	20
3	Bank of India	21
4	Canara Bank	14
5	Central Bank of India	11
8	Federal Bank	12
9	HDFC	26
10	ICICI	39
11	IDBI	21
12	Indian Overseas Bank	11
13	Kotak Mahindra Bank	13
14	Oriental Bank of Commerce	08
15	State Bank of India	19
16	Union Bank of India	14
	Total	263

The above table shows the frequency count of the respondents' bank, where they were having account. Considering one respondent might possess various bank accounts, any one bank account was assumed to mark by them where they might be using the Green Banking services.

Table 1.2 Category of Respondents Bank

		Frequency	Percent	Cumulative percent
Valid	Public Sector	130	49.4	49.4
	Private Sector	133	50.6	100
	Total	263	100	

From the above Table 1.2 it may be observed that, out of selected 263 customers, 130 respondents were having accounts in public sector banks, followed by 133 respondents having account with private sector banks.

Table 1.3 Type of Respondents Account

		Frequency	Percent	Cumulative percent
Valid	Savings	224	85.2	85.2
	Current	34	12.9	98.1
	NRI	5	1.9	100
	Total	263	100	

From the above Table 1.3 it may be observed that, out of selected 263 customers, 224 respondents were having savings accounts, followed by 34 respondents having current account and 5 were NRI account.

Table 1.4 Gender of Respondents

		Frequency	Percent	Cumulative percent
Valid	Male	203	77.2	72.8
	Female	60	22.8	100
	Total	263	100	

From the above Table 1.4 it may be observed that, out of selected 263 customers, 203 respondents Males, followed by 60 Female respondents.

Table 1.5 Frequency of Respondents Age

	N	Minimum	Maximum	Mean
Age	263	18	72	31.5725

From the above Table 1.5 it may be observed that, mean age was 31.5725 years, where the 18 years was the minimum and 72 years was the highest one under selected 263 respondents.

Table 1.6 Qualification of Respondents

		Frequency	Percent	Cumulative percent
Valid	Graduate	107	35.8	35.8
	Postgraduate	136	57.5	93.3
	Ph.D.	8	2.8	96.0
	Others	12	4	100
	Total	263	100	

From the above Table 1.6, it may be observed that, out of selected 263 respondents, highest 136 respondents were post graduate, followed by 107 graduates, 12 others and 8 as doctorates.

Table 1.7 Frequency Analysis of Respondents Income [Per Annum]

Valid	Amount (Rs.)	Frequency	Percent	Cumulative percent
	Up to 1,00,000	17	3.2	3.2
	1,00,001 – 2,00,000	46	12	15.2
	2,00,001 – 3,00,000	57	21.3	36.5
	3,00,001 – 4,00,000	69	24	60.5
	4,00,001 – 5,00,000	53	14.5	75
	More than 5,00,000	21	7	82
	Total	263	100	

From the above Table 1.7, it may be observed that, out of selected 263 respondents, the highest 69 respondents were earning income between Rs. 3,00,001 -Rs. 4,00,000 (Per Annum), followed by 57 with Rs. 2,00,001- Rs. 3,00,000 (Per Annum), 21 were earning more than Rs. 5,00,000 (Per Annum).

Table 1.8 Respondents View Towards Green Banking in Present Scenario

		Frequency	Percent	Cumulative percent
Valid	Vital	108	36	36
	Essential	123	41	77
	Desirable	24	17	94
	Can't Say	8	6	100
	Total	263	100	

From the above Table 1.8, it may be observed that, out of selected 263 respondents, highest 123 respondents thinks green banking is essential in present scenario, followed by 108 respondents which thinks it is vital, 24 marked it as desirable and 8 respondents were not having a clear view regarding it.

Table 1.9 Analysis of Usage of Green Banking Products

Products	Frequency	Products	Frequency
Mobile Banking	194	Green Reward Checking Accounts	9
Internet Banking	190	Green Insurance	15
Green Deposits	46	Green Sanitisation	7
ATM	211	Canvas Bags	17
Green Loans	46	Others	5
Green Credit Cards	49	None of the Above	5

From the above Table 1.9, it may be observed that, out of selected 263 respondents, highest 211 respondents used ATM, followed by 194 respondents using Mobile banking, 190 using Internet banking, 49 using Green credit card, 46 marked Green deposits as well as Green loans, followed by 17 user of canvas bags and 5 respondents doesn't use any green banking product from the list given. Here the respondents were given opportunity for multiple ticks marking.

Table 1.10 Awareness of Green Banking

Source of Awareness	Frequency
Bank Website	89
Print Advertisement	43
Bank Employee	51
Friends/Relatives	63
Television/Radio	13
Any other source	06

From the above Table 1.10, it may be observed that, out of selected 263 respondents, highest 89 respondents got aware about green banking from Bank website, followed by 63 respondents whose source of awareness was Friends/ Relatives, 51 from Bank Employees, others were having Print Advertisement (43), Television/ Radio (13) as an awareness source while, 6 respondents marked they had other source of awareness for green banking apart from list. Here the respondents were given the opportunity for multiple ticks marking.

