International Journal in Management and Social Science
Volume 6 Issue 12, December 2018 ISSN: 2321-1784 Impact Factor: 6.178
Journal Homepage: http://ijmr.net.in, Email: irjmss@gmail.com
Double-Blind Peer Reviewed Refereed Open Access International Journal

Customer Perception on Green Banking Practices in Public Sector Banks: An Empirical Study

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ABSTRACT

Green banking is new concept in the financial sector from last two decades. As banking transactions involve more paper on daily basis it is the conscientiousness of banking sector to induce the general public to move from traditional practices to green banking practices. More than government, banks dictate the public in a growing economy like India. It is considered easy to persuade the general public to practice eco-friendly living through the banking sector. Hence the present study intends to find the performance of nationalized public sector banks using green banking concept as a yard stick. Bank customers are selected as the respondents for the survey. Major focus of the study is on the implementation part of green banking practices in the selected public sector banks. To have maximin approach, the creamy layer of public sector banks is mulled over in this study to access the public sector banks' performance with respect to installation of green banking initiatives.

Key Terms: *Awareness, Green banking, Green products, Perception*

INTRODUCTION

The concept of Green Banking is attached to Triodos bank (established in 1980) from Dutch origin which started the environmental sustainability in the banking sector from the very first day. In the year 1990, the bank launches "Green fund" for funding environment friendly projects and all other projects follow later. Taking example from this bank the banks all over the world started taking green initiatives in the banking sector.

Institute for Development and Research in Banking Technology defines Green Banking as *"Green Banking is an umbrella term referring to practices and guidelines that make banks sustainable in economic, environmental, and social dimensions. It aims to make banking processes and the use of IT and physical infrastructure as efficient and effective as possible, with zero or minimal impact on the environment"*.

According to RBI (IDRBT, 2013) Green banking is to make internal bank processes, physical infrastructure and Information Technology effective towards environment by reducing its negative impact on the environment to the minimum level.

Green banking means promoting environmental- friendly practices and reducing carbon footprint from our banking activities. Green banking will be mutually beneficial to the customers, banks, industries and the economy. Green Banking therefore covers two aspects, the first one being judicious use of all resources, energy and reducing carbon footprints and second being encouraging and financing only environment friendly investment. So, Green Banking is not only about making sustainable use of resources but also about environment friendly dispensation of credit.

GREEN BANKING IN INDIAN SCENARIO

In India, green banking is in its initial phase. Banks can utilise green banking as an opportunity to gain advantage in the market by creating difference in their strategy making process. Also, banks need to be more active in communicating the green banking concept and its associated benefits to the customers. In India both public and private sector banks have taken certain Green Banking initiatives.

Certain green banking initiatives of SBI

a) Launched Green channel counter facilities in the year 2010 in some of its branches and planning to extend it in more branches. An environmental friendly approach that helps to make paperless banking up to some extent.
b) Collaboration with Suzlon Energy Ltd. to use wind power at the place of thermal power in its business operations and currently using wind power in its most of offices located in Gujarat, Tamil Nadu and Maharashtra.
c) Initiated the carbon disclosure projected in the financial sector in India, for the sake of environmental concern and safety

d) SBI and Export- Import Bank of India (EXIM Bank) both jointly provide a long term loan (up to 14 years) to a Spain Based Companies Group- Solar Global SA and Aston Field Renewable Resources for building solar plant in India. Most of the financial institutions avoid giving long term loans to such projects because of their uncertainty and technological changes

Certain green banking initiatives of Canara Bank:

a) The bank has implemented various green banking initiatives such as internet banking, tele-banking & mobile banking. Solar power biometric ATMs has been implemented in a few rural areas.
b) Now the bank is not extending the finance to the new units which are involved in producing and consuming Ozone depleting substances. The bank has also stopped extending the finance small/medium scale unit engaged in the manufacturing of Aerosols by using CFC.
c) The bank insisted to manufacturing units which emit toxic polluting substance to implement water treatment plant and obtain NOC (No Objection Certificate) from central/ state government pollution control board while lending the loan.
d) The banking is providing loans for implementing solar lighting system, till the date the bank has financed 50,000 such unit lending 5-8 lac Rs to each unit. Source: Canara Bank, Annual Report 2012-2013.

