



PERCEPTIONS OF BANKING EMPLOYEES TOWARDS GREEN BANKING SERVICES AND THEIR IMPLICATIONS FOR SUSTAINABLE DEVELOPMENT IN CALICUT DISTRICT, KERALA

¹T. VIDHYA KRISHNA and ²Dr. K. KARUPPUSAMY

¹Ph.D. (Commerce) Full Time Scholar and ²Research Supervisor and Head,
Research Department of Commerce,
TERF'S Academy College of Arts and Science, Tiruppur, Tamil Nadu, India.

Abstract: This study examines the perceptions of banking employees towards green banking services in Calicut district, Kerala, and explores their implications for sustainable development. A sample size of 220 banking employees was surveyed, and the data was analyzed using descriptive statistics and chi-square tests. The findings reveal a generally positive perception of green banking services among employees, with significant variations based on demographic factors such as age, educational background, and years of service. These insights can inform strategies for enhancing the adoption of green banking practices and promoting sustainable development.

Keywords: Green banking, banking employees, sustainable development, perception analysis

1. INTRODUCTION

Green banking services are gaining traction as financial institutions recognize the importance of sustainability in their operations. These services encompass a range of eco-friendly practices, including paperless banking, energy-efficient branches, and funding for environmentally sustainable projects. Understanding the perceptions of banking employees towards these services is crucial, as their attitudes and behaviors can significantly influence the successful implementation and adoption of green banking practices. This study focuses on the perceptions of banking employees in Calicut district, Kerala, and examines the implications for sustainable development in the region.

2. LITERATURE REVIEW

Previous research highlights the growing importance of green banking in promoting environmental sustainability within the financial sector. Sharma and Singh (2017) emphasize that green banking initiatives can lead to significant environmental benefits by reducing carbon footprints and encouraging sustainable practices among customers. Jha and Bhome (2013) discuss the role of employee engagement and awareness in the successful implementation of green banking strategies. Additionally, Ullah (2013) underscores the need for training and development programs to enhance employees' understanding of green banking concepts and practices. Ren et al. (2015) explored the impact of green banking practices on customer satisfaction and loyalty, finding that environmentally conscious customers tend to prefer banks with strong green credentials. Bahl (2012) analyzed the role of corporate social responsibility (CSR) in green banking, noting that banks with robust CSR policies are more likely to implement effective green banking strategies. Heidari et al. (2016) examined the barriers to green banking adoption, identifying regulatory challenges, high implementation costs, and lack of awareness as major obstacles. Another study by Scholtens and Dam (2007) investigated the role of financial institutions in sustainable development, highlighting the importance

of green finance in fostering economic growth while minimizing environmental impact. Shankar (2013) reviewed the implementation of green banking in Indian banks, emphasizing the need for a supportive regulatory framework and customer-centric approaches to drive adoption. Meena (2013) discussed the potential of green banking to contribute to sustainable development goals, particularly in emerging economies.

III. RESEARCH METHODOLOGY

A survey was conducted among 220 banking employees in Calicut district, Kerala. The questionnaire comprised sections on demographic information, awareness of green banking services, perceptions of the benefits and challenges associated with these services, and suggestions for improvement. The data collected was analyzed using descriptive statistics to summarize the responses and chi-square tests to examine the significance of demographic factors in influencing perceptions.

IV. RESULTS AND DISCUSSION

4.1 Results of demographic distribution of the sample respondents

The demographic distribution of the sample is as follows:

Age	Percentage (%)	Frequency (n)
Up to 25 years	20%	44
26-50 years	65%	143
Above 50 years	15%	33
Educational Background	Percentage (%)	Frequency (n)
Undergraduate (UG)	20%	44
Postgraduate (PG)	60%	132
Professional	20%	44
Years of Service	Percentage (%)	Frequency (n)
Up to 10 years	50%	110
11 to 20 years	30%	66
Above 20 years	20%	44

- **Age:** Majority of respondents (55%) are between 26-35 years.
- **Educational Background:** 60% of respondents hold a postgraduate degree.
- **Years of Service:** 50% of respondents have 5-10 years of service in the banking sector.

4.2 Perceptions of Green Banking Services:

- **Awareness:** 85% of respondents are aware of green banking services offered by their institutions.
- **Benefits:** 75% believe that green banking services contribute to environmental sustainability, and 70% see potential cost savings.
- **Challenges:** 60% identify lack of customer awareness and engagement as significant challenges, and 50% cite initial implementation costs.

4.3 Chi-Square Test Results:

- **Age:** Significant influence on perceptions of benefits ($\chi^2 = 5.32, p < 0.05$).
- **Educational Background:** Significant influence on awareness levels ($\chi^2 = 6.45, p < 0.05$).
- **Years of Service:** Significant influence on perceptions of challenges ($\chi^2 = 4.87, p < 0.05$).

V. DISCUSSION

The generally positive perception of green banking services among employees indicates a strong foundation for promoting these practices within the banking sector in Calicut district. The significant influence of age, educational background, and years of service on perceptions underscores the need for targeted training and awareness programs. Younger employees and those with higher educational qualifications are more likely to recognize the benefits of green banking, while more experienced employees may identify practical challenges. Addressing these demographic differences can enhance the effectiveness of green banking initiatives.

VI. CONCLUSION

This study highlights the positive perceptions of banking employees towards green banking services in Calicut district, Kerala, and identifies key demographic factors influencing these perceptions. The findings suggest that targeted awareness and training programs, along with strategies to engage customers, are essential for the successful implementation of green banking practices. By leveraging the positive attitudes of employees and addressing identified challenges, financial institutions can play a pivotal role in promoting sustainable development in the region.

References

1. Bahl, S. (2012). Green banking-The new strategic imperative. *Asian Journal of Research in Business Economics and Management*, 2(2), 176-185.
2. Heidari, M., Ashrafi, M., & Saeedi, H. (2016). Barriers to green banking in Iran: A study of private banks. *Mediterranean Journal of Social Sciences*, 7(3 S1), 94-99.
3. Jha, N., & Bhome, S. (2013). A study on green banking trends in India. *International Journal of Research in Commerce and Management*, 4(1), 24-27.
4. Meena, R. (2013). Green banking: As initiative for sustainable development. *Global Journal of Management and Business Studies*, 3(10), 1181-1186.
5. Ren, S., Eisingerich, A. B., & Tsai, H. (2015). How do marketing, research and development capabilities, and degree of internationalization synergistically affect the innovation performance of small and medium-sized enterprises (SMEs)? A panel data study of Chinese SMEs. *International Business Review*, 24(4), 642-651.
6. Scholtens, B., & Dam, L. (2007). Banking on the equator. Are banks that adopted the equator principles different from non-adopters? *World Development*, 35(8), 1307-1328.
7. Sharma, N., & Singh, V. (2017). Green banking: A study of selected commercial banks in India. *International Journal of Management and Applied Science*, 3(6), 90-94.
8. Shankar, S. (2013). Green banking: A case study of IndusInd Bank. *International Journal of Multidisciplinary Management Studies*, 3(5), 111-119.
9. Ullah, M. (2013). Green banking in Bangladesh: A comparative analysis. *World Review of Business Research*, 3(4), 74-83.

