AN EMPIRICAL STUDY ON GREEN CHANNEL - INNOVATION IN INDUSTRY 4.0

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Abstract

Environmental problems are increasing day by day so it is become our priority to take some steps to reduce this. With respect to this State bank of India started one initiation of Green channel to its various branches. Green channel encouraging eco-friendly behavior and lowering the carbon footprint of daily banking activities. The main intention of this study to identify different factor affecting to the customer's perception to the Green channel of State Bank of India in Gujarat State. Through the survey method using structures questionnaire the primary data has been collected. This study provides useful implications to different types of banks who want to start green channel, government as well as whole society as its main aim to save the environment. This study also checks customer satisfaction level and awareness of customers towards green channel.

Keywords: *Green Channel, State bank of India, environment friendly, Paperless banking, customer's perception*

INTRODUCTION

a.   Green Channel:
State Bank of India started the initiative of Green channel for sustainability of environment on 1 st July, 2010in various branches in country. The main aim of green channel is changing the traditional way of banking system to paperless banking. Through these Green channel customers can easily and safely deposit their money in account, withdraw their money from account or transfer their money to other account. There is no need to fill pay slips or write checks for deposit money and there is no need to fill any withdrawal slips for withdraw money. Green channel makes daily transactions more easy, simple, secured, fast and low cost for customers. Green channel requires only debit /ATM card and four-digit pin for transactions. Green channel is makes banking process much easier because there is no need to remember 11-digit account number and no need to carry their pass book for transactions.

Green channel offered Remit Card that is part of paper less banking. This is simple megstripe based card without any PIN. This card used by non-account holders also who want to remit money at regular intervals to their beneficiary's account. Deposit limit per transaction is 25000 Rs and monthly transaction limit is 100000 Rs.

Importance of Green Channel:
- Through using Green channel customers can easily deposit their money without filling any Pay slips.
- Through using Green channel customers can easily withdraw their money without Filling any withdrawal slips.
- Through using Green channel customers can easily transfer their money to others account.
- Green Channel is very easy to use.
- Green channel takes very less time to complete the transaction process.
- Green channel promotes paper less transaction.
- Green channel makes environment green.
- Green channel saves paper.
- Green channel reduces carbon footprints.
- Through green channel customer maintain their transactions.

