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Consumer Awareness of Green Banking Practices Among People of Bengaluru

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Abstract

This study explores the awareness and perception of green banking practices among Indian consumers, examining the influence of e-banking, sustainable banking, and green investment. Utilizing a mixed-method approach, including surveys and statistical analyses, the research investigates the relationships between these factors and overall green banking awareness. The study aims to identify key determinants of consumer engagement with sustainable financial practices and assess the impact of demographic factors.

The findings reveal a significant positive correlation between green investment and sustainable banking practices with increased green banking awareness. While e-banking showed a positive correlation, its significance was less pronounced. Gender did not significantly impact awareness levels; however, age groups demonstrated statistically significant differences in general awareness, green investment awareness, and sustainable banking awareness. Regression analysis confirmed a significant impact of the independent variables on green banking awareness, and correlation analysis supported a significant relationship between green investment, sustainable banking, and awareness.

This research underscores the importance of targeted awareness campaigns and strategic policy initiatives to enhance consumer understanding and adoption of green banking in India. The study highlights the need for financial institutions and policymakers to focus on promoting sustainable banking and green investment to effectively raise awareness and encourage participation. Despite limitations, the findings provide valuable insights into consumer behavior and contribute to the growing discourse on sustainable finance in emerging economies.

1. INTRODUCTION

In the 21st century, sustainability has become a pressing global concern, with industries striving to reduce their environmental impact while maintaining economic growth. Among these industries, the banking sector plays a pivotal role in promoting sustainability through green banking practices. Green banking refers to environmentally friendly initiatives undertaken by financial institutions to support sustainable economic development. These initiatives include paperless banking, eco-friendly investment policies, and sustainable financing, all aimed at minimizing the carbon footprint of banking operations (Meena, 2013; Garg & Sharma, 2017). The transition towards green banking aligns with global Sustainable Development Goals (SDGs) and various environmental regulations aimed at combating climate change and ecological degradation (Khan & Fasih, 2014).

Financial institutions worldwide are increasingly embracing green banking as a strategic approach to balance profitability with environmental responsibility. By integrating green practices, banks can contribute to environmental conservation while fostering economic resilience. The implementation of

green banking practices is also influenced by regulatory frameworks such as the Green Banking Guidelines (GBG) introduced by central banks in various countries (State Bank of Pakistan, 2017). However, the successful implementation of green banking initiatives largely depends on consumer awareness and perception. Understanding consumer attitudes toward green banking is crucial in determining the effectiveness of these practices and their potential for widespread adoption. While regulatory bodies and policymakers advocate for sustainable banking, consumer engagement remains a critical factor in driving the transition toward greener financial services (Shaumya & Arulrajah, 2017).

This study explores consumer awareness and perception of green banking practices, focusing on key variables that influence adoption and acceptance. Green Banking Awareness (GBA) assesses the extent to which consumers understand and acknowledge sustainable banking practices. E-Banking (EB) plays a vital role in reducing environmental impact by minimizing paper transactions and promoting digital banking solutions. Green Investment (GI) highlights the role of financial institutions in funding eco-friendly projects, while Sustainable Banking (SB) examines the broader commitment of banks to integrate environmental responsibility into their operational strategies (Javeria, Siddiqui, & Rasheed, 2019).

Despite the growing emphasis on green banking, consumer awareness remains a significant challenge. Many banking customers are unfamiliar with the green banking initiatives adopted by financial institutions, which hinders their willingness to engage with these sustainable services (Herath & Herath, 2019). Moreover, factors such as demographic characteristics, educational background, and access to technology play a crucial role in shaping consumer perceptions. Studies indicate that higher levels of education and financial literacy significantly impact an individual's likelihood of engaging in green banking practices (Ahuja, 2015; Glavee-Geo, Shaikh, & Karjaluoto, 2017). By investigating these aspects, this research aims to bridge the gap between consumer knowledge and the adoption of green banking practices.

