



A STUDY ON FACTOR INFLUENCING THE MILLENNIALS IN ADOPTION OF GREEN BANKING PRODUCTS WITH SPECIAL REFERENCE TO WORKING PROFESSIONAL OF BENGALURU CITY

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Abstract

The banks of today's era and millennials of our country both a very prominent group in their own field known to be influencers and most dominant class. The banks on one side of a coin are adopting various strategies in daily course of banking and promoting green banking, on the other side of a coin millennials are considered to be the ones who would master the art of green banking as well as influence other group of people to adopt the same. This study keeping the above in mind and with objective of understanding the awareness level adopted variable such as age, time, ease of use and risk has factors to know the impact on millennials found that all variable of the study have a positive impact on green banking adoption.

Key Words: Green Banking, Millennials, Ease of use, Awareness, Adoption.

1. Introduction

Live green, love green, and think green!

Covid-19 lockdown in India is still a debatable topic for the human race but a boon for the nature/ mother earth which got a much-needed breather. In the recent year there has been a lot spoken on go green initiative but was only a phrase and a slogan used by many for self-benefits but now is a time we need to realize the actual concept of go green and pull up are socks to make it practically applicable.

Many corporates, institution and most importantly banks of our country have started implementation green banking. Matter of fact banking sector have no direct role in harming the environment comparatively but have taken an initiative to contribute and assure green banking. Major Banks of our country have been focusing and introducing more number of green products right from paperless banking to green cards and so on with an objective to spread awareness and make the customer the importance of green banking not just to save time and efforts but also make it practically implacable to maximum extent.

Millennial's!! The most influential and major part of 135 cores population of our country. Millennials are those group of individuals falling in the age group of 18-34, with this in mind this paper major focus is on millennials of age group 24-34 the working professional of Bengaluru city. Millennial working professional raised the objective of this paper to know the awareness level and adoption level of green banking and its concept.

2. Literature Review

Broto Rauth Bhardwaj and Aarushi Malhotra (2013), they published article on Green Banking strategies: Sustainability through Corporate Entrepreneurship. The article aimed to study the various models of green banking practices adopted by Indian companies to grow. The research methodology was based on case study method. The conclusions of the research study showed that the banks which are adopting the green banking practices influence the performance of the organization. The managerial implications and discussions were also given. Sarita Bahl (2012), in this paper the role of green banking in sustainable growth aimed to highlight the Indian initiatives by various banks adopting green banking and to enlist significant strategies for adopting green banking. This empirical study was incorporated by the collection of primary and secondary data. The study reckons that the Indian bank need to be made fully aware of the environmental and social guidelines to which banks worldwide are agreeing to. Ali and Parveen (2019) in their study focused the types of green behaviors among the Islamic bankers and the impact of these behaviors on the growth of 'Green Banking' in Malaysia. The



data were collected from 55 Islamic bankers through a self-administered survey questionnaire. The data were analyzed using percentage analysis, descriptive statistics and stepwise multiple regression. The regression analysis revealed that Islamic banker's green behavior has a significant and positive impact on the growth and development of 'Green Banking'. Initiative taking behavior is the most influential behavior of the bankers. Rishal and Joshi (2018) analyzed the impact of 'Green Banking' practices on bank's environmental performance in Nepal'. The study was conducted on 5 commercial banks in Nepal with responses from 189 bankers using convenience sampling method. Chronbach's alpha has been used to analyze the reliability of data. Simple and step wise multiple regression analysis have been performed. The research found that energy efficient equipment's along with green policy have a significant impact on the bank's environmental performance while green loan and green project does not have it. Environmental training contributed mild performance. The findings suggested that role of banks and government in encouraging sustainable technologies increases the bank's reputation and awareness among customers.

