

ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 25/05/2018

CERTIFICATE

This is to certify that **Mr. Abinash Roy** bearing USN **1AZ16MBA06** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Consumer Perception Towards Solar Power Products At Guwahati, Assam**” is prepared by him under the guidance of **Prof. M. Sendhil Kumar** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

Head of the Department
Department of MBA
Acharya Institute of Technology
Soldevanahalli, Bangalore-560 107

Signature of Principal

PRINCIPAL
ACHARYA INSTITUTE OF TECHNOLOGY
Soldevanahalli Bangalore-560 107

ACHARYA

GRINITY INTELLECT PRIVATE LIMITED

GIPL/HR/2018/014

16th May 2018

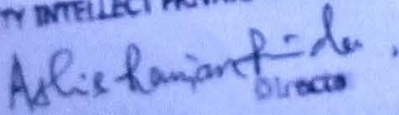
Mr. Abinash Roy

Certificate

This is to certify that Mr. Abinash Roy from Acharya Institute of Technology, has completed his internship on "CONSUMER PERCEPTION TOWARD SOLAR POWER PRODUCTS" in GreenomicsWorld (organization under Grinity Intellect Private Limited) for a period of 60 days (16th January to 24th March 2018).

We wish him all the very best for his future endeavors.

GRINITY INTELLECT PRIVATE LIMITED



Authorized Signatory

Ashis Parida
CEO

DECLARATION

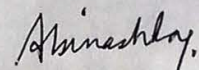
I **ABINASH ROY**, hereby declare that the internship report entitled "**A STUDY ON CONSUMER PERCEPTION TOWARD SOLAR POWER PRODUCTS AT GUWAHATI, ASSAM**" prepared by me under the guidance of **prof. SENDHIL KUMAR.M** Faculty of MBA Department, Acharya institute of Technology and External guidance by **Mr ABHIJITH**, Marketing Associate of Greenomics World under the company Grinity Intellect Private Limited..

I also declared that this internship work is the partial fulfilment of the university regulation for the award of degree of master of business Administration by Visvesvaraya Technological university, Belgaum.

I have undergone a summer project internship for a period of twelve weeks. I further declare that this project is based on the original study undertaken by me and has been submitted for the award of any degree Diploma from any other university/ institution.

PLACE: - BANGALORE

DATE: - 25/05/2018



SIGNATURE

ABINASH ROY

ACKNOWLEDGEMENT

I am truly grateful to my external guide Mr Abhijith, Marketing Associate of Grinity Intellect Private Limited, Bhubaneswar and my internal research Guide, Mr. M Sendil Kumar, for their research guidance, encouragement, and opportunities provided.

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I deem it a privilege to thank our Principal, Dr. Sharanabasava Pilli, Dr. Mahesh, Dean Academics and our HOD Dr.Nijaguna for having given me the opportunity to do the project, which has been a very valuable learning experience.

My sincere and heartfelt thanks to all my teachers at the Department of MBA, Acharya Institute of Technology for their valuable support and guidance.

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TABLE OF CONTENT

S. No	Content	Page number
	Executive summary	1
Chapter -1	Introduction	
1.1	Industry profile	3
1.2	Company profile	8
1.3	Promoters	9
1.4	Vision, mission & quality policy	10
1.5	Product / services profile areas of operation	10
1.6	Infrastructure facilities	12
1.7	Competitor information	13
1.8	Swot analysis	13
1.9	Future growth and prospects	14
Chapter-2	CONCEPTUAL BACKGROUND AND LITERATURE REVIEW	
2.1	Theoretical background of the study	16
2.2	Literature review	21
Chapter-3	Research Design	25
3.1	Statement of the problem	26
3.2	Need for the study	26
3.3	Objectives	26
3.4	Scope of the study	26

3.5	Research methodology	26
3.6	Hypothesis	27
3.7	Limitations	28
3.8	Chapter scheme	38
Chapter -4	Data Analysis and Interpretation	29-56
	Data	
	Data analysis	
	Graphical representation	
	Interpretation of Data	
chapter -5	Findings, conclusion and interpretation	58
5.1	Findings	59
5.2	Suggestions	60
5.3	Conclusion	61
	Bibliography	
	Annexure	

LIST OF TABLES

Table No	Particulars	Page No
4.1	Table showing age group	30
4.2	table showing gender of the respondents	31
4.3	table showing family size (total members) of the respondents	32
4.4	table showing educational background.	33
4.5	table showing occupation of the respondents.	34
4.6	table showing monthly income groups of the respondents.	35
4.7	Table showing distribution of the respondents according to the locality	36
4.8	Table showing responses towards the problem of daily power cuts in their area	37
4.9	Table showing frequency of power cuts	38
4.10	Table showing average number of hours per dayfor which power supply cut happens	39
4.11	Table showing showing power backup system in the houses of the respondents power backup system in the houses of the respondents	40
4.12	Table showing Customers' Opinion about usage of Power backup options during power cuts	41
4.13	Table showing awareness of Solar Power Solutions.	43
4.14	Table showing source of awareness towards solar power solutions	44
4.15	Table showing responses towards use of any Solar Power Solution(s) at the homes of the respondents	45
4.16	Table showing distribution of different types of Solar PowerSolution(s) used by the respondents	46

4.17	Table showing opinion of respondents towards use of Solar Power Solution(s) in near future	47
4.18	Table showing type of Solar Power Solution(s) respondents prefer to use	48
4.19	Table showing awareness of respondents about different brands available in the market	49
4.20	Table showing factor(s) attracting customers towards adopting Solar Power Solutions	50
4.21	Table showing source of information that respondents prefer to collect information about latest Solar Power Solutions.	52
4.22	Table showing opinion of respondents whether they would like to receive information about Solar Power Solutions	54
4.23	Table showing awareness of respondents towards a system that uses Solar Power to charge inverter batteries	55
4.24	Table showing customer preference to receive information about Solar Power solutions from company experts	56

LIST OF CHARTS

Chart No	Particulars	Page No
4.1	chart showing Age group	30
4.2	Chart showing gender distribution of the population	31
4.3	Chart showing family size (in numbers) of the respondents.	32
4.4	Chart showing educational Background of the respondents	33
4.5	Chart showing occupation of the respondents	34
4.6	Chart showing income group distribution of the respondents	35
4.7	Chart showing distribution of respondents accordingly to their locality	36
4.8	Chart Showing responses towards the problem of daily power cuts in their area	37
4.9	Chart showing frequency of power cuts	38
4.10	Chart showing average number of hours per dayfor which power supply cut happens	39
4.11	Chart showing availability of power backup system in the houses of the respondents	40
4.12	Chart showing Customers' Opinion about usage of Power backup options during power cuts	41
4.13	Chart showing awareness of Solar Power Solutions.	43
4.14	Chart showing source of awareness towards solar power solutions	44
4.15	Chart showing responses towards use of any Solar Power Solution(s) at the homes of the respondents	45
4.16	Chart showing distribution of different types of Solar PowerSolution(s) used by the respondents	46
4.17	Chart showingopinion of respondents towards use of Solar	47

	Power Solution(s) in near future	
4.18	Chart showing type of Solar Power Solution(s) respondents prefer to use	48
4.19	Chart showing awareness of respondents about different brands available in the market	49
4.20	Chart showing factor(s) attracting customers towards adopting SolarPower Solutions	50
4.21	Chart showing source of information that respondents prefer to collect information about latest Solar Power Solutions	52
4.22	Chart showing opinion of respondents whether they would like to receive information about SolarPower Solutions	54
4.23	Chart showing awareness of respondents towards a system that uses Solar Power to charge inverter batteries	55
4.24	Chart showing customer preference to receive information about Solar Power solutions from company experts	56

EXECUTIVE SUMMARY

The primary objective of every business is to attract the new customer and to retain the existing customer. So even every renewable energy organizations also works in the same strategy. The study tells about the consumer perception towards the products and services offered by the company Grinity Intellect. So to understand the perception of the customers this study had been carried with the various questionnaire and various tests to prove the hypothesis. The perception of the consumers towards the renewable energy products depends on the products, quality, prices and marketing efforts.

The first part of the study helps to understand the industry profile i.e. about renewable energy sector in India and the role of Grinity Intellect in this sector. The second chapter helps to understand the Literature review of the project report. The third chapter emphasise on the methodology which is used in the study and limitation of the study. The fourth chapter is about understanding the perception of the respondents to questionnaire.

This study provides detailed information about the perception of consumers towards the solar power products, by this Grinity Intellect can analyse its consumers' satisfaction level and exception of the consumers in the organization. So accordingly by the result of the study, Grinity Intellect should gain the positive attitude of consumers and should hold it for a longer period of time.

CHAPTER-1

INTRODUCTION

1.1 INDUSTRY PROFILE:

Since Independence, the Indian Power Industry has ceaselessly confronted the issues with meeting its energy age objectives. The ordinary vitality sources especially coal hasn't possessed the capacity to take care of the demand and the nation needs a true approach to meet its regularly expanding vitality demand .Solar vitality, a spotless wellspring of sustainable power source which emanates zero carbon ,has got a wonderful capability of the vitality which can be tackled utilizing a few kinds of gadgets. Sun based power industry has pick up a pace in its improvement and its systems are presently accessible for business and additionally residential use with enhanced advantages at insignificant cost of upkeep. Use of Solar Power frameworks or devices has turn out to be monetarily suitable with different government started assess incentives, subsidy plans and refunds. Presently a days, sun powered vitality is getting progressively and more popular in creating and created countries. In creating countries, it is on early adoption arrange while in created countries, the greater part of them are attempting to switch over to sustainable power sources totally.

The total populace is developing constantly and consequently increments in the demand of water, nourishment and vitality which thusly influencing condition. The total populace has turned out to be more than twofold from 3.2 billion since 1962 to 7.2 billion in2015 and it has been anticipated to grow up to 9.2 billion by 2050. Assets or reserves of coal, gas, oil and uranium are exhausting step by step. The incessant usage of these non-inexhaustible assets have put weight on the vitality division to move away from carbon transmitting procedures to sun oriented, atomic and other products.

World Energy Scenario

"As indicated by the 2007 BP Statistical Energy Survey", in 2006 world's power age was 19,028 terawatt-hours The countries who were producing the most power are the USA, China, Japan, Russia, India, Germany, Canada and France. The request of power of the World in 2006 was 15,000 Terawatt and is forecasted to be 30,000 Terawatt in 2030.

In 2004, there were 16% of Nuclear and 18% of Hydro and rest from fossil fuels which make the world's power blend. As indicated by the IEA (2006), the main sources of power delivered worldwide were coal (39.8%), gas (19.6%), hydro(16.3%), atomic (15.8%), oil (6.7%) and other sustainable (1.8%). As look at to other fuel choices, the commitment of cal

has been developing at a fast rate in recent years. As of late, there has been a changed enthusiasm towards atomic than hydro.

Indian Energy Scenario

India, being a tropical nation, has an exceptionally immense potential for Solar industry where approximately 45% of rustic family units don't approach electricity. Today India's populace is almost 1.25 billion and as of now confronting an enormous energy demand. In the generation and utilization of power, India positioned fifth in the world. The creation of electricity has been expanded amid the most recent couple of years at an expanding rate likening to the populace extension rate of the nation. The electricity created by India is for the most part from coal (53%) and it is anticipated that coal reserves in the nation will last up to 2050. In India, over 72% population resides in towns and in excess of a half of the towns have not been zapped and remains without power. To take care of this regularly expanding demand, sun powered vitality is the best answer for provide food the vitality needs and scaffold the request supply gap. The normal temperature ranges from 24°C – 28°C and receives 4– 7 kWh of sun oriented radiations per sq. meter which implies in excess of 5,000trillion kWh radiations during the time prompts roughly 300 sunshine days. States like Rajasthan, Gujarat, Madhya Pradesh, Maharashtra, Andhra Pradesh, Orissa, West Bengal, Haryana and Punjab have gigantic imminent to saddle solar energy as these states are situated close to the tropic of tom or and the equator. Also the lion's share of populace dwells in country regions and there is a colossal potential for solar energy to be advanced. Sun oriented vitality can diminish the utilization of kindling and dung cakes which radiates the carbon and carbide.

India is gradually picking up its notoriety in the bridling of the sun based vitality due to various aggressive and exhaustive state and focus driven sun powered approaches and projects under the National Solar Mission. According to the 2014-15 spending plan, Finance Minister has officially announced a guide of rupees 500 Cr to build up some mega watt solar control plants in Tamil Nadu, Rajasthan, Gujarat, Leh & Laddakh. He also announced to create sun powered fuel led rural water pumping stations and 1 MW solar stops on the channel banks at the evaluated cost of \$ 74 million and \$ 18.5 million respectively.

s per BRIDGE TO INDIA and GTM inquire about report, India is confronting a perfect storm of elements that will support sun based photovoltaic reception at a quick pace in coming years. The step by step falling cost of SPV cells being foreign made from the U.S. and China has compared with the developing expense of network produced control in India. Being a developing nation is confronting a tremendous power deficiency which frequently runs 10% to13% of day by day prerequisite.

Indian sun based industry has a tremendous potential to develop at a quick pace. It is believed that in future, above all the devices will be controlled with sun powered vitality rechargeable battery bank. The enormous use of non-sustainable power source assets brings about depletion of these energizes, step by step expanding power request and expanding awareness about sustainable power sources have urged individuals to embrace such technologies which can outfit the plentifully accessible sun based vitality.

Different Renewable vitality innovations for household utilize Photovoltaic's (PV) is a procedure of creating electrical power by converting solar radiation (Photon vitality) into coordinate current power using semiconductors which shows the photovoltaic impact. To generate photovoltaic vitality, sun oriented boards are utilized which are fabricated with the help of various sunlight based cells associated in an arrangement and parallel blend.

Materials used to deliver photovoltaic cells incorporate crystalline silicon, undefined silicon, cadmium telluride and copper indium gallium / sulphide. Solar warm vitality (STE) is an innovation which is utilized to bridle solar energy to get warm vitality (warm). Sun based warm authorities are arranged by the United States Energy Information Administration (USEIA) as Low temperature collectors are level plates for the most part used to warm swimming pools ;Medium-temperature gatherers are typically level plates and utilized for warming the water or air for private and business utilize and High-temperature collectors ponder daylight utilizing mirrors or focal points and are for the most part utilized for electric power generation.

Biogas commonly alludes to a gas delivered by the organic breakdown of organic material in the lack of oxygen. Natural disperse, for example, dead plant and creature substance, creature fertilizer and kitchen waste can be converted into a vaporous fuel called biogas.

Smokeless Chulah is the predominant renditions of the traditionalist chulah and has higher utilization of warmth and an outline which has a fireplace to make a passage for the exhaust hence making the cooking moderately smoke free.

Pellet stove is a stove that consumes thick wood or biomass pills to make a source of warm for private and business spaces. By gradually infusing fuel from a storage confine to a consume pot region, they make a steady fire which does not require any physical changes.

Presently a day, the request in India for sun oriented controlled items has been raised very significantly and anticipated that would develop more at a quick rate. In Indian market, there are many items which are accessible and a couple of them are as per the following:

- Solar Portable Lanterns,
- Solar Home Lighting Systems,
- Solar Street Lighting Systems,
- Solar Power Packs,
- Solar Powered Mobiles,
- Solar Chargers,
- Solar Shavers,
- Solar Candles,
- Solar Night Lamps,
- Solar earphones,
- Solar Fans,
- Solar Heaters,
- Solar Power Plants,
- Solar Torches,

Today, India being world's third biggest economy, the economy has risen step by step finished the last 30 years. Since 2000, it has developed at a rate of 7% averaged annually. Request in power has developed at a rate of 10% every year which is like the development rate of the economy. As per an overview, there will be a 92 GW electricity request throughout the following 10 years.

The Government of India and its state governments have made a noteworthy activity called 'The National Solar Mission' (allude to fig. 3). The principle highlight of the mission is to make India a worldwide pioneer in sun based energy sector and the mission has imagines an objective to introduce sun oriented age limit of 20 GW by 2022.

