

Impact of awareness, availability and affordability on the adoption of solar energy as power source on consumer market in Rawalpindi & Islamabad

GROUP MEMBERS

Syed Fawad Hussain

Adeel Zia

Hassan Mushtaq

Rizwan Mughal

Supervisor: Syed Ijlal Haider

Aug 24, 2011

Final year project MBA (IV) B

Table of Contents

Abstract.....	5
Acknowledgment.....	6
Dedication.....	7
CHAPTER 1.....	
INTRODUCTION.....	9
Objectives.....	17
Significance of the study.....	17
CHAPTER 2.....	
LITRATURE REVIEW.....	18
CHAPTER 3.....	
METHODOLOGY.....	26
Research Design.....	26
Hypotheses Development.....	27
Theoretical framework.....	28
Sample.....	28
Data Collection Tool.....	29
Procedure.....	29
Chapter 4.....	
DATA ANALYSIS.....	30
Discussion.....	58
CHAPTER 5.....	
CONCLUSION, RECCOMENDATION, LIMITATION.....	60
Conclusion.....	60
Recommendations.....	61
Limitations of the study.....	62
APPENDIX.....	
References.....	63
Questionnaire.....	65

List of tables

Figure 1: There is an adequate campaign run on the media regarding on solar energy.....	33
Figure 2: There is an ample presence of companies which solar products	34
Figure: Solar companies use proper advertising tools for the promotion of solarr products	35
Figure: Solar products are relatively expensive than conventional products	36
Figure 5: The current purchasing power is enough to afford the solar energy products.....	37
Figure 6: If your income level increase you would go for solar energy products.....	38
Figure 7: The financial loss is comparitively less in adopting the solar energy products	39
Figure 8: Solar energy companies can easily be found in the twin cities	40
Figure 9: Solar energy companies manufacture the required products.....	41
Figure 10: The parts of solar energy products are easily available.....	42
Figure 11: Solar energy companies have adopted an effective distribution channel	43
Figure 12: The present electricity system is satisfactory.....	44
Figure 13: Solar energy can be used as an alternative source of energy	45
Figure 14: Solar products are environmental friendly products.....	46
Figure 15: Solar products have the potential to replace the existing products	47
Figure 16: Solar products can be easily used and installed	48

Abstract

Today, Pakistan is facing severe energy crisis both in commercial and residential sector, because of which there is a huge amount of flight of capital to other countries. Renewable energy such as solar energy is the most viable solution to overcome the energy crisis. Pakistan lies in a region of high solar irradiance and it has an enormous potential in this sector.

Presently, many local and international companies are operating in this sector and are providing very reliable, efficient and cost effective solutions on turnkey basis. In spite of a huge potential market of solar energy in Pakistan, the companies operating in this sector are unable to attract the Pakistani consumer towards this renewable energy and people are improbable to adopt this technology as an alternative energy resource.

This project studies the impact of factors such as awareness, affordability and availability which help in determining the futility of solar energy adoption process in the twin cities of Pakistan. This study can also help organizations and researchers to better understand consumer behavior and their needs regarding the solar energy products.

Acknowledgment

First and foremost we extend our heartfelt thanks and deepest appreciation to Mr. Syed Ijlal Haider, for his guidance, coaching, teaching and support. He has been gracious and giving, sharing both his time and immense wisdom willingly, openly and without reservation. We pray that at least some portion of what we have learned from him is reflected on these pages.

And special thanks to Mr. Sajjad Pasha and many others who have helped each in their own way to make this project come alive. Beside that I want to thank Mr. Farman for his time and support to complete the project in the best way.

And most important, thanks to our family members for your love and support, without which this project would not have been completed.

Dedication

To our Parents, whose unconditional love has inspired us throughout our life.

Thanks for your support - words can't describe how much it means to us.