

Impact on Customer Perceptions of Green Banking Process with Special Reference in Rajapalayam Taluk

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Abstract:

The economic area has knowledgeable important improvements and interests in the ongoing past; the vast majority of the banks take green financial activities. The banks are embracing different natural practices in their everyday business activities for the natural worry to keep up the environmental equalization. Hence, banking part assumes an urgent job in advancing naturally maintainable and socially dependable venture. Inside ecological effect of the financial area, for example, utilization of vitality, paper and water is similarly low and clean. Condition the board in the financial business is viewed as liable to be chance administration. It expands the undertaking worth and brings down misfortune proportion as higher quality credit portfolio brings about higher profit. Banks may not be simply the polluters however they for the most part have a financial association with certain organizations/venture extend that are polluters or could be in future. This article fully study on impact on customer perceptions of green banking process with special reference in rajapalayam taluk.

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I. INTRODUCTION:

Planet earth is confronting a noteworthy test of an unnatural weather change. The Bank is considered as the foundation of a wealth, and it has an instant and aberrant effect of protection and decimation of ecological supportability. Green Banking is the new occurrence in the financial world which concentrates on ecological and within society dependable investing. In the era of Globalisation, global warming is becoming one of the major issues across the world. In spite of the fact that monetary industry is constantly considered as condition amicable however at present the significant utilization of vitality (lighting, cooling, processing), little space, spontaneous structure, overlooking in-house greenness impressively expanded the carbon impression of banks. Therefore, to limit carbon impressions and guarantee manageable condition

banks are persuaded to utilize eco-accommodating innovation, green items, new procedure and techniques (Bhardwaj and Malhotra, 2013). Green banking process was advancing natural well disposed practices and diminishing your carbon impressions from your financial exercises. Green profitable targets getting better the activities and innovation next to making the customers propensities condition well disposed in the financial business. Green banking is defined as promoting environmental-friendly practices and reducing the carbon footprint from banking activities. In simple words, green banking is a banking that benefits the environment. The green banking is also known as ethical banking. The bank can bare minimum the use of formalities by promoting paperless banking through online banking (Bibhu Prasad Sahoo, 2016) The rapid change in climate will probably be too

great to allow many eco-systems to suitably adapt, since the changes have direct impact on bio diversity, agriculture, forestry, dry land, water resources and human health. (Kailash Arjunrao Thombre, 2011).

II. REVIEW OF LITERATURE:

Chen Zhixia , et al (2018), in their article entitled “Green Banking for Environmental Sustainability-Present Status and Future Agenda: Experience from Bangladesh” Observed that ultimate chance of green banking in Bangladesh is by all accounts exceptionally encouraging as loads of green items and administrations are offering step by step and furthermore expected later on. Some inventive administrations like-Green greatness grants and acknowledgments, Green rating organizations, Green venture reserves, Green protection and Green bookkeeping and revelation would be heard and found in activity sooner rather than later. Appropriate green financial usage will likewise check the contaminating enterprises in their tasks.

Aazhvaar, Vijai. (2018), in his paper entitled “A Study on Customer’s Awareness on Green Banking Initiatives in Selected Public and Private Sector Banks with Special Reference To Cuddalore District” introduced that quickly changing business sector economy where globalization of business sectors has increased the challenge, the enterprises are powerless against stringent open arrangements, extreme claims or buyer blacklists. The most significant topics of the 21st century are the green wellbeing and manageable biological equalization. To abstain from falling into the comparative snare, the motivation of 'becoming environmentally friendly' is running quicker than blood in Indian consolidations veins. Supportable advancement and safeguarding of nature are currently perceived comprehensively as a significant issue to shield the planet from the obliteration by humanity.

Zhixia, et al (2018) in their paper entitled “Green Banking for Environmental Sustainability-Present Status and Future Agenda: Experience from

Bangladesh” concluded that securely quicken the development pace of the economy the financial parts in the rising economies to ought to be proactive in nature and must accept ecological thought as an earlier duty in the entirety of their business exercises. As there is a ceaseless change in the earth banks can recoup the arrival from their speculations and cause the contaminating enterprises to progress toward becoming condition inviting by receiving the ecological rules in their loaning exercises.