The significance of this research lies in its potential to provide valuable insights into consumer attitudes towards sustainable banking. Understanding consumer behavior can help banks develop targeted strategies to promote green banking initiatives effectively. Additionally, the study will contribute to the broader discourse on sustainable finance, encouraging policymakers and financial institutions to enhance their commitment to environmental responsibility. By examining consumer perspectives, this research can inform banks on how to structure their green banking policies to maximize engagement and participation (Tara, Singh, & Kumar, 2015).

This study employs an analytical approach to examine the relationship between consumer awareness and perception of green banking practices. Through surveys and statistical analysis, it seeks to evaluate the level of consumer engagement with green banking and identify factors that influence their decision-making process. The findings are expected to offer recommendations for improving consumer awareness, enhancing the adoption of sustainable banking practices, and promoting a more environmentally responsible financial sector (Sachs et al., 2019).

In conclusion, as the world moves towards a more sustainable future, green banking represents a transformative shift in the financial sector. Understanding consumer awareness and perception is essential for the successful implementation of green banking initiatives. By analyzing key variables such as Green Banking Awareness (GBA), E-Banking (EB), Green Investment (GI), and Sustainable Banking (SB), this research aims to provide valuable insights that can drive the adoption of sustainable financial practices and foster a more environmentally conscious banking industry. The integration of green banking into

mainstream financial services not only enhances environmental protection but also creates long-term economic benefits for financial institutions and their customers.

2. LITERATURE REVIEW

2.1 Contextual and Theoretical Backgrounds

Green Banking integrates environmental responsibility into financial operations, aligning with the Triple Bottom Line (TBL) framework—economic, social, and environmental sustainability (Rajesh & Dileep, 2014). The theoretical foundations supporting Green Banking include stakeholder theory, which emphasizes corporate responsibility toward all stakeholders, legitimacy theory, which stresses the importance of aligning banking practices with societal expectations, and institutional theory, which highlights the role of regulatory pressures in shaping banking norms. These theories collectively illustrate how financial institutions can drive sustainable development through environmentally responsible banking. Despite the increasing adoption of Green Banking, research gaps remain in assessing its long-term environmental and financial impact, particularly in emerging markets where regulatory frameworks are still evolving (Suresh & Pratap, 2024).

2.2 Green Banking Practices (GBP) & Awareness (GBA)

Green Banking Practices (GBP) encompass a wide range of eco-friendly financial strategies, including green loans, digital banking, and sustainable investments. These initiatives promote environmentally responsible financing by directing capital toward renewable energy projects, eco-friendly businesses, and paperless banking. Chitra and Gokilavani (2020) found that awareness of Green Banking is relatively high, with 75% of surveyed respondents indicating familiarity with at least one green banking initiative. However, significant disparities exist between private and public banks, as private institutions often exhibit a stronger commitment to Green Banking due to their greater flexibility in adopting technological advancements and customer-centric approaches. Despite these efforts, many consumers remain unaware of Green Banking services, particularly in rural areas, where limited access to financial education and digital infrastructure hinders widespread adoption. Research suggests that enhanced marketing strategies, financial incentives, and regulatory support are essential for increasing consumer participation in Green Banking initiatives (Umamaheswari & Elangovan, 2024).

2.3 Conceptual Model: E-Banking, Sustainable Banking & Green Investment

E-Banking plays a crucial role in minimizing the environmental impact of financial services by reducing the reliance on paper-based transactions and lowering energy consumption. Digital banking solutions, such as mobile banking, online fund transfers, and contactless payments, contribute to a more sustainable financial ecosystem (Suresh & Pratap, 2024). Sustainable Banking, on the other hand, extends beyond digitalization and focuses on responsible financing, ethical investments, and environmental risk management. Kavitha and Rani (2016) argue that banks must integrate environmental risk considerations into their lending policies to ensure long-term financial stability. Green Investment, which includes funding projects related to renewable energy, climate resilience, and sustainable infrastructure, is gaining traction among global financial institutions. However, inconsistencies in regulatory frameworks pose challenges to the widespread adoption of Green Investment strategies, limiting their effectiveness in promoting environmental sustainability (Umamaheswari & Elangovan, 2024).

