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A STUDY ON BUYER PERCEPTION WITH REFERENCE TO KCP SOLAR WATER HEATER AT SALEM

Selvarani K

Final Year MBA Student, Department of Management Studies, Paavai Engineering College (Autonomous), Pachal, Namakkal, Tamil Nadu. Email ID: selvaselvarani63@gmail.com

Abstract—*Buyer perception is an ultimate aim of all economic activity. Customers are the largest economic group who are affected by public and private economic decision. Buyer perception is an ultimate aim of all business both survival and growth of business depend on customer satisfaction. The scope of the study concerned with KCP Solar water heater Customers of Salem. It is aimed to analyze the brand preference of KCP Solar industries. It also aims to check the quality and awareness of solar energy. The choice of brand name is an inherent part of marketing strategy designed to result in a successful new product launch is well recognized.*

INTRODUCTION

Buyer perception is an ultimate aim of all economic activity. Customers are the largest economic group who are affected by public and private economic decision. Buyer perception is an ultimate aim of all business both survival and growth of business depend on customer satisfaction. The buyer perception is the relationship between the customer expectations and the products perceived performance. If it is exceeds them the customer is highly satisfied. If it falls short of customer is dissatisfied. A satisfied customer is more likely to purchase product the next time and will say good things about the product to others. According to markets "a satisfied customer is our best advertisement".

REVIEW OF LITERATURE

Richard D. Duke et al (2016) As one of the largest unsubsidized markets for solar home systems (SHSs) in the world, Kenya represents a promising model for rural electrification based on private purchases of clean decentralized photovoltaic technologies. Small amorphous-silicon modules dominate the market and most brands provide high quality and affordable service. Product quality varies widely, however, and the public has limited capacity to distinguish among competing brands. This imposes direct hardships on households with the misfortune to purchase low-quality equipment, and it constrains sales as some customers refrain from purchasing solar equipment due to the associated performance uncertainty. This article analyzes market failure associated with photovoltaic module quality in the Kenyan SHS market and develops strategies to address the problem emphasizing that similar quality problems may exist for other SHS components and in other markets. The principal conclusion is that domestic product testing with public disclosure represents an inexpensive low-risk strategy, but it may prove inadequate.

Bradford F. Mills (2016) Solar thermal technologies offer the potential to meet a substantial share of residential water and space heating needs in the EU, but current levels of adoption are low. This paper uses data from a large sample of German households to assess the effects of geographic, residence, and household characteristics on the adoption of solar thermal water and space heating technologies. In addition, the impact of solar thermal technology adoption on household energy expenditures is estimated after controlling for observed household heterogeneity in geographic, residential, and household characteristics. While evidence is found of moderate household energy expenditure savings from combined solar water and space heating systems, the findings generally confirm that low in-home energy cost savings and fixed housing stocks limit the diffusion of residential solar thermal technologies.

James Keirstead et al (2017) Solar Energy use in cities has attracted significant research in recent years. However such a broad topic inevitably results in number of alternative interpretations of the problem domain and the modelling tools used in its study. This paper seeks to pull together these strands by proposing a theoretical definition of an urban energy system model and then evaluating the state of current practice.

Drawing on a review of 219 papers, five key areas of practice were identified – technology design, building design, urban climate, systems design, and policy assessment – each with distinct and incomplete interpretations of the problem domain. We also highlight a sixth field, land use and transportation modelling, which has direct relevance to the use of energy in cities but has been somewhat overlooked by the literature to date. Despite their diversity, these approaches to urban energy system modelling share four common challenges in understanding model complexity, data quality and uncertainty, model integration, and policy relevance.

Satoru Komatsu et al (2017) The objective of this research is to analyze the characteristics of households installing solar photovoltaic (systems or solar home systems) SHS in Bangladesh where rural electrification, improvement of rural livelihoods, and sustainable development constitute the primary development agenda. This article attempts to quantitatively determine the factors that affect user satisfaction with SHS, so that improving user satisfaction can contribute to expanding the coverage of SHS in the long run. The research evaluates the determinants of user satisfaction and households' perceptions of the benefits of SHS, including the quality of SHS equipment and reduction in energy costs. The econometric analysis reveals that previous poor experience of the frequency of battery repairs and replacement in SHS negatively influences the satisfaction of households with SHS. The research also suggests user satisfaction improves in the households that achieve lower dependence on kerosene. Moreover, the users who receive the benefits of SHS, especially those resulting from an increase in children's study time, show a higher level of satisfaction with SHS.

Christian A. Friebe (2018) One of the key challenges of energy access in emerging markets and developing countries is how to reach households and communities that are unlikely to get a grid connection in the long term or those that are connected to the grid but suffer from regular blackouts or low voltage. By surveying entrepreneurs selling Solar Home Systems (SHSs) on a commercial basis in emerging and developing countries, this study is one of the first attempts to quantify the key elements of four potential Product Service Systems (PSSs): Cash, Credit, Leasing and Fee-for-Service. Whereas the Fee-for-Service approach was found to be suitable only under certain conditions, all PSSs share two key elements for successful market deployment: one or more years of maintenance.