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LITERATURE REVIEW

Green Banking is more prestigious, privacy can be maintain, Generally cheaper, online transaction Secure, Green channel counter is easier for use , banks encourage customer green banking and 124x7.(Dr. Veena K.P& Mrs. Nayana N. 2017). Main Factors of green banking that includes online saving account, Paperless statements, use direct deposit, online bill Payments. Reward debit and credit cards, Net banking, mobile banking. The green banking is really a good way for People to get more awareness about global warming situation. And Green banking will be beneficial to customers, banks, and economy (V. Kanchana Naidu, and Dr. C. Paramasivam, 2015). Report says that green banking is like normal banking, which considers all the social and environmental factors with an aim to protect the environment (CA Mahesh, M. Nirosha and V Pavithra 2016). The main objective of this research is measure the level of customer's awareness on to green banking Products. Their sample Size is 200 people /customers and they use spss software for analysis of thisdata from the analysis they conclude that majority of the respondents have Positive Perspective towards greenbaking (Jha Nishikant and Bhome Shraddha, 2013). The main aim of green banking is taking Care of environment and helping natural resources. SBI launched green channel counter to change paper base banking. Green banking avoids paper work, saves time, make process easier and make transactions faster (Ragupathi-m and Sujatha. S .2015). Green banking is banks initiative for Sustainable development. In India green baking concept first initiated by state bank of India. Green banking is environment friendly and itreduces Carbon footprint. It helps in technological Improvement, operation improvement, and changing customers' habits in banking industry. The main objective of green banking for sustainable developments. Green banking helps in reduce pollution end save environment (Dr. G. Jayabal and in soundarya 2016) .Mostimportant functions of banks are cash deposit, cash withdrawal, amount transfer from one account to other account and for all this functions cheques of Pay slips are require. But for reduce the usage of paper and reduce cost bank adopts new technology of green channel counter. Less use of Paper means less cutting of trees. It creates awareness to people about environment and their social responsibility. Green channel counteris d Single window operating system Customer deposits their cash into accounts without help of officers and make the cash Payments, and interbank transfer with just enter pin number only. It requires only ATM card /debit card. This system avoid token system and waiting in queue and saves time of customers (Vijaya sarathi V. and Dr. Cr. velmurugan 2015). Banking operations increases carbon foot prints that is not good for environment. Green banking refers to less usage of carbon foot prints. The concept of green banking initiate by largest public sector bank – State bank of India. Main green initiative of SBI is green channel counter that refers as no queue banking time saving and no paper wastage (Geetika Jaggi 2014). Global warming is becoming a national and international concern from last few years. Green banking is one of the effort that is taken by bank to reduce the effect of global warming. Lot of green channels are utilized by Indian banks for reducing environmental problems. Green Banking is like normal banking that is not different but it reduces the carbon footprints and reduces the usage of paper. Research is done using secondary data. This paper talks about different green initiatives of different banks (Dr. R. Janakiraman and Dr. S. Karthikeyan 2016).   Main aim of green channel is Paperless works and faster transactions. Through green channel counter customer transfer fund, deposit money and withdrawal money without fill any paper voucher (Arvind singh vijay 2016).Main purpose of green channel counters is saving paper because there is no need to fill forms or slips for deposit money and withdrawals (Neeraja TS and Dr. Raji 2021). Steps for green banking are Go online, use green checking account, save paper, use green credit cards, mobile banking. In the last they concluded that every small green steps taken today would be building a greener future (M. Nirosha 2016). Green banking practices suggest promoting environment-friendly practices and reducing carbon footprint from routine banking activities. Bank starts paperless banking. Green banking reduces transaction cost and saving time of customers (Dr.Gobinda Deka, 2015). Green banking is really a good way for People to get more awareness about global warming situation. And Green banking will be beneficial to customers, banks, and economy (V. Kanchana Naidu, and Dr.C. 2016).Banks are trustful corporate citizens. Banks accept that each little „GREEN" step taken today would go a long way in building a greener future which each one of them can work towards way better global environment. „Go Green, Cherish Greenand Live Green" is an organization wide activity that moving banks, their forms and their clients to taken a toll effective computerized channels to construct mindfulness and consciousness of environment, country andsociety. Generally Green keeping money is truly a great way for individuals to induce more awareness about global warming (S. PARASURAMAN, 2019). Green banking can be an avenue to reduce pollution and save the environment aiding sustainable economic growth. (Rajesh & Dileep 2014). State bank of India started initiative of green banking in banking sector. This green practices make better global environment in future (Sudha Lakshmi and Chinnadorai 2014).

Research Gap:
Based on upon article or literature, there is a gap in factor affecting on customer's perception. Very less literature provide information related customer's perception. Most of the literature give information regarding green channel of SBI.

Need For Research:

A Study for Customer perception with reference to green channel of State Bank of India because this initiative started by State Bank of India for objective of to protect the environment. Bank started various products and services like mobile banking, green channel counter, Green finance, and Green fund. In this paper author gives more emphasis on green channel of SBI. All this products and services helps to improve living standard of people, make the transaction process more easy, saves the time of customers, reduce the carbon footprint and reduce the wastage of paper that ultimately help the environment. The findings shows there are different factors affects the perception of customers towards green channel of SBI.

Scope of Study:

This study's scope is confined to Gujarat state only. This study mainly focus on the green channel of state bank of India. It covers the common people of the age above 18.Various demographic factors like age , Gender,Annual family Income, Marital status ,members in the house and other variable based on literature review weretaken for the study.

RESEARCH OBJECTIVE AND RESEARCH METHODOLOGY

4.1Research Objective:

Main objective of this research is to identify different factor affecting to the customer's perception to the Green channel of State Bank ofIndia in Gujarat State.

4.2 Research Methodology:

For this study, an experimental research design technique was used. Snowball sampling was used in this research. Non comparative scaling technique is used in this study. Response time was around 8 minutes to fill up the questionnaire. Researcher use a survey method for collecting primary data. The study was conducted in Gujarat state only. Non probability convenience sampling technique use for this study. For analysis purpose SPSS and AMOS are used. Data obtained from survey were reliable as the Cronbach alpha value was 0.957. Here researcher has utilized Likert scale for strongly agree to disagree options. Information was collected between June 2022 and September 2022. The sample size for this research survey is 387 respondents. People above 18 years are regarded as sample unit. In this research researcher use primary data. For analysis purpose SPSS and AMOS, which are considered among the most powerful statistical analysis tools, were used in the research project.

