

A Study on Customer Satisfaction towards Green Channel Counter, with Special Reference to SBI

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Article Info

Volume 82

Page Number: 8001 - 8006

Publication Issue:

January-February 2020

Article History

Article Received: 18 May 2019

Revised: 14 July 2019

Accepted: 22 December 2019

Publication: 05 February 2020

Abstract

Banking region plays a proactive function inside the monetary improvement of the us e. The crucial banking operations like withdrawal, deposit, inter banking switch may be finished without writing a challans or cheque leaves by using the implementation of latest generation called Green Channel Counter .The new generation enables the banks to reduce down the use of extra paper paintings and helps the banks to reduce the work loads. The Study emphasizes the concept, blessings of green channel counter and additionally to identify customers pride closer to green channel counter. The Green Channel counter will facilitate clean and comfort banking transactions to their customers.

Keywords: Green Channel counter, Hardware and software, Factors.

I. INTRODUCTION

In the existing scenario of globalization one factor we badly leave out is the depletion of greenery .Everybody inside the society is turning into more acutely aware of the herbal surroundings, commercial enterprise organisations and corporations have started out addressing their challenge towards greenery. Green banking is an rising idea born out of this, approach combining operation upgrades ,technology and converting client conduct in banking operations. Green bank is like a ordinary bank, which don't forget all of the social and ecological elements with an intention to defend the environment. This initiative changed into first carried out by State Bank of India The term Green channel counter is an provider of inexperienced banking ,which avoids paper paintings in banking operations much less office work way less slicing of timber. Banks treated Green banking as one of the concept of corporate social obligation.

II. GREEN CHANNEL COUNTER

SBI had applied inexperienced channel counter in all its branches. This revolutionary step is taken by the banks changing closer to traditional manner of paper based totally banking in a limited way. This is a pioneering idea which would keep both paper and time assets. Customers can use this carrier in all branches, they could utilize the service with the aid of swiping their ATM card for withdrawal or to deposit the cash in the green channel counter. Before intending the transaction the customer has to pick out the transaction kind by way of coming into their secret pin quantity to complete their transaction. The information will be displayed inside the display screen of the counter clerk who could difficulty a slip to the purchaser for the of completion of transaction. This new machine will make the customers to finish their transactions without a paper paintings. Green channel counter ambitions to offer a easy, comfy and short execution of each day banking transactions to clients. Cash deposits, coins withdrawal, fund transfer are the transaction process accomplished via GCC. Customers can

use this provider without standing in a queue are taken tokens. Thus Green channel counter act as an endeavor which offers transactions to the clients in particular to senior citizens, additionally an surroundings friendly initiative.

2.1 Green channel counter Hardware and software: The Point of sale gadget is hooked up to inexperienced channel terminal. INGENICO and BANKTECH are the main POS manufactures. INGENI CO is leading in supply inexperienced channel counter terminals to SBI.

2.2 Awards: The financial institution has released inexperienced channel counter on nation bank day (1-7-2010), at 57 selected banks throughout the us of a. While in the course of the adventure twelve months the inexperienced channel counter facility had earned many accolades. SBI won the best patron initiative award for Green channel counter at IBA Banking generation awards -2010

2.3. Advantages of Green channel counter:

- Save transaction cost and more time without queues
- Reduce paper paintings
- Interbank cash transaction as much as Rs 10 lakh.
- SMS alert after transaction to clients
- Easy report technology.

2.4. Disadvantages of Green channel counter:

- Counter foil gets dim and erased within 7 days.
- It is hard for the antique technology to just accept the concept
- Amount credited, however receipt no longer generated due to community troubles.

III. Literature Review

In[1] The study emphasizes the SWOC (power, weak spot, possibilities and challenges) evaluation

, methods adopted to go inexperienced and the product and offerings carried out by way of the banks which incorporates each public and personal quarter banks India. There is a need to approach towards a shift within the enterprise models that can recollect all of the three components of triple bottom line approach which includes human beings, planet and earnings. Banks can act like a tenet toward the economic transformation and create a platform that might lead an opportunities for funding guidelines and make contributions in the direction of advent of a low carbon financial system.

