

# Branded Solar Products' Acceptance among Consumers -A Study In Huballi City, Karnataka

**Authors:** Prof. Uma Sharma

**Designation:** Assistant Professor

**College:** R.V. Institute of Management, Bangalore

**Authors:** Namrata Shetty

**Designation:** HR. Executive, - Career Net.

## Abstract:

*Consumers' acceptance is one of the outcomes that is expected by any marketer, as it signifies consumers progress in the decision-making process from an intent to buy to actual purchase. Branded solar products marketers too look for larger consumer acceptance of this alternative technology products. Though the adoption rate of solar products is favourable in India, with the policy support (Bridge to India research 2019) of most state governments larger consumer use is till lacking. In this context this paper makes an attempt at knowing the consumer acceptance of branded solar products in Hubli, Karnataka. The paper brings out interesting findings that consumers awareness level for solar products is high and acceptance of branded is at above average levels.*

**Key words:** Consumer Acceptance, Branded solar products, Purchase.

## Introduction:

Consumer acceptance of solar products initially was through government programmes implemented for it social outcomes or to showcase the larger impact of the programme in improving energy conversation or its ability to reach these energy products to the unelectrified area these only went on to prove the program objective. But as the solar technology based solar products moved beyond creating social impact and got adopted to creating more commercially acceptable products that were known for energy conserving advantages its commercial acceptance is seen. This acceptance among consumer is yet to extent its reach beyond rural parts of the country into urban area. Distinct features of solar products such as low price for every unit of energy consumed, energy efficient and conserving qualities has increased the products' acceptance rate. Challenge is of scaling the extent of acceptance, to answer this several recent studies point out that building more value adds and associating products to consumer specific needs will prove acceptance rate. In this context this paper brings out the if there is acceptance in urban areas for branded solar products.

## Literature Review:

### Consumer acceptance-

Consumer acceptance of branded solar products is a study that finds relevance due its inherent advantages that solar products have. As an alternative energy resource solar product is based on the

technology which is driven by harnessing the natural energy source of the sun. These products are an energy solution for those area which are not powered by the grid power and they are in off-grid area (Chen 2006, World energy council 2013). Beyond this purpose solar technology based solar products are today seen as an effective energy conservation and efficient cost saving product for all its end users (Lai & Cheng 2016).

### **Acceptance of Solar products-**

Finding consumer acceptance for a new technology-based product as solar products' is bound to take the typical technology adoption stages (Roger,2003), Since the adoption of solar technology from over three decades now, solar products finds acceptance at household levels in India for all solar lighting and heating products (Chaurey and Kandpal, 2009).

### **Extent of Acceptance –**

Extent of acceptance among consumers for solar products is majorly driven based on relevance and product advantage that is provided -which is in terms of price advantage and environment conservation it delivers (Cosimo 2018). Marketers of these products have consciously started to delivery to these consumer needs by providing information on product value adds and product offers rather than just being product centric. (Owlia & Aspinwall, 1996) which ensure better acceptance. Studies that bring out the acceptance of solar products or measure the extent of acceptance is yet to be brought, this paper aims to bring out these points of observations and extend the understanding of consumer acceptance of solar products.

### **Objective of the study:**

1. To understand the consumer acceptance for solar products
2. To bring out the extent of acceptance of branded solar products in Huballi

### **Statement of Hypothesis:**

$H_0$ : Consumer's acceptance of branded solar product does not lead to intention to buy  $H_1$ :

Consumer's acceptance of branded solar products leads to creating intention to buy

### **Research method:**

The study has descriptive research method, with convenient sampling, sample size is 72 is drawn from the unit of Hubli urban town. The sample population is India. Descriptive and reliability statistical tests are done to prove the samples goodness fit and to interpret the results. (Test is done using Jamovi Statistical Package.

### **Results and Discussion:**

The sample distribution for the study has the following descriptive characteristics of 67% of male respondents and 23% female. Income group of the 69 % of the sample is 15,000 and above monthly,

Purchase behaviour of the sample towards solar products can be known with the following descriptive statistics:

53% of the sample have bought solar products and are users, same number of respondents have recommended the solar products among their relatives and friends.

34% of the respondents believe that branded solar product 's is good where as 12% do not agree that brand name is necessary to buy solar products. The rest of the sample believe in not always buying branded solar products.

All 53% of the respondents have bought the solar products by making a down payment.

To prove the hypothesis the goodness of fit test was used. The table below shows the test result at 36.2 at a p value of <.001, this signifies that at a significance level of .05 the p value is lesser so the null hypothesis is rejected and we accept the alternative. That is consumers acceptance of branded solar products leads to creating intention to buy

**Table showing : Jamovi (version 1.2) output of Goodness of fit test results.**

$\chi^2$ Goodness of Fit		
$\chi^2$	df	P
36.2	2	< .001

### Conclusion:

The paper 's objective of understanding acceptance of solar products among consumers is existing in recognisable proportion or not. Results from the study points at the solar product acceptance is recognizable and the study also relates through descriptive statistics that purchase of solar products in sample unit at Hubli is high these existing consumers are seen to be strong recommenders of the product among their friends and family.

### Future area of research:

This paper has its scope limited to bring out the nature of acceptance among the consumers of solar products, in future studies the relation between nature of acceptance and intention to purchase can be furthered. As an extended study to the present study it can be done on a larger sample at all India level considering a larger mix of sample unit.

### Reference:

- Bridge to India Research report2019.
- Chen, C. (2001), "Design for the environment: a quality-based model for green product development", Management Science.
- Cosimo, M. (2018), "GDP, energy consumption and financial development in Italy", International
- Chaurey, A. and Kandpal, T. C. (2009), 'Carbon abatement potential of solar home systems in India and their cost reduction due to carbon finance', *Energy Policy*.
- Lai, C. K., & Cheng, E. W. (2016). Green purchase behaviour of undergraduate students in Hong Kong. *The Social Science Journal*.
- Owlia, M. S., & Aspinwall, E. M. (1996). Quality in higher education—A survey. *Total Quality Management*.
- Rogers, E. M. (2003). *Diffusion of Innovations*. 5th edition. New York: The Free Press.