Kee Kuo Chen (2018) To understand the impact of environmental value, ecological lifestyle, customer innovativeness on customer intention to install solar power system (SPS) in their private houses, an empirical model was proposed. Customer innovativeness was treated as a second-order construct with two first-order dimensions, with each of the latter being measured by means of reflective indicators. Using structural equation modeling, data collected from 203 customers were tested against the model. We found that environmental value has a positive impact on ecological lifestyle and SPS install intention. Although ecological lifestyle associates positively with SPS install intention, the effect disappears when environmental value is included in the model. The effect of customer innovativeness on SPS install intention results from the tendency of customer novelty seeking, while the impact of customer independent judgment-making on SPS install intention is insignificant. The model explained 76% of the total variations within SPS install intention. Managerial implications for promoting of SPS are considered, and suggestions for further research provided.

Genevieve Simpson (2019) While domestic solar microgeneration installations have increased in popularity, there is potential for their adoption to slow as financial incentives are reduced or phased out. This study uses a postal survey of 362 solar adopters in India to identify areas of policy improvement for the adoption of domestic solar systems. Research included quantitative analysis of Likert-type statements and analysis of qualitative comments by survey respondents, including testing the validity of inferences in comments using publicly-available data. While the vast majority of respondents were satisfied with their systems, satisfaction rates were lower for consumers not receiving the premium feed-in tariff and where information on systems was not self-sourced.

Heetae Kim et al (2019) With recent developments of many significant social problems in South Korea, such as the national blackout events of the nuclear plants components in the South Korean energy industry due to use of low-quality parts, citizens have begun asking tough questions about the country's energy industry in connection to economic, security, and environment. In regards to this same issue, there is rapidly growing interest in renewable energy technologies to reduce the potential problems with traditional energy plants. Among many kinds of renewable energy technologies, solar energy technologies have been considered as one of the most promising energy technologies in South Korea by many energy experts. However, the amount of electricity and energy provided by solar energy technologies constitutes only a small percentage of the total energy production in South Korea. Therefore, in this study, we explored the factors that have a significant effect on the intentions of the public to use solar energy technologies. The results from applying a structural equation modeling method to the integrated research model indicated that three positive factors comprising of

system quality, perceived benefits, and trust, significantly contributed to determining the public's attitude toward solar energy technologies.

Jacob Ladenburg (2020) Based on a Danish survey including respondents with on-shore viewshed experience and varying degrees of off-shore viewshed experience, it is estimated how the different types of wind power experience influence the preferences for wind power, biomass energy and solar energy development in Denmark. The preference relations indicate that on-shore viewshed experience reduces preferences for wind power by 6% and increases preferences for biomass and solar energy solutions relative to wind power by nearly 5%. In contrast, off-shore viewshed experience increases preferences for wind power relative to biomass energy by 24%. However, the effect is dependent on the type of off-shore wind farm experience. Thus, experience of near-shore wind farms can reduce the preferences for wind power.

Harald Overholm (2021) Firms using third-party-ownership (TPO) business models transform solar rooftop installations into a simple service. TPO firms sign long-term agreements with building owners or users to install, finance and manage locally sited solar panels. Customers simply buy solar electricity. The business model can increase total PV market demand by removing central barriers to PV adoption including technology risk, financing needs, and learning costs. TPO is now the dominant US model for residential solar and attempts to use the business model are underway in Europe and Asia.

Johannes Urpelainen (2021) While solar home systems hold considerable promise for improving access to electricity in developing countries in tropical regions, scholars and practitioners argue that the lack of awareness, interest, and ability to pay for the technology undermines the growth of the market. We describe and explain patterns of awareness and interest in solar home systems (SHS) in a survey of 760 respondents in rural Uttar Pradesh, India. We conducted the surveys in collaboration with a local solar enterprise, Boond, and chose villages that are prime locations for the installation of solar home systems. We found that high household income and education levels, as well as young age, predict awareness of SHS products. In addition to wealthy and educated households, willingness to pay is higher in households that have electricity.

Allison M. Borchers et al (2022) This article offers the first national examination of the determinants of adoption of wind and solar energy generation on U.S. farming operations. The inclusion of state policies and characteristics in a multilevel modeling approach distinguishes this study from past research utilizing logit models of technology adoption which focus only on the characteristics of the farm operation. Results suggest the propensity to adopt is higher for livestock operations, larger farms, operators with internet access, organic operations, and newer farmers. The results find state characteristics such as solar resources, per capita income levels, and predominantly democratic voting increasing the odds of farm adoption. This research suggests the relevance of state policy variables in explaining farm level outcomes is limited, although in combination best practice net metering and interconnection policies—policies designed to encourage the development of small scale distributed applications—are shown to increase the likelihood of farm solar and wind adoption. The prevalence of electric cooperatives—which are often not subject to state renewable energy policies and often service farms—is negatively related with the propensity to adopt and suggests that policy design may be a factor.

