

## A Study on Green Banking and Awareness Among Customers of Mysuru

Sunil Kumar V<sup>1\*</sup>, Manasa J<sup>2</sup>, Madhusudan M<sup>3</sup> and Chinmayee S Dixit<sup>4</sup>

<sup>1</sup>Assistant Professor, Dayananda Sagar College of Arts, Science and Commerce, Bangalore-560111, Karnataka, India.

Email: [sunilkumarv-bcom@dayanandasagar.edu](mailto:sunilkumarv-bcom@dayanandasagar.edu)

<sup>2</sup>Assistant Professor, NMKRV College, Bangalore- 560011, Karnataka, India.

<sup>3</sup>Assistant Professor, Christ University, Bangalore, Karnataka, India.

<sup>4</sup>Assistant Professor, NMKRV College, Bangalore- 560011, Karnataka, India.

### Received:

05/03/2025

### Revised:

21/03/2025

### Accepted:

25/04/2025

### Published:

10/07/2025

### ABSTRACT

As we all are aware and very familiar about banking transaction and modern facilities given by banks for banking transactions (such as deposit, payment, transfers etc.,) but only few of us known about green banking practices, initiatives by banks and rationale behind green banking practices. Green banking refers to the initiatives taken by the banks to encourage environment friendly investment. Green banking as a concept is a protective and smart way of thinking towards future sustainability. And it is creating a buzz in the financial world. It is a form of banking taking into account the social and environmental impacts and its main motive is to protect and preserve environment. In the present era, we are facing a lot of environmental issues. So the green banking has its own importance and it plays a vital role to avoid such issues for an extend. In this present study researcher tried to identify awareness about green banking practices among randomly selected 100 customers of banks of different age group in the Mysuru city, the results of the same tabulated and interpreted.

**Keywords:** Green Banking; GCC; POS; Sustainability.



© 2025 by the authors; licensee Advances in Consumer Research. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC-BY-NC-ND) license(<http://creativecommons.org/licenses/by/4.0/>).

### INTRODUCTION

The concept of Green banking emerged in 2009 with coming of the first Green Bank based in Mt. Dora, Florida, United States. The Institute for Development and Research in Banking and Technology established by RBI defines Green Banking as:

‘Green Banking is an umbrella term referring to practices and guidelines that make banks sustainable in economic, environment 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.’

The world has seen much focus on economic progress and mankind has made giant steps in its journey through time. The side effects of the development process have, however, also been equally enormous loss of biodiversity, climatic change, environmental damage etc.

Banking sector plays a crucial and decisive role in promoting environmentally sustainable and socially responsible investments as it increases the value and lowers loss ratio as higher quality loan portfolio results in higher earnings. Hence, banks have to undertake some green growth initiatives within and outside their

organizations for the creation of a strong and successful the banks are using online banking instead of branch banking, paying bills online instead of mailing them, opening accounts at online banks etc.

Green banking is like a normal bank, which considers all the social and environmental/ecological factors with an aim to protect the environment and conserve natural resources. It is also called as ethical bank or a sustainable bank. They are controlled by the same authorities but with an additional agenda toward taking care of the Earth’s environment/habitats/resources. For banking professionals green banking involves the tenets of sustainability, ethical lending, conservation and energy efficiency.

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. A proper scrutiny of all projects that are financed in terms of environment is another major element of Green banking.

### REVIEW OF LITERATURE:

Sumesh (2016) researcher found that green banking is the operation of the financial sector with special focus on the environmental, ecological and social factors. For the effectiveness of green banking, the banks should play active role and formulate green policies and should take necessary steps. The Indian banks are actively looking for effective ways to implement green banking methods for the protection of environment.

Ahuja (2015) gave an overview of literature review about green banking, researcher identified problems in the execution of the green concept, from her review, she identified customer education and awareness is biggest concern and Private sector banks are able to implement the concept in a better way. Later she explores the green initiatives by SBI to describe green banking.

Narmadha (2016) had made an attempt to know the awareness on green banking among the customers of six different banks at Chennai. They surveyed the usage, awareness of Green banking initiatives by banks, where majority were aware about the concept and the initiative of Green banking. They also concluded from test that there is no relation between age of customers and awareness/usage of Green banking.

