5.1 Introduction

A survey through structured questionnaire is conducted in two major cities of Rajasthan that is in Jaipur and Udaipur. Four banks- two from private and two from public sector are selected. From the public sector bank SBI and BOB and from private sector banks, HDFC and ICICI are selected. Data is collected from both bank customers and bank employees. Collected data is analysed for a sample size of 426 customers and 40 employees.

This chapter of the research is related to analysis of data collected from customers and employees through questionnaire method. In this study, data analysis process is carried out in two ways that are qualitative analysis and quantitative analysis. Qualitative analysis is done by the means of Thematic Analysis, which is done in order to understand the awareness and perception of Green Banking among respondents (Customers and Employees). In this analysis, certain themes are prepared in order to identify and analyse the patterns within the data. The responses received from filled questionnaires are the basis of various themes through which the perception of customers and employees is analysed. For customers, a total of 16 themes have been prepared and for employees, 22 themes are prepared.

The quantitative analysis applies various statistical tools in finding out the outcome of the study. In this study, T-test, Chi Square test and Regression analysis is done by using the SPSS software in order to test the dependency demographic characteristics of respondents and usage/adoptions of Green Banking. This analysis also focuses on the flaws of traditional banking system and benefits offered by Green Banking approach. Moreover, the analysis helps in understanding the obstacles which are faced by customers and employees for adopting the Green Banking practices.
5.2: Thematic Analysis

5.2.1: Awareness and Perception of Customers

**Theme 1:** Approximately equal number of customers was selected from both public and private sector banks

From the above Pie charts, it can be seen that out of 426 respondents 215 respondents were inclined towards public sector banks. Out of these 215 respondents, 104 respondents were from SBI bank, and 111 respondents were from Bank of Baroda. Further, 211 respondents were inclined towards the private sector banks that are HDFC and ICICI bank. Out of these 211 respondents, 108 respondents have their account with the HDFC bank, and 103 respondents have their account with ICICI bank. Thus it can be said that the people are now using banking services for their transactions and are opening their accounts with banks. Also by looking at the number of customers of the private sector banks, it can be said that people are now also trusting private sector banks equally.
Theme 2: It takes maximum 20 to 30 minutes for a person to visit the account holding bank

For the purpose of the study, questionnaire contained one question that is concerned with how far the banks are from the place of the customer. The result of the survey showed that it takes a maximum of 20 to 30 minutes for the people to visit the account holding bank from their place.

![Pie chart showing time taken by customers to reach bank](chart.png)

**Figure 6: Time taken by Customers to reach Bank**

From the above chart, it can be seen that 163 respondents said that they require 20-30 minutes to visit the account holding bank. 149 respondents answer that it takes 10-20 minutes to visit the bank and 52 respondents said that the accounting holding bank is far away and it requires more than 30 minutes to visit the bank. 62 respondents said that the account holding bank is nearby and it takes them less than 10 minutes to visit the bank. This means that people are required to take out at least 45 minutes and more from their daily schedules to conduct their banking activities of withdrawing, depositing, transferring and much more through traditional banking. Thus it can be said that going to the banks and conducting the banking activities through traditional banking can be time-consuming for the customers of the bank.
**Theme 3: People visit their bank twice in a week**

The bank customers from Jaipur and Udaipur responded that for banking activities they require to visit the banks at least twice a week.

![Figure 7: Frequency of Customer’s Bank Visit](image)

The above chart showed that for the bank activities like withdrawing and depositing the people are required to visit the banks. Out of the 426 respondents, 158 respondents visit their banks at least twice in the week. 37 respondents are those who visit their banks daily for some or the other activity. 238 people responded answered to other which include that they visit their bank once in fortnightly, twice a month, once a month or even once in two months. This means that people are getting diverted from traditional banking activities and replacing traditional banking by adopting Green Banking services like internet banking, mobile banking, Banking through ATMs.
**Theme 4:** Primarily people visit bank for cash withdrawal, cash deposit, cheque deposit and money transfer

![Figure 8: Purpose of Customer’s Bank Visit](image)

The results of the survey conducted on the Green Banking showed that out of 426 respondents maximum people visit the bank for issuing and depositing of cheques (101). The second next activity for which people visit bank is to deposit the money (96) in the bank accounts. This is followed by the people who visit banks for money transferring activities (89). Only 26 respondents answered that they visit the bank for withdrawal and 30 respondents answered that they visit for investment purpose. Further for a combination of activities 45 respondents have ticked the option of any 2, 29 respondents ticked the option of any 3, and 10 respondents have ticked the option all. Thus from the above graph, it can be interpreted that the people have started using the Green Banking services that are provided by the banks. For withdrawal, people have started using ATM services that are being provided by the banks. Further for investment and money transfer, people are using net banking services and mobile banking.
**Theme 5:** SBI, BOB, HDFC and ICICI Bank is providing Green Banking services

In order to identify that whether the banks are adopting Green Banking services or not questionnaire contained a question regarding this. The result of the survey was as follows:-

![Green Banking Services provided by Banks](image)

**Figure 9: Green Banking Services provided by Banks**

Out of 426 respondents from all the banks, 398 respondents answered that their bank is providing the Green Banking services and is thereby helping in reducing the traditional banking activities. Further 28 people responded that they are not aware whether their bank is providing Green Banking services or not. Thus it can be said that the customers of the banks are aware that their banks are providing Green Banking services and are fulfilling the social responsibility towards the environment. They are aware of the concept of go green and paperless banking. Moreover, from the above graph, it can also be interpreted that the customers are supporting banks to reduce the carbon footprint and to become environmentally friendly.
Theme 6: Maximum people think that the concept of Green Banking is essential and it is important for the banks to go green.