Certain green banking initiatives of Syndicate Bank:

a) The bank implemented electronic means in its operations. National Electronic Funds Transfer helped bank in cutting off stationary expenses.
b) The bank encouraged customers to use plastic cards (Debit Cards) and also most of the transactions effected through net banking.
c) The bank is running 80 rural branches with solar power UPS -2011.
d) Syndicate bank has embarked on large scale transformation program-Project Ananya in 2016, which aims to provide customers with best in class services while improving and modernising the whole bank. Project Ananya has 4 key pillars-Business Process Re-engineering, Digital Banking, Sales and CRM, HR Development.
e) Bank has developed Synd e-passbook solution to get account details and statements on Smartphone.

The future of green banking seems to be very promising in India as lots of green products and services are expected in the future. Green excellence awards and recognitions, Green rating agencies, Green investment funds, Green insurance and Green accounting and disclosure are some of the things that would be heard and seen in operation in the near future. Banks can act like a guideline towards the economic transformation and create a platform that would create many opportunities for financing and investment policy and contribute towards creation of a low carbon economy.

GREEN BANKING PRODUCTS AND SERVICES

I. Retail Banking:

a. **Green Mortgages:** This facility helps the individual customer to get a lower interest rate green loan than market rate, who is ready to purchase new energy efficient homes. This facility also allows them to invest in energy efficient appliances.

b. **Green Home Equity loans:** Reduced rate home equity loans sometimes referred to a second mortgages can help motivate households to install residential renewable energy (Power or thermal), technologies.

c. **Green Commercial Building loans:** Environment protection is the duty of every citizen, including Attractive loans designs and arrangements have started to emerge for green commercial building characterized by lower energy consumption reduced waste and less pollution than traditional building.

d. **Green Car loans:** With below market interest rate many green car loans encourage the purchase of cars that demonstrate high fuel efficiency.

e. **Green Cards:** A broad family of green products includes debit and credit cards linked to environmental activities. This green cards offered by large credit card companies offer to make non-government organizations donations equal to approximately One-half percent of every purchase, balance transfer or cash advance made by the card owner.

II. Corporate Investment banking

a. **Green Project Finance:** A number of banks are now ready to accept large scale renewable energy project. For this they have to create service divisions also to help those companies who under take large scale renewable energy system.

b. **Green Securitization:** A variety of environmental securitization techniques have begun to emerge, including forest bond, eco securitization pilot program and green mortgage-backed securities.

c. **Green Venture Capital and Private Equity:** While issuing finance through capital market, we can see that, high consideration paid to environmental issues. In particular banks can play a vital role in assisting with IPO for clean technology providers, carbon credit developers, and other firms marketing environmental product and services.

d. **Green Index:** Some banks have currently developed index that fluctuate as future environmental opportunities and challenges

III. Asset Management

a. **Green Fiscal fund:** By purchasing shares in a green fund or investing money in a green bank, citizens are exempted from paying capital gain tax and receive a discount on income tax.

b. **Green Investment fund:** Sustainable investment funds have evolved through three generations, where the complexity of assessing investment eligibility rises at easy level.

c. **Carbon Fund:** Collaboration between multi-lateral development banks and private financial institutions has led to the emergence of a variety of carbon funds to help finance GHC emission reduction projects to curb climate changes

IV.Insurance

a. **Green Insurance:** This type of insurance typically encompasses two product areas
   - Insurance products with differentiate insurance premium on the basis of environmentally related characteristic
   - Those specially tailored for clean technology and emission reducing activities

b. **Carbon Insurance:** There are many risks inherent in emission reduction transaction, as well as low carbon project assessment and development activities. In response some financial institutions now offer insurance product to manage carbon credit price volatility.