2.1 Research Gap

After robust review of papers on green banking awareness below are few research gap which have been observed:

1. There is a lot of study on green banking awareness on large scale of people but not on a particular age group
2. There are many papers which speak on adoption level of a particular bank in India
3. A paper on millennials in particular hasn't been looked upon

3. Research Methodology

3.1 Research Objective

1. To study the role of age and time influencing the decision level of adopting green banking
2. To know if ease of use and risk have a role to play when adopting green banking

3.2 Research Design

After review of various papers and journals, the study developed a research design. This research employed both primary and secondary method of data collection. Primary data was collected through self-administrated questionnaire having 25 items for a total sample size of 250 respondents. Further the data collected through convenient sampling were statistically tested using SPSS software employing KMO and Bartlett's Test, Correlation and Regression analysis.

3.3 Research Question

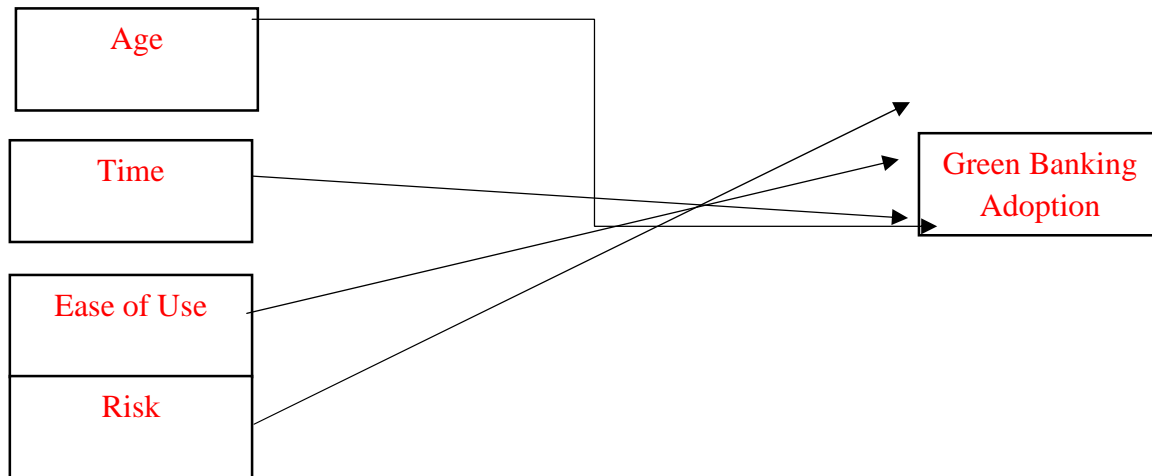
1. Does green banking awareness lead to adoption of green banking?
2. Which among the factor Age, Time, Ease of use and Risk have an impact on millennials?

3.4 Research Hypothesis

- H1: Age has a positive impact on adoption of green banking
H2: Time has a positive role in adoption of green banking
H3: Ease of use has positive impact on adoption of green banking
H4: Risk plays a positive role in adoption of green banking



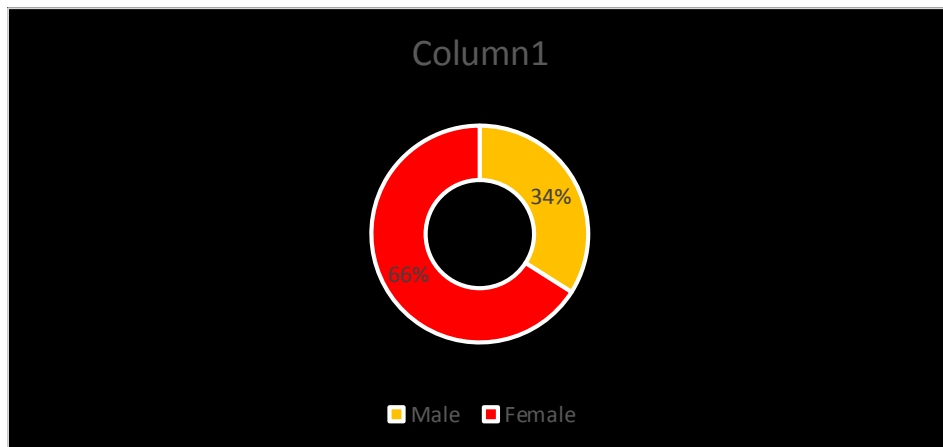
3.5 Research Framework



4. Data Analysis and Interpretation

4.1 Respondent Profile

Table 1. Respondents Distribution



4.2 Kmo and Bartlett’s Test

Table 2. KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.936
Bartlett's Test of Sphericity	Approx. Chi-Square	3535.963
	Df	120
	Sig.	.000

The above table shows KMO and Bartlett’s Test value to be 0.936 which make the data suitable for research.