PappuRajan (2017), in their paper entitled “A study on the customer awareness on Green Banking initiatives” observed that diminish the contamination causing operators in their inward activities by presenting mass transportation framework, use of vitality effective bulbs, utilization of natural benevolent material, green structures and so on., Many of the Banks have begun concentrating on presenting an ever increasing number of green items however numerous items, for example, Green card, Green credits, Paperless banking and so forth., are of now in power. In spite of the fact that green financial items or activities may not be the purpose behind a client to pick a specific bank, it does contribute in impacting a client to rule for a bank.

Suresh, et al (2015), in their article entitled “Green banking in India. Journal of Economics and International Finance highlight that part figured as natural cordial as far as outflows and contaminations. Inward natural effect of the financial division, for example, utilization of vitality, paper and water is similarly low and clean. Ecological effect of banks isn't physically identified with the financial exercises yet with its client's exercises. In this manner, natural effect of bank's outer action is gigantic, however hard to assess.

III. OBJECTIVES OF THE STUDY:

- To study on green banking process and list out technology reduce the pollution.
- To analysis the customer profile of green banking account holder.
- To examine the customer perception of green banking used account holder.

- To analysis the factors influenced the green banking account holder

IV. DATA COLLECTION AND SAMPLE SIZE

The information for selection of green banking in effect of client dangers and prospective example has been gathered through organized questionnaire. The poll incorporates thirteen inquiry on the use of green financial items, to be specific Solar ATMs, Mobile banking, Green channel counters, Online banking, Green home loans, Green transmit cards, Green Master card, Online investment account, Green declaration of stores, Green financial records, E-Investment administrations, Bonds and shared reserve for ecological well disposed project, and Recyclable charge and Master cards. The score of one speaks to, the item has never been utilized by respondent, though, and the score of five methods item is utilized frequently.

The investigation was directed to find out the account holder recognition towards perceptions and impact of green financial practices of the select business banks in Rajapalayam taluk. The examination was brought out through degrees of the clients and the example size was 120. Wellsprings of Data The examination utilized both essential information just as auxiliary information. The information was gathered from 120 record holders by poll technique. Instruments for Analysis for Simple Percentage Analysis, Chi-square Test, Weighted mean square.

V. LIST OUT TECHNOLOGY REDUCE THE POLLUATION AND GREEN BANKING PROCESS:

Web based Banking:

Online initiatives like e-banking, using less paper, less energy, and less expenditure on projects assists in power saving and resource preservation. Using Green Checking Accounts Its usage rate can be increased by providing higher rate of interest, waiver of fees, and the like. It was reducing the

paper waste and minimise the documentation. The administration of has made an empowering approach and regulatory environment to extend and interest in portable and web based banking in the banking sector.

Power Saving Equipment

Power efficiency may be the introduction of solar-powered ATM, replacing General Lamp Shape (GLS) or incandescent bulbs with LED bulbs.

Saving Papers

Banks should buy recycled paper products with the highest post-consumer waste content possible.

Green Credit Cards

Using green credit cards can motivate non-profit NGO as the bank will contribute fund to them on account of environment conservation. Green product and services Green product and services for bank refers to the product and services that helps in achieving resource utilization efficiency followed by improved financial performance of the bank. A green Visa enables cardholders to acquire rewards or focuses which can be recovered for commitments to eco-accommodating magnanimous associations. These cards offer an incredible motivator for buyers to utilize their green card for their costly buys.