REVIEW OF LITERATURE

Deepa P. and Dr. Karpagam C. R.(2018)in their article*"A study on Customer's awareness on green banking in selected public and private sector banks with reference to Tirupu"*aims to identify the awareness and usage of Green banking services by the customers selected from different banks. Researchers have made an attempt to study the impact of different age group of customers with green banking initiatives taken by public and private sector banks.

Subrata et. al., (2017)in their*"Awareness and Perception of Bank Customers towards Green Banking in Sylhet District of Bangladesh"* explores the awareness and perception of bank customers about the green banking practices of commercial banks of Sylhet district. Results of the study indicated that the customers were more aware about the facility of SMS banking.

Prakash et., al., (2017)this article *"A study on the Customer Awareness on Green Banking Initiatives"*studies the Green banking initiatives taken by the largest public sector bank in India (State Bank of India) and the awareness and perception of its customers towards green banking products introduced by SBI.

Satheesh (2017)inhis study*"A Study on Customers Awareness on Green Banking Initiatives in Selected Private Sector Banks with reference to Kunnamkulam Municipality"*makes anattempt to check the awareness level of green banking among the general public, customers and green bank employees. Chi-square test is used to test the association between banker's motivation and its effectiveness. It was concluded stating banks should take necessary action to educate the general public for initiating green banking system.

Ganesan et. al., (2016)in their article"*Customer Perception towards Green Banking"*conducted the study to evaluate the awareness of green bankingand level of green banking concept spread among the customers. The analysis made shows that ICICI bank and SBI bank are the two banks which provide major green banking services to its customers among the private and public sector banks respectively. The results indicated that educational qualification has greater impact on usage of green banking facilities.

STATEMENT OF PROBLEM AND NEED FOR THE STUDY

Environmental sustainability is an important issue and green banking is a step in this direction.. Hence, there is a need to study the green banking initiatives taken by the banking sectors and also to know the awareness and perception in the minds of customers about the green banking practices initiated by banks. Customer perception on green banking concept can be measured to define the success rate of the concept on its own. Thus this study tries to find the perception of customers on green banking practices.

OBJECTIVES OF THE STUDY

1. To study the awareness of green banking initiatives of banks among customersin selected banks
2. To find out the positioning of green banking products in the minds of customersand
3. To offer suggestions for the effective implementation of green banking initiatives

HYPOTHESES

H_1: There is no significant difference in awareness levels and banks

H_2: There is no significant difference in pre and post green banking practices with respect to energy conservation

H_3: There is no significant dependency of customer perception with major demographic factors.

SCOPE OF THE STUDY

The present study is confined to the domicile limits of Shivamogga talk. Only those customers are considered who are available at the bank premises during working hours. The study includes SBI, Canara and Syndicate banks as they occupy the top three positions in business volume. The article confines perception to energy conservation, easy procedures, time feasibility, cost effective and accessibility of product.

SOURCES OF DATA COLLECTION

The study relies on the primary source of data, where bank customers are the respondents. It has also collected relevant material from various articles, websites, books and reports.

RESEARCH INSTRUMENT

A structured schedule is used as the data collection instrument and the researcher being enumerator.

METHODOLOGY USED

As the study tries to find the level of perception of green banking practices among the customers, descriptive method is selected.

SAMPLE DESIGN

Customers of public sector banks are considered to be the population of the study area. Sample units are selected randomly at the bank premises. Samples of 30 customers (sample units) are selected from each bank (SBI, Canara and Syndicate). Total 90 sample units are selected to conduct the study.

SURVEY PERIOD

The survey is conducted betweentwo months period from September to October 2018.

LIMITATIONS OF THE STUDY

- Chances of response error as the study is dependent on mainly on primary data,
- Samples are restricted 90 which are considerably small to generalise the results
- The study just tries to describe the perception of various green banking practices and doesn't project or diagnose the impacts and effects.