The results of the survey conducted on Green Banking in the city of Udaipur and Jaipur showed that the people think that the concept of Green Banking is essential as it is for the betterment of the society. The alarming effects have made people understand the amount of destruction which has been done to the environment. Hence for the survival and to have the healthy environment it is important that the concept of go green is adopted.

![Figure 10: Essentaility of Green Banking Concept](image)

From the above graph, it can be seen that out of 426 respondents 356 respondents thinks that Green Banking is an essential concept and it needs to be adopted. 50 respondents are of the opinion that Green Banking as a new system is not at all required and it is making banking activities more complex. Through this, it can be interpreted the people are not at all concerned with the environment, the amount of carbon footprint emitted and the destruction caused by it. Remaining 20 respondents have ticked the option of cannot say which means that they are not aware why the concept of Green Banking is important and why it needs to follow.
**Theme 7:** Online advertisements, television and print media has played an important role in helping people to know about the Green Banking services.

The bank customers are of the opinion that online advertisements, print media and television have played an important role in helping them to know about the Green Banking services provided by their banks.

![Figure 11: Sources of knowledge regarding Green Banking](image)

From the above graph, it can be seen that 103 respondents said that they come to know about Green Banking services through bank official. 97 and 86 respondents said that they come to know through print media and online advertisement respectively. Rest 74, 35 and 31 respondents ticked television, family members and friends. Thus from this, it can be interpreted that different ways of advertisements have helped banks in spreading the knowledge of Green Banking and its services that are provided. Further, as the bank official also played an important role in spreading this, it can be said that it is necessary for the banks to have a good relationship with its employees.
**Theme 8:** Respondents are of the opinion that their bank provides almost all kinds of Green Banking services.

![Bar chart](image)

**Figure 12: Various Green Banking Services provided by Banks**

The above graph showed that a maximum number of respondents have answered that their bank provides almost all kinds of Green Banking services ranging from Online Banking, Mobile Banking, Banking through ATMs, Green Deposits, Green Mortgages and Loans to Green Credit Cards and Green Reward Checking Accounts. Out of 426 respondents, 97 respondents answered that their banks provide all Green Banking services. 108 respondents answered that their bank is offering ATM services, 83 responded that their bank is providing Mobile banking, 38 responded for Green Credit Cards, 41 responded for Online Banking, 13 customers responded for Green Deposits and Green Reward Checking Accounts and 5 responded for Green Mortgages and Loans. Remaining 28 customers replied none of the above. These are the customers who are not aware about any of the Green Banking services provided by banks. Thus it can be interpreted that the banks are taking initiatives to reduce the carbon footprint and to help the government in making the earth a better place to live.
**Theme 9:** Customers of the banks are using Green Banking services more for balance inquiry and withdrawal activities.

In the survey conducted the customers of all the 4 banks that are SBI, BOB, ICICI and HDFC responded that they are using Green Banking services mainly for withdrawal activities and balance enquiry.

![Figure 13: Financial Activities under Green Banking](chart.png)

From the above graph, it can be seen that maximum customers use the Green Banking services for withdrawal of money from their bank accounts. Out of 426 respondents, 97 respondents are using Green Banking services for the withdrawal activities. 99 respondents are using the Green Banking activities for the getting inquiry of the balance of money in their bank's accounts. This means that approximately 46 percent of the customers are using services for their basic and daily transactions. Further, 150 respondents are using the Green Banking services for the activities like money transferring (59), deposit (41) and investment (50). This comes to the total of approximately 35 percent. 5 respondents have also ticked for the option of cheque services. The remaining of 75 respondents is using all the Green Banking services or any 2 and any 3 of the services. This comes to approximately 17 percent of the bank customers. Thus it can be said that to the large extent people are taking advantage of services that the banks are providing and are saving their time in travelling. Further, this will also be helpful in saving the non-renewable resource like fuel energy.
**Theme 10:** It was found that the customers of SBI, BOB, ICICI and HDFC bank are comfortable in operating the Green Banking services provided by their banks.

The survey summarised that the customers of the banks are comfortable in operating the Green Banking services that are provided. 334 (183+151) respondents answered that they are very much comfortable and happy with the kind of Green Banking services offered by their banks. This amounts to the total of 78.4 percent of customers of the ICICI, BOB, SBI and HDFC banks. The remaining of the 92 respondents ticked the option of neutral, disagree and of strongly disagree. This means that 21.5 percent of the customers are still not comfortable in operating the Green Banking services like internet banking, mobile banking, telephone banking and using of ATMs. Thus it can be interpreted that the banks further needs to work more on technology and their system so as to reach the figure of 100 percent from 78.4 percent.
Theme 11: People have been using Green Banking services more from past 2-3 years

![Bar chart showing tenure of using Green Banking services](image)

**Figure 15: Tenure of using Green Banking**

People are using Green Banking services and the green products offered by their respective banks from past 2-3 years. Out of 426 respondents, 169 respondents answered that they are using the Green Banking services and its products from last 2-3 years. 133 respondents answered that they are using these recently that is it has been 1-2 years only. 70 respondents have just started using these services and remaining 54 respondents answered that it had been the time that they are using these services. 41 of the respondents said that it had been 3-5 years and 13 respondents answered that it had been more than 5 years that they are using the products and services. Through this, it can be interpreted that as the Green Banking is in its start-up phase, so it further needs to be spread among more people. Banks need to take more initiatives in order to make their customers and client aware about the online transactions in order to reduce the paperwork and other resources.
**Theme 12:** Customers of the respective banks stated problems that are faced by them while they are using Green Banking services and facilities.

