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Consumer Satisfaction towards Solar Energy



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ARTICLE INFO	ABSTRACT
<p>Received: 03-08-2022 Received in revised form: 09-09-2022 Accepted: 12-09-2022 Available online: 30-09-2022</p> <hr/> <p>Keywords: Consumer Satisfaction; Customer Satisfaction; Photosynthesis; Solar Energy; Renewable Energy.</p>	<p>Solar heating, solar panels, solar thermal power, solar architecture, and artificial photosynthesis are just a few of the frequently developing technologies used to capture solar energy, radiant light, and heat from the Sun. The Sun has such a lot of electricity that can be captured. The quantity of energy from the Sun that covers the surface of the Earth each day is significant. The study employed both qualitative and quantitative data. Energy and heat can both be significant challenges for humanity. Although it has developed several things, reducing the imbalance between energy supply and demand. We heavily depend on non-renewable energy sources. All this harms the environment and produces a lot of carbon by-products. Man has changed within and without alternative renewable energy sources. Solar energy is one such possible source of renewable energy. The study is descriptive, and the sample of 100 respondents was selected using convenient sampling. The result reveals that most respondents were satisfied with using solar products.</p>

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1.0 INTRODUCTION

Quality of service is closely related. Entrepreneurs have recently developed Total Quality Control (TQM) software to regularly raise the value of their goods, services, and media advertising. The quality of a product directly impacts client experience. A person's satisfaction is measured by how displeased they feel after comparing a product's actual performance to their hopes. When a product's perceived project fails, the customer is unsatisfied. The buyer is happy or satisfied if the performance meets or exceeds expectations. Outstanding marketing firms go above and beyond to maintain patient satisfaction (Faiers and Neame, 2006). The satisfied customer creates repeat business and recommends the company to others. Successful businesses try to please clients and make only the pledges they can make, exceeding above and beyond those goals (Rompicherla, 2013). All marketing tactics revolve around the customer, who is the focal point. Earns profits that people desire. Consumers purchase merchandise of specific mental and economic forces that create needs

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or wants they realize can be satisfied by the products sold. And hence, producers should understand the motivating factors next to customer purchases so that they will provide various products that meet those pressures. Thus, the buyer is inspired by their purchase since of their depression (Venkatraman and Sheeba, 2014).

1.1 Statements of the Problem

This study focuses on consumers' perspectives towards using solar energy products. When an effect on the market fulfils customers' needs, the customer buys it. Due to the cost and significant electricity usage today, people are drawn to solar products as replacements for electronic items. Solar energy products will displace technological equipment. Customers, however, have higher standards from suppliers of solar energy. Since solar is a renewable energy source and a natural source of photovoltaic energy, solar energy is generally available. Solar energy can now be gathered and recycled into new electrical energy due to the advancement of solar cells and solar panels. Many organizations have joined the fast-increasing markets for the commercial sale of solar energy-based devices. In this connection, it is essential to determine what consequence these solar energy devices have had on the consumer. The study's problem is the customer's attitude toward solar energy devices.

1.2 Scope of Study

- The primary goal of this study is to analyze customer behaviour towards solar energy products.
- This study helps to identify the elements that determine buyer behaviour to purchase solar energy technologies.
- This study helps clarify what the target group wants and needs.

1.3 Objectives of the Study

- To examine consumer awareness of solar energy products on the market.
- To study ratings and reviews, preferences, and behaviours regarding solar energy.
- To research customer satisfaction with solar energy.
- To understand that solar energy devices are favoured over electrical appliances, even though electrical ones are generally cheaper.

2.0 METHODOLOGY

The study attempt to address power shortages and ensure continued industrial development. Various journals and online sites were reviewed and explored the ability to generate solar energy at the family, corporate, and industrial stages and to understand the implemental strategies of solar projects in other countries. An attempt has been made to identify the consistent electricity supplies and recent frequent power cuts in the study area. Thus, the private and public sectors have encountered lower production due to outages. The researcher has developed a conceptual approach to addressing the strength challenges of solar energy.

2.1 Research Design

The research design is the blueprint that serves as a set of rules for the study. It serves as a guide for the research that will be done. Data collection and analysis procedures are outlined in the study plan. The researcher used a descriptive method for the dealer survey.

2.2 Sample Size and Sampling Techniques

A convenient sampling method was used to select the sample of 100 respondents using solar products.

2.3 Statistical Tool

The researcher selects a simple percentage method for the research analysis & interpretations.

$$\text{Simple Percentage} = \frac{\text{No. of Respondents}}{\text{Total No. of Respondents}} \times 100$$

Table 1 – Profile of the Respondents

Classification		Frequency	Percentage
Gender	Male	34	34.00
	Female	66	66.00
Education	SSLC	24	24.00
	HSC	36	36.00
	Graduate	20	20.00
	Post-graduate	20	20.00
Solar Product	Solar water heater	35	35.00
	Solar lamp	25	25.00
	Solar charges	20	20.00
	Solar inverter	20	20.00
Opinion Level about the usage of solar products	Satisfied	70	70.00
	Highly Satisfied	20	20.00
	Dissatisfied	10	10.00

Source: Primary data

It is clear from Table 1 that among the 100 respondents, 34 per cent of respondents are male customers and the remaining 66 respondents belong to the female customer. The majority of the customers are female. Among 20% of the respondents belonging to the graduate level, 36% belong to the higher secondary level, 24% belong to the primary level, and 20% belong to the post-graduate level. The majority of the customer are at higher secondary levels. Among 20% of the respondents belong to use Solar chargers, 35% of the respondents belong to use solar water heaters, 25% of the respondents belong to use solar lamps, and 20% of the respondents belong to use solar inverters. The majority of the customer are using Solar water heaters. Among 70% of the respondents who are using this product are satisfied, 20% of respondents who are using this product are highly satisfied, and the remaining 10% are dissatisfied. The majority of the customer satisfied with the products.

3.0 FINDINGS

- The study found that the female respondents (66 per cent) accounted to be higher than the male respondents.

- About 36 per cent of the respondents completed their higher secondary school education.
- The majority of (35%) the respondents are using the solar water heater
- The vast majority (70 per cent) of the respondents were satisfied with solar products.

4.0 SUGGESTIONS

- Low-cost solar energy products are available.
- Products' quality and sturdiness need to be addressed.
- They need more reducing products.

5.0 CONCLUSION

Solar energy is a major form of energy. biomass, wind, hydropower, and wave energy are all sources of usable electricity that are ultimately converted into other energy sources. Some semiconducting materials exhibit electron movement as part of the energy of light. This photovoltaic effect has the potential to produce a lot of electricity.

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