

RESISTANCE TOWARDS GREEN BANKING ADOPTION IN DELHI NCR: A GROUNDED THEORY APPROACH

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Abstract: *Adoption of green banking has been studied with respect to several theories of buyer's behavior, yet it provides an attractive area of research. A novel wave of research supports the significance of understanding consumer's awareness and several factors that resist them from using green banking services and goods. The study aims to address the theoretical knowledge gap amid acceptance of green banking and its adoption within the users. In this regard, the study examines the elements that acts as hindrances and restrains people from adopting green banking products and services. A rational investigation on the basis of grounded theory has been undertaken. Findings recommend that major factors which restricts the adoption of green banking were, lack of proper knowledge regarding the existing green goods and services, ease of use and satisfaction with the traditionally existing alternatives, lower knowledge within banking staffs and risk of technological crash. Other influential elements are highlighted and also implications for academicians as well as practitioners are discussed within the study.*

Keyword: *Grounded theory, Green Banking, Technological change, Change adoption, Resistance to change*

1. Introduction

The significance of green banking has been broadly recognized by several researchers (Jeucken, 2001; Amaratunga et al., 2002, pp 17-31; Gefen & Straub, 2004, pp. 407-424; Chen, 2010, pp. 307-319; Bahl, 2012; Prakash et al., 2018; Lubin & Esty, 2020, pp.42-50). Nevertheless, in spite of several efforts made by banking institutions for promoting their green products and services, rate of green banking adoption remains slower than expected (Chamorro et al., 2009; Sheth et al., 2010; Lubin & Esty, 2020, pp.42-50). Acceptance of novel technologies within banking is not same in all the parts of

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globe (Mäenpää, 2006) and India is no exception. In spite of such huge initiatives by banks green banking operations in Delhi NCR remains poor (Sindhu, 2015, pp. 75-87; Jayadatta & Nitin, 2017, pp. 2319 – 8028).

Consumer's intention towards adopting green banking services and goods is actually influenced by various factors. Earlier studies have revealed that most influential predictors can basically be explained by renowned theories like Davis et al (1989) the technology acceptance model and Rogers (1995) innovation diffusion theory by (M'Sallem & Mzoughi, 2014). Present research that focused on hindrances in acceptance of green goods and services directed that resistance towards change might inhibit consumer from adopting a virtual context or novel eco-friendly system. This behavior has been recognized as a probable cause of green product/service failure (Ram & Sheth, 1989; Kim & Kankanhalli, 2009; Laumer et al., 2016). Several earlier researches (Grove et al., 1996, pp. 55-66; Hart & Saunders, 1997, pp. 23-42; Harris & Goode, 2010, pp. 230-243; Herath & Herath, 2019, pp. 24-35) recommend that many hindrances that resist people from adopting innovative or new technologies and/or services/goods depends on facets of that specific good/service like complexity in usage, perceived risk, skepticism etc. (Chen et al., 2006, pp. 331-339; Chen, 2010, pp. 307-319; Chen & Chang, 2013, pp. 63-82; Chandra & Pandey, 2015). To some extent it has been even seen that consumer's own characteristic like perception (Hartmann et al. 2005, pp. 9-29; Lymperopoulos et al., 2012, pp. 177-186), motivation, awareness (Scholtens, 2009, pp. 143-156; Evangelinos et al., 2009; Lymperopoulos et al., 2012, pp. 177-186), also play a major role in their level of acceptance and adoption of green goods or services. Even a major role is played by the firms who want people to adopt such new technologies like green goods and services. In fact, firm's way and extent of communication has been recognized as a chief element playing a vital role in people's adoption of novel green tools and techniques.

Currently, Indian banking industry is a flourishing segment and it chiefly focuses upon new banking technological innovations. Banks have started using technology for providing excellent services to the customers and attainment of higher speed. Bygone years have seen several changes within the banking industry, especially Indian banking sector that has 340 banks including both private and public ones (Kankanhalli, 2009; Lymperopoulos et al., 2012, pp. 177-186). All major banks within the nation have initiated several green banking activities like inculcation of solar ATMs, green credit cards, mobile banking, internet banking, green loans, green mortgages and many more. Green banking that can actually make people's life easier and transactions safer is in reality facing issues to attain good share in human life. In 2020, Indian banking sector has been recorded to be 5th largest and is being assumed to be reach 3rd position by end of 2025 (Anbalagan, 2017). In spite of its expansiveness and several technical changes towards eco-friendliness, Indian banking sector has failed to communicate its green services, thereby resulting in lower level of awareness and to some extent enabling development of misconceptions regarding green banking within consumers (Kankanhalli, 2009; Pahuja & Sahi, 2017; Kumar & Prakash, 2017; Chitra & Gokilavani, 2020). Considering the indecisive theoretical base for consumer's green banking adoption,

