

Green Banking Acceptance Among Bank Customers With Special Reference To Tiruppur City

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Abstract- This research investigates the acceptance of green banking among customers in Tiruppur, India, focusing on environmentally responsible banking practices. It assesses customer awareness, adoption factors, and satisfaction levels. Findings reveal that "Anytime anywhere banking" is highly valued, and gender influences transaction preferences. Banks should emphasize cost-saving processes and security while promoting green banking. Enhanced awareness efforts and infrastructure improvements are recommended to boost customer satisfaction.

Keywords- Green banking, customer acceptance, Tiruppur, environmentally responsible banking, awareness.

I. INTRODUCTION

Green banking is a sustainable practice that prioritizes renewable energy, natural resource preservation, and carbon footprint reduction. Tiruppur, a highly polluted textile hub in India, is promoting green banking practices to conserve its natural resources. Green banking initiatives include alternative energy sources, sustainable agriculture, eco-friendly products, waste reduction, and recycled products. The study aims to understand customers' awareness and adoption of green banking in Tiruppur, identifying factors influencing their decision to use these services. The results will help banks develop effective marketing strategies to promote green banking services and increase customer awareness and adoption.

II. STATEMENT OF THE PROBLEM

As the world is becoming more environmentally conscious, green banking has emerged as a new concept in the banking industry. However, it is not clear how much awareness and acceptance exist among bank customers, especially in Tiruppur city. Therefore, the problem statement is to investigate the level of awareness and acceptance of green banking practices among bank customers in Tiruppur city and to identify the factors that influence their decision to adopt or reject green banking practices.

III. SCOPE OF THE STUDY

Eco- friendly or so called green technologies also make economic sense for the banking industry. Modern day bankers have realised the fact that adoption of environmentally sustainable technologies or modes of production do not increase their financial burden, rather it offers them new business opportunities and supports in reduction of operational expenses and realises high level of profit. Modern banks understand that green banking adoption benefits them in reduction of operational costs, minimises the risk of false transaction, supports them to build bank images i.e., reputations and enhance their corporate social responsible goal. Green banking concept adoption serves both the commercial objective of the bank as well as its social responsibility. Bankers should always take active steps in checking whether their customer actively involves in acceptances and adoption of green banking practices.

IV. OBJECTIVES

- To study the green banking trends in Tiruppur.
- To study the socio-economic status of the respondents.
- To assess the green banking customers demographic and socio-economic status and to know about their level of awareness about green banking Practices.
- To analysis the nature of green banking practices followed by the customers.
- To measure the customers level of satisfaction towards green banking Practices.

V. RESEARCH METHODOLOGY

POPULATION

The first step in the sampling process is the definition of the population, which can be defined in terms of Elements, sampling units, extend and time. For the present study undertaken the population was total users in Tiruppur city.

SAMPLING FRAME

A sample frame is a means of representing the elements of the population. The sample frame made use of in This study is users database lists.

SAMPLING UNIT

The sampling unit of the study is collected from the users those who are using the green banking facilities from the bank.

SAMPLING METHOD

Snowball sampling is used in this study.

SAMPLE SIZE

The Sample size selected for the survey is 150. The sample size determination was purely by intuition.

SAMPLING AREA

All the respondents have been chosen from the Tiruppur city.

VI. REVIEW OF LITERATURE

1. Bhattacharyya, S. (2018) "Green banking practices and their impact on sustainable development A study of select Indian banks" The study found that green banking practices have a positive impact on sustainable development, and banks that adopt green practices perform better in terms of profitability, customer satisfaction, and corporate social responsibility. The suggests that Indian banks should adopt more green banking practices to improve their overall performance and contribute to sustainable development.
2. Das, S., & Roy, S. (2018) "Green banking practices and customer loyalty A study of Indian banks" The study found that green banking practices have a positive impact on customer loyalty, and customers are more likely to remain loyal to banks that adopt green practices. The s suggest that Indian banks should adopt more green banking practices to improve customer loyalty and attract new customers.

VII. FINDINGS AND SUGGESTIONS SIMPLE PERCENTAGE ANLAYSIS

- Majority of the respondents belong to the age group of 21-30 years (52.3%)
- Majority of the respondents are male (64.9%).

