

# Consumers' Opinion on Promotional Activities to Enhance Utilisation of Solar Energy Products in Erode District

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## Abstract

Resources are inevitable to every nation for its sustainable growth. These resources contribute to the application of available energy into use. Among various energy sources, solar energy has the capacity of expanding into large scale operations and fulfils the industrial and domestic purpose. Now-a-days, solar energy has its utilisation in many ways. Due to low level of commercial competitiveness, solar energy has a slow growth in developing countries. Moreover, the consumers are not well aware of the importance of solar energy products and their usage. In order to enhance the usage of solar energy products, promotional activities have to be driven actively. Buying behaviour and issues relating to social attitude generates great barrier in promoting them. Advertising serves as an effective tool in the marketing machinery to promote solar energy products. There is also demand for promoting awareness and enhancing commercial competitiveness on solar energy. In this regard, the present study analyses the level of opinion and agreement towards enhancing promotional activities for utilisation of solar energy products and the reasons for not buying solar energy products. Convenience sampling technique has been adopted to select the respondents and the sample size is 110. Simple Percentage Analysis, Chi-square test and Weighted Average Ranking Score analysis have been used for analysis. The study found that majority of the respondents highly agrees that promotional activities will enhance the utilisation of solar energy products. Further, the study revealed that there is a significant association between gender, occupational status, marital status, family type, family size and level of agreement towards promotional activities to enhance utilisation of solar energy products in Erode District. The main reason for not buying the solar energy products is found to be lack of awareness. It is emphasized that advertisement is an effective tool to promote solar energy products.

**Keywords:** Advertisement, Promotional Strategy and Solar Energy

## 1. Introduction

In the fast paced living of human kind, environment plays a dominant role. The eco friendliness is the need of the hour. With an improvement in large utilization of various resources available, the protection of environment is possible. Among the resources, conservation and utilization of energy resources is important. Solar energy contributes essentially in fulfilling all the growing energy

prerequisites of man. It assists the nation's reserve with the perspective on electricity preservation and eco-friendly climate. The emergence of various solar energy products in the market requires promotional activities in order to bring them in front of the consumers. The level of awareness, utilization and agreement for solar energy based products will develop its growth in the consumer market. In this regard, the present study has

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been undertaken to study the consumers' opinion on the promotional activities to enhance the utilization of solar energy products in Erode District.

## 2. Statement of the Problem

In today's world, energy plays a vital role in each and every activity. Renewable energy resources are available in abundance and the solar energy resources can be a best option to fulfil the future demand of electricity. Both the rural and urban areas are facing lot of problems for energy security. The utilization of solar energy resources will enable us to solve many problems since its availability is in abundance. Even though the cost is very high, at present, it can be controlled by increased demand and invention of low cost technology and modern creation by undergoing various research and development. Solar energy resources can be a promising option in the economy and challenging view to help in gaining self-sufficient energy leading to sustainable growth and development. The implementation of solar energy products is quite challenging. It is essential for every marketer to adopt suitable marketing strategy to promote solar energy products. Hence, the present study focuses on the level of opinion of consumers towards utilisation of solar energy products.

## 3. Review of Literature

Sharma and Joshi<sup>1</sup> expressed that India's energy utilization had expanded quickly. This expansion was due to the after effect of India's expanding populace and the fast urbanization of the country. Higher energy utilization in the mechanical, transportation and private area had kept the usage of energy upwards at a faster pace even than that of China. Mohanasundari and Nirmaladevi<sup>2</sup> examined the customers' attitude and their preference on the usage of solar energy products in Tirupur District. Convenience sampling was adopted and data were collected from 50 respondents. It was found that the impact of solar products in solar energy is a good remedy for environmental sustainability. It was recommended to use advertisement through mass media to promote solar energy products. Indrajith and Vanaja<sup>3</sup> measured the overall satisfaction and factors influencing consumers

to buy solar energy products in Coimbatore City with simple percentage analysis and Likert's scale analysis. The study revealed that most of the respondents are satisfied and the main factor influencing the purchase is price. It was concluded that TV advertisement plays a key role in promoting solar energy products.

## 4. Objectives of the Study

- To identify the profile of the selected consumers of Erode District.
- To analyse the consumers' level of opinion and their agreement to enhance the promotional activities to achieve sustainable growth of solar energy products.
- To examine the reasons for not buying solar energy products.

## 5. Hypothesis

$H_{01}$ : The demographic variables does not significantly associate with the level of agreement towards promotional activities for enhancing utilisation of solar energy products.

## 6. Research Methodology

The study has been conducted in Erode district of Tamil Nadu. Convenience sampling technique is used to elicit the data. A sample of 110 respondents is chosen for the study. Both the primary and secondary data are used in the study. The primary data is gathered from the respondents using solar energy products through interview schedule. The secondary data is compiled from books, journals, newspapers, periodicals, reports and various related websites.

## 7. Analysis and Discussion

### 7.1 Socio-economic Profile

The respondents belong to various socio-economic profile. The Table 1 gives the details.