and the mixed as well as divergent results attained, it has been tough to recognize the most relevant chauffeurs and inhibitors to such repulsive behavior (Mauro C. Hernandez & Afonso Mazzon, 2007, pp. 72-88; Laukkanen, 2007, pp. 393-412; Pahuja&Sahi, 2017).

This study aims to identify the inhibitors of green banking and special emphasis has been laid on all probable managerial solutions for banks in Delhi NCR in order make people adopt green banking easily. To attain the aim the research reexamined earlier marketing studies that have dealt with resistance and its factors. Initial segment of the paper emphasizes on theoretical basis towards adoption of green banking as well as factors that resists people from the same. Next section presents methodology and the last segment emphasizes on results and discussions.

2. Consumer's Resistance To Green Banking: Literature Review

The rich potential of green banking as a research field has attracted many academicians over past decade. Resistance has been noted as a vital behavior that might occur in every adoption process but has not always resulted in rejection or non-adoption (Kuisma et al., 2007, pp.75-85). Several authors argued that since the perception of innovation differs from person to person, their behavior also might differ resulting to both adoption as well as rejection (Anbalagan, 2017). Major theoretical models adopted in past literature regarding green banking have been mentioned below. The literature review recognizes major approaches in investigating consumer behavior towards green goods and services. Innovation diffusion theory by Roger has been noted to be one amongst several vitally pertinent theories which elucidates consumer behavior in green banking. Roger (1995) gave five main aspects of innovation diffusion: compatibility, relative advantage, observability, and complexity and trial ability. Except complexity, every aforementioned aspect is positively related to adoption of innovation(Mauro C. Hernandez & Afonso Mazzon, 2007, pp.72-88).Theload of every variable differs from person to person.

On other hand, unlike Roger's innovation diffusion theory (1995), resistance towards innovation has not attained same interest from researchers (Mauro C. Hernandez & Afonso Mazzon, 2007, pp.72-88; Laumer et al., 2016). According to Ram &Sheth (1989), consumer's resistance is said to be the extent to which a person feels at risk or threatened by a specific change. They also mentioned three major reasons of such resistance: a) characteristics of the innovation like complexities in use, perceived risk, compatibility etc., b) characteristics of the consumer like level of motivation, one's perception, personality etc. c) communication strategies adopted by the user or seller of any innovation (Ram &Sheth, 1989).Other than several problems linked to green banking, Shaikh &Karjaluto, (2015) and Iqbal et al., (2018)classified reasons of people's resistance into two vital forms: psychological and behavioral. The former has been noted as a result of several psychological conflicts that innovation might cause like a perceived risk or a pre assumed disadvantage. While, the later occurs as a result of behavioral changes in traditions, habits, compatibility and norms(Kim &Kankanhalli, 2009; Laumer et al., 2016). In reality, the way in which non-users of green banking assess an novel

innovation like several green products and services and decide to resist or reject the same, is yet under researched (Sahoo & Nayak, 2007; Kim & Kankanhalli, 2009; Yong Joong Kim, 2013; Bilal & Lala, 2020). Samuelson and Zeckhauser (1988) described this based on status quo bias theory. Status quo bias, named as anomaly decision (Falk et al., 2007) or inflated preference (Samuelson & Zeckhauser, 1988), is an element of loss aversion theory (Brooks & Zank, 2005) which says that for a person the pain of losing something is psychologically twice as powerful as the pleasure of gaining an alternative or even the same thing. Demonstrated by Tversky & Kahneman (1992), the major idea overdoing loss-aversion bias is that people's react differs to negative and positive changes in their status-quo. As per this concept, a person has inclination towards favoring the actual situation, without considering the 'greater utility' of other alternative. When people face several options to choose from, they generally prefer to stay in their current situation: their status quo (Falk et al., 2007). Perceived risk has remained a topic of debate for several researchers. Studies have proved it as a vital inhibitor of actual behavior as well as intention of green goods and services. In point of fact, consumer resistance is influenced by the extent of risks involved in the change occurring. For example, several green consumers seem to be worried about the internet connection, speed of transaction and safety of their money while transacting online. Nevertheless, few consumers of banks also distrust the hackers who might access their banking accounts. Customers even anguish that they might make mistakes while undertaking banking actions through their laptops or computers. Even several people have been so comfortable with traditional format that they are now hesitant to learn new technology and go green (Kuisma et al., 2007; Kim & Kankanhalli, 2009, Shaikh & Karjaluo, 2015; Iqbal et al., 2018). Table 1, summarizes several approaches which contribute towards understanding the consumer adoption or rejection of green banking goods and services. The table gives and insight into qualitative data's interpretation in the current research.

