

PERCEPTION ON GREEN BANKING PRACTICES IN SELECTED COMMERCIAL BANKS IN KERALA

***Sarath Chandran M.C. & **Dr. B. Sathiyabama**

*Research Scholar & **Research Guide & Assistant Professor

PG Department of Commerce and Research Centre,

Marudupandiyar College, Trichy Main Road, Vallam, Thanjavur, TamilNadu, India – 613 403

Affiliated to Bharathidasan University, Tiruchirappalli, TamilNadu, India – 620 024

Abstract

Considering the global level acceptance for Green Banking, Indian Banks are also looking forward for the initiatives on the same ground. Indian also wants to make itself include in the league of America, Japan, Australia, etc. in the stature of Green Banking. Basically, Green Banking Products are those whose prime objective is to conserve the energy to support the environmental sustainability. The major objectives of the study is to identify the present scenario, awareness amongst users, method of adoption of green banking practices in Kerala, customers perception and preferences and the areas of improvement wherever required in the study is highly needed. Both primary and secondary data were used for the study. Non – Probability Convenience Sampling method was selected for collecting the data. The findings is that, majority of the customer's stated that, green banking is essential in the present scenario. More than 70 percent of the respondents were using ATM's and M - Banking services as green banking products. Almost all the customer's are aware about the green banking practices adopted in public and private sector banks. Further it can be concluded that, 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 much effective. Majority of selected customers feel it is required in current scenario.

Keywords: *Green Banking, Green Products, Green Services, Perceptions, Customer's.*

Introduction

When the nation achieves the benefits related to environment from the banking it is nothing but the form of banking i.e. Green Banking. It is said the traditional bank can be converted into green bank, when it performs its prime functions for the conservation of environment only. Banking Industry acts as a midway between the development of economy and protection of environment by marketing the sustainable development plus environment friendly activities.

Green Banking concept is associated to Triodos Bank. It was established in the year 1980, having the origin of Dutch. It started the ecological sustainability in the segment of banking since beginning. To support the eco-friendly projects, bank introduced the new product called Green Funds in 1990 under the banner of Green Banking. It was observed, that this initiative has encouraged many banks all over the globe and banking segment on overall basis witnessed the importance of green initiatives. (Yadav and Pathak, 2013).

Primarily decision related to Green Banking in the introduction phase was to reduce the consumption of Paper in banking activities, because the many trees are needed to cut and ultimately the deforestation is to be done. This harmful activity does the increment of carbon dioxide and decreases oxygen in the air.

Green banking practices can be performed in two ways.

1. Internal green banking approach

It includes the green buildings, e- banking, e -statement, e-mails, solar panels' installation on the roofs, avoiding physical meetings and considering the usage of Webcams for conferences etc.

2. External green banking approach

Here the green banking can be practiced by the bankers by funding the projects which are green or eco- friendly in nature like **Effluent Treatment Plant** (ETP), Solar Energy Plant, Plants of Bio-Gas etc. In the nut shell, the Green Banking practices are meant for environment protection and to focus on the changes occurred in climate and financing the eco-friendly projects, wherein the natural resources can be used in efficient manner.

Aspects of Green Banking

Green Banking requires the aspects of ethical, social and sustainability dimensions to identify the advantages of funding related to green activities. **Ethical Banking** describes that the profitability should not only be assessed in terms of money but in social terms as well. For e.g. Special saving bank account for the customers who may partially transfer their interest to environmental projects or NGOs.

Social Banking may be defined as banking which objects to have favourable impact on people and environment by the way of banking. Such social banks aim for prime investment in a society that considers human development and responsibility for environment on a whole. For e.g. Social bank may provide for services like consultation for wealthy people who want to aid non- profit organizations or social commercial activity to determine the political and social change.

Sustainable Banking clearly states the commercial activities of banking business should not only be advantageous to employees or owners but should benefit the customers and economy as a whole. It also assures the natural environment doesn't get hampered.

Green Banking Products

Banks and Financial Institutions have shifted their traditional approach to Green Approach today. Considering the global level acceptance for Green Banking, Indian Banks are also looking forward for the initiatives on the same ground. Indian also want to make itself include in the league of

America, Japan, Australia etc. in the stature of Green Banking. Basically, Green Banking Products are those whose prime objective is to conserve the energy to support the environmental sustainability.

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

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

Need for the Study

Green Banking is relatively a new development in the world of finance. It is a type of banking which takes social and environmental impact into attention and basically it is meant for the conservation of the environment. Considering the various research studies, it is determined that foreign banks are implementing green banking practices on a much kind and thoughtful note. Foreign Banks are also participant to the Equator Principles (EP) and are moving ahead with measurement of social and economic impact of provision of funds, lesser consumption of paper, energy and even water. From the studies in India, it has been found that the Indian banks are still taking baby steps and having set back in the Green Banking Practices or its execution. So to identify the present scenario, awareness amongst users, areas of improvement the study is highly needed.