In [2] the researcher highlighted the development of Internet banking in rural vicinity. Research is completed on packages of net banking on rural customers in rural areas, in particular toward the brand new era of rural place.

Whilst comparing conventional banking with Internet banking .Maximum of the respondents are very well glad with Internet banking and Internet banking gives exceptional facilities to their clients to carry out their banking activities.

In [3] compiles the idea of inexperienced banking and the initiatives taken by way of the Indian banks to enter in inexperienced idea. The methodology used in this look at is primarily based on secondary facts. It explains numerous easy methods followed by means of the bank to teach their customers on generation based transactions, saving, power and so forth .It additionally highlights the steps taken through RBI to cause the banks to take initiative closer to sustainable improvement of the u . S .. Thus the term green banking has turn out to be the order of the day will clearly benefit the banks, industries and the surroundings as complete.

In [4] explores the concept of green banking, and its blessings in the direction of surroundings and customer. The method used in this have a look at is based totally on secondary records from

preferred textual content books of related subjects, journals and internet. The concept green banking which avoids paper work which depend on on-line/electronic transactions for processing ,in order that the customers can get inexperienced credit cards and mortgages. Less paper paintings means much less slicing of bushes, which creates attention to banking to commercial enterprise human beings approximately environmental and social duty. The hobby of the inexperienced mortgage is comparatively very less when as compared to different financial institution loans due to the fact inexperienced banks provide greater importance to environment pleasant tasks and many others .Suggestion by using the researcher, Banks can show more projects and generate green budget for clients who would like to invest on surroundings pleasant initiatives, relevant education packages to employees and customers on inexperienced banking practices. Implementing green banking will not handiest make certain the greening of the industries but it'll also facilitate in improving the asset nice of the banks in destiny.

In [5] emphasizes customers notion and pride towards inexperienced banking in public zone banks in sivagangai district. The method used on this take a look at is based totally on primary and secondary data. The have a look at proves that majority of the clients aren't conscious and happy in the direction of the green banking services supplied by way of the financial institution. Pleasure level of the clients is very low in sivagangai district. Majority decide on branch banking than on-line or cell banking. Thought by the researcher is banks should offer right measures like attention applications, seminars and meetings to educate the clients regarding the uses of online banking in addition to its protection and privateness. Introducing green price range to customers can spend money on environment friendly projects. Banks must additionally adopt environmentally pleasant practices which make

sure use of resources. Therefore the banks ought to play a proactive function of components towards ethical lending principles which might force the banks and industries to move green.

IV. Problem Statement

Many studies are completed primarily based on Green banking projects of state financial institution of india through introducing Green channel counter, to determine the extent of recognition many of the customers. Therefore the aim of the have a look at is to discover the elements impacts clients pleasure toward green channel counter. Based on the associated courses the following objectives are framed

V. Objective of the examine

- 1.) To look at the concept and blessings of Green channel counter
- 2.) To take a look at the elements affects the clients delight closer to Green channel counter

VI. Research Methodology

A. Survey design

The survey tool changed into designed and used for records collection for this examine This study used both number one and secondary records. Secondary records have been collected from thesis, websites, various journals and books. Primary facts are collected through established questionnaire from the SBI clients.

B. Data Collection

Data had been gathered from a hundred and fifty respondents who are all retaining a bank account in SBI .

Data Analysis and Hypothesis Testing

Tools for Analysis:

The following statistical equipment had been used for the motive of analyzing facts collected.

- Percentage analysis
- Friedman's ranking analysis

1. Percentage Analysis:

Table 1: Demographic profile of the Respondents

Variables	Parameters	frequency	percentage
Genders	Male	103	68.7
	Female	47	31.3
	Total	150	100.0
Age	Below 30	42	28.0
	30-40	71	47.3
	Above 40	37	24.7
	Total	150	100.0
Educational qualification	Up to HSC	19	12.7
	UG	41	27.3
	PG	90	60.0
	Total	150	100.0
Occupation	Employee	92	61.3
	Business	37	24.7
	Housewife	21	14.0
	Total	150	100.0
Marital status	Married	126	84.0
	Unmarried	24	16.0
	Total	150	100.0

