

# A Study on Green Banking Awareness of Customer's Perspective Concerning Tiruvallur District

<sup>1</sup>S. Susidharan; <sup>2</sup>Dr. Maradon Drison

Assistant Professor, Department of Accounting & Finance,  
S. A. College of Arts & Science, Chennai-77

**Abstract:-** In today's business technology, banking is the backbone of each business, and technology plays a crucial role. The role of technology is dynamic speedily day to day, which additionally promotes the bank and monetary establishments. Bank is one of the very best monetary establishments that often explore the use and advantages of technology provided to customers through a range of services. Green banking could be a service that helps the client handle financial dealings or operations with the assistance of a Green device. Green devices include smartphones, tablets, etc. Green banking introduces the utilization of smartphone or alternative devices to control online banking transactions whereas remote from your laptop, portable computer, or other devices, like transferring cash from one account to a different account, electricity bill payments, gas bill payments, recharge Green, online looking, etc. Green banking is service that is additional by a bank or monetary establishments that enable to its customers to control monetary or banking transactions by victimization smartphone or tablets. Green banking is accessible 24\*7 for patrons for financial transactions. The bank offered Green banking services to their customers to extend a lot of customers and take advantage of these services. Green banking is one of the world's growing and quickest Green technologies during this paper analyzes the study of Green banking awareness of customer's perspective for Tiruvallur District.

**Keywords:-** Banking, Bank Technology, Green Banking, Monetary Institute.

## I. INTRODUCTION

Green banking is a way for banks to do business while being kind to the environment. It uses technology to reduce waste and minimize harm to the planet. This approach helps banks improve their services and assets while being sustainable. The banking system plays a pivotal role in the modern economic landscape, and its contributions to the Indian economy are substantial. By providing timely credit to diverse segments of society and mobilizing deposits, banks facilitate economic growth and financial inclusion. The Indian banking system comprises a diverse array of institutions, including public sector, private sector, rural cooperative, regional rural, urban cooperative, and foreign banks. Banks perform various critical functions, including capital formation, credit creation, loan disbursement,

financial support, and infrastructure provision for both domestic and international trade. Moreover, the banking sector is generally considered environmentally friendly due to its relatively low consumption of energy, paper, and water. However, the sector's indirect environmental impact is significant, as it is influenced by the activities of its customers. Therefore, banks have a responsibility to promote environmentally responsible investments. Prioritizing lending to industries that adopt green practices, a concept known as "Green Banking," is essential. Green Banking is a novel approach that emphasizes sustainability and involves engaging with sustainable finance while empowering customers to adopt environmentally friendly practices. This approach considers social and environmental factors to protect the environment and conserve natural resources, making it akin to ethical or sustainable banking.

## II. REVIEW OF LITERATURE

**Riya Gupta (2023)** conducted a study, "A Study on Green Banking Initiatives in India: Customer Perception towards Sustainability", which found that customers are aware of environmental issues but face obstacles in using green products, and proposed a conceptual model linking green banking initiatives to customer views on sustainability, recommending that the RBI establish clear guidelines and support centers to promote green banking.

**M.Narayanan & Dr. S. Chandrasekaran (2022)** "A Study on Customer Perception towards Green Banking Initiatives with Special Reference to State Bank of India (SBI) in Tirunelveli District", which revealed that gender and marital status have no significant impact on the level of continuance commitment, whereas age, type of bank, education, experience, designation, and income exhibit significant differences, indicating that banks should carefully consider demographic profiles to enhance continuance commitment levels.

**Prof. Vijayakumar R & Prof. Shashikumar (2021)** the study, "Green Banking Services: Customers' perception towards business sustainability during COVID 19", which examined the attitudes of bankers in selected commercial banks towards the adoption of green banking systems for business sustainability and recovery, revealing that opinions on implementing green banking practices varied among the bankers.

**Redwanuzzaman, M. (2020)** attempted to evaluate the impact of environmental issues on the adoption of green banking in Bangladesh. The study employed a survey method, using a structured questionnaire to collect data from a random sample of 323 respondents. The findings revealed that the primary environmental factors influencing the adoption of green banking in Bangladesh are consumer pressure, competitor pressure, and community pressure. The study found a significant positive correlation between the adoption of green banking and variables measuring competitor pressure, community pressure, and customer pressure, indicating that these factors are key drivers of green banking adoption in Bangladesh.

**Arthi and E. Kavitha (2018)** have studied "A Study on Customer Satisfaction towards Mobile Banking" to explore the impact of mobile banking (m-banking) on customer satisfaction in the context of emerging technology. The research aimed to investigate how mobile banking influences customer satisfaction and identify key factors of mobile technology.

### III. BENEFITS OF GREEN BANKING

Green banking introduces the employment smartphone or different devices to control online banking transactions whereas far-flung from your PC, laptop computer, or other device, like transferring cash from one account to a different account, electricity bill payments, gas bill payments, recharge Green, on-line looking, etc. Green banking is service that is accessorial by bank or monetary establishments that permit to its customers to control monetary or banking transactions by exploitation smartphone or tablets. Green banking is out there 24\*7 for patrons for financial transactions. Financial transactions

through Green banking could leave getting bank balance, list of latest transactions, cash transfer from customers one account to a different account, etc.

#### ➤ Objectives of the Study

- To study the demographic profile of the customers using bank facilities.
- To analyse the Green banking service awareness to customers' perspective concerning Tiruvallur District.