Objectives of the Study

1. To study customers usage and source of information awareness for Green Banking products in Kerala.
2. To identify the preferences of selected customers about Methods of Adopting Green Banking as per its importance in Kerala.
3. To know the perception of selected customers towards Green Banking practices in Kerala.
4. To identify the preferences of selected customers about importance of Green Banking in Kerala.

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 articles, research papers, available books, and websites. The study is mainly descriptive in nature. The area of the study is limited to Trivandrum, Cochin and Kozhikode districts of Kerala State as the sampling units is divided into 3 distinct zones such as south, north and central. From these zones, the districts where most number of banks working were selected. The total population of the study were restricted to 300 as the size of the population is large; so the inferences drawn may not be representing the whole state. 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.

Review of Literature

There are several studies which claimed the relationship between the natural calamities and change occurring in climate because of the disregarding the environmental sustainability. At the global level, banks are also focusing on the concern of environment and climate change as indirectly banks are also propagating this via provision of funds to such industries and even directly by consuming energy by using appliances in offices. In this regard, a new concept of Green Banking was coined, which considers the ecological perspectives of banking. There are many studies dealing with development of green banking at global as well as national level, ultimately it was general observation that, Indian banks are still into slow pace for accommodating this innovative concept of green banking in routine against the foreign banks.

I. Conceptual Studies

Ahuja (2015) gave an overview of literature review about green banking, for making the conceptual framework. She identified problems in the execution of the green concept, where from her review, she identified customer education and awareness is biggest concern and Private sector banks are able to implement the concept in a better way. Later she explores the green initiatives by SBI to describe green banking.

Islam and Das (2013) analysed the green banking practices in Bangladesh. They collected secondary data from bank websites, and studied the statistics on Green fund allocation, Online banking, Mobile banking. They concluded that, concept of Green Banking is new in Bangladeshi banks and yet need to be developed.

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.

II. Green Banking Practices and initiatives by Banks

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 environment 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 guideline and financed some of green banking based projects on the other hand SCBs and SDBs initiatives are not remarkable.

III. Awareness of Consumers about Green Banking

Following are the studies related to the awareness of consumers about green banking:

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. Consumer 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, Mysore 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 Mysore 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.

Tools of Analysis

Structured questionnaires designed for surveying the customers was 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. 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.

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	10
3	Bank of India	10
4	Canara Bank	14
5	Central Bank of India	11
6	City Union Bank	14
7	Dena Bank	9
8	Federal Bank	31
9	HDFC	11
10	ICICI	19
11	IDBI	4
12	Indian Overseas Bank	8
13	Kotak Mahindra Bank	17
14	Oriental Bank of Commerce	9
15	State Bank of India	59
16	Union Bank of India	29
	Total	300

(Source: SPSS)

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	Valid percent	Cumulative percent
Valid	Public Sector	156	52	52	52
	Private Sector	144	48	48	100
	Total	300	100	100	

(Source: SPSS)

From the above Table 1.2 it may be observed that, out of selected 300 customers, 156 respondents were having accounts in public sector banks, followed by 144 respondents having account with private sector banks.

Table 1.3 – Type of Respondents Account

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Savings	262	87.3	87.3	87.3
	Current	35	11.5	11.5	98.8
	NRI	3	1.3	1.3	100
	Total	300	100	100	

(Source: SPSS)

From the above Table 1.3 it may be observed that, out of selected 300 customers, 262 respondents were having savings accounts, followed by 35 respondents having current account and 3 were NRI account.

Table 1.4 – Gender of Respondents

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Male	218	72.8	72.8	72.8
	Female	82	27.3	27.3	100
	Total	300	100	100	

(Source: SPSS)

From the above Table 1.4 it may be observed that, out of selected 300 customers, 218 respondents Males, followed by 82 Female respondents.

Table 1.5 - Frequency of Respondents Age

	N	Minimum	Maximum	Mean
Age	300	18	72	31.5725

(Source: SPSS)

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 300 respondents.

Table 1.6 - Qualification of Respondents

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Graduation	107	35.8	35.8	35.8
	Post Graduation	173	57.5	57.5	93.3
	Doctoral Degree	8	2.8	2.8	96.0
	Others	12	4	4	100
	Total	300	100	100	

(Source: SPSS)

From the above Table 1.6, it may be observed that, out of selected 400 respondents, highest 173 respondents were post graduate, followed by 107 graduates, 12 others and 8 as doctorates.