Ahmad Zayed and Harun(2013) they tried to explore the green banking activities of Bangladeshi commercial banks and to found the reasons behind adopting green banking. For concluding this primary research, they adopted stratified sampling technique. They found that six factors namely legal factor, economic factor, policy guideline, stakeholder

pressure, loan demand and environmental interest are the major influences for commercial banks to adopt green banking.

Jaggi (2014) studies the initiative by SBI and ICICI on Green banking. SBI has introduced a Green Cannel Counter, no queue banking, enhanced commitment towards achieving carbon neutrality, online money transfer, wind farms. Green Products and Services initiative of ICICI bank includes Insta banking (anytime, anywhere), vehicle finance and home finance. Moreover these banks have taken other steps for energy conservation like duplexing (two side printing), recycling, CFLs, carpool etc.

Singh Brar (2016) researcher emphasizes on the green banking aspects of public and private sector and compares the same. Primary data was collected from Gorgon's bankers about the Green banking. It was found that there is association between type of bank and usage of Internet banking/Branch banking, while no association between type of bank and usage of ATM and Mobile banking. Private sector banks are more aware about the environmental benefits of green banking. On the overall basis, it was concluded, private banks are more into motivating customers for green practices and provision of online services.

#### OBJECTIVES OF THE STUDY:

- To have brief insight about the concept of Green banking.
- To study on Green banking awareness among customers.
- To give proper findings and suggestions.

#### RESEARCH METHODOLOGY AND SAMPLE SIZE:

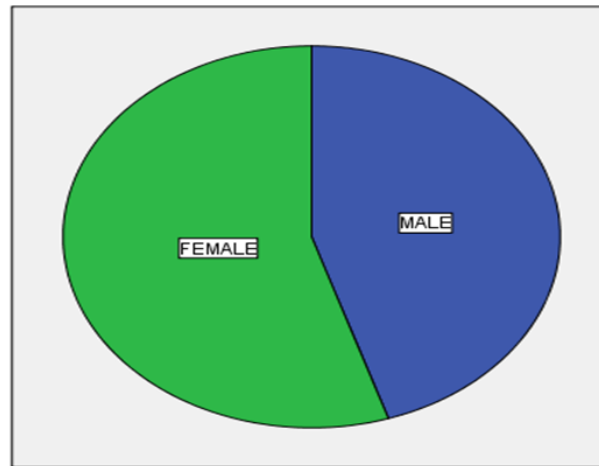
The present study was carried out with the objective, to study on green banking awareness among customers. The researchers use both primary and secondary data in this study. The primary data were collected from bank customers at Mysore district. 100 customers were selected randomly for the collection of data. The primary data were collected through a questionnaire were the respondents required to provide necessary details. Required secondary data for the study were collected from Journals, Magazines, Books and RBI reports.

#### Data analysis and interpretation

**Table No: 1 Gender of the respondents**

Gender	Respondents	Percent
Male	46	46.0
Female	54	54.0
Total	100	100.0

Source: Primary Data



**Figure 1: Gender of the respondents**

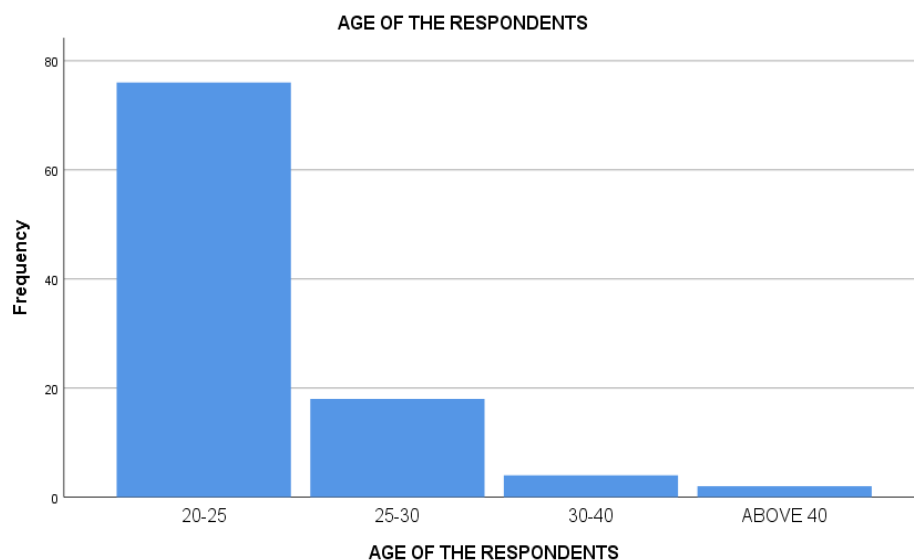
Source: Primary Data

From the analysis of the above table and figure 1 Gender of the respondents, out of 100 respondents 54 respondents are female respondents and 46 respondents are male who gave their opinion about this study.