STATISTICAL TOOLS FOR ANALYSIS

The study makes use of descriptive statistics like weighted mean and mode. To explain the data in relative terms percentage is used. Inferential statistics are used namely, ANOVA, t-test and Chi-square test.

SURVEY ANALYSIS AND RESULTS

The first section of the analysis and interpretation of the primary data reveals the information about the demography of the respondents which is briefed in the below table-1.Second section of the analysis is about awareness of the green banking practices from table 2 to 5 and in the last section perception of the customers on green banking is studied from table 6 to 11.

Demographic Profile of the Sample:

The profile of the respondents-customers as per gender, age, educational level, marital status, occupation, annual income, type of family and family size are furnished in Table- 1.

Table – 1: Demographic Profile of Customers

Group	Number of Customers	Percentage
Gender		
Male	69	76.67
Female	21	23.33
Total	90	100.00
Age		
20 - 29	29	32.22
30 - 39	44	48.89
40 - 49	16	17.78
50 and Above	1	1.11
Total	90	100.00

Marital Status		
Married	74	82.22
Single	16	17.78
Total	90	100.00
Educational Level		
SSLC	7	7.78
PUC	21	23.33
Graduation	37	41.11
Post-Graduation	24	26.67
Any Other	1	1.11
Total	90	100.00
Occupation		
Businessmen	38	42.22
Professional	22	24.44
Agriculturist	8	8.89
Salaried class	3	3.33
Homemaker	12	13.33
Student	6	6.67
Others	1	1.11
Total	90	100.00
Annual Family Income		
50,000 – 100,000	64	71.11
100,000 – 300,000	24	26.67
300,000 – 500,000	1	1.11
500,000 and above	1	1.11
Total	90	100.00
Type of Family		
Nuclear	74	82.22
Joint	16	17.78
Total	90	100.00
Family size		
Single	10	11.11
02-05	67	74.44
06 – 10	13	14.44
Total	90	100.00

Source: Primary Data

The above table displays the demographic profile of respondents considered for the study. Male customers account for 77% and females 23%. Age group of 30 to 39 accounting to the extent of nearly 50%, with the lowest among 50 plus. Married respondents accounting for 82%. Graduate respondents are more to the extent of 41%, followed by post graduates, PUC, SSLC and others. Corporate customers were found more (42%), followed by professionals, Homemakers, agriculturists, students, salaried and others. More than 70% respondents are in the income group of (Rs.50, 000-1,00,000) Nuclear families accounting for more than 80% and family size of 2 to 5 accounting for 67%

❖ **Awareness of Green Banking**

Table – 2: Awareness of green banking activities in selected banks

	SBI	Canara	Syndicate	Total
Aware And Use	14	11	9	34
Aware But Do Not Use	12	16	18	46
Not Aware	4	3	3	10
Total	**30**	**30**	**30**	**90**

Source: Primary Data

The above table shows the awareness of green banking activities of selected banks. It is clear to observe that more than 50% of the respondents are aware of the green banking activities but do not use extensively the green banking activities. Only 38% of the respondents are aware of green banking and use it in their daily life.

H_0: There is no significant difference in awareness levels and banks.

H_1: There is a significant difference in awareness levels and banks.

Table – 3: Anova: Two-Factor Without Replication

SUMMARY	*Count*	*Sum*	*Average*	*Variance*		
Aware And Use	3	34	11.33	6.33		
Aware But Do Not Use	3	46	15.33	9.33		
Not Aware	3	10	3.33	0.33		
SBI	3	30	10	28		
Canara	3	30	10	43		
Syndicate	3	30	10	57		

ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Rows	224	2	112	14	0.02	6.94
Columns	0	2	0	0	1	6.94
Error	32	4	8			
Total	256	8				

Source: Table - 2

The above table explains the two way ANOVA test conducted to check the significant difference among the banks and awareness levels of the customers. As per the result null hypothesis is rejected for between rows, which mean there is a significant difference between at least two levels of awareness at 5% significance level. But null hypothesis is accepted with respect to columns. It means the there is no significant difference between any two banks in terms of awareness levels. All the three banks exhibit similar level of awareness.

