EFFECTIVENESS OF GREEN BANKING PRODUCTS IN BANKING INNOVATION WITH RESPECT TO PRIVATE BANKING CUSTOMERS

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Abstract

This study is to find the factors influence customer to E-Commerce. The sample size is of 120 respondents and simple random sampling method was used to data collection by using a self-administered questionnaire that was distributed through Google forms to respondents and sending mails to consumers through their past experience of purchasing in E-Commerce sites. This study of Green Banking Products with the content of private banking customers. Its aim is to know the effectiveness ofgreen banking products, by understanding customer attitudes and usage intention towards green banking products. An in-depth study of existing theories and preliminary primary analysis was developed in alternative to realize these objectives. The preliminary analysis was characterized by a survey experiment with private banking customers. Participants were exposed to stimuli of green banking products tested in keeping with their attitudes and usage intention. The main target was to know the impact of totally different banking tactics on attitudes and usage intentions and the way they move with green banking quality. This study is to find the factors influence customer to use green banking services. The sample size is of 100 respondents and simple random sampling method was used to data collection by using a self-administered questionnaire that was distributed through Google forms to respondents and sending mails to customers through their experience of using green banking products.

Keywords: *Green Banking Products, Green Banking Concept, Modern Banking, Attitude, Effectiveness*

1 Introduction

Green banking products in India have been around since the early 2000s. The earliest green banking product was the Green Banking Product (GBP), launched by the State Bank of India (SBI) in 2003. This product was designed to promote sustainable banking practices and support environmental projects. Since then, several other banks and financial institutions have launched green banking products in India. In 2008, the Union Bank of India launched its Green Banking Product (GBP) to support projects related to renewable energy, water harvesting and recycling. In 2009, the Central Bank of India launched its Green Banking Scheme which focused on energy efficiency and renewable energy. Other banks have followed suit, launching green banking products such as green home loans and green auto loans.

In 2012, the Indian government launched the Green Banking Initiative (GBI) to promote sustainable banking practices throughout the country. The goal of the initiative was to promote green banking products and encourage banks to adopt sustainable banking practices. Today, more and more banks and financial institutions in India are offering green banking products. These products are designed to promote sustainability and help protect the environment. These products include green home loans, green auto loans, green credit cards, green mutual funds and green investment products. The government also encourages banks to adopt sustainable banking practices by offering incentives such as tax benefits, subsidies and funding for green projects.

Overall this study is concentrating on the role of green banking in the field of banking innovation with respect to behavior of customers while they opted and using. This study will help start-up banking to gain the attention of customers by effectively utilizing the modern banking strategy.

2 Review of literature:

Sharma (2017)aims to survey bank employees and customers of selected public and private sector banks regarding their perceptions and opinions regarding green banking and conduct a comparative study on the issues and challenges involved. According to the findings, customers and employees of public and private sector banks both contribute to the concept of green banking. Green banking has been successful, and attitude and perception towards it are high, and the issues and challenges of adopting it are high in private banks

Goel (2017)has conducted a study in which various factors affecting and relating to adopting green banking towards environmental sustainability have been examined. This study combines exploratory and descriptive research. In addition, the researcher drew up a model for bankers in India to adopt green practices. In conclusion, the researcher concluded that the formulation of green marketing

strategies and policies for green products and services will assist in the sustainable development of the environment. Green banking initiatives are highly sluggishly accepted and adopted by commercial banks, and adoption of these practices has become an urgent need.

Rao (2018) study was designed to determine the preferences and perceptions of selected bank customers regarding the adoption of green banking. The data was collected using a non-probability convenience sampling method and Based on the findings of the study, it was concluded that perception towards Green Banking practices is different across selected cities, viz. Anand, Vadodara, Ahmedabad, Surat. Any demographic variable such as age, gender, income, profession, or qualifications did not represent significant differences.

Lakshminarayanan (2015) has conducted to assess the impact and benefits of various green banking systems offered by commercial banks in the Tiruvarur district. In this study, Green banking is revealed as a user-friendly and economically viable option. To conclude, Indian banks and financial institutions are taking steps to improve their operations. Since banks and financial institutions play a significant role in maintaining the sustainability of Indian economies, they have to work harder than big foreign banks in order to ensure the growth of Indian economies.

Vijayakumar R, Shashikumar & Nagadeepa (2021) emphasized the customer's perception of business sustainability during the COVID -19 period. Karl Pearson's coefficient of correlation is used to test customer satisfaction and opinion. The conclusion was derived from a correlation. That the RBI and the government must take the lead in implementing green policy guidelines in order to improve customer satisfaction, and that the study reveals that the sustainability of banks is dependent on a push toward green banking products.

