



Customer Satisfaction towards Green Banking Practices

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Abstract

The concept of green banking is not just restricted to providing environment friendly products and services but also do focus on making less burden on natural resources and reducing carbon footprints so, that environment could get safe and balance will be maintained in the ecosystem. To find the demographic profile of customers using Green Banking services. The main aim of this study is to evaluate the customer satisfaction towards Green Banking services. It finds and concluded that Customers are satisfied with Green Banking practices especially Green savings and Green car loans.

Keywords: green banking, green project, green savings

Introduction

Every country, society and industry is becoming conscious of its actions. Customers are mindful of the impact their choices make on sustainability. Banking industry in India is making efforts to become “Green”. Banks are working towards reducing their carbon foot-print by opting for sustainable options. They are reducing paper wastage, investing in eco-friendly energy generation projects, evaluating projects based on their environmental impact, promoting electronic banking, educating customers about the various benefits of Green Banking products and services etc.

Banking is the prominent sector of our nation played a significant role in our economy and for the environment also that's why the banking industry adopted paperless banking which is also known as green banking. The concept of green banking is not just restricted to providing environment friendly products and services but also do focus on making less burden on natural resources and reducing carbon footprints so, that environment could get safe and balance will be maintained in the ecosystem. It is an umbrella of a green system under which policies and regulations are framed for green practices.

Over the last few decades, the green banking concept has become a catchphrase in the financial sector, banking sector, as well as among the common people. 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 use of consumer-friendly green practices, efficient IT support and environmentally safe physical infrastructure altogether can help in reduction of carbon emission and radiation especially in-service industries. Global expansion of Indian banking is remarkable and Indian banking network is placed as biggest banking. The paramount banking services are possible with insignificant or minor bearing on the atmosphere and involving the customers into it at every stage. This paper is intended to study the status of green banking practices in India and to identify the consumer's perception towards green banking.

Review of Literature

Customers Perception towards Green Banking Practices in India. Think India (Quarterly Journal) Vol-22-Issue-4. Green Banking is a term referring to practices and guidelines that make banks more sustainable in economic, environment, and social dimensions. It aims to make banking processes highly digitized, green and eco-friendly for achieving sustainability in the long run. Global expansion of Indian banking is remarkable and Indian banking network is placed as biggest banking. The paramount banking services are possible with insignificant or minor bearing on the atmosphere and involving the customers into it at every stage. This paper is intended to study the status of green banking practices in India and to identify the consumer's perception towards green banking.

SS Jabeen, M Kavitha (2019) ^[2] A Study on Customer Preferences on Green Marketing. Environmental problem has led to the shift in the way of consumer go about their life. There is a dynamic change in the attitudes of the masses towards green life style agenda. People are carving to reduce their impact on the environment. In this research paper main emphasis significance of Green Marketing in developing countries, factor comparison with the actual trend and sustainable impact on the marketing procedure of the dynamic society. Customer satisfaction level and the industrial presence to make a move towards the dynamic changes is measured. Data has been collected from multiple sources of evidence in addition to book, journals, website data analysis and newspaper. It explores how to market the green marketing strategy in depth. The paper describes the current scenario highlight the Green Marketing challenges in Indian Market.

Sarath Chandran M.C. (2020) ^[3] Perception On Green Banking Practices In Selected Commercial Banks In Kerala. Journal of Shanghai Jiaotong University Volume 16, Issue 8. 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. 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.

P Manju, M Kavitha (2021) ^[4] Digital marketing and customer satisfaction and customer satisfaction in COVID-19. Elementary Education Online, 2021. In 2020 vast majority of the sector was stepped foot in the digitalization. In COVID-19 pandemic and lock down period in India affected small business, schools, colleges, shops, malls and all fields of life. Most people in the world, especially the elderly, have never seen such an impact of COVID-19 event. In this regards, study about crucial situation of COVID-19, digitalization performance, customer satisfaction and some fields turning to digitalization movements.

Awareness and Perception Of Indian Customers Regarding

Green Banking: An Analysis. Journal Of Emerging Technologies And Innovative Research (JETIR) Volume 9, Issue 7. "Going Green" is becoming a world-wide revolution. Every country, society and industry is becoming conscious of its actions. Customers are mindful of the impact their choices make on sustainability. Banking industry in India is making efforts to become "Green". Banks are working towards reducing their carbon foot-print by opting for sustainable options. They are reducing paper wastage, investing in eco-friendly energy generation projects, evaluating projects based on their environmental impact, promoting electronic banking, educating customers about the various benefits of Green Banking products and services etc. Banks are adopting different means to spread information about green services. But what needs to be seen is how aware are the customers with respect to these practices and their intended benefits. The present study evaluates the awareness and perception of customers regarding Green Banking practices.