Table No: 2 Age of the respondents

Age group	Respondents	Percent
20-25	76	76.0
25-30	16	16.0
30-40	2	2.0
40 above	2	2.0
Total	100	100.0

Source: Primary Data



**Figure 2: Age of the respondents**

Source: Primary Data

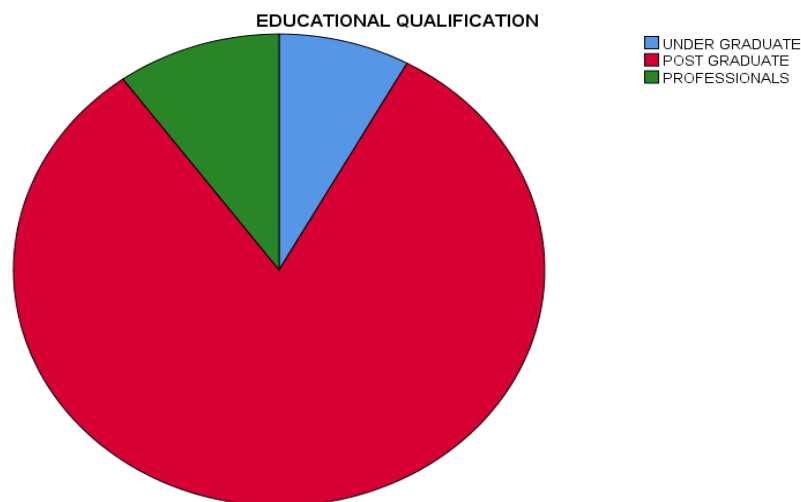
From the analysis of the above table and figure 2 Age of the respondents, out of 100 respondents 76% respondents are belongs to 20-25 age-group, 16% respondents are belongs to 25-30 age-group, 2% respondents are belongs to 30-40 age-group and 2% respondents are belongs to 40 above age-group.

**Table No. 3: Education levels of the respondents**

Education levels	Respondents	Percent
Under Graduate	8	8.0
Post Graduate	82	82.0

Professionals	10	10.0
Less than PUC	0	0.0
Totals	100	100

Source: Primary Data



**Figure 3: Education levels of the respondents**

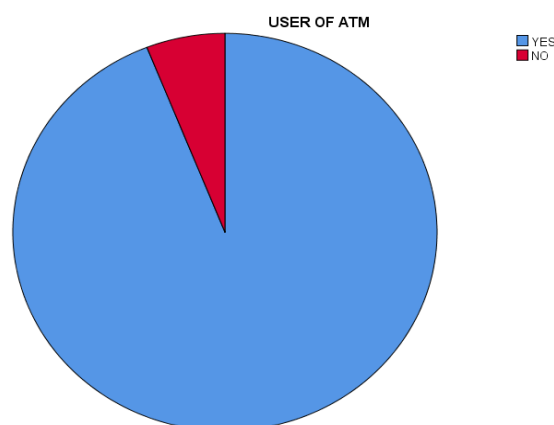
Source: Primary Data

From the analysis of the above table and figure 3 Education levels of the respondents, out of 100 respondents 8% of respondents are Under Graduate, 82% of respondents are Post Graduate, 10% of respondents are Professionals and 0% of respondents are less than PUC.

**Table No. 4: Respondents using ATM**

Using ATM	Respondents	Percent
Yes	94	94.0
No	6	6.0
Total	100	100.0

Source: Primary Data



**Figure 4: Respondents using ATM**

Source: Primary Data

From the analysis of the above table and figure 4 Respondents using ATM Respondents using ATM, out of 100 respondents 94% of respondents are using ATM's and only 6% of respondents are not using ATM's. From this study it is clearly found that the majority of the respondents are using ATM's.

