2.16 Conclusion

Research methodology is a systematic approach of finding an answer to the problem that exists in the industry/sector. Any problem can be analysed by setting up certain objectives. The main objective of the research study is to assess the awareness level of customers and bank staff regarding Green Banking. Further objective of the study is to assess the behaviour and obstacles experienced by the customers and employees of the banks when they are adopting Green Banking services. Moreover, the basis of the research is to study the nature of Green Banking in both the public and private sector banks of Rajasthan and also to study the factors that are hampering the implementation of the Green Banking services. To achieve these objectives, the concept of Research Onion is also highlighted which includes six layers that are related to identifying the design of research, approach of research, data collection and data analysis. These six layers are Research Philosophies, Research Approaches, Research Strategies, Research Choices, Time Horizons and Research Techniques and Procedures. Theses layers are studied with reference to present Research study.

Researcher has collected both primary and secondary data are collected. Primary data is through structured questionnaire from bank customers and bank employees, while secondary data is collected from various books and journals. To access the awareness level of customers, a sample of 600 customers is selected from selected 4 banks i.e. SBI, BOB, ICICI and HDFC (2 public and 2 private sector banks) from 2 different cities of Rajasthan State i.e. Jaipur and Udaipur. Out of 600 customers, only 426 customers gave proper responses, which are considered for the evaluation of results. Further, to analyze the awareness level of Banking Staff regarding Green Banking, a sample of 40 employees is taken from selected 4 banks of 2 different cities of Rajasthan state. Two cities of Rajasthan i.e. Jaipur and Udaipur are selected on the basis Convenience sampling, four banks i.e. SBI, BOB, ICICI and HDFC (2 public and 2 private sector banks) are selected on the basis of Judgemental Sampling and Respondents are selected on the basis of Simple Random Sampling method.