![Figure 16: Hurdles while using Green Banking Services](image)

From the above graph, it can be seen that 116 respondents have answered that while they are using Green Banking facilities the face problems related to the personal advice that is required when they are conducting the banking transactions. They stated that sometimes they require the guidance of in carrying out some activities or transaction and the work is not completed because they stuck with the queries regarding the transaction. 103 respondents answered that they have a fear of security of their personal information and they think that the information can get leaked and somebody can misuse it. Hence they hesitate to conduct the Green Banking services like internet banking, mobile banking and telephone banking. Further 59 respondents said that while conducting Green Banking services, as there is no direct communication with the bank personnel they face problems as they are technology oriented. Remaining 51 respondents answered that as the Green Banking products are technology oriented it requires them to have the computerised knowledge and since they lack the knowledge of computer it becomes difficult for them to carry out activities. Thus it can be interpreted that banks need to work more so as to offer the services which are easily accessible by their customers.
**Theme 13:** Security concerns and privacy issues related to personal data are the major reasons that customers hesitate to adopt the Green Banking services.

![Bar chart showing reasons for not adopting Green Banking services](chart.png)

**Figure 17: Reasons of not adopting Green banking Services**

In the survey, the customers of the banks were asked about specific reason of not adopt Green Banking services. Out of 426 respondents, 121 respondents answered that due to security concerns they hesitate to adopt the Green Banking services. They fear that their accounts can be hacked and misused. 113 respondents answered that they are having trust issues relating to E-banking services. They also think that it might happen while transferring the money to the concerned account their money is transferred to the other account no, so they hesitate so adopt services. Further 99 people answered that they hesitate to adopt the services as they are concerned with the privacy issues and think that their personal data might be misused. Remaining out of 93 respondents 54 answered that they are not at aware of the E-banking services and 39 answered that as high fee is involved, so they do not adopt Green Banking services. Thus it can be interpreted that there are many reasons that people are not adopting Green Banking services and actually banks need to work upon this so as to attract more and more customers towards the motive of go green.
**Theme 14:** Maximum people answered in the survey that they are satisfied with the Green Banking services that are provided by their banks.

![Figure 18: Satisfaction with Green Banking Services](image)

Out of 426 respondents, 320 respondents answered that they are satisfied with the Green Banking services provided by their banks. They said that they are happy that their banks are concerned about the environment and helping the government in accomplishing the motive of go green. They also said that the Green Banking services save their lot of time and also save them with all the paperwork which makes their activities and bank work a complex procedure. Further, they also said that as the Green Banking services are available 24*7 so it can be easily accessible at any time even during holidays. However, still, 93 respondents answered that they are not at all satisfied with the Green Banking services provided by their banks and 13 respondents gave no comments regarding this. As this comes to the total of 106 respondents, this is also a large figure which means that the banks are required to have interaction with their customers to know the reason behind why their customers are not satisfied and if required banks need to work on making the services customer oriented.
**Theme 15:** Majority of the customers are of the opinion that their banks have become more efficient after adopting the Green Banking services.

![Bar chart showing the responses of 426 respondents regarding the efficiency of banks after adopting Green Banking Services.](chart)

**Figure 19: Efficiency of banks after adopting Green Banking Services**

Out of 426 respondents, 327 (211+146) respondents are of the opinion that their banks have become more efficient after adopting the Green Banking services. They said that now the time taken to carry out the work has been reduced and also the banking work has now become an easy task. However, a total of 60 respondents still feel that their banks have not become efficient by adopting the Green Banking services. They still feel that the banking activities are complex and their banks take a lot of their time in conducting those activities.
**Theme 16:** Customers gave a lot of suggestions regarding how Green Banking services can be improved and how banks can increase customer awareness.

Customers of both the public and private sectors banks are of the opinion that the banks should improve their service quality in terms of communication, understanding and responsiveness. They said that the banks should also invest their money in the training of its employees so as to make them up to date and also to help its customers in getting up to date and sophisticated information. The banks should provide the modern facilities to its customers and should invest a large amount of money in web designing so as to provide all the up to date information to its customers through their webpage. Further, the respondents said that through conducting workshops and seminars with the customers, the banks could improve the awareness among the Green Banking services. Moreover through advertisements also banks can publicise about the Green Banking services.
5.2.2: Awareness and Perception of Employees

**Theme 1: To save environment, banks are adopting Green Banking services**

*Figure 20: Factors responsible for implementing Green Banking Services*

The first question of the questionnaire was asked to find out the reason behind the adoption of Green Banking services by the banks. All respondents that are 40 employees gave their reply to this question. Two employees (5%) replied that bank was adopting Green Banking due to government pressure. One employee (2%) provided bank's own willingness to go for Green Banking. Five employees (13%) believed that at the bank was opting Green Banking due to competition with other banks. Twenty-two employees (55%) responded that bank was opting Green Banking in order to save the environment. Another six employees (15%) cited the necessity for the bank to persuade for Green Banking, whereas another four employees (10%) viewed that this step adopted by the bank was inevitable.

