

## Study on factors influencing Consumer Satisfaction during & after Solar Plant Installation

N SrinivasaRagavan ,Prof.Narayanasamy

National College, Trichy, Tamilnadu

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**Abstract:** Consumer Satisfaction is the key to the success of any business. Being truly consumer centric make business owners reap good dividends. As Kristin Smaby once said, when consumers share their story, they're not just sharing pain points. They're actually teaching you how to make your product, service, and business better. Your consumer service organization should be designed to effectively communicate those issues. Once we understand the factors that influence the consumer satisfaction level, approach can be easy to devise strategies to increase their satisfaction quotient. The following study attempts to evaluate various touch points on consumer satisfaction with respect to installation of Solar Plants

**Keywords:** Solar Photovoltaic Technology (Solar PV Technology), Renewable Energy, Solar Plant Installation, Reduction in recurring cost, ROI (Return on Investment)

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### I. Introduction

The sun has been the main source of energy and life for human habitat since ancient days. Most of the energy we use has undergone various transformations before it is finally utilized, but is also possible to tap this source of solar energy as it arrives on the earth surface. There are many applications for the direct use of solar photovoltaic energy. The common use for Solar PV technology is generating power for lighting, pumping water, generating grid quality power etc.. The actual usable radiation component varies depending on various geographical locations. On one hand, Cloud cover, hours of sunlight/day, etc., determines its success and reach but on the other hand, reaching out to end consumers about the benefits of generating electricity through Solar Power becomes very vital. To bring these points to their table, the researcher has made this study as an attempt to determine key decision making points to install Solar Plant and points that define consumers' satisfaction after installation of Solar Plant.

#### Objectives:

- To determine the factors influencing the buying pattern of consumers going for Solar Plant Installation
- Challenges faced by consumers while deciding to go for Solar Plant Installation
- Experience of consumers during Solar Plant Installation and After Sales Service

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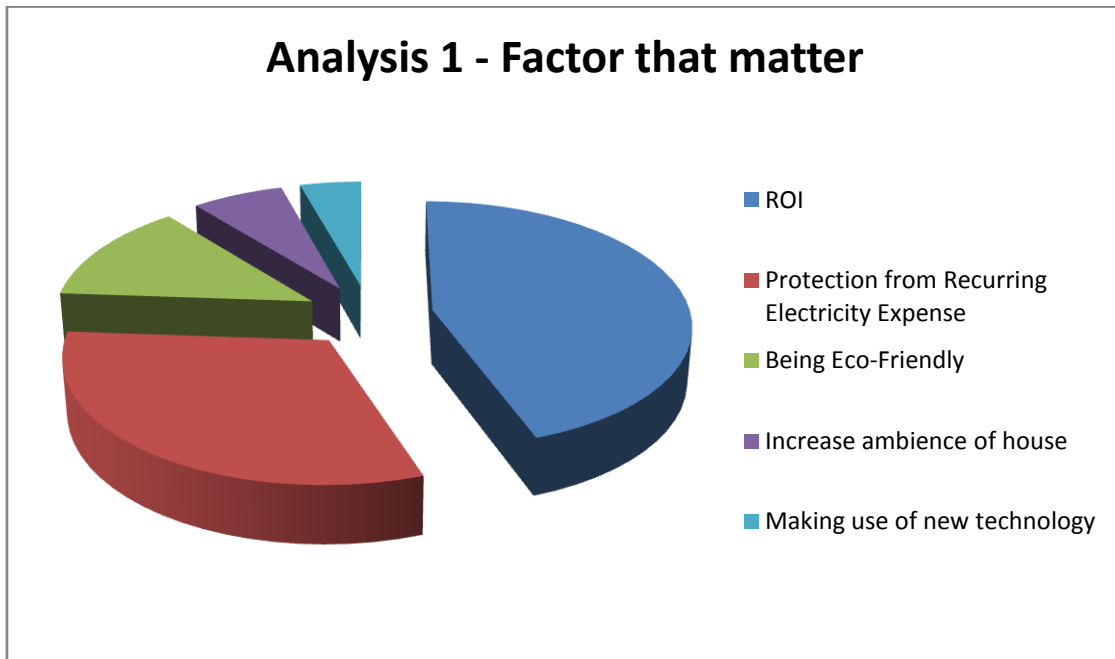
#### Solar Energy

Every hour 430 quintillion Joules of energy from the sun hits the earth. In comparison, the total amount of energy that all humans use in a year is 410 quintillion Joules. It practically means that one hour of Sun radiation is enough for producing electricity for the entire world that can be used for one full year. Thus is the opportunity that is lying in front of us for tap Solar Power to produce electricity. In this scenario, it is essential to understand the factors that determine the consumers to go for Solar, about the difficulty that he undergoes and his expectations after going for Solar.