**Table No. 5: Frequency to Use the Atm**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-3 TIMES	49	49.0	49.0	49.0
	4-6 TIMES	28	28.0	28.0	77.0
	6-10 TIMES	16	16.0	16.0	93.0

	ABOVE 10 TIMES	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Source: Primary Data

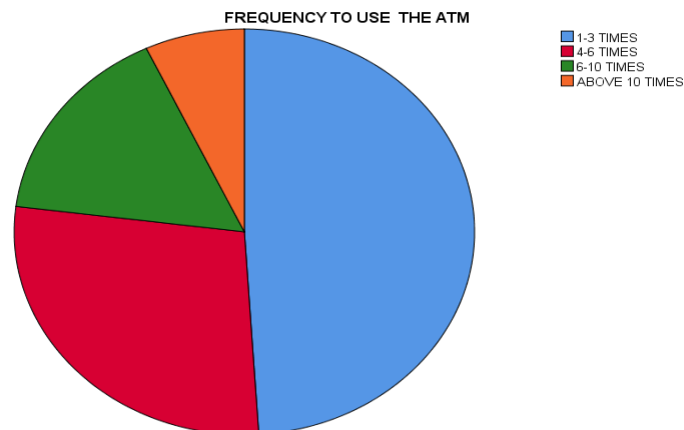


Figure 5: Frequency to use the ATM

Source: Primary Data

From the analysis of the above table and figure 5 Frequency to use the ATM, out of 100 respondents 49% of respondents are using ATMs from 1-3 times, 28% of respondents are using ATM'S from 4-6 times, 16% of respondents are using ATMs from 6-10 times and 7% of respondents are using ATM'S over 10 times. From this study it is clearly found that the majority of the respondents are using ATM'S from 1-3 times.

Table No. 6: Have you heard about Green Banking

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	56	56.0	56.0	56.0
	NO	44	44.0	44.0	100.0
	Total	100	100.0	100.0	

Source: Primary Data

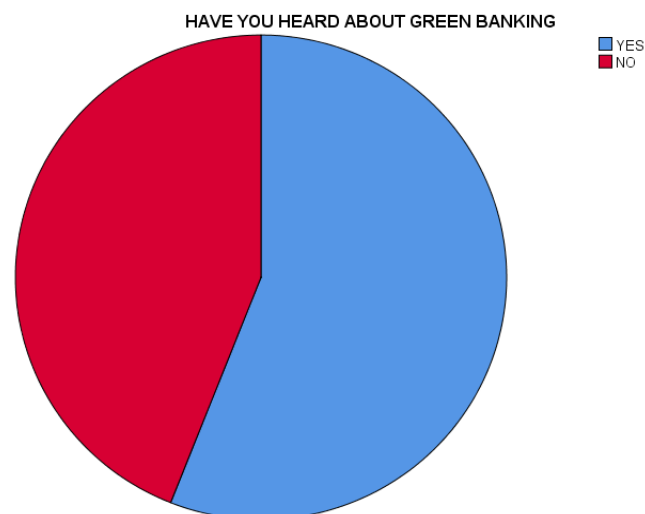


Figure 6: Have you heard about Green Banking

Source: Primary Data

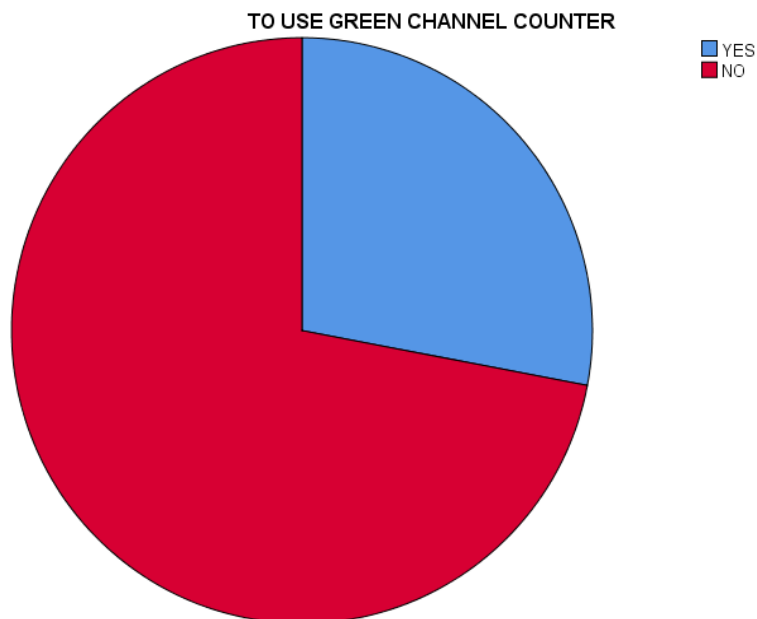
From the analysis of the above table and figure 6 Have you heard about Green Banking, 56% of the respondents are heard about Green Banking practices and 44% of the respondents have not heard about Green Banking practices. Therefore, this study reveals that people are not yet aware about Green Banking practices.

