

## **GREEN BANKING: PERCEPTION AND WILLINGNESS OF CUSTOMER TO ADAPT GREEN BANKING**

*Ankita Dhamija & Diksha Sahni*

*Research Scholar, Lingayas Institute of Management & Technology, Faridabad, India*

### **ABSTRACT**

*Green banking is a revolutionary concept in banking industry in 2002. This concept came into picture for sustainable environment which will not only impact the environment, but also, to the economy. This includes promoting environmental friendly banking services. The research work includes the cause and effect relationship between the perceptions of the customers towards the usage of Green banking. So, we are using the explanatory research. We have formed the questionnaire and were filled by 50 sample size..There are few hypotheses which we will presume in this research work like:*

*H0: More qualified people are more aware of internet banking practices*

*H1: Qualification has no impact on awareness of internet banking practices*

*H0: More qualified people are more aware of internet banking practices*

*H1: Qualification has no impact on awareness of internet banking practices*

*H0: People who earn more, are more prone to use internet banking*

*H1: Income has no impact on usage of internet banking*

**KEYWORDS:** *Green Banking, Perception, Customers, Internet Banking*

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### **Article History**

**Received: 10 Feb 2018 / Revised: 15 Feb 2018 / Accepted: 20 Feb 2018**

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