3. Research Methodology

To address the research objective, initially the study undertook a constructive process aiming ironic picture and more flexibility, by adopting grounded theory approaches (Glaser & Strauss, 1967) to allow a better understanding of people's resistance to green banking within Delhi NCR.

Grounded theory:

Grounded theory aims to discover problems in specific business ecology and how firms involved handle these situations. It employs an iterative study design, purposive sampling and a proper system of analysis (Glaser & Strauss, 1967; Kennedy & Lingard, 2006), that are all interrelated. An iterative design of study involves cycles of real-time data collection as well as analysis, in which analysis notifies the next sequence of data collection (Glaser & Strauss, 1967). This theory involves phenomenology, ethnography and also case studies (Creswell, 2003). The selection of this method is buoyed by fact that this theory facilitates exploration of unexpected matters/topics which have been unacknowledged till date (Kennedy & Lingard, 2006). Adoption of this method demands

coding at different levels: open coding, axial coding and selective coding. Open coding permits recognition of categories, under which raw body of data is fragmented into some sentences, paragraphs or words based on dissimilar ideas evoked by different respondents in Arabic dialectal (Strauss & Corbin, 1990). Next stage deals with merger of preliminary coding with themes (for instance: risk, benefits and situational factors). The fragments are then submitted to the procedure of constant comparison (Strauss & Corbin, 1990) with an aim of identifying categories on the basis of their similarities and differences (Glaser & Strauss, 1967).

Table 1: Influencer of green banking adoption or rejection

Approaches	Motivators/Constraints	References
Acceptance of new technology	a) Deemed usefulness b) Interpreted ease of use	Gerrard & Barton (2003); Cunningham, (2003); Boro(2015);
Traits of a consumer's personality	a) Status quo and inertia b) Dispositional resistance to change c) Comfort with use of technology	Kim &Kankanhalli, (2009); M'Sallem&Mzoughi, (2014);
Resistance to change or innovation	a) Risks involved b) Comfort level with usage of traditional format c) Image of the new technology	Ram &Sheth, (1989); Gerrard & Barton (2003); Kuisma et al., (2007)
Diffusion innovation	a) Compatibility b) Complexity c) Observability d) Advantage e) Trial ability	Rogers, (1995)
Adoption of green banking	a) Level of education b) Perceived advantage c) Trust d) Security e) Satisfaction with in-branch banking f) Need	Wang et al., (2003); Nanda & Bihari, (2012); Bahl, (2012); Satheesh (2017); D. Kiri &Raval, (2018); Zhixia et al., (2018); Reddy & Rakesh, (2019); Bilal & Lala (2020)

	g) Awareness h) Familiarity i) Social relationship j) Alleged waiting time	
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3.1 Data collection and sampling

Grounded theory demands usage of theoretical sampling approach, which involves a decisive selection of respondents who are more probable to provide relevant data or information (Glaser and Strauss, 1967). The respondents were chosen randomly from the banks involved in green banking practices. The query was conducted within six banks: SBI, PNB, Canara bank, ICICI, Axis bank and IndusInd bank. Respondents were all residents of Delhi NCR belonging to different age group with dissimilar education level and income. They were all the bank consumers but not necessarily a consumer of green banking services provided by their banks. As suggested by Glaser & Strauss (1967), principle of theoretical saturation was applied. Data was attained through semi-structured interviews from a mix of individuals and focus groups. Thirty three individual interviews and a focus group involving 8 participants were undertaken for this study. Every interview was recorded and noted down with the interviewee's permission. Theoretical sampling involved data collection which emphasized on identification of major issues by defining them comprising their properties and parameters (Glaser & Strauss, 1967). An instance for theoretical sampling here can be that data earlier collected involved consumers who were both users as well as non-users of green banking. As the interviews moved on, major dissimilarities were established as in what restraints them from using green banking and what influences them for the same. Green banking users have been seen being comfortable, aware and friendly with all other eco-friendly services and goods of their banks, which is not in the case of non-users of green banking. Therefore, the need for recognition of factors resisting the use of green banking differed substantially. The final sample involved respondents who were non-users of green banking services. Once the data collection started, the interviews were transcribed and analyzed via Open, Axial and selective coding. Saturation was attained after undertaking forty-one interviews. Characteristics of the interviewees are depicted in Table 2.