Green Mortgages:

In general Green home loans otherwise called Energy Efficient Mortgages (EEM'S), give retail clients significantly low financing costs look at market rates for customers who buy new vitality effective homes or put resources into retrofits, vitality proficient apparatuses or green power. Banks can likewise give green home loans by taking care of the expense of changing a house from traditional to green power, just as incorporate this client advantage when advertising the item. Green Loans for Home Improvements Providing low or differential interest loans to customers for purchasing solar equipment's. Online banking, otherwise called web banking, e-

banking or virtual banking, is an electronic instalment framework that empowers clients of a bank or other money related establishment to direct a scope of monetary exchanges through the budgetary foundation's site.

Remote Deposit Capture:

Remote store catch (RDC) is a framework that enables a client to sweep checks remotely and transmit the checks pictures to a bank for store, for the most part through an encoded Internet association. At the point when the bank gets a check picture from the client, it presents the store on the client's record and makes the assets accessible dependent on the client's specific accessibility plan. Banks normally offer Remote Deposit Capture to business clients as opposed to people.

Green Car Loans:

Many green vehicle credits empower the buy of autos for underneath market financing costs, which show higher eco-friendliness.

Green Banking Services:

Banks are growing new items and administrations that react to client's interest for supportable decisions. Following are a portion of the alternatives that banks should offer to their clients:

- ✓ Electronic and portable banking encourages clients to perform the vast majority of their bank needs whenever, anyplace.
- ✓ Programmed instalments diminish the need to compose and send checks via mail.
- ✓ Paperless proclamations, item data aides and yearly reports to clients and partners.
- ✓ Offering and advancing common subsidizes that centre interest in 'Green' organizations.
- ✓ Visas and check cards can be utilized while making the instalment of different costs without conveying cash.
- ✓ Portable banking is utilized for performing parity checks, account exchanges, instalments, credit machines and so forth. By

means of cell phone or Personal Digital Assistant (PDA).

VI. CUSTOMER PROFILE OF GREEN BANKING ACCOUNT HOLDER

Table.1

Customer Profile of Green Banking Account Holder

S.No	Particular		No of Respondents	Percentage
1.	Gender	Male	86	71.67
		Female	34	28.33
2.	Place of Residence	Rural	37	30.83
		Semi-Urban	83	69.17
3.	Age	Below 20	15	12.50
		21-30	71	59.17
		31-40	25	20.83
		Above 40	9	7.50
4.	Education	School level	04	3.33
		UG level Education	92	76.67
		PG level Education	24	20
5	Year of Experience	Below 5 year	28	23.34
		05-10 year	37	30.83
		11-20 year	39	32.50
		Above 20 year	16	13.33
6.	Monthly Income	Below 10000	20	28.33
		10001-30000	34	32.5
		30001-50000	27	22.5
		Above 50000	13	10.83

Source: Primary Data

RESULT

1. Majority (71.67%) of the respondents belong to the category of male.

2. Majority (69.17%) of the respondents belong to the category of Semi-Urban.
3. Majority (59.17%) of the respondents belong to the category of 21 years to 30 years.
4. Majority (76.67%) of the respondents belong to the category of UG level of education for account holder.
5. Majority (32.50%) of the respondents belong to the category of 11 to 20 years Experience in using account holder.
6. Majority (32.5%) of the respondents belong to the category of Rs 10001-30000 was monthly income of account holder.

VII. RELATIONSHIP BETWEEN SOCIO ECONOMIC VARIABLES AND LEVEL OF SATISFACTION TOWARDS USAGE OF GREEN BANKING ACCOUNT HOLDER

For the purpose of analyses one hypothesis were set and tested.

H₀ 1 There is no significant association between gender and using types bank account holder

GENDER AND USING TYPES BANK ACCOUNT HOLDER

TABLE 2

Gender and Using Types Bank Account Holder

Sl. No	Gender	Using Bank for Account holder					Total
		Government bank	Private bank	Co-operative banks	Rural banks	Other banks	
1	Male	19	15	16	7	18	86
2	Female	8	17	6	3	11	34
	Total	27	32	22	10	29	120

1	Male	19	15	16	7	18	86
2	Female	8	17	6	3	11	34
	Total	27	32	22	10	29	120

Source: Primary Data

Sl No	Nature of Variables	Hypothesis	Calculated Value	Table Value	Degree of Freedom	Acceptance of Null Hypothesis
1	Gender and account holder of bank	H ₀ 1	11.05	9.49	4	Rejected

H₀: There is a no significant relationship between Gender and using the type of bank account holder. Since calculated value (11.05) more than the table values (9.49) so reject the null hypothesis accept the alternative hypothesis.