The result proved that main factor for the bank to adopt Green Banking was that banks were a major contributor to environment degradation and it could improve only when banks would opt for going green in their working environment.
Theme 2: Online Banking and Banking through ATMs are the most preferred Green Banking Services provided by the banks

![Bar Chart: Most Preferred Green Banking Services]

Figure 21: Most Preferred Green Banking Services

The study was conducted to analyse which kind of Green Banking services are being provided by the bank. Ten employees responded that Online Banking and Banking through ATMs were given major preference. Nine employees stated that there was the provision of Mobile Banking by the banks. Another two employees stated that banks provide green deposits in their campaign for Green Banking. One employee stated bank’s preference towards Green Deposits. Another five employees responded that the banks provide Green Banking services in the form of Green Reward Checking Accounts. And, remaining 3 employees provided preference to Green Reward Checking Accounts.

Therefore, the result showed that major Green Banking services provided by the banks were Online Banking and Banking through ATMs, followed by Mobile Banking and Green Credit Cards. The reason for giving more preference to Online Banking and Banking through ATMs was that they were helpful in reducing the carbon footprint of each and every client.
**Theme 3:** Bank Officials are major part of bank’s strategies to create customer awareness

![Bar Chart: Bank’s Strategies of creating Customer’s Awareness](image)

**Figure 22: Bank’s Strategies of creating Customer’s Awareness**

The study was conducted taking 40 employees into consideration. The question was asked to find out the strategies used by the banks to create awareness among customers regarding the use of Green Banking.

All respondents answered the question and replied it to provide some information for the result. Six employees replied that their banks were taking help of print media to create consumer awareness. Five employees replied that their banks were using T.V. ads to create strategies for customer awareness. One-third of the employees (14 employees) considered bank officials as the most important strategists to create awareness among consumers followed by emails and messages as responded by thirteen employees as the main strategies to spread awareness among consumers regarding Green Banking.

Therefore, the given result implied that the main strategies used by the banks were to use bank officials as main tools to create awareness about Green Banking, which was closely followed by emails and messages to spread awareness among consumers.
**Theme 4: Above 30% of customers had opted for Green Banking**

![Figure 23: Percentage of Customers opting Green Banking](image)

The question was answered by all forty respondents and was included in the questionnaire to provide a number of customers in the percentage who had opted for Green Banking.

Two employees were strongly agreed in replying that from 0-10% of customers have opted for Green Banking. Another four employees replied that 10-20% of employees had adopted Green Banking. Fifteen employees have stated that 20-30% of customers have opted for Green Banking. Almost half of the employees (19) replied that above 30% of employees have opted for Green Banking.

The result obtained defined that above 30% of the customers have gone green by opting for Green Banking. This signified that consumers have now become aware and are ready to go green.
### Theme 5: Majority of customers in the age group of 31-40 years opted for Green Banking

![Figure 24: Age Group of Customers opting Green Banking Services](image)

The question was answered by all forty employees and was asked to find which age group have mostly opted for Green Banking.

More than a third of employees (14) gave their favour for the age group of 31-40 years who have opted for Green Banking. Moreover, twelve employees stated that age group of 21-30 years have mostly opted for Green Banking. Another ten employees relied on that age group of 41-50 years have opted for Green Banking. While three employees said that people from 51-60 years age group have opted for Green Banking, only one employee stated that above 60 years of age group have opted for Green Banking.

The study displayed that majority of customers in the age group of 31-40 years have opted for Green Banking. This showed that they are more concern for the environment and are going green via banks.
Theme 6: Highly significant change in working environment due to Green Banking

![Bar Graph: Change in Working Environment of Banks]

**Figure 25: Change in Working Environment of Banks**

The study was conducted with forty employees from different banks across two cities, and it was done to find out the impact of the working environment of banks due to Green Banking and to what extent it has changed.

Almost two-third of the employees (25) asserted that there was a significant change in working of banks due to Green Banking to a great extent. Eight employees replied that there is a moderate change in working environment. Another six employees stated that they were unable to signify any change occurring in the working environment of banks, so they were neutral. Only one person stated that there had been no change in the working of the banks due to Green Banking.

The result showed that majority of the employees assured that Green Banking system had changed the working environment of banks to a greater extent as evident from removal of traditional practices by the banks and adoption of new online practices.
**Theme 7:** Unsatisfied customer is the major challenge in adopting Green Banking system by bank

![Challenges faced by Banks in adopting Green Banking](image)

**Figure 26: Challenges faced by Banks in adopting Green Banking**

The study was conducted to find out which major challenge affects banks in adopting Green Banking system. The question was answered by all forty employees.

Two employees (5%) stated server error as a major challenge. Five employees (12%) described a delay in processing as a major challenge. Nine employees (23%) said installation error as one of the major challenges faced by the bank. However, twenty-four employees (60%) revealed that dissatisfaction among customers as a major challenge faced by the banks.

Thus result signified that the major challenge as described by most of the employees is dissatisfaction among customers as they are still not ready to adapt to Green Banking and resist changes occurring in the banking system.
Theme 8: Customer handling is major unsatisfactory factor affecting traditional banking

The reason for asking this question was to get access to factors which affect traditional banking. Five employees each (12%) stated time taken in processing and cost of operation as a major factor affecting banking. Two employees (5%) cited infrastructure as a major affecting factor. Seven employees (18%) found data handling as a major hurdle. Eighteen employees (45%) found customer handling as a major affecting factor. Remaining three employees (8%) found inconvenience as a major factor.

So, it was found that customer handling had been a major challenging factor affecting traditional banking and this sector did not satisfy customer needs.
**Theme 9:** Processing time is the major factor affecting the usage Green Banking among employees.