Opportunities: There is colossal degree for the interest in solar energy part and legislature of India has begun to consider every conceivable measure to advance this division in the nation. The activity of different arrangement and incentives plans has just been propelled by government and thinking of new approaches time to time according to the

necessity of the business to help it. A few of speculation openings are as per the following:

- Joint Venture: various organizations are entering in this segment as a joint wander with leading PV producers. As there is no set condition determined by MNRE for the arrangement of

joint ventures, a general condition which is already existing and indicated by Ministry of Industry, Secretariat for Industrial endorsements and reserve bank of India is appropriate for this sector too.

- Export Oriented Units (EOU): It is conceivable to set up a plant as a 100 percent Export Oriented Unit. As, Export Oriented Units are allowed to import crude materials and segments obligation free and additionally they are qualified to offer up to 20 percent of their creation in household markets.

- Technology Development: The administration of India (focal or state), inquire about associations, self-ruling social orders, colleges, IITs and industries (with appropriate set-up for R&D) are supporting innovative work ventures.

Top 10 Solar Giants In India : A portion of the best players in the sun powered industry are Central Electronics, Emmvee Solar Systems, Jupiter Solar Power, Lanco Solar, Mahindra Solar One, Moser Baer Solar, Grinity Intellect Private Limited Reliance Industries Ltd-Solar Group, Jakson, TataPower Solar Systems and Vikram Solar.

1.2 COMPANY PROFILE:

GRINITY INTELLECT PRIVATE LIMITED

Grinity Intellect Private Limited is an unlisted privately owned business consolidated on 12 July, 2017. The enrolled office of the organization is at PLOT NO 300/2073, SHREE KHETRA VIHAR KHANDAGIRI, AIGINIA, BHUBANESWAR, Khordha, Orissa. The aggregate paid-up capital is INR 1.00 lac. The organization has no announced secured advances. Points of interest of its last yearly broad gathering are not accessible. The organization is yet to present its first entire year money related explanations to the recorder.

The organization has 2 executives/key administration staff. GRINITY was established on the conviction that vast sunlight based vitality accessible on the earth will turn into the overwhelming wellspring of our vitality needs sooner rather than later. We, at Grinity, are a dynamic group of energetic individuals with assorted foundations in the field of sustainable power source with the sense of duty regarding manageability as its center goal. the group comprising of visionary business visionaries, advisors and system of specialists are constantly dedicated on transforming each test into supportable open doors for the regarded customers.

About Greenomics World (Department of Internship)

Type of industry-Technical trade magazine on clean and green energy

FIELD OF WORK-

- News
- Research
- Communication

M.D-Ashish Parida

Website: www.grinity.in

www.greenomicsworld.com

OBJECTIVES

- Delivering quality media efficiently and effectively.
- Promotion of renewable energy.
- To educate, inform and connect stakeholders in india's energy market.

PRODUCT PROFILE

The magazine includes-

- Energy business news .
- Market analysis.
- New energy market.

The magazine is basically focused on solar, utilities, grid and energy transformation.

POTENTIAL CUSTOMERS

- Renewable energy service companies.
- Regulatory authorities.
- Manufacturers.
- Project developers.
- Corporations
- System designers.
- Product whole sellers.
- Business owners.

1.3 PROMOTERS

Managing director	Ashis Ranjan Parida
Founder	Ashis Ranjan Parida
Vice President	Arjun Chakravarty
Chief Operating Officer	Sabari V

Company Name	GRINITY INTELLECT PRIVATE LIMITED
CIN	U74999OR2017PTC027334
Date Registered	12-7-2017
City	CUTTACK
Class	Company Limited by shares
Category	Non Government Company
Status	Active
State	Orissa
Registered Office	PLOT NO 300/2073, SHREE KHETRA VIHAR KHANDAGIRI AIGINIA BHUBANESHWAR Khordha 751019

1.4 VISION, MISSION AND QUALITY POLICY:

Vision

To accelerate the growth of renewable energy technology in the untapped markets and to provide value added innovative sustainable solutions to all their stake holders.

Mission:

Grinity centre around bigger scene of energy for future age that invigorates its drive to convey exceptional items and services. Grinity stand responsible to its execution with each item and administrations going through its most note worthy quality.

Quality Policy:

Grinity Intellect seek after perfection in each it does. Quality is never bargained there and it is dependably on a continuous mission for development

1.5 PRODUCT/SERVICES PROFILE AREAS OF OPERATION

- 1. Solar consultancy:** Solar Energy hybrid systems, energy efficiency, energy storage, Automation.

Proprietors ENGINEER:

- Feasibility ponder and Detailed Project Report
- Procurement help
- Design audit and development supervision
- Project handover

Banks INDEPENDENT ENGINEER

- Techno - Commercial Due - Diligence
- Construction Progress Monitoring and Reporting
- Generation and Operations Monitoring & Reporting
- Task MANAGEMENT SERVICES
- Implementation Schedule Adherence
- Quality Adherence
- Material and Work Certification
- Safety and Environment Management

Some of the major projects carried out by the company are as follows:

Telangana

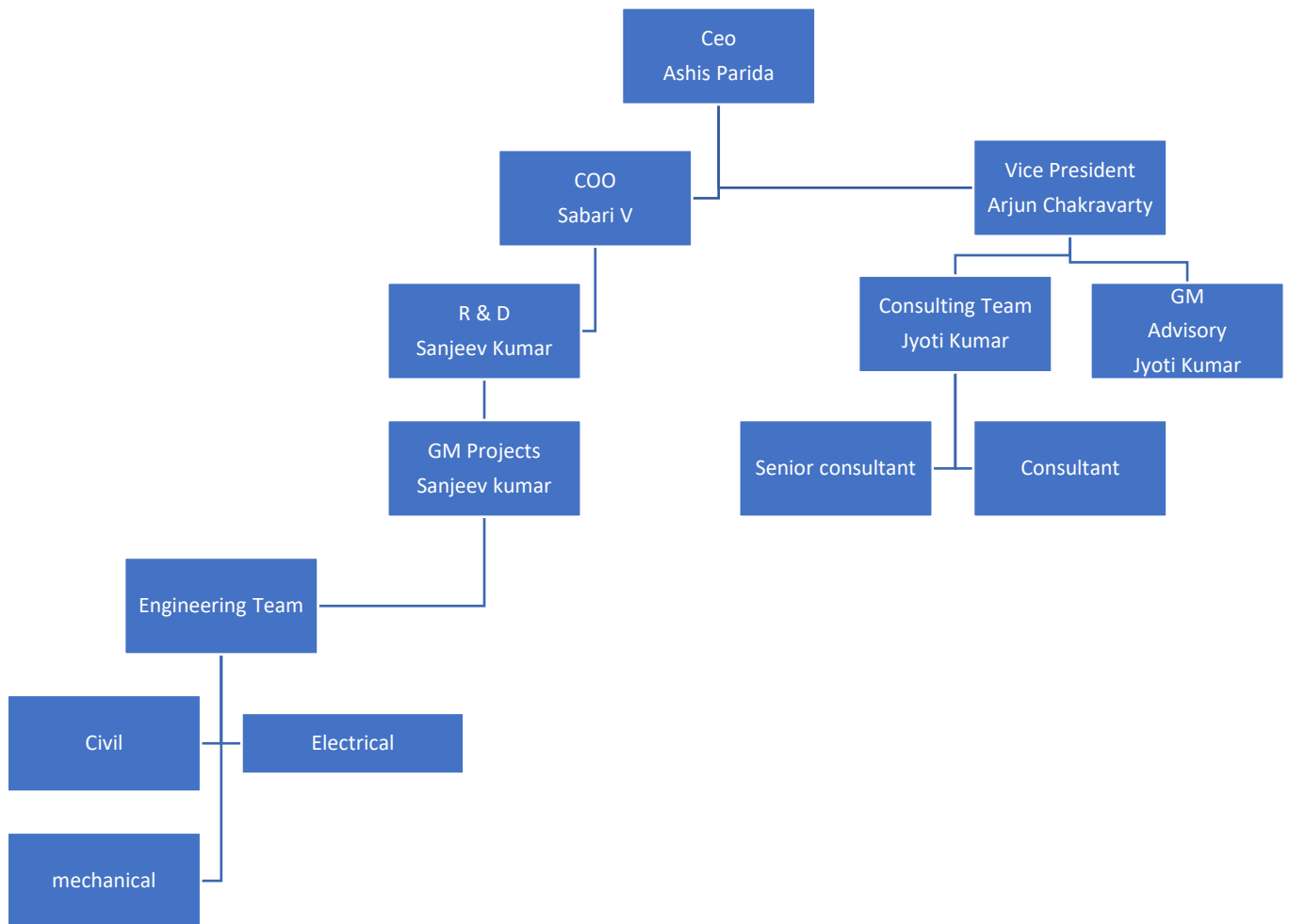
- 40MegaWatt Solar Power plant at Kalburgi
- 40-Megawatt Solar plant at Sadashiv pet
- 30-Megawatt solar plant at Sircila
- 10 MW solar plant at Kamareddy
- 50 MW solar plant Bhonghir

Karnataka

- 40MW Solar Power plant at Farhadabadi
- 50 MW Solar plant at Raichur
- 50 MW solar plant at Pavgada

- 2. Solar EPC:** Ground Mount Systems, Solar Rooftop Systems, Mini and Micro grid Systems
- 3. Operations and maintenance:** Preventive, Corrective and Predictive Maintenance Modules, Cleaning and Vegetation, Abatement Facility Management.
- 4. Greenomics World:** Accelerating the opportunities in business and technology leading to sustainability through its Research and Analysis, Interviews and featured articles, Focused webinar series.

Organization Structure of grinity Intellect Private limited (Departmentalization)



1.6 Infrastructural Facilities:

- Parking area
- Fire exit
- Restrooms
- Wheel chairs
- Mother's room
- Store ambience

- Trail room
- Drinking water
- Lifts / Elevators

2.7 Competitors of Grinity Intellect Private Limited

- Central Electronics Limited
- First Solar
- Hi-Tech Solar
- Luminous Solar
- Maharishi Solar
- MIC Electronics
- Moser Baer Solar
- Grinity Intellect
- SELCO Limited
- Solar World
- Solid Solar
- Sukam Solar Power
- Sun Energy Systems
- TATA Power Solar
- Vikram Solar

1.8 SWOT ANALYSIS:

STRENGTH

1. Strong network in India
2. Satisfying the need of the clients
3. Meeting up the client requirement in time
4. Innovation & creative in advertisement segment
5. Quality in advertisement
6. Global exposure with higher rewards & appreciation
7. Efficient team work environment
8. Expertise and experienced workforce

WEAKNESS:

1. Market share is limited due to many competitors
2. Geographic penetration is also limited

OPPORTUNITY:

1. Online advertising is a new source of revenue
2. Adapting new strategies for market research brings in more revenues
3. Decentralized decision making is helpful as local marketing needs vary from one region to another
4. Entering in global market to attract global clients

THREATS:

1. Increasing lawsuits due to sheer negligence in preparation of ads
2. Recession may hit the industry as cut is primarily on marketing budget of corporates
3. Cut-throat competition offered by other players in the industry
4. Challenging stiff competition from its competitors from both domestic and international levels
5. Changes in the taste and preferences of clients

1.9 FUTURE GROWTH AND PRESPECTIVE:

- Planning to reach out the customers virtually Order on call facility
- Free installation for the corporate which will replace the traditional Electricity billing system.
- Planning to conduct weekly campaign about the promotional offers.
- Web magazines for customer service
- Conducting Webinars on monthly basis regarding financing, marketing, installing etc to reach out more customers. .

CHAPTER -2
CONCEPTUAL BACKGROUND AND
LITERATURE REVIEW

2.1 THEORETICAL BACKGROUND OF THE STUDY:

Marketing is old as the human civilization. In the ancient period marketing was too different from today, that time it was related only with sale product or bargaining. But recent time is too change, full of advertisement and full fill customer satisfaction and try to get more sale through CRM.

Marketing is more important for any company, because so many competitor and every want get market share and customer.

The word of market is most wider spread word, its include every resource of marketing and it is involving to provide all the necessary facilities of goods and services through directly from manufacturer or creator. Marketing is the most important factors in creation of effective use of resource and there is an urgent need in the developing country for building up the supply of the market manager.

MEANING OF MARKET

Market means where buyers and seller are meeting for the trade it's called marketing.

MEANING OF MARKETING

Creating the demand of product/service in market through advertisement strategies etc.

SCOPE OF MARKETING:

- ❖ Goods: - it is tangible product. Where it can not only sale person to person but can also through internet and phones.
- ❖ Services: - it is intangible. Service sector industry is doing well more than 60% of GDP coming through this sector only.eg- Hospitality, transport, banking etc.
- ❖ Events: - events are the things which creates awareness to the people about the recent aspects in view of the further things.
- ❖ Information: - usually we gathered information through internet, books, magazines, Wikipedia, website etc.

GOALS OF MARKETING:

- ✓ Maximize the consumers consumption level.
- ✓ Increase satisfaction level of consumers.
- ✓ Maximize the product choice to consumers.
- ✓ Maximize the duration of product quality.

MARKETING MIX:

There are mainly four marketing mix,

MARKETING MIX

PRODUCT

- ❖ VARIETY
- ❖ QUALITY
- ❖ DESIGN
- ❖ FEATURES
- ❖ BRAND NAME
- ❖ PACKAGING
- ❖ SERVICES

PRICE

- ❖ LIST PRICE
- ❖ DISCOUNT
- ❖ ALLOWANCES
- ❖ OFFERS
- ❖ PAYEMENT PERIODS
- ❖ CREDIT TERMS

PROMOTIONS

- ❖ ADVERTISING
 - ❖ SALES PROMOTIONS
- ❖ PERSONAL SELLING
- ❖ PUBLIC RELATIONS

PLACE

- ❖ CHANNELS
- ❖ COVERAGES
- ❖ ASSORTMENTS
- ❖ LOCTIONS
- ❖ INVENTORY
- ❖ TRANSPORTATION
- ❖ LOGISTICS

IMPORTANCE OF MARKETING:

- To achieve organizational goals and objectives.
Helps to provide goods and service which the service wants.
- To increase standard of living of the people .
- Economics growth of the country .
- To helps in adoption of the new technology.
- To achieve maximum efficiency production and productivity.

ELABORATIVE INFORMATION ON TOPIC

Customer – a person who buys goods or services from a shop or business.

Preferences- a greater liking for one alternative over another or others.

Customer preferences- customer preference is what type of product an individual customer likes and dislikes.

Eleven types of customer preferences

Convenience - Preferring things that are unit simple like a subsidizing for a close-by building. Convenience is taken into account a powerful sort of client motivation.

Effort- The satisfaction that results from effort. as an example, a client who gains a way of accomplishment from a diy project.

User interfaces - Some customers can like the only program potential. Others can like countless buttons to play with. this will be the maximum amount concerning preference as would like.

Communication and information- Preferences associated with communication vogue and knowledge density. for instance, some customers wish to scan elaborate specifications et al wish to listen to a story.

Stability vs variety- Customers who would prefer the same exact shoes they purchased a year ago in the same season versus customers who prefer an incredible variety of shoes and avoid repeat purchases.

Risk – The risk tolerance of the client. Applies to apparently innocuous things like getting complete new } brand for the primary time.

Values - Preferences associated with values like customers who purchase environmentally friendly product.

Sensory - Preferences related to values like customers who purchase environmentally friendly product.

Time - Time preferences like a client who prefers associate degree attentive waiter who drops get each five minute versus a client who does not need to feel rush.

Customer services- It is well known in the customer service industry that some customers prefer friendly service and others prefer diligence and professional distance. For example, a hotel porter who engages in friendly conversation versus dry information about the room and hotel.