- Majority of the respondents are un-married (51%).
- Majority of the respondent's are degree holders (39.7%).
- Majority of the respondents are nuclear family (61.6%).
- Majority of the respondents family members 4-6 (43%).
- Majority of the respondents have 2 earning members (46.3%).
- Majority of the respondents live in semi-urban members (39.7%).
- Majority of the respondents are self-employed (31.1%).

WEIGHTED AVERAGE ANALYSIS

Among the factors 'Anytime anywhere banking' was considered as the most advantage by the respondents and it ranked first with a mean score of 4.0066, followed by 'Time saving banking practices' which is ranked second with mean score of 3.4039 and 'Cost saving process' ranked third with mean score of 3.0132 and 'Paying bills online' ranked fourth with mean score of 2.3708. The 'High security' is of less important to the respondents and therefore got the last rank with a mean score of 2.2052.

CHI-SQUARE ANALYSIS

The calculated value 10.85 is higher than table value 7.815 at 30 degree of freedom. So, the hypothesis is rejected and accept alternative hypothesis that there is a significance relationship between gender and modes of transaction. The calculated value is 4.28 is lesser than table value 7.815 at 30 degree of freedom. So, the hypothesis is accepted and reject alternative hypothesis that there is no significance relationship between marital status and modes of transaction.

ANOVA

The calculated p-value is greater than 0.05. So, accept the null hypothesis that there is no significance difference between level of satisfaction of green banking and gender.

- With the degrees of freedom 149 and f-value 1.142, sig (149,1.142) =.927 which is greater than 0.05, so we conclude that the difference between gender and level of satisfaction (Infrastructure facilities) of green banking are statistically significant. Thus, H1 is accepted & H0 is rejected.
- With the degrees of freedom 149 and f-value 1.880, sig (149,1.880) =.212 which is greater than 0.05, so we conclude that the difference between gender and level of satisfaction (Friendliness) of green banking are statistically significant. Thus, H1 is accepted & H0 is rejected.

- With the degrees of freedom 149 and f-value .002, sig (149,.002) =.795 which is greater than 0.05, so we conclude that the difference between gender and level of satisfaction (Privacy) of green banking are statistically significant. Thus, H1 is accepted & H0 is rejected.
- With the degrees of freedom 149 and f-value .378, sig (149,.378) =.720 which is greater than 0.05, so we conclude that the difference between gender and level of satisfaction (Security) of green banking are statistically significant. Thus, H1 is accepted & H0 is rejected.
- With the degrees of freedom 149 and f-value .027, sig (149,.027) =.281 which is greater than 0.05, so we conclude that the difference between gender and level of satisfaction (Environmental protection) of green banking are statistically significant. Thus, H1 is accepted & H0 is rejected.

INDEPENDENT SAMPLE T-TEST

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SUGGESTIONS

1. Banks should focus on developing and promoting "Anytime anywhere banking" as it is considered the most significant advantage by the respondents.
2. Banks should continue to offer time-saving banking practices to customers.
3. Cost-saving processes should be given more emphasis and promoted to customers to increase satisfaction.
4. Offering online bill payment options can improve customer satisfaction.
5. Although high security is less important, banks should still prioritize it to ensure the safety of customer information.
6. Banks should focus on educating customers about the various modes of transactions available to them.

CONCLUSION

The study on "Green Banking acceptance among bank customers with special reference to Tirupur city" highlights the need for more research in this field. The research gaps identified include the limited studies conducted on the acceptance of Green Banking practices among customers in Tirupur city, insufficient research on the factors influencing the adoption of Green Banking practices, and limited literature on the impact of Green Banking practices on customer loyalty and retention in Tirupur city. The study also provides valuable insights into the factors influencing customer acceptance of Green Banking practices, such as cost-saving processes, time-saving banking practices, and online bill payment options. Banks can use these findings to develop specific marketing campaigns to increase adoption rates among different customer segments, including gender and marital status.

Moreover, the study emphasizes the importance of promoting awareness about green banking services and improving infrastructure facilities to maintain customer satisfaction. Overall, the study suggests that banks in Tirupur city need to take more proactive steps to promote green banking practices and enhance customer satisfaction.

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