Table 2: Socio-demographic details of the respondents

Characteristics	Descriptivedata
Gender	23 Females (56%), 18 males (43%)
Age	18 (Less than or equal to 30 years) (44%) 9 (31-40 years) (22%) 10 (41-50 years) (24%) 4 (Above 50 years) (10%)
Tenure of being bank's customer	14 (Less than or equal to 5 years) (34%) 12 (6-10 years) (29%)

	6 (11-15 years) (15%) 5 (16-20 years) (12%) 4 (More than 20 years) (10%)
Education	14 Graduation (34%) 18 Post-graduation (44%) 9 Above post-graduation (22%)

3.2 Data Analysis

Initial query involved themes on the basis of literature review, like green banking motivations, client's relationship with bank and bank's staff, inhibitors of green banking, people's technological skills, demographic characteristics and ease with traditional banking system. Every single interview lasted for an average of 25 minutes and the focus group interview continued for approx. 40 minutes. Initial series of interviews (n=6) were coded and evaluated so as to direct the questions asked in the succeeding interviews. First and foremost, step was open coding where themes and categories were identified by using quotations. The quotes then on the basis of strength of the responses were chosen. Axial coding then followed the process, where themes were classified into six categories as defined by Strauss and Corbin's (1990) proposed "paradigm model". In the current paper it refers to: first, client's relation with his/her bank and its staffs; second, satisfaction/ease of use with traditional banking; third, perceived security and risk issues; fourth, cultural barriers; fifth, deemed usefulness; and sixth, bank's awareness and communication. This process aids the researcher in relating core category to sub-categories methodically. Under mentioned subsections describes selective coding aptly. Finally, a model has been recommended.

3.2.1 Client's relation with his/her bank and its staffs

Respondents were seen considering their relations with their bank's staffs to be better. This was due two major reasons: help they were provided by bank's staffs and personal relation or friendship. Both the facets refer to social bonding, the result of which can be defined as "the extent of mutual liking and friendship shared by the seller and buyer" (Wilson, 1995). For twenty respondents, the help they received from bank employees was valuable, as it made them believe on the green banking goods and services and even made it easier for them to accept and adopt the same. Few respondents were seen under fear of green banking services like internet banking and mobile banking as they felt their information might be used negatively and it might harm their transactions as well. Four respondents even said that they several times suffer due to bad relations with banking staffs as then they are provided low assistance from the personnel and remain unmindful about new green services and goods being provided by the bank. For instance:

Due to no or maybe no friendly relation with any of the bank's employee, I am not explained and made aware about new green products and services timely. Also at times I

am not given as much information about green services as other consumers who have cordial relation with bank's staffs (respondent 13, female, 55 years).

This recommends that, for few respondents, relationship with banking personnel has been a mandate and they had to pay a relational cost when they decide to adopt green banking. They expressed their unhappiness of losing or having non-cordial relations with banking staffs.

I am very happy with my bank and I totally trust its employees (Respondent 31, male, 43 years)

Another said: Staffs are very friendly, they are empathetic (Respondent 26, female, 34 years)

3.2.2 Satisfaction/Ease of use with traditional banking

When asked about why they don't use green banking, few interviewees mentioned their comfort with traditional banking system resist them from using green banking. Mentioning few complexities like understanding self-use of green channel counters, understanding the technicalities of internet and mobile banking, abiding by all the intricate rules of eco-friendliness and then applying for home/vehicle loans, makes them agitated and they do not feel comfortable with this change in banking process. Though few respondents were seen happy with this technological change most of them were very non-contented and portrayed least welcoming behavior towards green banking services and products and their usage. For instance:

I am very much happy with my older banking procedure and in-branch transactions where I am helped by the personnel and I do not have to go through technical banking procedure myself (Respondent 24, female, 54 years)