FACTORS INFLUENCING PREFERENCE BUYING BEHAVIOUR:

EXTERNAL STIMULI	INTERNAL STIMULI
1. Store characteristics	Impulsiveness
2. Sales promotion	Enjoyment
3. Employees	Hedonism
4. presence of peers and family	Fashion
5. perceived crowd	Emotions
6. shopping channel	Variety seeking
7. sensory shopping	Product involvement

product related and situational factors	soico-cultural, demographics factors
1. Time availability	Gender
2. Money availability	Age
3. Product characters	Income
4. Fashion products	Education
5. New products	Soico-economic & cultures

2.2 LITERATURE REVIEW:

- I. **P. Kootler 2003** - In this book the writer said that an entrepreneurial organization should know who their customers are before launching a product in the market.
- II. **Guupta 2007** – In the scenario of rural India, more the people get access to electricity more their standard of living gets improved which results in the social and economic development of India.
- III. **Aroora Eetal 2010** – In this article the creator elaborates about the importance of renewable energy for the future aspects of India and its economy. It says the country needs to focus on how the challenges of energy can be over come.
- IV. **Wong S. & Maathur V. 2011** – The journal has introduced a couple of solar interns reports of Rajasthan and has illustrated the success and drawbacks of entrepreneurial activities in supply of energy in the backward areas of India.
- V. **Sinng S. N. 2012** – In the paper the author has emphasized on how LED lamps can be useful in every part of the country Solar P V system can be implemented for portable lighting in the streets and homes as well.
- VI. **Momootaz and Kariim 2012** – this paper the author says that electricity from solar system has become more popular in areas which are not accessible but the challenges in competition makes satisfaction of customers an essential element for long term competitive advantage and success of solar system.
- VII. **Arvizuu and Baalaya 2012** – The report states that the environment will be impacted if all the renewable sources of energy and its potential is used in an

efficient manner. In the last 30 years cost reduction in solar technology has been seen and by 2050 it will become the most potential energy source

- VIII. **Sinha and Joshi (2012)** Creators think about the status of sun powered PV inquire about in India in connection to its perspective example of yield, effect of research, and so forth. It centres around far reaching mapping of sun oriented PV R and D ability of India that ought to be gone up against need bases to make compelling methodologies to exploit strong approaches of the govt.
- IX. **International Finance Corporation (2012)** The exploration is centred around the off network family units of India. Add up to yearly utilization of lamp oil in India for lighting is 2.2billion USD of which 1.8 billion USD is devoured by country family unit for zap. Despite the fact that lamp oil is financed, off lattice sun powered lighting is a practical choice for the customer. As of now, the infiltration of sun based lighting items is just 4-5% of its add up to potential.
- X. **Srivaastava Swaami & Shriivastava Survat (2013)** Power is one of the center segments in modern development and financial advance. India being a standout amongst the most populated nations is presently confronting intense vitality shortage. The time has desired the nation to think on usage of inexhaustible of sustainable power source assets, for example, sun oriented.
- XI. **Asiinda S. (2013)** There is no such item on the planet which does not hold any position. Particularly in such a market where there is concentrated contention and rivalry. Purchasers have no. of decisions. To realize what purchasers need and position the item in their psyches as per the observation has turned out to be basic. It can be reasoned that promoting, situating what's more, its methodology are firmly related. It includes making uniqueness, consistency and a aggressive weightage in the market.
- XII. **Agrawal R. K., Markanda S. (2013)** In this paper, creators have concentrated on use of vitality. Sun powered warmth and warm vitality which produces from common hot water sources consolidated together produces thermocouple control. In spite of the fact that thermoelectric innovation has been being used for more than 50 years in business and mechanical use, there isn't much progression in the innovation as it has been really thought little of.
- XIII. **Biswas B., Mukherjee S. (2013)** The investigation has accentuated on relative investigation of sun powered based lighting framework and fuel-based lighting

framework in remote territories where matrix association is yet to get introduced on bigger scale. In this way, the utilization of fuel based lighting framework is utilized as a part of such zones.

- XIV. **Daash A., (2013)** In this paper, creator has given significance on having focused advantage. There are different parts of upper hand that draw out its significance keeping in mind the end goal to accomplish a superior execution that is economical over a more drawn out period
- XV. **Kuumar A., et.al,(2013)**It has been watched that India has tremendous capability of being one of the main countries in utilization of sustainable wellsprings of vitality. Sun based vitality shares 13% accessibility in India. An effective vitality administration can help in ideal usage of possibilities of inexhaustible sources. In the wake of thinking about these realities, it can be presumed that monetary development of any nation depends in the long haul accessibility of vitality from sources that are moderate, open and secured.
- XVI. **Rajkuumar and Balaasubramaniam (2013)** Creator has watched that India has enormous capability of being one of the main countries in use of sustainable wellsprings of vitality. Sun oriented vitality shares a 13% accessibility of all the inexhaustible sources accessible in India. An proficient vitality administration can help in ideal usage of the possibilities of inexhaustible sources. Having a restrictive service of non-ordinary vitality sources(MNES) is favourable position for India, that will acquire changes to put the assets for sustainable power source improvement.
- XVII. **Srivaastava and Sriivastava (2013)** It has been abridged through the paper that intense vitality lack can hamper India's modern and financial development, in this manner Indian govt. is perceiving the significance of sun-based power. Additionally, diminishing expense of sun powered ventures recommend it to be the ideal time for sun oriented power insurgency in the nation. Jawaharlal Nehru Sun powered Mission goes for advancement and sending of sunlight-based vitality advances in the nation. It centres to see sun powered vitality as a practical vitality source, not only a substitute to other sustainable sources. It can be reasoned that India's sun oriented market can develop to a billion dollar level over 10 years which would require right task execution, financing furthermore, confinement.

- XVIII. **Arrora (2013)** Scientist has contemplated the brilliant capability of India through different uses of sun oriented photovoltaic in Rural India which will satisfy power necessity at sensible what's more, reasonable rates. Sun powered Lanterns, Solar Home Lighting System, Solar PV Micro-network, Sun oriented PV based water system pump sets, Solar PV for Telecom towers are gadgets that can decrease the use of expensive non-renewable energy sources (lamp oil and diesel) in rustic territories.
- XIX. **Burogohain (2013)** Creator has abridged that rustic charge through sun based gadgets has tremendous effect on the expectations for everyday comforts of villagers. It gives them wellbeing and security over lamp fuel lights with a financial preferred standpoint, light for youngsters to think about, consequently gloating tyke instruction, diminishment in wrongdoing rates because of accessibility of light in town environment, and so forth.
- XX. **Okeetal (2013)** Creators talk about the worries of road lighting framework presently due to manual work of turning on and off lights. Creators give a mechanized road light recommendation that will switch on naturally when the perceivability goes underneath a certain level. Consequently, this will help in diminishment of vitality utilization also. Thus, introducing of charge controller and sensors will help in counteractive action of harm of battery and ideal use of vitality.

CHAPTER-3
RESEARCH DESIGN

3.1 STATEMENT OF THE PROBLEM:

The study has been conducted on Grinity Intellect Private Limited at Guwahati, Assam. To find consumer Perceptions in choosing Solar power products. This study done on certain aspect (income level, awareness about solar, educational background etc)

3.2 NEED FOR THE STUDY

The study was conducted to identify the various internal and external factors influencing the consumers buying behaviour and correspondingly changes can be suggested in the marketing approach of New and Renewable energy products so that New and Renewable energy products can reach to the masses.

3.3 OBJECTIVES OF STUDY

1. To identify and assess the factors influencing the customers' buying decision for renewable energy products for domestic use.
2. To evaluate and analyse the factors constraining the marketing of new and renewable energy products for domestic use.

3.4 SCOPE OF THE STUDY:

The study was conducted in the urban and rural areas of Guwahati and Kamrup district Assam, a geographic area having conducive climatic conditions for New and Renewable Energy technology products and the power situation marked with regular power cuts, offers an appropriate location for the study.

3.5 RESEARCH METHODOLOGY

Research is based on the scientific, logical and the systematic way of studying the tools and techniques are used for the systematic procedure and to collect the data. Most of the data collected by customers and some of the data collected by website or internet. Based on type of study we can apply any kinds of research design.

For doing this study we adopted two type of research design: -

- ❖ Descriptive research
- ❖ Exploratory research

We mainly focused on descriptive research, in this we go one by one process and the aspect. It briefly explains aspects what, why, when, how, and by whom. It is really helpful for statistical calculation which help for the conducting the study.

DATA GATHERING TECHNIQUE: -

In this research we used internal and external sources for collecting data, internal data collected from company book records, documents and company website, and external data through facts and figures such as structured questions.

Data Collection Sources

Primary Data:

The primary data was collected by means of a survey. Questionnaire was prepared and floated online to fill up the questionnaire. The questionnaire was designed with 25 questions keeping in view all those possible factors which can influence the consumers buying decision. The responses of the respondents were recorded on a grade scale of strongly disagree, uncertain, agree and strongly agree for each question. The filled up information was later analysed to obtain the required interpretation and the findings.

Secondary Data:

In order to have a proper understanding, an in depth study was done from the various sources such as books, articles from leading journals, magazines, reports of agencies of national and international repute, various websites and the articles from various search engines like Google, yahoo search and answers.com. Data Collection Tool

3.6 HYPOTHESIS TESTING:

Hypothesis:

H₀ : The Demand or use of solar power products are not meeting each other

H₁ : The Demand or use of solar power products are meeting each other

Independent variable – Demand for Solar power products.

Dependent variable- Supply of solar power products.

3.7 LIMITATIONS OF THE STUDY:

1. A small sample size of 78 consumers is taken, so exact inference cannot be drawn about the population from this sample size.
2. Time period was short and resource constraints.
3. This study was based on the prevailing consumer's perception toward solar products but it may change according to time, technology and development, etc.

3.8 CHAPTER SCHEME

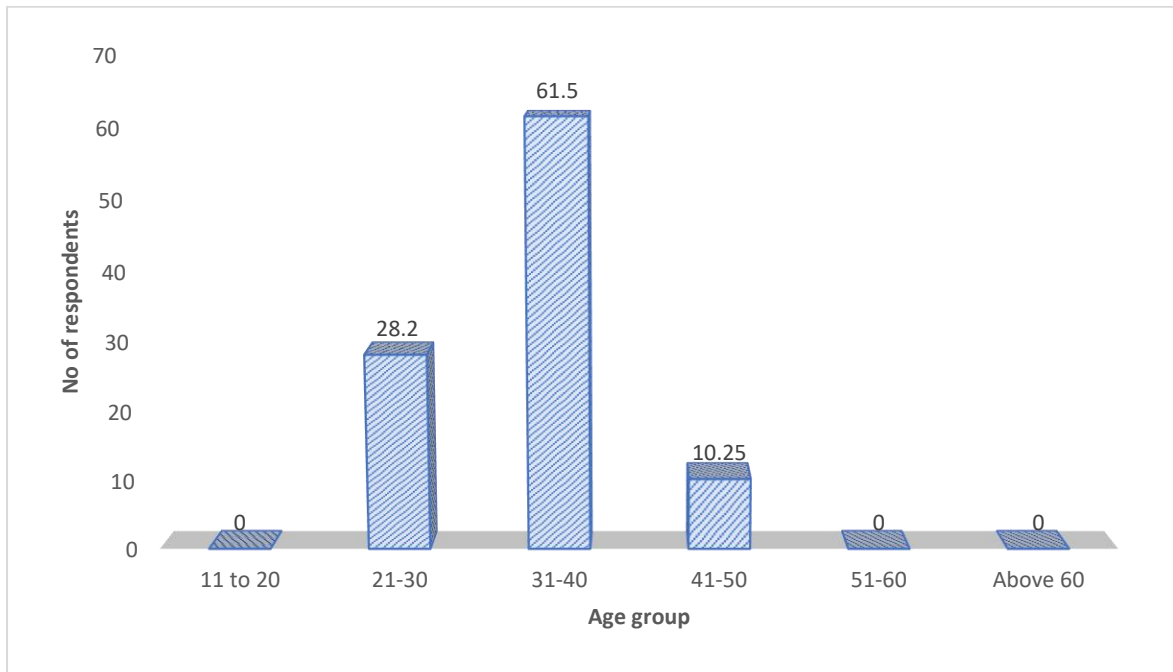
- Chapter-1 Introduction- to understand company profile, organisation culture that provide brief introduction overall industry.it is all about company.
- Chapter-2 conceptual background and literature review -to understand regarding topic, and literature review that explain about topic.
- Chapter-3 Research design- to understand problems, objective, scope, limitations, research design, for study on organisation.
- Chapter- 4 Data analysis and interpretation- to understand data collection and response on graph, that help to interpretation for study
- Chapter-5 Findings, conclusion and interpretation- to understand customer response, conclusion and interpretation base on study of topic

CHAPTER 4
DATA ANALYSIS & INTERPRETATION

4.1 Table showing age group

Age	Frequencies	Percentage
11-20	0	0
21-30	22	28.2
31-40	48	61.5
41-50	8	10.25
51-60	0	0
Above 60	0	0

4.1 chart showing Age group



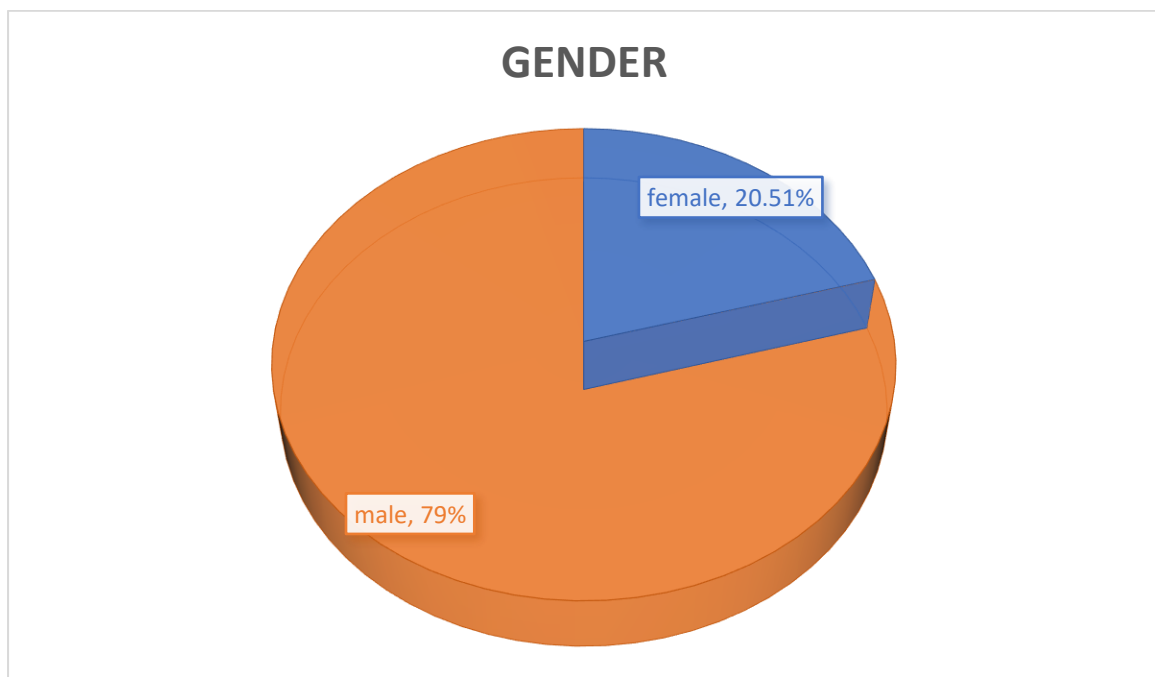
Interpretation

From the above table it is inferred that 61.5 % of respondents have the age group of 18-30, 28.2% of respondents belong to the age group of 31-40 and 10.25% of respondents belong to the age group of 41-50.

4.2 table showing gender of the respondents.