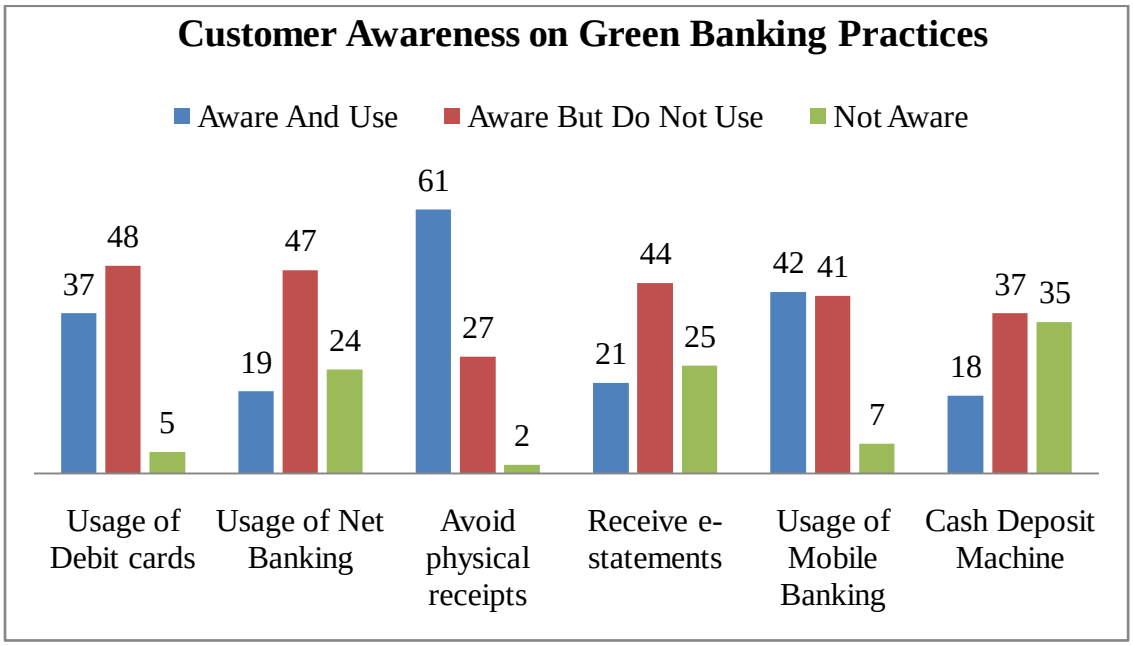
Table – 4: Customer Awareness on Green Practices at bank

	Aware And Use	**Aware But Do Not Use**	**Not Aware**	**Total**
Usage of Debit cards	37	48	5	90
Usage of Net Banking	19	47	24	90
Avoid physical receipts	61	27	2	90
Receive e-statements	21	44	25	90
Usage of Mobile Banking	42	41	7	90
Cash Deposit Machine	18	37	35	90

Source: Primary Data

The above table describes the awareness pattern of six major green banking initiatives by the Indian banks. It is observed that usage of debit cards is aware to 48 respondents which are more when compared to other initiatives and very near to net banking usage of 47 respondents. 61 respondents are aware of not to use physical receipts and follow the same and second highest is mobile banking awareness with its usage. Comparatively highly unaware initiative is receiving e-statements. Pictorial representation of the comparative analysis is portrayed in the below chart -1:

Chart – 1: Customer Awareness on Green Banking Practices



Source: Table – 4

Table – 5: Pre and Post Impact of Green Banking on energy conservation for customers

Bank	Energy Conservation		Conversion Rate (%)
	Before Green Banking	After Green Banking	
SBI	52	76	46.15
Canara	45	67	48.89
Syndicate	39	58	48.72

Source: Primary Data

The above table enables to understand the impact of green banking concept on energy conservation. Respondents were asked to score the energy conservation on a relative basis with 100 being max and 0 being min. As per the survey results, it is seen in all the 3 banks that respondents have achieved fairly good of energy conservation. Relatively SBI has the least conversion rate of 46.15% and Syndicate bank customers relatively feel they have better energy conservation.

