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**“Consumer’ Satisfaction toward Solar Energy products”  
With special reference to Amravati city**

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**Abstract:**An hour and a half of sunlight hitting the earth is enough to cover all the world's energy consumption for an entire year. Solar technologies convert sunlight into electricity using either photovoltaic panels (PV) or mirrors that focus sunlight. This energy can be used to generate electricity or stored in batteries or thermal storage. Research methodology explains the entire concept of a research article. Primary and secondary information has been used for this research article. Conclusions In this regard, the research articles emphasize how to increase customer satisfaction with solar products and suggest solutions. Information was collected from a total of 160 respondents to collect the primary data required for the research. Primary and secondary information has been used for the research. The primary data required for the research is collected only from Amravati city so it cannot be said for sure that the findings will be applicable to other places.

**Keywords:**Green, electricity, photovoltaic panels, rooftop, Solar energy, Sun.

**Introduction:**An hour and a half of sunlight hitting the earth is enough to cover all the world's energy consumption for an entire year. Solar technologies convert sunlight into electricity using either photovoltaic panels (PV) or mirrors that focus sunlight. This energy can be used to generate electricity or stored in batteries or thermal storage.

Below you will find resources and information on the basics of solar radiation, photovoltaic and concentrated solar technology, grid system integration, and the non-hardware aspects (soft costs) of solar energy. You can also learn more about solar energy and the solar industry. Plus, you can dive deeper into solar energy and learn how the US Department of Energy's Solar Energy Technology Office is advancing innovative research and development in these areas.



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Customer satisfaction is critical to the success of your business. No matter how innovative your product or how competitive your price, if your customers are ultimately dissatisfied, they will not leave.

Customer satisfaction is defined as the extent to which customers are happy and satisfied with the products and services provided by the organization and their overall experience with the organization or brand. It is the extent to which the seller can meet customer expectations with their products and services.

Although customer satisfaction is essential for business survival, the term is somewhat confusing. It actually means a customer's happiness with a product, service or brand, but a product or service is often classified as "satisfactory" when it is not that good.

Here you must understand that focusing on customer satisfaction is not only about providing an average experience, it is about making customers happy and delighted by fulfilling all their needs and expectations and even surpassing them to the next level by giving them more than they expected. .

### **Review of Literature:**

Bhavna Bhavna Prajapati, Factors Affecting Customer Satisfaction towards Solar Panel, discuss in his research article, Solar energy has a dazzling capability to be the clean source of energy for the future and to be employed by individual consumers in India. The study focuses on various factors affecting the satisfaction of the solar panel users. A total of 216 self-administered questionnaire were filled from the respondents through convenience sampling. The factors identified are Environmental concern, Performance and Government initiative. This study will be valuable for marketers and for advertisers to comprehend and reach the target buyers in an efficient way and design marketing plan accordingly.

### **Objective:**

1. To study and obtain information regarding solar energy projects.
2. To study solar energy production and customer satisfaction.
3. Preparation of research paper based on primary and secondary information



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### **Hypothesis:**

After purchasing solar energy products, the electricity bills of consumers are drastically reduced.

**Research Methodology:** Research methodology explains the entire concept of a research article. Primary and secondary information has been used for this research article. **Conclusions** In this regard, the research articles emphasize how to increase customer satisfaction with solar products and suggest solutions. Information was collected from a total of 160 respondents to collect the primary data required for the research.

**Scope of the Study:** In research, it is very important to research and studies the products related to solar energy and the customer satisfaction derived from it. Because we have limited sources of conventional energy and it is the need of the hour to generate energy from other sources and use it.

### **Limitation:**

1. Primary and secondary information has been used for the research.
2. The primary data required for the research is collected only from Amravati city so it cannot be said for sure that the findings will be applicable to other places.

**Data Interpretation:** Based on the information collected from 160 respondents to collect primary data, an analysis of some key questions is given with the help of the table and graph below.

Table No.1

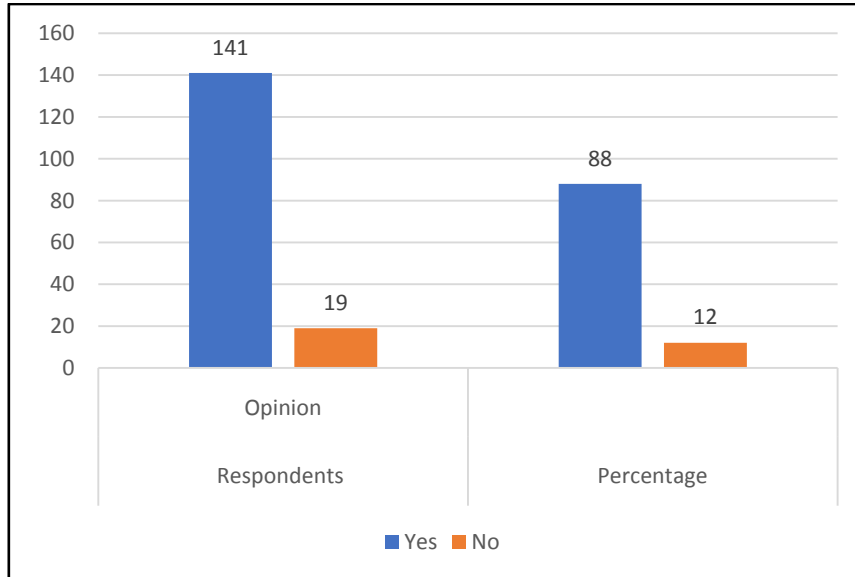
Create awareness among consumers regarding solar products?