Gender	Frequency	Percentage
Male	62	79%
Female	16	20.51%

4.2 Chart showing gender distribution of the population

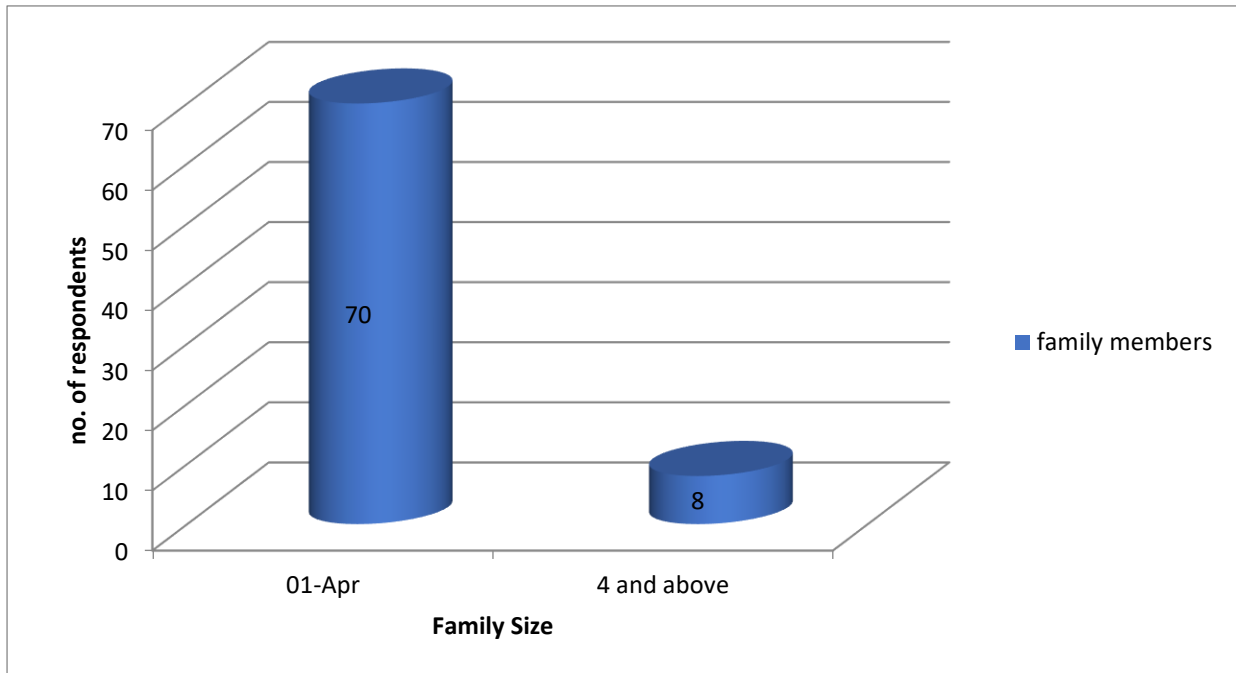


Interpretation: 79% of the respondents were male and 20.51% of them were female most of the respondents were male.

4.3 Table Showing Family Size

Family size	Responses	Percentage
1-4	70	89.8%
4 and above	8	10.2%

4.3 Chart Showing Family Size

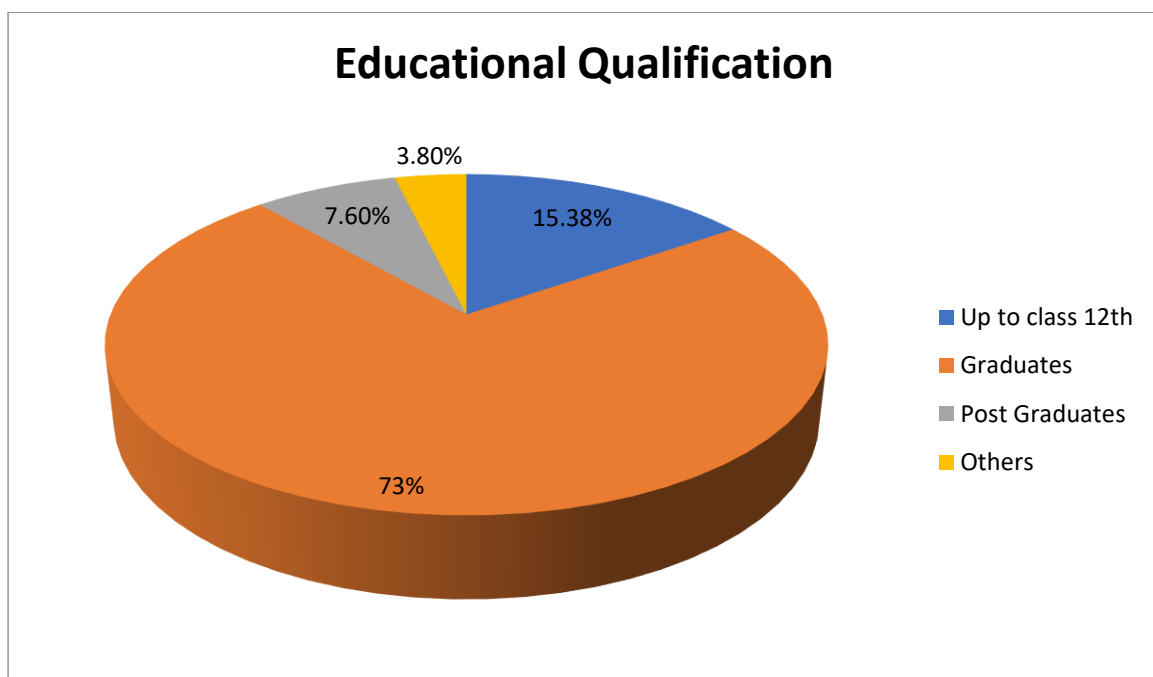


Interpretation: 89% of the respondents seemed to have between 1-4 members in their families and 11% of them had more than 4 member's .Most of the families have maximum of 4 members' in their families.

4.4 Table Showing Educational Qualification.

Educational Qualification	Responses	Percentage
Up to class PUC	12	15.38%
Graduates	57	73%
Post Graduates	6	7.6%
Others	3	3.8%

4.4 Chart Showing Educational Qualification

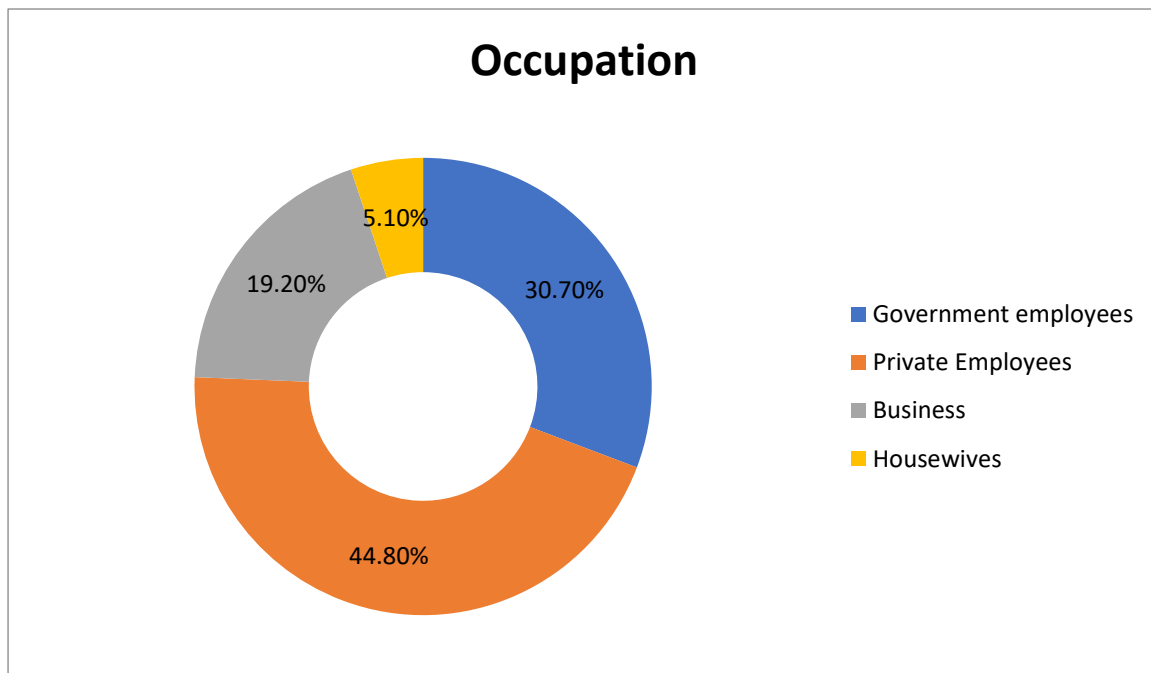


Interpretation: 73% of the population are graduates where 15.38% of the population passed PUC, 7.6% of them are post graduates most of the people seemed to have graduation as their educational qualification.

4.5 table showing occupation

Occupation	Responses	Percentage
Government employees	24	30.7%
Private Employees	35	44.8%
Business	15	19.2%
Housewives	4	5.1%

4.5 Chart showing occupation



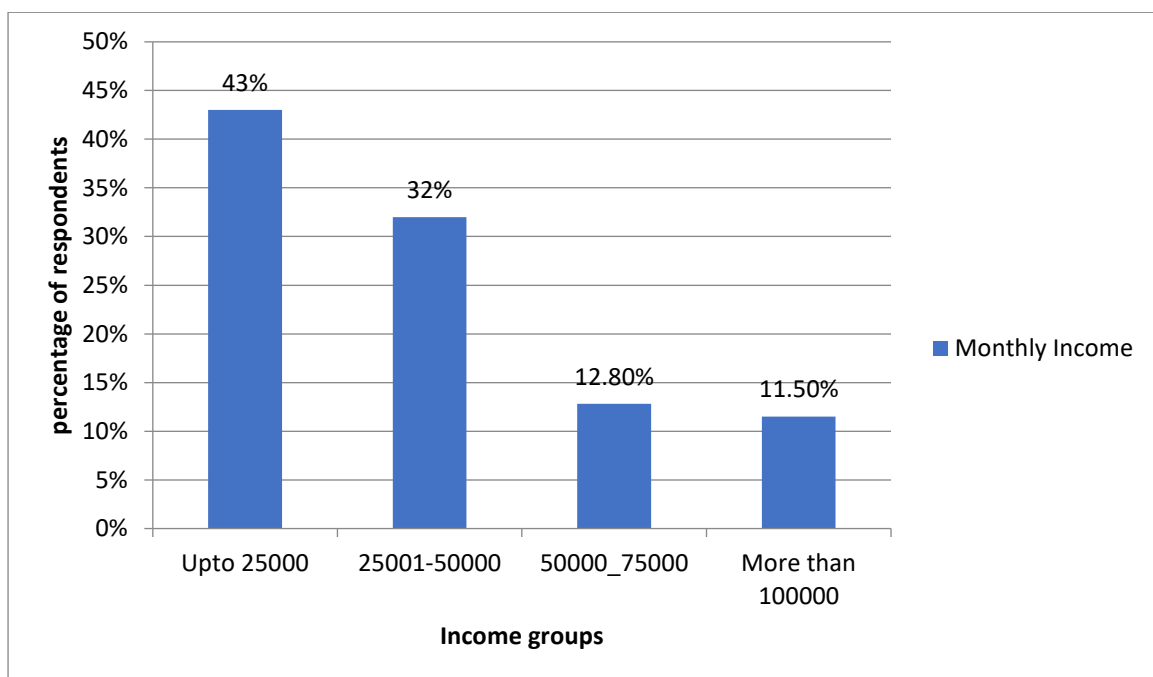
Interpretation: 45% of the respondents were private employees, 30% of them are working in a government organization, 19% of them have their own business and 5% of the respondents are housewives.

Majority of the population are Government and private employees

4.6 table showing monthly income groups of the respondents.

Monthly Income	Responses	Percentage
Upto 25000	34	43%
25001-50000	25	32%
50000_75000	10	12.8%
More than 100000	9	11.5

4.6 Chart showing income group distribution of the respondents

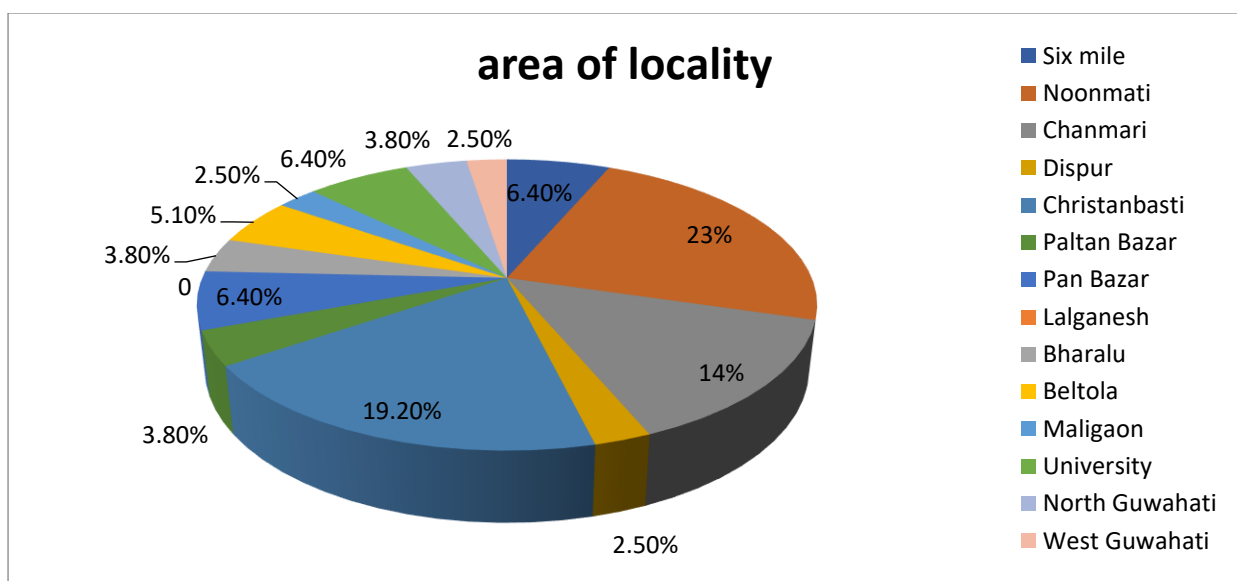


Interpretation: 43% of the population earns up to 25000 per month, 32% of them earns between 25k to 50k, around 12% of the population earns 50k to 75k and 11% earns more than 1 lakh per month. Majority of the population earns up to 50k maximum.

4.7 Table showing distribution of the respondents according to the locality

Area	Responses	Percentage
Six mile	5	6.4%
Noonmati	18	23%
Chanmari	11	14%
Dispur	2	2.5%
Christanbasti	15	19.2%
Paltan Bazar	3	3.8%
Pan Bazar	5	6.4%
Lalganesh	-	-
Bharalu	3	3.8%
Beltola	4	5.1%
Maligaon	2	2.5%
University	5	6.4%
North Guwahati	3	3.8%
West Guwahati	2	2.5%

4.7 Chart showing distribution of respondents accordingly to their locality



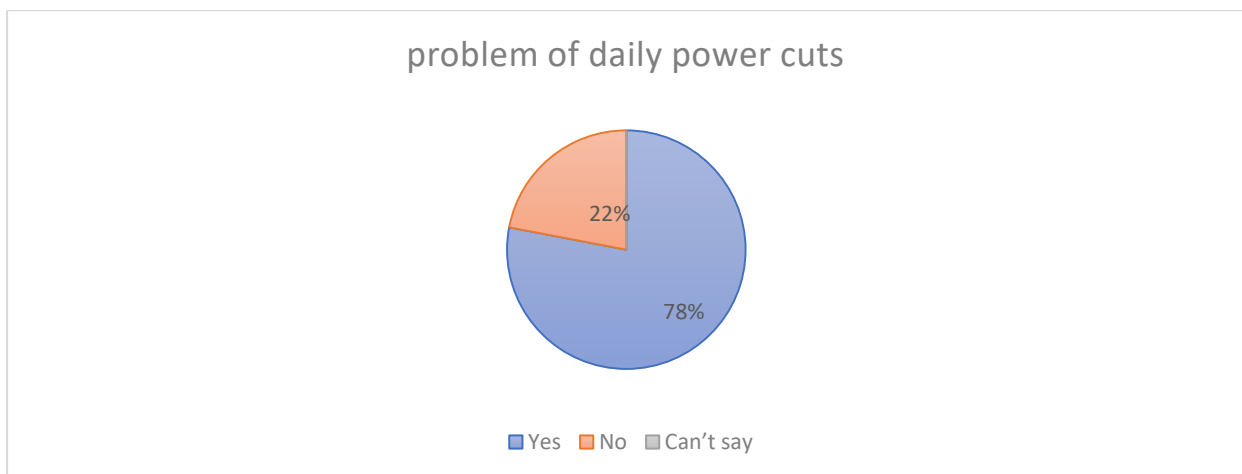
Interpretation: As shown in the statistics, 23% of the respondents belongs to the area of Noonmati, 19% of them belongs to chanmari, 14% of them belongs to bharalu and rest of the population were distributed almost equally throughout all the areas i.e panbazar, Dispur etc .