Table 1.7 - Frequency Analysis of Respondents Income [Per Annum]

		Amount (Rs.)	Frequency	Percent	Valid percent	Cumulative percent
Valid		1 – 1,00,000	9	3.2	3.2	3.2
		1,00,001 – 2,00,000	36	12	12	15.2
		2,00,001 – 3,00,000	64	21.3	21.3	36.5
		3,00,001 – 4,00,000	72	24	24	60.5
		4,00,001 – 5,00,000	43	14.5	14.5	75
		More than 5,00,000	21	7	7	82
		Not Applicable	54	18	18	100
		Total	300	100	100	

(Source: SPSS)

From the above Table 1.7, it may be observed that, out of selected 300 respondents, highest 72 respondents were earning income between Rs. 3,00,001 -Rs. 4,00,000 (Per Annum), followed by 64 with Rs. 2,00,001- Rs. 3,00,000 (Per Annum), 21 were earning more than Rs. 5,00,000 (Per Annum) and 54 respondents were non- earners.

Table 1.8 – Respondents View Towards Green Banking in Present Scenario

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Vital	108	36	36	36
	Essential	123	41	41	77
	Desirable	51	17	17	94
	Can't Say	18	6	6	100
	Total	300	100	100	

(Source: SPSS)

From the above Table 1.8, it may be observed that, out of selected 300 respondents, highest 123 respondents think green banking is essential in present scenario, followed by 108 respondents which think it is vital, 51 marked it as desirable and 18 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

(Source: MS Excel)

From the above Table 1.9, it may be observed that, out of selected 300 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	103
Print Advertisement	43
Bank Employee	64
Friends/Relatives	71
Television/Radio	13
Any other source	06

(Source: SPSS)

From the above Table 1.10, it may be observed that, out of selected 300 respondents, 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, 6 respondents marked they had other source of awareness for green banking apart from list. Here the respondents were given 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(Rij-0.5)/ Nj where;

Rij = Rank given for ith item by the jth respondents Nj = Number of items ranked by jth 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	35	38	63	92	300
2	Online Bill Payment	62	84	67	46	41	300
3	Paperless Statements	40	55	80	61	44	300
4	Online Savings A/c	33	67	57	92	51	300
5	Internet banking	73	59	58	38	72	300
Garret Table Value		35	40	40	19	12	

(Source: Primary Data)

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
(Source: Calculated 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.	Perception of Selected Customers Towards Green Banking Practices	Mean	Standard Deviation	Variation
1	I purchase a product with environmental safety prospective	1.635	.8510	No variation
2	Eco-friendly product feature motivates me to buy a product	1.750	.835	No variation
3	I am ready to pay higher price for eco-friendly products	2.062	1.012	Variation
4	I usually prefer net banking to avoid paper wastage	1.905	1.007	Variation
5	Solar lighting system is a good green product initiative	20.75	.94082	No variation
6	Ecological friendly technologies must be followed by banks in overall working criteria	2.0204	1.4235	Variation
7	Getting bills via mails is preferred by me	2.1152	1.0135	Variation
8	Government must inform stringent rules in support of green marketing and assure its implementation	2.065	.98502	No variation
9	Green products are preferred when there is confusion about the product	2.3457	1.15318	Variation
10	Green advertisement doesn't affect my purchase decision	2.400	1.2337	Variation
N = 300				

(Source: SPSS)

From the above Table 1.12, it may be observed that mean is 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.

Findings of the Study

A. Demographic Profile of Respondents

1. With reference to **type of banks**, 156 respondents (52%) were having accounts in public sector banks, followed by 144 respondents (48%) having account with private sector banks, out of the selected 400 respondents.
2. In context of **type of accounts** held by customers, it was observed from the survey, 262 respondents(87.3%) were having savings accounts, followed by 35 respondents (11.5%) having current account and 3 (1.3%) were NRI account.
3. With reference to **Gender**, out of selected 300 customers, 218 respondents (72.8%) were Males, followed by 82 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 300 customers, highest 173 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, 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. 5,00,000 (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 300 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 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".

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 bank to assure 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 green banking.
4. Bank Employees should motivate the customers for using 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 it was observed the banking officials are very much busy in their routine banking tasks and have to be careful for not committing any errors.

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 much 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.

