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INVESTIGATING CUSTOMER'S ACCEPTANCE INTENTION TOWARDS GREEN BANKING SERVICES: A GATEWAY TOWARDS SUSTAINABLE BANKING

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Abstract

With climate change posing significant threats to ecosystems and economies worldwide, there is a growing recognition of the need for financial institutions to adopt environmentally friendly practices. This study proposes a conceptual model to explore customers' acceptance of green banking practices. By extending the framework of the Unified Theory of Acceptance and Use of Technology (UTAUT) to encompass additional variables, this research seeks to delve deeper into customers' environmental consciousness, attitudes and behaviors regarding green banking, thereby offering valuable insights into their acceptance of environmentally sustainable practices. Adopting green banking practices is a pivotal step towards fostering sustainable banking operations. The study employed a quantitative approach to investigate customers' intention to adopt green banking. Data were collected through a survey administered to bank customers, and structural equation model was used to examine relationships between constructs. The study contributes to the literature on green banking and offers practical implications for academia, government, environmental planners, and the banking industry, helping to understand customer perceptions, identify barriers, and develop effective strategies for sustainable finance and responsible banking practices.

Key words: behavioral intention green banking, customer acceptance, environmental consciousness, Unified Theory of Acceptance and Use of Technology (UTAUT)

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