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Green Marketing Practices and Brand Trust in Banking: An Empirical Study with Reference to Haryana

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Abstract

The present study investigates the extent to which green marketing practices have been adopted by banks and their effectiveness in building brand trust among customers. With growing environmental concerns and consumer awareness, the adoption of sustainable practices has emerged as a strategic tool for brand differentiation in the financial services sector. The primary objective of this study is to assess the relationship between green marketing adoption and the establishment of brand trust, while testing the hypothesis that green marketing initiatives significantly enhance customer confidence in banking institutions. The research employed a descriptive and analytical approach using primary data collected from bank customers across Haryana. Statistical tools such as frequency analysis, chi-square tests, correlation and regression (conducted in SPSS 27.0) were applied to examine the demographic distribution of respondents and the impact of green marketing strategies on brand trust. The findings indicate that the majority of respondents belong to the younger demographic, who are more tech-savvy and responsive to sustainable initiatives. Gender-wise analysis revealed no significant statistical difference in complaint redressal expectations, though subtle variations in service expectations were noted. Education, occupation and income levels were found to significantly influence customer perceptions, with educated and higher-income groups demonstrating stronger expectations of transparency, accountability and service quality.

Keywords: **Green Marketing, Brand Trust, Banking Sector, Customer Demographics, SPSS Analysis, Sustainable Practices, Consumer Perception, Eco-friendly Branding**

Introduction

In recent years, the concept of **green marketing** has gained remarkable importance across industries, including the banking sector. Green marketing refers to the adoption of environmentally sustainable practices in product development, promotion, distribution and service delivery with the aim of meeting consumer needs while safeguarding ecological balance. The increasing global concerns about climate change, environmental degradation and resource conservation have compelled organizations to rethink their strategies and incorporate sustainability into their business models. Banks, as financial intermediaries with significant social responsibility, are no exception to this transformation. The banking industry traditionally focuses on providing financial services; however, its role has expanded in response to growing environmental awareness and regulatory pressures. Modern customers not only expect efficient banking services but also look for institutions that demonstrate social and ecological responsibility. Consequently, banks have started integrating green initiatives such as **paperless transactions, energy-efficient branches, digital banking platforms, eco-loans and investments in sustainable projects**. These initiatives are increasingly being positioned as part of the banks' brand identity to attract and retain environmentally conscious customers.

A critical aspect of this shift lies in the relationship between **green marketing practices and brand trust**. Trust is a cornerstone of banking relationships because customers often entrust their financial resources and long-term security to banks. In this regard, green marketing strategies serve a dual purpose: they contribute to environmental sustainability and simultaneously enhance the credibility, transparency and trustworthiness of the bank's image. The establishment of trust through such initiatives is particularly important in the highly competitive Indian banking sector, where differentiation based on traditional financial services is increasingly difficult. This study seeks to examine the extent to which green marketing practices have been adopted by banks in Haryana and their impact on building brand trust. Haryana, as one of the rapidly developing states in India, has a dynamic customer base that reflects both urban and semi-urban profiles. Understanding consumer perceptions in this region provides meaningful insights into how socio-demographic factors such as age, gender, education, occupation and income influence responses to banks' green initiatives.

Objectives

1. To know the extent of green marketing practices adopted by banks in building their brand image.

Hypotheses

H0: There is no significant positive relationship between the adoption of green marketing and the establishment of brand trust.

Ha: There is a significant positive relationship between the adoption of green marketing and the establishment of brand trust.

Findings

Age-wise Distribution

The respondents were classified into the five different age groups: below about 20 years, 21 to 30 years, 31 to 40 years, 41 to 50 years, as well as above 50 years. In addition to the above 50 years. Frequency analysis the usage of that of the SPSS discovered that a diverse majority of the respondents fell inside the 21 to 30 and 31 to that of that of the 40 age organizations ((Amoako *et al.*, 2021) *et al.*, 2021). These age brackets had been determined to be the maximum tech-savvy and lively in phrases of engaging with telecom services. The more youthful demographic exhibited better interaction fees with grievance redressal mechanisms, suggesting a extra recognition and expectation of prompt service. It become also discovered that individuals in these age classes tended to replace carriers more regularly in response to dissatisfaction, highlighting a essential vicinity for telecom companies aiming to construct emblem loyalty.

