



# A STUDY ON CUSTOMER PERCEPTION TO WORDS GREEN BANKING

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## ABSTRACT

In present days the role of green banking is very important and valuable. Green banking initiatives have become increasingly vital in the banking sector. In this analysis, we thoroughly examine the extent to which SBI and HDFC, two prominent banks, have embraced and implemented such initiatives. The challenges faced by customers in relation to these environmentally-friendly banking practices. One significant concern is the security of customer information particularly in the digital eras. Has green banking gains momentum, Financial institutions must recognize the importance of adopting comprehensive strategies to save the customer information. Green banking has revolutionized the banking industry by prioritizing sustainability and environmental responsibility.

## KEY WORDS

- Banking
- Green banking
- Initiatives
- Valuable
- Challenges
- Environmentally
- Digital
- Significant
- Financial institutions
- Sustainability
- Environmental responsibility

## INTRODUCTION

In today's world banking, initiatives are no longer limited to financial transactions and services alone. The incorporation of green banking initiatives has emerged as a crucial aspect of modern banking practices. Banks are now expected to actively contribute towards a sustainable and environmentally conscious future. This article tells about the specific efforts taken by State Bank of India (SBI) and housing development finance corporation (HDFC) to explore the effectiveness and implementation of a green banking initiatives within their frameworks.

State bank of India (SBI), being one of the largest public sector banks in India, has displayed a commendable commitment to green banking initiatives. The bank has established various policies and practices to foster sustainability and environmental consciousness.

SBI has actively integrated renewable energy sources within its operations, installing solar panels and utilising wind power to significantly reduce its carbon footprint.

Housing development finance corporation (HDFC), a leading private sector bank in India, has also recognized the significance of green banking initiatives. The bank has undertaken several noteworthy measures to minimize its environmental impact and promote sustainable banking practices. HDFC has undertaken extensive initiatives to conserve energy and optimize resource utilization in its operations.

HDFC has introduced a range of loan products and financial incentives specifically for promoting green initiatives. These initiatives include financing for renewable energy projects, eco-friendly construction practices, and energy-efficient technologies.

One of the key areas where the banking sector is making an impact is in encouraging the adoption of renewable sources. By providing favorable loans and financial incentives to individuals and businesses investing in solar panels, wind turbines, and other sustainable energy solutions, banks are facilitating the transition towards a cleaner and greener energy landscape. This proactive approach not only supports the government's ambitious renewable energy targets but also empowers customers to make environmentally responsible choices.

With the aim of reducing their own carbon footprint, Indian banks are also implementing eco-friendly practices within their operations. From optimizing energy usage in their premises to embracing less banking and digital transactions, banks are actively pursuing initiatives that reduce waste and minimize their environmental impact. By leveraging technology and innovation, these institutions are streamlining processes, reducing, and enhancing efficiency, all while demonstrating their commitment to a sustainable future.

Green banking refers to the incorporation of environmentally friendly practices into the operations and services of financial institutions. It aims to promote sustainability, reduce carbon footprints, and contribute to the overall well-being of the environment. In recent years, an increasing number of customers have shown a preference for green banking, and the impact of gender diversity on this phenomenon has become evident.

## LITERATURE REVIEW

Green banking has emerged as a powerful force in the financial sector, impact on customer perceptions by focusing on sustainable practices and responsible investment. The concept of green banking centres around the idea of responsible banking. This involves adopting environmentally friendly policies and incorporating the sustainable practices into daily operations. From promoting renewable energy financing to encouraging paperless banking. These initiatives aim to reduce carbon footprint and minimize the negative impacts on the environment. Banks that successfully embraced green banking are not only aligning their values with the growing concerns of a customer, but also positioning themselves as champions of a more sustainable future.

The rising awareness climate change and the urgent to protect our planet has Indian banks to incorporate sustainable into their core strategies This paradigm shift showcases a alignment with the global of reducing carbon foot and preserving natural resources. banks embrace sustainability, they are not only setting an example for other industries but also playing a significant role in shaping India's path towards a future.

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## OBJECTIVES

### To study

- Customer perceptions towards green banking.
- Green banking initiatives on SBI.
- Green banking initiatives on HDFC.
- Customer perceptions by focusing on sustainable practices.

State Bank of India (SBI), widely recognized as the premier public sector bank in the country, takes its corporate responsibility and commitment to the environment seriously. With a strong belief in the power of technology, SBI is determined to lead the way in transforming India into a digital nation. By embracing digitalization, SBI envisions a future that not only benefits the citizens of India but also contributes to the global efforts in safeguarding our planet.