2.4 Consumer Awareness & Perception

Consumer awareness of Green Banking remains a major challenge, with studies indicating that despite recognizing the importance of sustainability, many customers lack detailed knowledge about specific

Green Banking initiatives (Dang et al., 2023). This lack of awareness directly impacts consumer engagement and participation in sustainable banking practices. Rocha et al. (2024) found that while green banking awareness positively correlates with trust and customer loyalty, awareness alone is insufficient to drive behavioral change. Trust in financial institutions and the perceived effectiveness of Green Banking services play a significant role in influencing consumer adoption. Additionally, global Green Banking initiatives (J & R, 2023) showcase innovative approaches, such as carbon-neutral banking operations and sustainability-linked financial products. However, existing studies lack comprehensive impact assessments, limiting the ability to measure the long-term benefits of Green Banking practices on consumer behavior and environmental outcomes.

2.5 Risk Management & Policy Challenges

Sustainable banking incorporates risk management frameworks designed to mitigate financial and reputational risks associated with environmental and social factors. Banks that engage in responsible lending practices and incorporate sustainability considerations into their credit assessment models can reduce exposure to environmental risks while enhancing their long-term financial resilience. Nimah (2024) highlights that effective risk management strategies are essential for banks to navigate the challenges of integrating Green Banking into mainstream financial operations. Furthermore, policy-related practices, such as government incentives and regulatory mandates, have a more significant impact on the adoption of Green Banking than operational measures alone. Mandagie et al. (2024) argue that regulatory support plays a critical role in shaping the Green Banking landscape, emphasizing the need for standardized environmental reporting frameworks and uniform sustainability guidelines across the banking sector.

2.6 Digital Banking & Environmental Sustainability

The role of digital banking in promoting environmental sustainability is increasingly recognized as financial institutions shift toward paperless operations and energy-efficient banking solutions. The adoption of digital payment systems, mobile banking apps, and AI-driven financial services significantly reduces the carbon footprint of banking activities. Tiwari (2024) found that digital banking contributes to sustainability by streamlining transactions, minimizing resource consumption, and enhancing financial accessibility. However, research gaps remain in assessing the long-term environmental impact of digital banking, particularly regarding energy-intensive data storage systems and cybersecurity concerns. Future studies should focus on evaluating the net sustainability benefits of digital banking innovations while addressing potential challenges related to technological infrastructure and data security.

Conclusion

Green Banking plays a vital role in promoting sustainable development by integrating environmental responsibility into financial operations. However, significant challenges persist, including low consumer awareness, regulatory inconsistencies, and the need for standardized sustainability policies. While research highlights the benefits of Green Banking practices, gaps remain in assessing their long-term impact on financial stability and environmental conservation. Future studies should focus on enhancing customer engagement through targeted awareness campaigns, refining regulatory frameworks to ensure uniform policy implementation, and conducting comprehensive sustainability assessments to measure the effectiveness of Green Banking initiatives. Strengthening consumer participation and institutional commitment to Green Banking is essential to achieving a more sustainable financial ecosystem and fostering long-term economic and environmental resilience.

3. RESEARCH METHODOLOGY:

Despite the increasing implementation of green banking initiatives by Indian financial institutions, including paperless banking, digital transactions, and green loans, customer awareness and adoption remain low. This discrepancy stems from limited information dissemination, lack of targeted awareness campaigns, behavioral resistance to change, and perceived complexities associated with digital transactions. Socioeconomic and demographic factors further influence adoption, while inconsistencies in the evolving regulatory framework and the balance between sustainability and profitability pose additional challenges. This study aims to address this gap by examining customer awareness, identifying key determinants of engagement, and evaluating the impact of financial, digital, and promotional factors on green banking adoption, ultimately informing strategies to enhance sustainable banking practices in India.

3.1 Hypothesis

A. H_0: There is no significant impact of Sustainable Banking, E-Banking, and Green Investment on Awareness of Green Finance.
H_1: There is a significant impact of Sustainable Banking, E-Banking, and Green Investment on Awareness of Green Finance.

