

# Using Mixed-Method to Explore Barriers and Cues to action in Adoption of Green Banking Practices

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## Abstract

Ever since the appearance of business revolution back within the 1700s, a replacement plague took birth within the kind of environmental degradation that was a by-product of the economic revolution. Over the previous few centuries environmental degradation has increased at Associate in Nursing atrocious rate and humans are nearly at the purpose of no come back. Humanity is at an important purpose because the issue of environmental degradation affects each living being on this planet equally. There are four primary impact points once it involves manufacture air, water, soil and surround. Act is that the root reason for environmental degradation. Each country is functioning towards achieving an answer which might facilitate setting protection. Property development is claimed to be the tenet of states to stop additional environmental degradation.

**Keywords:** Green banking; eco-friendly environment; customer's awareness; policy guideline; trust and loyalty; security and privacy

## Introduction

The subject of environmental degradation is at the forefront of world dialogue. Varied establishments across the world have either been tasked or taken it upon themselves to tackle this ever-growing complication. With the advancement in fashionable technology and understanding of the atmosphere, efforts in varied spheres area unit being created globally to curb this important issue. It's been noticeable within the past few decades, governments across the world area unit putting additional significance on hard-liner atmospheric laws and its rigorous social control to make sure preservation of the environment and its property development. This analysis paper aimed to use belief legal analysis methodology and focus of this analysis paper is to dig into such measures and laws primarily coping with environmental degradation- I.e., environmental laws across the world and to see whether or not the prevailing environmental laws area unit capable combat environmental degradation; and if not, what may be done to more strengthen such laws.

## Discussion

Environmental management system comprises of those management measures that help the firm to find the approaches that facilitate them to inspect their environmental performance which not only develops their good reputation and goodwill but also increase their competitiveness. In the case of developing nations, they face several hindrances such as inadequate state support, poor policy implementations, inaccuracy of information, and sustainability of environmental and high adoption cost. In this context, financial organizations must have guidelines connected to environmental liability and risk to have strategies and policies that are protective. In particular, the progress of Bangladesh in implementing green banking practices is notable. The Bangladesh banking sector framed its guidelines and rules and regulations in the year 2011, for the adaption of green banking in the country and explained those barriers that aid in the adaption of green banking. Bangladesh Banks are making efforts to adopt cost-effective, innovative, and technology-driven approaches in banks.

## Conclusion

This research work provides a mixed-method approach to examine the barriers influencing the adoption of green banking practices in commercial banks of Pakistan. Especially, barriers influencing the adoption of green banking are firstly measured using a survey questionnaire and statistical results establish the basis for creating a thematic guide and focus group discussion to further look at the aspects of these barriers. The results reveal that eco-friendly environment, policy guideline, customer's awareness, trust and loyalty, and security and privacy is an important factor in the adoption of green banking. But the factor of eco-friendly environment and awareness was found to be more influential as compared to other barriers to the adoption of green banking practices in commercial banks of Pakistan. The qualitative results also support the results of quantitative results. The result of the focus group discussion also shows that customer awareness and -eco-friendly practices are the most important barriers influencing the adoption of green banking practices in the banks. Therefore, the banking sector needs to use a hyperactive and intelligent system in dealing with a sustainable future.