

Abstract

The purpose of this study is identify the factors influence the adoption of green Banking Practices in commercial Banks in Sri Lanka commercial banks such as Amana Bank PLC Ltd, Bank of Ceylon, Commercial Bank, DFCC Bank, Hatton National Bank (HNB), National Development Bank, Nations Trust bank, Pan Asia Bank, People's Bank, Sampath Bank, Seylan Bank and Union Bank, by establishing some variables to measure the Economic factors, Management commitment and Support, Customers pressure, Competitors Pressure, Concern for the environment and its extend of impact on adoption of green banking. Objective data were collected from 300 staff of selected bank branches by this study consist research objective of identify the factors influencing the adoption of green Banking practices in Commercial Banks in Sri Lanka. In order to achieve these structured questionnaire. The research framework of study consists of five variables such as Economic Factors, Management Commitment and Support, Competitors Pressure, Customer pressure and Concern for the environment which are used to measure the factors affecting the intention to adoption of green Banking practices in commercial Banks in Sri Lanka.

Findings of this study shows that the Economic Factors, Management commitment and Support, Competitors pressure and Concern for the Environment are highly influenced to the Adoption of green banking practices in commercial banks in Sri Lanka. But the Customers pressure moderate level influenced on adoption of Green Banking practices. The results of the hypothesis testing shown there is positive relationship between Economic Factors, Management Commitment and Support, Competitors Pressure, and Concern for the Environment and to Adoption of Green Banking Practices in Commercial Banks in Sri Lanka. But there is not positive relationship between Customers pressure and adoption of Green Banking practices in Commercial Banks in Sri Lanka.

Keywords: - Economic Factors, Management commitment and Support, Competitors Pressure, Customers Pressure, Concern for the environment and Green Banking.