Role of Green Marketing Approaches in Consumer Buying Behaviour with respect to Banking Product

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Abstract

Regardless of how many significant businesses have begun to tout their commitment to environmental sustainability, many continue to have a bit of a way to go. Even when they adhere to the sustainable development principles, the finance system can be effective and profitable. It must also launch extensive risk management systems that will result in the efficient implementation of policies. The adoption of ecological and environmental considerations as an integral part of their loan requirements is something that financial institutions such as banks are expected to play an important role in. As a result, it is anticipated that businesses will be forced to consider ecological consequences when making investments. The major participants in the sector would be encouraged to employ eco-friendly technology and suitable management techniques. How much further our banks or finance system has progressed towards to the "Green Finance" concept is extremely challenging to assess since we are still in the regulation formulation process. Nonetheless, this industry has a fantastic possibility to help a developing country switch to a green economy. 235 people were surveyed to know the role of Green Marketing awareness and motivation of green banking products users. This essay sheds light on Green Marketing awareness and motivation of green banking product users.

Keywords: awareness, customer satisfaction, motivation, green banking, green purchase intention, green product

Introduction

Throughout the past thirty years, marketing executives have worked to comprehend the developing "green" market and to pinpoint the factors that influence consumer behaviour. Behavioural factors started to be employed in the coming years, in addition to the demographic parameters that were considered in the context to describe the purchasing behaviour of the green consumers. The material that is now available, though, does not yet fully comprehend green purchase intention. This research examined the effect of scepticism on green purchase behaviour in in addition to ecological concerns and perceived customer efficiency. According to the findings of the analysis, perceived customer efficacy is the main factor that influences consumers' propensity to make green purchases. Skepticism has a detrimental impact on making green purchases. The level of effectiveness of consumers, ecological awareness, and greener purchasing behaviour all suffer dramatically from high levels of scepticism (Albayrak,et al., 2011).

Although not being directly hand in the destruction of the ecological, the financial sector nevertheless indirectly contributes to the issues. Generally, financial transactions are eco-friendly and do not damage the environment through internal operations that result in contamination or the disposal of dangerous material. Yet, banks lend money to businesses and other organisations that then conduct their operations in a way that impacts the environment. This report analyses State Bank of India, India's biggest public sector institution, and its clients' understanding of and attitudes towards banking service programmes. Using a standardised questionnaire provided to SBI clients, all primary and secondary information were utilised for this research. Sustainable financing is known to 67% of those surveyed. The initiatives have been undertaken by the institutions are the primary source of information (29%) regarding green banking. The majority of respondents (54%) think that adopting sustainable finance will improve the environment by lowering carbon emissions, preventing deforestation, saving fuel, and minimising climate change (Raj, and Rajan, 2017).

The findings of the descriptive survey of learners' presentations of environmental-related abilities reveal that all these manifestations differed. Intriguing abilities that were exhibited by a larger number of learners can be classified as domain-independent

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Green Marketing skills: generic skills needed for the investigation process that are unrelated to the surroundings. Less often articulated abilities, on the other hand, included both Green Marketing and ecological features in their operationalized descriptions and could be considered as domain-dependent Green Marketing skills. Overall, the findings show that although the Green Marketing guidance provided to the learners was successful in raising student expression of domain-independent abilities, it was unsuccessful in raising pupil reference to domain-dependent abilities. These findings highlight the significance of naturally including knowledge domain components within the Green Marketing Support (Adler, et al., 2016).

Literature Review

Increased expectations for commercial ecological responsibility provide challenges for the corporate world of the twenty-first century. Companies are under more demand than ever before to integrate a sustainable environmental plan into their corporate plans from constituents (community members, supplier partners, etc.). Notwithstanding expensive ecological strategies put in place by businesses, the existing evidence available assessing customers' desire to spend more on environmentally friendly goods has already been conflicting. Since the effectiveness of the companies' sustainability-directed marketing strategies rely on customers' adoption of environmentally friendly items, the results' inconclusive nature and the broad range of stated desire to pay extra are alarming (Wei, et al., 2018).

According to studies by Sadachar, A. et al. (2016), buying sustainable goods is influenced by environmental ideals and awareness. Young people who are environmentally aware and who recycle and protect the atmosphere are more likely to buy green goods. The study's findings on the impact of ecological clothing awareness on broader ecologically responsible behaviour are intriguing. It implies that young people who are aware of how environmentally friendly clothing is produced and how it affects community would behave in an environmentally friendly manner. Yet, having awareness of green clothing does not guarantee that one will buy and wear it. The choice to purchase and consume green garments was not influenced by ecological clothing information.