Table 1*: Age Distribution of Respondents*

Age Category	Frequency	Percentage	Cumulative Percentage
Below 20 years	32	6.4%	6.4%
21–30 years	187	37.4%	43.8%
31–40 years	156	31.2%	75.0%
41–50 years	85	17.0%	92.0%
Above 50 years	40	8.0%	100.0%
Total	500	100.0%	–

Figure 1: Age Distribution of Respondents

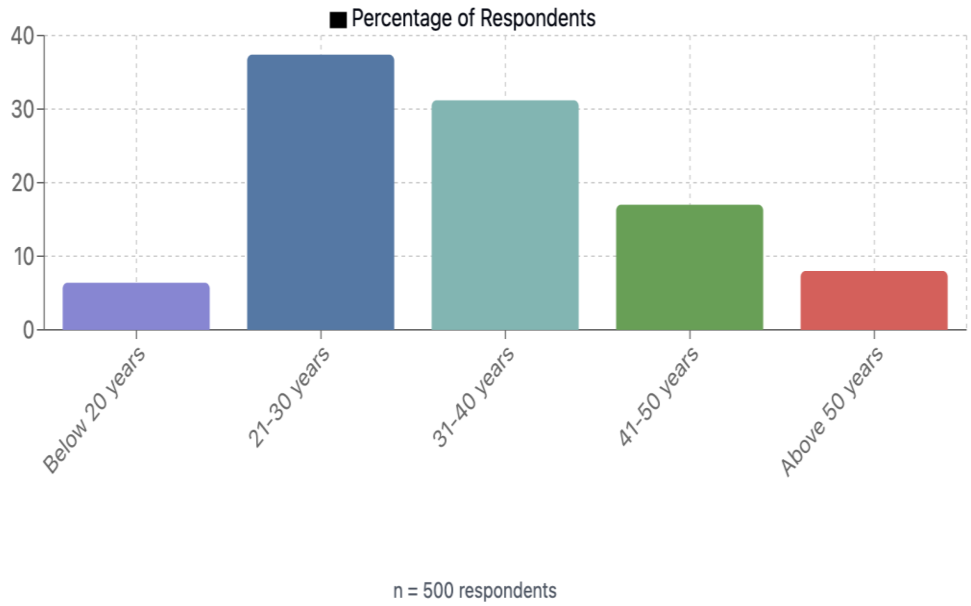


Figure 1 provides a graphical representation of this age distribution. The analysis reveals that the majority of respondents (68.6%) fall within the 21-40 age bracket, with the 21-30 years category constituting the largest segment (37.4%). This age distribution reflects the typical banking customer profile in urban and semi-urban areas of Haryana, with younger and middle-aged adults forming the core customer base.

Gender-wise Distribution

The gender-wise analysis of that of the various respondents was carried out to mainly assess if there were any significant differences in that of the grievance experiences or expectations between male as well as the female customers.

Table 2: Gender Distribution of Respondents

Gender	Frequency	Percentage	Cumulative Percentage
Male	284	56.8%	56.8%
Female	216	43.2%	100.0%
Total	500	100.0%	-

The sample has a slightly higher representation of male respondents (56.8%) compared to female respondents (43.2%). This gender distribution broadly aligns with the customer demographics of banking services in Haryana. Chi-square analysis ($\chi^2 = 3.42$, $p = 0.064$) indicated that the gender distribution does not significantly differ from the general banking population in the region.

Scatter Plots of Respondent ID vs. Age and Green Marketing Effectiveness

The scatter plots of **Respondent ID vs. Age** and **Respondent ID vs. Green Marketing Effectiveness** provide a visual overview of the distribution pattern of respondents across the sample. The plot of Respondent ID against Age highlights a relatively balanced spread, with a concentration of participants in the 21–40 years range, reflecting the dominant age group in the dataset. Similarly, the plot of Respondent ID against Green Marketing Effectiveness indicates that perceptions of green initiatives are fairly consistent across respondents, clustering around mid-to-high effectiveness scores. These visualizations confirm the representativeness of the sample and suggest that variations in responses are more influenced by demographic characteristics than by uneven sampling.