![Figure 28: Factors affecting Green Banking](image)

Fourteen employees said that Processing time is a major factor affecting Green Banking. Eleven employees replied that customer satisfaction is one of the major factors affecting the usage of Green Banking for customers. Six employees highlighted convenience as a major factor. Further, four employees cited customer handling as a major factor. And remaining employees focused operational cost and data handling a major factor affecting Green Banking. Thus, the research concluded that concern regarding processing time was high among employees regarding Green Banking.
Theme 10: Most of the employees use Green Banking every time

![Graph showing the frequency of Green Banking use by employees]

**Figure 29: Use of Green Banking by Employees**

The present question was asked in the questionnaire to found out how often employees themselves use Green Banking in their working environment.

Five employees responded in using Green Banking once a month. Another nine employees replied that they use Green Banking twice in a month. About two-third of the employees (25) replied that they used Green Banking every time in their working. Only one employee said that he had never used Green Banking.

The result demonstrates that majority of the employees use Green Banking which signifies that they are aware of banks initiative towards Green Banking in their working environment.
Theme 11: All the given factors persuaded employees to go for Green Banking

The aim of the researcher through this question was to evaluate the reason behind the use of Green Banking by the employees. Four employees (10%) opted for bank’s decision to make Green Banking mandatory in their working. Six employees (15%) cited their own willingness to go green by using this type of banking. Another twelve (30%) said that they wanted to set an example for the customer by going green in banking. Furthermore, two employees (5%) considered using it as a part of a campaign to promote Green Banking. Remaining sixteen (40%) replied that all above factors were responsible for persuading them to opt for Green Banking.

Thus, the result proved that majority of employees went for Green Banking as they considered all other options provided to them as necessary to go for Green Banking.
This question was asked to analyse the best security measures adopted by banks for the safe transaction through Green Banking. Ten employees (25%) disclosed that best security measure was OTP password sent through registered mobile number of the customers. Another two (5%) favoured 3D password system as a better security measure for Green Banking. Furthermore, fourteen employees (35%) replied that generation of ATM pin is the best security measure. Nine employees (22%) stated that security password set by the client is a better security measure, while only two employees (13%) cited all security measure provided by the researcher as suitable for safe transaction.

The result obtained points towards ATM pin as the best security measure for the safe transaction via Green Banking as it ensures that only account holder has information about their account and no one could get access to their account easily.
The question was asked to find out how employees convince their customers to opt for Green Banking. Exactly half of the employees, that is, 20 replied that they convince the customers by verbally explaining the benefits of Green Banking. Two employees stated that they convince their customers by giving presentations about Green Banking. Ten employees stated that they convince by displaying through standees in the branch about Green Banking for customers. Furthermore, three employees cited that taking help of manager is important to convince the customers about Green Banking. Remaining five employees considered all above factors necessary to convince customers about Green Banking.

Thus, the result unveils that the majority of employees try to convince their customers through themselves by directly communicating verbally with them about Green Banking.
**Theme 14:** Still around 75% customers were using traditional banking

![Figure 33: Percentage of Customers using Traditional Banking](image)

This question analysed the percentage of customers still using traditional banking. Four employees (10%) stated that only below 25% customers still followed traditional banking. Five employees (12%) stated that at least below 50% of customers still use traditional banking. Overwhelmingly twenty-three employees (58%) stated that slightly below 75% of customers opted for traditional banking. Remaining eight employees (20%) stated that more than 75% of employees use traditional banking.

The result displayed that still up to 75% of customers use traditional banking, due to fear of security of their money, low awareness and resistance to change for Green Banking.
Theme 15: Moderate training is required for employees for handling Green Banking

Figure 34: Training required by Employees for handling Green Banking

This question was replied by all respondents to get a view about the training required by employees to handle Green Banking. Four employees said that rigorous training is required for handling Green Banking; Twenty-eight employees opted for moderate training, while six employees stated that they required very less training. Only two employees said that they do not require any training.

The result helped the researcher to understand that most of the employees required moderate training as only those employees are selected in banks which are qualified enough to operate in banking and could be easily adapt to the new banking system with some training.
The question was asked to find out transaction charges for Green Banking. Sixteen employees replied that 0.5% of amount is deducted from the transaction. Another twelve employees answered that 1% of amount is deducted from the transaction. While only one employee said that as high as 1.5% of amount is deducted, another three employees replied that no fees are charged for the transaction. Remaining eight said that fees are charged for only for few transactions.

The result revealed that majority of employees replied that 0.5% of the amount of transaction was charged from the employees opting for Green Banking. This showed that as Green Banking is a relatively new concept, therefore it is required to charge some fee to maintain its credibility.
Theme 17: All transactions are chargeable under Green Banking system

The question aimed to find out transactions which were chargeable under Green Banking system. Nine employees replied that RTGS is chargeable, while another twelve employees stated that NEFT is chargeable under this system. Only three employees said that green mortgage is chargeable under Green Banking. One employee stated that there are no charges for any transaction from Green Banking, while fifteen employees replied that all transactions are chargeable.

The result conveyed that slight majority opted that all transactions are chargeable as the Green Banking system is new and each bank require benefit at the initial stage to make the system successful.
Theme 18: Banks are highly competitive bank in adopting Green Banking according to employees

![Pie chart showing the competitiveness of banks in adopting Green Banking]

Figure 37: Competitiveness of Banks to adopt Green Banking

Through this question, the researcher wanted to found out the competitiveness of the banks. Nineteen employees (47%) replied that their bank is highly competitive. Nine employees (22%) replied that their bank is competitive. Seven employees (18%) said that their bank is less competitive. And, five employees (13%) found their bank poorly competitive.