I don't know how to use green channel counters, I am not so mobile friendly and thus cannot undertake mobile banking myself (Respondent 31, male, 43 years)

I am ready to stay in queue at the bank, then transacting online and losing money (Respondent 17, female, 53 years)

I am not at all friendly with the automated branches offering self-service solutions (Respondent 24, male, 39 years)

3.2.3 Perceived security and risk issues

Majority of the interviewees mentioned that they have faced issues like loss of network, amount credited but no receipt generated, server loss etc. while using green banking services like internet banking, green channel counters, ATMs. Their experiences have made them view green banking insufficiently safe resulting in rise of security concern

and skepticism within the consumers. Late OTP generation, ATM cards getting tucked, and receipt generated without cash delivery, have been also noted as few other issues people face with green banking services. Few interviewees consider green banking to be insecure and also non-user friendly and they believe that use of traditional banking is easier and safer.

Thoughbank's website maybe safe, some fear still exists within us. Fear of our information getting fetched, fear of cybercrimes, fear of losing money and many more (Respondent 11, male, 46 years).

Several frauds take place today and I cannot afford taking any risk. I might get my money stuck in the machine and might even lose it if I do it myself, so I prefer coming to bank and undertake the transaction (Respondent 21, female, 47 years).

Green credit cards through which bank's claim to donate funds to an environment friendly non-profit organization from every rupee we spend on our credit card, cannot be trusted totally, who knows the donation never happens, so why to get special green credit card issued (Respondent 23, male, 32 years).

Though my bank offers Green mortgages on buyer preferential terms if I assure that the property for which I am borrowing meets certain environmental standards, but I do not trust the builder who is claiming the building to be green and also, I have to pay extra for green building (Respondent 29, female, 37 years).

3.2.4 Cultural barriers

Few interviewees said that they refuse to use green banking services despite them being technologically advanced and well aware about global warming and need of eco-friendly practices. In actual fact, the absence of one to one contact made them uncomfortable. They argued that their way of living and habits do not encourage them to undertake any banking transactions online or through internet. Such respondents were willing to visit their branch for even small services like bill payment, passbook updating, and cash withdrawal. These people generally belonged to a specific age group, above 50 years and they informed that the culture they have been born and brought up into has taught them to be social and human interactive rather than sitting home and undertaking all practices on own. For instance:

A respondent mentioned:

I do not like these sophisticated practices, I cannot transact online until I personally see the person I am paying to or transacting with (Respondent 30, male, 56 years)

Indian culture is all about being social, and I cannot bear being at home and undertaking all my transactions on my own. What is the need of bank and why are banking staffs working? They are here to serve us and it is their duty (Respondent 33, male, 59 years)

People were even of view that they could not use green banking services and are least interested in the same because none of their relatives or friends are using them and have even talked negative about its usage. For instance:

My friend says that he has lost money several times while transacting online. I cannot take a risk (Respondent 5, male, 35 years)

My daughter has warned me of many frauds happening with services like mobile and internet banking, I cannot afford non-branch services to be undertaken (Respondent 2, female, 50 years).

People were seen careless regarding global warming and need of green banking products and services and they also depicted no interest in knowing what green initiatives banks undertake and how consumer's small steps can help banks progress in the field of eco-friendliness. Like:

Another mentioned:

Maybe green banking could be an advantage, but personally I don't care much about it. The transactions I make and services I avail from my bank make me feel safer when I visit my branch. I have so many other things to do than to sit and undertake my banking services on my own (Respondent 34, female, 52 years)

Being in a male-dominate country like India, I am culturally and also socially dependent on my husband for any banking activity. I have no confidence that I will be able to undertake these services on my own, so whenever I do any banking transaction I have to visit my branch (Respondent 35, female, 41 years).