Majority of the population belongs to the area of noonmati and chanmari.

4.8 Table showing responses towards the problem of daily power cuts

Particulars	Response	Percentage
Yes	61	78%
No	17	22%
Can't say	0	0%

4.8 Chart Showing responses towards the problem of daily power cuts



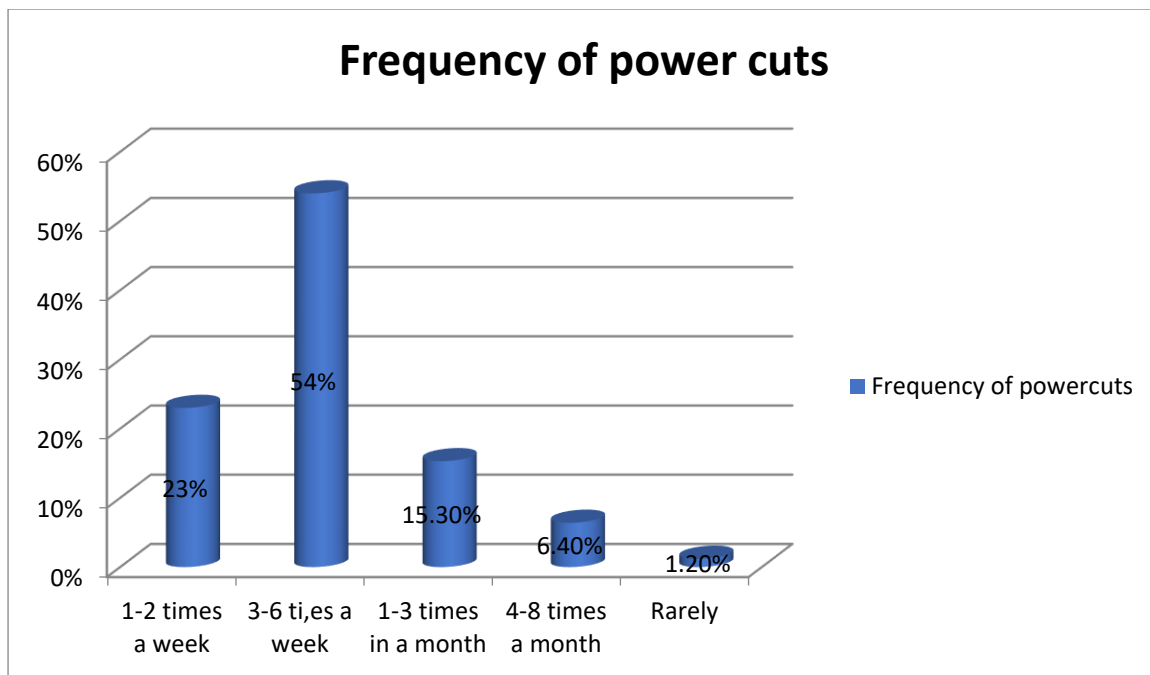
Interpretation: 78% of the population face problems of power cut in their area and 22% of them don't face this problem

Most of the respondents face problem of power cut in their area.

4.9 Table showing frequency of power cuts

Power cuts	Responses	Percentage
1-2 times a week	18	23%
3-6 times a week	42	54%
1-3 times in a month	12	15.3%
4-8 times a month	5	6.4%
Rarely	1	1.2

4.9 Chart showing frequency of power cuts



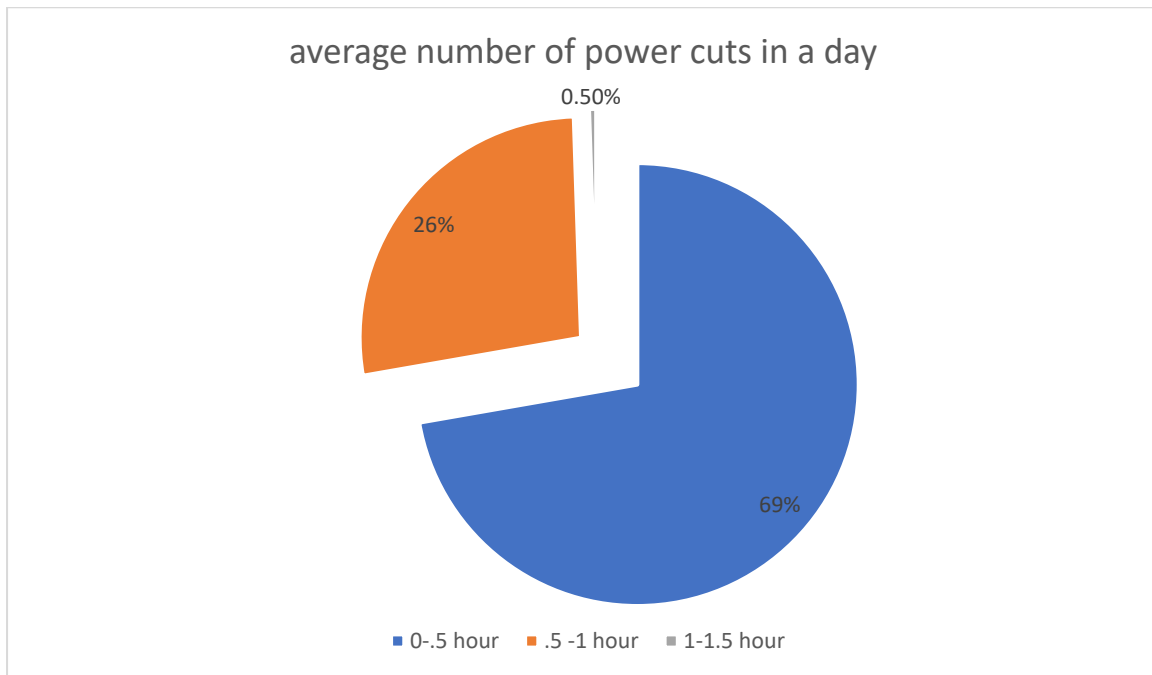
Interpretation: 23% of the population face problem of power cut 1-2 times a week, 54% of the respondents say they face the problem of power cut 3-6 times a week, 15% of them say its 1-3 times a month, and 1% says its rare.

Most of the people face the problem of power cut 1-6 times a week.

4.10 Table showing average number of hours of power cut

No of hours	Responses	Percentage
0-.5 hour	54	69%
.5 -1 hour	20	26%
1-1.5 hour	4	.5%

4.10 Chart showing average number of hours of power cut



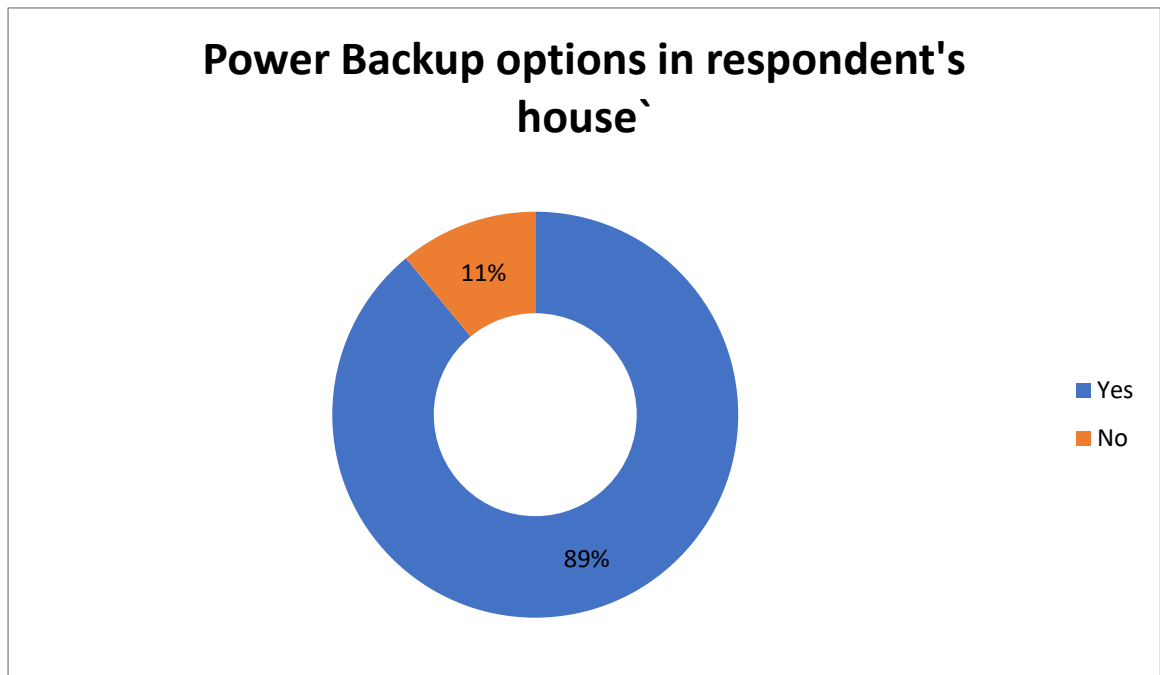
Interpretation: 69% of the respondents face power cuts of 0 to 0.5 hours in a day and only .5% of them face power cuts of more than a hour in a day.

Majority of the population face the power cut of less than half an hour in a day.

4.11 Table showing availability of power backup system

Power Back up system	Responses	Percentage
Yes	70	89%
No	8	11%

4.11 Chart showing showing availability of power backup system

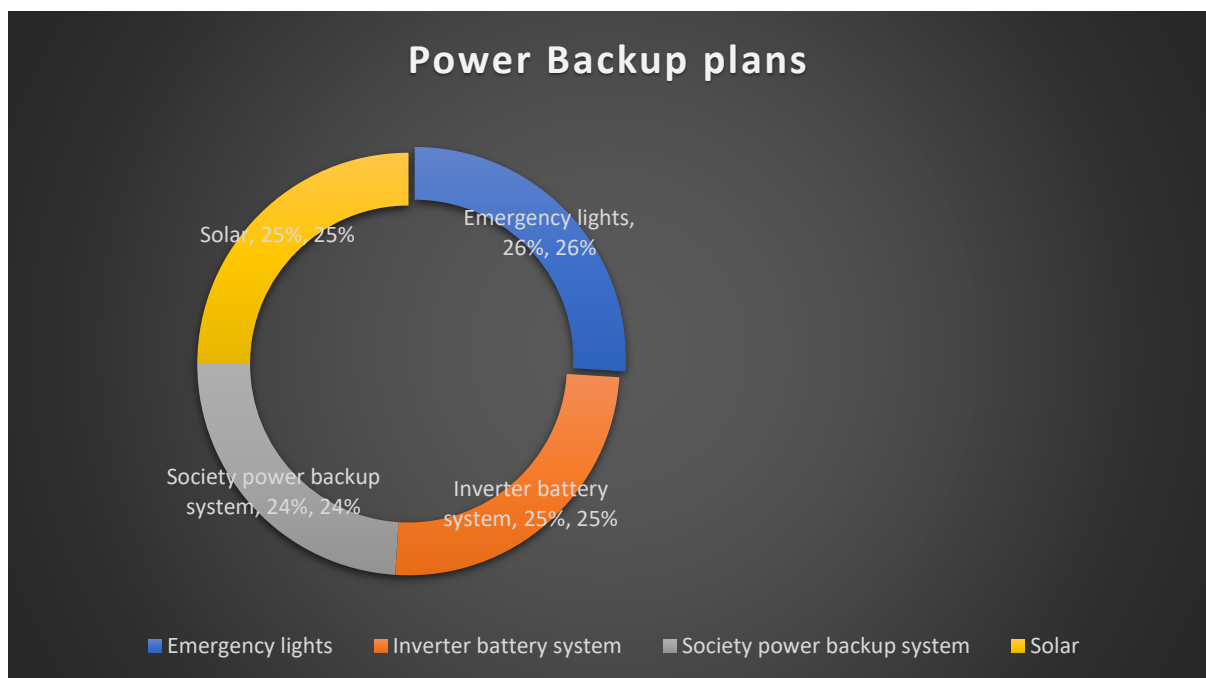


Interpretation: 89% of the respondents have power backup options in their houses and 11% doesn't have. Therefore most of the people seemed to have power backup systems in their houses.

4.12 Table showing Customers' usage of Power backup options during power cuts

Type of backup systems	Responses	Percentage
Emergency lights	21	26%
Inverter battery system	20	25%
Society power backup system	18	24%
Solar	19	25%

4.12 Chart showing Customers' usage of Power backup options during power cuts



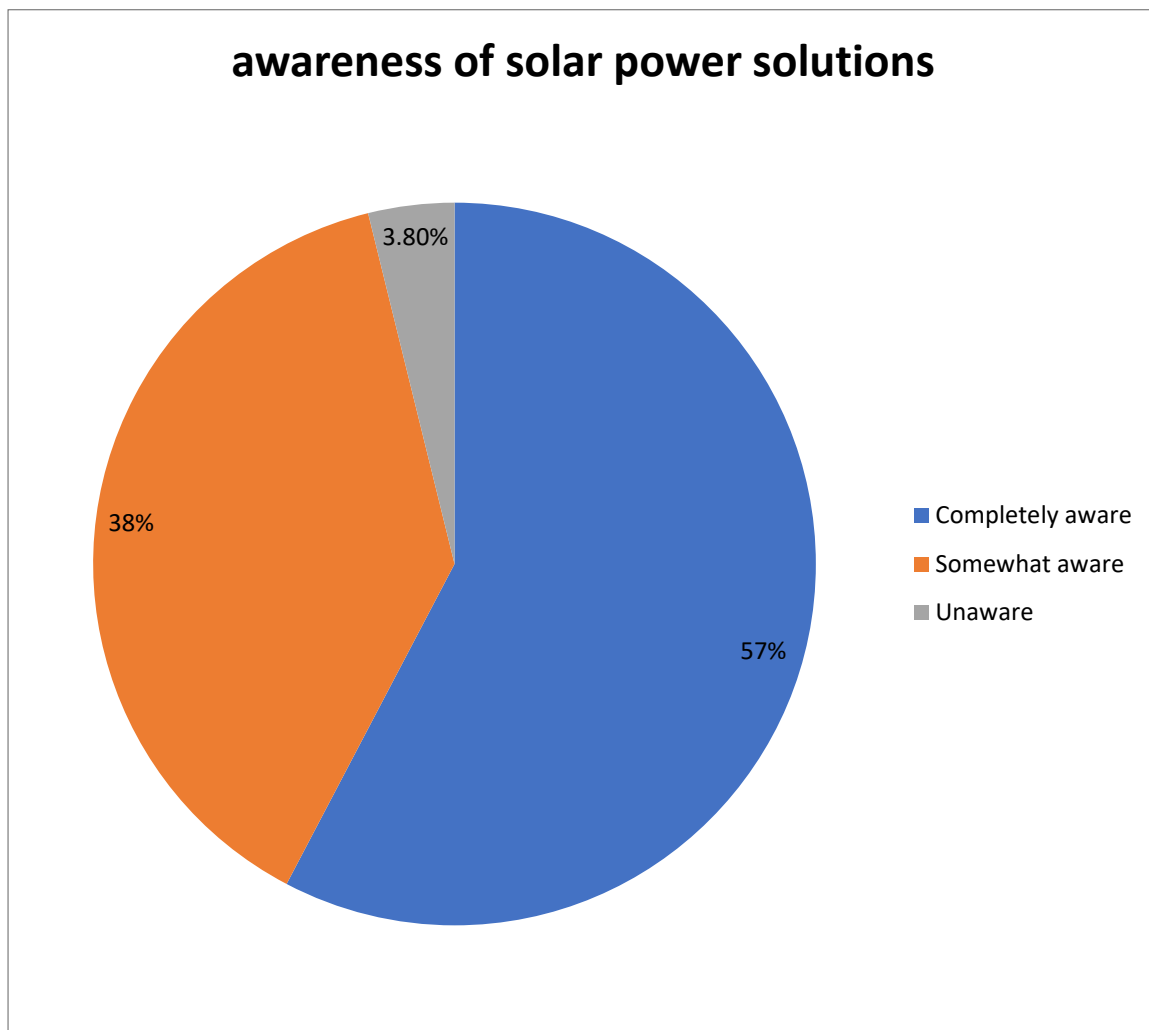
Interpretation: 25% of the respondents use inverter battery system as their backup for power cuts, 26% use emergency chargeable lights, 24% of them use society power backup system and rest i.e. 25% use solar.

the population is equally dependent upon the various back up plans such as solar, inverter during the time of power cut in their area.

