

**“ STUDY ON THE FACTORS INFLUENCING INTENTION TO ADOPT
GREEN BANKING OF SELECTED COMMERCIAL BANKS IN
BATTICALOA DISTRICT”**

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ABSTRACT

Green banking services are being used with increasing frequency in most developing countries, including Sri Lanka. Although previous studies have confirmed the importance and benefits for such services for both banks and customers, the level of green banking adoption in Batticaloa still low. The foremost intent of this paper is to exploration of the factors which enabling banks in proper green banking adoption. Specifically the study analyzes the impact of technological factor, organizational factor and environmental factor on the success of green banking adoption.

The descriptive research was used to 150 responses from employees of commercial banks in Batticaloa area as the Stratified random sampling and the cross sectional design was used. Data was collected through closed ended questionnaires and the analysis was conducted by SPSS statistics. Primary data was collected from the employees of commercial banks in Batticaloa district. Data were analyzed and evaluated by Univariate, Bivariate and Multivariate techniques. The results revealed that technological factor, organizational factor and environmental factor have the high level of contribution and intention to adopt green banking practices of commercial banks in Batticaloa district.

The results show that there is a positive relationship between the variables and green banking adoption. This study was found that technological factor and organizational factor are significantly influence on intention to adopt green banking and environmental factor is not significantly influence on intention to adopt green banking. The result of this study suggests a number of implications for green banking adoption in our country. This research will help managers to figure out the relevant factors that are required to adopt green banking. Manager of a bank can draw upon this framework in assessing conditions for successful adoption of green banking by their banks.

Key Words: Green banking, Technological Factor, Organizational Factor and Environmental Factor

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