Table No. 7: To Use Green Channel Counter

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	28	28.0	28.0	28.0

	NO	72	72.0	72.0	100.0
	Total	100	100.0	100.0	

Source: Primary Data



**Figure 7: To Use Green Channel Counter**

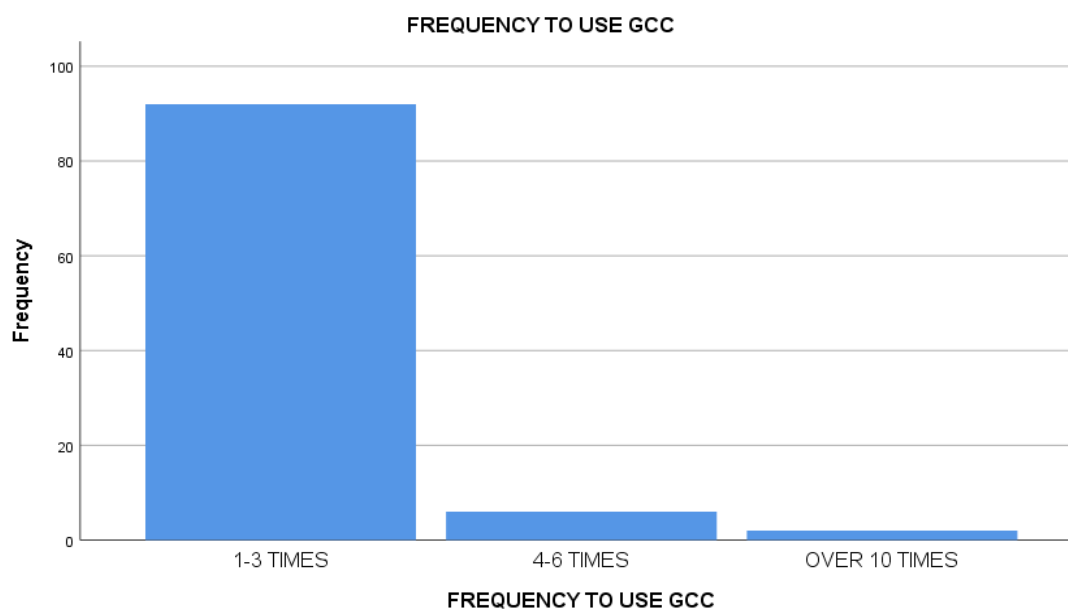
Source: Primary Data

From the analysis of the above table and figure 7 To Use Green Channel Counter, out of 100 respondents 28% of the respondents are using GCC (Green Channel Counter) or POS (Point Of Sale) and 72% of the respondents are not using GCC or POS. From this study it is clearly found that majority of the respondents are not using GCC or POS.

**Table No: 8 Frequencies to Use GCC**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-3 TIMES	92	92.0	92.0	92.0
	4-6 TIMES	6	6.0	6.0	98.0
	OVER 10 TIMES	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Source: Primary Data