Yang, G. and Liu, B. (2021) informed that the recent increase in cases of crowned pneumonia encourages environmentally friendly growth and consuming practises while also supporting a greener way of living. The age of sustainable consumption has come as public understanding of environmental responsibilities continues to grow. Businesses that develop and put into practise the necessary green brand technological solutions will continue to strengthen their completeness in the upcoming green brand market and achieve long-term comparative edge. In this respect, it is important to take into account both the effects of the company's sustainable products innovativeness in addition to the influence of corporate executives' strategic intelligence and understanding of the ecosystem on strategy creation.

The linkages between the greener banks and its users that were examined using an economic network approach demonstrate the intricacy of the corporate network that it establishes as well as the diversity of its business associates. In corporate network, investors and banks are never autonomous, detached, and alone; rather, many people shape their views, information, abilities, and intentions. An ecologically sustainable system with "green banks" enables the growth of operations, materials, and players fusing business and ecological. The greener banking seeks to encourage other business players to invest time and money in adopting sustainability development network methods (Paluszak, and Paluszak, 2016).

Rai, et al. (2019) examined that regardless of circumstances, Nepal has acknowledged environmental protection as one of world's most important issues today. It puts pressure on all sectors of the economy, including financial products, to implement "green" projects that offer eco-friendly assistance. Financial institutions and banks can adopt proactive measures, such as minimising their extensive use of paper and establishing the notion of "going green" at their multi-branch institutions. This study examines how consumers regard green lending practices. This research emphasizes on the expanding environmental issues surrounding green banking efforts, the atmosphere's viewpoint on going green, and the types of banking operations started to protect nature. With the aid of an examination of consumers' experiences (both positive and negative attitudes regarding banking services), it assesses the factors influencing customers' requirements and utilization of banking service goods as well as the advantages of greener financial practices for consumers. The idea of "green banking" has indeed been acknowledged as one of the newest issues in banks and financial institutions, yet there is little broad consumer knowledge of eco-friendly financial practices. Time savings have been found to be the primary obvious advantage of using green banking services, whereas worry of data security is the main difficulty that is viewed as an issue.

Maraye, et al. (2017) researched that to determine how well-informed Mauritius's financial firms' clients are about sustainable banking services and products.

Furthermore, this study looks into what clients think of the idea of "green banking" and assesses how Mauritius clients are affected by foreign eco-friendly financial institutions. 200 client surveys were used as a sampling for the initial data collection, and SPSS software was used to produce the summary of the results. According to the mean assessment for the impact of green financial services and products on bank clients, participants were not overly impacted by advertisements for e-statements, online banking, or phone money, among other products. Yet, the majority of participants gave high marks for the effectiveness of the CSR initiatives and environmental initiatives carried out by Mauritius' green banks. However, it should be mentioned that the majority of participants utilise e-statements, which received a mean score of 3.53, followed by online banking and mobile banking, both of which received higher average scores.

Herath and Herath, (2019) mentioned that the worldwide financial system has seen a significant increase in the trend of green energy. National banks have been inspired by the idea of "green banking" to offer paperless, technologically advanced products simultaneously reducing their negative environmental impacts and playing their part as good corporate citizens in environmental sustainability. Understanding the demand side of environmental efforts is crucial for bankers since it will determine whether these investments ultimately succeed or fail based on how satisfied the client, their final client, feels.Satisfied customer with green banking elements and customer satisfaction happiness with green banking will have an effect. Due to their perceived contentment, consumers may be motivated to purchase as just a consequence of the overall effect, or they could be discouraged and decide not to utilise the product. Hence, the influence created will eventually have an effect on how satisfied clients are with green banking as a whole.

Zhang, et al. (2022) identified the effects of environmentally friendly financial practices upon channelling funds and banking sustainability practices is the primary objective of this research. It also shows how green finance mediates the link among private commercial banks' (PCBs) sustainability impact and their involvement in greener banking activities in Bangladesh. The research also looks at the main advantages and disadvantages of adopt sustainable banking in a developing country like Bangladesh. A total of 352 people were included in the convenience sampling technology's ultimate sample size for the primary collection of information from Bangladeshi PCB bankers. The Structural Equation Modelling (SEM) method was used to evaluate the connection between the variables under inquiry.The research showed that sustainable banking practises greatly improve banks' sustainability impact and supplies of green financing, and also that forms of green marketing also dramatically impact financial institutions' sustainability impact. The link connecting sustainable banking practises and banks' sustainability practices was also noted to be mediated by green funding. According to the research, other important barriers impeding the growth of eco-friendly banking in Bangladesh include consumers' low knowledge of sustainable financial services, high investment costs, technical glitches, a shortage of trained employees to appraise eco-friendly credits and loans, and the sophistication and difficulty of evaluating sustainable initiatives.