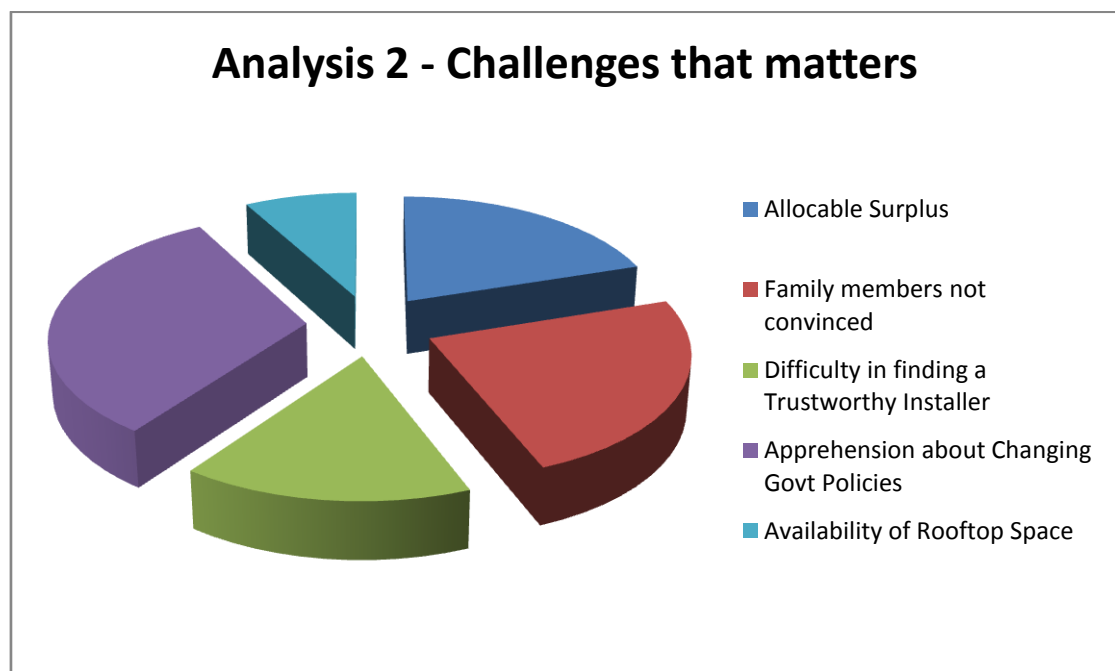
#### Analysis

A detailed study was required to analyse the consumers' satisfaction level to understand the key points that influences their decision to go for solar and the factors that determine their satisfaction after its installation. Researcher made various factors and took a convenient sample of around 100 people spread across the following states in India, Tamilnadu, Kerala, Madhya Pradesh, Jharkhand and Maharashtra.

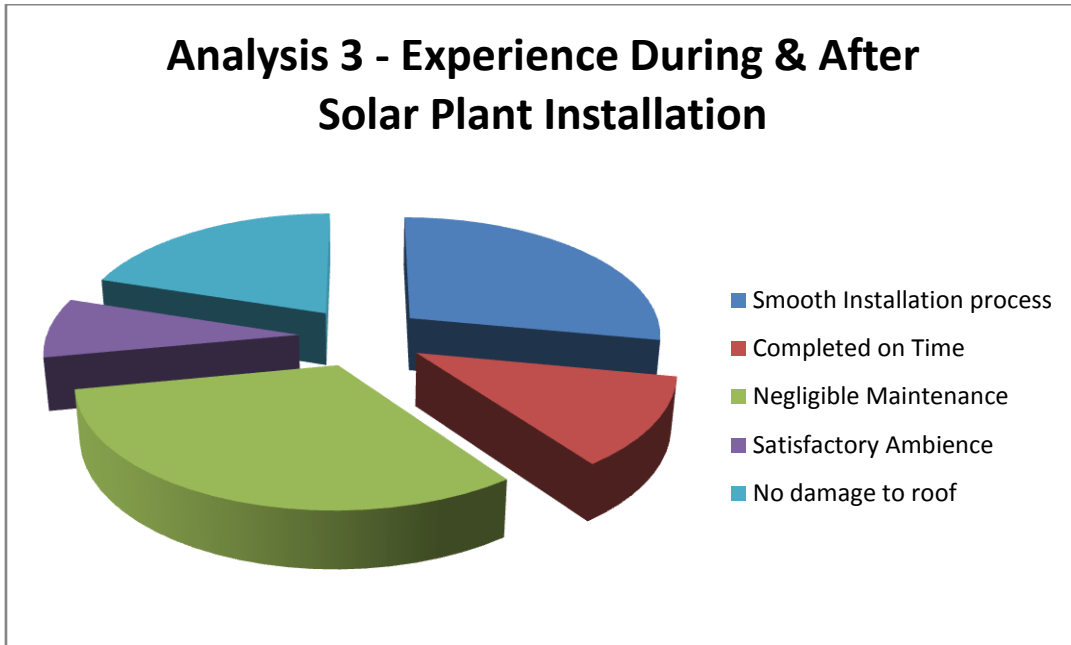
- ❖ Analysis 1: Factors that were important while making a decision to go for Solar Plant
- ❖ Analysis 2: The challenges that were faced while making a decision to go for Solar Plant
- ❖ Analysis 3: The experience during and after Solar Plant Installation
- ❖ Analysis 4: Whether expectation was met on ROI