H_0: There is no significant difference in pre and post green banking practices with respect to energy conservation.

H_0: There is a significant difference in pre and post green banking practices with respect to energy conservation.

Table – 6: t-Test: Paired Two Sample for Means

	Before Green Banking	After Green Banking
Mean	45.33	67
Variance	42.33	81
Observations	3	3
Pearson Correlation	0.9990	
Hypothesized Mean Difference	0	
df	2	
t Stat	-14.91	
P(T<=t) one-tail	0.00	
t Critical one-tail	2.92	
P(T<=t) two-tail	0.00	
t Critical two-tail	4.30	

Source: Table – 5

The above table expresses the t-test results for the impact of green banking in conserving the energy with respect to the banks selected in the study area. Obtained result conveys that there is significant difference between the ex-post phenomenon's of energy conservation as per the customers of the bank.

- **Perception of Green Banking**

Table – 7: Average Scores of Banks on Perception Parameters

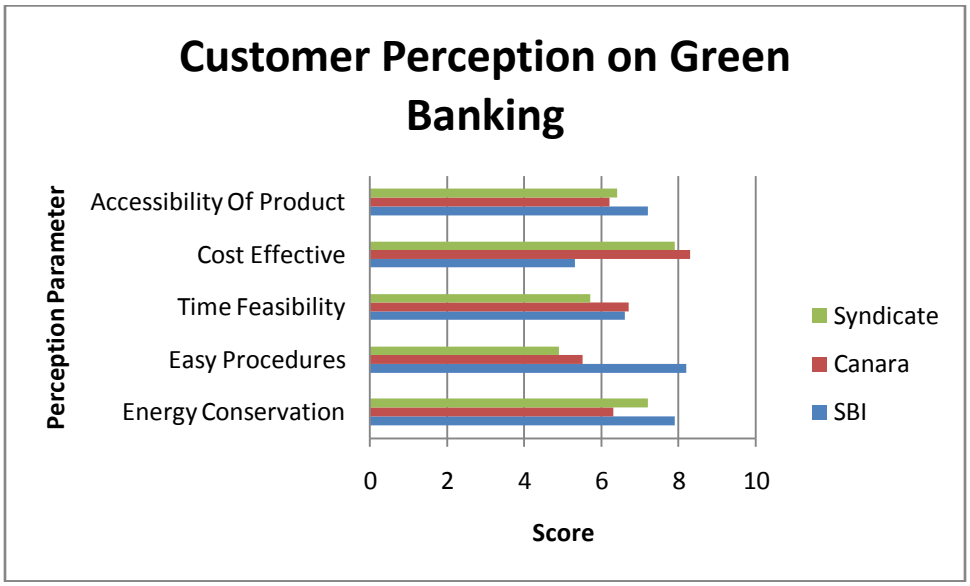
Perception on Green Banking	SBI	Canara	Syndicate	Average
Energy Conservation	7.9	6.3	7.2	7.13
Easy Procedures	8.2	5.5	4.9	6.20
Time Feasibility	6.6	6.7	5.7	6.33
Cost Effective	5.3	8.3	7.9	7.17
Accessibility Of Product	7.2	6.2	6.4	6.60
Average	7.04	6.6	6.42	6.69

Source: Primary Data

The above table depicts the scores of given by the customers of the bank with respect to their perception on green banking concept, where 0 being least and 10 being maximum. The scores against the banks and perception parameters are average of 30 respondents in each bank.