VIII. FACTORS INFLUENCED THE GREEN BANKING ACCOUNT HOLDER

The various factors which are influencing the consumers towards purchase of green products are classified into 12 heads, namely, Comfort and convenience, Ingredients, Brand, Safety, Quality, Consumption pattern, Performance, Availability, Multi-utility, Attractive packaging, Promotion, offers & discount,

The weighted mean score for each opinion is calculated by the following formula

$$x = \frac{\sum WX}{\sum W}$$

Out of 12 factors, Advertisement ranked the first place with the weighted mean score of 3.82, followed by Quality on services ranked second (3.80), Goodwill ranked third(3.65), Performance ranked fourth (3.61), Multi-utility ranked fifth (3.59), Cost of alternatives ranked sixth (3.58), Safety ranked seventh (3.56), Design ranked eighth (3.54), Comfort and convenience ranked nine (3.51), Availability ranked ten (3.50), Government rules ranked eleven (3.48), Maintenance ranked twelve (3.03). The various factors influenced green banking is presented in Table 3.

TABLE 3

Factors Influenced on Green Banking Account Holder

Factors	EI (5)	HI (4)	SI (3)	SWI (2)	NI (1)	Total	WMS	Rank
Comfort and convenience	30	24	49	11	6	120	3.51	9
Goodwill	37	31	30	17	5	120	3.65	3
Safety	22	38	46	13	1	120	3.56	7
Quality services	38	42	22	14	4	120	3.80	2
Performance	35	31	34	12	8	120	3.61	4
Availability	18	47	33	21	1	120	3.50	10
Multi-utility	33	30	37	15	5	120	3.59	5
Design	35	32	22	25	6	120	3.54	8
Cost of alternatives	37	30	26	20	7	120	3.58	6
Government rules	23	41	34	15	7	120	3.48	11
Maintenance	18	24	26	48	4	120	3.03	12
Advertisement	43	32	29	12	4	120	3.82	1

Source: Primary Data

(EI-Extremely Influential, HI-Highly Influential, SI-Slightly Influential, SWI-Somewhat Influential, NI-Not Influential)

Table 3 highlights that among the 12 factors influenced on green banking account holder, Advertisement ranked the first place with the weighted mean score of 3.82 points in Rajapalayam Taluk.

XI. CONCLUSION

Green banking has kept on embryonic in the uncompleted years and is relied ahead to turn into a considerably more famous main thrust behind banks forceful procedures. Green monetary offers something other than money related advantages to the banks, the impalpable advantages incorporate notoriety, expanded client base, constructive outcomes on the earth, and straightforwardness of bank forms. Green banking requires an exemplary change in considering financial matters, business and account. To the extent green banking in concerned, Indian banks are running behind time and it is the need of great importance to think it truly for the manageable development of the country. In this manner, the select business banks should receive compelling techniques for green banking by thinking about it as a key goal. Conceivable strategy measures, administrative system and activities to

advance green banking in India have turned into the need of great importance. Understanding that open capital is regularly hard to come by, Green Banks utilize the constrained open assets accessible to interface ventures with the capital markets and open new pools of capital, for example, institutional financial specialists and the green security showcase (greenbanknetwork.org). Green banking is the corporate social duty of each bank. Alongside the emphasis on the green financial activities the bank ought to likewise deal with their loaning strategies so the clients are urged to do their financial exchanges as well as their business exchanges in an ecological agreeable way.

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WEB RESOURCES:

- www.greenbanknetwork.org