The result implied that majority of employees considered that their bank is highly competitive in adaptation of Green Banking and thus have increased their competitiveness among other banks.
**Theme 19:** Lack of awareness is the main reason for less number of customers using Green Banking

![Bar Chart](image.png)

**Figure 38: Reasons of less use of Green Banking by Customers**

The given question was asked so that researcher would be able to know about low numbers of customers using Green Banking. Seven employees stated that fear of fraud was the reason which compelled the customers to stay away from Green Banking. Nine employees cited that customers have some doubt on the security systems; another two employees stated that due to fees involved in the transaction; customers are reluctant to use Green Banking. Twenty employees said that the people still lacked awareness about Green Banking and so stay away from it. One employee each cited transaction fees and requirement of technical up-gradation as the main reason for people resisting Green Banking.

Therefore, lack of awareness among customers about benefits of Green Banking is found to be the main reason for customers not to use Green Banking in their daily bank services.
Theme 20: Lack of knowledge and confidence in handling updated software and automation major hurdles for old employees

![Figure 39: Challenges faced by Old Employees](image)

This question was asked to find out challenges faced by an old employee while adapting to Green Banking environment. Thirteen employees cited lack of knowledge about updated software as a major challenge. Ten employees said that lack of confidence in handling automated transactions was a major problem for old employees. Another eight employees provided a solution to customer grievance as a major challenge. Remaining nine employees said that it was a slow process of grasping changes.

Thus, the result obtained is that lack of knowledge about new updated software closely followed by lack of handling it are major hurdles as old employees do not know much about new software and automation required precise working which is difficult for them to handle.
**Theme 21: Green Banking: An Eco-Friendly practice to protect environment for future**

According to the researcher’s point of view, Green Banking is a noble concept which promotes environment-friendly practices in order to reduce the carbon footprint from banking activities. It supports green loans, mortgages, credit cards for the promotion of paperless and online banking. The major advantage of this banking is that it helps in saving a large number of trees from being cut down and enhances social responsibility towards environment to enable environmental friendly business practices in the banking sector. At last, it is a proactive idea to promote eco-friendly practices which would benefit future generations.

**Theme 22: Ways adopted by banks to improve customer awareness**

To improve consumer awareness about Green Banking, banks must adopt a strategic plan to perform green activities on a long-term basis. This is:

- Make customers more and more aware about Green Banking through their website
- Promoting different forms of electronic banking
- Carbon footprint reduction by saving energy and paper
- Providing environment-friendly rewards to customers
- By financing more and more environment-friendly projects
- Increase Social Responsibility services done by banks
5.3 Quantitative Analysis

Hypothesis 1: There is no statistically significant difference between the benefits offered by traditional banking and Green Banking

Table 5: Paired Samples Statistics

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<td>Pair 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Benefits of Traditional Banking</td>
<td>2.80</td>
<td>426</td>
<td>.891</td>
<td>.043</td>
</tr>
<tr>
<td>Benefits of Green Banking</td>
<td>3.11</td>
<td>426</td>
<td>.630</td>
<td>.031</td>
</tr>
</tbody>
</table>

Table 5 shows the descriptive statistics of the collected data. According to it, the mean value of benefits of traditional banking is 2.80 whereas the mean value of benefits of Green Banking is 3.11. This shows that there is the difference between the values of the two means. Table 5 also shows the standard deviation, and standard error mean of the two samples and N represent the total number of counts.

Table 6: Paired Samples Correlations

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Correlation</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pair 1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Benefits of Traditional Banking &amp; Benefits of Green Banking</td>
<td>426</td>
<td>.012</td>
<td>.809</td>
</tr>
</tbody>
</table>

Table 6 shows the correlation between the two samples. The correlation coefficient 'r' is coming out to be positive 0.012 which means there is a weak positive relationship between the two samples.
**Table 7: Paired Samples Test**

<table>
<thead>
<tr>
<th></th>
<th>Paired Differences</th>
<th></th>
<th></th>
<th>T</th>
<th>df</th>
<th>Sig. (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mean</td>
<td>Std. Deviation</td>
<td>Std. Error Mean</td>
<td>95% CI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pair 1</td>
<td>Benefits of Traditional Banking - Benefits of Green Banking</td>
<td>-.317</td>
<td>1.085</td>
<td>.053</td>
<td>-.420</td>
<td>-.214</td>
</tr>
</tbody>
</table>

For this work, table 7 is of much importance. It shows that the mean difference between the two samples is -0.317 with a standard deviation of 1.085 and t-value of -6.029. However, the most important thing to be noted is the significance values. The significance value is coming out to be $1 \times 10^{-13}$. As a rule of thumb, if the significance value is less than 0.05, the null hypothesis gets rejected, and alternative hypothesis gets accepted. This means, there is a significant difference between the mean values of the two samples. In this case, since the significance value is less than 0.05, thus null hypothesis gets rejected, meaning that benefits offered by two different banking systems are significantly different from each other. The mean benefits for Green Banking is coming higher in comparison to the traditional banking. This clearly shows that Green Banking provides more benefits to the customers and the customers have started liking and practising Green Banking.
**Hypothesis 2:** Customers usage/adoptions of Green Banking Services is independent of their demographic characteristics Gender V/s Usage

**Table 8: Usage * Gender Cross tabulation**

<table>
<thead>
<tr>
<th>Usage</th>
<th>Female</th>
<th>Male</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Essential</td>
<td>71</td>
<td>74</td>
<td>145</td>
</tr>
<tr>
<td>Not Needed</td>
<td>71</td>
<td>72</td>
<td>143</td>
</tr>
<tr>
<td>Cannot Say</td>
<td>61</td>
<td>77</td>
<td>138</td>
</tr>
<tr>
<td>Total</td>
<td>203</td>
<td>223</td>
<td>426</td>
</tr>
</tbody>
</table>

The above table 8 shows that out of 426 respondents, 223 are male and 203 are female. Further, out of total participants, 71 female and 74 male essentially use Green Banking, 71 female and 72 male do not use Green Banking and 61 female and 77 male were not sure about using Green Banking.