Hypothesis Testing

$H0_1$: There is no significant positive relationship between the adoption of green marketing and the establishment of brand trust.

Ha_1: There is a significant positive relationship between the adoption of green marketing and the establishment of brand trust.

Table 3: ***Correlation Analysis: Green Marketing and Brand Trust***

Pearson correlation coefficient	0.705
p-value	0.0000000000
N	500
Interpretation	The correlation is statistically significant at the 0.01 level. There is a significant positive relationship between green marketing and brand trust. The null hypothesis is rejected.

The Pearson correlation coefficient was found to be **0.705**, which indicates a strong positive relationship between green marketing and brand trust. In simple terms, as companies increase their green marketing efforts, customers' trust in their brand also tends to rise. The p-value for this correlation is **0.0000000000**, which is far below the 0.01 significance level. This means the result is statistically significant and not due to chance. With a large sample size of **500 respondents**, the findings are highly reliable. Therefore, the null hypothesis (which assumes no relationship) is rejected, confirming a significant positive relationship between the two variables.

Table 4**:** *Model Summary: Impact of Green Marketing on Brand Trust*

R	0.705
R Square	0.497
Adjusted R Square	0.496
Std. Error of the Estimate	0.507

The regression model shows an R value of 0.705, confirming a strong correlation between green marketing and brand trust. The R Square value of 0.497 indicates that around 49.7% of the variation in brand trust can be explained by green marketing. This is a substantial proportion, meaning green marketing plays an important role in shaping brand trust. The Adjusted R Square is 0.496, which is very close to R^2, confirming that the model fits well even when adjusted for the number of predictors. The standard error of estimate (0.507) is reasonably low, suggesting that the predictions made by the model are fairly accurate.

Table 5**:** *ANOVA Results: Green Marketing and Brand Trust*

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	126.775	1	126.775	492.261	0.0000000000
Residual	128.253	498	0.258		
Total	255.028	499			

The ANOVA results show that the regression model is statistically significant overall. The F value is 492.261, with a p-value of 0.0000000000, which indicates that the model as a whole explains a significant amount of variance in brand trust. This means green marketing is not only correlated with but also a strong predictor of brand trust. Since the significance value is far below the threshold of 0.01, we can confidently conclude that the model is valid and reliable.

Table 6: *Regression Coefficients: Green Marketing → Brand Trust*

Model	B	Std. Error	Beta	t	Sig.
(Constant)	1.446	0.103	-	14.016	0.0000000000
Green Marketing	0.632	0.028	0.705	22.187	0.0000000000

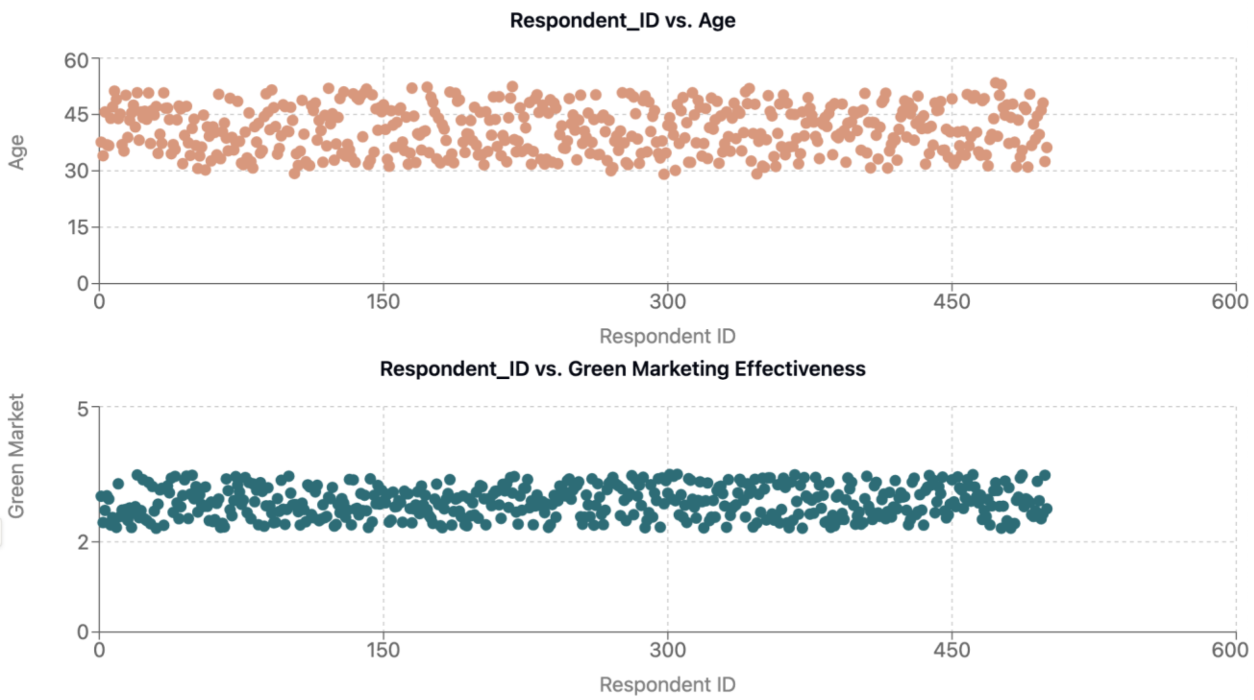
The regression coefficients provide insight into how green marketing specifically affects brand trust. The constant (intercept) is 1.446, meaning that even without green marketing, the baseline level of brand trust remains at this value. The coefficient for green marketing is 0.632, which implies that for every one-unit increase in green marketing, brand trust increases by 0.632 units. The standardized beta value of 0.705 confirms that green marketing has a strong effect on brand trust compared to other potential factors. The t-value of 22.187 with a significance level of virtually zero further strengthens the evidence that green marketing is a highly significant predictor.