In its ongoing commitment to promote environmental sustainability. HDFC Bank has taken significant steps to raise awareness and implement eco- friendly practices with its go green initiatives , actively contributes to words preserving the planet for future generation.

## Research methodology

Data sources: Two types of data sources are used for this study.

**Primary data** : The data is collected by an online questionnaire prepared and circulated to the public. It is a descriptive study.

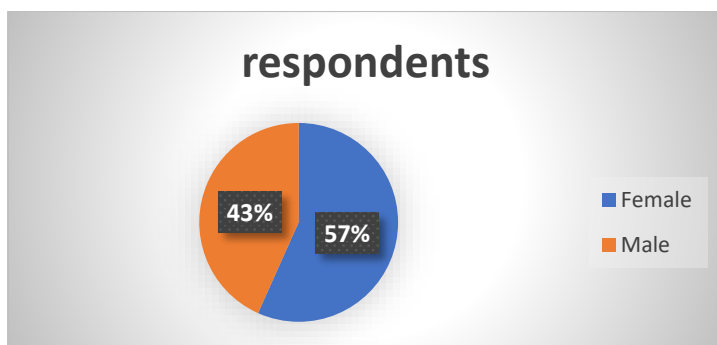
Sample size:100

**Secondary data** collection method:The information is collected from different types of online website and few research papers.

**Data Analysis And Interpretation**

1. Table showing Gender

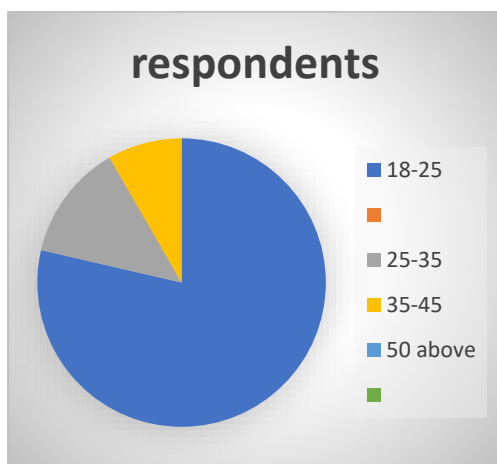
Options	Percentage
Female	56.7
Male	43.3
Total	100



**Interpretation:** Figure 1 showing 43% of males and 57% of females.

2. The table showing that the age group respondents

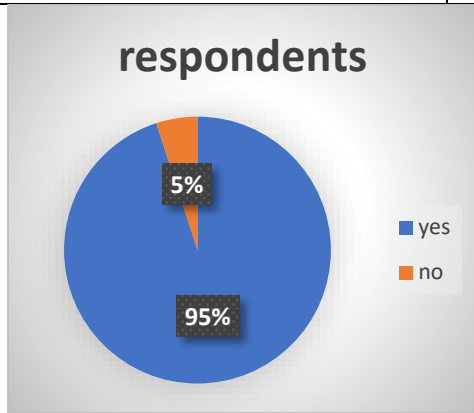
Particular	percentage
18-25	78.3
25-35	13
35-45	8.3
50 above	0



