

CONTENTS

<i>Title</i>	<i>Page No.</i>
<i>Preface</i>	<i>i</i>
<i>Acknowledgement</i>	<i>iv</i>
<i>List of Abbreviations</i>	<i>v</i>
<i>List of Figures</i>	<i>x</i>
<i>List of Tables</i>	<i>xi</i>
CHAPTER 1: INTRODUCTION	1-35
1.1 Introduction	1
1.2 Sustainability as a concept	3
1.3 Historical Review of Sustainability	5
1.4 Traditional Banking Sector	8
1.5 Sustainability and the banking sector	9
1.5.1 History of sustainable development in the banking sector	14
1.6 Evolution of Green Banking	20
1.7 Green Banking Practices	22
1.7.1 Green Products and Services	22
1.7.2 Green Processes	23
1.7.3 Green Strategies	23
1.7.4 Green Infrastructure	25
1.8 History of Green Banking in India	26
1.8.1 Green Initiatives by banks in India	27
1.8.2 Innovation in financial products	31
1.8.3 Green Bonds	33
1.9 Need for promoting Green Banking in India	35
CHAPTER 2: REVIEW OF LITERATURE	36-67
2.1 Introduction	36
2.2 Adoption of Green Banking	40
2.3 Theoretical Framework	42
2.3.1 Adoption of Technology	42

2.3.1.1	Technology Adoption in Service Context	42
2.3.1.2	Technology Adoption in Banking	44
2.3.1.3	Theory of Reasoned Action	48
2.3.1.4	Theory of Planned Behaviour	50
2.3.1.5	Decomposed Model of TPB	52
2.3.1.6	Technology Acceptance Model	54
2.3.1.7	Adapting and Extended TAM	56
2.3.2	Drivers to adopt green banking practices	58
2.3.2.1	Management commitment and support	59
2.3.2.2	Competitors Pressure	60
2.3.2.3	Customers Pressure	61
2.3.3	Environmental Sustainability	62
2.4	Conclusion	66

CHAPTER 3: RESEARCH METHODOLOGY 68-90

3.1	The Problem	68
3.2	Statement of the Problem	68
3.3	Objectives of the Study	69
3.4	Significance of the Study	69
3.4.1	Theoretical Concern	69
3.4.2	Practical Concern	71
3.5	Delimitation of the Study	71
3.6	Research Model and Development of Hypotheses	72
3.7	Research Design	76
3.8	The Population and Sample	77
3.8.1	Target Population	77
3.8.2	The Sample Frame and Sampling Technique	78
3.9	Collection of Data	80
3.10	The Questionnaire	81
3.10.1	Questionnaire Design	81
3.10.2	Format of Questionnaire	82
3.10.3	Pre-testing	82
3.10.4	Reliability and Validity Analysis	83
3.11	Techniques of Data Analysis	86
3.11.1	Factor Analysis	86

3.11.2	Structural Equation Modelling	87
3.12	Items before and after deletion	87
CHAPTER 4: DATA ANALYSIS AND INTERPRETATION		91-133
4.1	Preliminary Data Analysis	91
4.2	Methods of Data Analysis	92
4.2.1	Data Screening	92
4.2.1.1	Missing Data	92
4.2.1.2	Multivariate Outliers	93
4.2.2	Reliability	93
4.3	Data Suitability	94
4.3.1	KMO and Bartlett's Test of Sphericity	94
4.4	Exploratory Factor Analysis	95
4.4.1	Communalities	95
4.5	Exploratory Factors Extraction Model	98
4.5.1	Loadings of Measured Items on Latent Factors	98
4.6	Interpretation of Factors	100
4.6.1	Environmental Sustainability	100
4.6.2	Perceived Usefulness	101
4.6.3	Management Control and System	102
4.6.4	Intention to adopt Green Banking Practices	103
4.6.5	Competitors Pressure	104
4.6.6	Customer Pressure	105
4.6.7	Perceived Ease of Use	106
4.7	Statistical Analysis- Structural Equation Modelling	107
4.7.1	Measurement Model	109
4.7.2	Reliability	110
4.7.3	Validity	110
4.7.3.1	Convergent Validity	110
4.7.3.2	Discriminant Validity	111
4.7.4	Goodness of Fit Indices	112
4.8	Model Estimates	113
4.8.1	Individual Construct SEM Models – Measurement Models	114
Perceived Usefulness		114
Perceived Ease of Use		117

	Management Control and System	119
	Competitors Pressure	121
	Customer Pressure	123
	Intention to adopt Green Banking Practices	125
	Environmental Sustainability	127
4.8.2	First Order Model	129
4.9	Evaluation of Structural Model and Hypothesis Testing	130
4.9.1	Summary of Hypotheses Testing by doing Path Analysis	132
CHAPTER 5: INTERPRETATION OF FINDINGS, CONCLUSIONS, LIMITATIONS AND SUGGESTIONS		134-147
5.1	Discussion of Findings of Main Variables of Study	134
5.1.1	Perceived Usefulness	134
5.1.2	Perceived Ease of Use	135
5.1.3	Management Commitment and Support	136
5.1.4	Competitors Pressure	136
5.1.5	Customer Pressure	137
5.1.6	Intention to Adoption Green Banking Practices and Environmental Sustainability	137
5.2	Conclusions	138
5.3	Limitations	139
5.4	Suggestions and Recommendations	140
5.5	Future Scope of Research	146
BIBLIOGRAPHY		148-172
LIST OF PUBLICATIONS		173
APPENDIX A		174-178
APPENDIX B		179-202
PLAGIARISM REPORT		