### IV. RESEARCH METHODOLOGY

This study employed a mixed-methods approach, utilizing both primary and secondary data. Primary data was collected through a proper structured questionnaire consisted of two parts which are customer profile, and awareness, where respondents were approached directly in person and through email. Secondary data was gathered from various sources, including the websites of different banks and academic journals related to banking. This combination of data sources provided a comprehensive foundation for the research. Random sampling is used as sampling technique. The sample size is of 100 respondents because the number of population is unknown.

### V. DATA ANALYSIS AND INTERPRETATION

The process of analysis involves a systematic examination of data to identify trends, patterns, and relationships, requiring a rigorous assessment of the data's validity and reliability to ensure that any conclusions drawn are accurate and meaningful.

Table 1 Demographical Variable

Gender	Respondents	Percentage
Male	104	52
Female	96	48
<b>Total</b>	<b>200</b>	<b>100</b>
Education Level	Respondents	Percentage
UG Degree	106	53
Diploma	82	41
Master Degree	12	6
<b>Total</b>	<b>200</b>	<b>100</b>
Age	Respondents	Percentage
20-30 years	116	58
31-40 years	46	23
41.50 years	22	11
51-60 years	16	8
<b>Total</b>	<b>200</b>	<b>100</b>
Occupation	Respondents	Percentage
Student	70	35
Govt. Employee	40	20
Pvt. Employee	56	28
Business	34	17
Other	0	0
<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary Data

The customer background profile reveals a balanced gender distribution, with 52% male and 48% female respondents. The age distribution shows a clear dominance of younger respondents, with 58% falling within the 20-30 year old range, followed by 23% in the 31-40 year old range, 11% in the 41-50 year old range, and 8% in the 51-60 year old range. In terms of education, the respondents are concentrated in three levels: Senior High School (53%),

Diploma/Bachelor (41%), and Master or higher (6%). No respondents reported having only a Primary School or Junior High School education. The occupation background of the respondents is diverse, with 35% being students, 20% government employees, 28% private employees, and 17% business. This distribution reflects a varied sample of customers from different walks of life.

Table 2 Awareness About Green Banking

Criteria	Respondents	Percentage
Yes	194	97
No	6	3
<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary Data

According to Table 2, an overwhelming majority of respondents (97%) are knowledgeable about the Green Banking services offered by their bank, while only a small minority (3%) are unaware of these services.

Table 3 Awareness on Various Green Banking Initiatives Provided by the Bank

Initiatives	Aware		Not Aware	
	Respondents	%	Respondents	%
Online Bill Payment	156	78	44	22
Green Checking	176	88	24	12
Facility of e-statement registration	150	75	50	25
Cash Deposit System	146	73	54	27
Reduced wastage of papers and energy through Net Banking approach	130	65	70	35
Use of Solar Powered ATMs	86	43	114	57
Using recycle paper or recycle waste	106	53	94	47
Green Mortgages	66	32	136	68
Providing recyclable debit cards and credit cards	104	52	96	48
Conducting Workshops and Seminars for Green Banking	80	40	120	60

Source: Primary Data

Table 3 reveals that customers are most familiar with the following Green Banking initiatives: Green Checking (88%), Online Bill Payment (78%), and e-statement registration (75%). In contrast, there is a significant lack of awareness regarding Green Mortgages (68% unaware), use of solar powered AMTs (57% unaware), and Conducting Workshops and Seminars (60% unaware), among others.

**VI. SUGGESTIONS**

- Banks can play a crucial role in promoting Green Banking by educating customers about various eco-friendly initiatives, including Green loans, Green Mortgages, E-Investment services, and other sustainable financial products, thereby increasing awareness and adoption of these services.
- Offering cash back, reward points can encourage customers to adopt Green Banking practices, such as discounts on Green loans, cashback on eco-friendly transactions, or exclusive benefits for using sustainable financial services, thereby motivating users to make environmentally responsible choices.
- To raise awareness and promote Green Banking, banks can organize regular workshops and seminars for both employees and customers, and widely publicize their Green Banking initiatives through various advertising

channels, such as social media, print media, and in-branch promotions, to educate and engage their audience.

- The security and integrity of Green Banking can be strengthened through the establishment of robust legislative frameworks, which provide clear guidelines and regulations for the implementation of eco-friendly banking practices, protecting both customers and the environment.
- Banking policies can be tailored to address the concerns and barriers faced by hesitant customers, encouraging them to adopt Green Banking initiatives, such as offering personalized support, simplifying processes, and providing clear information to alleviate doubts and increase confidence in sustainable banking practices.

**VII. CONCLUSIONS**

To reduce the carbon footprint of banking, various strategies can be employed, such as upgrading online and mobile banking, introducing green network counters, electronic statements, and solar-powered ATMs. Although green banking is still in its infancy in India, it has immense potential to significantly impact the country's development. Despite growing awareness of green practices, most Indian banks have yet to integrate them into their operations, and

such initiatives are limited to select locations. Banks must consider environmental factors in their business, lending, and investment decisions. Green banking has moved beyond awareness and requires implementation. Scheduled banks should not only allocate resources for green funding, sustainability events, and capacity-building under CSR initiatives but also ensure effective utilization of these budgets. Ultimately, the banking sector's mantra should be "Go Clean." The RBI and Indian government must play an important role in promoting green banking by formulating policy guidelines and offering financial incentives. Green banking is a huge platform of recent technology that promotes banking functions in India through Green technology and conjointly helps increasing their customers. Currently, everybody has a smartphone or pill however there's conjointly ought to produce awareness regarding the Green banking services that are extremely secure and safe with no effort. This paper explores the attention of Green banking, the new era of technology that helps the banking system grow at a higher speed and conjointly most significant use is the development of the economy in India.

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