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3 Research Gap
- ❖ Survey have been done for analyzing the green banking.
- ❖ Study largely focuses on usage behavior of customer with respect to green banking products

4 Research Methodology
Being an exploratory research it's based on both primary and secondary data.
Primary Date: Close ended Questionnaire
Secondary Data: Journals, Paper, books

Sample Design: Convenience Sampling
Sample Size: 100respondents
Sampling Frame: Different company employees and entrepreneurs of Bangalore

4.1 Research Objective
❖ To identify the factors influencing customer usage behavior.
❖ To evaluate the effectiveness of green banking products.

4.2 Research Hypothesis
H1: Review, advertisement, social media and peer group have positive influence on customer usage behavior

Ho: Review, advertisement, social media and peer group doesn't have positive influence on customer usage behavior

H2: Green banking products have positive influence on customer usage behavior

Ho: Green banking products doesn't have positive influence on customer usage behavior

4.3 Data Collection And Analysis Method
The Study focused mainly on the working peopleof different compniesof Bengaluru irrespective of their income. A self-administered questionnaire was developed and distributed based on judgmental sampling technique. The questionnaire contained 12 closed end instruments. The data collected was analyzed and tested using Statistical Software for Social Science (SPSS) and the statistical tool employed were Cronbach's alpha and t-test (one sample).

5. Analysis And Interpretation
Statistical tools used:
1. Cronbach's alpha to check the consistency and validity of data
2. One sample t-test to check whether the variables has positive influence on consumer behavior or not

Statistical Analysis: Cronbach's Alpha
Reliability Statistics

Cronbach's Alpha	N of Items
0.651	12

Since the alpha value is greater than 0.5, the data is more consistent

Frequency table

	Option 1	2	3	4	5
Q1	10	9	20	30	31
Q2	8	17	24	25	26
Q3	16	24	9	40	11
Q4	13	29	22	25	11
Q5	17	34	19	22	8
Q6	19	22	33	23	3
Q7	15	20	21	28	16
Q8	7	27	17	37	12
Q9	17	38	28	14	3
Q10	8	8	30	32	22
Q11	15	10	18	41	16
Q12	15	13	21	26	25

First hypothesis:

H1: Review, advertisement, social media and peer group have positive influence on customer usage behavior

Ho: Review, advertisement, social media and peer group doesn't have positive influence on customer usage behavior

One sample t-test and Test value = 3	T	df	Sig. (2-tailed)
I started using GBP because my peer group (Friends group) influence me to do so	4.905	99	.000
My usage decision is completely based on advertisement	3.476	99	.001
Social media plays the vital role in my usage decision making behavior	.456	99	.650
I believe environment friendly banking productsare the best use	-.651	99	.516

From the above table, significant values for peer group and advertisement are less than 0.05, we can conclude that **peer group and advertisement has positive influence on Customer Usage behavior**

From the above table, significant values for social media and review are greater than 0.05, we can conclude that **Review, social media doesn't have positive influence on customer usage behavior**

Second Hypothesis

H2: Green banking products have positive influence on customer usage behavior

Ho: Green banking products doesn't have positive influence on customer usage behavior

One sample t-test and Test value = 3	T	df	Sig. (2-tailed)
The success of product is purely based on modern banking concept	-2.462	99	.016
Green banking leads to profitable customer action (Example: Transfer or Receive money at any time)	-2.777	99	.007
Green banking product concept place a vital role in my personal decision making	1.706	99	.031

From the above table, all the significant values are less than 0.05, we can conclude that **Green banking have positive influence on customer usage behavior**

6. Findings:

- Green banking concept of service it creates positive impact on usage decision.
- A information served by the friend's group are significant, which influence to make use.
- Advertisement is very important mode of communicating theinformation, which educate the customers.
- Now a days Green banking concept attracts the more customers towards modern banking concept compared to visit bank for each services.

7. Recommendation For Future Research

Usage decisions are fully depended on green banking in modern banking platform, which helps in earning profits and creates positive relationship in the minds of customers to utilize the services. A research on promotional activities relating to usage behavior of customer with respect to public banking will be recommended on basis of this research paper.

8. Conclusion

The objective of this study is to find out the factors influencing the customer usage behavior and effectiveness of Green bankingin modern banking platform. Also, to check the effectiveness of green banking products via promotional activities of private banks. The findings of the study concluded those inference compelled in the study were accepted. Lastly, this study adds on to literature and provides a core vlaues for distinct research.

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