



## A Study on Awareness of Solar Products

### KEYWORDS

Renewable energy, Awareness, Solar energy.

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**ABSTRACT** *Renewable energy is gaining traction as an important area of focus for governments worldwide. It is increasingly essential to a country's energy portfolio, not only to combat climate change but also diversity sources and protect against external shocks. As governments must do more with fewer resources, renewable energy is also increasingly part of an economic sustainability calculation. A clean energy future demands greater investment in renewable, which in addition to environmental benefits could provide attractive dividends such as job creation, economic growth, energy security and greater insulation from oil price volatility.*

### Introduction

Energy innovation emerged because of the shortage of conventional energy resources. Conventional energy utilization caused global energy crisis along with serious environmental issues. Renewable energy indicates the unexhausted energy resources from solar, wind and hydropower, etc. The purchase of renewable energy resources to fulfil the increasing demand is strongly proposed by electricity vendors and government to complete the transmission to a sustainable economy. To motivate the purchase of renewable energy resources the customer must have awareness towards the available products. The paper studies about the awareness of respondents towards one of renewable energy i.e., solar energy.

### Review of literature

Dr. Sharyn Rundle-Thiele<sup>1</sup>, the paper analysed that effective differentiation for renewable energy is required to increase consumer involvement levels and the likelihood of consideration. While consumers lack understanding of, and interest in, renewable energy the marketing program relied on customers to seek information. It was apparent the success of green marketing programs depends on the integration of education into a carefully targeted marketing program emphasising functional and emotional values to differentiate renewable energy and simplify consumer decision-making processes.

Natural Marketing Institute, Harleysville, Pennsylvania<sup>2</sup>, consumer awareness of renewable energy purchase options remains relatively low, with approximately once in six consumers aware of the green power options provided by their electric suppliers, although approximately half of consumers have options available to them.

### Objective

To study the demographics and the awareness level of the respondents towards solar products Coimbatore City.

To provide the necessary suggestions based on the study.

### Methodology

The data was collected on the basis of primary data. The information required was collected through a structured interview schedule and was collected from 100 respondents. The study was conducted in the month on May 2016. Percentage analysis and chi-square test was used to analyse the data.

### Limitations

The study is conducted to know about the demographics and awareness of respondents about solar products. The study is based on convenient sampling which is a type of non-random sampling. Hence the limitations of non-random sampling are applicable. The attitudes of the consumer may change from time to time. Hence the result of the project may be applicable for the present situation.

### Analysis and Interpretation

#### Demographic variables and awareness of the respondents

The following tables represent level of awareness and demographic variables like Gender, Educational qualification and area of residence.

$H_0$ : There is no significant relationship between Gender and awareness of the respondents

**Table No. 1**

Gender	Level of Awareness			Total	Result
	Aware	Neutral	Not Aware		
Male	34	8	10	52	$\chi^2 = 11.89$ $DF = 2$ $TV = 5.991$
	65%	62%	29%	52%	
Female	18	5	25	48	
	35%	38%	71%	48%	
Total	52	13	35	100	
	100%	100%	100%	100%	

**Source: Primary data**

The result of the hypothesis shows that the chi-square value (11.89) is more than the table value (5.991) at 5% level of significance. Therefore, the relationship between gender and the level of awareness towards solar energy products among the respondents are significantly associated. So, the null hypothesis is rejected.

$H_0$ : There is no significant relationship between Educational qualification and awareness of the respondents

**Table No. 2**

Educational Qualification	Level of Awareness			Total	Result
	Aware	Neutral	Not Aware		
School Level	7	7	13	27	$\chi^2 = 20.62$ DF= 2 TV=5.991
	13%	37%	50%	27%	
Under Graduate	33	7	3	43	
	60%	37%	12%	100%	
Post Graduate	15	5	10	30	
	27%	26%	38%	100%	
Total	55	19	26	100	
	55%	19%	26%	100%	

**Source: Primary data**

The result of the hypothesis shows that the chi-square value (20.62) is more than the table value (5.991) at 5% level of significance. Therefore, the relationship between educational qualification and the level of awareness towards solar energy products among the respondents are not significantly associated. So, the null hypothesis is rejected.

$H_0$ : There is no significant relationship between Area of residence and awareness of the respondents

**Table No. 3**

Area of Residence	Level of Awareness			Total	Result
	Aware	Neutral	Not Aware		
Rural	7	5	33	45	$\chi^2 = 3.45$ DF= 2 TV=5.991
	58%	71%	41%	45%	
Urban	5	2	48	55	
	42%	29%	59%	55%	
Total	12	7	81	100	
	12%	7%	81%	100%	

**Source: Primary data**

The result of the hypothesis shows that the chi-square value (3.45) is less than the table value (5.991) at 5% level of significance. Therefore, the relationship between area of residence and the level of awareness towards solar energy products among the respondents are significantly associated. So, the null hypothesis is accepted.

**Findings**

The findings of the study is summarised as follows. There is significant relationship between gender and educational qualification with the awareness about solar products but there is no significant relationship between area of residence and awareness of respondents.

**Suggestions**

The government has to take necessary steps to impart the awareness among people who hail from different walks of life. If consumers cannot identify the relative advantage of solar power over their current sources of power, which is supplied readily and cheaply through a mains system, it is unlikely that adoption will follow. Recommendations con-

cerning the marketing and development of solar products are identified and should be developed.

**Conclusion**

The diffusion of an innovation is the process by which it is communicated through certain channels, over time and among members of a social system. The diffusion process has been modelled and theorised over time, and despite some weaknesses regarding solar energy products.

**Reference:**

1. Dr. Sharyn Rundle-Thiele, "Lessons Learned from Renewable Electricity Marketing Attempts: A Case Study".
2. Natural Marketing Institute, Harleysville, Pennsylvania<sup>2</sup>, "Consumer Attitudes About Renewable Energy: Trends and Regional Differences".