**Interpretation:** In above figure tells about that 18-25 age group are responded.

3. The table showing that how many persons are aware about the green banking

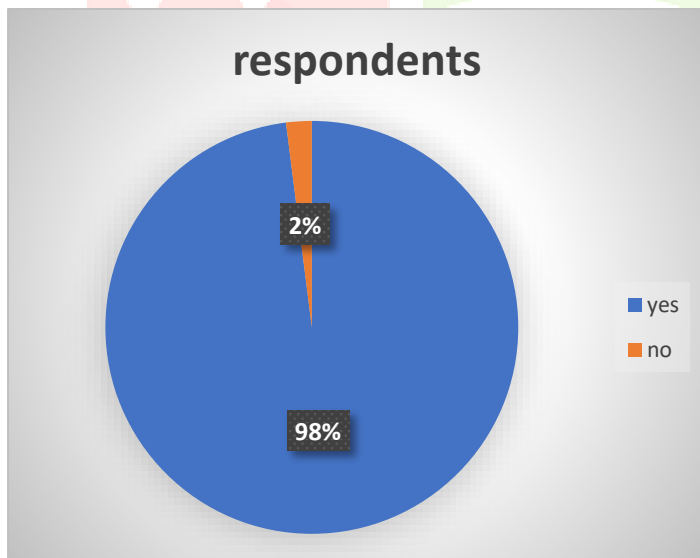
particulars	Respondents
Yes	95
No	5



**Interpretation:** The above figure tells about how many persons will be aware about the green banking.

5 The table is showing that the green banking will help in reducing paper work

Particulars	Respondents
Yes	98
No	2

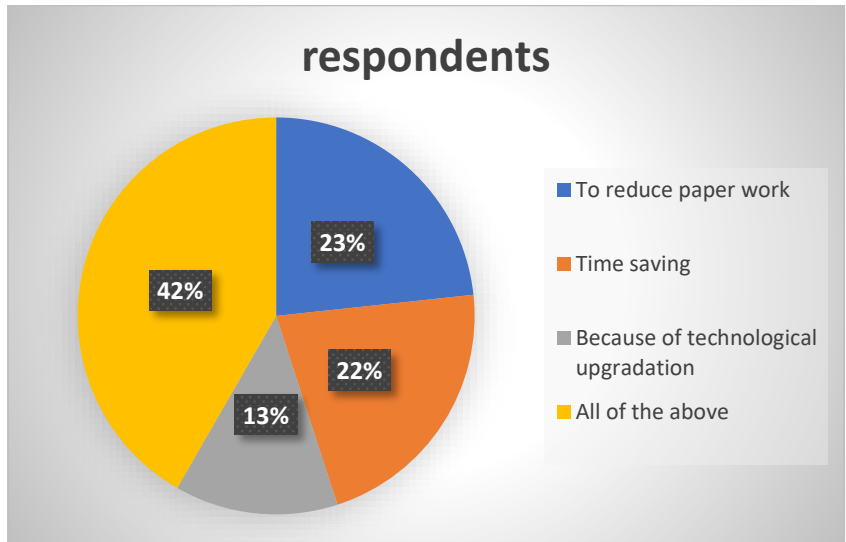


**Interpretation:** The above figure tells about that green banking will reduce the paper work.

1.6 The table showing that why banks took initiatives to launch green banking

particulars	Respondents
To reduce paper work	23.3
Time saving	21.7
Because of technological upgradation&	13.3

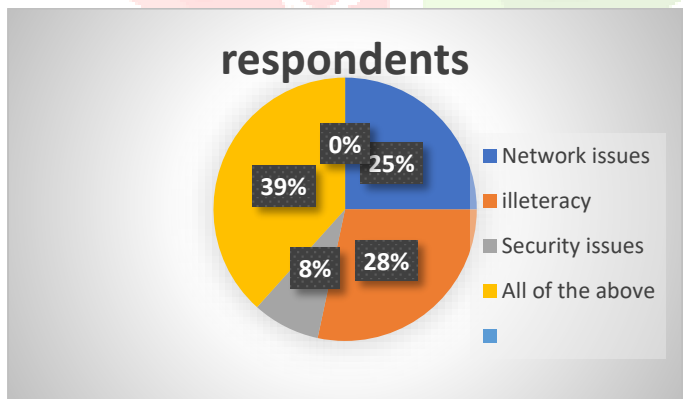
All of the above	41.7
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**Interpretation:** The above figure tells about the why the banks are taking the green banking initiatives.

1.7 The table showing the backdrops of green banking

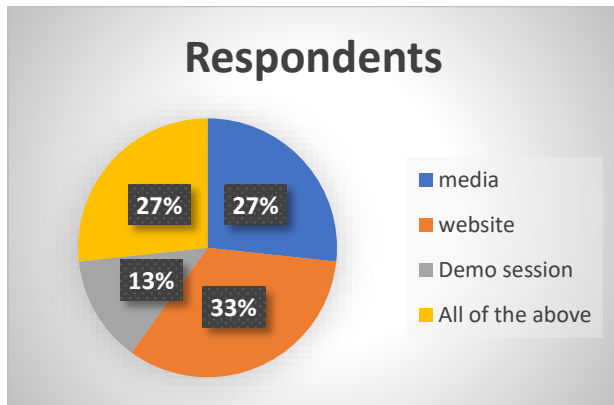
particulars	respondents
Network issues	25
illiteracy	28.3
Security issues	8.3
All of the above	38.3



**Interpretation:** The above figure describes about the backdrops of green banking.

1.8 The table showing that how the banks will promote their green banking

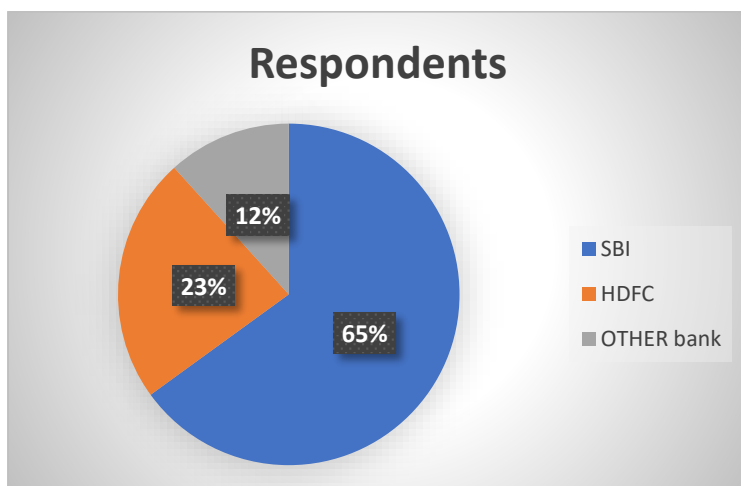
particulars	Respondents
media	26.7
website	33.3
Demo session	13.3
All of the above	26.7



