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An Empirical Study on Awareness of Solar Water Heaters

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Abstract

Solar power is clean green electricity that is created from sun light, or heat from the sun. Solar energy is sustained and totally in exhaustible, unless fossil fuel that are finite. It is also non-polluting source of energy and it does not emit any green-house gases when producing electricity. Solar energy is the instant source of energy. Solar products are available in the market for using both domestically and industrially.. Due to the increasing energy demand and less availability of energy sources, society needs to find out the alternate source of energy, which should be clean and green, in this way will have abundantly consecrated with solar energy. Solar is the only source can satisfy energy need of the nation.

Keywords: Renewable energy, solar products, awareness

1. Introduction

In the present scenario, the world is dominated by the Electrical Energy and the Electronic devices. The technological improvement in this field is vast and it plays a vital role in day to day lives of people. Solar energy being a renewable energy available in abundance as the natural source sun emits Photovoltaic energy in the sun rays. Solar cells/ panels used to grasp solar energy and converts into electrical energy for usage. Many companies have come in to the market in the commercial sales of solar energy based devices. Due to the increasing energy demand and less availability of energy sources, society needs to find out the alternate source of energy, which should be clean and green, in this way will have abundantly consecrated with solar energy. Solar is the only source can satisfy energy need of the nation. Solar energy can be used for several applications such as lighting, heating and cooling etc., Hence the study creates awareness to use the solar energy in day to day life.

2. Review of Literature

It is a concise overview of what has been studied, argued, and established about a topic, and it is usually organized chronologically or thematically. Review of literature paves way for a clear understanding of the areas of research already undertaken and throws a light on the potential areas which are yet to be covered.

Brindhya and Sumathi (2017)¹ emphasized that humanity faces an exclusive and extensive challenge in energy/heat. It has played a pioneering role, but there is a narrowing gap between demand and supply of energy. These are all having the so many carbon by-products and pollute the environment. So the man has evolving to find out the alternatives source of clean energy. In such way one of the alternative renewable energy is solar energy. Through this study customers awareness and attitude towards solar water heater have been analysed and provide the suitable suggestions to improve the solar energy utilization in households.

Bhavya Padmini et al. (2016)²

Said that solar energy is renewable free source of energy. Solar energy is certainly not a new concept. It has been long realized that, despite the low energy density of the incoming insulation, solar radiation has a large potential as an energy source. Solar power is one of the alternatives to the electricity.

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Solar power is clean green electricity that is created from sunlight, or heat from the sun. One of the popular devices that harness the solar energy is Solar Hot Water System (SHWS). The data subjected to analysis and the findings of the study reveals that solar water heater not working properly in rainy and winter season problem was faced by the maximum of the respondents. Chi-square analysis showed that there was no significant association between age and level of consumer satisfaction. However, there was a significant association between education, income, type of family and type of building and level of consumer satisfaction.

3. Objective

The objective of the study is as follows,

- To measure the level of awareness on availability of solar water and need for solar products as a whole.

4. Discussion

The study discusses the need for buying solar products and the awareness on availability of solar water heaters among the respondents.

Table 4.1: Information Regarding Solar Water Heater

Measuring Labels	Frequency	Per cent
Searching in your own	62	18.3
Discussion with friends, family, relatives, colleagues and etc.	83	24.7
Dealers	78	23
Television, Radio and other media.	89	26.3
Exhibition, Trade Fairs, etc.,	26	7.7
Total	338	100

Source: Primary Data

From the above table it is much clear that the majority of the respondents say that they get the information regarding solar water heater from television, radio and other media with 26.3 per cent, then 24.7 per cent of the respondents say that they get the information regarding solar water heater from discussion with friends, family, relatives, colleagues, etc, then 23 per cent of the respondents say that they get the information regarding solar water heater from dealers, then 18.3 per cent of the respondents say that they get the information regarding solar water heater from searching in your own and finally then 7.7 per cent of the respondents say that they get the information regarding solar water heater from exhibition, trade fairs and etc.

The highest numbers of the respondents say that they get the information regarding solar water heater from television, radio and other media with 26.3 per cent.

In the nature of information and need for solar water heater details, the first measured detail is need for solar water heater. The need for solar water heater has following labels like inadequate power supply, increase in power tariff, environment reasons, at the time of construction of house and others. The need for solar water heater is measured using frequency distribution (percentage analysis). The analysis is as follows

Table 4.2: Need for Solar Water Heater

Measuring Labels	Frequency	Per cent
Inadequate Power Supply	87	22.7
Increase in Power Tariff	129	33.7
Environment reasons	47	12.3

At the time of construction of house	54	14.0
Others	66	17.3
Total	383	100

Source: Primary Data

From the above table it is much clear that the majority of the respondents say that they need solar water heater because of increase in power tariff with 33.7 per cent, then 22.7 per cent of the respondents say that they need solar water heater because of inadequate power supply, then 14.0 per cent of the respondents say that they need solar water heater because at the time of construction of house, then 12.3 per cent of the respondents say that they need solar water heater because of environment reasons and finally then 17.3 per cent say that they need solar water heater because of others reasons.

The highest numbers of the respondents say that they need solar water heater because of increase in power tariff with 33.7 per cent.

5. Findings and Suggestion

The study reveals that the awareness of solar products majorly through Television, Radio and other media. Least number of respondents known about the solar products through trade fairs and exhibitions. Sellers should take proper care while choosing their marketing channels. Solar products are highly preferred by the respondents due to increase in power tariff and followed by inadequate power supply.

6. Conclusion

A renewable energy product creates no green-house gases in the planet. Thereby the role of Government is significant to create awareness about these products and motivating the people to switch into eco-friendly products like these. Along with awareness programmes monetary motivation can also be done. Subsidies for the solar products should be increased. Awareness about the availability of subsidies should be publicised to attract more potential buyers.

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