Some other said:

I am habitual with filling paper forms in my branch and then making transactions. I cannot use green channel counters. I have never liked them (Respondent 29, female, 37 years)

I am least interested to know whether they use LED lights or those are eco-friendly or not. That is not my concern. I just want my work to be done properly and on time. Even if it's done with use of paper or some non-eco-friendly gadgets and tools, that doesn't bother me (Respondent 36, male, 54 years)

This concludes that culture and society also play a major role in adoption of green banking tools and practices. Earlier studies have also mentioned that green banking is not mere technology and infrastructure but it is also social and cultural elements that add

problems towards their adoption (Chaudhary & Sharma, 2011; Chaurasia, 2014; Bryson et al., 2016; Bose et al., 2017). Researcher have been using the terms living inertia (Ahmed et al., 1998; 2003; Bennett & Cuevas, 1996; Bose et al., 2017) status quo (Brooks & Zank, 2005; Falk et al., 2007), habit (Chaudhary & Sharma, 2011; Bryson et al., 2016; Bose et al., 2017), cultural barriers (Ram & Sheth, 1989; Dogarawa, 2006; Fraj & Martinez, 2006; Kim & Kankanhalli, 2009; Kaur, 2011; Laumer et al., 2016), social acceptance (El-Bannany, 2007; Deka, 2018), risk, security and awareness (Hoepner & Wilson, 2010; Gadenne et al., 2011; Dash & Saxena, 2012; Kiri & Raval, 2018) while dealing with green banking inclusion in the world and also its adoption throughout.

3.2.5 Deemed usefulness

The respondents cited many benefits of green banking. Few deemed usefulness of green banking products and services were, convenient use, no need to drive to bank, no waiting time, avoiding queue, eco-friendliness, less use of paperwork, energy saving and accessible 24*7. For instance:

Green banking has made our lives easier; we can avail banking services anytime, anywhere and with full security (Respondent 6, male, 27 years)

I never like driving to bank and standing in long queue. I prefer using green channel counters, they are so user friendly (Respondent 7, female, 27 years)

Few were also seen depicting no usefulness of green banking for consumers. Some youngsters were seen irritated and agitated with green banking practices as they have bad experiences in spite of having good knowledge of internet and willingness towards adoption of changes within the banking system. For instance:

ATM machines and green channel counters are mostly in non-working condition which makes my visit to the branch a mandate, so where is the usefulness of green banking and how banks are implementing their green initiatives (Respondent 3, male, 26 years).

Also, few said:

I find nothing attractive and useful in green banking, maybe it has some advantages for bank employees as it lowers their burden, but for consumers like me, it is a complex task and I am totally against it (Respondent 34, female, 52 years).

Few days back, I wished to open a bank account online, but I was unable to do the entire process through my computer and had to visit the bank for approval, confirmation and document submission. I feel Indian green banking system has not attained its peak yet and has to undertake much more actions in order to get adopted entirely. I don't see much usefulness of green banking till date (Respondent 30, male, 56 years).

3.2.6 Bank's awareness and communication

Banking employee's awareness and communication, as depicted by respondents, seemed to be low regarding green banking and its practices. Respondents illustrated that they are never encouraged by banking staffs to go green and are never made aware of any new green banking initiatives undertaken by the bank. Staffs, as per respondents acted unsatisfactory to boost them towards green banking usage and advantages as compared to the bricks & mortars deeds. It was illustrious that majority of respondents were aware of the word green banking but did not know what exactly it is and to what extent their banks are undertaking initiatives towards this issue.

I have heard words like internet banking and mobile banking. I don't know that things like Solar ATMs exist. Do the banks recycle the papers they use? I am unaware of anything like this (Respondent 33, male, 59 years)

I have no idea about green mortgages and green loans. What are they? What are their benefits? My bank never informed me about this. Yes, I get my bank statement on my e-mail, but I also don't know how to access it (Respondent 34, female, 52 years)

Not only elder age group but also younger people were seen unknown about several green banking initiatives.

I know only just one thing, that we can check our account via the Internet and use banking apps, other than those, I am unaware of any green banking initiative like paper recycling, solar ATMs, green vehicle loans etc. (Respondent 15, female, 25 years)

It was also found that banks do not take many initiatives for advertising their green banking products and services. Very few respondents were found properly aware about need of green banking, its advantages and initiatives taken by their respective banks towards the same. Few respondents reported that they are aware of green banking initiatives that are being undertaken throughout the world in developed nations, but they are uninformed of any such initiative in their nation especially in Delhi NCR.

If my bank would provide me details of green loans, green mortgages, green credit cards and green banking channels like it did to promote its SMS and e-statement services, I would have definitely applied for the same (Respondent 8, female, 29 years)

Banking staffs have also been seen unaware of several green banking initiatives of their bank. Even they seem to be comfortable with traditional banking format and do not encourage people to use green services.