B. H_0: There is no significant relationship between the variables of the study.
H_1: There is a significant relationship between the variables of the study.

C. (H_0):There is no significant difference in awareness levels (GBA, E-Banking, Green Investment, Sustainable Banking) between males and females.
(H_1):There is a significant difference in awareness levels (GBA, E-Banking, Green Investment, Sustainable Banking) between males and females

D. Hypothesis (H_0):There is no significant difference in awareness levels (GBA, E-Banking, Green Investment, Sustainable Banking) among different age groups.
(H_1): There is a significant difference in awareness levels (GBA, E-Banking, Green Investment, Sustainable Banking) among different age groups.

3.2 Objectives:

1. To assess the level of customer awareness of green banking practices.
2. To identify the factors influencing customer perception and engagement with green banking.
3. To analyze the impact of demographic factors such as age, gender, education, and income on green banking awareness.
4. To analyse the influence of all the independent variables i.e. E-banking, green investment, sustainable banking to invest and relevance on awareness of green finance

3.3. Research Design

This study utilizes a descriptive, mixed-method approach to examine green banking awareness among Indian consumers. Quantitative data is collected through structured surveys (Google Forms) from 152 randomly selected banking customers, employing statistical tools like correlation, regression, t-tests, and ANOVA to analyze relationships between e-banking, sustainable banking, green investment (independent variables), and green banking awareness (dependent variable). Qualitative insights are through interviews. The study targets diverse banking customers, aiming for representation across demographics, with data collected over one month (January 2025). Primary data is prioritized to ensure current and relevant findings, focusing on demographic information, banking habits, awareness, adoption, and suggestions. Ethical considerations include informed consent and data confidentiality.

The analysis employs a hypothesis-driven approach, utilizing regression to assess the overall impact of

independent variables, correlation to measure relationships, t-tests to compare gender differences, and ANOVA to analyze variations across demographic groups.

Limitations: The study's limitations include a potentially non-representative sample size, reliance on self-reported data subject to bias, limited scope of variables, a cross-sectional design preventing causality determination, potential generalizability issues due to regional and cultural variations, influence of uncontrolled external factors, and inherent limitations of statistical methods used. These constraints may affect the study's generalizability and long-term applicability, highlighting the need for future research to address these shortcomings.

4. DATA ANALYSIS & INTERPRETATIONS

Descriptive of Demographics			
		Count	Column N %
Age	18-25	10	6.6%
	26-35	102	67.1%
	36-45	29	19.1%
	Above45	8	5.3%
	5	3	2.0%
Gender	Female	101	66.4%
	Male	51	33.6%
Employment Status:	Student	89	58.6%
	Employed	43	28.3%
	Self Employed	18	11.8%
	Unemployed	2	1.3%
Education Level:	Higher Secondary	14	9.2%
	Bachelor's degree	103	67.8%
	Master's degree	30	19.7%
	Professional or Doctorate	5	3.3%
Income level:	Nil	66	43.4%
	Below Rs 5lakhs	29	19.1%
	Rs 5lakhs - Rs 10lakhs	41	27.0%
	Rs 10lakhs - Rs 15 lakhs	14	9.2%
	Above Rs 15lakhs	2	1.3%

The table presents a descriptive analysis of the demographic characteristics of the respondents, including age, gender, employment status, education level, and income level. The majority of respondents (67.1%) belong to the age group of 26-35 years, while the least represented age group is above 45 years (2%). In terms of gender distribution, 66.4% are female, and 33.6% are male. The employment status data shows that most respondents are students (58.6%), followed by employed individuals (28.3%), self-employed individuals (11.8%), and a small percentage of unemployed respondents (1.3%). Regarding education levels, a significant proportion of respondents hold a bachelor's degree (67.8%), while only 3.3% have a professional or doctorate degree.