Table 1.11 – Garrett Ranking Technique for identifying the Preferences of selected customers about Methods of Adopting Green Banking as per its importance

The Garrett Ranking Technique is used for investigating the ranking given by respondents for identifying the Preferences of selected customers about Methods of Adopting Green Banking considering 1st rank to be the most important method of adopting green banking and 5th rank to be the least important one in the same.

The respondents under survey were asked to allot the rank then the frequencies of such ranking were converted into score value with the aid of the following formula.

Percent Position = $100(R_{ij}-0.5)/N_j$ where;

R_{ij} = Rank given for i th item by the j th respondents N_j = Number of items ranked by j th respondents.

Score for each rank should be multiplied to score and then overall summation of Total Garrett Score is to be determined for each parameter, later it is to be divided by no of respondents to get the average score. Highest average score will be allotted first rank.

Table 1.11 Methods of Adopting Green Banking

Sl. No.	Methods of Adopting Green banking	1	2	3	4	5	Total
1	Use of Direct Deposit	72	15	28	53	95	263
2	Online Bill Payment	62	74	67	19	41	263
3	Paperless Statements	40	52	70	60	41	263
4	Online Savings A/c	33	62	42	72	54	263
5	Internet banking	69	47	56	29	62	263
Garret Table Value		35	40	40	19	12	

Table 1.11.1 Ranking of Methods of Adopting Green Banking on the basis of Henry Garret Table

Sl. No.	Methods of Adoption of Green Banking	1	2	3	4	5	Total Garret Score	Average	Rank
1	Use of Direct Deposit	6800	3200	2800	3137	2468	18405	61.350	5
2	Online Bill Payment	6050	6040	4250	2354	1254	19948	66.493	1
3	Paperless Statements	5900	4300	4900	2998	1466	19564	65.213	2
4	Online Savings A/c	3875	5120	3742	4110	1510	18357	61.190	4
5	Internet banking	6875	4640	3720	2162	2108	19505	65.016	3
(Calculated values from Henry Garret Table)									

Table 1.11 describes the frequency of ranks given by respondents to methods of adopting green banking. Table 1.11.1 shows the application of Garrett Ranking Technique. It may be interpreted that, respondents finds "Online Bill Payment" to be most important method of green banking and least important was "Use of Direct Deposit" for them, which was assigned fifth rank as per Garrett ranking. They were neutral for "Internet Banking".

Table 1.12 – Analysis of Perception of selected customers towards Green Banking Practices

Perception of Various customers towards Green Banking practices vary with their experiences, mind sets or usage. For identifying the how much variation the respondents possess for green banking, the Likert Scale statement analysis was used.

Table 1.12 Likert Scale Analysis for Perception of Selected Customers Towards Green Banking Practices

Sl. No.	Items	Mean	Standard deviation	Skewness	Kurtosis
1	I use banking services with environmental safety prospective	4.87	1.420	.004	-1.312
2	Eco-friendly services provided by the bank motivates me to buy the financial product	3.99	1.436	.044	-1.338
3	I am ready to pay higher price for ecofriendly products	4.43	1.396	.003	-1.257
4	I usually prefer net banking to avoid paper wastage	4.14	1.399	-.039	-1.267
5	Solar lighting system is a good go green initiative	3.69	1.460	-.012	-1.403
6	Ecological friendly technologies must be followed by banks in overall working criteria	4.17	1.414	.003	-1.294
7	Getting bills via mails is preferred by me	3.40	1.499	-.031	-1.450
8	Government must inform stringent rules in support of green marketing and assure its implementation	4.20	1.388	-.087	-1.227
9	Green products are preferred when there is confusion about the product	4.11	1.384	.106	-1.247
10	Green advertisement doesn't affect the purchase decision	3.77	1.371	-.045	-1.218

From the above Table 1.12, it may be observed that mean is nearby 5 in most of the statements, which may be describing agreement of respondents, while the majority of the views does variates from mean based on standard deviation except views on, “purchase financial product with environmental safety prospective”, “Eco- Friendly product feature motivates me to buy a product”, “Solar lighting system is a good green product initiative”, “Government must form stringent rules in support of green marketing & assure its implementation” shows no variations.

5. Discussions

A. Demographic Profile of Respondents

1. With reference to **type of banks**, 156 respondents (52%) had accounts in public sector banks, followed by 144 respondents (48%) having accounts with private sector banks, out of the selected 263 respondents.
2. In context of **type of accounts** held by customers, it was observed from the survey, 222 respondents (87.3%) were having savings accounts, followed by 38 respondents (11.5%) having current account and 3 (1.3%) were NRI account.
3. With reference to **Gender**, out of selected 263 customers, 203 respondents (72.8%) were Males, followed by 60 Female respondents (27.3%).
4. From the study, **Mean age** of customers was 31.5725 years, where the 18 years was the minimum and 72 years was the highest one.
5. Considering the **Academic Qualification**, out of selected 263 customers, highest 136 respondents (57.5%) were post graduate, followed by 107 (35.8%) graduates, 12 (4%) others and 8 (2.8%) as doctorates.
6. The **Statistics of Income** showed that, out of selected 300 customers, the highest 72 (24%) respondents were earning income between Rs. 3,00,001 -Rs. 4,00,000 (Per Annum), followed by 64 (21.3%) with Rs. 2,00,001- Rs. 3,00,000 (Per Annum), 21 were earning more than Rs. 5,500,000 (7%) (Per Annum) and 54 (18%) respondents were non- earners.