None of the staffs at my bank, informed me of any green channel counter where I could update my passbook. I always must visit bank for every small transaction (Respondent 9, male, 32 years)

Employees at my bank's branch never communicated me about green loans when I applied for home loan at my branch (Respondent 10; female, 28 years)

Once, I tried to enquire with the cashier regarding green banking services like mobile banking application and its usage, passbook updating through green counters, but she ignored my query (Respondent 12; male, 53 years).

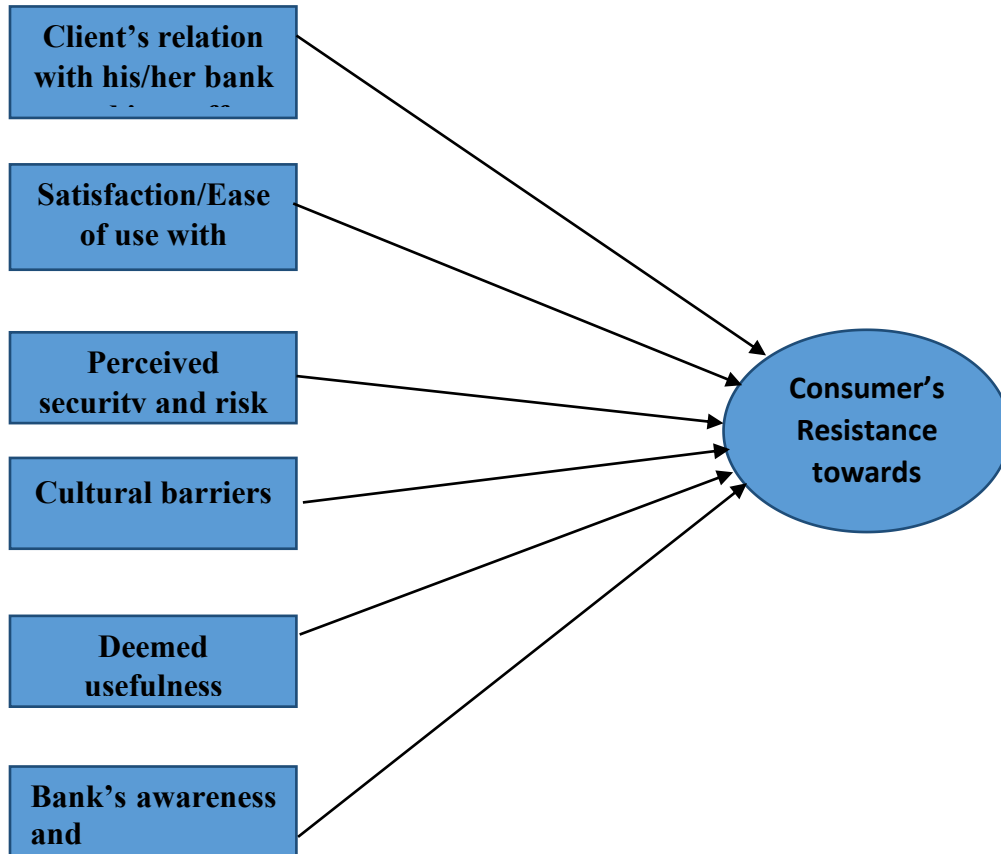


Figure 1: Factors resisting green banking adoption

As per resistance approach, Ram (1987) discussed that the contrivance of propagation like firm's communication about a novel service or product, is one amongst several reasons of people's resistance towards the new product/service/change. Major factors resisting consumer's adoption of green banking are presented in Figure 1.

4. Discussion and Conclusion:

Main aim of this research, to find out factors resisting the adoption of green banking in the Delhi NCR region, has been attained. The emergence of new eco-friendly technology in modern banking has laid vast significance on value to marketing communication, relationship marketing and spreading awareness (Kolodinsky et al., 2004). Firms undertaking green initiatives, especially banking institutions, need to emphasize on

factors that influences consumers to adopt green banking and also factors that resists them from the doing the same. Major issue found through the study is rooted in managerial concerns: unaware or less aware staffs, non-helping as well as non-motivating employees, have played major role in making people reluctant towards green banking adoption. For this purpose, identification of factors resisting Delhi NCR consumers from green banking usage and adoption, was of significant need. This identification would help in development of consumer's profile and providing appropriate marketing communication strategies in future.