OBJECTIVES OF THE STUDY

- To find out the brand name is the first impression that customer satisfaction.
- To help in a great way to build a strong, positive quality brand to the customers satisfaction.
- To know about very important for companies to acquire a high quality brand of KCP Solar water heater.
- To identify how the solar energy improve in our usage to customer satisfaction.
- To suggest with KCP solar water heater.

SCOPE OF THE STUDY

- The scope of the study concerned with KCP Solar water heater Customers of Salem.
- It is aimed to analyze the brand preference of KCP Solar industries.
- It also aims to check the quality and awareness of solar energy.

- The choice of brand name is an inherent part of marketing strategy designed to result in a successful new product launch is well recognized.

LIMITATIONS OF THE STUDY

- The survey was restricted to Salem District.
- Inadequate time to follow the customer response.
- Lack of experience in handling surveys.
- Most of the respondents were having inadequate time for filling in the questionnaire.
- The data respondents insufficient 100 respondents only.
- The data collection has statistical one.

RESEARCH METHODOLOGY

Research methodology is the way of systematically solving the research problem. It may be understood as a science of studying how research is done scientifically and systematically.

RESEARCH DESIGN

A research design is an arrangement of conditions for collection and analysis of data in a manner that aims to combine with relevance to the research purpose with economy in procedure.

POPULATION

It is the aggregate of all units' processing certain specific characterizes from which the sample will be drawn**.**

It can be finite or infinite. In finite universe the number of item is certain but in case of an infinite universe the number of item is infinite.

SAMPLING METHOD

Here the researcher used the simple random sampling method.

SAMPLING SIZE

A part of the population selected for the study is called sample, here the researcher took 100 as a sample size.

DATA COLLECTION

Data is collected from the customer buying the product of KCP Solar water heater. The researcher had prepared a well-structured interview scheduled to study the customer satisfaction.

PRIMARY DATA

The primary data is collected directly from the retailers i.e. data collected with the help of questionnaire.

SECONDARY DATA

The secondary data means already available data. Here, the data were collected from company records, website, annual reports and Journals etc…

The researcher also collected information through primary data as well as secondary data. The research instrument used for the study is interview schedule which contain both closed and open ended questions.

STATISTICAL TOOLS

The data is collected from the customer during survey and analyzed using various tools.

The tools applied for study is Simple percentage method

FINDINGS

- 65% of the respondents are male category.

- 28% of the respondents are Above 40 years.
- 52% of the respondents are married category.
- 33% of the respondents are Diploma category.
- 37% of the respondents are business category.
- 38% of the respondents are above income of Rs. 20,000.
- 56% of the respondents are strongly using the brand.
- 84% of the respondents are word of mouth publicity.
- 86% of the respondents are beliefs of the people.
- 60% of the respondents are identification with other users of the brand.
- 36% of the respondents are like the customer are using above 7years.
- 38% of the respondents are belongs to banners express the KCP solar water heater.
- 38% of the respondents are select reason the higher solar power.
- 95% of the respondents are discount provide.
- 82% of the respondents are like solar water heater.
- 38% of the respondents are satisfied in warranty.
- 42% of the respondents are satisfied for product.
- 56% of the respondents are recommend to other.
- 32% of the respondents are belongs to reduced electricity to Consist the solar power and energy.
- 39% of the respondents are solar UPS.

SUGGESTIONS

- Rebranding the organization has made it possible to open up new opportunities while solar water heater on the strengths of the past.
- Because developing a strong brand depends so heavily on creating appropriate perceptions, the internal and external communication exercises have been vital in quickly building up the confidence of stakeholders.
- KCP solar vital role of brand image of compare with other solar water heater.
- Each and every product of KCP solar is suggesting long-term marketable products.
- The finding are suggest most of the respondents using the product to improve healthy sun power utilizing awareness of electricity.

CONCLUSION

Your personal brand value can be managed just as you manage a brand of a product or service. Brand value is all based on image or perception, an end-to-end experience, trust and a promise of consistent value, and an emotional connection and relationship.

KCP Brand really is about fact and emotion. It's about what you deliver and the emotional attributes associated with it. This solar power increases as the world becomes more heating and brightness, more thermal power, and more connected. The ability of your personal brand to evoke a strong, positive feeling is a key element of your brand's equity.

Determine your brand's emphasis or your promise. Determine how to generate excitement in getting your personal brand out there. Focus on forming lifetime relationships one brand image to market strategy to the business.

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