B. Green Banking Practices

7. With reference to extent of **need for Green Banking in current scenario**, it was found that out of selected 263 customers, highest 123 respondents (41%) thinks green banking is essential in present scenario, followed by 108 respondents (36%) which thinks it is vital, 51 (17%) marked it as desirable and 18 respondents (6%) were not having a clear view regarding it.
8. Considering the **usage of green banking Products**, out of selected 300 Customers, highest 211 respondents used ATM, followed by 194 respondents using Mobile banking, 190 using Internet banking, 49 using Green credit card, 46 marked Green deposits as well as Green loans, followed by 17 user of

canvas bags and 5 respondents doesn't use any green banking product from the list given. Here the respondents were given the opportunity for multiple ticks.

9. From the analysis of the **customers source of awareness for green banking**, it was found out of selected 300 customers, highest 103 respondents got aware about green banking from Bank website, followed by 71 respondents whose source of awareness was Friends/ Relatives, 64 from Bank Employees, others were having Print Advertisement (43), Television/ Radio (13) as an awareness source while, 06 respondents marked they had other source of awareness for green banking apart from list. Here also the respondents were given opportunity for multiple tick marking.
10. Under the analysis of the **customers' source of awareness for green banking as per the type of banks**, it was found out of selected 156 customers, under **Public Sector banks**, Highest 97 Respondents marked their source of awareness was "Bank website", followed by Friends / Relatives (70), Bank employee (59), Print advertisements (48), TV/ Radio (35), least 11 respondents marked they got aware by other sources.
11. Out of selected 144 customers under **Private Sector banks**, Highest 96 Respondents marked their source of awareness was "Bank website", followed by Bank employee (58), Friends / Relatives (55), Print advertisements (46), TV/ Radio (26), least 10 respondents marked they got aware by other sources.
12. **As per Garrett Ranking Method**, Customers finds "Online Bill Payment" to be most important method of green banking and least important was "Use of Direct Deposit" for them, which was assigned fifth rank as per Garrett ranking. They were neutral for "Internet Banking".
13. From **Analysis of Perception** it was found mean was nearby 2 in all the statements, which may be describing agreement of respondents, while the majority of the views does variates from mean based on standard deviation except views on, "I purchase a product with environmental safety prospective", "Eco- Friendly product feature motivates me to buy a product", "Solar lighting system is a good green product initiative", "Government must form stringent rules in support of green marketing & assure its implementation" shows no variations.
14. **As per Garrett Ranking Method**, Customers finds "Cost reduction with paper less work" to be most important benefit of green banking and least important was "Fulfillment of Environmental Responsibility" for them, which is assigned fifth rank as per Garrett ranking. They were neutral for "Creation of awareness about environmental responsibility amongst people".

6. Suggestions

1. Green Products like ATM, Mobile Banking, and Internet Banking are more preferred by customers in selected cities, efforts should be given by banks to make the customer aware about the importance of other products and boost up the usage.
2. It is found, customers get aware from Bank website at the highest, regarding green banking and least is TV/ Radio. It may be suggested that bank should also create more advertisements for green banking concept and should relay on TV/ Radio, as it is the best source of getting awarded.
3. Customers who opt for green banking services must get the constant services without any technical faults. It is the responsibility of the bank to ensure there are no technical issues. Also, Banks should assure the privacy or secrecy of data related to customers. This will motivate the customers more towards opting for green banking.
4. Bank Employees should motivate the customers to use the green banking services and even it is suggested to appoint special staff, who can separately devote time to counsel and provide guidance to the customers on green banking execution. As generally observed, the banking officials are very busy in their routine banking tasks and have to be careful for not to commit any errors.

7. Conclusion

Green Banking is the emerging concept in India; globally it is being accepted on huge level, while Indian banks are still having big way to go. Green Banking may be seriously considered as a solution to the crucial situation of global warming growing due to rapid corrosion of global climatic modifications. Customers have created their awareness of green banking from bank websites and Friends/ Relatives, while it may be concluded the Print Advertisements or Radio commercials are not that effective. It can be concluded that considering the need of Green Banking, majority of selected customers feel it is required in current scenario. Major customers have accepted the ATM, Online or Mobile Banking, while other green products like green credit cards, green insurance etc are lesser in use. The reasons may be manifold either its awareness or availability at branch.

On the overall basis, it may be concluded, the concept of Green Banking is a need of an hour looking at the current pollution and harmful effects of Global Warming. At least it will contribute to environmental conservation which makes the citizens' to breath fresh air and stay healthy.

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