Firstly, the absence of mutual relation amongst the bank staffs and consumers affect the communication amid the two, thereby resulting in lower level of consciousness amongst the consumers regarding any new green product or services launched by the bank. On the other hand, friendly relation also seems to affect the adoption of green banking in negative way, as it encourages consumers to visit their branch for every small and big transaction thereby resisting them from using green banking services. Secondly, the lack of awareness and information regarding green banking initiatives, its benefits and usage, prevents people from adopting green banking. The result has also been proven in earlier studies undertaken, with authors suggesting awareness to be considered as most vital factor affecting the adoption of green banking (Al-Hajri&Tatnall, 2008; Al Khasawneh, 2015; E. Jarrett, 2016). Researches have even mentioned that banks must use several promotional strategies and tactics like word-of-mouth, reward system, advertisements etc. in order to make people aware about existing and new green banking initiatives, their functions and relative added advantages (Gerrard, 2003). Banks in several developed nations like Austria, Canada, New Zealand, United Kingdom, Spain and Norway use social media platforms such as Twitter and Facebook to advertise their greening activities and making people aware about ecology and green banking (Claessens& van Horen, 2011; Veljanoska, 2011; Chitra &Gokilavani, 2020).India has the second largest online market after China and has 574 million active internet users, with Delhi solely recording the highest internet penetration followed by Kerala, J&K, Haryana, Himachal Pradesh and Punjab.

Banks in Delhi NCR can easily engage themselves in social media marketing approaches with an aim to market their green banking products and to spread wakefulness within individuals towards adoption of green banking. Problem of perceived security and risk as a major barrier towards adoption of green banking has been discussed in papers earlier (Cunningham et al., 2005; Laukkanen et al., 2009). Several studies have alleged psychological (Gerrard et al., 2006; Laukkanen et al., 2009; Al Khasawneh, 2015) and financial risks (Kolodinsky et al., 2004; Laukkanen et al., 2009; Park & Kim, 2020) to be major ones acting towards resisting the adoption and use of green banking services. In accordance with several earlier studies (Nanda & Bihari, 2012; Lymperopoulos et al., 2012; Reddy & Rakesh, 2019; M'Sallem&Mzoughi, 2014) this research also mentioned few instances where respondents were also seen anxious regarding their transactions online, self-use of green channels and their inexperience with machines installed, fear of losing money and also fear of hackers fetching data online and misusing the same. Banks

need to work towards developing trust within people through spreading proper awareness and communicating the need, use and advantages of green banking in suitable manner. Though majority of the respondents were seen aware of benefits of green banking, they were yet unwilling towards its adoption and usage. They actually had no pertinent reason for this resistance but several factors like culture they are born and brought up to, family system and even influence of colleagues and friends played major role in resisting them.

The overall results of this research seem, to be in argument with previous literature, in terms of deemed usefulness, need for mutual client-customer relation and bank's communication. This research revealed that major inhibiting factors are lack of information about green goods and services and also a desire to maintain status quo. Considering managerial gap, the study depicts few vital issues like lower green banking knowledge amongst bank staffs, non-friendly relation between staffs and consumers and also non-encouraging bank personnel. Foremost required step today, is to provide bank staffs appropriate knowledge regarding green banking and encourage them to communicate the same to the consumers, resulting in enhancement of trust within the consumers and solving their skepticism issue to the extent possible.

Limitations:

Few limitations of this research must be admitted. The sample involved only the non-green banking users, which merely helps to bring out the resisting factors. Future, research can involve users of green banking to know the motivating factors and thereby implement them to form strategies that could convert non-users to users of green banking. Succeeding studies might examine the factors acknowledged in this research using a quantitative method, making the results more reliable and dependable. Future studies may highlight factors like role of education, gender dissimilarity, income level and even geographical elements in adoption of green banking.

Future implications:

The study depicts several factors resisting green banking adoption. This recognition would help banks to develop an appropriate consumer profile thereby helping them to build relevant marketing and communication strategies for future. In a nutshell, this study delivers beneficial future guidelines for banks and bank staffs, as green banking seems to be still in its embryonic stage and has not been well developed and communicated well in Delhi NCR. Study highlights that the level of green banking awareness within incipient economies like India are not as high as it is in developed parsimonies. Thus, today it is a prerequisite for the banks to target consumers in such developing nations who will react more positively to their green banking products and services. This could make the change acceptance process easier and would help consumers to adopt green banking certainly without distress.

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