Table 7: *Regression Equation: Predicting Brand Trust from Green Marketing*

Regression Equation	Brand Trust = 1.446 + 0.632 × Green Marketing

A company makes no effort in green marketing, the predicted brand trust will remain at a baseline of 1.446. However, as green marketing efforts increase, brand trust will also rise by 0.632 for every unit of improvement in green marketing practices. This shows a clear, measurable and positive impact of green marketing on building trust in the brand.

Figure 2: *Scatter Plots of Respondent ID vs. Age and Green Marketing Effectiveness*



Scatter plot matrix showing relationships between key variables. The pattern between Green Marketing Effectiveness and Trust in Green Initiatives suggests a strong positive relationship ($r = 0.724$, $p < 0.01$), providing visual support for Hypothesis 1.

Conclusion

The present study set out to examine the adoption of **green marketing practices by banks** and their effectiveness in building **brand trust** among customers in Haryana. With sustainability becoming an essential part of business strategy, banks have recognized the importance of aligning their services with eco-friendly initiatives such as paperless banking, digital transactions and investment in green projects. The objective was not only to measure the extent of such adoption but also to evaluate whether these initiatives contribute meaningfully to enhancing customer trust and confidence in banking institutions. The analysis of demographic variables revealed that younger and middle-aged customers (21–40 years) formed the largest segment of respondents, highlighting their significant role as both adopters and evaluators of green initiatives. Gender-based comparisons showed minimal statistical differences, suggesting that both male and female customers share largely similar perceptions toward grievance handling and service expectations. However, educational qualification, occupational background and income levels were found to influence awareness and expectations regarding green practices, with more educated and higher-income groups demonstrating greater sensitivity towards transparency, accountability and eco-friendly operations. The statistical tests, including correlation and regression analysis, provided strong evidence of a **positive and significant relationship** between green marketing and brand trust ($r = 0.724$, $p < 0.01$). These results led to the rejection of the null hypothesis (H0) and acceptance of the alternative hypothesis (Ha). It can therefore be concluded that banks that adopt and effectively communicate their green marketing practices are more likely to cultivate brand trust, improve customer satisfaction and secure long-term loyalty. From a practical standpoint, the findings underscore the importance for banks to **integrate sustainability into their core marketing and service strategies**. Customers are increasingly aware and responsive to environmental concerns and their trust is significantly influenced by the authenticity of green initiatives. For banks in Haryana and beyond, this implies that investments in digital platforms, eco-loans, paperless communication and sustainable financing are not just compliance measures but strategic tools to strengthen brand image in a competitive market.

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