5. DATA ANALYSIS

5.1 Demographic Analytics:

Factors	Particulars	No.of particulars	Frequency	Percent	Cumulative percent
Gender	Male	181	63.7	63.7	63.7
	Female	103	36.3	36.3	100.0
	Total	284	100.0	100.0	
Marital Status	Married	212	74.6	74.6	74.6
	Un married	72	25.4	25.4	100.0
	Total	284	100.0	100.0	
Age	18-28	94	33.1	33.1	33.1
	29-38	73	25.7	25.7	58.8
	39-48	81	28.5	28.5	87.3
	49-58	16	5.6	5.6	93.0
	Above 59	20	7.0	7.0	100.0
	Total	284	100.0	100.0	
Education	S.S.C	4	1.4	1.4	1.4
	H.S.C	26	9.2	9.2	10.6
	Graduate	167	58.8	58.8	69.4
	Post Graduate	84	29.6	29.6	98.9
	Doctorate	3	1.1	1.1	100.0
	Total	284	100.0	100.0	
Annual Family Income	Less than 200000	39	13.7	13.7	13.7
	200001-400000	67	23.6	23.6	37.3

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400001-600000	69	24.3	24.3	61.6
600001-800000	50	17.6	17.6	79.2
800001-1000000	28	9.9	9.9	89.1
Above 1000000	31	10.9	10.9	100.0
Total	284	100.0	100.0	

Members in House hold				
	1	.4	.4	.4
1-3	58	20.4	20.4	20.8
4-6	192	67.6	67.6	88.4
7-9	27	9.5	9.5	97.9
Above 9	6	2.1	2.1	100.0
Total	284	100.0	100.0	

Interpretation:
- The researcher obtained 284 samples from the population to conduct this survey. There were more male responses than female respondents, with 63.7% [n=181] were male and 36.3% [n=103] werefemale.
- Marital Status of 74.6% [n=212] is married, and rest of 25.4% [n=72] is Unmarried.
- In Age group factor there were 33.1% [n=94] are from age group 18-28, 25.7% [n=73] are from agegroup of 29-38, 28.5% [n=81] are from age group of 39-48, 5.6% [n=16] are from group of 49-58 and 7% [n=20] Are 59 and above.
- In Education factor 1.4% [n=4] are done SSC, 9.2% [n= 26] are done H.SC, 58.8% [n=167] have done Graduate In this sector there are more than 50% of respondents, 29.6% [n=84] have studied Post Graduate & 1.1% [n=3] are Doctorate.
- Annual Family Income of 13.7% [n=39] are Less than Rs. 2 Lacks and 23.6% [n=67] are between 2,00,001-4,00,000, 24.3% [n=69] are between 4,00,001 - 6,00,000 and 17.6% [n=50] are 6,00,001 -8,00,000 and 9.9% [n=28] are between 800000-1000000 and10.9%[31] are above 1000000
- In Member in house hold factor there are 20.4% [n=58] is 1-3 particulars, 67.6% [n=192] is 4-6 member, 9.5% [n=27] is 7-9 member, 2.1% [n=6] is Above 9 member.

5.2 Reliability Analysis:

Cronbach's Alpha	N of Items
.957	29

Interpretation:
According to, reliability test cronbach's Alpha is greater than 0.07.In this table value of alpha is 0.957 so,data is reliable for further studies.

5.3 Exploratory Factor Analysis:

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.934
Bartlett's Test of Sphericity	Approx. Chi-Square	3161.486
	Df	190
	Sig.	.000

Interpretation:
An EFA was performed using principal component analysis and varimax rotation.
KMO test is use for measure the adequacy of the sample. If the value is higher than 0.5 then only any further analysis done on it. Here, the value is 0.934 that is greater than 0.5 so, further analysis done on it.
The author repeated the EFA without including these items. An important step involved weighing the overall significance of the correlation matrix through Bartlett's Test of Sphericity, which provides a measure of the statistical probability that the correlation matrix has significant correlations among some of its components. The results were significant, x2 (n=191) = 3161.486 (p < 0.001), which indicates its suitability for factor analysis. The KMO measure of Sampling Adequacy (MSA), which indicates the appropriateness of the data for factor analysis, was 0.934. In this regard, data with MSA values above 0.500 are considered appropriate for factor analysis.