4.3 CRONBACH’S ALPHA



Table 3 Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.981	.982	25

The alpha coefficient for the item is 0.981, which says that all the items of the study have relatively high internal consistency. (if the value is more than 0.7 then it's is acceptable).

4.4 Regression Analysis

This study with an objective to understand factor influencing the millennials in adoption of green banking products employed regression analysis to test the formulated hypothesis of the study. Regression analysis is the most reliable method to study the impact of variables of the study.

H1: Age has a positive impact on adoption of green banking

Table 4 ANOVAa

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.393	1	17.393	23.827	.000 ^b
	Residual	181.040	248	.730		
	Total	198.433	249			
a. Dependent Variable: V1						
b. Predictors: (Constant), VA5						

The above regression analysis was done for testing the hypothesis “Age has a positive impact on adoption of green banking”. From the above table which can see that significance value is 0.000 which is less than the required vale of 0.05 which makes the hypothesis acceptable and which means that Age has a positive impact on adoption of green banking for millennials.

H2: Time has a positive role in adoption of green banking

Table 5 ANOVAa

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.393	1	17.393	23.827	.000 ^b
	Residual	181.040	248	.730		
	Total	198.433	249			
a. Dependent Variable: V1						
b. Predictors: (Constant), VA5						

The above table shows that significance value of 0.000 for the hypothesis “Time has a positive role in adoption of green banking” which is less than the acceptable range making and inference that Time has a positive role in adoption of green banking on millennials.

H3: Ease of use has positive impact on adoption of green banking



Table 6 ANOVAa

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.393	1	17.393	23.827	.000 ^b
	Residual	181.040	248	.730		
	Total	198.433	249			
a. Dependent Variable: V1						
b. Predictors: (Constant), VA5						

From the table above this shows significance value 0.000 making the hypothesis “Ease of use has positive impact on adoption of green banking on millennials”

H4: Risk plays a positive role in adoption of green banking

Table 7 ANOVAa

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.393	1	17.393	23.827	.000 ^b
	Residual	181.040	248	.730		
	Total	198.433	249			
a. Dependent Variable: V1						
b. Predictors: (Constant), VA5						

From the table above this shows significance value 0.000 making the hypothesis “Risk plays a positive role in adoption of green banking for millennials”.

4.5 Result of Hypothesis Testing

Table 8 Result of Hypothesis Testing

HYPOTHESIS	SIGNIFICANCE VALUE	ACCEPT/REJECT
H1: Age has a positive impact on adoption of green banking	<0.05 i.e .000	Accepted
H2: Time has a positive role in adoption of green banking	<0.05 i.e .000	Accepted
H3: Ease of use has positive impact on adoption of green banking	<0.05 i.e .000	Accepted
H4: Risk plays a positive role in adoption of green banking	<0.05 i.e .000	Accepted

5. Findings, Recommendation and Conclusion

5.1 Findings

This study employed three hypotheses and hypothesis were tested Multiple Linear Regression with objective to know Factor Influencing the Millennials in Adoption of Green Banking Products with Special Reference to Working Professional of Bengaluru City and found that Age, Time, Ease of use and Risk have positive influence. All the three hypotheses employed in the study have been accepted.



5.2 Recommendation for Future Research

A further study can be undertaken on a specific green product employed by the banks in India. Further a comparative study on adoptability of green banking by private and public sector banks in India. Lastly this study can also be carried out within the domestic territory to know if the same is valid or difference of opinion.

5.3 Conclusion

The study with an objective to understand the Factor Influencing the Millennials in Adoption of Green Banking Products with Special Reference to Working Professional of Bengaluru City found that Age, Time, Ease of use and Risk have a significant impact on millennials. Further this study adds on to the literature making it a base for future research.

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