4.13 Table showing awareness of Solar Power Solutions.

Awareness	Responses	Percentage
Completely aware	45	57%
Somewhat aware	30	38%
Unaware	3	3.8%

4.13 Chart showing awareness of Solar Power Solutions.



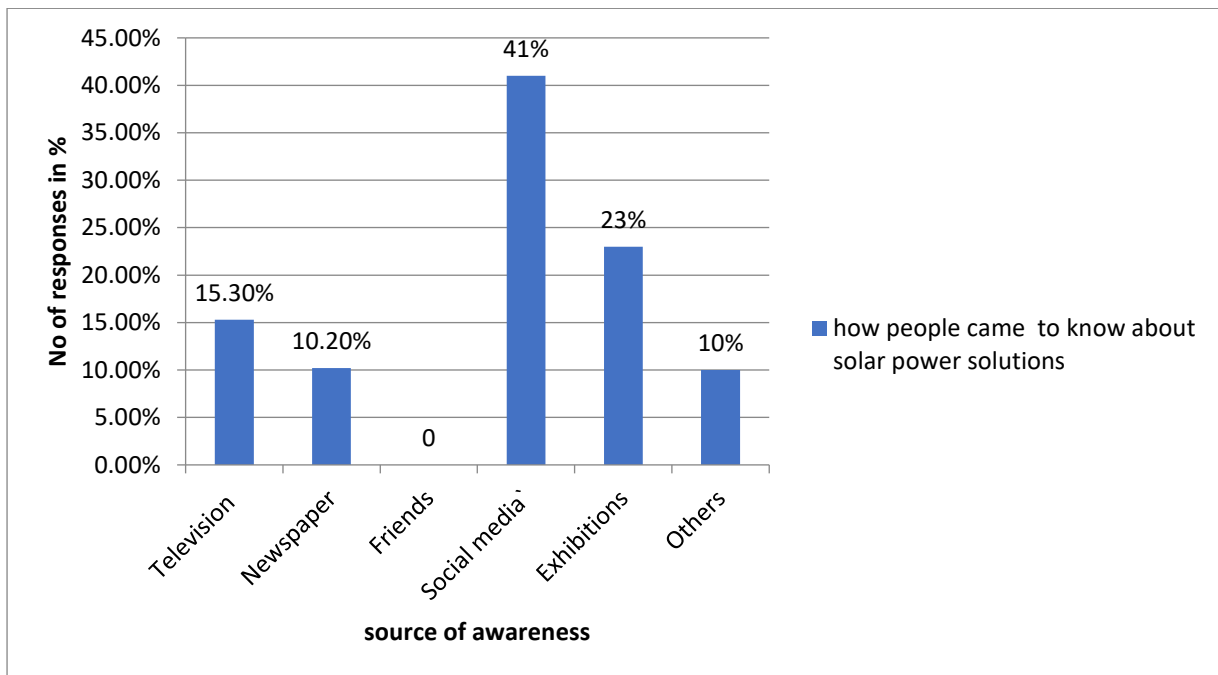
Interpretation: 57% of the respondents are completely aware about solar power solutions, 38% of them are somewhat aware and only 4% of the population are unaware of solar power solutions.

Most of the people are aware of solar power solutions

4.14 Table showing source of awareness towards solar power solutions

Awareness	Responses	Percentage
Television	12	15.3%
Newspaper	8	10.2%
Friends	-	-
Social media`	32	41%
Exhibitions	18	23%
Others	8	10%

4.14 Chart showing source of awareness towards solar power solutions



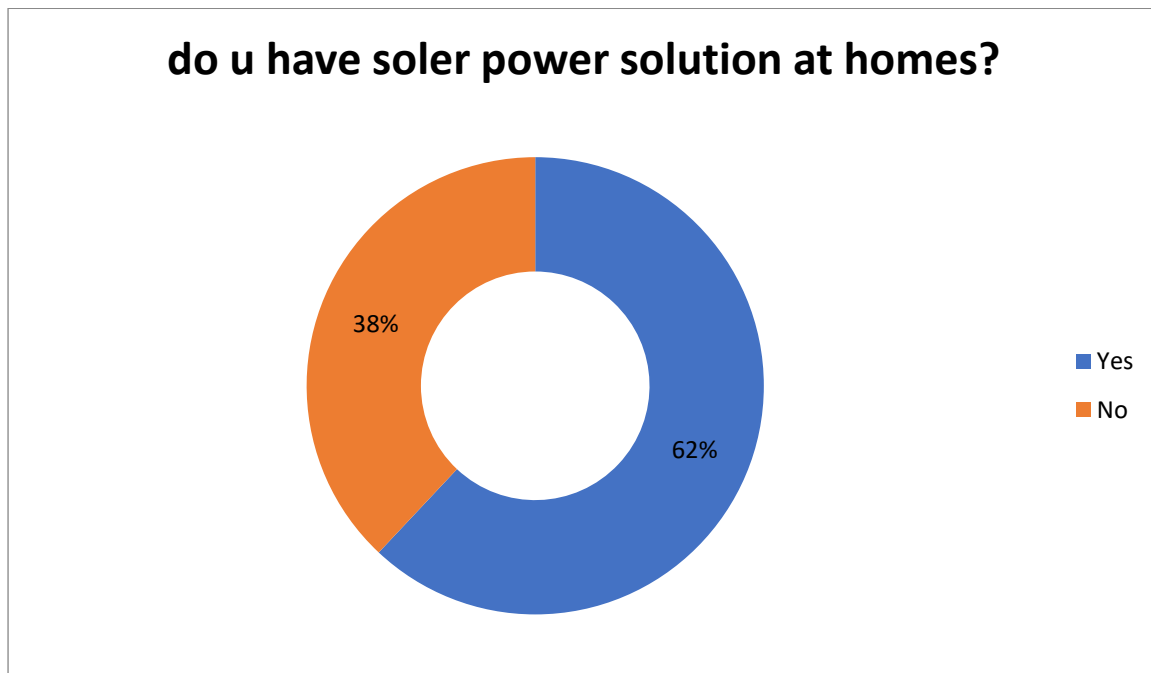
Interpretation: 41% of the respondents came to know about solar solutions from social media, 15% through television, 10% through newspaper, 23% through exhibitions and 10% through other sources.

Majority of the population came to know about solar solutions through social media.

4.15 Table showing use of any Solar Power Solution(s) at the homes of the respondents

Opinion	Responses	Percentage
Yes	49	62%
No	29	38%

4.15 Chart showing use of any Solar Power Solution(s) at the homes of the respondents



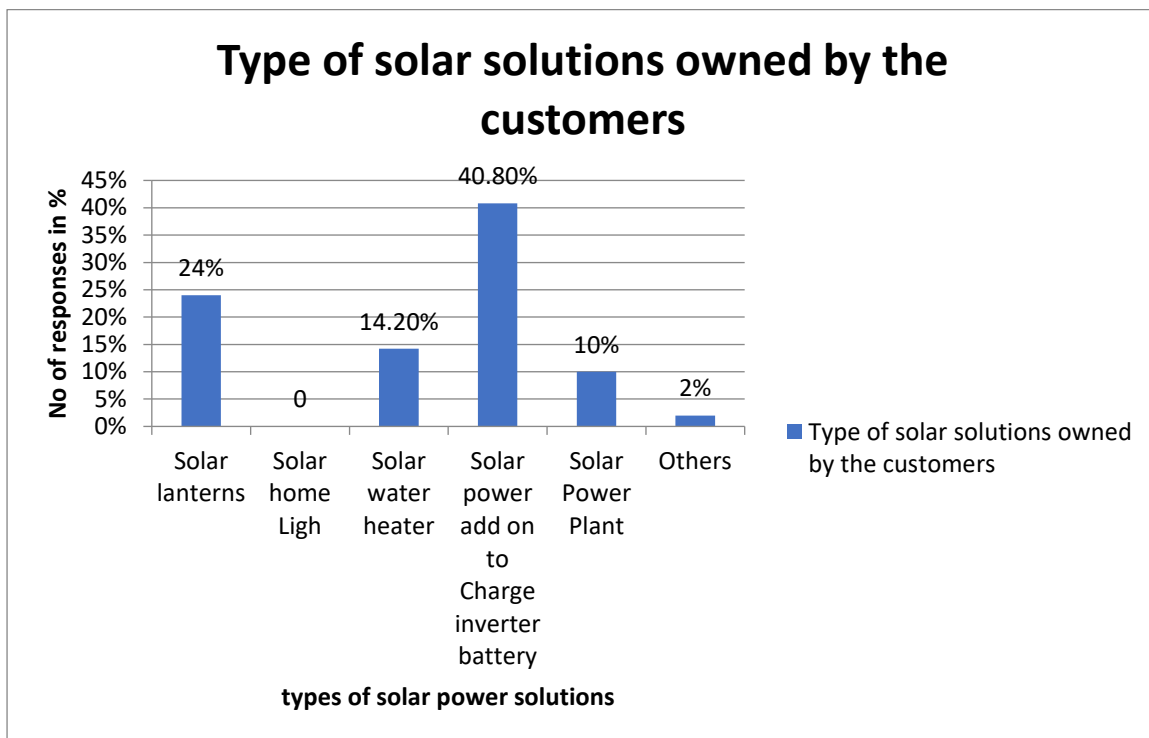
Interpretation: 62% of the respondents have power solutions at their homes and 38% don't have any.

Majority of the population having solar power solutions at their home.

4.16 Table showing different types of Solar Power Solution(s) used by the respondents

Types of solar power solutions	Frequencies	Percentage
Solar lanterns	12	24%
Solar home Ligh	35	71% %
Solar water heater	7	14.2%
Solar power add on to Charge inverter battery	20	40.8%
Solar Power Plant	5	10%
Others	1	2%

4.16 Chart showing different types of Solar Power Solution(s) used by the respondents



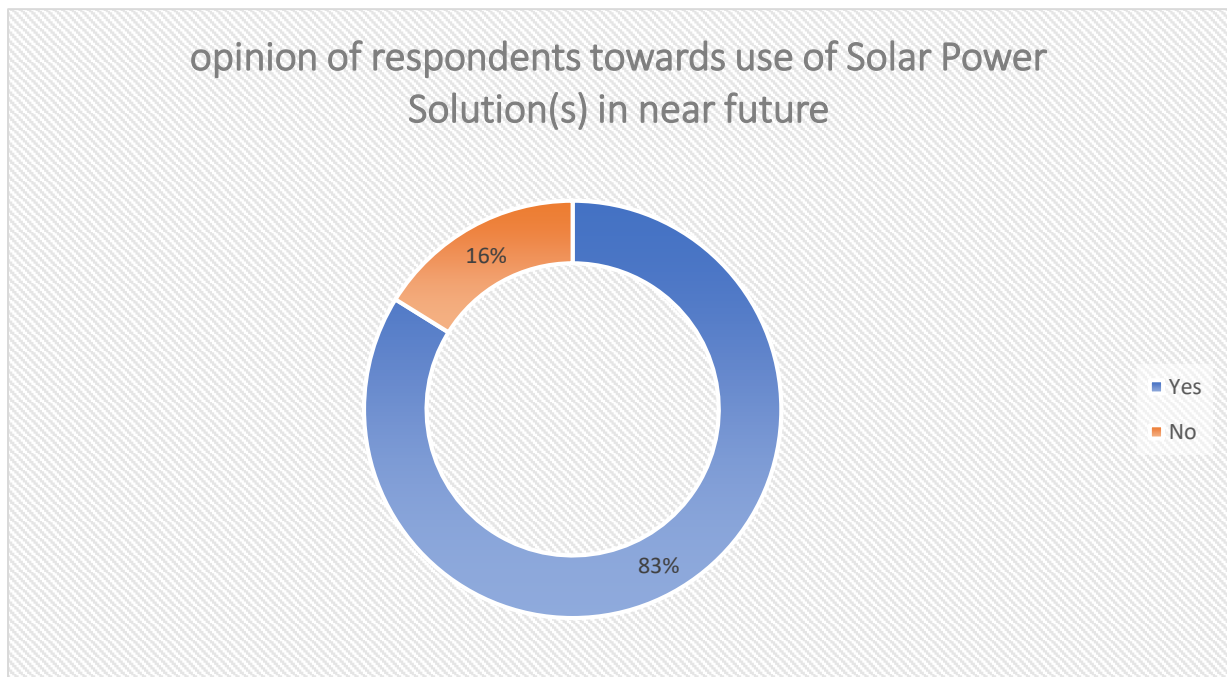
Interpretation: 40% of the consumers use solar add on to inverter battery systems, 24% of them are having solar lanterns at their homes, 14% are using Solar water heaters, 10% have solar power plants and 2% use other solutions.

Majority of the consumers use solar add on to inverter battery system and solar lanterns. A smaller portion of the consumers use solar piower heaters and power plants.

4.17 Table showing use of Solar Power Solution(s) in near future

Use in near future	Responses	Percentage
Yes	65	83%
No	13	16%

4.17 Chart showing use of Solar Power Solution(s) in near future



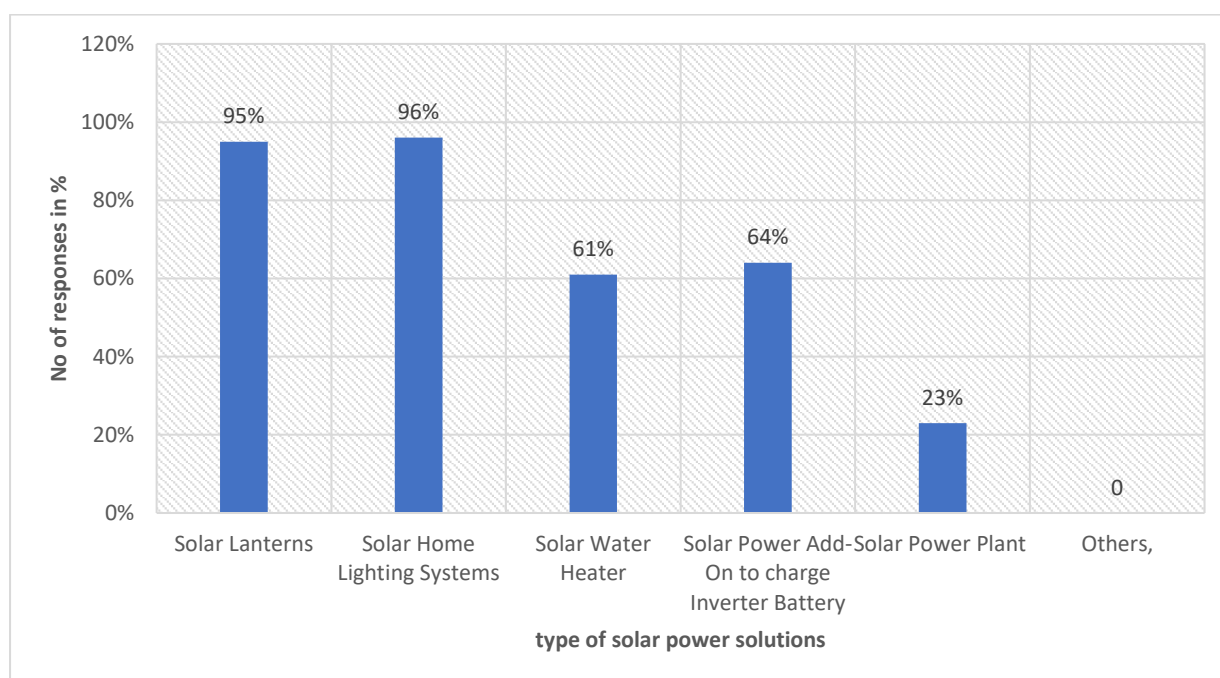
Interpretation: 83% of the respondents would like to use solar power solutions in the future and 16% of them don't want to opt for it.

