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A Study on Consumers Preference towards Domestic Solar Products and Customer Satisfaction with Special Reference to Vadakkekad Grama Panchayath, Thrissur

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INTRODUCTION

Solar energy is radiant light and heat from the Sun that is harnessed using a range of ever-evolving technologies such as solar heating, photovoltaic, solar thermal energy, solar architecture, molten salt power plants and artificial photosynthesis. It is an important source of renewable energy and its technologies are broadly characterized as either passive solar or active solar depending on how they capture and distribute solar energy or convert it into solar power. Acti2012. Solartechniques include the use of photovoltaic systems, concentrated solar power and solar water heating to harness the energy. Passive solar techniques include orienting a building to the Sun, selecting materials with favourable thermal mass or light-dispersing properties, and designing spaces that naturally circulate air.

In 2011, the International Energy Agency said that "the development of affordable, inexhaustible and clean solar energy technologies will have huge longer-term benefits. It will increase countries' energy security through reliance on an indigenous, inexhaustible and mostly import-independent resource, enhance sustainability, reduce pollution, lower the costs of mitigating global warming, and keep fossil fuel prices lower than otherwise. These advantages are global. Hence the additional costs of the incentives for early deployment should be considered learning investments; they must be wisely spent and need to be widely shared".

Solar energy has become an essential commodity in our modern day society. Whether a nation is developed or underdeveloped it can only function well if energy is prevalent.
One of the greatest challenges to developing countries today is the problem of poor electricity, and this has resulted to lot of setback ranging from poor production, low level

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standard of research and technology, hindrance in the opportunities for a better education to poor healthy lifestyles etc.

These effects of poor electricity in developing countries have led to the renewed interest in studies of solar lighting system. Solar energy is a completely renewable resources. These cells make absolutely no noise at all. Over a last several years great implementations have been made in the areas of solar energy collection and storage.

Solar power in India is a fast developing industry. The country's solar installed capacity reached 33.730 GW as of 31 December 2019. India has the lowest capital cost per MW globally to install solar power plants. The Indian government had an initial target of 20 GW capacity for 2022, which was achieved four years ahead of schedule. In 2015 the target was raised to 100 GW of solar capacity (including 40 GW from rooftop solar) by 2022, targeting an investment of US$100 billion. India has established nearly 42 solar parks to make land available to the promoters of solar plants.

India expanded its solar-generation capacity 8 times from 2,650 MW on 26 May 2014 to over 20 GW as on 31 January 2018.The country added 3 GW of solar capacity in 2015–2016, 5 GW in 2016–2017 and over 10 GW in 2017–2018, with the average current price of solar electricity dropping to 18% below the average price of its coal-fired counterpart. By the end of September 2019, India has installed more than 82,580 MW of renewable energy capacity with around 31,150 MW of capacity under various stages of installation.

Rooftop solar power accounts for 2.1 GW, of which 70% is industrial or commercial. In addition to its large-scale grid-connected solar photovoltaic (PV) initiative, India is developing off-grid solar power for local energy needs. Solar products have increasingly helped to meet rural needs; by the end of 2015 just fewer than one million solar lanterns were sold in the country, reducing the need for kerosene. That year, 118,700 solar home lighting systems were installed and 46,655 solar street lighting installations were provided under a national program; just over 1.4 million solar cookers were distributed in India.The International Solar Alliance (ISA), proposed by India as a founder member.

Highly dissatisfied	2	4
Total	**50**	**100**

Table 11 shows the satisfaction of respondent on performance of the product. 40% of respondents are dissatisfied with performance of the product. Whil30% agrees that they are satisfied with performance and 2% of the respondents are highly dissatisfied with performance of the solar product

5.2 Suggestions:

1. Most of the people are not aware of the various brands of solar products. So they must be educated with proper promotional techniques.
2. There is emergency need for the improvement in after sales services
3. There is need of improvement in the advertisement of solar products. Advertisements in banners, internet and newspaper make the solar product capture to all customers mind easily.
4. Quality of solar products need to very high. It enables even illiterate consumers to buy.
5. There is need to develop the Research and Development. So that innovative new products can be launched using Solar energy. Because nowadays solar energy is very popular among the people.
6. Educate farmers about the working of the Solar Water Pumps.

5.3 Conclusions:

The project entitled "A Study on Consumers preference towards Domestic Solar products and their level of satisfaction with special reference to Vadakekkad Panchayath, Thrissur. The study mainly analyses the various types of solar products that are preferred by consumers for household purpose,various factors affecting their buying decision and level of satisfaction incurred with the use of solar products. This study has helped in determining the most commonly used solar products and analysed the level of satisfaction in the background of socio economic variable. It is found that most commonly used are solar lighting product and difference in age of consumers further does not bring any change in the level of satisfaction

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