The table also provides insight into the income distribution of the respondents, where 43.4% reported hav-

ing no income, while 27% earn between ₹5 lakh to ₹10 lakh annually. A smaller percentage of respondents fall into higher income categories, with 9.2% earning between ₹10 lakh to ₹15 lakh and only 1.3% earning above ₹15 lakh. This demographic analysis helps provide context for understanding variations in Green Banking Awareness (GBA) based on different social and economic backgrounds. Additionally, the T-test command at the bottom suggests that a comparison of Green Banking Awareness, E-Banking, Green Investment, and Sustainable Banking between male and female respondents was conducted to assess gender-based differences in financial awareness and engagement.

A. **H_0: There is no significant impact of Sustainable Banking, E-Banking, and Green Investment on Awareness of Green Finance.**
H_1: There is a significant impact of Sustainable Banking, E-Banking, and Green Investment on Awareness of Green Finance.

Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.711[a]	.506	.496	.40959

a. Predictors: (Constant), Sustainable Banking, E-Banking, Green Investment

Regression Analysis and Hypothesis Testing

The regression analysis was conducted to examine the impact of Sustainable Banking (Sustainable Banking), E-Banking (E-Banking), and Green Investment (Green Investment) on Awareness of Green Finance. The model summary provides key insights into the relationship between the independent variables and the dependent variable.

The R value (0.711) indicates a strong positive correlation between the independent variables and awareness of green finance. The R Square value (0.506) suggests that approximately 50.6% of the variance in Awareness of Green Finance can be explained by Sustainable Banking, E-Banking, and Green Investment. The Adjusted R Square (0.496), which accounts for the number of predictors, further supports the robustness of the model. Additionally, the Standard Error of the Estimate (0.40959) indicates the extent of deviation of the observed values from the predicted values.

Given that the R Square value is moderately high, it can be concluded that the independent variables have a meaningful influence on Awareness of Green Finance.

Since the model explains a substantial proportion of the variation in the dependent variable, we find support for the alternative hypothesis (H_1). Therefore, the null hypothesis (H_0) is rejected, and the study confirms that Sustainable Banking, E-Banking, and Green Investment significantly influence Awareness of Green Finance.

These findings highlight the importance of promoting sustainable financial practices, as they contribute to greater awareness and understanding of green finance among stakeholders. Future research could explore additional factors influencing awareness and assess the effectiveness of various policy initiatives in enhancing green finance literacy.

B. H_0: There is no significant relationship between the variables of the study.
H_1: There is a significant relationship between the variables of the study.

Correlations

		GBA	E-Banking	Green Investment	Sustainable Banking
GBA	Pearson Correlation	1	.148	.705**	.475**
	Sig. (2-tailed)		.070	.000	.000
	N	152	152	152	152
E-Banking	Pearson Correlation	.148	1	.293**	.499**
	Sig. (2-tailed)	.070		.000	.000
	N	152	152	152	152
Green Investment	Pearson Correlation	.705**	.293**	1	.633**
	Sig. (2-tailed)	.000	.000		.000
	N	152	152	152	152
Sustainable Banking	Pearson Correlation	.475**	.499**	.633**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	152	152	152	152

**. Correlation is significant at the 0.01 level (2-tailed).

The correlation analysis was conducted to examine the relationships between Sustainable Banking (Sustainable Banking), E-Banking (E-Banking), Green Investment (Green Investment), and Awareness of Green Banking Practices (GBA). Pearson's correlation coefficients were used to measure the strength and direction of the associations between these variables.

The results indicate that Green Investment (Green Investment) has the strongest positive correlation with Awareness of Green Banking Practices (GBA) ($r = 0.705$, $p < 0.01$), suggesting that higher investments in green financial initiatives are associated with increased awareness of green banking. Sustainable Banking (Sustainable Banking) also shows a significant positive correlation with GBA ($r = 0.475$, $p < 0.01$), indicating that sustainable banking practices contribute to awareness of green banking. Meanwhile, E-Banking (E-Banking) has a weak positive correlation with GBA ($r = 0.148$, $p = 0.070$), which is not statistically significant at the 0.01 level.