Sr. No	Type Respondents Opinion	Respondents Opinion	Percentage
1	Yes	141	88
2	No	19	12
Total		160	100
Reference: Primary Data			



Graph No.1

Create awareness among consumers regarding solar products



From the above table and graph it can be seen whether the consumer is aware about the various solar energy products. 141(88%) yes in the votes received proves that alternative energy is getting consumer attention.

Table No.2

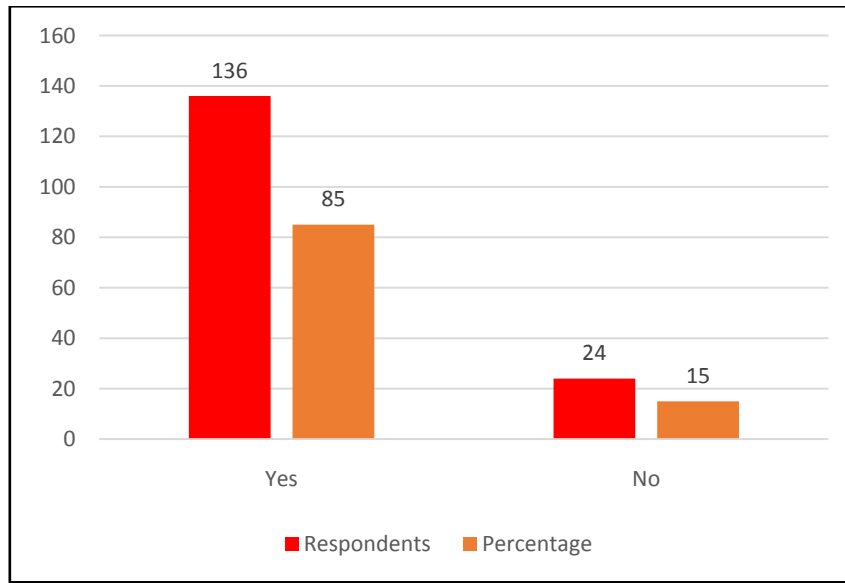
Are you satisfied as a customer after using the solar product?

Sr. No	Type Respondents Opinion	Respondents Opinion	Percentage
1	Yes	136	85
2	No	24	15
Total		160	100
Reference: Primary Data			



**Graph No.2**

satisfied as a customer after using the solar product



From the above table graph it can be seen that 136(85%) is the highest number of votes received regarding whether you are satisfied with using solar energy products. This proves that the consumer starts reaping the benefits of the solar product immediately after bringing it into the home.

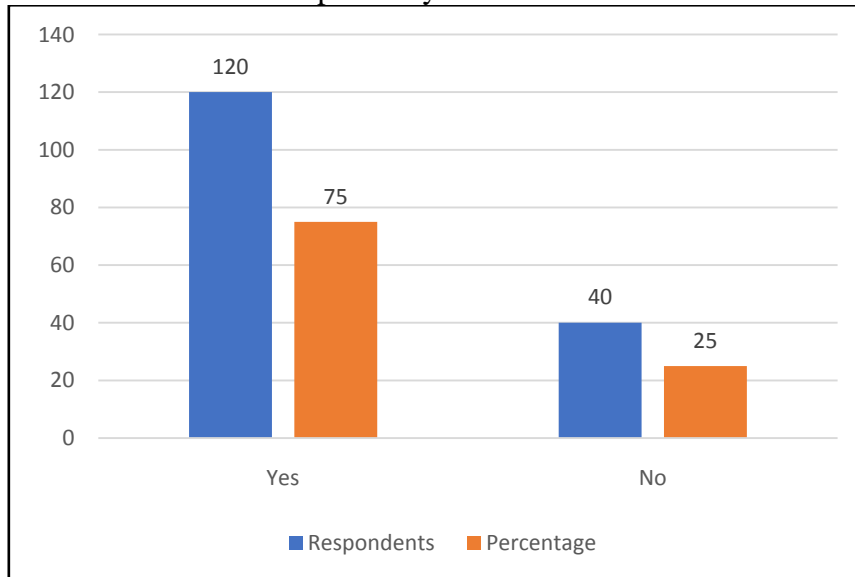
**Table No.3**

Is your electricity bill coming down since installing a solar power plant in your home?

Sr. No	Type Respondents Opinion	Respondents Opinion	Percentage
1	Yes	120	75
2	No	40	25
Total		160	100
Reference: Primary Data			

Graph No.3

bill coming down since installing a solar power  
plant in your home



Is the up-front electricity bill decreasing rapidly after purchasing a solar product? The highest number of respondents showing 120(75%) affirmative in the majority of votes obtained proves that regular unit generation when solar power plant is installed at home results in significant reduction in electricity bill.

**Conclusion:**If we consider the solar product and customer satisfaction in the said research articles, it has been found that the awareness among consumers regarding solar product is increasing by 88%. It has been found that 85 percent of customers are satisfied after purchasing a solar product. Also, 75 percent of the respondents agreed that there has been a big difference in the bills of consumers after solar power generation. This proves that the customer is very satisfied after purchasing the solar product which will continue to benefit them.



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