Highest score of 7.17 of all banks means, respondents perceive that green banking has successfully reduced the cost, followed be energy conservation, availability of product, time feasibility and easy procedures. SBI ranks first with 7.04 average score with all perception parameters, followed by Canara and Syndicate bank. Proportional analysis is shown below in the Chart – 2:

Chart – 2: Customer Perception on Green Banking



Source: Table - 7

H_0: There is no significant dependency of customer perception with major demographic factors.

H_0: There is a significant dependency of customer perception with major demographic factors.

Table – 8: Perception of customers on the basis of Gender

Perception on Breen Banking	Male	Female	Total
Energy Conservation	17	04	21
Easy Procedures	08	01	09
Time Feasibility	09	02	11
Cost Effective	23	09	32
Accessibility Of Product	12	05	17
Total	**69**	**21**	**90**

Source: Primary Data

The above table provides the frequency table of energy conservation with age brackets of the respondents. The study intends to find the dependency of gender on the perception level of the customers of the banks. Chi-square test is administered to make sure whether there is any dependency of perception level on the gender.

Significance Level = 5%Degrees of freedom = (5-1)*(2-1) = 4

X_{obt}= 1.89X_c= 9.48

H_0 Accepted

As per the above result, null hypothesis is accepted at 5% significance level as the obtained chi-square value is less than the critical value, which means the result false in the acceptance region at 5% significance level. This means perception of customers on green banking has a significant dependency on the age factor at 5% significance level.

Table – 9: Perception of Customers on the basis of Age

Perception on Green Banking	20 - 29	30 - 39	40 - 49	50 and Above	Total
Energy Conservation	07	11	03	01	22
Easy Procedures	03	02	01	00	06
Time Feasibility	04	21	02	00	27
Cost Effective	06	09	04	00	19
Accessibility Of Product	09	01	06	00	16
Total	29	44	16	01	90

Source: Primary Data

The above table provides the frequency table of energy conservation with age brackets of the respondents. The study intends to find the dependency of age on the perception level of the customers of the banks. Chi-square test is administered to make sure whether there is any dependency of perception level on the age.

Significance Level = 5%

Degrees of freedom = (5-1)*(4-1) = 12X_{obt}= 25.42X_c = 21.03

H_0 Rejected

As per the above result, null hypothesis is rejected at 5% significance level as the obtained chi-square value is more than the critical value, which means the result false in the rejection region at 5% significance level. This means perception of customers on green banking has a significant dependency on the age factor at 5% significance level.

Table – 10: Perception of Customers on Educational Qualification

Perception on green Banking	SSLC	PUC	Graduation	Post Graduation	Any Other	Total
Energy Conservation	01	03	04	05	01	**14**
Easy Procedures	02	09	09	02	00	**22**
Time Feasibility	01	04	07	04	00	**16**
Cost Effective	00	04	05	12	00	**21**
Accessibility Of Product	03	01	12	01	00	**17**
Total	**07**	**21**	**37**	**24**	**01**	**90**

Source: Primary Data

The above table provides the frequency table of energy conservation with educational qualification of the respondents. The study intends to find the dependency of age on the perception level of the customers of the banks. Chi-square test is administered to make sure whether there is any dependency of perception level on the educational qualification.

Significance Level = 5%

Degrees of freedom = (5-1)*(5-1) = 16 X_{obt}**= 33.38** X_c **= 26.29**

H_0 Rejected

As per the above result, null hypothesis is rejected at 5% significance level as the obtained chi-square value is more than the critical value, which means the result false in the rejection region at 5% significance level. This means perception of customers on green banking has a significant dependency on the education qualification of customers at 5% significance level.

Table – 11: Perception of Customers on Occupation

Perception on Breen Banking	Businessmen	Professional	Agriculturist	Salaried class	Home maker	Student	Others	Total
Energy Conservation	02	09	04	00	05	00	00	**20**
Easy Procedures	03	07	00	01	00	03	00	**14**
Time Feasibility	17	01	03	02	02	01	00	**26**
Cost Effective	12	02	01	00	02	01	01	**19**
Accessibility of Product	04	03	00	00	03	01	00	**11**
Total	**38**	**22**	**08**	**03**	**12**	**06**	**01**	**90**

Source: Primary Data

The above table provides the frequency table of energy conservation with educational qualification of the respondents. The study intends to find the dependency of occupation on the

perception level of the customers of the banks. Chi-square test is administered to make sure whether there is any dependency of perception level on the occupation.

