



CUSTOMERS SATISFACTION REGARDING GREEN BANKING IN PUBLIC SECTOR BANKS IN SIVAGANGAI DISTRICT

Dr. G. Jayabal¹, M. Soudarya*²

¹Prof. & Head, Dept of Bank Management, Alagappa University, Karaikudi, Tamilnadu.

²Ph.D (Full Time Scholar), Dept of Bank Management, Alagappa University, Karaikudi, Tamilnadu.

ABSTRACT

A bank is a financial institution and financial intermediaries that accepts deposits and channelize them into lending activities, either directly or through capital markets. Banking in India originated in the last decades of the 18th century. Green banking refers to making the banking transactions easily and to avoid paper transactions instead of papers using through the electronic devices using in the day to day activities in the banking sector. This concept of “Green Banking” will be mutually beneficial to the banks, industries and the economy. This paper mainly focuses on Customers perception & satisfaction regarding green banking in public sector banks in Sivagangai district.

Keywords: Green banking, Financial Institutions, deposits, customers.