Most of the population would prefer using solar power solutions in the future.

4.18 Table showing type of Solar Power Solution(s) respondents prefer to use

Types of solar power solutions	Responses	Percentage
Solar Lanterns	62	95%
Solar Home Lighting Systems	63	96%
Solar Water Heater	40	61%
Solar Power Add-On to charge Inverter Battery	42	64%
Solar Power Plant	15	23%
Others,	-	-

4.18 Chart showing type of Solar Power Solution(s) respondents prefer to use



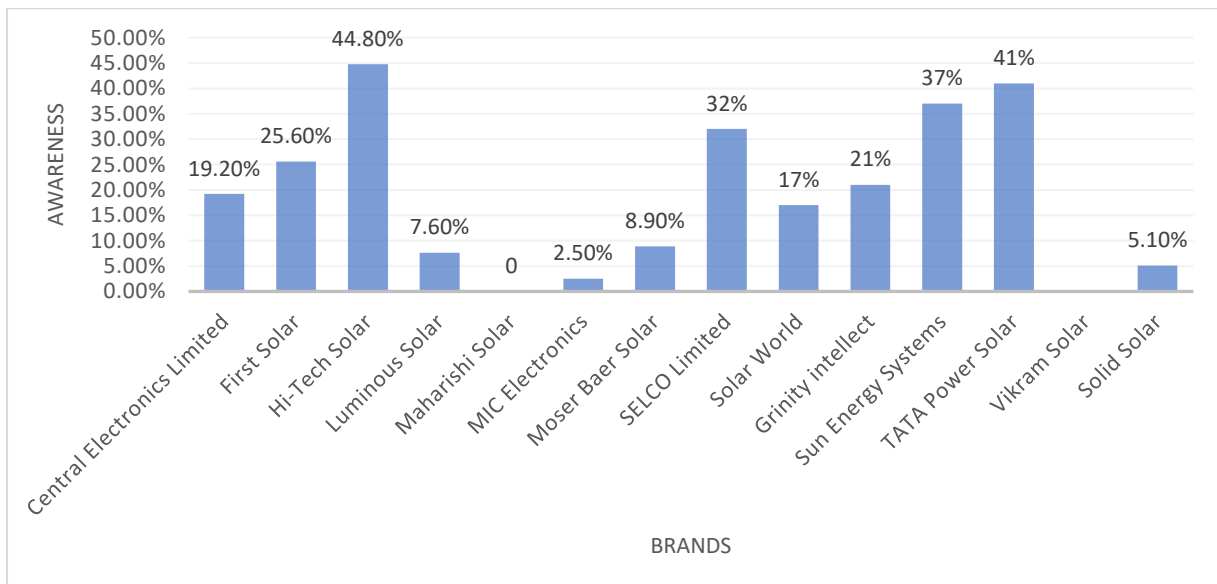
Interpretation: 95% of the respondents would like to have solar lanterns and 96% of them would like solar home lightning system at their homes, and 61% will prefer solar water heaters, 64% would prefer solar power add on to inverter battery systems. And only 23% of the respondents would like to have Solar power plants at their homes.

Majority of the population prefers products like solar lanterns, home lightning systems, solar add on to inverter etc.

4.19 Table showing awareness about different brands available in the market

Brands	Responses	Percentage
Central Electronics Limited	15	19.2%
First Solar	20	25.6
Hi-Tech Solar	35	44.8%
Luminous Solar	6	7.6%
Maharishi Solar	-	-
MIC Electronics	2	2.5%
Moser Baer Solar	7	8.9%
SELCO Limited	25	32%
Solar World	13	17%
Grinity intellect	16	21%
Sun Energy Systems	29	37%
TATA Power Solar	32	41%
Vikram Solar	-	-
Solid Solar	4	5.1%

4.19 Chart showing awareness about different brands available in the market

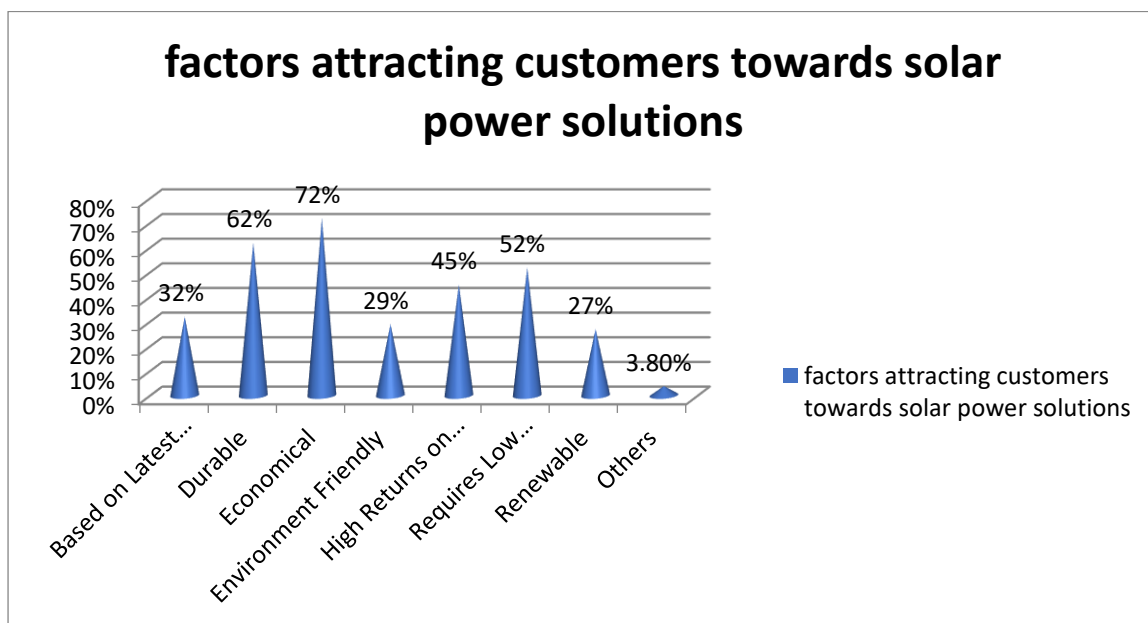


Interpretation: the most known power Brands are High Tech Solar - 45%, sun energy systems -37% and TATA solar power – 41% said by the respondents. The least known brand is Maharishi solar having no respondents aware of it. High Tech Solar , Tata solar power are famous brands in guwahati, kamrup district.

4.20 Table showing factor(s) attracting customers towards adopting Solar Power Solutions

Factors	Responses	Percentage
Based on Latest Technology	25	32%
Durable	48	62%
Economical	56	72%
Environment Friendly	23	29%
High Returns on Investment	35	45%
Requires Low Maintenance	41	52%
Renewable	21	27%
Others	3	3.8%

4.20 Chart showing factor(s) attracting customers towards adopting Solar Power Solutions



Interpretation:

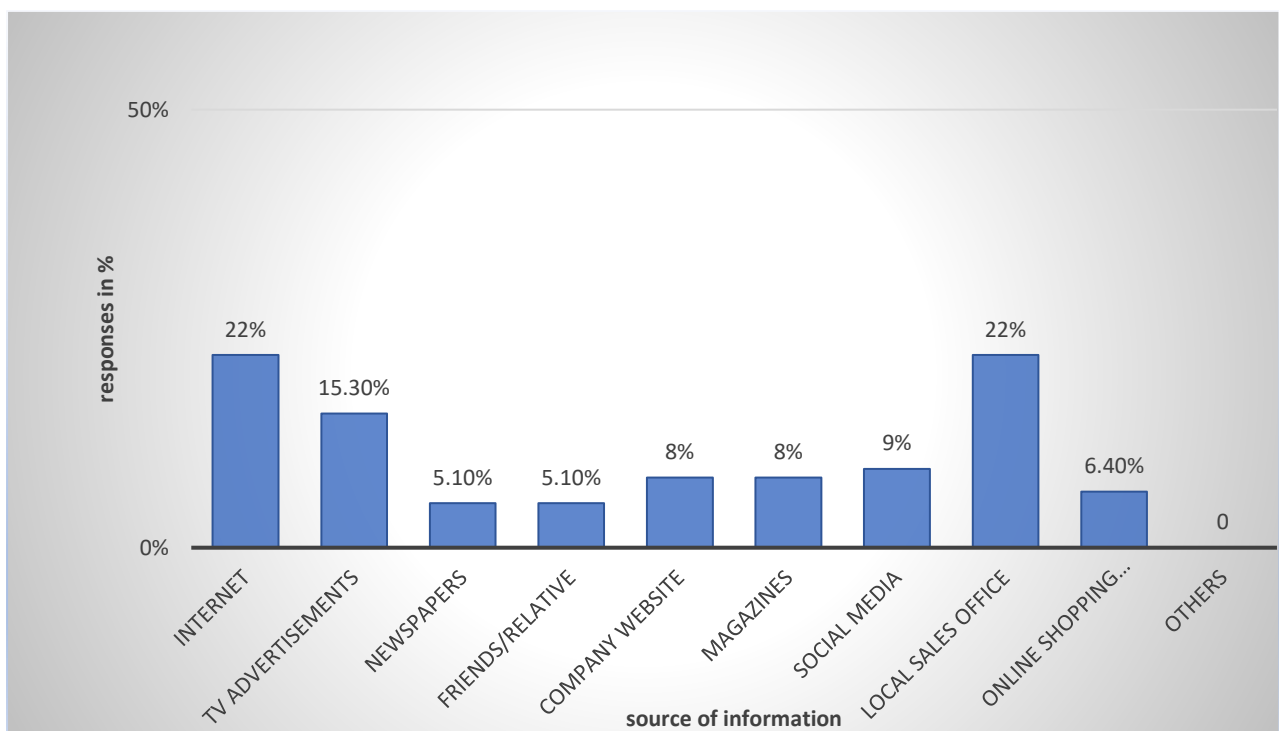
72% of the respondents would go for solar based on economical, 62% of them looks for durability, 52% would look for low maintenance, 45% require high returns on their investments. 32% prefers to follow latest technology and 29% wants power solutions to be environment friendly.

People in guwahati look for economical durable low maintenance solar power solutions at their homes

4.21 Table showing source of information that respondents prefer to collect information about latest Solar Power Solutions.

Source	Responses	Percentage
Internet	17	22%
TV Advertisements	12	15.3%
Newspapers	4	5.1%
Friends/Relative	4	5.1%
Company website	6	8%
Magazines	6	8%
Social Media	7	9%
Local Sales Office	17	22%
Online shopping websites	5	6.4%
Others	-	-

4.21 Chart showing source of information that respondents prefer to collect information about latest Solar Power Solutions



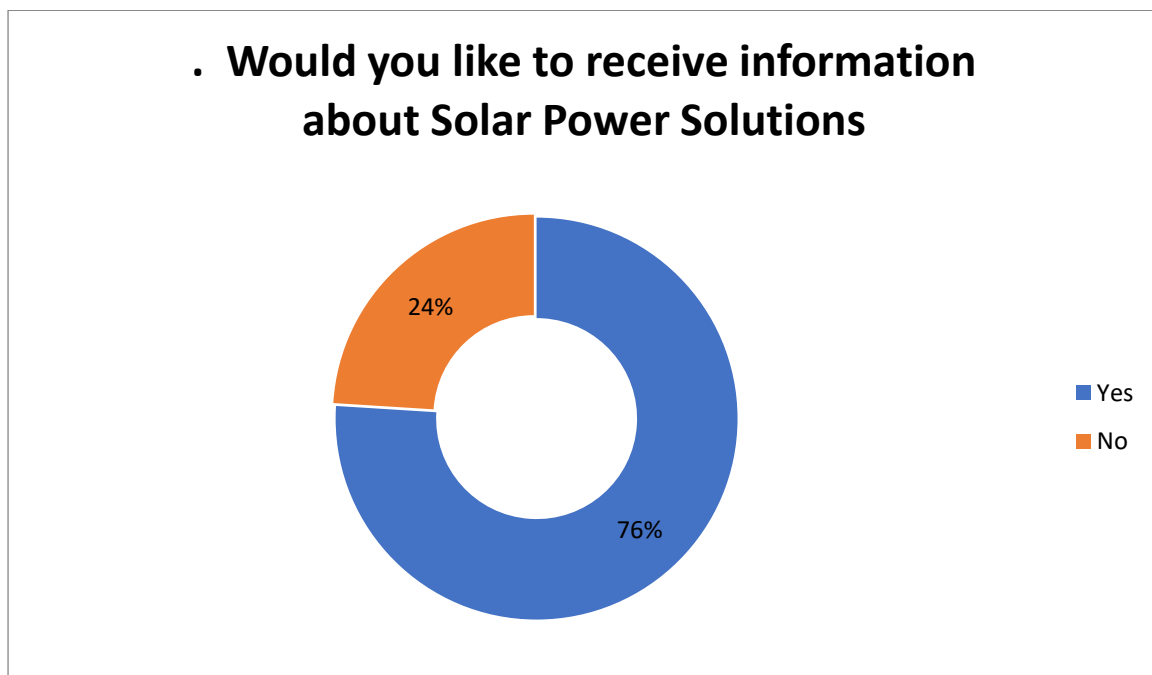
Interpretation: 15.30% of the population will use TV advertisements, 22% would go to local sales offices, 22% of them will use internet, 5.1% will newspaper, friends reference, 8% will use magazines and company websites, 9% would go to social media and 6.4% will go to Online shopping websites to know about solar power solutions.

Sales offices, internet, Tv advertisements are most popular source of information for the respondents.