Source: Primary Data

It is observed from the above table that most of the respondents are belong to Male category, Majority of them are belong to the age organization among 30-40years. ,Educational qualification of most of the respondents are at belong to PG degree degree, majority of the respondents are employees and maximum of the respondents are married

Table 2: Number of transactions per month

SI NO	Number of transactions per month	Number of respondents	percentage
1	Up to 6	31	20.67
2	7-15	78	52.00
3	Above 15	41	27.33
	Total	150	100

It is found from the above desk that thirty one (20.67) respondents have up to six transactions per month. While seventy eight (52.00) have 7-15 transaction according to month. The final forty one (27.33) have above 15 transaction per month. Hence concluded majority of the respondents have 7-15 transactions per month. This represent the frequency of go to and utilization of green channel counter of respondents

VII. Factors influencing customer pride

The following are a number of the factors which affects the client's pleasure toward Green channel counter

- Counter Availability
- Number of transaction per day
- Transaction Speed
- Amount Transfer according to day
- User friendliness
- Charges
- Staff reaction
- Convenience

2.Friedman's ranking analysis

Table 2. shows the Friedman Test for Significant Difference among Mean Ranks, based on the responses received from the respondents.

From the Friedman's rating evaluation, Highest rank become given to the variable 'Number of transaction in keeping with day' with a median

score 5.47, observed by means of the imply rating of 4.78 for the variable 'User friendliness' of Green channel counter, The Third Rank was given to 'Convenience' with the imply score 4.01, majority of the respondents sense comfort in depositing and taking flight coins and not using a restrict. The Fourth Rank became given to the variable 'Staff reaction' with an average rating of three.86, which resembles staff reaction toward inexperienced channel counter commenced enhancing by way of understanding the needs and importance of the patron. Fifth rank changed into given to 'Amount switch according to day' with a mean rating of 3.63, The imply score score for 'charges' are 2.77, customers felt that expenses are less expensive. The suggest rating of 'counter availability' of 2.63 represents their is a loss of bank staffs at all of the counters. The least score of 2.55 turned into given to 'Transaction velocity

VIII. Findings

Their changed into a high quality technique from the clients closer to Green channel counter. Majority of the respondents have 7-15 transactions in a month. Which represents the frequency of customers to the bank. Customers sense comfort and delight in depositing and withdrawing the coins. The team of workers reaction in the direction of inexperienced channel counter creates a advantageous impact closer to the customers and additionally clients felt that the inexperienced channel counter assist them to deposit and withdraw the money with no cash limit with affordable fee.

IX. Suggestions

- Bank delivered Green Channel counter to lessen the paper work and preserve the sources. But nevertheless token machine changed into accompanied that's contradictory to the function of natural sources. It is to be advised that SMS token

machine may be delivered rather than the use of token machines

- Still there has been a massive queue inside the Green channel counter and coins deposit gadget .This represent the customers expect extra variety of machines to keep away from queuing.
- Proper projects should be taken via the bank to create cognizance and educate the clients toward inexperienced banking services like online banking, cellular banking with a view to help the bankers to store strength, money, and time which leads the banking zone to move paperless banking.

Factors	Mean Rank	Rank	Chi square value	P value
Counter availability	2.63	VII	294.743	0.000**
Number of transactions per day	5.47	I		
Transaction speed	2.55	VIII		
Amount transfer per day	3.63	V		
User friendliness	4.78	II		
charges	2.77	VI		
Staff response	3.86	IV		
convenience	4.01	III		

X. Conclusion

State Bank of India added Green Channel counter as a part of Green Banking which lessen the paper work .The fundamental intention of the Green channel counter is to offer easy, brief, at ease manner of executing each day transactions to the clients. By the use of this device patron can without delay go to the inexperienced channel counter with the aid of using their Debit card or Remit card to execute the operations via the finishing touch of the operations the clients mechanically get their confirmation message in their mobile phones. Even even though this machine is applied nonetheless their turned into queue inside the CDM and green channel counter .So the bank must focus on implementing more machines and rent ok staffs to serve the customers efficaciously. Green Channel counter is not simplest an endeavor for clients to ease their transactions, however additionally an environmentally friendly initiative.

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