5.4 Communalities

Particulars	Initial	Extraction
Green channel is easy to use.	1.000	.575

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|		
Privacy can be maintain using Green channel.	1.000	.631
Green channel is more helpful to save climate.	1.000	.592
Green channel is morehelpful for building green future.	1.000	.520
Green channel saves paper.	1.000	.538
Green channel is environment friendly.	1.000	.509
I can easily deposit money into my accountusing green channel.	1.000	.625
I can easily withdraw money from myaccounts using green channel.	1.000	.625
I can easily transferfunds in other accounts using green channel.	1.000	.657
Green channel promotes paperlessbanking.	1.000	.647
Pass book is not required for transactions b a s e d on Green channel.	1.000	.626
Green channel is easy touse as pay slip is not required.	1.000	.619
Green channel is easy to use as withdrawal formis not required.	1.000	.630
I can complete transaction using green channel in very lesstime.	1.000	.577
Transaction processingdevice [TPD] for Green channel transactionsprovides me proper instructions.	1.000	.646
Green channel makes environment green.	1.000	.573
Green channel supportsgovernment initiativesof green environment.	1.000	.633
Green channel motivates me to go forgreen transactions.	1.000	.663
I will recommend others to use green channel transactions as it is environment friendly.	1.000	.573
Green channel reducescarbon footprints.	1.000	.601

5.5 Rotated Component Matrix:

	GreenChannel Utilization	GreenChannel Functions	GreenEnvironment	Communality
Var 27 :Green channelmotivates me to go for greentransactions.	.746			.663
Var 17:Green channelpromotes paperless banking.	.729			.647
Var 28:I will recommend others to use green channel transactions as it isenvironment friendly.	.670			.573
Var26:Green channel supports government initiatives of greenenvironment.	.653			.633
Var 25:Green channel makesenvironment green.	.640			.573
Var 23:I can completetransaction using green channel in very less time.	.608			.577
Var 10:Green channel isenvironment friendly.	.564			.509
Var 19Green channel is easyto use as pay slip is notrequired.	.546			.619
Var8:Green channel is more helpful for building greenfuture.	.522			.520
Var 9:I can easily depositmoney into my account usinggreen channel.		.764		.625
Var 13:I can easily transfer funds in other accounts usinggreen channel.		.730		.657
Var12:I can easily withdraw money from my accountsusing green channel.		.727		.625
Var 24:Transaction processing device[TPD] for Green channel transactions provides me properinstructions.		.700		.646
Var 18:Pass book is not required for transactionsbased on Green channel.		.685		.626
Var 20:Green channel is easy to use as withdrawal form isnot required.		.664		.630
Var 5:Green channel is morehelpful to save climate.			.742	.592

Var 1:Green channel is easyto use.			.701	.575
Var 5:Privacy can bemaintain using Green channel.			.700	.631
Var 11:Green channelreduces carbon footprints.			.666	.601
Var 7:Green channel savespaper.			.541	.538

Interpretation:

• The minimum factor loading criteria was to set 0.50. The communality of the scale, which indicates the amount of variance in each dimension, was also assessed to ensure acceptable level of explanation. The result show that all communalities were over 0.50.

• The Three factors identified as part of this EFA aligned with the theoretical proposition in this research.

• Green Channel Utilization is First factor that includes items Var27, Var17, Var28, Var 25, Var 23, Var10, Var19 and Var8.

• Green Channel Functions is Factor 2 that includes items Var9, Var13, Var12, Var24, Var18 and Var20.Green Environment is Factor 3 that includes items Var5, Var1, Var3, Var11, and Var7.