4.22 Table showing opinion of respondents whether they would like to receive information about Solar Power Solutions

Opinion	Responses	Percentage
Yes	60	76%
No	18	24%

4.22 Chart showing opinion of respondents whether they would like to receive information about Solar Power Solutions



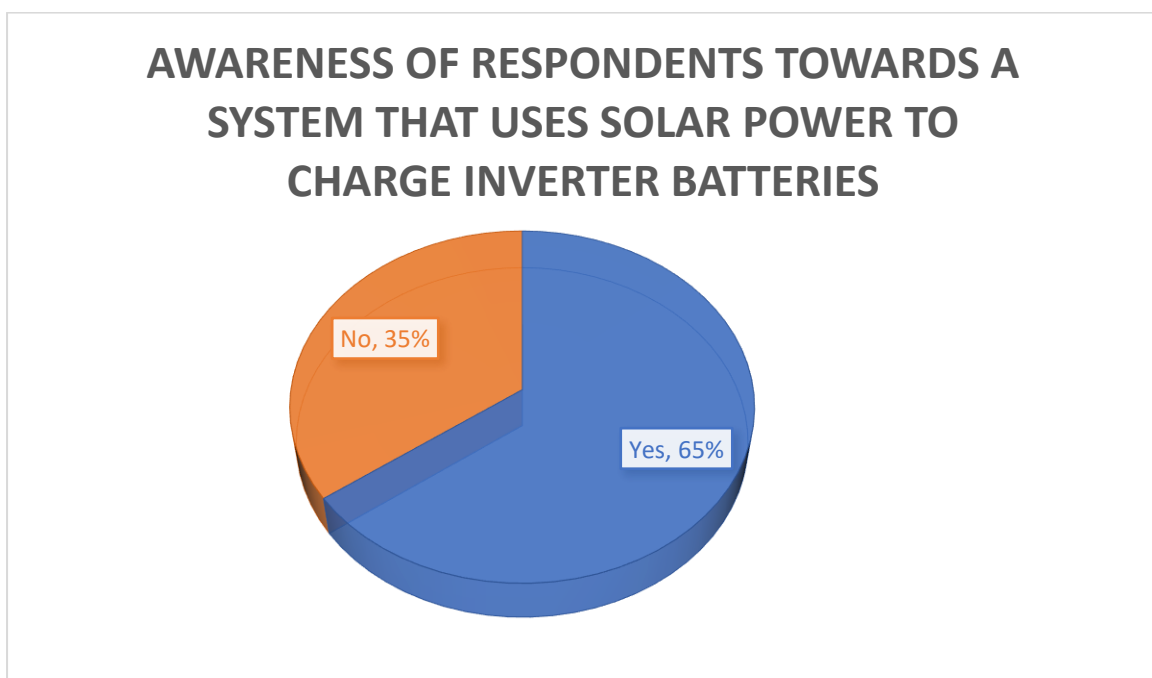
Interpretation: 76% of the population would like to receive information about solar products and 24% of them don't want any now.

majority of respondents would like to receive information about solar options.

4.23 Table showing awareness of respondents towards a system that uses Solar Power to charge inverter batteries

Awaeeness	Responses	Percentage
Yes	51	65%
No	27	35%

4.23 Chart showing awareness of respondents towards a system that uses Solar Power to charge inverter batteries



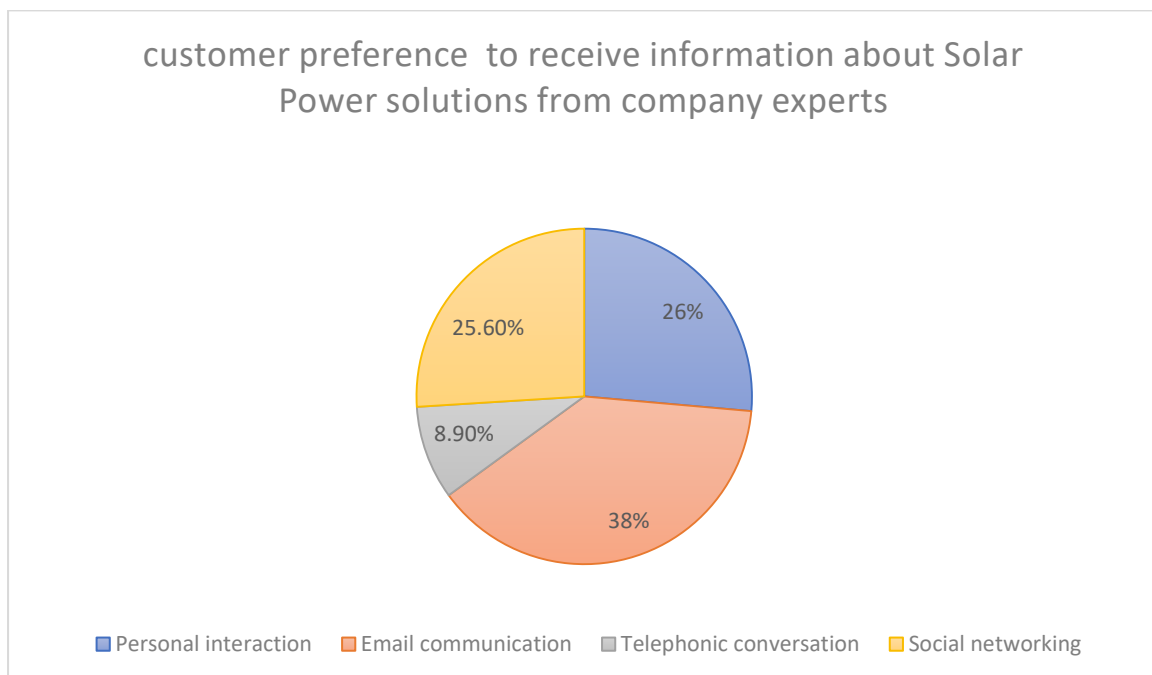
Interpretation: 65% of the respondents are aware of solar power that charges inverter batteries and rest i.e. 35% are not.

Majority of the population are aware of solar solutions that charges inverters.

4.24 Table showing customer preference to receive information about Solar Power solutions from company experts

Mode of information	Responses	Percentage
Personal interaction	21	26%
Email communication	30	38%
Telephonic conversation	7	8.9%
Social networking	20	25.6%

4.24 Chart showing customer preference to receive information about Solar Power solutions from company experts



Interpretation: 38% of the respondents would like to have email notifications, 26% prefer personal interaction, 25% through social networking, 9% like to have telephonic interaction to know about solar power solutions.

customers prefer email, personal interaction to receive information about solar solutions.

Statistical Test

Correlation analysis

Correlations

		problem of daily power cuts in your area	Do you use any Solar Power Solution(s) at home
problem of daily power cuts in your area	Pearson Correlation	1	.094
	Sig. (2-tailed)		.411
	N	78	78
Do you use any Solar Power Solution(s) at home	Pearson Correlation	.094	1
	Sig. (2-tailed)	.411	
	N	78	78

There is very low co relation between the problem of daily power cuts in the respondents area and use of solar power solutions by them. So there is an urgent need to identify the probable consumers and efficient marketing techniques are to be adopted with an objective to boost the sales of solar power products and to have a good market base in Guwahati, Assam.

CHAPTER-5
FINDING, SUGGESTIONS AND
CONCLUSION

5.1 FINDINGS: -

Based on the survey conducted in the organization investigation and interpretation of the information gained during the assessment following finding are recorded.

1. 61.5 % of respondents have the age group of 18-30.
2. 79% of the respondents were male.
3. 89% of the respondents seemed to have between 1-4 person in their families
4. 73% of the population are graduates
5. 45% of the respondents were private employees.
6. 43% of the population earns up to 25000 per month.
7. 23% of the respondents belongs to the area of Noonmati.
8. 78% of the population face problems of power cut in their area.
9. 54% of the respondents say they face the problem of power cut 3-6 times a week.
10. 69% of the respondents face power cuts of 0 to 0.5 hours in a day.
11. 89% of the respondents have power backup options in their houses.
12. 26% of the respondents use emergency charge-able lights.
13. 57% of the respondents are completely aware about solar power solutions.
14. 41% of the respondents came to know about solar solutions from social media.
15. 62% of the respondents have power solutions at their homes.
16. 40% of the consumers use solar add on to inverter battery systems.
17. 83% of the respondents would like to use solar power solutions in the future.
18. 96% of the respondents would like solar home lighting system at their homes.
19. the most known power Brands are High Tech Solar (45% of the respondents are aware)
20. 72% of the respondents would go for solar based on economical factor.
21. 22% would go to local sales offices for more information about solar products.
22. 76% of the population would like to receive information about solar products.
23. 65% of the respondents are aware of solar power that charges inverter batteries.
24. 38% of the respondents would like to have email notifications.

5.2 SUGGESTION:

1. The company should go for offline advertisements for the people who are not much friendly with the internet especially in rural areas where the most potential customers are.
2. Most of the people are not aware of solar products, so the company must bring awareness in people through various promotional activities.
3. The company must educate the people in rural areas about the solar products.
4. The company must bring awareness in people about government subsidies on solar products.
5. The company must educate the farmers about working of their solar water pumps.
6. The company must improve their distribution channel.
7. The company must improve after sales service.
8. The company must recruit efficient engineers.

5.3 CONCLUSION:

The study concludes that majority of the customer would like to purchase solar power products and they look for economical factor of the products while purchasing, durability is also one of the important factors. Grinity Intellect is adopting various measures to reach out as much as customers at guwahati by doing a lot of virtual efforts. People of Guwahati are educated enough and they prefer personal interactions from the company.

Customers do not face a large amount of time to be spent for the problem of power cuts in their respective areas.

Considering the fact that there is a lot middle class family in India, The expenses incurred installing a solar power solution is taken on the higher side but looking at the long term prospect, Solar power is a must and efficient solution in today's world. So there is a huge market in guwahati coming up for solar companies in the near future.

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3. A. SIVAKUMAR “Retail marketing “excel book’s publication.
4. C.R. KOTHARI “Research Methodology” New age international public, 2nd revised edition.

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- Future Brands(www.futurebrands.co.in)
- Future Group(www.futuregroup.in)
- Google search
- Scribd.com
- Wikipedia.com

Annexure

‘Study of Consumer Perception toward Solar Power Products.’

Greetings!! This survey is being conducted for research purposes. Your response is precious to us which will help us to carry out this study further. Your responses will remain confidential and anonymous. We further assure you that your responses will not be analysed individually. I truly appreciate your efforts to spare some time to fill this survey and share your opinions. Thanking you in anticipation.

Q.1 Name.....

Q2 Please select the age group you belong to.

- 11-20 years
- 21 - 30 years
- 31 - 40 years
- 41 - 50 years
- 51 - 60 years
- Above 60 years

Q3 Please select your gender.

- Male
- Female

Q4 Please mention your family size (total members) in the space provided below.

Q5 Please specify your educational background.

- Up to Class 12th
- Graduate
- Post-Graduate
- Others _____

Q6 Please select your occupation.

- Government Employee
- Private Employee
- Business
- Housewives
- Others _____

Q7 Please select your monthly income group.

- Up to 25,000

- 25,001 - 50,000
- 50,001 - 75,000
- 75,001 - 1,00,000
- More than 1,00,000

Q8 Please select the area you live in.

- Six mile
- Noonmati
- Chanmari
- Dispur
- Christanbasti
- Paltan Bazar
- Pan Bazar
- Lalganesh
- Bharu
- Beltola
- Maligaon
- University
- North Guwahati
- West Guwahati

Q9 Do you face problem of daily power cuts in your area?

- Yes
- No

Q10 How frequently do you face power cuts in your area?

- 1 - 2 times in a Week
- 3 - 6 times in a Week
- 1 - 3 times in a Month
- 4 - 8 times in a Month
- Rarely

Q11 Please mention average number of hours per day for which power supply cut happens?

Answer

Q12 do you have power backup system in your house?

- Yes
- no

Q 13 Which of the following power backup system(s) do you use during power cuts?

- Emergency Lights
- Inverter - Battery System
- Society Power Backup Connection
- Generator
- Other, please mention _____

Q14 Are you aware of Solar Power Solutions?

- Completely Aware
- Somewhat Aware
- Totally Unaware

Q15 How did you come to know about these solutions?

- Television
- Newspaper
- Friends/Relatives
- Social Media
- Road Shows
- Exhibitions
- Roadside Hoardings/Billboards
- Others, please specify _____

Q16 Do you use any Solar Power Solution(s) at home?

- Yes
- No

Q17 Please select the type of Solar Power

Solution(s) you use?

- Solar Lanterns
- Solar Home Lighting Systems
- Solar Water Heater

- Solar Power Add-On to charge Inverter Battery
- Solar Power Plant
- Others, please specify _____

Q18 Would you like to use Solar Power Solution(s) in near future?

- Yes
- No

Q19 Which type of Solar Power Solution(s) you would like to use?

- Solar Lanterns
- Solar Home Lighting Systems
- Solar Water Heater
- Solar Power Add-On to charge Inverter Battery
- Solar Power Plant
- Others, please specify _____

Q20 Which of the following brands are you aware of?

- Central Electronics Limited
- First Solar
- Hi-Tech Solar
- Luminous Solar
- Maharishi Solar
- MIC Electronics
- Moser Baer Solar
- Grinity Intellect
- SELCO Limited
- Solar World
- Solid Solar
- Sukam Solar Power
- Sun Energy Systems
- TATA Power Solar
- Vikram Solar

Q21. Which factor(s) attracts you towards adopting Solar Power Solutions?

- Based on Latest Technology
- Durable
- Economical
- Environment Friendly

- High Returns on Investment
- Requires Low Maintenance
- Renewable
- Others _____

Q22. How would you like to collect information about latest Solar Power Solutions on your own?

- Internet
- TV Advertisements
- Newspapers
- Friends/Relatives
- Company website
- Magazines
- Social Media
- Local Sales Office
- Online shopping websites
- Others (Please specify)

Q23 Would you like to receive information about Solar Power Solutions?

- Yes
- No

Q24 Are you aware of a system that uses Solar Power to charge inverter batteries?

- Yes
- No

Q25 How would you prefer to receive information about Solar Power solutions from our experts?

- Personal Interaction
- E-Mail Communication
- Telephonic Conversation
- Social Networking

Q26. Please mention your contact details to enable us reach out to you.

- Contact Number
- Address
- E-Mail Address
- Social Networking Account Name



ACHARYA

ACHARYA INSITUTE OF TECHNOLOGY

DEPARMENT OF MBA

INTERNSHIP WEEKLY REPORT(16MBAPR407)

NAME OF THE STUDENT- ABINASH ROY

INTERNAL GUIDE- PROF. SENDHIL KUMAR




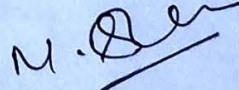
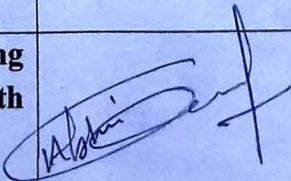

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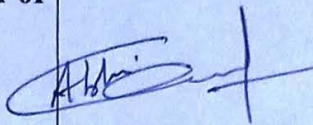



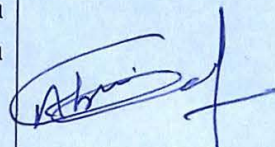
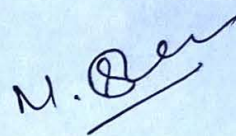


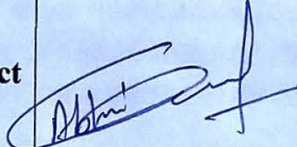
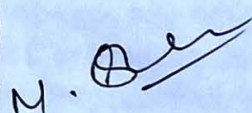

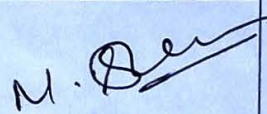

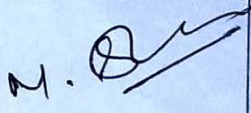
SPECIALIZATION- MARKETING & FINANCE


TITLE OF THE PROJECT- A STUDY OF CONSUMER PERCEPTION TOWARDS SOLAR POWER PRODUCTS

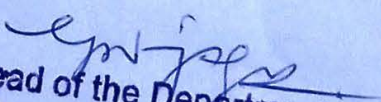
COMPANY NAME- GRINITY INTELLECT PRIVATE LIMITED

LOCATION- GUWAHATI

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGNATURE	INTERNAL GUIDE SIGNATURE
15-01-18 To 20-01-18	Introduction about Grinity Intellect pvt . ltd		
22-01-18 To 27-01-18	Learning about different types of products and services		
29-01-18 To 03-02-18	Orientation and gathering information about the growth of the company		

05-02-18 To 10-02-18	ANALYSIS of the position of the company		
12-02-18 To 17-02-18	Research problem identification		
19-02-18 To 24-02-18	Preparation of the research instrument for data collection in Grinity		
26-02-18 To 03-03-18	Theoretical background of the study		
05-03-18 To 10-03-18	Data collection and data Analysis in Grinity Intellect private limited		
12-03-18 To 17-03-18	Interpretation of the data gathered during the survey		
19-03-18 To 24-03-18	Final report preparation and submission		


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