

AN ANALYSIS OF CLIENTS' PERCEPTION ON CLEAN BANKING IN CHENGALPATTU TOWN

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Abstract

The clean energy finance (Green Banking) concept focuses on promoting clean environment in future because it has impact on the society. Clean banking concept helps to promote society-friendly practice and eliminates paper works from the banking system. The "Go Clean" slogan has changed society's activities not only in money making but also focus on clients' facilities. At the same time, it is a challenge for the bankers to influence clients towards clean banking concept. This paper aims to identify the perception and awareness of the clients about clean banking concept.

Keywords: Clean banking, environmental banking, paperless banking, banking services, etc.

1. Introduction

Environmental concern is increased nationally and globally since last few years. Clean concept becoming a symbolic colour of eco-conscious in the world and brought changes in the way business managed. The term clean become as marketing communication, each and every brand started to advertise their products has a clean and hazardless. With increasing awareness on environmental concerns, business people can't run only after profit earning motive. Banking is one of the areas where government and banks facing serious challenges to implement 100 per cent clean transactions. The government and bankers are taking initiatives to educate the people to manage their financial activities in a clean way, as clean initiatives popularized across the globe, the people started to practice. The clean banking is also known as sustainable banking. Every financial institutions taking measures to eliminate the carbon footprint and in a low carbon economy, it is a challenge and opportunity for the banks. Keeping the environment clean and trying to reduce clean house effects through their strategies, decisions, policies and activities in banking sector is known as clean banking. Some of the clean banking forms are: Using net banking; paying bills like mobile, electricity, and water through online facility; opening savings, current, fixed deposit, recurring deposit and loan account through online; download paperless account statements; use direct deposit system; and flexible mobile banking.

2. Literature review

Bhardwaj and Molhorta (2014) stated that adoption of clean banking service and profitability has positive relationship. Factors influencing clean banking service have positive impact on banks' profitability.

Sudhalakshmi and Chinnadorai (2014) found that Indian banks are not taking much initiative on enactment of clean banking services. Indian banks have to take necessary steps to improve their clean banking service and to eliminate the social issues.

Choudhury, et al. (2014) stated that many stakeholders impact clean banking concept. They want the government and business community to adopt clean practices for environmental benefits.

Nath, Nayak and Goel (2014) stated that time and cost saving is the major benefit and infrastructure and computer illiteracy are the major weakness of clean banking service though people are well aware environmental issues and become tech-savvy lack of internet connection and privacy issues are the major concern for clean banking service. The researchers suggest paperless system, net banking, mobile banking and clean cards which may be recycled for future use.

3. Significance of the study

Literature on clients' awareness and perception on clean banking is important for current scenario. This analysis is rationale because it mainly focuses on the awareness and perception on clean banking system in Chengalpattu town.

4. Hypothesis

There is no significant difference between gender and awareness on clean banking.

5. Objectives of the study

1. To know the awareness of clients towards clean banking concept.
2. To understand the perception of clients on clean banking services.
3. To suggest measures to develop the clean banking.

6. Research methodology

Type of research	:	Empirical
Collection of primary data	:	Structured questionnaire
Collection of secondary data	:	E-journal, e-thesis and websites
Sampling method	:	Convenience sampling
Study area	:	Chengalpattu town
Respondents	:	Bank clients
Valid sample size	:	51
Statistical tools used	:	F test and Pearson correlation

7. Results and discussion

TABLE 1

Relationship between Gender and Clients' Awareness towards Clean Banking Concept and Services

Factors	Age Group Mean		F value	P value
	Male	Female		
Clients' awareness on clean banking concept	2.44	2.46	0.007	0.933
Clients' perception on clean banking services	2.19	2.33	0.584	0.449

It is inferred from the above analysis that there is a significant difference between independent and dependent factors. The calculated F value of clients' awareness on clean banking concept is 0.933, which is above the table value 0.05. Hence, the null hypothesis is accepted. The calculated F value of clients' perception on clean banking services is 0.449, which is greater than the table value 0.05. Hence, the null hypothesis is accepted. Therefore, there is no significant difference between gender and clients' perception on clean banking services.

TABLE 2

Correlation Coefficient between Satisfaction, Factors Influencing, Awareness, Privacy and Security Issues

Correlation Coefficient between Clients' awareness towards Clean Banking concept and clients' perception on Clean banking services		Clients' awareness on Clean Banking concept	Clients' perception on Clean banking services
Pearson Correlation	Clients' awareness on clean banking concept	1.000	0.460**
	Clients' perception on clean banking services	0.460**	1.000
**. Correlation is significant at the 0.01 level (2-tailed).			

The relationship between clients' awareness on clean banking concept and clients' perception on clean banking services is 0.460. It indicates that there is a moderate relationship between these variables in clean banking services.

8. Suggestions

- Develop a website and popularize the importance of clean banking.
- Educate the clients through bank's intranet and public website.
- Conduct events regarding the accumulation of clean banking.
- Set up practical outlets to buildup clean banking.
- Communicate through the press.
- Disseminate information through leaflets.
- Impart education through e-learning programme.
- Making it a part of annual environment report.

9. Conclusion

The above results state that the respondents have moderate satisfaction on clean banking concept. They have different opinion against clean banking concept and clients' perception on banking services. The clients expect more website for clean banking that will reduce paper and promote environment friendly banking practices.

10. Reference

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