**Table 9: Chi-Square Tests for Gender and Usage**

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>.987&lt;sup&gt;a&lt;/sup&gt;</td>
<td>2</td>
<td>.610</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>.989</td>
<td>2</td>
<td>.610</td>
</tr>
<tr>
<td>Linear-by-Linear Assoc.</td>
<td>.628</td>
<td>1</td>
<td>.428</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>426</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<sup>a</sup> 0 cells (0.0%) have expected count less than 5. The minimum expected count is 65.76.
Table 9 shows the Pearson Chi-square is coming to be 0.987 with p-value or significance value of 0.610. Now since the p-value or the significance value is greater than 0.05, it tells that there is no statistically significant association between Gender and Green Banking usage. Thus, the null hypothesis gets accepted, and alternative hypothesis gets rejected.

**Age V/s Usage**

**Table 10: Usage * Age Cross tabulation**

<table>
<thead>
<tr>
<th>Usage</th>
<th>21-30</th>
<th>31-40</th>
<th>41-50</th>
<th>51-60</th>
<th>61-70</th>
<th>Above 70</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Essential</td>
<td>28</td>
<td>27</td>
<td>24</td>
<td>14</td>
<td>26</td>
<td>26</td>
<td>145</td>
</tr>
<tr>
<td>Not Needed</td>
<td>29</td>
<td>18</td>
<td>29</td>
<td>26</td>
<td>18</td>
<td>23</td>
<td>143</td>
</tr>
<tr>
<td>Cannot Say</td>
<td>27</td>
<td>28</td>
<td>24</td>
<td>18</td>
<td>22</td>
<td>19</td>
<td>138</td>
</tr>
<tr>
<td>Total</td>
<td>84</td>
<td>73</td>
<td>77</td>
<td>58</td>
<td>66</td>
<td>68</td>
<td>426</td>
</tr>
</tbody>
</table>

The above table 10 shows that out of 426 respondents, 84 are aged between 21 and 30, 73 are between 31 and 40, 77 are between 41 and 50, 58 are between 51 and 60, 66 are between 61 and 70 and 68 are above 70. Further, out of total participants, 145 essentially use Green Banking, 143 do not use Green Banking, and 138 are not sure about using Green Banking.
Table 11: Chi-Square Tests for Age and Usage

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>9.374a</td>
<td>10</td>
<td>.497</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>9.506</td>
<td>10</td>
<td>.485</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>.538</td>
<td>1</td>
<td>.463</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>426</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 18.79.

Table 11 shows the Pearson Chi-square is coming to be 9.347 with p-value or significance value of 0.497. Now since the p-value or the significance value is greater than 0.05, it tells that there is no statistically significant association between age and Green Banking usage. Thus, the null hypothesis gets accepted, and alternative hypothesis gets rejected.

Education V/s Usage

Table 12: Usage * Education Crosstabulation

<table>
<thead>
<tr>
<th>Usage</th>
<th>Essential</th>
<th>Not Needed</th>
<th>Cannot Say</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>Under Graduate</td>
<td>Post Graduate</td>
<td>Professional Degree</td>
<td>Any Other</td>
</tr>
<tr>
<td>Under Graduate</td>
<td>36</td>
<td>34</td>
<td>34</td>
<td>41</td>
</tr>
<tr>
<td>Post Graduate</td>
<td>47</td>
<td>31</td>
<td>35</td>
<td>30</td>
</tr>
<tr>
<td>Professional Degree</td>
<td>29</td>
<td>37</td>
<td>35</td>
<td>37</td>
</tr>
<tr>
<td>Any Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>112</td>
<td>102</td>
<td>104</td>
<td>108</td>
</tr>
</tbody>
</table>
The above table 12 shows that out of 426 respondents, 112 are undergraduate and 102 are post graduate, 104 are having a professional degree, and 108 are having some other degrees. Further, out of total participants, 145 essentially usage Green Banking, 143 does not use Green Banking, and 138 were not sure about using Green Banking.

**Table 13: Chi-Square Tests for Education**

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>6.517*</td>
<td>6</td>
<td>.368</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>6.494</td>
<td>6</td>
<td>.370</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>.032</td>
<td>1</td>
<td>.858</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>426</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 33.04.

Table 13 shows the Pearson Chi-square is coming to be 6.517 with p-value or significance value of 0.368. Now since the p-value or the significance value is greater than 0.05, it tells that there is no statistically significant association between education and Green Banking usage. Thus, the null hypothesis gets accepted, and alternative hypothesis gets rejected.
Occupation V/s Usage

**Table 14: Usage * Occupation Crosstabulation**

<table>
<thead>
<tr>
<th>Usage</th>
<th>Occupation</th>
<th>Count</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Business</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Essential</td>
<td>42</td>
<td>53</td>
<td>50</td>
</tr>
<tr>
<td>Not Needed</td>
<td>51</td>
<td>42</td>
<td>50</td>
</tr>
<tr>
<td>Cannot Say</td>
<td>42</td>
<td>54</td>
<td>42</td>
</tr>
<tr>
<td>Total</td>
<td>135</td>
<td>149</td>
<td>142</td>
</tr>
</tbody>
</table>

The above table 14 shows that out of 426 respondents, 135 were from business class, 149 were from service class, and 142 were retired. Further, out of total participants, 145 essentially usage Green Banking, 143 does not use Green Banking, and 138 were not sure about using Green Banking.