Objectives

To explore the factors that determines the role of Green Marketing Approaches in Consumer Buying Behaviour with respect to Banking Product

To know the influence of role of Green Marketing Approaches in Consumer Buying Behaviour with respect to Banking Product

Research Methodology

In the present study 235 people were surveyed to know the factors that determine the role of Green Marketing awareness and motivation of green banking products users. The survey was conducted with the help of a structured questionnaire. The researcher had collected the primary data through convenient sampling method. Data was analysed and evaluated by mean and t-test.

Findings and Discussions

Table below is sharing respondent's general details in which it is found that in total 235 respondents,29.8% are below 35 years, another 41.2% are between 35 – 45 years of ageand remaining30.0% are above 46 years of age group. 66.4% are males and females are 33.6%. Talking about their designation, 20.0% are general manager, 35.4% are manager, 32.2% are assistant mangers and rest 12.3% are of other designation. Talking about their monthly income, 27.7% have monthly income between INR 25,000 – INR 50,000, 29.8% have monthly income between INR 50,001 – INR 100,000 and rest 42.5% have monthly income above INR 100,000

Table 1: General Details

Variables	Respondents	Percentage
Age (years)		
Below 35 years	70	29.8
35 – 46	97	41.2
Above 46 years	68	30.0
Total	**235**	**100**
Gender		
Male	156	66.4
Female	79	33.6
Total	**235**	**100**
Monthly Income		
25,000 – 50,000	65	27.7
50,001 – 100,000	70	29.8
More than 100,000	100	42.5
Total	**235**	**100**
Designation		
General Manager	47	20.0
Manager	83	35.4
Assistant Manager	76	32.3
Others	29	12.3
Total	**235**	**100**

Table 2: Role of green marketing approaches in consumer buying behaviour

S. No.	Statements	Mean Value	t value	Sig.
1.	The banking sector is able to go green with the help of internet banking and mobile	4.24	15.961	0.000
2.	Carbon emissions is reduced with the help of green technology initiatives	3. 09	1.166	0.123
3.	Digitalization accelerates the process of transaction and also saves the energy	3.85		
4.	Technology helps in making e-statements, green channel counter, solar ATMs, green loan for green banking	3.76	9.799	0.000
5.	In green banks the documentation process is reduced	3.25	3.276	0.001

6.	Green banking has led to less driving to branch offices	3.78	10.050	0.000
7.	Computerising, networking and Internet banking helps in reducing the use of paper in green banks	4.05	13.657	0.000
8.	Green banking helps in increasing working efficiency of the bank employees	3.11	1.437	0.076
9.	Green banking helps in providing green credit and raising funds for local environmental ventures	3.57	7.357	0.000
10.	The potential of green banks has increased with the usage of IT and infrastructural facilities	3.83	10.900	0.000

Table above is showing the factors that determines role of Green Marketing awareness and motivation of green banking products users. The respondent says that for enhancing green banking, the banking sector is able to go green with the help of internet banking and mobile with mean value 4.24, computerising, networking and Internet banking helps in reducing the use of paper in green banks with mean value 4.05 and digitalization accelerates the process of transaction and also saves the energy with mean value 3.85. The potential of green banks has increased with the usage of IT and infrastructural facilities with mean value 3.83, green banking has led to less driving to branch offices with mean value 3.78 and technology helps in making e-statements, green channel counter, solar ATMs, green loan for green banking with mean value 3.76. The respondent also says that green banking helps in providing green credit and raising funds for local environmental ventures with mean value 3.57, in green banks the documentation process is reduced with mean value 3.25,green banking helps in increasing working efficiency of the bank employees with mean value 3.11 and carbon emissions is reduced with the help of green technology initiatives with mean value 3.09. Further t-test shows that all the statements are significant (with the value below 0.05)except the two statements which are green banking helps in increasing working efficiency of the bank employees(significance value 0.076) and carbon emissions is reduced with the help of green technology initiatives (significance value 0.123).

Conclusion

Through spreading knowledge and providing knowledge, green banking may significantly aid in the advancement of sustainable development. Communications can be used to promote consciousness. The initial step would be to determine the intended audiences and channels of communication. The entire structure can be divided into two internal and exterior subsystems. For inner subsystems, methods that can be used to raise consciousness about the problem include clearance initiatives, high-level conferences, newsletters from banks, publications, and weekly environmental information on the web. Management and other employees are the intended audience. Websites, capacity building, tours, conference gatherings, benchmarking, press, etc. are useful strategies that can be used to reach clients, affiliates, and the broader population when it comes to external subsystems are worried.

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