**Figure 8: Frequencies to Use GCC**

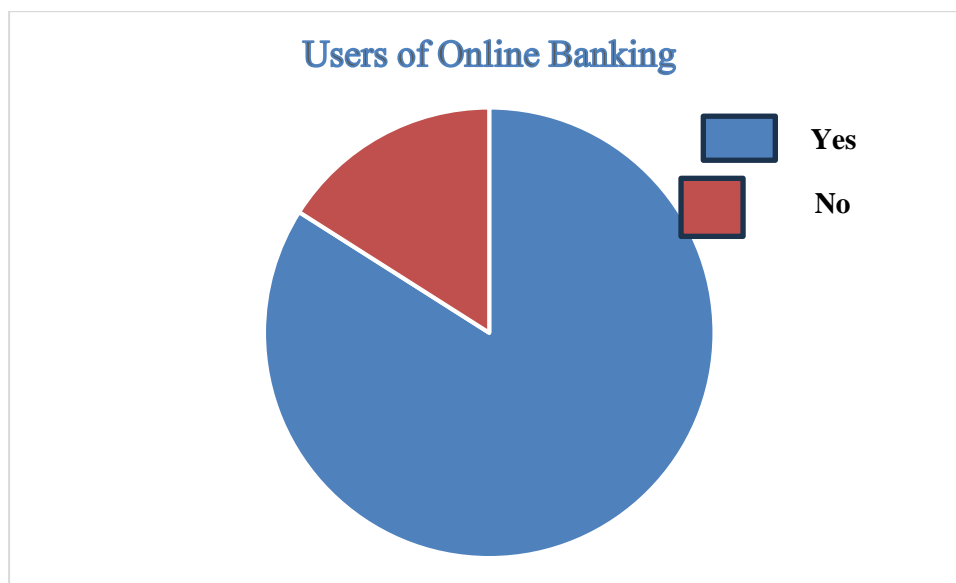
Source: Primary Data

From the analysis of the above table and figure 8 Frequencies to Use GCC, out of 100 respondents 92% of the respondents are frequently using GCC or POS from 1-3 times, 6% of the respondents are frequently using GCC or POS from 4-6 times, 0% of the respondents are using GCC or POS from 7-10 times and 2% of the respondents are frequently using GCC or POS over 10 times. From this study it is clearly found that the majority of the respondents are using GCC or POS from 1-3 times.

**Table No. 9: Users of Online Banking**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	84	84.0	84.0	84.0
	NO	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

Sources: Primary Data



**Figure 9: Users of Online Banking**

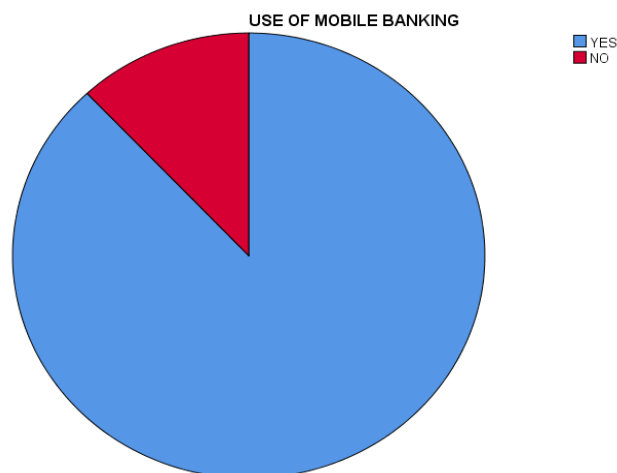
Sources: Primary Data

From the analysis of the above table and figure 9 Users of Mobile Banking, out of 100 respondents 84% of the respondents are using online banking and remaining is not using online banking. From this study it is clearly found that the majority of the respondents are using online banking.

**Table No. 10: Users of Mobile Banking**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	88	88.0	88.0	88.0
	NO	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