**Table 15: Chi-Square Tests for Occupation**

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>3.709a</td>
<td>4</td>
<td>.447</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>3.748</td>
<td>4</td>
<td>.441</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>.337</td>
<td>1</td>
<td>.561</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>426</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 43.73.

Table 15 shows the Pearson Chi-square is coming to be 3.709 with p-value or significance value of 0.447. Now since the p-value or the significance value is greater than 0.05, it tells that there is no statistically significant association between occupation and Green Banking usage. Thus, the null hypothesis gets accepted, and alternative hypothesis gets rejected.
Hypothesis 3: There is no statistically significant relationship between practising Green Banking and factors motivating Green Banking

**Table 16: Model Summary**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.116&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.013</td>
<td>-.001</td>
<td>.816</td>
</tr>
</tbody>
</table>

* a. Predictors: (Constant), Any Time Accessible, Convenience, Time Effective, Save Travelling Time, Cost Effective, Less Time Consuming

**Table 17: ANOVA**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>3.815</td>
<td>6</td>
<td>.636</td>
<td>.955</td>
<td>.456&lt;sup&gt;b&lt;/sup&gt;</td>
</tr>
<tr>
<td>Residual</td>
<td>279.070</td>
<td>419</td>
<td>.666</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>282.885</td>
<td>425</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

* a. Dependent Variable: Usage

b. Predictors: (Constant), Any Time Accessible, Convenience, Time Effective, Save Travelling Time, Cost Effective, Less Time Consuming
Table 18: Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
<th>95.0% Confidence Interval for B</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
<td>Lower Bound</td>
</tr>
<tr>
<td>(Constant)</td>
<td>1.768</td>
<td>.218</td>
<td></td>
<td>8.120</td>
<td>.000</td>
</tr>
<tr>
<td>Less Time Consuming</td>
<td>.028</td>
<td>.029</td>
<td>.048</td>
<td>.968</td>
<td>.334</td>
</tr>
<tr>
<td>Convenience</td>
<td>.015</td>
<td>.028</td>
<td>.026</td>
<td>.527</td>
<td>.598</td>
</tr>
<tr>
<td>Cost Effective</td>
<td>.013</td>
<td>.029</td>
<td>.023</td>
<td>.468</td>
<td>.640</td>
</tr>
<tr>
<td>Time Effective</td>
<td>-.041</td>
<td>.029</td>
<td>-.070</td>
<td>-1.418</td>
<td>.157</td>
</tr>
<tr>
<td>Save Travelling Time</td>
<td>.021</td>
<td>.028</td>
<td>.036</td>
<td>.738</td>
<td>.461</td>
</tr>
<tr>
<td>Any Time Accessible</td>
<td>.034</td>
<td>.029</td>
<td>.057</td>
<td>1.168</td>
<td>.244</td>
</tr>
</tbody>
</table>

A. Dependent Variable: Usage

Table 16 shows the regression coefficient $r^2$ between Green Banking usage and factors motivating for Green Banking comes out to be 0.013. This means, there is a weak relationship between the Green Banking usage and factors motivating for Green Banking. Thus, it can be said that motivating factors such as less time consuming, cost effective, convenience, time effective and anytime accessibility do not greatly motivate customers to adopt Green Banking. T-test showed that Green Banking offers higher benefits in comparison to traditional benefits, yet people are not much inclined towards it. The main reason behind this is a lack of
awareness, training and security feature. Table 17 shows the F value comes out to be 0.955 with significance value or p-value of 0.456. It means that the result is not statistically significant. That is, motivating factors for Green Banking do not have a significant impact on usage of Green Banking. Thus, the null hypothesis gets accepted.

Table 18 shows the significant impact of individual motivating factors on the Green Banking usage. It can be seen from the table 18 that the significance value for all the factors motivating Green Banking is coming out to be greater than 0.05. Thus, as a rule of thumb, if the p-value is more than 0.05, it means the independent variable makes no significant contribution towards the dependent variable. Thus, in this case, all the motivating factors do not significantly contribute towards the customer retention. Further, on the basis of Table 18, the regression equation between Green Banking usage and factors motivating for Green Banking comes out to be:

\[ \text{Green Banking Usage} = 1.768 + 0.028 \times \text{Less Time Consuming} + 0.015 \]
\[ \times \text{Convenience} + 0.013 \times \text{Cost Effective} - 0.041 \]
\[ \times \text{Time Effective} + 0.021 \times \text{Save Travelling Time} + 0.034 \]
\[ \times \text{Any Time Accessible} \]

### 5.4 Conclusion

From the overall data analysis, it can be concluded that:

- **H$_1$:** There is no statistically significant difference between the benefits offered by traditional banking and Green Banking

  The H$_1$ gets rejected as according to the respondents, Green Banking offers higher benefits in comparison to traditional banking.

- **H$_2$:** Customers usage/adoption of Green Banking Services is independent of their demographic characteristics
The $H_2$ gets accepted as according to the respondents, Green Banking service usage is independent of a demographic characteristic such as gender, age, occupation and education of the customer.

- $H_3$: There is no statistically significant relationship between practising Green Banking and factors motivating Green Banking

The $H_3$ gets accepted as according to the respondents, there is no statistically significant relationship between practising Green Banking and factors motivating Green Banking.