Significance Level = 5%

Degrees of freedom = (5-1)*(7-1) = 16X_{obt}= 200.16X_c = 36.41

H_0 Rejected

As per the above result, null hypothesis is rejected at 5% significance level as the obtained chi-square value is more than the critical value, which means the result false in the rejection region at 5% significance level. This means perception of customers on green banking has a significant dependency on the occupation of customers at 5% significance level.

MAJOR FINDINGS OF THE SURVEY

- Most of the customers are aware of the green banking concept practiced by the bank but do not use it extensively. More than 50% of the respondents belong to this category. This may be likely due to low literacy level, difficulty in practice, less promotion; less awareness on basic intent etc. and this phenomenon is similar in all the selected banks. This means all the banks have approached the concept of green banking in almost same way and reached the customers.
- Major (61 respondents) portion of the respondents in the category of aware and use against green banking initiatives opt for avoiding physical receipts. Least (18 respondents) in that category is using cash deposit machines. Highest in the category of aware but not use is usage of credit cards (48 respondents), least is avoiding physical receipts. Respondents not much aware of receiving e-statements.
- It is found that the energy conservation is considerably achieved after the inception of green banking process in the banking transaction.
- SBI is considered to be perceived in positive way by aggregating all the perception levels with a score of 7.04 and followed by Canara with 6.6 and Syndicate with 6.42.
- It is evident with the chi-square test results that perception levels of the customer on the green banking practices is dependent on age, educational qualification and occupation but doesn't have any bearing on the gender factor.

SUGGESTIONS

- As it is found that majority of the customers are aware of the green banking practices but not practicing in practical. Hence it is the responsibility of the banks to induce their customers to practice the green banking in their transactions. It may be done by providing proper training to the customers, sending videos demonstrating the process of usage and nominate an employee exclusive for the purpose.

- Respondents are not using e-statements relatively as per the survey results. As it saves most of the paper by transacting online to know the status account, apply for loan, open and account, monthly expenses statements etc. Bankers should pay attention to make sure at least techno literates make it compulsory to use the e-statements.
- Even though the banks have good conversion rates in conserving energy by practicing green banking, there is huge scope to SBI and Syndicate banks as they score relatively less conversion rates by employing more liens in the systems.
- It is evident by the test results that perception of customers depends on age, educational qualification and occupation but not on gender, banks should make sure promote more the green banking concepts to non-juvenile age, literates and techno-dependent occupation. Banks should also focus more on the left out part of the above said demographics to have an inclusion by making them understand the concept of green banking in innovative ways like making animation movies, awareness campaigns in rural areas and liberalizing cost structure for non-techno dependent occupations.

CONCLUSION

Green is the buzz word which has become very popular in the latest decades of 21st century. The word got more significance after alarming rates of sea water level increase due to melting of polar ice caps. This phenomenon named global warming after a longitudinal study finding the temperature is increased at disquieting rates. It was decided by all most all the nations across the world to reduce the carbon footprints after Kyoto Protocol conception at Tokyo. This has lead most of the activities done by the man to think green in every step. Banks play a vital role in today's life style. Hence it was decided to make banking activities also clean. Thus the study tries to find the performance of nationalized banks in by measuring the degree of green practices by awareness of its customers and customer perception on green banking. It is found that the banks are do practice green concept but most of the customers only know about it but not following during execution. Still people are under an impression that green banking is cost saving but it would be great if people understand it is cost of their lives rather than life style and banks should induce them to understand the same. It is not only the banks but also the general public should understand the seriousness of the issue and rise to the occasion at a right time.

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