Sources: Primary Data



**Figure 10: Users of Mobile Banking**

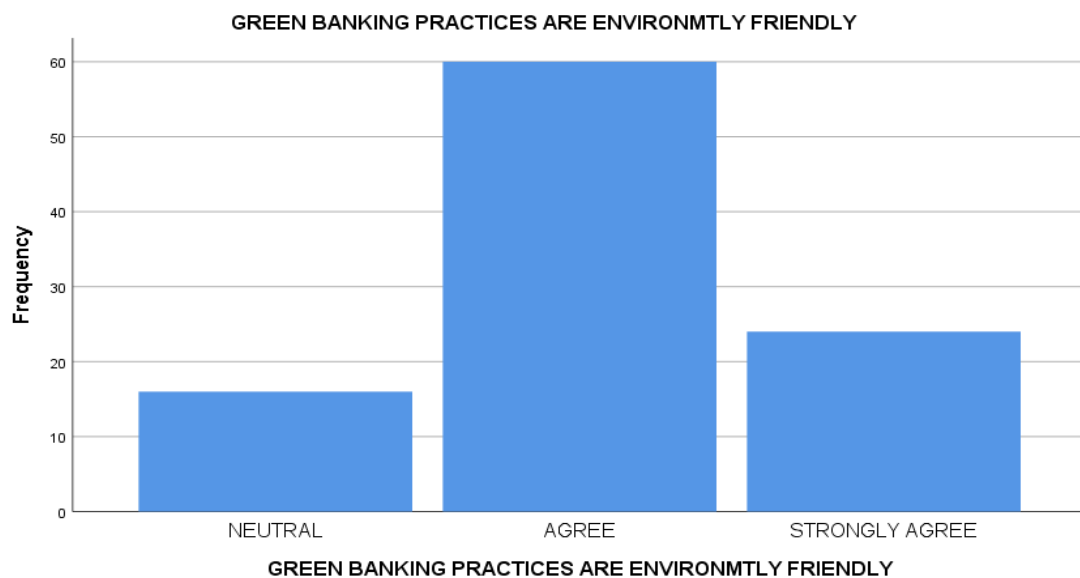
Sources: Primary Data

From the analysis of the above table and figure 10 Users of Mobile Banking, out of 100 respondents 88% of the respondents are using mobile banking and remaining is not using mobile banking. From this study it is clearly found that majority of the respondents are using mobile banking.

**Table No. 11: Green Banking Practices are Environment Friendly**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NEUTRAL	16	16.0	16.0	16.0
	AGREE	60	60.0	60.0	76.0
	STRONGLY AGREE	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

Sources: Primary Data



**Figure 11: Green Banking Practices are Environment Friendly**

Sources: Primary Data

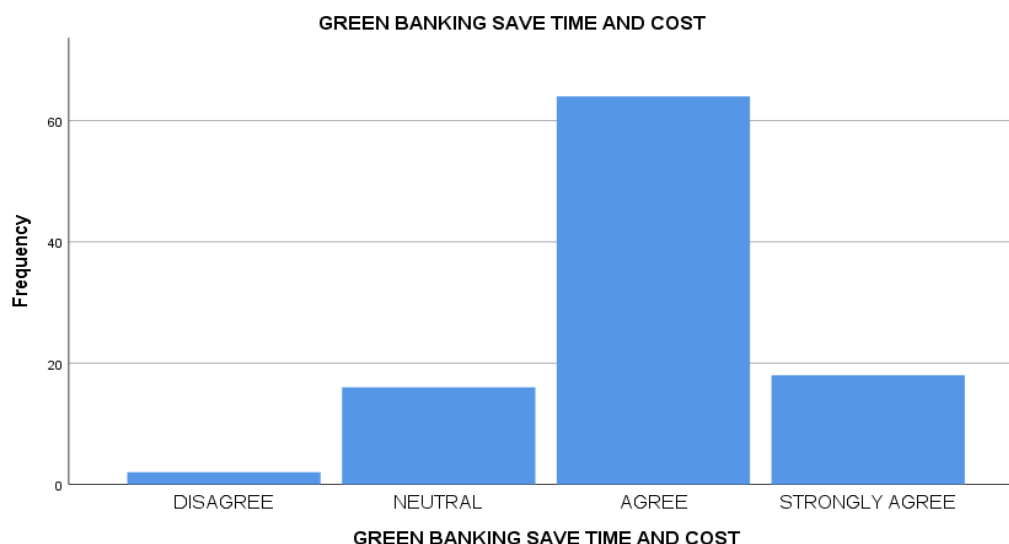
From the analysis of the above table and figure 11 Green Banking Practices are Environment Friendly, we can inference that the 60% of the respondents are agreed to Green Banking practices are environmentally friendly and 24% of the respondents are strongly agreed to the above.

