

**THE IMPACT OF CUSTOMER PREFERENCES ON GREEN
BANKING PRODUCTS WITH THE MEDIATING ROLE OF
ENVIRONMENTAL AWARENESS**



By

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REGISTRATION NO: EU/IS/2016/MS/063

INDEX NO: MS 1913



A project report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfillment of the requirement for the Degree of Bachelor of Business Administration (BBA).

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FACULTY OF COMMERCE AND MANAGEMNET
EASTERN UNIVERSITY - SRI LANKA.

2021

ABSTRACT

Customers can be introduced as a core component of any business, because any business, company, or institution can't thrive in the absence of a customer base. So every company must give more focus to improving their customer base. When focusing on the customer base, customer preferences are an important thing to focus on. At present, business activities in the business sector are moving towards the green concept and there is a similar trend towards the green concept in the banking sector. Consumers also have some preference to focus on green products, and it is important to examine the role of environmental awareness in that. Hence, this study focuses on the impact of customer preferences on green banking products with the mediating role of environmental awareness. Thus, the study objectives are to identify the levels of customer preferences, green banking products and environmental awareness, to identify the relationships among customer preferences, green banking products and environmental awareness, and to identify whether environmental awareness mediates the relationship between customer preferences and green banking products among the customers who are dealing with banks.

The study accompanies with quantitative research approach. The study used primary data as well as secondary data. A structured questionnaire was used as the method of data collection, and the questionnaire included 17 questions with five-point Likert scale ranging from strongly disagree to strongly agree. In this study, using the information found in the 363 customers who are dealing with banks, and convenience sampling method used to make the method of sampling framework. Collected data were analyzed using SPSS 22.0 analysis.

The data were measured using descriptive statistics, correlation and regression analysis. In this study, the statistical tools that used to analyze the levels of variables are mean and SD values, while relationships were measured by Pearson coefficients and linear regressions for further mediation analyses. Moreover, the result shows significant positive associations among all the variables.

Key words: Customer Preferences, Green banking Products and Environmental Awareness

TABLE OF CONTENTS

	Page No.
ACKNOWLEDGEMENT	i
ABSTRACT	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	vii
LIST OF FIGURES	ix
ABBREVIATIONS	x
CHAPTER 01 – INTRODUCTION	1
1.1 Background of the Research	1
1.2 Research Problem.....	3
1.3 Research Questions	4
1.4 Research Objectives	5
1.5 Significance of the Study	5
1.6 Scope of the Study.....	6
1.7 The Organizations of the Chapters	6
1.8 Chapter Summary.....	7
CHAPTER 02 - LITERATURE REVIEW	8
2.1 Introduction	8
2.2 Defining Variables	8
2.2.1 Defining Customer Preferences.....	8
2.2.2 Defining Green Banking.....	9
2.2.3 Defining Green Banking Products.....	11
2.2.4 Defining Environmental Awareness.....	12
2.3 Describe Relationship among Variables	13
2.3.1 Customer Preferences and Green Banking Products	13
2.3.2 Customers Preferences and Environmental Awareness	14
2.3.3 Environmental Awareness and Green Banking Products.....	15
2.3.4 Mediation of Environmental Awareness	16
2.4 Chapter Summary.....	16
CHAPTER 03 - CONCEPTUALIZATION AND OPERATIONALIZATION ..	17

3.1 Introduction	17
3.2 Conceptualization.....	17
3.2.1 Conceptual Framework.....	18
3.3 Variables relevant to the Conceptual model	18
3.3.1 Customers Preferences	18
3.3.2 Green Banking Products	19
3.3.3 Environmental Awareness	19
3.4 Operationalization	20
3.5 Hypothesis	22
3.6 Chapter Summary	23
CHAPTER 04 - RESEARCH METHODOLOGY	24
4.1 Introduction	24
4.2 Research Philosophy	24
4.3 Research Approach	25
4.4 Research Strategy	25
4.5 Methodological Choice	26
4.6 Time Horizon	27
4.7 Research Site / Area Selection	27
4.8 Population of the Study	27
4.9 Sampling Technique / Method	28
4.10 Sample Size and Sampling Framework	28
4.11 Method of Data Collection and Source	29
4.12 Research Instrument.....	29
4.13 Sources of Measurement	29
4.13.1 Method of Measurement on Personal Information.....	30
4.13.2 Method of Measurement on Research Information.....	31
4.14 Pilot Study	31
4.15 Validity and Reliability of instruments	32
4.15.1 Reliability Test	32
4.16 Unit of Data Analysis.....	33
4.17 Methods of Data Analysis	33
4.17.1 Methods of Data Analysis for First Objective.....	34
4.17.2 Methods of Data Analysis for Second Objective	34
4.17.3 Methods of Data Analysis for Third Objective	34
4.18 Methods of Data Evaluation.....	35

4.18.1 Univariate Analysis	35
4.18.2 Correlation Analysis	36
4.18.3 Regression Analysis	36
4.18.4 Mediating Analysis.....	38
4.18.5 Testing Hypothesis	39
4.19 Data Presentation.....	40
4.19.1 Data Presentation for Personal Information	40
4.19.2 Data Presentation for Research Information	41
4.20 Ethical Consideration	42
4.21 Chapter Summary.....	42
CHAPTER 05 - DATA PRESENTATION AND ANALYSIS.....	43
5.1 Introduction	43
5.2 Reliability Analysis	43
5.2.1 Analysis of Reliability for the Instruments	43
5.3 Data Presentation.....	44
5.3.1 Data Presentation for Personal Information	45
5.3.2 Data Presentation for Research Information	47
5.3.3 Testing Hypotheses.....	61
5.4 Chapter Summary.....	65
CHAPTER 06 - FINDINGS AND DISCUSSION	66
6.1 Introduction	66
6.2 Discussion of personal information.....	66
6.2.1 Gender	66
6.2.2 Marital status	66
6.2.3 Age group	66
6.2.4 Experience with bank	67
6.2.5 Education level	67
6.3 Discussion of Research Information	67
6.3.1 Discussion of first Objective	67
6.3.2 Discussion of Second Objective	69
6.3.3 Discussion of Third Objective	70
6.3.4 Discussion of Hypothesis Testing	71
6.4 Chapter Summary.....	74
CHAPTER 07 - CONCLUSION AND RECOMMENDATIONS.....	75

7.1 Introduction	75
7.2 Conclusion.....	75
7.2.1 First objective of the study	75
7.2.2 Second objective of the study	76
7.2.3 Third objective of the study	76
7.3 Contribution of the study.....	76
7.4 Recommendations	77
7.5 Limitations of the study.....	77
7.6 Future research directions	78
REFERENCES.....	80
APPENDIXTURE 01: Questionnaire	88
APPENDIXTURE 02: The Output of the Data Analyses	96