5.6 Measurement Model:
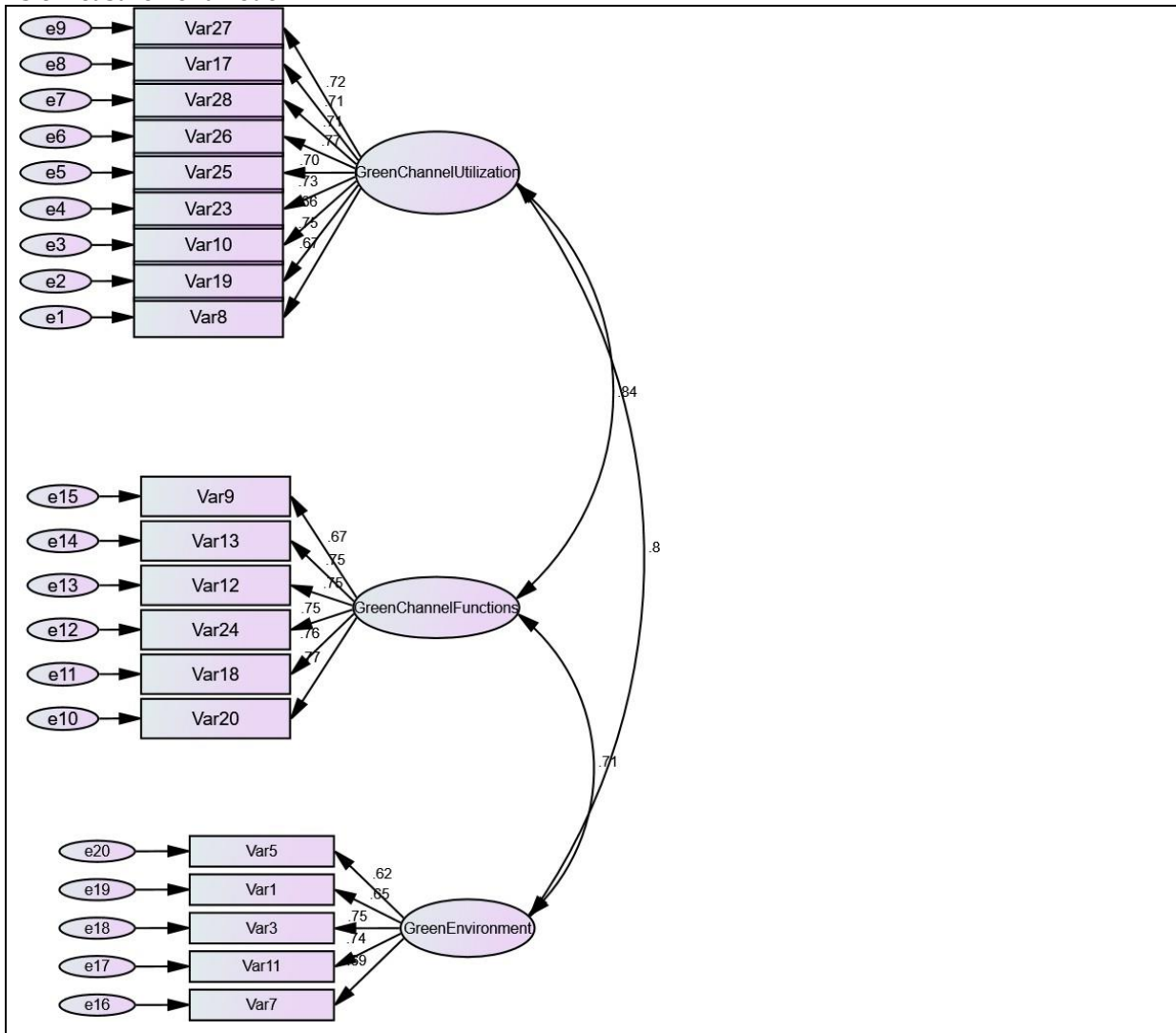
Interpretation:

• Proposed model first evaluated through confirmatory factor analysis (CFA) and construct validity assessments. CFA confirm the loading of the indicators on the proposed latent variables where construct validity assessments provides the quality assessment for the proposed model. Combination of CFA and construct validity provides the evidence of quality of the model. Measurement model possess the three latent variables and 22 observed variables.

- Green Channel Utilization measured through nine indicators. Green Channel Functions measured through six indicators. Green Environment measured through five indicators.
- Indicators possess the error terms and all the latent variables are connected with each other with the covariance arrows. Extreme likelihood approximation procedures are used to approximation the criteria of the full measurement of the model Prima inspection of the proposed mode. All other itemsseem good loaded on the particular construct.

5.7 Factor Loading

Factor	Indicator	Factor Loading
Green Channel Utilization	Var8	0.670
	Var19	0.746
	Var10	0.656
	Var23	0.731
	Var25	0.699
	Var26	0.775
	Var28	0.707
	Var17	0.706
	Var27	0.725
Green Channel Functions	Var20	0.768
	Var18	0.765
	Var24	0.755
	Var12	0.750
	Var13	0.751
	Var9	0.670
Green Environment	Var7	0.687
	Var11	0.736
	Var3	0.754
	Var1	0.647
	Var5	0.622

5.8 Construct Reliability and Average variance Extracted

Construct	CR	AVE
Green ChannelUtilization	0.881	0.553
Green ChannelFunctions	0.903	0.509
Green Environment	0.820	0.504

Interpretation:

All construct exceed the cut off value 0.70 which is necessary for the CR analysis, thus providing substantial evidence of convergent validity as well.