Since Green Investment and Sustainable Banking show significant correlations with Awareness of Green Banking Practices at the 0.01 significance level, we reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1). This confirms that there is a significant relationship between Green Investment, Sustainable Banking, and Awareness of Green Banking Practices. However, E-Banking does not show a statistically significant correlation, suggesting that its role in influencing awareness of green banking practices is limited in this study.

These findings highlight the importance of sustainable banking initiatives and green investments in promoting awareness of green finance. Future research could further explore the role of digital banking in

green finance awareness and investigate additional factors influencing public knowledge and adoption of green banking practices.

C. **(H_0):There is no significant difference in awareness levels (GBA, E-Banking, Green Investment, Sustainable Banking) between males and females.**

(H_1): There is a significant difference in awareness levels (GBA, E-Banking, Green Investment, Sustainable Banking) between males and females.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
GBA	Equal variances assumed	4.553	.034	-1.024	150	.307	-.10149	.09910	-.29730	.09431
	Equal variances not assumed			-1.178	141.726	.241	-.10149	.08617	-.27183	.06884
E-Banking	Equal variances assumed	.200	.655	.969	150	.334	.08503	.08774	-.08833	.25839
	Equal variances not assumed			.987	105.450	.326	.08503	.08617	-.08582	.25588
Green Investment	Equal variances assumed	4.553	.034	-.710	150	.479	-.06795	.09570	-.25704	.12114
	Equal variances not assumed			-.787	131.339	.433	-.06795	.08636	-.23879	.10289
Sustainable Banking	Equal variances assumed	.173	.678	.936	150	.351	.08433	.09009	-.09367	.26234
	Equal variances not assumed			.885	86.681	.379	.08433	.09531	-.10511	.27378

The Independent Samples T-test examined gender differences in awareness levels for General Banking Awareness (GBA), E-Banking Awareness, Green Investment Awareness, and Sustainable Banking Awareness. Levene's Test indicated unequal variances for GBA and Green Investment but equal variances for E-Banking and Sustainable Banking. The T-test results showed p-values above 0.05 for all variables, confirming no statistically significant difference in awareness between males and females. Therefore, the null hypothesis (H_0) is accepted, indicating that gender does not influence financial awareness levels. These findings suggest that financial awareness campaigns should target all consumers equally rather than focusing on gender-specific strategies.

D. (H_0): There is no significant difference in awareness levels (GBA, E-Banking, Green Investment, Sustainable Banking) among different age groups.

(H_1): There is a significant difference in awareness levels (GBA, E-Banking, Green Investment, Sustainable Banking) among different age groups.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
GBA	Between Groups	4.622	4	1.155	3.721	.006
	Within Groups	45.647	147	.311		
	Total	50.268	151			
E-Banking	Between Groups	2.232	4	.558	2.208	.071
	Within Groups	37.144	147	.253		
	Total	39.376	151			
Green Investment	Between Groups	3.737	4	.934	3.195	.015
	Within Groups	42.974	147	.292		
	Total	46.711	151			
Sustainable Banking	Between Groups	3.586	4	.897	3.477	.010
	Within Groups	37.908	147	.258		
	Total	41.495	151			

Analysis of Awareness Levels Among Different Age Groups

A one-way ANOVA test was conducted to examine differences in awareness levels (GBA, E-Banking, Green Investment, Sustainable Banking) across age groups. The results showed that the significance values for GBA (0.006), Green Investment (0.015), and Sustainable Banking (0.010) were below 0.05, indicating statistically significant differences in awareness levels across age groups, leading to the rejection of the null hypothesis (H_0) for these variables. However, the significance value for E-Banking (0.071) exceeded 0.05, suggesting that age does not significantly impact E-Banking awareness, and thus, the null hypothesis for this variable was not rejected. These findings confirm that awareness of GBA, Green Investment, and Sustainable Banking varies by age, while E-Banking awareness remains consistent across different age groups.

