

A Study of Consumer Buying Behaviour in Solar Energy

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Abstract: *On the very first day of the internship, we had an induction program where we get all the information about the company like established year products offered journey of the company etc. Then we had a Q&A session regarding any queries or anything else. The reason for selecting the project named: "A STUDY OF CONSUMER BUYINGBEHAVIOR IN SOLAR ENERGY IN SANCHAY SOLAR This study aims at studying consumer buying behavior of solar energy equipment's buyers and their responses towards it. Consumers' participation for the use of non-conventional energy sources is low in Maharashtra. Government too delivers grants and tax incentives for endorsing solar energy uses in India. So, in this study effort to assess the equal of consciousness for the solar energy in Maharashtra state, find out the insight for procurement of solar products with reference to numerous entities in Maharashtra state like Separate household, Industries, Hostel and hospitals. This study will be useful to comprehend the government to frame policies for promoting the solar energy products. It is valuable to understand the manufacturer of solar products for understanding the essential of the consumers The study is related to consumer buying behavior for solar energy equipment. This study highlights various facts about the consumer buying behavior and the responses of the consumers towards use of solar energy equipment. In this study, researcher had analyzed the causes of poor response to solar energy equipment, studied the reasons for failure of marketing communication in attracting consumers towards the solar energy equipment.*

Keywords: Solar Energy, Solar Power, Solar Panel, Solar Inverter, etc.

REFERENCES

- [1] Renewable energy is on the international agenda and has become the priority in the country; various reports on renewable energy, non-conventional energy will be of use to get secondary data. Various other sources of information are-Newspapers and Magazines.
- [2] Company Literatures.
- [3] Reports and Publications of National and International organizations.
- [4] Reports of Government and NGOs.
- [5] Various Research Journals & Periodicals.
- [6] Various web sites on Internet.
- [7] E journals and reports available on Internet.
- [8] The secondary data had been collected from: 1. Government published magazines, publications of MEDA, IREDA /Associations, institutions. Reports published by various committees, Bureau of statistics etc. 2. Research papers published in various journal in print or online on the 3. The Journals, Magazine were used. 4. The researcher had reviewed necessary literature from various libraries; Researcher had visited the following – i. Jaykar Library, University of Pune, ii. M.G.V. IMR - Research Centre, Panchavai Nasik.
- [9] Various Research Journals & Periodicals.
- [10] Various web sites on Internet.
- [11] E journals and reports available on Internet.