5.9 Nomological Validity

Factor	Estimate	SE	CR	P
Green Channel Utilization	.158	.020	7.962	***
Green Channel Functions	.238	.020	7.962	***
Green Environment	.178	.020	7.962	***

Interpretation:

Covariance between latent variables is statistically shown in the above table, which provides the evidence for Nomo logical validity. Evidence of acceptable levels of reliability and validity for CFA Model can be obtainedby the consistent use of this model and conducting path analyses with its validated constructs should produce statistically robust findings.

5.10 Model fit criteria:

Measure	Estimate	Threshold	Interpretation
Chi-square	424.570	------	
CMIN /DF	2.512	<5	Excellent
RMSEA	0.073	<0.08	Adequate
NFI	0.868	>0.9	Adequate
CFI	0.916	>0.9	Excellent
TLI	0.905	>0.9	Excellent
IFI	0.916	>0.9	Excellent

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Interpretation:

This table shows the total value of chi-square as 424.570. Researchers suggest that Chi-square naturally increases when the measurement exceeds 200 and is therefore not considered an inferential rule. In such cases, different fit indexes instead of the chi-square value are taken into account. The 2.512 CMIN/DF value shows excellent model compatibility. The RMSEA is 0.073 for the model, which fits the model within the threshold. The estimated model is also in good fit with the proposed model, as determined by the values of CFI, TLI, NFI and IFI.