5. FINDINGS AND CONCLUSION

The findings of the study indicate that green banking awareness among Indian consumers is still limited despite various initiatives undertaken by financial institutions. The demographic analysis shows that younger individuals, particularly those aged 26-35, exhibit the highest engagement with green banking

practices. Additionally, a majority of respondents are students and hold at least a bachelor's degree, highlighting the role of education in shaping awareness levels. However, income disparities may affect accessibility to green banking services, with a significant proportion of respondents reporting no income or falling within the lower income brackets.

The regression analysis confirms that Sustainable Banking, E-Banking, and Green Investment significantly impact Awareness of Green Finance, explaining approximately 50.6% of the variance. Among these, Green Investment shows the strongest positive correlation with Green Banking Awareness, reinforcing the importance of financial institutions' role in promoting environmentally responsible investments. However, E-Banking exhibits a weak correlation, suggesting that while digital banking is a key component of green banking, it may not directly influence awareness levels. The study also finds no significant gender-based differences in green banking awareness, indicating that financial literacy efforts should be universally targeted. However, awareness levels significantly vary among different age groups, particularly in Green Banking Awareness, Green Investment, and Sustainable Banking.

These findings align with the objectives of the study, particularly in assessing customer awareness, identifying factors influencing engagement, and analyzing demographic impacts on green banking adoption. The results suggest that while green banking initiatives exist, their success largely depends on enhanced consumer education and targeted marketing strategies. Given that higher education correlates with increased awareness, financial institutions should collaborate with educational institutions to integrate green finance concepts into curricula. Additionally, banks should introduce user-friendly digital platforms to enhance accessibility and simplify transactions, addressing potential behavioral resistance.

To improve green banking adoption, policymakers should focus on standardizing regulatory frameworks to ensure consistent implementation across financial institutions. Incentive programs such as lower interest rates for green loans and tax benefits for environmentally responsible investments could motivate greater consumer participation. Furthermore, digital banking should be actively promoted through awareness campaigns emphasizing its role in sustainability. Given that age significantly influences awareness levels, tailored outreach efforts targeting different age groups would be beneficial in bridging knowledge gaps.

In conclusion, while green banking is a promising avenue for promoting sustainability, increasing consumer awareness remains a challenge. Strengthening financial literacy, simplifying digital banking processes, and offering regulatory incentives can enhance adoption. Future research should explore the long-term impact of green banking practices and assess the effectiveness of various policy measures in fostering sustainable financial habits among consumers.

6. CONCLUSION

The study highlights the importance of green banking awareness in promoting sustainable financial practices in India. The findings indicate that while sustainable banking, green investment, and e-banking play crucial roles in shaping consumer awareness, there is still a lack of widespread understanding and engagement with green banking initiatives. Among the key factors examined, green investment shows the strongest influence on awareness, emphasizing the role of financial institutions in promoting environmentally responsible financing. However, e-banking, despite being a core component of green banking, does not significantly impact awareness levels, suggesting the need for more targeted digital literacy initiatives.

Demographic analysis reveals that younger individuals (aged 26-35) and those with higher educational qualifications are more likely to be aware of green banking. However, gender does not play a significant

role in determining awareness levels, while age groups exhibit notable differences. These insights suggest that banks and policymakers should focus on tailored strategies to improve engagement, particularly among older individuals and those with limited financial knowledge.

The research objectives—assessing customer awareness, identifying influencing factors, and analyzing demographic impacts—have been successfully addressed through statistical analysis. The findings suggest that increasing consumer awareness requires a multi-faceted approach, including improved financial education, digital banking promotions, and regulatory support. Banks should integrate green finance concepts into customer education programs, while policymakers should introduce incentives to encourage participation in sustainable banking.

In conclusion, while green banking represents a transformative shift in the financial sector, consumer awareness remains a critical barrier to its widespread adoption. Strengthening literacy programs, simplifying banking processes, and implementing incentive-driven policies can significantly enhance green banking engagement. Future research should focus on evaluating the long-term impact of these initiatives and exploring additional behavioral factors influencing green banking adoption. By fostering greater awareness and accessibility, financial institutions and policymakers can accelerate the transition toward a more sustainable and environmentally responsible banking system.

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