

Consumer Awareness towards Solar Home System: Special Reference to Gurugram District

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Abstract:

India is the world's third-largest energy user. Renewable energy accounts for 20% of India's total installed power capacity. Renewable energy sources include solar cells, wind energy, water energy, and biomass. India is endowed with an abundance of solar energy potential. As a result, the Indian government took the initiative to exploit these bountiful resources effectively. Solar energy is one of the cleanest, environment-friendly forms of energy. Due to its effectiveness in supplying the household's demands, a solar power system is in great demand. This research paper aims to explore the awareness and factors affecting the purchase intention of consumers for a solar home system. This

study includes several factors related to respondents like their age, residential status, education, and income level to explore their impact on the awareness and purchase intention of consumers. 89 responses were collected using a questionnaire and further Pearson chi-square test was applied to study the association between demographical variables and awareness. The study concluded that education, residential status, and gender have association with awareness and purchase intention. Further, there is a need to create awareness among the masses and advertise the benefits of solar home systems for fastening the adoption rate.

Keywords: Solar Home System, Solar Home Panel, Rooftop Panel