Table 1 reveals that the high percentage of the respondents are male (52%), in the age group of 41-50

**Table 1.** Socio-economic profile of the respondents

Profile	No. of Respondents	Percentage
<b>Gender</b>		
Male	57	52
Female	53	48
<b>Total</b>	<b>110</b>	<b>100</b>
<b>Age Group</b>		
Below 30 years	20	18
31- 40 years	17	16
41- 50 years	54	49
Above 50 years	19	17
<b>Total</b>	<b>110</b>	<b>100</b>
<b>Educational Qualification</b>		
Illiterate	14	13
School level	18	16
Diploma/ITI	19	17
Under Graduate	23	21
Post Graduate	21	19
Professional	15	14
<b>Total</b>	<b>110</b>	<b>100</b>
<b>Occupation</b>		
Students	21	19
Professionals	15	14
Businessmen	23	21
Employee	19	17
Agriculturist	14	13
Others	18	16
<b>Total</b>	<b>110</b>	<b>100</b>
<b>Marital Status</b>		
Married	51	46
Unmarried	59	54
<b>Total</b>	<b>110</b>	<b>100</b>

Family Type		
Nuclear	48	43
Joint	62	57
<b>Total</b>	<b>110</b>	<b>100</b>
Family Monthly Income		
Below Rs.40,000	33	30
Rs.40,001-Rs.60,000	29	26
Rs.60,001 Rs.80,000	20	18
Above Rs.80,001	28	26
<b>Total</b>	<b>110</b>	<b>100</b>
Family Size		
2 members	30	27
3 members	35	32
4 members	31	28
Above 4 members	14	13
<b>Total</b>	<b>110</b>	<b>100</b>

Source: Primary Data

years (49%), under graduate (21%), doing business (21%) and are unmarried (54%). Majority of 57% of the respondents are in joint family, 30% of the respondents' family earn a monthly income of Rs. 40,000 and 32% of the respondents are having 3 members in their family.

## 7.2 Level of Opinion towards Promotional Activities to Enhance Utilisation of Solar Energy Products

The utilisation of solar energy products can be enhanced through promoting them effectively. There are various

**Table 2.** Promotional activities to enhance utilisation of solar energy products

Promotional Activity	Level of Opinion			Total
	Strongly Agree	Neutral	Disagree	
Advertisement through mass media/Social Network	27	67	16	110
	(25%)	(61%)	(14%)	(100%)
Free demonstration	24	54	32	110
	(22%)	(49%)	(29%)	(100%)
Free exhibitions to be conducted to the public	44	36	30	110
	(40%)	(33%)	(27%)	(100%)
Solar products to be provided as freebie by the Government	66	16	28	110
	(60%)	(14%)	(26%)	(100%)

Source: Primary Data

promotional tools with which its utilisation can be improvised. Table 2 shows the opinion of the respondents on the promotional activities that could be employed to increase the usage of solar energy products.

The Table 2 shows that a high degree of respondents (61%) have neutral agreement for advertisement through mass media/social network, 49% have neutral agreement for free demonstration, 40% of them strongly agree for free exhibitions to be conducted to the public and 60% of them strongly agree for solar products to be provided as freebie by the government.

### 7.3 Level of Agreement towards Enhancing Promotional Activities for Utilisation of Solar Energy Products

The level of agreement towards enhancing promotional activities for utilisation of solar energy products has been analysed to understand its association with demographic factors by applying chi-square test at 5% level of significance. The Table 3 gives the results of the findings.

Table 3 evinces that there exist a significant association between gender, occupational status, marital status, family type, family size and level of agreement towards enhancing promotional activities for utilisation of solar energy products.

### 7.4 Reasons for not Buying Solar Energy Products

The reasons for not buying solar energy products are given in Table 4.

The Table 4 clearly reveals that the important reason for not buying solar energy products is lack of awareness with weighted average score of 483 followed by high price with weighted score of 463, no space for installations (458), no scope for alteration (452), spoils the look of home (419), not suitable for my life style (400) and no attractive advertising (398).

## 8. Suggestions

The findings of the study throw light on the following suggestions to enhance utilisation of solar energy products.

- It is suggested to create awareness about the accessibility of the Solar Energy Products among individuals hailing from various regions, particularly rural territories and individuals not with appropriate training to enhance awareness on utilization of solar powered energy.
- The cost of the Solar Energy Products might be reduced so that individuals from low income

**Table 3.** Level of agreement:  $\chi^2$  TEST

Variables	Degrees of Freedom	Table Value	Calculated Value	Result
Gender	2	5.991	7.9947	S*
Age	6	12.592	4.6669	NS
Educational Qualification	6	12.592	4.7869	NS
Occupational Status	2	5.991	10.712	S*
Marital Status	2	5.991	39.247	S*
Family Type	6	12.592	19.225	S*
Family Monthly Income	8	12.360	10.239	NS
Family Size	6	12.592	16.541	S*

Source: Computed \*Significant at 5% level

**Table 4.** Reasons for not buying the solar energy products

S.No.	Reasons	Weighted Score	Rank
1	High Price	463	2
2	No Space for Installations	458	3
3	Spoils the look of Home	419	5
4	No Scope for Alteration	452	4
5	Not Suitable for my Life Style	400	6
6	Lack of Awareness	483	1
7	No Attractive Advertising	398	7

group can also afford to buy the solar energy products.

- The size of solar energy products can be reduced to accommodate in little space.
- Free demonstration and exhibit stalls can be arranged frequently by the dealers to reach the consumers and build the fame of the items in the market.

## 9. Conclusion

Energy conservation helps to improve the environmental sustainability of a nation. Among various energy sources, solar energy plays a dominant role as it is available at huge level. In this regard, the present study focused on consumers' opinion towards promotional activities to enhance utilisation of solar energy products in Erode District. The findings of the study revealed that most of the

respondents strongly agree for provision of solar products as freebie by the government and the most important reason for not buying solar energy products is lack of awareness. The suggestions offered in the study will create awareness among consumers about utilisation of solar energy and increase its consumption by all categories of people thereby improving its sales in the market.

## 10. References

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