**Table No. 12: Green Banking Save Time and Cost**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	DISAGREE	2	2.0	2.0	2.0
	NEUTRAL	16	16.0	16.0	18.0
	AGREE	64	64.0	64.0	82.0
	STRONGLY AGREE	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

Sources: Primary Data





**Figure 12: Green Banking Save Time and Cost**

Sources: Primary Data

From the analysis of the above table and figure 12 of Green Banking Save Time and Cost, we can inference that the 64% of the respondents are agreed to Green Banking save time and cost and 18% of the respondents are strongly agreed to the above.

#### **SUGGESTIONS:**

**Customers Education:** There should be two levels of education viz. products and services. Seminar and workshops regarding this aspect should be organized and public meetings are to be arranged by the banks to make the e-banking practices familiar among customers.

**Customer awareness screens on ATM and Computer/Mobile:** The bank may display some congratulating statements like ‘Congrats! You have saved paper, energy, time and money by using it’ on the screens of the ATM’s computer/laptop and mobile phones after using Internet banking and mobile banking to attract them to use such green practices.

**Special arrangement for Green Channel Counters in the Branch:** There should be separate booth for Green Channel Counters so that customers can handle this device secretly in the bank premises.

**Easy methods of operation:** It is highly recommended that banks should install easy methods of operating internet banking so that more and more customers can make use of it easily.

**More stress should be given on security aspect:** There are unethical practices of hacking of accounts of customers come to know in the news sometimes. It is nothing but the branch in the security of the banks on internet. The bank should take appropriate measures in order to prevent such practices.

**Biometric authentication:** This study highly recommends Biometric authentication for access of alternative channels like ATM and Internet banking as an additional safety measures.

**Security Personnel in the ATM Booths:** The researcher is also agreeing with the majority of the respondents that security personnel should be appointed by the banks in every ATM booth. Besides security problem this will also help to solve the problem of unemployment. Thousands of youths may get engaged by doing this.

**Grievance handling:** The banks will have to take a particular focus on their grievance-handling mechanisms so that they can attract the customers.

#### **CONCLUSION:**

Use of Information Technology in the banking industry has opened up new markets, new products, new services and efficient delivery channels for the banks. These products and services are highly beneficial to the environment because they consume fewer natural resources. Use of these new products and services is also results reduction of carbon footprint and carbon emission. Hence, these types of banking practices are called green banking practices. Opportunities in green banking practices are immense. The only need is to explore them. Banks should also educate their customers enough to make them aware about the positive consequences of using green banking practices and also to guide for proper use of them.

#### **REFERENCES:**

1. Masukujjaman, M., & Aktar, S. (2013). Green banking in Bangladesh: A commitment towards the global initiatives. *Journal of Business and Technology (Dhaka)*, 8(1-2), 17-40.
2. Sharma, N., Sarika, K., & Gopal, R. (2014). A study on customer’s awareness on Green Banking initiatives in selected public and

- private sector banks with special reference to Mumbai. *IOSR Journal of economics and finance*, 28-35.
3. Rajput, D. N., Arora, M. S., & Khanna, M. A. (2013). An empirical study of impact of environmental performance on financial performance in Indian banking sector. *International Journal of Business and Management Invention*, 2(9), 19-24.
4. Ahmad, F., Zayed, N. M., & Harun, M. (2013). Factors behind the adoption of green banking by Bangladeshi commercial banks. *ASA University Review*, 7(2).
5. Drucker, P. (2016). Green Banking: A Conceptual Study on its Issues, Challenges and Sustainable Growth in India. 5(6), 41–46.
6. Brar, T. P. S. Green Banking Adoption: A Comparative Study of Indian Public and Private Sector Banks.
7. Sharifi, O., & Hossein, B. K. (2015). Green banking and environment sustainability by commercial banks in India. *International Journal of Science Technology and Management*, 4(11), 294–304.
8. Meena, R. (2013). Green Banking: As Initiative for Sustainable Development. *Global Journal of Management and Business Studies*, 3(10), 2248–9878. Retrieved from <http://www.ripublication.com/gjmbs.htm>
9. Ahuja, N. (2015). Green banking in India: A Review of Literature. *International Journal for Research in Management*, 4(1), 11–16. Retrieved from [www.raijmr.com](http://www.raijmr.com)
10. Jaggi, G. (2012). Green Banking: Initiatives By SBI and ICICI. *Paripex - Indian Journal Of Research*, 3(6), 121–122. <https://doi.org/10.15373/22501991/june2014/38>.