5.11 Structural Analysis:
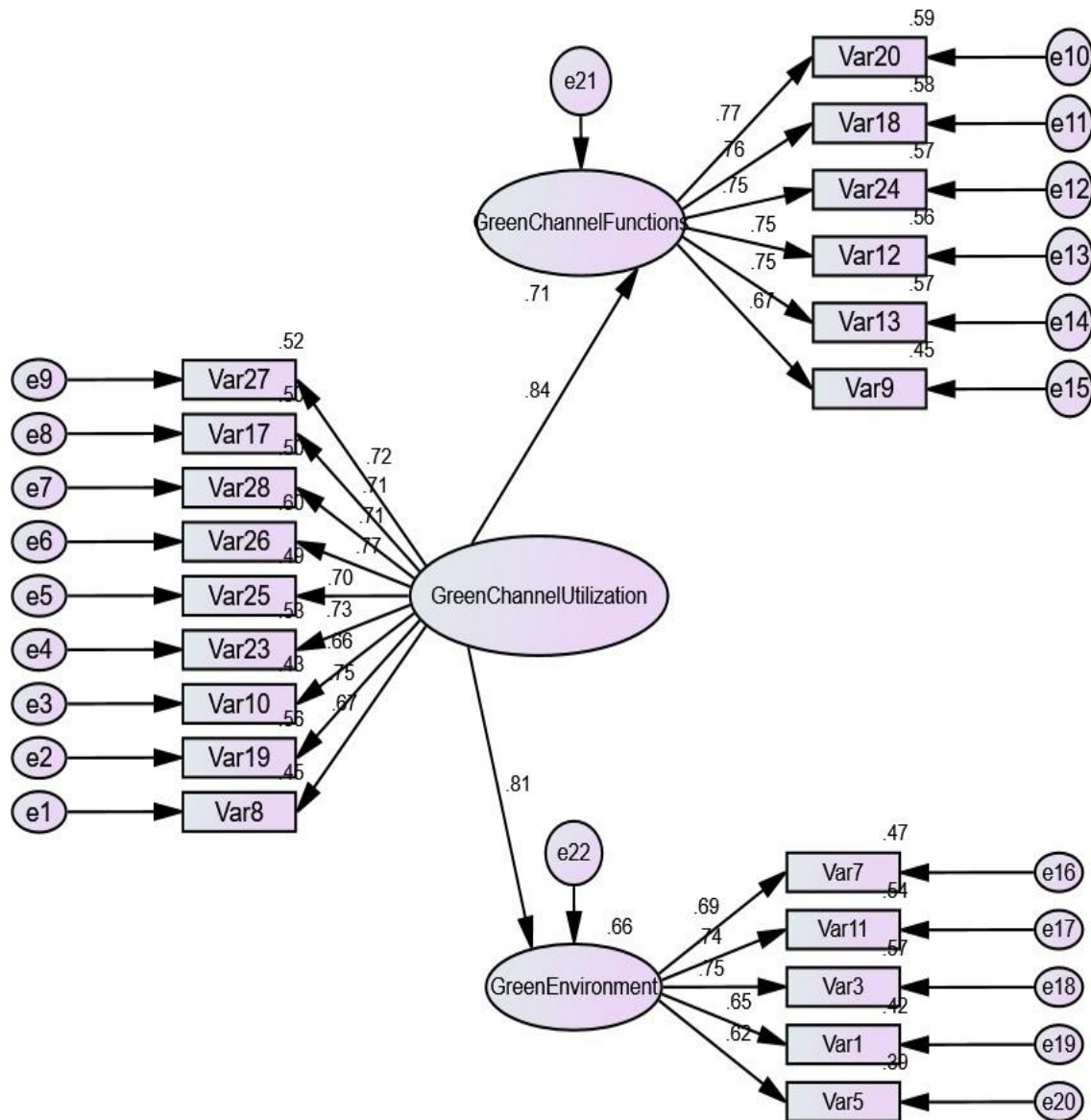
Interpretation:

- Researcher convert a measurement model into a structural model to find out the impact of one factor on other factor. Above figure illustrates how endogenous constructs have an impact. Above model gives information about impact of Green channel utilization on Green channel Function and impact of Green channel utilization on Green environment. Two hypothesis can be analyzed from above path diagram.

- The structural model analysis can demonstrate the connection between the path relationship and the theoretical suggestion made in the study. The standardized beta weight of 0.84 and R square 0.71 was calculated which means that there is a positive and strong effect of Green channel utilization. On Green channel function .Customer's perception on using green channel is also affected due to this as there is a positive impact. The standardized beta weight 0.81 and R square 0.66 was calculated which means Green environment is highly affected by the effect of Green channel utilization. From this analysis we can say that Customer's

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perception on using green channel is also affected due to this as there is a positive impact.

5.12 Hypothesis Testing
Hypothesis 1:
Null Hypothesis Ho: There is no significant impact of Green channel utilization on Green channel function.
Alternative Hypothesis H1: There is significant impact of Green channel utilization on Green channel function.

Hypothesis	Regression weight	Beta value	R square	Sig.	Result
1.	Green channel utilization Greenchannel function	0.84	0.71	0.000	We reject null hypothesis.

Interpretation:
The hypothesis tests if Green channel utilization carries significant impact on Green channel function. $P < 0.05$, which indicates that the Green channel can play significant role in Green channel function. ($b = 0.84$, $p < 0.01$). These results clearly direct the positive affect of the Green channel utilization. Moreover, the $R^2 = 0.71$ depicts that the model explain 71% impact on Green channel function. Table shows the summary of the findings.

Hypothesis 2:
Null Hypothesis Ho: There is no significant impact of Green channel utilization on Green channel function.
Alternative Hypothesis H1: There is significant impact of Green channel utilization on Green channel function.

Hypothesis	Regression weight	Beta value	R square	Sig.	Result
2.	Green channel utilization→Green environment	0.81	0.66	0.000	We reject null hypothesis.

Interpretation:
The hypothesis tests if Green channel utilization carries significant impact on Green environment. $P < 0.05$, which indicates that the Green channel can play significant role in Green environment. ($b = 0.81$, $p < 0.01$). These results clearly direct the positive affect of the Green channel utilization. Moreover, the $R^2 = 0.66$ depictsthat the model explains 66% impact on Green channel function. Table shows the summary of the finding.

Hypothesis testing summary:

	Hypothesis	Result
1	H0: There is no significant impact of Green channel utilization on Green channel function.	Rejected
2	H0: There is no significant impact of Green channel utilization on Green channel function	Rejected