1.9 The table showing that which among these banks are uses more green banking

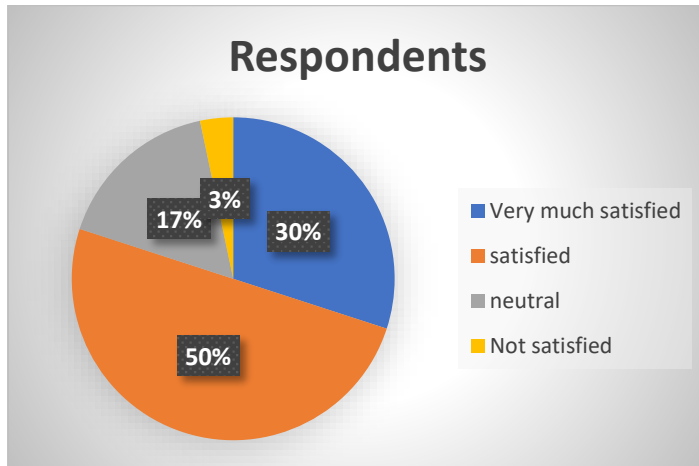
Particulars	Respondents
SBI	65
HDFC	23.3
OTHER bank	11.7

**Interpretation:** The above figure shows that which banks are using green banking.



## 1.10 The table showing that the customers are satisfied with green banking

Particulars	Respondents
Very much satisfied	30
satisfied	50
neutral	16.7
Not satisfied	3.3



**Interpretation:** The above figure describes about the satisfaction level to words green banking.

### Empathy towards Sustainability

When it comes to green banking, empathy towards sustainability plays a crucial role. Different genders have varying degrees of empathy towards sustainable practices, which in turn affects their decisions regarding financial institutions.

### Women and Sustainable Practices

Women have been found to be more engaged in sustainable practices. They show a greater willingness to support environmentally friendly initiatives and opt for financial institutions that align with their values. This inclination towards sustainability has made women a key demographic in the adoption of green banking.

### Men and Green Banking

While men may show a slightly lower inclination towards sustainable practices, they are not far behind. Gender diversity has shown that men are increasingly recognizing the importance of environmental stewardship and are also embracing green banking options.

### Findings

Based on the study of customer perception towards green banking I found that 57% of female compared to the males are 43% responded to my survey .And the responses came under the age group of 18-25.

- Mostly 95% of the respondents are aware about the green banking, only 5% of the respondents are not have the idea about the green banking.
- 98% of the telling that green banking will helps in reducing the paper work and make sustainable development.
- It is found that the green banking will have some of the backdrops, in that network issues plays one of the major backdrop.



- It is found that 33% of banks are using websites for promoting about their green banking.
- I found that SBI bank followed green banking with 65% compared to other banks.

### Suggestion

- I suggest that adopting the green banking in every banks will be helpful for eco friendly environment.
- I suggest that by adopting green banking will also leads to the technological upgradation will also happens.
- Green banking will describe about the sustainable development will increase.

### Conclusion:

In todays world, where global warming and environmental conservation have become major concerns, Indian banks are stepping up their activities and becoming more responsive towards aspiration of their customers. With a strong commitment to sustainable practices,these banks are not only prioritizing the financial needs of their customers but also the health of our planet.

Furthermore, Indian banks are committed to raising awareness and educating their customers about the importance of environmental stewardship. Through various outreach programs, awareness campaigns, and interactive workshops, these financial institutions are empowering individuals to make informed choices that contribute to preservation of the environment. By fostering a sense of responsibility and providing resources to their customers, banks are playing a pivotal role in fostering a culture of sustainability.

In conclusion, the progressive steps taken by Indian banks in response to the global concerns of climate change and environmental conservation are commendable. With their focus on renewable energy, adoption of eco-friendly practices, and efforts to raise awareness, these financial institutions are not only embracing sustainability but also empowering their customers to become active participants in the green movement. As India works towards achieving its sustainability goals, the collaboration between banks and customers SBI has a crucial role in creating a greener and more sustainable future for generations to come.