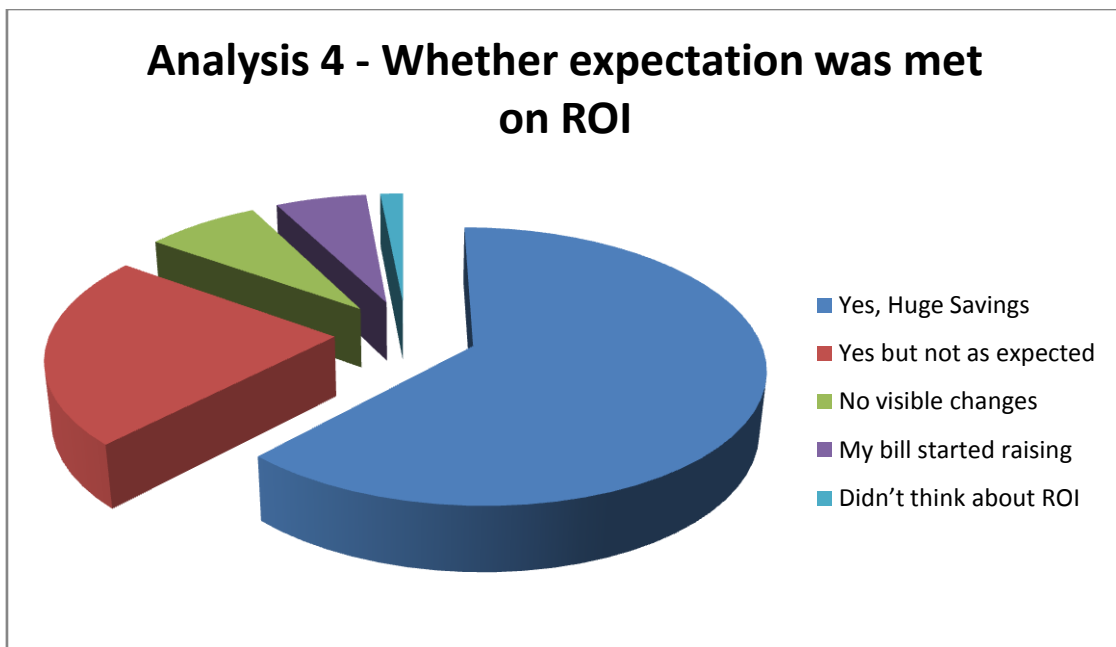
**Result of Analysis 1-**Return on Investment (ROI) & Protection from recurring EB expense becomes vital in decision making process



**Result of Analysis 2-**While majority of them had apprehension about changing Government policies, there were also challenges in convincing the family members about Solar. Even if they are convinced, finding a trustworthy Solar Plant installer was also difficult



**Result of Analysis 3** – Since this experience leads to further referrals, the result becomes more relevant. While most of them felt that the maintenance was negligible as promised by the installer, they were convinced with the smooth installation process that they went through and it created no damage to their existing roof



**Result of Analysis 4** – Majority of consumers had experienced a huge savings and were happy with the ROI that was projected

#### Learning Curve

There is a thin line that differentiates between convincing a consumer and satisfying a consumer. For a long term relationship, to have a satisfied client is like having a trusted friend with us. Through the survey, it is derived that while making a presentation to a consumer, it is important to have a clear Return on Investment chart prepared that should have a comparison with their last two years electricity expenses and the savings that they can expect after installation of Solar Plant. It is important to involve the key decision makers in the family in the discussion. The installer should have clear understanding about the Government regulations and should explain the process very clearly. As they say, knowledge is power, the intricate detail that the integrator starts to give during the discussion directly proportionate to the increased consumers' confidence level of the consumer, on the installer. The commitment on Smooth installation process becomes vital in creating a feel good factor for

the consumer. Two months after installation gets over, a follow-up on savings that the client has had due to Solar Plant installation makes an integrator nail it with consumer and the satisfaction level of the consumers soars really high.

## **II. Conclusion**

“Consumer is King” – This is a present continuous tense, true in all aspect. A broader consumer base lays a strong foundation for any company. To have more number of highly satisfied consumer base, it requires constant effort right from sourcing a client until Solar Plant installation gets successfully completed. Once all the factors, right from presenting a clear picture about Return on Investment and Government policies, from involving key decision makers involved in the discussion and to impress upon the fact the Solar doesn’t require regular maintenance supported by a smooth installation process, makes the consumer ecstatic and becomes the companies ambassador forever.

*“A satisfied consumer is the best business strategy of all” – Michael LeBoeuf*

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