6. FINDINGS

From the demographics researcher shows that out total respondents 63.7% respondents were male and 36.3% respondents were female. Out of the total respondents 99.6% respondents were aware regarding green channel. The exploratory analysis and confirmatory analysis used in research. Combination of CFA and construct validity provides the evidence of quality of the model. Measurement model possess the three latent variables and 22 observed variables. Measurement model possess the three latent variables and 22 observed variables. First factor is Green Channel Utilization that includes eight main variables that are green channel motives to go for green transaction, promotes paper less banking, transactions are environment friendly, easy to use as pay slip not require, and helpful for building green future. Second factor is Green Channel Functions that includes six variables that are easily deposit money, easily transfer money, easily withdraw money, TPD provides proper instructions , Pass book not require for transactions, withdrawal form not require. Third factor is Green Environment that includes 5 variable that are helpful to save climate, easy to use, privacy can be maintain, reduces carbon footprints and Saves paper. Factor loading, AVE and CR shows the convergent validity of the construct which is good. Model also has nomological validity .As per the goodness of model fit the total value of chi-square as 424.570. I The 2.512 CMIN/DF value shows excellent model compatibility. The RMSEA is 0.073 for the model, which fits the model within the threshold. The estimated model is also in good fit with the proposed model, as determined by the values of CFI, TLI, NFI and IFI. Structural model shows there is significant impact of Green channel utilization on Green channel function and Green environment. Green channel utilization have 71% impact on Green function and Green channel utilization have 66% impact on Green environment.

7. MANAGERIAL IMPLICATIONS:

This study will more beneficial to State bank of India. This study provides the information regarding customers perception towards green channel, customers awareness towards green channel, what factors affecting to customers perception on using green channel, satisfaction level of customers towards green channel of SBI with special reference to Gujarat State. The bank who started to walk on green channel can follow this

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research project. The customers of the bank will be benefitted by making themselves aware of the concept of green channel and also knowing, the benefits of the green channel, people who are more concerned about the environment will chose the services of the bank as it will contribute to the betterment of the nature. On the part of government, it will help the government to know how the bank is participating in the national motive of reducing the environment problems and the numerous initiatives that the bank is currently pursuing. Findings of the study will be helpful to the whole society as its main aim to save the environment. This study will beneficial to researchers who want to do research in this domain. This study will also beneficial to researcher who want to do any further research with reference to customers' perception towards green channel of State Bank of India.

8. CONCLUSION:

State bank of India is the largest public sector bank in India. State Bank of India started initiative of green channel to reduce the environmental problems. In this study researcher do perceptual analysis on Green channel of state bank of India with reference to Gujarat State. 284 responses are taken for this study. Out of that 63.7% respondents were male and 36.3% respondents were female. This study's primary objective is to identify different factors affecting to the customer's perception on Green channel of State bank of India. The exploratory analysis and confirmatory analysis used in research. Combination of CFA and construct validity provides the evidence of quality of the model. Measurement model possess the three latent variables and 22 observed variables. First factor is Green Channel Utilization that includes eight main variables that are green channel motives to go for green transaction, promotes paper less banking, transactions are environment friendly, easy to use as pay slip not require, and helpful for building green future. Second factor is Green Channel Functions that includes six variables that are easily deposit money, easily transfer money, easily withdraw money, TPD provides proper instructions , Pass book not require for transactions, withdrawal form not require. Third factor is Green Environment that includes 5 variable that are helpful to save climate, easy to use, privacy can be maintain, reduces carbon footprints and Saves paper. Over all study conclude that there is significant impact of green channel on consumer perception on using green channel. Structural model also shows there is significant impact of Green channel utilization on Green channel function and Green environment. Green channel utilization have 71% impact on Green function and Green channel utilization have 66% impact on Green environment. Second objective is to know customer satisfaction level towards green channel of State bank of India. From the frequency analysis we can see that 39.79% [N= 113] respondents were highly satisfied, 53.87% [N=153] respondents were satisfied, 5.28% [N= 15] respondents were Neutral and 1.06% [N= 3] respondents were dissatisfied towards green channel of State Bank of India. Third objective is to analyse awareness of customers towards green channel of State bank Of India. From the frequency analysis we can see that 99.65% [N= 283] respondents were aware regarding green channel and 0.35% [N= 1] respondents were not aware regarding green channel of State Bank of India. Past literature does not talk about how one factor create impact on other factor on consumer's perception towards green channel. Thus this study concludes with the Structural equation modelling that Green channel utilization have positive and significant impact on Green channel functions and Green environment have positive and significant impact on the customers perception towards using of green channel.

9. SCOPE FOR FURTHER STUDY:

The study provides a basic understanding of Green channel of SBI, its awareness, factors affecting perception of uses of green channel. A similar study will be conducted after 1-3 years to monitor customers' perception. Further research should expand the geographic area, and sample size, so that the study's findings may be applied to the target population. Here, the researcher has taken limited demographic variables but for further study researcher can find and add more demographic variables in study. The current study has considered Gujarat state only; further study can be conducted at the national level.

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