IDENTIFYNIG THE REASONS FOR SLOW GROWTH OF RENEWABLE ENERGY (SOLAR IN PAKISTAN)

By

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Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	15-1-2015	Thesis Adv. Office	Questionnaire preparation and data collection	
6	06-1-2015	Thesis Adv. Office	Data analysis by SPSS-16	
7	02-1-2015	Thesis Adv. Office	Recommendations, findings etc.	

APPROVAL FOR EXAMINATION

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 13% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature: _____ Date: 2/1/15

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Abstract

Purpose-The major aim of the study is to introduce the importance of solar energy and the behavior of customer in terms of installing and utilizing the energy effective systems as an alternative source. Highlights importance of alternative energy sources with a specific focus on solar energy, determines the consumer behavior and their opinions about the usage of solar energy as an alternative source.

Methodology/sample- The study involved use of questionnaires filled by 300 respondents. The respondent individuals belonged to different age groups, social classes and areas of residence. To analyze the data, chi square test and Correlation tests were applied using SPSS 16.

Findings- The analysis and comparative results clearly suggested that individuals in Pakistan have less interest in solar energy and also have lack of awareness regarding solar energy. Results also suggested that solar systems are expensive to use and their maintenance cost is high.

Practical Implications- The outcomes of the research might help the corporate decision makers, government policy formulators and other related quarters to understand the awareness is one of the important factors that play an important role in decision making process.

Keywords: Awareness, Energy outlook, Renewable energy sector, High installation cost.

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