A Study on Consumers' Awareness, Perception and Attitude towards Green Banking with Special Reference to SBI in Southern Kerala. Journal of Pharmaceutical Negative Results Volume 13, Special Issue 3. The study is to check the customers' perception towards green banking and to know that whether the customers have knowledge about Green banking practices offered and implemented by the bank. The study has analyzed the factors that influenced customers in adopting green banking and their level of satisfaction. The study therefore offers some recommendations for improving green banking practices by combining findings from many studies and increasing the awareness about green banking among the customers.

Dr. Shruthi S (2023) ^[7] A Study of Awareness on Green Banking among Banking Customers. YMER || ISSN: 0044-0477 || Volume 22: Issue 05. Environment is the surroundings or conditions in which a person, animal or operates. The quality of our life is mainly depends on the environment we live. It is the duty of every individual that not to harm the environment. In this context banking companies or sectors have taken initiative to protect the environment through the adoption of green banking system. Green banking aims at protecting the environment for future generations. The present study aims at knowing the awareness level if green banking services and products among the customers of bank in Mysore city.

Objectives of the Study

1. To find the demographic profile of customers using Green Banking services
2. To evaluate the customer satisfaction towards Green Banking services

Analysis and Interpretation

Satisfaction is the utmost desire of any business as it leads to long-term good relations with customers and it is a very important variable for exploring the customers' behavior. Green banking makes the use of information technology and infrastructure for the smart vision of environment sustainability. It is a transformation from ethical and traditional banking to modern and sustainable banking. The following table shows the customer perception towards Green Banking.

Table 1: Demographic details

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	46	46.0	46.0	46.0
	Female	54	54.0	54.0	100.0
	Total	100	100.0	100.0	
Age	Upto 25	64.0	64.0	64.0	64.0
	26-40	25.0	25.0	25.0	88.9
	41-60	3.7	3.7	3.7	92.6
	Above 60	7.4	7.4	7.4	100.0
	Total	100	100.0	100.0	
Education	School/Diploma	14.4	14.4	14.4	14.4
	UG	47.0	47.0	47.0	61.4
	PG	27.9	27.9	27.9	89.3
	Professional	10.7	10.7	10.7	100.0
	Total	100.0	100.0	100.0	
Marital Status	Married	32.7	32.7	32.7	32.7
	Single	67.3	67.3	67.3	100.0
	Total	541	100.0	100.0	

Source: Primary data

From the above table, it can be found that, the sample unit is represented by 46% of male customers followed by 54% female customers presented in this analysis. It shows that the sample is dominated by Female customers. It is concluded that the sample unit is dominated by Female customers. It is found that the sample unit consist of a maximum of 64% belongs to the age group of upto 25. It is followed by 25% represent the age group of 26-40. It is further identified that 3.7% of age group of 41 – 60 and 7.4% of above 60. The above sample dominated by upto 25 years of age group

customers. It also shows that 14.4% of school/Diploma level customers, 47% of UG level customers, 27.9% of PG level customers, 10.7% of Professional level customers are presented in this analysis.

It was examined in the above table that 33.7% of married and 67.3% of single customers represented in this analysis. Single customers are dominated than married customers. It reveals that 44.9% of Joint family customers and 55.1% of Nuclear family presented in this research.

Table 2: T-test for Customer satisfaction

	N	Mean	Std. Deviation	Std. Error Mean	T value	sig	Rank
Green energy usage projects	541	3.04	1.099	.047	64.315	.000	5
Waste Management projects	541	3.41	1.182	.051	67.060	.000	3
Green car loan	541	3.35	1.149	.049	67.799	.000	2
Green project loan	541	3.18	1.148	.049	64.426	.000	4
E banking services	541	3.28	1.272	.055	59.885	.000	6
Green savings and bonds	541	3.42	1.073	.046	74.186	.000	1

Source: Computed data

From the above table it is found that the mean values range from 3.04 to 3.41 with the respective standard deviation and standard error. The t values 64.315, 67.060, 67.799, 64.426, 59.885 and 74.186 are statistically significant at the 5 % level. Therefore, it can be concluded that Customers are satisfied with Green Banking practices especially Green savings and Green car loans.

Findings and Conclusions

Green Banking entails banks to encourage environment friendly investments and give lending priority to those industries which have already turned green or are trying to go green and, thereby, help to restore the natural environment. Green banking means combining operational improvements, technology and changing client habits in banking business. It means promoting environmental- friendly practices.

The analysis shows that the sample is dominated by Female customers. It is concluded that the sample unit is dominated by Female customers. It is further identified that 3.7% of age group of 41 – 60 and 7.4% of above 60. The above sample dominated by upto 25 years of age group customers. It also shows that 14.4% of school/Diploma level customers, 47% of UG level customers, 27.9% of PG level customers, 10.7% of Professional level customers are presented in this analysis.

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