References

1. Ahuja., N. (2015). Green banking in India: A Review of Literature. *International Journal for Research in Management and Pharmacy*. 4(1), 11- 16, retrieved on February 6th 2017 from http://raijmr.com/wp-content/uploads/2015/04/3_11-16-Neyati-Ahuja.pdf
2. Islam, S., Chandra Das, P. (2013) Green Banking practices in Bangladesh. *IOSR Journal of Business and Management*. 8(3), 39-44, retrieved on February 17th 2017 from <http://iosrjournals.org/iosr-jbm/papers/Vol8-issue3/G0833944.pdf>
3. JeyaRani, R., Thangaraja, A. (2016) The Role of Marketing Intelligence in Green Banking Practices – A Conceptual Approach. *Imperial Journal of Interdisciplinary Research (IJIR)*. 2(9), 756-758, retrieved on February 15th 2017 from <http://www.onlinejournal.in/IJIRV2I9/115.pdf>
4. Jinwala, A., (2013). Green Banking in India. *International Multidisciplinary Journal of Applied Research*. 1(7),84-86, retrieved on May 10th 2014 from www.viewofspace.org/oct2013/24.pdf
5. Chaurasia A. (2014). Green Banking Practices in Indian Banks. *JOMASS*, 1(1),41-54, retrieved on May 5th 2014 from <http://nebula.wsimg.com/98412aae9cc7f08b8e4d79ac320a9896?>
6. Karunakaran, R. (2014). Green Banking – An Avenue to Safe Environment. *GALAXY International Interdisciplinary Research Journal*, 2(2), 96-103, retrieved on May 10th 2014 from <http://internationaljournals.co.in/pdf/GIIRJ/2014/February/11.pdf>
7. Kaur, J. (2014). Green Banking in India. *Indian Journal of Applied Research*, 4(1),27-28, retrieved on May 25th 2014 from http://www.theglobaljournals.com/ijar/file.php?val=January_2014_1388742762_6c610_175%20Jasdeep%20Kaur.pdf
8. Ratnaparkhe, S., Gajanan, R. (2015) A Study of Green Banking in India. *International Journal in Management and Social Science*. 3(10), 99-104, retrieved on February 17th 2017 from; ijmr.net.in/download.php?filename=Ue033uzzteyOmki.pdf&new...pdf
9. Ullah, M. (2013). Green Banking in Bangladesh- A Comparative Analysis. *World Review of Business Research*. 3(4),74-83, retrieved on May 25th 2014 from [http://www.wrbrpapers.com/static/documents/November/2013/7.%20Mar uf.pdf](http://www.wrbrpapers.com/static/documents/November/2013/7.%20Mar%20uf.pdf)
10. Hundal, B., Kumar, V. (2015). Consumer Perception towards Green Products: A Factor Analytic Approach. *Pacific Business Review International*. 7(10), 1-7, retrieved on February 6th 2017 from <http://www.pbr.co.in/April2015/1.pdf>
11. Malliga, A., Revathy, k. (2016). Customer Awareness on green Banking-Theni District. *EPRA International Journal of Economic and Business Review*. 4(5), 58-66, retrieved on February 6th 2017 from. <http://epratrust.com/articles/upload/7.%20Dr.%20AL.%20Malliga%20&%20K.%20Revathy.pdf>

12. Mehta, K., Sharma, R. (2015). Customers' Persistence for Green Banking in Nepal. *Asian Journal of Research in Banking and Finance*. 6(10), 30-44, retrieved on February 6th 2017 from <https://aijsh.com/shop/articlepdf/2016/10/14755860273.pdf>
13. Ravikumar, R., Jagadeesha, K. (2016). Customer Awareness and Practices towards Green Banking: An Empirical Analysis. *IJSR- International Journal of Scientific Research*. 5 (12), 832- 834, retrieved on February 6th 2017 from <http://worldwidejournals.in/ojs/index.php/ijsr/article/view/13978/14098>
14. Sharma, N., Sarika, K., Gopal, R. (2014). A study on customer's awareness on Green Banking initiatives in selected public and private sector banks with special reference to Mumbai. *IOSR Journal of Economics and Finance (IOSR-JEF)*, 28-35, retrieved on May 25th 2014 from www.iosrjournals.org/iosr-jef/papers/icsc/volume-2/14.pdf
15. Vijayakumar, R. (2016) A Study on Impact of Green Banking in Public and Private Sector Banks with Special Reference to Karnataka. *GJRA - Global Journal For Research Analysis*. 5(12), 404-406, retrieved on February 17th 2017 from <https://worldwidejournals.in/ojs/index.php/gjra/article/viewFile/14143/14260>.
16. Weber, O. (2016). The impact of Green Banking guidelines on the sustainability performance of banks- The Chinese case. *The Impact of Green Banking Guidelines on the Sustainability Performance of Banks*. 79,1-7, retrieved on February 17th 2017 from https://www.cigionline.org/sites/default/files/pb_no.79.pdf.
17. Yadav, R., Pathak, G. (2013). Environmental Sustainability through Green Banking: A Study on Private and Public Sector Banks in India. *OIDA International Journal of Sustainable Development*. 37-48, retrieved on May 25th 2014 from http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2385573.
18. Zhelyazkova, V., Kitanov, V (2015) Green Banking – Definition, Scope And Proposed Business Model. *Journal of International Scientific Publications*. 9, 309-315, retrieved on February 17th 2017 from <https://www.scientific-publications.net/get/1000011/1432802314545177.pdf>.
